

DIRECTORY OF AM AND FM STATIONS AND MARKET DATA FOR THE UNITED STATES

(For complete listing of Tv Stations see TELECASTING Yearbook)

ALABAMA MARKET DATA BY COUNTIES


County	Radio					Passenger		County	Radio					Passenger	
	Population 1950	Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1955	Population 1950		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1955		
Autauga	18,186	3,900	\$ 5,650	\$ 2,406	\$ 181	3,308	Jackson	38,998	8,700	15,744	3,244	382	6,795		
Baldwin	40,997	11,200	30,737	8,792	949	13,929	Jefferson	58,925	16,780	58,146	14,449	14,706	153,529		
Barbour	28,892	6,300	10,680	3,267	305	4,208	Lamar	16,441	3,600	4,731	1,330	136	3,145		
Bibb	17,987	3,800	6,624	1,659	130	2,647	Lauderdale	54,179	14,700	39,143	9,080	1,054	14,945		
Blount	28,975	7,100	11,272	3,201	232	4,641	Lawrence	27,128	6,200	6,527	2,371	281	3,684		
Bullock	16,054	3,300	4,137	1,245	146	1,819	Lee	45,073	11,000	25,361	7,280	971	8,957		
Butler	29,228	6,400	13,712	3,728	324	5,001	Limestone	35,766	8,300	18,026	4,984	482	6,996		
Calhoun	79,539	21,900	69,219	20,266	2,074	24,765	Lowndes	18,018	3,300	5,011	1,082	32	1,924		
Chambers	39,528	9,600	11,363	3,907	625	8,769	Macon	30,561	6,400	9,056	3,183	227	4,100		
Cherokee	17,634	3,800	4,891	1,256	98	3,900	Madison	72,903	18,900	56,028	11,678	1,255	20,780		
Chilton	26,922	6,500	10,601	2,884	331	5,105	Marion	29,494	6,400	13,881	3,121	340	3,639		
Choctaw	19,152	4,000	4,706	1,029	54	2,361	Martini	27,384	6,600	11,400	3,121	273	4,954		
Clarke	26,548	6,200	19,591	2,723	443	4,959	Marshall	45,090	11,600	34,132	7,029	927	11,430		
Clay	15,929	3,000	3,262	1,648	202	2,891	Mobile	231,105	71,500	221,964	58,690	10,212	69,155		
Cleburne	11,904	2,700	4,498	1,518	88	2,611	Monroe	25,732	5,300	13,611	3,543	245	4,002		
Coffee	30,720	7,100	12,502	3,806	377	7,188	Montgomery	138,965	40,800	144,659	31,230	3,891	42,364		
Colbert	39,561	10,600	31,612	9,165	1,021	12,027	Morgan	56,924	14,300	44,126	12,166	925	12,725		
Conecuh	21,776	4,300	6,686	1,996	144	2,616	Perry	20,439	3,900	7,589	1,789	204	2,421		
Coosa	11,766	2,500	3,126	1,244	104	2,264	Pickens	24,349	5,000	9,975	2,483	276	3,725		
Covington	40,373	10,000	21,788	6,370	798	10,824	Pike	30,608	7,100	14,694	4,170	525	5,212		
Crenshaw	18,981	4,300	7,554	1,988	140	2,893	Randolph	22,513	5,000	8,917	2,606	186	4,166		
Cullman	49,046	11,700	21,973	6,653	580	10,623	Russell	40,364	10,000	11,218	3,724	319	9,421		
Dale	20,828	4,800	7,979	3,326	346	5,510	St. Clair	26,887	6,400	10,775	3,971	369	5,502		
Dallas	56,270	13,500	35,154	8,612	1,133	11,358	Shelby	30,362	7,400	12,274	5,544	328	6,191		
De Kalb	45,048	11,100	18,123	4,755	394	9,045	Sumter	23,610	4,900	7,925	1,426	134	3,378		
Elmore	31,649	7,100	13,819	4,623	427	6,889	Talladega	63,639	15,900	38,445	12,276	1,126	13,787		
Escambia	31,443	7,300	26,227	6,415	633	8,576	Tallapoosa	35,074	8,400	18,547	5,504	766	7,960		
Etowah	93,892	27,400	74,917	19,804	2,060	28,740	Tuscaloosa	94,092	23,300	61,830	17,308	2,259	21,574		
Fayette	19,388	4,300	8,541	2,089	172	3,807	Walker	63,769	15,300	29,424	11,037	714	11,666		
Franklin	25,705	6,200	14,071	3,947	382	5,275	Washington	15,612	3,200	4,440	1,586	30	2,478		
Geneva	25,899	6,000	13,842	2,930	375	5,099	Wilcox	23,476	4,500	5,893	1,508	80	1,999		
Greene	16,482	3,200	6,542	1,391	157	1,741	Winston	18,250	4,200	5,772	1,431	168	3,156		
Hale	20,632	4,300	7,003	1,900	209	2,449	Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed; automobiles supplied by state.								
Henry	18,674	3,700	6,629	1,402	204	2,712									
Houston	46,522	11,900	43,346	9,485	1,110	12,516									

DIRECTORY OF AM AND FM STATIONS

City	County	Call Letters	Established	Tv Affiliate	Chan. or Freq.	Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations
ALBERTSVILLE (Marshall County)										
WAVU		630					Sand Mt. Bestg. Co. P. O. Box 250 630	Aia. Community	Pat M. Courington, p, gm	R. B. Taber, cm
WAVU-FM		Ch. 288 (B)								Bill Hagler, pd, nd
1949		105.1mc								
		4.5kw								
ALEXANDER CITY (Tallapoosa County)										
WRFS		1050					Piedmont Service Corp. 138 Main St. Adams 4-2566	Sears & Ayer	James L. Coley, p Jim Whately, gm, cm	Charles H. Whatley, pmm, ce Carroll Ward, nd
WRFS-FM		Ch. 291 (B)								Bill Buchanan, sd Louise Day, wd
1949		106-1mc								
		4.6kw								
ANDALUSIA (Covington County)										
WCTA		920					Andalusia Bestg. Co. Sanford Rd. 1340	MBS KBS Best Dora-Clayton	J. Dige Bishop, p, gm Donald Cooke, cm	Barbara Nicholson, pd Doyle Anderson, pmm
WCTA-FM		Ch. 251(B)								Gene Vinson, ce Howell Pebworth, nd
1950		98.1mc								
		10kw								

WCTA

ANDALUSIA, ALA.



SELLS IN SOUTH ALABAMA
AND NORTHWEST FLORIDA

5000 WATTS

STAFFED BY SELLING PERSONALITIES

Represented Nationally by HIL BEST

in the South by DORA-CLAYTON

Dige Bishop—President

920 KC

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

89.1 mc

WCTA-FM

10,000 watts

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp. evp; slm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prom. Mgr. pmm; Prod. Mgr. pdm;
ANNISTON (Calhoun County)						
WANA 1954	1490 250	Anniston Radio Co. 300 S. Leighton Ave. Adams 7-1627	KBS McGillvra	C. L. Graham, o	Mac M. Thomas, gm	
WHMA 1938	1450 250	Anniston Bestg. Co. Radio Bldg. Adams 6-7545	ABC Alabama Bestg. Sears & Ayer	Harry M. Ayers, p Malcolm Street, gm Rosamond Ponder, pd	W. Hall Wray, pmm James A. Hudson, ce George Rutledge, sd	E. Cody Hall, nd Teena Taylor, wd
WHMA-FM 1947	Ch. 263 (B) 100.5mc 3.6kw					
WSPC 1949	1390 5,000-D 1,000-N DA-N	Model City Bestg. Co. Jefferson Davis Hotel Adams 6-8291	MBS Walker Dora- Clayton	W. S. Weatherly, p, gm Rosebud Waldrop, pd Sara F. Jackson, pmm	Harry Dickinson, ce Bill Nash, nd S. A. Matthews, fd	Dick Whitaker, sd Buren Rose, wd
ATHENS (Limestone County)						
WJMW 1948	730 1,000-D	Athens Bestg. P.O. Box 386 565		H. F. Dunnivant, p, gm, cm Marjorie Jones, pd	William G. Mitchell, ce Bob Allen, pmm, sd	Bobbie Lankford, nd
ATMORE (Escambia County)						
WATM 1949	1580 250-D	Southland Bestg. Co. P.O. Box 59 50		Tom C. Miniard, gm, ce Julia Miniard, cm, pd	Wayne Butts, nd, fd Lowel McGill, sd	Margaret Conn, wd
AUBURN (Lee County)						
WAUD 1947	1230 250	Auburn Bestg. Co. Tuskegee Hwy. 1240	ABC	Elmer G. Salter, p, gm, cm, sd	Margaret White, pd, pmm, wd Avery Baswell Jr., ce	Bobbie Sanders, nd, fd
BESSEMER (Jefferson County)						
WBEO 1950	1450 250	Bessemer Bestg. Co. P.O. Box 510 5-5241	Forjoe Dora- Clayton	Jesse E. Lanier, p Eugene P. Well, gm, cm, pmm Bruce Payne, pd	Jack Warden, ce Erskine Faush, nd	Andrew Dawkins, sd Roberta Windsor, wd
BIRMINGHAM (Jefferson County)						
WAPI 1922	1070 10,000-D	Alabama Bestg. Sys. P.O. Box 2553 4-2466	NBC Blair	Henry P. Johnston, p, mng dir Herbert Martin, vp Fred Shaw, asst to pres	Ray A. Furr, vp, prog. development James Chenoweth, pmm J. V. Sanderson, ce	Dan Daniel, nd Maury Farrell, sd Boyd Evans, fd Betty Lee, wd
WABT(TV) 1946	5,000-N DA-N					
WAFM(FM) 1946	Ch. 258 (B) 99.5mc 72kw					
WBRC 1925	960 5,000 DA-N	Storer Bestg. Co. 1727 1/2 2nd Ave. N. 7-3172	CBS Katz	George B. Storer, p Lionel Baxter, mng dir Fox Lightfoot, pd, pmm	Robert L. DuPriest, ce Davenport Smith, nd Jim Atkins, fd	Dave Campbell, sd Mary Badham, co-wd Carol Woods, co-wd
WBRC-TV 1948	Ch. 295 (B) 106.9mc 15kw					
WCRT 1953	1260 1,000-D	Chapman Radio & TV Co. 725 S. 22nd St. 7-3019		W. A. Chapman, co-o G. K. Chapman, co-o, ce	Rudy Clark, gm, cm, pmm Don Kirkpatrick, nd, sd	Arlene Voudrie, wd
WEDR 1949	1220 1000-D	Magic City Bestg. Co. 1417 4th Ave. N. 4-0925	McGillvra	J. L. Doss, p	John A. Thompson, gm, cm	
WEZB 1953	1320 1,000-D	Voice of Homewood Tutwiler Hotel 4-4641		Gene Newman, p, gm Gaines Allen, cm, fd Ward McIntyre, pd	Margaret Armfield, pmm Bill Waldrip, ce Leroy Garrett, nd	Al Saunders, sd Patricia Trammell, wd
WILD 1945	850 10,000-D 1,000-N DA-N	Gordon Alabama Bestg. Co. 1901 Montgomery Hwy. 4-4511	MBS Burke- Stewart	Sherwood R. Gordon, p Charles A. Black, vp, mng dir Thomas W. Thuman, vp, sls dir	Richard Bennick, pd Arthur Plaut, pmm Raymond Lowery, ce	George Bell, sd, nd Tommy Morgan, fd Ann Paige, wd
WJLD 1942	1400 250	Johnston Bestg. Co. 1817 11th Place So. 54-3466	Rambeau	George Johnston Jr., p James E. Connolly, gm Hughes H. Brewer, cm	Harry Herrod, pd, nd Willie McKimstry, pmm Cliff Goggins, ce	Fletcher Kolb, sd Mary Vail, wd
WJLN-TV (CP) 1948	Ch. 284 (B) 104.7mc 23kw	(WJLD, Am Affiliate)				
WLBS 1946	900 1,000-D	WLBS Inc. P. O. Box 2190 54-2541		G. G. Puett, o, p J. T. Tuggle, slm	W. L. Steadman, pd Virgil Pearson, pmm	Gordon Bishop, ce Doug Carter, nd
WSGN 1926	610 5,000-D 1,000-N DA-N	Winston-Salem Bestg. Co. 2320 Seventh Ave. South 4-3434	ABC Avery-Knodel	James W. Coan, p Ben K. McKinnon, gm	Henry Sullivan, cm Horace Pumpfrey, pd	Joyce Savage, pmm Jack Shea, ce
WSGN-FM 1947	Ch. 229 (B) 93.7mc 37kw					
WVOK 1947	690 50,000-D DA-D	Voice of Dixie Inc. P. O. Box 2468 6-2924	Radio-Tv Reps	Iralee W. Bennis, p, gm Ira Leslie, sls dir, pd, pmm	R. G. Blaskow, ce Dan Brennan, nd, fd	Joan Foster, wd
BREWTON (Escambia County)						
WEBJ 1947	1240 250	Brewton Bestg. Co. 1000	MBS KBS Dora- Clayton	W. Emmett Brooks, p, gm Charles E. Land, cm	Helen Aughtman, pd Joseph A. Sikes, ce	Bill Brooks, sd

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CARROLLTON

(Pickens County)

WRAG 1951	590 1,000-D	Pickens County Bcstg. Corp. P. O. Box 71 2364	KBS	R. E. Hook, p James Carl Sauceman, gm	Jack Cochran, cm, pd, nd, sd O. C. "Sonny" Morgan, pmm, fd	David H. Livingston, ce
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CLANTON

(Chilton County)

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

CULLMAN

(Cullman County)

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

DECATUR

(Morgan County)

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

DEMOPOLIS

(Marengo County)

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

WILD

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

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

THE NEW SOUND IN BIRMINGHAM WITH A CASH REGISTER RING!

IN BIRMINGHAM...
EVERYBODY LOVES
THE NEW SOUND ON

wild

GORDON
BROADCASTING CO.

Sherwood R. Gordon,
President

Charles A. Black,
Vice President and
Managing Director

Nat'l. Representatives
BURKE-STEWART



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

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WJOI

PLUS

MUTUAL

PLUS

AP NEWS

JOE T. VAN SANDT, MGR.

FLORENCE NOW DECLARED A POTENTIAL

METROPOLITAN MARKET

(By Sales Management)

KEEP COMPANY WITH THE BEST, ON WJOI

Partial list of WJOI Advertisers—

Appalachian Apples	Esso Standard Oil	Jax Beer
B.C. Remedy	Ex-Lox	Jefferson Island Salt
Belle Meade Soltines	Florida Citrus Commission	Kraft
Brama-Quinine	Fluffo	Kroger
Butter Fingers	Ford	Lincoln-Mercury
Camel Cigarettes	General Electric	Lion Oil Company
Chrysler	General Tires	Nu-Grope
Coca-Cola	Gillette	Packard
Cremomulsion	Greyhound Lines	Pepsi-Colo
Dodge	Hadacol	Pepto-Bismol
Dr. Pepper	Holsum Bread	Philco
		Plymouth
		Quaker Oats
		R.C. Cola
		Saltice
		Sou. Bell Tel. Co.
		Stanback
		Studebaker
		Willard Batteries
		Winston Cigarettes
		St. Joseph Aspirin

TOP IN THE LAST FIVE CONLAN SURVEYS

850 S. COURT ST. PHONE 2608 FLORENCE, ALABAMA

GADSDEN

(Etowah County)

WCAS 570
1947 1,000-D

WETO 930
1950 1,000-D

WGAD 1350
1947 5,000-D
1,000-N
DA-N

Etowah Bcstrs. Inc.
752 Forrest Avenue
6-6301

Gadsden Radio Co.
722 S. 12th St.
6-9201

Coosa Bcstg. Co.
P. O. Box 351
6-1611

MBS

KBS
McGillvra

ABC
Rambeau
Dora-Clayton

Charles A. Smithgall, p
John P. Kirby, gm

Cary L. Graham, p
Mac M. Thomas, gm

James L. Garrett, p, gm
Jack A. Worley, cm

Ray Estes, cm
Edward R. Reilly, pd

Sheila Wallace, cm
Velma Mote, pd

Billie Cornelius, pd, nd, fd, sd
Dick Biddie, natl sim

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

GENEVA

(Geneva County)

WGEA 1150
1953 1,000-D

Geneva County Reaper
P. O. Box S
456

Continental

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

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

Leon Barnes
Hazel Willia.

GREENVILLE

(Butler County)

WGYV 1400
1948 250

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

KBS
Continental

W. H. Miller, gm

GUNTERSVILLE

(Marshall County)

WGSV 1270
1950 1,000-D

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

KBS

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

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

Margaret Henderson, wd

HALEYVILLE

(Winston County)

WJBB 1230
1949 250

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

MBS
KBS
Indie

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

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

Charles Lovvorn, fd
Warren Hyde, sd

HAMILTON

(Marion County)

WERH 970
1950 5,000-D

Hugh J. Fite
3481

KBS
Best

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

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

William D. Gregory, wd

HOMEWOOD

(Jefferson County)

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

(See Birmingham Listing)

(See Birmingham Listing)

HUNTSVILLE

(Madison County)

WBHP 1230
1937 250

WFUN 1450
1946 250

Wilton Harvey Pollard
Fifth Ave.
Jefferson 2-3521

Huntsville Bcstg. Co.
410 W. Holmes St.
Jefferson 2-5641

MBS
KBS

Sears &
Ayers
Dora-
Clayton

W. H. Pollard, p, gm
Fred Still, cm

J. B. Falt Jr., p, gm

Barbara Atkins, pd
Grady Reeves, pmm, nd, sd

John Garrison, sm, pd, ce,
nd, sd

Wm. I. Wilkes, ce
Nathalie Greham, wd

WHBS 1550
1946 5,000-D
500-N
DA-N

Huntsville Times Co.
P. O. Box 986
Jefferson 2-8471

ABC
Alabama Bcstg.
Gill-Perna
Cummings

Henry P. Johnston, p
Jack F. Neal, gm

Reuben T. Miller, pd
Victor Bankowski, ce

Hudley Crockell, sd
Lucia Lull, wd

JACKSON

(Clarke County)

WPBB 1290
1950 1,000-D

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

MBS
KBS
Indie

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

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

Ben Briggs, sd
Dora Lee Clay, wd

JASPER

(Walker County)

WWWB 1360
1946 1,000-D

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

KBS

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

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

David Vanzandt, ce, fd
Fred Norris, sd

LANETT

(Chambers County)

WRLD 1490
1941 250

WRLD-FM Ch. 275 (B)
1946 102.9mc
10kw

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

ABC
Clark

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

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

John Hodges, nd
Bill Scott, sd

MARION

(Perry County)

WJAM 1310
1951 5,000-D

Neely & Neely
4881

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

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

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

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



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ALABAMA

City County Call Letters Established TV Affiliate	Cr	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sllm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	
MOBILE (Mobile County) WABT 1948	480 5,000 DA-N Ch. 271 (B) 102.1mc 26kw	Mobile Press Register 304 Government St. Hemlock 3-1551	ABC Branham	R. E. Chandler, p W. J. Hearin Jr., evp	Dewey H. Long, gm, cm Phil Forrest, pd, nd	William H. Murphree, ce Jack Bitterman, sd
TV 3	1410 5,000 DA-N	Pape Bcstg. Co. 210 Government St. Hemlock 3-3756	NBC Headley-Reed	W. O. Pape, p H. K. Martin, evp W. B. Pape, gm	Al Holman, pd, nd, wd Charles Thompson, pmm Alvin R. Bell, ce	James McNamara, fd Lou Garris, sd
AB-TV	840 1,000-D	Pursley Bcstg. Service Inc. 525 Donald St. Greenwood 7-7800	MBS Forjoe Dora- Clayton	Louise P. Pursley, chmn of bd R. H. Moore, p Jim C. Smith, cm	J. Tom Jackson, pd W. C. Carter, pmm Ray Gartman, ce	Paul Dubose, nd Ed Chapman, fd
KRG 1946	710 1,000-D 500-N DA-N	WKRK-TV Inc. P. O. Box 1184 2-6789	CBS Avery-Knodel	Kenneth R. Giddens, exec. ptrnr	William S. Baskerville Jr., gm	
WKRK-FM 1946	Ch. 260 (B) 99.9mc 3kw					
WMOZ 1953	960 1,000-D	Edwin H. Estes 1638 St. Stephens Rd. Garden 6-3546	Pearson	Edwin H. Estes, p, gm W. H. Dutton, cm June Jenkins, pd	Ruth Floyd, pmm Vernon C. Floyd, ce	James Bivens, sd Roberta Williams, wd
MONROEVILLE (Monroe County)						
WMFC 1952	1220 250-D	Monroe Bcstg. Co. 1220	KBS	J. H. Faulkner, ptrnr W. M. Stewart, ptrnr, gm Tom Gardner, cm	Riley N. Kelly, pd, pmm Roland Jordan Jr., ce	Riley N. Kelly Jr., nd J. W. Quinn, sd
MONTGOMERY (Montgomery County)						
WAPX 1947	1600 1,000 DA-N	United Bcstg. Co. 116 Catoma St. 3-7589	ABC MBS Walker	Thomas E. Martin, p, gm Hoke S. Williford, cm, pmm Lee Gooch, pd	Owen H. Lehr, ce Tom Johnson, nd Troy Lanton, fd	Dave Manners, sd Ruth McGraw, wd
WBAM 1953	740 50,000-D DA-D	Deep South Bcstg. Co. Montgomery 2 2-3851	Radio-TV Reps.	W. J. Brennan, p, gm Felix Robinson Jr., cm	Fred Wamble, pd Crawford Roquemore, fd	Cyril G. Brennan, ce
WCOV 1939	1170 10,000-D DA-2	Southern Bcstg. Co. Adrian Lane 5-3561	CBS Raymer	Oscar P. Covington, p Hugh M. Smith, gm Joe Petranka, mgr, pmm W. W. Hunt, cm	Weston Britt, pd W. D. Weatherly, ce Gordon Tucker, nd	Walt Spiro, fd Dick Reid, sd Dot Armand, wd
WCMG 1946	800 1,000-D	Dixie Bcstg. Co. 4 S. Perry St. 2-5245	Forjoe Dora-Clayton	Dr. S. D. Suggs, p Thomas W. Sewell, gm Lynn Hargraves, cm, asst mgr, pmm	Ann Fincher, pd, wd Beverly L. Lobdell, ce	Paul Dunaway, nd, fd Chuck Elliott, sd
WRMA 1953	950 1,000-D	Southland Bcstg. Co. 135 Commerce St. 2-1475	McGillvra	Ralph M. Allgood, p, gm Judd Spurling, cm, pmm	Maude Ballou, pd Walter B. Stevenson, ce	Bill Johnson, nd, fd, sd Bertha Lee Bailey, wd
WSFA 1930	1440 5,000-D DA-N	WKY Radiophone Co. 10 E. Delano 5-1251	NBC Headley- Reed	Hoyt Andres, vp, sm John C. Hughes, cm	Robert F. Doty, pd Robert L. Tuttle, pmm	Robert M. Hayward, ce Frank McGee, nd
WSFA-TV	1,000-N DA-N					
MUSCLE SHOALS (Colbert County)						
WLAY 1933	1450 250	Gregory Bcstg. Corp. P. O. Box 230 Sheffield, Ala. Sheffield 1450		M. C. (Jim) Gregory, p, gm Julian A. Flint, asst mgr, nd	Tom Doughty, slm, fd Dick Williamson, pd, sd	Benny Lott, ce Wanda Wassner, wd
ONEONTA (Blount County)						
WCRL 1953	1570 250-D	Blount County Bcstg. Service Inc. 4871	KBS	L. D. Bentley Jr., p, gm, nd Max G. Bynum, cm	Glenn M. Cornelius, pd, fd, sd Glenda Robertson, pmm, wd	H. C. McPherson, ce
OPELIKA (Lee County)						
WJHO 1940	1400 250	Opelika-Auburn Bcstg. Co. 1400 Auburn Road Sherwood 5-2084	MBS KBS Indie	John C. Cooper Jr., gm John E. Smollon, cm, ce, sd	Edwin P. Rowell, pd, fd Lynn Hackler, pmm	Ken Fuller, nd Alice MacMacon, wd
OPP (Covington County)						
WAMI 1952	860 1,000-D	Opp Bcstg. Co. P. O. Box 169 2-6591		H. N. Lee, p Beri F. Moore, gm, cm	James Heath, pd, pmm, nd Robert Page, ce	Jim Williams, fd, sd Willow Dean Leonard, wd
OZARK (Dale County)						
WOZK 1953	900 1,000-D	Ozark Bcstg. Corp. P. O. Box 742 655		Douglas Brown, p Howard Parrish Jr., gm, ce	Wade Sullivan, cm Daryl Griffin, pd	Miriam Brown, wd
PELL CITY (St. Clair County)						
WFHK (CP)	1430 1,000-D	St. Clair Bcstg. System P. O. Box 1662 Birmingham, Ala.		William David Frink, ptrnr Fred Lamar Kelly, ptrnr	John H. Hayes, ptrnr	Glinn Pruitt, ptrnr
PHENIX CITY (Russell County)						
WPNX 1952	1460 1,000 DA-N	Community Bcstg. Co. P. O. Box 388 8-8787	ABC MBS Sears & Ayer	Roy M. Greene, p, gm Sam W. Keel, cm	Ralph Burgess, pd, nd, sd Arnold White, ce	V. R. Greene, fd Earline Duncan, wd

Data corrected to Dec. 15, 1955. If executives or services for FM are same as AM affiliate, names are not repeated.
 FM's in *italics*. N—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-I—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

PIEDMONT*(Calhoun County)*

WPID 1953	1280 1,000-D	C. L. Graham Gadsden, Ala.	KBS	C. L. Graham, o	Mac M. Thomas, gm	Hank Smith, sm
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PRICHARD*(Mobile County)*

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

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

WWWR 1949	920 1,000-D	Bankhead Bcstg. Co. Jasper, Ala. Jasper 2-3461	KBS Tri-W Net.	W. W. Bankhead, p Hal Kirby, gm	James W. Elliott, cm	Carl Van Sittert, pd, ce
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SCOTTSBORO*(Jackson County)*

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

SELMA*(Dallas County)*

WGWC 1946	1340 250	Dallas Bcstrs. Inc. P. O. Box 686 Trinity 4-6687	CBS Alabama Bcstg. Co. Holman	Oscar Covington, p Erle Hanna, gm James Roebuck, cm, pd	Stan Smith, pmm, ce Bob Smith, nd, sd	David Rigdon, fd Carolyn Perrin, wd
WHBB 1935	1490 250	Selma Bcstg. Co. P. O. Box 26 Trinity 4-8296	NBC KBS Avery-Knodel	Julien Smith, p John F. Townshend, vp, cm, pmm Roland Jordan Jr., o	Earl Hadaway, pd W. D. Powers, ce	Jessica I. Townshend, wd
WRWJ (CP)	1570 1,000-D	Central Ala. Bcstg. 1501 Broad St.				

SYLACAUGA*(Talladega County)*

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

TALLADEGA*(Talladega County)*

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

TALLASSEE*(Elmore County)*

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

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

WJRD 1936	1150 5,000-D 1,000-N DA-N	Wilhelmina Echols 2216 Broad St. 4464	NBC Rambeau Dora-Clayton	Wilhelmina Echols, p Gene Tibbett, gm, pmm Lehman Mayer, cm	Jerry Thompson, asst cm, nd Roy McAllister, pd, sd Dave Livingston, ce	Jack Hamm, fd Joann Barnes, wd
WNPT 1951	1280 1,000-D 500-N DA-N	W. Alabama Bcstg. Co. P. O. Box 181 3311	Alabama Bcstg. Indie	W. P. Thielens, p Thomas H. Todd, gm, ce Ruth Harris, cm, pmm	Betty Bailey, pd Clyde Price, nd Chuck Gardner, fd	Hank Holman, sd Evelyn Tidmore, wd
WTBC 1946	1230 250	Tuscaloosa Bcstg. Co. Radio Center 8-5523	MBS KBS Sears & Ayer	Bert Bank, p, gm, cm	Jack Mock, pd	J. A. Ward, ce
WTBC-FM 1952	Ch. 239 (B) 95.7mc 17.5kw					

TUSCUMBIA*(Coibert County)*

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

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

WETU 1954	1570 250-D (CP-1250 1,000-D)	Elmore Service Corp. P. O. Box 80 7369	KBS Sears & Ayer	Lem Coley, p Ed Morgan, gm, slm	James C. Rutledge, ce	Wallace McDow, sd
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MARKET DATA BY COUNTIES

County	Population 1950	Radio				Passenger Cars 1954	County	Population 1950	Radio				Passenger Cars 1954
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)				Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	
Apache	27,767	3,000	\$ 8,680	\$ 1,377	\$ 171	1,943	Pima	141,216	57,800	210,857	49,355	10,095	63,639
Cochise	31,488	9,800	36,055	9,717	1,151	11,212	Pinal	43,191	12,500	48,207	15,572	1,888	12,216
Cocconino	23,910	6,800	26,972	4,724	681	6,384	Santa Cruz	9,344	2,400	14,699	2,939	797	2,705
Gila	24,158	7,100	20,073	5,150	776	7,760	Yavapai	24,991	7,200	25,593	5,866	860	7,768
Graham	12,985	3,300	13,818	2,423	341	3,868	Yuma	28,006	10,200	52,733	11,941	1,545	12,931
Greenlee	12,805	3,900	10,104	3,324	234	4,051							
Maricopa	331,770	125,700	499,840	105,313	17,676	146,907							
Mohave	8,510	2,300	9,011	1,905	188	2,197							
Navajo	29,446	5,700	27,103	5,186	977	4,794							

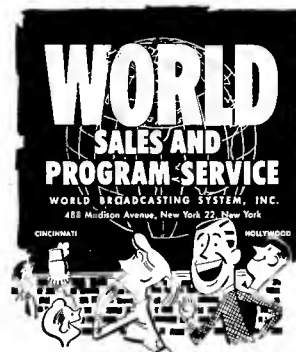
Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed; automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
BISBEE (Cochise County)					
KSUN	1230 1933	250	Carleton W. Morris Warren Rd. Hemlock 2-2277	MBS Don Lee Arizona Net. Blair	Carleton W. Morris, p Arlo Woolery, gm, cm Ray Helgesen, pd Jay Ruiz, pmm C. P. Ruffner, ce Bert Maine, nd Helen French, wd
CLIFTON (Greenlee County)					
KCLF	1400 1950	250	Gila Bcstg. Co. Box 548 University 4-4114	NBC Best	Paul Merrill, gm Eric L. Manola, cm, sm David H. Stevens, pd, sd Jerome H. London, pmm, nd George Kuehnle, ce Roy Jeeter, fd
KHCD	1450 (CP)	250	Darwin Bcstg. Co. P. O. Box 1394 Banning, Calif.		Chester Darwin, o
COOLIDGE (Pinal County)					
KCKY	1150 1948	1,000 DA-N	Gila Bcstg. Co. Inc. Roosevelt at Main 4451	CBS KBS Arizona Net. Paschall	Louis F. Long, p William F. Parady, gm, sd Leo Bernard, cm Keith Delano, pd Oliver Grieve, ce Buddy Martin, nd, fd Virginia Baker, wd
DOUGLAS (Cochise County)					
KAWT	1450 1946	250	Carlton W. Morris P. O. Box 1118 EM 4-3484	MBS Arizona Net. Cactus Net. Best	Carlton Morris, p Edward Lee Williams, gm, cm Dick Miller, pd, sd Mark Shore, pmm Ben Strotman, ce Gene Baril, nd Jim Collins, fd Theresa Jdrzejek, wd
FLAGSTAFF (Cocconino County)					
KCLS	600 1950	5,000-D 500-N DA-N	Charles J. Saunders 946	MBS Don Lee Arizona Net.	Charles J. Saunders, p, gm, cm Bill Johnson, pd Dorothy Saunders, pmm Len Benson, ce Don Gellers, nd, sd Bill Brechen, fd
KGPH	690 1950	1,000-D 500-N DA-N	Frontier Tv Co. Weatherford Hotel 51	ABC McGillvra	N. R. Herndon, gm, cm Hollis W. Hill, pd, nd E. C. Phillippi, ce William Pickett, sd Mary Jane Phillippi, wd
GLENDALE (Maricopa County)					
KRUX	1340 1947	250	Bartell Bcstrs. Inc. P. O. Box 2319 Yellowstone 7-9244	O'Connell Indie	Gerald A. Bartell, p Stan Norman, gm Sandy Wise, cm Frank Pollack, pd Neal Leavitt, pmm Gene Boos, ce Tony Duran, nd Kenneth Wilson, fd Ray Odon, sd Madeline Wise, wd
GLOBE (Gila County)					
KWJB	1240 1938	250	Gila Bcstg. Co. P. O. Box 2343 41	NBC Arizona Bcstg. Raymer	Louis F. Long, p Willard Shoecraft, sm Chuck Mizner, cm Robert B. Corrigan, pd Harvey Gosch, pmm Darrell Tucker, sd Harryette Weinburg, wd
HOLBROOK (Navajo County)					
KDJI	1270 1955	1,000-D	Northeastern Arizona Bcstrs. 1014 W. Hopi Dr. 40	KBS Tracy Moore Best	Donald Edward Jacobs Sr., co-o, pmm Irene Tabor, co-o, pd Blake Tabor, gm, cm, nd Ray Dammon, ce Gail de Hart, fd Dale Guest, sd Olivia Arreola, wo

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Women's
Service
Features!

KINGMAN*(Mohave County)*

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

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

NOGALES*(Santa Cruz County)*

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

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

PRESCOTT*(Navajo County)*

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

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

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

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

WINSLOW*(Navajo County)*

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

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations
YUMA (Yuma County)					
KOLD 1953	1240 250	Broadcasters Inc. P. O. Box 1430 Sunset 3-8341	KBS Arizona Net. Tracy Moore	W. J. Hawthorne, p, gm, cm Russ Foss, pd Chas. Benedict, pmm, sd	Jose Armendariz, ce Gordon Ross, nd Farley Zooper, fd Terre Howell, wd
KYMA 1950	1400 250	KYMA-Yuma Inc. P. O. Box 671 Sunset 3-7841	ABC MBS Arizona Net. Paschall	Bill Lindsey, p, gm Leo A. Newsome Jr., cm, sd Milton Frisbee, pmm	Chuck Lay, pd Gene Guerto, ce Ralph Davis, nd Bill Miller, fd Irene Quammen, wd
KYUM 1940	560 1,000 DA-N	Yuma Best Bestg. Co. 1901 First St. 3-3305	NBC Arizona Bestg. Raymer	Ray C. Smucker, p, gm Roy L. Jorgensen, sm, cm Lawrence Lee Roeser, pd, pmm	Frank Hancock, ce Fred A. Pegler, fd Urban E. Simonton, sd Marline Romans, wd

ARKANSAS

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Passenger Cars 1954	County	Population 1950	Radio Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Passenger Cars 1954
Arkansas	23,665	6,700	\$27,233	\$ 5,172	\$ 764	*374,532	Little River	11,690	2,600	4,756	1,692	187	
Ashley	25,660	6,200	14,409	3,920	398		Logan	20,260	4,500	9,953	1,601	216	
Baxter	11,683	3,000	7,271	1,572	199		Lonoke	27,278	6,600	16,502	3,946	459	
Benton	38,076	11,300	34,402	6,719	762		Madison	11,734	2,500	2,639	550	80	
Boone	16,280	4,500	14,252	2,535	320		Marion	8,609	2,100	2,156	606	39	
Bradley	15,987	3,700	10,061	1,850	204		Miller	32,614	9,600	36,830	7,084	717	
Calhoun	7,132	1,400	2,060	500	22		Mississippi	82,375	20,000	53,912	11,927	1,373	
Carroll	13,244	3,800	7,945	1,846	349		Monroe	19,540	4,600	11,559	3,369	306	
Chicot	22,306	5,300	11,633	3,021	336		Montgomery	6,680	1,500	1,468	330	45	
Clark	22,998	5,700	15,111	3,319	430		Nevada	14,781	3,400	6,526	1,520	163	
Clay	26,674	6,800	11,724	2,649	287		Newton	8,685	1,800	643	369	20	
Cleburne	11,487	2,600	3,559	804	108		Ouachita	33,051	9,600	27,703	7,470	794	
Cleveland	8,956	2,100	1,803	604	46		Perry	5,978	1,200	1,288	324	24	
Columbia	28,770	7,200	17,095	3,256	624		Phillips	46,254	11,900	30,427	8,170	884	
Conway	18,137	4,100	9,062	1,881	246		Pike	10,032	2,500	3,947	762	124	
Craighead	50,613	13,200	35,932	6,891	1,101		Poinsett	39,311	8,700	24,188	5,018	697	
Crawford	22,727	6,000	8,766	2,490	350		Polk	14,182	3,600	8,307	2,284	255	
Crittenden	47,184	11,800	33,187	7,394	499		Pope	23,291	5,800	12,599	2,879	361	
Cross	24,757	5,800	14,225	2,763	401		Prairie	13,768	3,200	5,497	1,408	144	
Dallas	12,416	2,800	6,697	2,253	230		Pulaski	196,685	62,800	227,848	43,783	7,650	
Desha	25,155	5,800	14,227	3,709	300		Randolph	15,982	3,600	6,354	1,296	172	
Drew	17,959	4,300	7,738	2,790	193		St. Francis	36,841	8,600	18,679	4,706	382	
Faulkner	25,289	6,200	14,647	2,510	360		Saline	23,816	6,200	14,676	3,743	277	
Franklin	12,358	2,800	6,053	1,139	148		Scott	10,057	2,400	3,911	613	122	
Fulton	9,187	2,400	2,196	498	56		Searcy	10,424	2,500	3,095	710	126	
Garland	47,102	14,600	54,419	11,191	2,314		Sebastian	64,202	20,100	83,543	14,337	2,343	
Grant	9,024	2,200	3,225	848	74		Sevier	12,293	3,000	6,394	1,420	217	
Greene	29,149	7,400	17,957	3,886	391		Sharp	8,999	2,100	1,496	343	46	
Hemstead	25,080	6,100	14,549	3,016	347		Stone	7,662	1,700	1,928	503	57	
Hot Springs	22,181	6,600	13,334	3,738	382		Union	49,686	13,600	46,884	9,897	1,748	
Howard	13,342	3,000	6,787	1,615	243		Van Buren	9,687	2,400	2,948	715	85	
Independence	23,488	6,000	15,349	2,923	306		Washington	49,979	15,100	51,807	9,322	1,147	
Izard	9,953	2,400	2,058	474	110		White	38,040	10,200	20,161	3,711	618	
Jackson	25,912	6,800	18,075	3,691	473		Woodruff	18,957	4,000	9,276	1,995	327	
Jefferson	76,075	21,000	54,474	12,987	1,148		Yell	14,057	3,300	9,794	1,417	269	
Johnson	16,138	4,100	7,391	2,181	164		*State wide total						
Lafayette	13,203	3,000	6,187	1,576	157								
Lawrence	21,303	5,400	9,230	1,824	229								
Lee	24,322	5,600	10,924	2,509	365								
Lincoln	17,079	3,500	4,099	1,193	154								

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

DIRECTORY OF AM AND FM STATIONS

ARKADELPHIA
(Clark County)

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

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

KBBA 1953	690 250-D	Benton Bestg. Service P. O. Box 294 Spring 8-2690	Arkansas Net.	Lavelle Langley, p, gm, cm Edwin Zoch, pd, ce	Jim Landers, pmm, nd, sd	Mary Smart, wd
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BLYTHERVILLE
(Mississippi County)

KLCN 1922	910 5,000-D	Harold L. Sudbury Sudbury Bldg. Poplar 2-2093	Arkansas Net. Razorback Pearson	Harold L. Sudbury, p, gm, cm Carl Frame, pd	J. T. Sudbury, pmm Joe Nearn, ce, nd	Don Whitney, fd, sd Juanita Gray, wd
KLCN-FM 1948	Ch. 241 (B) 96.1mc 21kw					

CAMDEN
(Ouachita County)

KAMD 1946	910 1,000-D	Camden Radio Inc. 874 California Ave. S.W. Temple 6-5091	MBS Razorback Net. Gill-Perna	W. E. Hussman, p Donald Cathey, gm John C. Guenther, cm	Cal Carter, pd, pmm, nd, sd D. C. Hunter, ce	E. A. (Jack) Wilson, fd Salley Powell, wd
KPLN 1953	1370 1000-D	Southern Bestg. Co. Stephens Rd. 6-9334	Best	C. T. Mullins, gm & cm	J. Andrew Wright, pd, pmm	

Data corrected to Dec. 15, 1955. If executives or services for FM are same as AM affiliate, names are not repeated.
 FMs in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

CONWAY

(Faulkner County)

KCON 1950	1230 250	Conway Bcstg. Co. 903½ N. Front St. 189	KBS	J. E. Clayton, p, gm, cm	Sara Frances Morehead, pd, pmm	Edward McClenden, ce
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CROSSETT

(Ashley County)

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

(Union County)

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

FAYETTEVILLE

(Washington County)

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

(St. Francis County)

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

(Sebastian County)

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

HARRISON

(Boone County)

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

(Phillips County)

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

(Hemphre County)

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

(Garland County)

KBHS 1953	590 1000-D	Resort Bcstg. Co. 113 Third St. 3888	Sears & Ayer	I. A. Cain, p	Ed. C. Appler, gm, cm	Steve Nichols, pd
KELO 1953	1470 1,000-D	National Park Bcstg. Co. 1011 Central National 3-2553	Razorback Indie Dora-Clayton	Robert S. Bieloh, p, gm Jack Wolever, cm	DeWitt Waites, pd, sd Hank Sanders, pmm	Robert G. King, ce Ival Bieloh, wd
KWFC 1941	1340 250 (CP-1350 1,000-D 500-N DA-N)	Spa Bcstg. Co. 819½ Central Ave. National 4-1225	ABC MBS Razorback Arkansas Net. Gill-Perna	Walter E. Hussman, p C. J. Dickson, gm, cm Jim Citty, pd, sd	David Campbell, pmm Bill Carr, ce Walter M. Ebel, nd	Overton Hurst, fd Bonnie Jean Brooks, wd

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



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

JONESBORO

(Craighead County)

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

LITTLE ROCK

(Pulaski County)

KARK 1928 KARK-TV DA-N	920 5,000 DA-N	Arkansas Radio & Equipment Co. 1001 Spring St. Franklin 6-2481	NBC Petry	T. H. Barton, p, gm Doug Romine, asst gm A. C. Dowden, cm	Ernest Howard, pd Shirley Kennedy, pmm Dan Winn, ce	Bob Kemp, nd Bob Buice, fd Pat Fontaine, wd
KGHI 1927	1250 1,000-D 500-N DA-N	Radio Arkansas-Radio Station KGHI P. O. Box 3099 Franklin 2-0166	Burn-Smith	Harold E. King, o, gm William J. Hart, sm Rex Parnell, cm	Hugh Brown, pd Sonny Parnell, pmm V. O. Van Deusen, ce	Al Shirey, nd Ray Poindexter, fd, sd Clarice Billingsley, wd
KLRA 1927	1010 10,000-D 5,600-N DA-N	Arkansas Bcstg. Co. P. O. Box 550 Franklin 2-5427	ABC Raymer	J. N. Heiskell, p Cyril E. Deese, gm, cm Harris Owen, pd	Robert Hicks, pmm, nd Kermit Tracy, ce Jim Moffett, fd	C. Harry Pierce, sd Dorothy Sansing, wd
KTHS 1924 KTHV (TV) DA-N KVLC 1948	1090 50,000 DA-N 1050 1,000-D	Radio Bcstg. Inc. 313 Main St. Franklin 4-2293 Southwestern Bcstg. Co. Southern Natl. Ins. Bldg. Franklin 5-5321	CBS Branham Co. Radio-TV Reps. Brown	Robert Ewing Jr., chmn of bd B. G. Robertson, gm W. V. Hutt, cm R. M. Saxon, p Dale D. Mahurin, gm, ce	Cecil Bland, pd R. E. Brown, pmm Cecil Suitt, ce Henry H. Steele, pmm Lloyd L. Denney, nd	Bill Neel, nd Marvin Vines, fd Dan C. Crawford, sd
KXLR 1946	1150 5,000-D 1,000-N DA-N	Arkansas Airwaves Co. Cotton Belt Bldg. Franklin 2-2155	MBS Razorback Pearson	John F. Wells, p Melvin Spann, gm Melton B. Lancaster, cm, pmm	Roy C. Nichols, pd Earl Butler, ce	Bobbie Foster, nd, wd Bud Connell, sd

MAGNOLIA

(Columbia County)

KVMA 1948	630 1,050-D	Magnolia Bcstg. Co. 212 N. Jefferson 630	MBS Razorback Pearson	Dr. Joe F. Rushton, p Bill Bigley, gm George Shaw, cm	Ray Wells, ce Floyd Hudson, nd	John Turner, sd Lois Russell, wd
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MALVERN

(Hot Spring County)

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

(Fulton County)

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

(Desha County)

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

(Polk County)

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

(Drew County)

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

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

Specializing in community needs K8TM and KGHI stress local news coverage . . . direct, live broadcasts of important city happenings backed with "pop" music for round the clock listening . . . AND the Budweiser Cardinal Baseball Network.

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

K8TM has a solid sales story equally as impressive.



KGHI
LITTLE ROCK, ARKANSAS
BILL HART, Station Manager

HAL KING General Manager • BURN-SMITH National Representatives

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o, Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
MORRILTON (Conway County)							
	KVOM 1953	800 250-D	Morrilton Bcstg. Co. P. O. Box 541 506		J. C. Willis, p, gm Weldon Sledge, cm, ce	Lyn Turner, pd Hugh C. Jones, pmm	Jim Lee Monro, nd Harold Nichols, sd
MOUNTAIN HOME (Baxter County)							
	KTLO 1953	1490 250	Mtn. Home Bcstg. Corp. P. O. Box 67 1490	MBS Razorback Best	Arvin Stricklen, p, gm	Bob Pratt, cm	Ken Wilkins, ce
NEWPORT (Jackson County)							
	KNEY 1949	1280 1,000-D	Newport Bcstg. Co. 749		Howard Sudbury, p Gene Howe, gm, cm, fd, sd	Jerry Grojean, pd, nd Anson Clark, ce	Bettie Smith, wd
OSCEOLA (Mississippi County)							
	KOSE 1949	860 1,000-D	Osceola Bcstg. Corp. Hwy. 61 South 860	KBS Best	Harold F. Ohlendorf, p Ted Woods, gm	Betty G. Woods, cm, wd	Harold M. Jones, ce
PARAGOULD (Greene County)							
	KDRS 1947	1490 250	Progressive Bcstg. Co. P. O. Box 491 Cedar 2-7627	KBS	Ted Rand, gm T. M. Self, bus mgr	D. F. Bateman, cm Wilma Wheelis, pd, wd	Russ Schwamb, ce, nd, fd Chuck Stark, sd
PINE BLUFF (Jefferson County)							
	KCLA 1947	1400 250	Radio Engineering Service 2900 W. 28th Ave. 1900	Best	Kenneth Kesterson, ptrn, gm	Charles Penix, ptrn, pd	Cylde Martin, cm
	KOTN 1934	1490 250	Universal Bcstg. Corp. Simmons Bank Bldg. 721	MBS KBS	B. J. Parrish, p, gm, ce Joe Wallace, cm Hilda Matz, pd	R. W. Etter, pmm Bobby Jones, nd J. K. Robinson, fd	Wendell Atchison, sd Alva Holt, wd
POCAHONTAS (Randolph County)							
	KPOC 1950	1420 1,000-D	Pocahontas Radio Inc. P. O. Box 250 500	KBS	Adrian L. White, gm	Bill Nicholson, cm, pd, nd, sd	Jack Wilson, ce, fd
	KPOC-FM 1950	Ch. 249 (A) 97.7mc 0.39kw					

Data corrected to Dec. 15, 1955. If executives or services for FM are same as AM affiliate, names are not repeated.
 FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

EDWARD PETRY & CO., INC.

NEW YORK CHICAGO ATLANTA DETROIT
LOS ANGELES ST. LOUIS SAN FRANCISCO

ARKANSAS

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

CALIFORNIA

MARKET DATA BY COUNTIES

County	Population 1950	Radio					County	Population 1950	Radio				
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Passenger Cabs 1955			Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Passenger Cabs 1955
Alameda	740,315	278,800	\$1,046,983	\$270,560	\$30,951	307,770	Plumas	13,519	4,300	11,546	3,899	509	4,640
Alpine	241	200	176	34		276	Riverside	170,046	67,600	252,931	65,070	7,503	88,308
Amador	9,151	2,700	7,264	2,282	192	3,456	Sacramento	277,140	106,900	418,092	99,366	13,474	139,499
Butte	64,930	22,800	86,049	23,912	2,090	29,273	San Benito	14,370	4,400	13,695	3,862	360	5,548
Calaveras	9,902	3,200	7,069	2,482	205	3,899	San Bernardino	281,642	115,200	394,709	105,614	13,249	147,909
Colusa	11,651	3,700	19,576	3,894	508	4,887	San Diego	556,808	234,200	798,689	193,636	25,704	268,374
Contra Costa	298,984	103,700	297,978	108,137	9,027	130,962	San Francisco	775,357	277,600	1,244,848	265,391	35,088	240,301
Del Norte	8,078	4,600	15,769	4,412	456	5,481	San Joaquin	200,750	67,300	253,624	58,584	5,611	82,553
El Dorado	16,207	6,200	17,508	6,705	299	7,240	San Luis Obispo	51,417	20,000	69,193	17,019	1,549	25,183
Fresno	276,515	89,400	367,861	86,004	9,946	119,951	Santa Barbara	235,859	103,100	300,046	94,355	7,077	132,757
Glenn	15,448	5,100	23,886	4,872	387	6,733	Santa Clara	98,220	33,000	149,490	33,140	4,809	46,090
Humboldt	69,241	27,400	111,068	26,221	2,007	34,626	Santa Cruz	290,547	114,500	427,183	100,344	12,967	165,093
Imperial	62,975	16,600	96,026	22,589	2,540	22,608	Shasta	66,534	25,200	83,519	23,740	2,188	31,663
Inyo	11,658	4,100	20,393	5,338	600	4,958	Sierra	36,413	13,700	59,518	16,032	1,427	18,119
Kern	228,309	70,400	283,740	71,276	5,817	97,118	Siskiyou	2,410	700	1,302	421	74	875
Kings	46,768	14,000	54,076	12,146	1,232	17,252	Solano	30,733	10,600	35,446	9,033	1,023	12,808
Lake	11,481	4,400	12,944	4,371	466	5,499	Sonoma	104,833	38,000	128,011	38,196	2,713	41,821
Lassen	18,474	7,100	17,070	4,924	728	6,463	Stanislaus	103,405	40,100	166,623	32,306	3,924	50,388
Los Angeles	4,151,687	1,697,700	6,582,538	1,571,290	234,187	2,222,299	Sutter	127,231	43,800	187,631	36,197	3,979	56,508
Madera	36,964	10,700	39,975	11,335	3,32	41,539	Tulare	26,239	8,700	22,667	7,920	326	11,151
Marin	85,619	32,400	99,560	32,061	3,52	1,902	Trinity	19,276	6,700	24,684	5,348	553	7,951
Mariposa	5,145	1,600	3,559	1,219	908	18,149	Tehama	5,087	2,000	3,828	1,642	183	1,995
Mendocino	40,854	14,700	51,837	12,899	908	18,149	Tuolumne	149,264	43,200	156,399	41,929	3,345	55,755
Merced	69,780	22,000	85,594	18,947	2,279	27,603	Ventura	12,584	4,200	19,200	3,722	381	5,800
Modoc	9,678	3,200	11,089	2,364	220	3,287	Yuba	114,647	41,200	151,862	41,838	4,286	53,908
Mono	2,115	700	2,392	680		721		40,640	14,700	52,272	16,955	2,117	19,719
Monterey	130,498	48,600	177,494	42,656	4,522	52,595		24,420	9,500	47,670	9,398	1,053	11,188
Napa	46,803	15,800	54,813	14,654	1,309	19,625							
Nevada	19,888	6,800	20,560	6,356	530	7,464							
Orange	216,224	110,600	352,077	83,213	11,247	145,891							
Placer	41,649	14,100	51,601	14,647	1,493	17,364							

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

ALTURAS

(Modoc County)

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

(San Bernardino County)

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

(Humboldt County)

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

(Los Angeles County)

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

(Kern County)

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

BANNING

(Riverside County)

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

(San Bernardino County)

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

(Alameda County)

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

BEVERLY HILLS

(Los Angeles County)

KCBH (FM) 1954	Ch. 254 (B) 98.7mc 50kw	A. A. Crawford 456 N. Rodeo Dr. Crestview 1-8124		A. A. Crawford, p, gm, cm Jean E. Crawford, pd	Ronald L. Nelsen, music d	John Davis, ce
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BISHOP

(Inyo County)

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

(Riverside County)

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

(Imperial County)

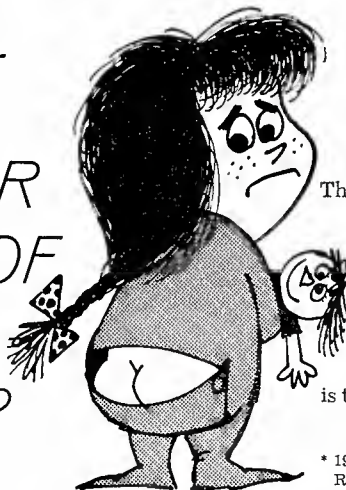
KROP 1948	1300 1,000-D 500-N	Bcstg. Corp. of America Del Rio Country Club 1300	ABC California Radio Net. Pearson	Dale R. Peterson, opr dir Sam E. Rowe, gm	Paul Weiman, ce Ed Silvera, nd	Len Benson, sd Connie Silvera, wd
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Data corrected to Dec. 15, 1955. If executives or services for FM are same as AM affiliate, names are not repeated. FM's in *italic*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations	Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
BURBANK (Los Angeles County)							
	KBLA 1952	1490 250	Bcstrs. of Burbank Inc. 11516 Oxnard St. N. Hollywood, Calif. Sunset 2-1195	Webb	Gordon A. Rogers, p, nd, sd Robert S. Marshall, gm, cm, pd, pmm	William L. Robinson, ce	Mildred Carr, wd
CALEXICO (Imperial County)							
	KICO 1947	1490 250	Charles R. Love P. O. Box 1697 El Centro, Calif. Elgin 2-1490	Cooke O'Connell	Charles R. Love, o	W. A. Geddes, gm, cm	
CHICO (Butte County)							
	KHSL 1935	1290 5,000	Golden Empire Bcstg. Co. 4th & Wall Sts. Fireside 2-0141	CBS Avery-Knodel	Mrs. Hugh McClung, p, gm Charles H. Kinsley Jr., sm Justine A. Pero, cm Thomas Nelson, pd	George Posey, pmm Russell Pope, ce Thomas Nelson, nd	Terry Rose, fd Bud Hanna, sd Jerry Bowen, wd
	KHSL-TV	DA-N					
	KXOC 1949	1060 10,000 DA-N	Broadmoor Bcstg. Corp. Radio Lane Fireside 2-4211	MBS Don Lee McGavren Young	Jack O. Gross, p Ted L. Snider, gm Burke Riley, cm Ned Tollinger, pd	Robert Jennings, pmm William Pope, ce Ted McKinstry, nd	Neil McIntyre, fd Bob Gheller, sd Juliet Gregoire, wd
COACHELLA (Riverside County)							
	KCHV 1954	970 1,000-D	Coachella Valley Bcstg. Co. Avenue 50 8-5234		Edward Gorges, ptrn, gm	Melvin Carroll, ptrn, ce	Ed Keane, sm, cm
COALINGA (Fresno County)							
	KBMX 1950	1470 500-D	Westside Bcstg. Co. P. O. Box 1179 136	KBS Webb	Vernon J. Stedry, p, gm, cm Gene Davis, pd, ce	Duane Roehr, sd	Annette McLellan, wd
CORONA (Riverside County)							
	KBUC 1948	1370 1,000-D 500-N DA-N	Radion Bcstg. Inc. P. O. Box 368 1370		Henry Fritzen, p, gm Charles M. Ferguson, sm, cm	Norma Brower, pd Robert Cochems, ce	Lou Evans, nd, sd
CRESCENT CITY (Del Norte County)							
	KCRE 1951	1400 250	Del Norte Bcstg. Co. P. O. Box 248 3061	Ayres	Robert E. Grey, p, gm, pd	Peggy Burke, nd, fd, wd	Jerry Clausen, sd
DELANO (Kern County)							
	KCHJ 1951	1010 5,000-D 1,000-N DA-2	Charles Herman Johnes P. O. Box 262 8676		Charles H. Johnes, p, gm, ce Jean G. Johnes, pd	Jim Turner, nd, sd	Elliott Fouts, fd
DINUBA (Tulare County)							
	KRDU 1946	1240 250	Radio Dinuba Co. P. O. Box 157 500	KBS Ayres	Egon Hofer, p, m David L. Hofer Jr., vp	Warren Nystrom, ce, fd Harold Sparks, nd	Bud Brockett, sd
EL CAJON (San Diego County)							
	KBAB 1955	910 1,000 DA-2	Babcock Bcstg. Co. 200 E. Main St. Hickory 4-6145	KBS Bolling	Robert J. Babcock, p		

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

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



YES, IF YOU'RE NOT USING **KXO!**

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

KXO enjoys 54.5% share of audience, day and night average, including all cities in the Imperial Valley.† Imperial Valley is the 7th Farm County in U. S. with a cash farm income of \$141,273,000.*

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

EL CENTRO
(Imperial County)

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

KHUM 1947	1240 250 (CP 980 5,000-D 500-N DA-N)	Carroll R. Hauser Vance Hotel Hillside 2-5744	CBS Pearson McGavren	Carroll R. Hauser, o, gm Frank Brown, sm, pd, pmm, nd	Dean Elliott, ce	Ken Stodder, sd
KIEM 1933	1480 5,000	Redwood Bcstg. Co. P. O. Box 1821 Hillside 3-1621	MBS Don Lee Blair	William B. Smullin, p John G. Bauriedel, vp, gm Robert Stach, cm Eddy Arnold, pd	Barry Adams, pmm Bert Speer, ce Newt Steward, nd	Jack Wilbur, fd Marshall St. John, sd Vi Susan, wd
KIEM-TV 1947	DA-1					
KRED (FM) 1947	Ch. 242 (B) 96.3mc 4.6kw	(KIEM, AM Affiliate)				

FT. BRAGG
(Mendocino County)

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

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

KARM

Fresno, California

ABC's Station for Central California

Represented Nationally by

THE BOLLING CO. INC.

New York
247 Park Ave.

Boston
80 Boylston St.

Chicago
435 N. Michigan Ave.

Los Angeles
204 S. Beverly Dr.
Beverly Hills

San Francisco
5 Third Street

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; sim;	Executive Abbreviations Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
GLENDALE (Los Angeles County)						
	KBMS (FM) (CP)	Ch. 290 (B) 105.3mc 18kw	Planned Music Inc. 135 S. Kenwood Glendale 5			
	KFMU (FM) 1954	Ch. 246 (B) 97.1mc 38kw	Nicholas M. Brazy P. O. Box 783 Chapman 5-5887	Nicholas M. Brazy, o		Richard T. Sampson, gm, ce Perry C. Childers Jr., pd
	KHOF-FM (CP)	Ch. 258 (B) 99.5mc 17.5kw	The Maple Chapel 700 S. Adams			
	KIEV 1932	870 250-D	Cannon System Ltd. 102 N. Glendale Ave. Chapman 5-2388	David H. Cannon, p Cal Cannon, gm, cm		Allin Slate, pd Charles Whitten Jr., ce Trav Bayly, nd Paul Stewart, sd
	KUTE (FM) 1951	Ch. 270 (B) 101.9mc 11.6kw	Robert P. Adams P. O. Box 729 Citrus 4-1414	Robert P. Adams, p, gm, cm, pd, ce		
HANFORD (Kings County)						
	KNGS 1948	620 1,000 DA-N	Hanford Bestg. Co. P. O. Box 620 Ludlow 2-0361	McGavren	Earl J. Fenston, p Bob Klein, gm	Mel Offenbach, cm Les Castaneda, pd, sd Stan Vestal, ce Dave Camp, nd, fd
INDIO (Riverside County)						
	KREO 1946	1400 250	Bestg. Corp. of America P. O. Box 697 7-3403	ABC California Radio Net. Pearson	Dale Peterson, gm	Douglas K. Caplette, sm Manuel Barraza, ce
LANCASTER (Los Angeles County)						
	KAVL 1950	1340 250	Antelope Bestg. Co. P. O. Box 1192 Whitehall 2-1121	Best. Time Sales	Whitford B. Carter, p, gm Herbert L. Comstock, cm	Lewis F. Shank, pd, nd, sd Dean Roper, pmm James B. French, ce Wilma Lewis, wd
	KBVM (CP)	1380 1,000-D DA-D	Brocaw Bestg. Co. 2013 Chester Ave. Bakersfield, Calif.		Harold J. Brown, ptrn	John J. Cawley Jr., ptrn
LODI (San Joaquin County)						
	KCVR 1946	1570 1,000-D	Central Valley Radio P. O. Box 600 8-0628	KBS Ayres	Herbert W. Brown, co-o David A. Brown, co-o, gm, co-pd	Dedah M. Corlett, sm, cm, co-pd, wd Dick Venturino, pmm George L. Sampson, ce Harry Eden, nd, sd
LONG BEACH (Los Angeles County)						
	KFOX 1924	1280 1,000	KFOX Bestg. Corp. 220 E. Anaheim Sf. Hemlock 6-7281	Rambeau	W. T. McDonald, p Hal Shideler, gm	Paul Bauer, off mgr Stu Sanders, pd, nd, sd William E. Symons, ce Mary Alyce Rivard, wd
	KFOX-FM 1951	Ch. 272 (B) 102.3mc 1kw				
	KGER 1926	1390 5,000 DA-N	John Erown Schools of California Inc. 3745 Atlantic Ave. Garfield 7-7907	KBS Walker	Dr. John E. Brown Sr., p Clinton H. Fowler, gm, cm	Irene Cook, pd, wd Luther Crumbaugh, ce Finis Bell, nd Harry L. Bateson, fd
	KNOB (FM) 1949	Ch. 276 (A) 103.1mc 0.32kw	Cerritos Bestg. Co. 1120 Pine Ave. Hemlock 8-5519		Roy Torian, p, gm, cm, ce	Jim Cowgill, pd
LOS ANGELES (Los Angeles County)						
	KABC 1929	790 5,000 DA-N	American Bestg.- Paramount Theatres Inc. 1539 N. Vine Hollywood 2-3141	ABC Petry	Robert E. Kintner, p John Hansen, gm	Bill Baxley, cm Dresser Dahlstead, pd Cameron Pierce, ce Ed Conklin, nd
	KABC-FM 1948	Ch. 238 (B) 95.5mc 4.3kw				
	KBIG KCBH (FM) 1954		(See Avalon listing) (See Beverly Hills listing)			
	KFAC 1929	1330 5,000 DA-N	Los Angeles Bestg. Co. 5773 Wilshire Blvd. Webster 8-0161	Bolling	Calvin J. Smith, p, gm, cm Howard Rhines, pd	Ron Oakley, ce Dick Joy, nd, sd
	KFAC-FM 1948	Ch. 222 (B) 92.3mc 18kw				
	KFI 1922	640 50,000	Earle C. Anthony Inc. 141 N. Vermont Ave. Dunkirk 2-2121	NBC Christal	Earle C. Anthony, p, gm Charles E. Hamilton, asst to p Pat Kelly, pd Ron Manders, pmm	H. L. Blatterman, co-ce Curtis Mason, co-ce Kerwin Hoover, nd Jim Todd, fd Rolly Thomas, sd Mary Hickox, wd
	*KFSG 1924	1150 2,500-D 1,000-N ST-KRKD	Echo Park Evangelistic Assn. 1100 Glendale Blvd. Dunkirk 9-1141		Dr. Rolf K. McPherson, p M. D. Buchen, cm, pd, pmm	Donald K. Horton, ce Oval Wylie, nd
	KFWB 1925	980 5,000	KFWB, Inc. 6419 Hollywood Blvd. Hollywood 3-5151	Branham McGavren	Harry Maizlish, p, gm Morton Sidley, gen sim Harry Myers, ce	Sydney Yallen, opr dir Beal Bedford, mch dir Mickey Freeman, pub dir Dave Ballard, nd Erik Paige, sd
	KFWB-FM 1948	Ch. 234 (B) 94.7mc 58kw				

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McClatchy Broadcasting Company

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

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	
LOS ANGELES (Cont.)						
KGfJ 1926	1230 250	Ben S. McGlashan 6314 Sunset Blvd. Hollywood 4-0201		Ben S. McGlashan, o Thelma Kirchner, gm, cm Molly Low, cm	Juanita McCurdy, pmm Homer M. Obuchon, ce	Bob Engel, nd John Magnus, sd
KHJ 1922 KHJ-TV KHJ-FM 1941	930 5,000 DA-N Ch. 226 (B) 101.1mc 16.3kw	RKO Pictures 1313 N. Vine St. Hollywood 2-2133	MBS Don Lee H-R Reps.	Willet H. Brown, p Ward D. Ingram, gm Norman Boggs, vp	Terry Mann, cm A. J. LaFrano, pd Robert M. Light, pmm	Robert E. Arne, ce Les Mawhinney, nd Norma Young, wd
KLAC 1928	570 5,000-D 1,000-N	KMTR Radio Corp. 6363 Sunset Blvd. Hollywood 2-7271	Young	M. W. Hall, p, gm Felix Adams, cm	R. F. Horgan, pd James McNamara, nd	Sam Balter, sd
KMPC 1928	710 50,000-D 10,000-N DA-N	KMPC, The Station of the Stars 5939 Sunset Blvd. Hollywood 9-5341	AM Radio Sales	Gene Autry, p Robert O. Reynolds, vp, gm Loyd C. Sigmon, vp, asst gm, ce	Mark Haas, bcstg dir Stanley Spero, cm Harry Golder, nd	Ira Cate, fd Bob Kelley, sd
KNX 1920	1070 50,000	Columbia Bcstg. System 6121 Sunset Blvd. Hollywood 28, California Hollywood 9-1212	CBS Columbia Pacific Radio Net. CBS Radio Spot Sales	Bert S. West, gm Donald M. Ross, cm, gen sim Robert P. Sutton, pd	Joan M. Asher, pmm Ted Denton, ce Jack Beck, nd	Nelson McIninch, fd Tom Harmon, sd Ruth Ashton, wd
KNX-FM 1948	Ch. 226 (A) 93.1mc 87kw					
KPLA (FM) 1955	Ch. 282 (B) 104.3mc 7.1kw	Don Martin School of Radio Arts 1653 N. Cherokee Hollywood 2-3281		Don C. Martin, p, cm	James L. Fitch, pd	Richard Browning, ce
KPOL 1952	1540 10,000-D (C.P. 10,000 DA-N)	Coast Radio Bcstg. Corp. 4628 Wilshire Blvd. Webster 8-2345	Keller	Hugh R. Murchison, p Frederick D. Custer, gm, cm	Robertson C. Scott, pd	Floyd Hall, ce
KPOP 1925	1020 5,000 L-KDKA	Standard Bcstg. Co. 333 S. Western Ave. Dunkirk 8-2345	Bcst. Time Sales	Frank Burke, p, gm Vern Landblade, cm	Earl McDaniel, pd, pmm Leonard Reeves, ce	Violet Schram, wd
KRKD 1927	1150 5,000-D 1,000-N ST-KSFG	Continental Telecasting Corp. 541 S. Spring St. Madison 5-2121		Ned Connor, gm, cm	Charles A. Clifton, pd, nd, sd	Willis O. Freitag, ce
KRKD-FM 1949	Ch. 242 (B) 96.3mc 54kw					
MADERA (Madera County)						
(CP).....	1250 500-D	Mondo Bcstg. Co.		Gene Mondo, co-o	Robert S. Garrett, co-o	Eugene H. Bell, co-o
MARYSVILLE (Yuba County)						
KMYC 1940	1410 1,000 DA-2	Marysville-Yuba City Bcstrs. Inc. P. O. Box 631 Sherwood 2-2396	MBS Don Lee Paschall Hall Grant	H. E. Thomas, p Joe D. Carroll, gm, cm William Cleveland, pd, fd	Gene Walker, pmm Loyd McQueary, ce John Mayer, nd	Ned Liebman, sd Anne Bailey, wd
KMYC-FM 1947	Ch. 261 (B) 99.9mc 4.9kw					

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NEW YORK CHICAGO ATLANTA DETROIT
LOS ANGELES ST. LOUIS SAN FRANCISCO

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MERCED*(Merced County)*

KWIP (CP)	1530 500-D	Joseph E. Gamble c/o KXOB Stockton, Calif.				
KVOS 1936	1480 5,000 DA-N	KVOS Inc. P. O. Box 717 RA 2-6251	MBS Don Lee Grant	C. O. Chatterton, p, gm Robert Garrett, cm Gene Bell, pd, nd	Cecil Lynch, ce Ray Coppick, fd	Robert McVay, sd Betty Chatterton, wd

MODESTO*(Stanislaus County)*

KBEE (FM) 1948	Ch. 227 (B) 103.3mc 11.5kw	McClatchy Bcstg. Co. 14th & Eye Sts. 2-2661	Raymer	Eleanor McClatchy, p	Albert Schneider, ce	
KBOX 1951	970 1,000 DA-2	Stanislaus County Bcstrs. Inc. 1115 Eye St. 3-7756	Rambeau	Milton L. Hibdon, p, gm W. Lee Roddy, cm Norma Alamsha, pd	Fran Abell, pmm Richard Foreman, ce	George Stevans, nd, fd Richard Nicholson, sd
KMOD 1950	1360 1,000 DA-N	Radio Modesto Inc. P. O. Box 941 2-1051	ABC McGavren Paschall Meeker Grant	Don C. Reeves, p, gm Judd Sturtevant, cm	Gene D'Accardo, pd, nd, sd, fd	Don Allen, ce Maxine Boren, wd
KTRB 1933	860 10,000-D	KTRB Bcstg. Co. P. O. Box 593 3-0737		Wm. H. Bates Jr., p, gm, ce Richard Brown, cm Cal Purviance, pd, pmm	Charles McEwen, nd Leonard Anderson, fd	Phil Barber, sd Hilda Higbee, wd
KTRB-TV (CP)	1,000-N DA-2					
KTRB-FM 1949	Ch. 281 (B) 104.1mc 4.7kw					

MONTEREY*(Monterey County)*

KMBY 1949	1240 250	KMBY Bcstg. Corp. 463 Calle Principal 2-4541	CBS Pearson	B. P. Timothy, p, gm, cm	Frederick A. Gwynn, pd, ce, nd	Liz Blair, pmm, wd
KXXL 1955	630 1,000 DA-2	S. A. Cisler 546 Hartnell Plaza 5-6302	Burn-Smith	Don D. Campbell, gm Robert G. Campbell, cm	Jack G. Hamilton, pd Herman Stalberg, ce	Bert Rogers, nd Johnny Lamb, sd
KSBR (FM) 1947	Ch. 263 (B) 100.5mc 63kw	Television Diablo Inc. 225 E. Miner Stockton, Calif. Howard 6-6981		H. Leslie Hoffman, p	Stanton D. Bennett, ce	Terry H. Lee, exec vp, gm

MT. DIABLO*(Contra Costa County)*

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

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

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

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

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

OCEANSIDE*(San Diego County)*

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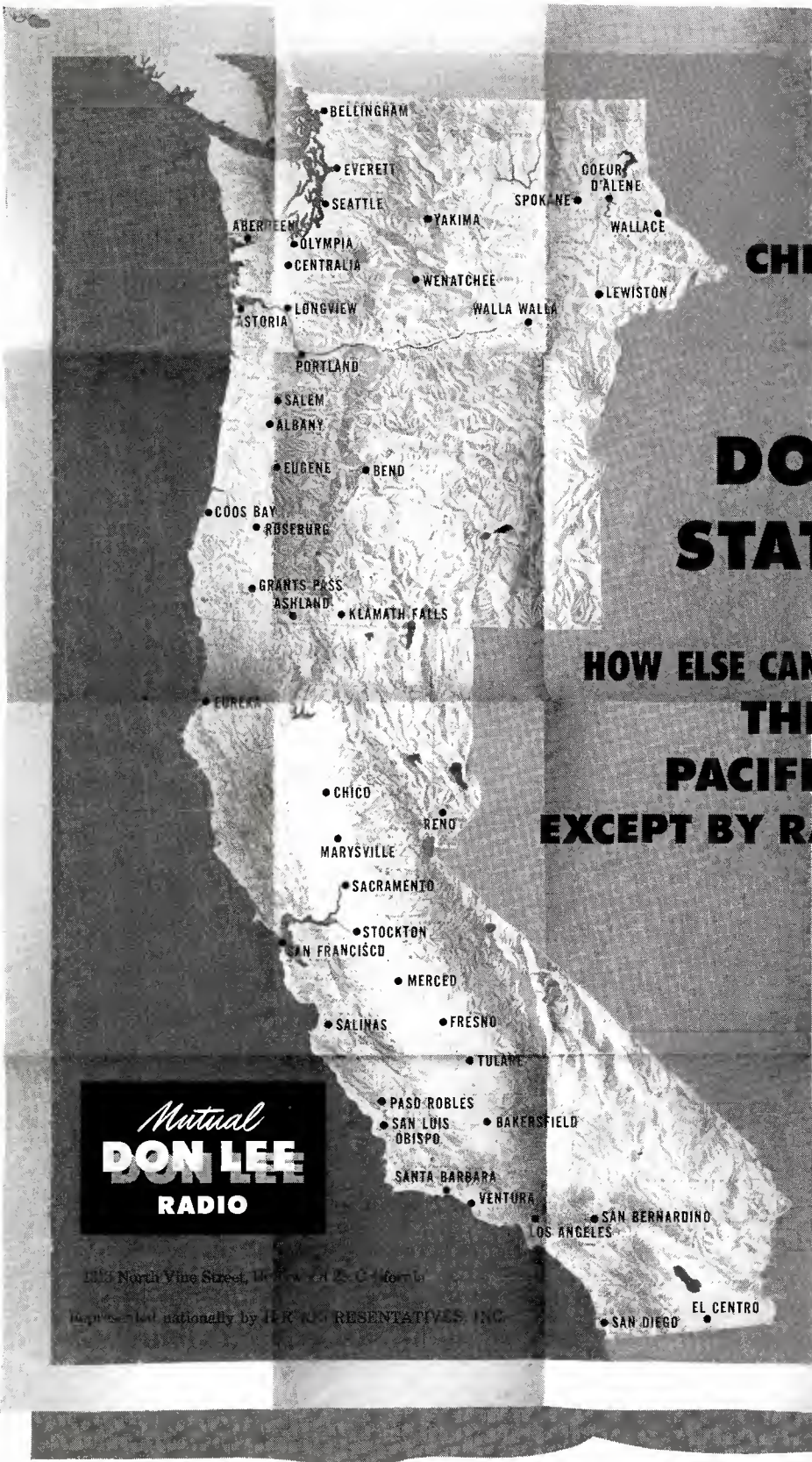
ONTARIO*(San Bernardino County)*

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

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Big Audience
Quiz Shows

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

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City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
REDDING (Shasta County)							
KRDG (CP)	1230 250		M & C Broadcasters				
KSDA 1954	1400 250		Vair Inc. P. O. Box 1400 600	Grant	Betty M. Farrelle, p, wd Paul S. Farrelle, gm, cm, ce Ronald S. Rose, pd John N. Chames, pmm, sd	Betty M. Hayes, nd Donald Walters, fd	
KVCV 1937	600 1,000 DA-1		Golden Empire Bcstg. Co. Chico, Calif. Fireside 2-0141	CBS Avery-Knodel	Mrs. Hugh McClung, p Fred M. Stuelpnagel, gm H. E. McCarty, cm Lyle Mathys, pd	Stanley Garvey, pmm Russell Pope, ce George Wussow, res eng Charles Caster, nd	Peter Bay, fd William Winters, sd Fran Bruce, wd
REDLANDS (San Bernardino County)							
KCAL 1954	1410 1,000-D		Southwest Bcstg. Co. P. O. Box 52 Pyramid 3-2358	Tracy Moore	Dr. Bernard Corren, p Roy C. Winkelmann, gm, cm	Ellen Winkelmann, pd, wd John D. Clowes, ce	Bill Paterson, nd, sd
RIVERSIDE (Riverside County)							
KPRO 1941	1440 1,000		Bcstg. Corp. of America P. O. Box 987 Overland 6-0260	California Radio Net. Pearson	Dale R. Peterson, opr dir	Manuel I. Barraza, ce	Beth Robinson, wd
SACRAMENTO (Sacramento County)							
KCRA 1945	1320 5,000-D		KCRA Inc. 310 10th St. Gilbert 2-0757	NBC Petry	Ewing C. Kelly, p, gm Robert E. Kelly, sm, pd Karleen R. Reich, pmm	W. Herbert Hartman, ce Ed Jeffrey, nd	Bob Anderson, fd Millie Sullivan, wd
KCRA-TV 1947	1,000-N DA-2						
KCRA-FM 1947	Ch. 241 (B) 96.1mc 11kw						
KFBK 1922	1530 50,000 DA-1		McClatchy Bcstg. Co. 708 Eye St. Gilbert 3-1745	ABC Raymer	Eleanor McClatchy, p Keith B. Collins, sm Arthur C. Williams, slm Harry Warren, prog mgr	Stam Sronce, ce Victor Blanks, news editor Raymond L. Rogers, farm editor	Tony Koester, sports mgr Ann B. Hill, women's editor
KFBK-FM 1946	Ch. 245 (B) 96.9mc 3.2kw						
KGMS 1952	1380 1,000-D DA-D		Capitol Radio Enterprises Hotel Senator Hudson 1-3133	Bcst. Time Sales	Irving J. Swartz, co-o, gm Jack Matranga, co-o, pd, nd	Steve George, co-o, cm, sd	Logan Z. Edwards, ce
KGMS-FM (CP)	Ch. 233 (B) 95.1mc 36kw						
KROY 1937	1240 250		KROY Inc. Sacramento Hotel Gilbert 3-2525	CBS Hollingbery	Robert W. Dumm, p	Ralph Guild, sm	Maurice Hill, ce
KXOA 1945	1470 1,000 DA-N		Sacramento Bcstrs. Inc. P. O. Box 94 (15) Wabash 5-2717	MBS Don Lee	Lincoln Dellar, p, gm Howard Haman, cm	Jack J. Lawson, pd, nd	Ewald W. Berger, ce
KXOA-FM 1947	Ch. 300 (B) 107.9mc 12.5kw						
SALINAS (Monterey County)							
KDON 1935	1460 5,000 DA-1		Frank Oxarart Inc. P. O. Box 1490 2-6464		Frank Oxarart, p		
KSBW 1947	1380 1,000 DA-1		Salinas Valley Bcstg. Corp. P. O. Box 1651	MBS Forjoe	John C. Cohan, p, gm Leslie L. Daggett, cm Mike Morrill, pd, pmm, nd, sd	Bill Hargan, ce Carroll Pederson, fd	Gail Clark, wd
SAN BERNARDINO (San Bernardino County)							
KCSB 1947	1350 500 DA-N		Fred P. D'Angelo P. O. Box 269 8-2245	Grant	Fred P. D'Angelo, p, gm, cm Jim Lucas, pd, pmm, nd	Orval Pond, ce Red Britton, fd	Sid Ducote, sd Shirley Szarkowski, wd
KFXM 1929	590 1,000 DA-2		Lee Brothers Bcstg. Co. California Hotel 4761	MBS Don Lee	Willard R. Hasbrook, p, gm, pd Raymond Grant, cm	Betty Iglai, pmm George Ewing, ce Philip Stewart, nd	Howard Baichly, fd Red Rush, sd Marion McCook Moodey, wd
KITO 1947	1290 5,000 DA-2		KITO Inc. P. O. Box 889 7807	ABC Hollingbery	J. J. Flanagan, p, gm, cm Richard Klitzing, pd, pmm, ce	Robert Van Roy, nd Dennis Kirwan, fd, sd	Marjorie Sharpe, wd
KRNO 1948	1240 250		Western Empire Bcstrs. Inc. 990 Colton Ave. 8-2771	Best. Time Sales	Norman H. Rogers, p George W. Brock, gm, ce	John Staples, cm Charles Palmer, pd, nd	John Neal, off mgr Val Gearhart, sd
SAN DIEGO (San Diego County)							
KCBQ 1946	1170 5,000-D 1,000-N DA-N		KCBQ Inc. P. O. Box 1629 Cypress 5-4103	Young	Gerald Bartell, p Larry Buskett, gm	Ralph Menard, pd	Bob Weeks, ce
KFMB 1949	540 5,000		Wrather-Alvarez Bcstg. Inc. 1405 Fifth Ave. Belmont 2-2114	CBS CPRN Petry	J. D. Wrather Jr., p Maria Helen Alvarez, vp George Whitney, gm Arthur M. Mortenson, sm	Joe Miller, cm Jerry Lee Pecht, pd Dan Bellus, pmm	Charles Abel, ce Ray Wilson, nd Molly Morse, wd
KFSD 1925	600 5,000		KFSD Inc. U. S. Grant Hotel Belmont 3-6353	NBC Katz	James G. Rogers, p William Goetze, gm F. T. Boise Jr., sm	Edward Baltimore, pd LeRoy Bellwood, ce Jim Brown, nd	Sig Smith, sd Grant Recksieck, pmm
KFSD-FM 1948	Ch. 231 (B) 94.1mc 33kw						

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67% said weekly.*
20% said semi-monthly.
13% said monthly.
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City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
SAN DIEGO (Cont.)					
	KGB 1926	1360 1,000	Marion R. Harris 1017 First Ave. Belmont 3-6151	MBS Don Lee H-R Reprs.	Marion R. Harris, p, gm Leonard Lundmark, cm Robert S. Regan, pd, sd Donna Covent, pmm Edward Deverill, nd Martha Shorten, wd
	KSDO 1947	1130 5,000-D 1,000-N DA-2	San Diego Bcstg. Co. U. S. Natl. Bank Bldg. Belmont 2-2041	Pearson McGavren Lake Feltis & Cox	Wilson Edwards, gm Vern Milton, pd, ce
	KSON 1947	1240 250	Rabell Enterprises 630 P St. Belmont 3-5175	Tracy Moore O'Connell Dora-Clayton	Fred Rabell, p Emery Chase, sm Jack Rathbun, opr mgr, nd Jim Hadlock, pd Judd Edwards, ce Dorothy Rabell, wd
	KSON-FM 1954	Ch. 284 (B) 104.7mc 14kw			
SAN FERNANDO (Los Angeles County)					
	KGIL 1947	1260 1,000 DA-1	San Fernando Valley Bcstg. Co. 4919 Van Nuys Blvd. Sherman Oaks, Calif. State 4-6291	E. P. Franklin, p Howard P. Gray, gm, cm	Allan McKee, pd Jay Rice, ce
SAN FRANCISCO (San Francisco County)					
	KCBS 1921	740 50,000 DA-2	CBS Sheraton-Palace Hotel Yukon 2-7000	CBS CPRN CBS Radio Spot Sales	Arthur Hull Hayes, p Jules Dundes, gm Roland Kay, cm Pede Worth, pd Evelyn Clark, pmm Alan Cormack, ce Don Mozley, nd Gordon Roth, fd Dick Godfrey, sd Jane Todd, wd
	KCBS-FM 1948	Ch. 225 (B) 98.9mc 35kw			
	KDFC (FM) 1948	Ch. 271 (B) 102.1mc 33kw	Sundial Bcstg. Corp. 149 California St. Yukon 2-6272		William R. Crocker, p Edward Davis, gm Martin Cantisano, cm George Schaefer, pd Harley J. Richards, ce
	KEAR 1947	1550 10,000 DA-2	Bay Radio Inc. 1550 California (9) Prospect 6-4526	Burn-Smith	Stephen A. Cisler, p, gm Wallace Brazeal, cm Ward Glenn, pd Marian Ebersson, pmm Douglas F. Mariska, ce George Stratton, nd
	KFRC 1924	610 5,000	RKO Teleradio Pictures 1000 Van Ness Ave. Prospect 6-0500	MBS Don Lee H-R Reprs.	William D. Pabst, gm William E. Nichols, cm Melvin Venter, pd Robert Templeton, pmm, sd Ernest G. Underwood, ce David Scofield, nd Josephine Martin, wd
	KGO 1923	810 50,000 DA-1	American Bcstg.- Paramount Theatres Inc.	ABC Petry	Robert E. Kintner, p James H. Connolly, vp, gm David W. Sacks, cm Russell Baker, pd Victor P. Reed, pmm, nd, sd Harry Jacobs, ce Bill Adams, fd Ann Holden, wd
	KGO-TV 1947	Ch. 279 (B) 103.7mc 3.8kw			
	KJBS 1925	1100 1,000 L-WTAM	KJBS Bcstrs. 1470 Pine St. Ordway 3-4148	Young	Edwin P. Franklin, p, gm Stanley G. Breyer, cm Charles F. Pendleton, pd, pmm, nd Roger Roberts, ce
	KNBC 1922	680 50,000	NBC 420 Taylor St. Graystone 4-8700	NBC NBC Spot Sales	Wm. K. McDaniel, gm, sim Jack Wagner, pd, nd Dave Engles, pmm J. W. Baker, ce Henry Schacht, fd Hal Wolf, sd Marjorie King, wd
	KNBC-FM 1949	Ch. 259 (B) 99.7mc 45kw			
	KPOO (CP)	1010 10,000-D DA-D	Grant R. Wrathall Geary & Van Ness Ave. Santa Cruz, Murray 8-3352		Grant R. Wrathall, p, gm Calvin St. Xavier, cm J. O. Tretiakoff, pd Allen N. von Weien, pmm Edward McCleary, ce Russell V. Lee, nd Stella B. Pritchard, wd
	KSAN 1922	1450 250	Golden Gate Bcstg. Corp. 1355 Market St. Market 1-8171	Stars Natl.	S. H. Patterson, p Richard Bott, gm, cm, pd, pmm Harry Wickersham, ce
	KSAN-TV				
	KSFO 1925	560 5,000-D 1,000-N	San Francisco Bcstrs. Inc. 950 California St. Yukon 2-5500	Headley-Reed	Wesley I. Dumm, p Roman W. Wassenberg, evp, gm Gareth Garland, cm Robert Hansen, pd Patricia Sweet, pmm Charles Smith, ce Faye Stewart, wd
	KXXX (FM) 1947	Ch. 247 (B) 97.3 mc 10kw	Electronic Service Corp. 1550 California (9) Prospect 6-4526	Burn-Smith	Stephen A. Cisler, p, gm cm, pd Veikko West, ce Ward Glenn, pd
	KYA 1926	1260 5,000-D 1,000-N	KYA Inc. Fairmont Hotel Douglas 2-2536		J. Elroy McCaw, co-o John D. Keating, co-o H. G. Fearnhead, gm Irving C. Phillips, cm John Bowles, pd Paul Beck, ce
SAN JOSE (Santa Clara County)					
	KEEN 1947	1370 1,000 DA-1	United Bcstg. Co. Hotel De Anza Cypress 4-0344	Grant	George M. Mardikian, p Floyd Farr, vp, gm Robert J. Blum, cm, sd George Snell, sec-treas, pd Ray Hollingsworth, pmm E. Greer, ce Gordon Benson, nd Ken Wilhelm, fd Jean Martin, wd
	KLOK 1946	1170 5,000-D 1,000-N DA-N	Radio KLOK Inc. P. O. Box 967 Cypress 5-7313	O'Connell Pickens	E. L. Barker, o R. E. Ryan, gm Gordon Anderson, sim Ruth Poindexter, pd Lois Johnson, sls pmm Billy Cunningham, ce
	KSJO 1946	1590 1,000-D 500-N DA-N	Patrick H. Peabody P. O. Box 995 Cypress 3-8030	Bcst. Time Sales Hall	Patrick H. Peabody, o Norman Paul, gm Earle Russell, cm, sd Gordon B. Greb, pmm, nd Joseph Mosher, ce
	KSJO-FM 1946	Ch. 237 (A) 95.3 mc 1kw			
	KXRX 1948	1500 1,000 DA-1	San Jose Bcstg. Co. P. O. Box 167 Cypress 2-5080	McGavren Tracy Moore Bcst. Time Sales	Joe E. Levitt, p, gm Gordon Graham, cm, pmm Frank Kilpatrick, pd Bill Frost, ce Jack Lund, nd Bill Luddy, sd Helen McDonald, wd

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

SAN LUIS OBISPO

(San Luis Obispo County)

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

SAN MATEO

(San Mateo County)

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

(Marin County)

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

(Orange County)

KWIZ 1926	1480 1,000 DA-N	The Voice of the Orange Empire Inc. Ltd. 105 E. 5th St. Kimberly 3-8321		Ernest L. Spencer, p Hal Davis, gm, pmm	Ed Nix, pd Donn Spencer, sd, cm	Roy Morriss, ce Pat Michaels, nd
KWIZ-FM 1947	Ch. 244 (A) 96.7mc 1kw					

SANTA BARBARA

(Santa Barbara County)

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

SANTA CRUZ

(Santa Cruz County)

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

(Santa Barbara County)

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

SANTA MONICO

(Los Angeles County)

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

(Ventura County)

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

(Sonoma County)

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

(Tuolumne County)

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

(San Joaquin County)

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

SUSANVILLE

(Lassen County)

KSUE 1948	1240 250	Nolan Hallowell & James E. McKahan KSUE Bldg. 2020	KBS Tracy Moore	Nolan Hallowell, co-o, gm, cm	James E. McKahan, co-o Carlton Currie, pd	Harold C. Houston, ce, fd Gwen W. Burr, wd
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City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. up. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations
TAFT (Kern County)						
	KTKR 1948	1310 500-D	Taft Bcstg. Co. P. O. Box "WW" 5-3101	KBS United Pacific	Kenneth Aitken, p, gm, pd, pmm, ce	John A. Smith, cm Geo. J. Tschumy Jr., nd, sd Myrl Kerr, wd
TULARE (Tulare County)						
	KCOK 1945	1270 1,000 DA-N	Sheldon Anderson P. O. Box 119 6-2866	MBS Don Lee Forjoe	Sheldon Anderson, o, gm J. Alan Rinehart, sm, cm Jean Hixson, pd	Mike Kirmeyer, pmm, sd Joe Messler, ce Ken Clifford, nd, fd Lee Bonnett, wd
TURLOCK (Stanislaus County)						
	KTUR 1949	1390 1,000 DA-N	Turlock Bcstg. Corp. P. O. Box 526 4-5827	KBS O'Connell	W. W. Lindskoog, p H. Ansell McMillen, gm, cm B. McMillen, pd	Maxon B. Sayre, ce Paul Heeder, nd Buck Clausen, fd Joe Cala, sd
UKIAH (Mendocino County)						
	KUKI 1950	1400 250	Marguerite E. Sims P. O. Box 638 Homestead 2-4771	Grant	Marguerite E. Sims, p John Franklin, cm Jack Hasling, pd	Phil Trine, pmm, sd John Cheatham, ce Dave King, nd, fd Joan Smith, wd
VALLEJO (Solano County)						
	KGYW 1947	1190 250-D	Vallejo Bcstg. Co. P. O. Box 1112 Vallejo 8-8944	Bcst. Time Sales	Ellsworth Peck, co-o, co-m, pd A. J. Krisik, co-o, co-m, cm	Robert Wade, slm, pmm William Roberts, ce, fd Hal Engebretson, nd, sd Olive Fowles, wd
VENTURA (Ventura County)						
	KUDU 1947	1590 1,000 DA-1	KUVC, Voice of Ventura Co. 235 S. LaBrea Inglewood, Calif. Orchard 7-0828	Oakes	William H. Haupt, p Bill E. Williams, gm, pd, pmm	Vince Palmer, cm, sd Clifford Lantz, ce Charles Stewart, nd, fd
	KVEN 1948	1450 250	Coast Ventura Bcstg. Co. P. O. Box 1611 Miller 3-8675	MBS Don Lee Webb McGavren	Carroll Hauser, p Sid Held, gm Karl Rembe, cm	Fred Hall, pd, ce Bob Godeck, pmm Jerry Thomas, nd Fred Kushon, fd John McCormick, sd Jane Smith, wd
VISALIA (Tulare County)						
	KONG 1947	1400 250	Radio KYNO, Voice of Fresno P. O. Box 1429 Redwood 4-5811	Hollingbery	L. E. Chenault, gm	Randall Kyle, sm Dick Scudder, pd Gorman Brown, ce
WASCO (Kern County)						
	KWSO 1950	1050 1,000-D	Maple Leaf Bcstg. Co. P. O. Box 366 Plateau 8-4265	Bcst. Time Sales	E. J. Peters, p Theo. G. Heinrichs, gm	Bob Bann, pd Norman Berg, ce, fd Don Rodewald, nd
WATSONVILLE (Santa Cruz County)						
	KHUB 1937	1340 250	William W. Morgan & Dorothy C. Morgan P. O. Box 349 4-5641	KBS	William W. Morgan, co-o, gm, cm, fd, sd	Dorothy C. Morgan, co-o Vic Rugh, pd, nd Merle Rosman, ce Gene Rugh, wd
YREKA (Siskiyou County)						
	KSYC 1947	1490 250	Siskiyou County Bcstg. Co. Lawrence Lane 624	ABC Tracy Moore	Ernest G. Millbourn, p D. C. Holfinger, gm	Jack A. Mitchell, sm, nd, sd Wes Meyers, pd Sy Winch, ce Betty Hill, wd
YUBA CITY (Sutter County)						
	KAGR 1953	1450 100	James E. Jaeger P. O. Box 247 Sherwood 3-7343	Best	James E. Jaeger, p James E. Walley, gm, ce	Lou Du Molin, cm, pmm Dean Cull, pd, sd Sara Davis, nd, wd John Lindt, fd
	KUBA 1947	1600 1,000-D 500-N DA-N	Peachbowl Bcstrs. Inc. Hotel Marysville Marysville, Calif. Sherwood 3-7309	United Pacific Ayres O'Connell Continental	C. V. Ullom, co-o, p Roger R. Hunt, co-o, gm Lloyd H. Klemp, cm, sd	Ric Ryan, pd, wd Bob Fahey, pmm Carl Pendergraft, ce Hedley Hall, nd Don Brown, fd

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

MARKET DATA BY COUNTIES

County	Population 1950	Radio				Passenger				County	Population 1950	Radio				Passenger			
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954	Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)			Drug Sales 1954(\$000)	Cars 1954	Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954	
Adams	40,234	13,600	\$32,141	\$ 7,249	\$ 1,080	20,409	La Plata	14,880	4,100	17,714	3,818	535	5,296						
Alamosa	10,531	2,700	14,010	2,811	424	2,993	Larimer	43,554	14,500	51,180	11,395	1,809	16,966						
Arapahoe	52,125	19,900	65,357	22,446	2,977	31,569	Las Animas	25,902	6,700	17,619	5,285	440	6,015						
Archuleta	3,030	600	2,058	372	249	630	Lincoln	5,909	1,800	7,962	1,231	351	2,079						
Baca	7,964	2,500	6,806	1,587	247	2,146	Logan	17,187	5,200	25,289	4,325	563	7,940						
Bent	8,775	2,100	5,368	1,432	184	2,249	Mesa	38,974	12,800	46,933	10,585	1,454	15,435						
Boulder	48,296	15,600	58,779	14,474	1,975	20,072	Mineral	698	200	451	159	35	205						
Chaffee	7,168	2,100	8,537	2,279	205	2,717	Moffat	5,946	1,700	9,036	2,114	340	2,148						
Cheyenne	3,453	1,100	2,927	537	91	1,005	Montezuma	9,991	2,800	10,447	2,414	466	3,064						
Clear Creek	3,289	1,200	4,041	994	168	1,352	Montrose	15,220	4,400	15,068	3,256	429	4,521						
Conejos	10,171	2,100	4,273	1,031	146	1,856	Morgan	18,074	5,300	25,739	4,476	732	8,551						
Costilla	6,067	1,000	1,594	382	92	877	Otero	25,275	7,400	22,904	5,377	704	7,935						
Crowley	5,222	1,300	3,928	878	147	1,491	Ouray	2,103	600	1,198	346	144	648						
Custer	1,573	600	798	231	46	537	Park	1,870	500	1,615	290	95	784						
Delta	17,365	5,400	13,039	3,067	374	5,331	Phillips	4,924	1,400	7,379	1,232	283	1,974						
Denver	415,786	154,900	699,934	130,473	28,580	164,915	Pitkin	1,646	500	1,617	424	78	795						
Dolores	1,966	600	1,282	416	59	683	Prowers	14,836	4,900	17,777	2,582	816	4,584						
Douglas	3,507	1,100	2,623	685	122	1,660	Pueblo	90,188	28,200	102,410	23,430	2,442	32,521						
Eagle	4,488	1,200	3,025	907	125	1,597	Rio Blanco	4,719	1,600	5,489	1,590	345	1,863						
Elbert	4,477	1,000	2,441	550	133	1,451	Rio Grande	12,832	3,400	11,215	2,370	427	3,471						
El Paso	74,523	30,000	108,673	22,841	4,973	37,247	Routt	8,940	2,400	6,537	1,428	303	2,500						
Yemont	13,366	5,500	15,211	3,693	524	6,177	Saguache	5,664	1,300	3,871	630	157	1,463						
Garfield	11,625	3,600	12,777	2,902	536	3,947	San Juan	1,471	400	694	197	71	282						
Hipkin	850	200	561	229	50	510	San Miguel	2,693	700	1,668	690	118	894						
Hrand	3,963	1,000	5,790	709	381	1,560	Sedgewick	5,095	1,500	6,247	1,232	243	1,774						
Hunnison	5,716	1,600	6,009	1,577	197	1,648	Summit	1,135	400	739	236	61	538						
Hinsdale	263	100	136	54	37	82	Teller	2,754	600	2,411	663	122	1,045						
Huerfano	10,549	2,700	6,714	1,785	177	2,387	Washington	7,520	2,400	7,964	2,037	259	2,667						
Hackson	1,976	600	1,862	528	114	766	Weld	67,504	19,700	71,801	13,700	1,769	24,207						
Heferson	55,687	22,000	53,370	15,202	2,511	32,775	Yuma	10,827	3,200	11,364	2,018	458	3,786						
Hjowa	3,003	900	2,307	543	88	944	Note: Population 1950 U. S. Census; radio families estimated as of July 1955. A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed; automobiles supplied by state.												
Ht Carson	8,600	2,600	9,581	1,517	397	2,671													
Hake	6,150	1,700	7,464	1,936	321	2,817													

DIRECTORY OF AM AND FM STATIONS

City	County	Call Letters	Established	Chan. or Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations
ALAMOSA								
<i>Alamosa County</i>								
KGIW	1450	D.L. & Katholeen Allen	MBS	D. L. Allen, p, gm, ce	Katholeen Allen, pmm, wd	John Voe, fd		
1929	250	East of Alamosa 26	KBS	Kyle McClaugherty, pd	Glen Lee, nd	Bud De Dautell, sd		
AURORA								
<i>Arapahoe County</i>								
KOSI	1430	Mid-America Bestg. Co.	Forjoe	David M. Segal, p	Lonnie A. Licata, pd, ce	Jerry Eton, sd		
1954	5,000-D	9100 East Colfax Empire 6-2695		Edward M. Guss, gm	Bobby Beers, pmm	Darlene Chaffee, wd		
BOULDER								
<i>Boulder County</i>								
KBOL	1490	Boulder Radio KBOL Inc.	Holman	Russel Shaffer, p, gm	John Wilcox, pd	Pete Hansson, nd, sd		
1947	250	P. O. Box 146 Hillcrest 2-2242		Gene Palm, cm	Blair Dobbins, ce			
KRNW (FM)	Ch. 247 (B)	Colo. Recording Co.						
(CP)	97.3mc							
	5.9kw							
DANON CITY								
<i>Fremont County</i>								
KRLN	1400	Royal Gorge Bestrs. Inc.	KBS	Raymond M. Beckner, p, gm, cm, nd	Ray Beckner Jr., pd	Q. Bryan, sd		
1947	250	1615 Central Ave. 1400			Ed Wood, ce			
DOLORADO SPRINGS								
<i>El Paso County</i>								
KCMS (FM)		(See Manitou Springs Listing)						
1953								
KRDO	1240	Pikes Peak Bestg. Co.	Avery-Knodel	Harry W. Hoth, p, gm, cm	Pat Kelly, pmm	William Gear, nd		
1947	250	399 S. 8th St. Melrose 2-1515		Jack Finlayson, pd, sd	Herbert Schubarth, ce	Harold Redabaugh, wd		
KRDO-TV								
KVOR	1300	Riggs & Greene Inc.	CBS	John S. Riggs, p	Earl Leonard, ce	Dick Stedman, sd		
1924	1,000	515 S. Tejon Melrose 2-3536		Verl Bratton, gm, cm	Tom Atkins, nd	JoAnn Rowe, wd		
KKTU (TV)				Dave Scott, pd				
KBWB	740	Music Bestg. Corp.	Radio-TV	John L. Buchanan, o	Ralph Petti, cm, sd	George Kaufman, ce		
1955	250-D	P. O. Box 764 Melrose 4-5511	Reps.	Russell R. Chapman, m, pmm	Dick Gillham, pd	Steve Austin, nd		
MORTEZ								
<i>Montezuma County</i>								
KVFC	740	Jack Hawkins & Barney Hubbs	KBS	Jack W. Hawkins, ptrn, gm	Jack James, pd	Dottie Wayt, wd		
1955	1,000-D	KVFC Bldg. 622	Best	George Fender, cm	Charles Russell, fd			
MRAIG								
<i>Moffatt County</i>								
KRAI	1230	Northwestern Colorado	KBS	George O. Cory, gm	Dale G. Moore, asst gm	Dick Bonderud, sm		
1948	250	Bestg. Co. P. O. Box 65 707	Intermountain					
		(CP 550kc, 1,000-D 500-N DA-N)	Columbine					
DELTA								
<i>Delta County</i>								
KDTA	1400	Monarch Bestg. Co.		D. E. Towne, p, gm, sd	Rose Mary Towne, pd, wd	Wallace Torfin, nd, fd		
1955	250	P. O. Box 452 140		Dorothy Green, cm, pmm	Charles Jackson, ce			

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City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations
DENVER (Denver and Jefferson Counties)						
KDEN (CP)	1340 250	Capitol Bcstg. Co. 1601 W. Jewell St.		Ewald E. Koepke, ptrn		Frank E. Amole Jr., ptrn
KFML 1955	1393 1,000-D	Evert A. Bancker Jr. 262 Fillmore St. Denver, Colo. East 2-7768		Evert A. Bancker Jr., p, gm		
KFML-FM (CP)	Ch. 224 98.5mc 2.35kw					
KFSC 1954	1220 1,000-D	Francisco C. (Paco) Sanchez 3340 Lafayette St. Acoma 2-8935 (See Englewood listing)	Oakes Natl. Time Sales	Francisco V. (Paco) Sanchez, p	Levi J. Beall, gm Joseph Lito, pd	Oran E. Kelley, ce
KGMC KIMN 1922	950 5,000	KIMN Inc. 5350 W. 20th Ave. (14) Belmont 7-2734	MBS Intermountain Avery-Knodel	A. L. Glasmann, p Collin W. Lowder, gm Kenneth E. Palmer, cm	Ted Nelson, pd, pmm Robert Blanchard, ce	John Bosman, nd Bill Reed, sd
KLIR 1953	990 1,000-D	George Basil Anderson 6535 W. Jewell Ave. Walnut 2-1189	KBS Continental Biddick	George Basil Anderson, o, gm, pd	L. L. "Bert" Tracy, cm	H. G. Kinkaid, bus mgr
KLZ 1922 KLZ-TV	560 5,000 DA-1	Aladdin Bcstg. Corp. 131 Speer Blvd. Main 3-4271	CBS Great Western Katz	Hugh B. Terry, p, gm Phil Hoffman, sm Lee Fondren, cm John Conners, co-pd	Charles Roberts, co-pd Harold Storm, pmm Harvey Wehrman ce Sheldon Peterson, nd	Bill Jones, fd Starr Yelland, sd Pat Gay, wd
KMYR 1941	710 5,900 DA-1	Dolph-Petty Bcstg. Co. Security Life Bldg. Main 3-4161	Young	Berry Long, vp, gm, cm Bob Martin, pd, pmm, sd	Joe Finch, ce	Lloyd Knight, nd
KOA 1924 KOA-TV	850 50,000	Metropolitan Television Co. 1625 California Main 3-6211	NBC NBC Spot Sales	William Grant, p, gm Ralph Radetsky, exec asst Robert Q. Hix, cm	Jim Atkins, pd Orville Rennie Sr., pmm J. A. Slusser, ce	Ken White, nd Chuck Muller, fd John Henry, sd
KOA-FM 1949	Ch. 239 (B) 95.7mc 23kw					
KOSI *KPOF 1928	910 5,000-D 1,000-N S.H.	(See Aurora listing) Pillar of Fire 1845 Champa St. Tabor 5-3733		Bishop Arthur K. White, p Kathleen M. White, gm	L. Ray Sharpe, pd	Paul Schissler, ce
KTLN 1948	1280 5,000 DA-2	Radio Station KTLN Inc. 431 W. Colfax Acoma 2-4811	Radio-Tv Reps.	Leonard Coe, p, gm Dean Jarvis, cm Jack Helling, pd	Lee P. Mehlig, natl sls Norman Peterson, ce	Rich Froemke, nd, sd Kaytee Ellen, wd
KVOD 1925	630 5,000 DA-1	San Luis Valley Bcstg. Co. Midland Savings Bldg. Tabor 5-2291	ABC KBS Columbine Free & Peters	George Cory, p Dale G. Moore, gm Art Peterson, sm	Earl Ferguson, cm Bill Keene, pd, sd Merrie Lynn, pmm, wd	Ralph Heikkila, ce Bob Mott, nd Ben Stanton, publicity dir
DURANGO (La Plata County)						
KIUP 1935	930 5,000-D 1,000-N DA-N	San Juan Bcstg. Co. Inc. P. O. Box 641 117	MBS Holman	J. A. Segerberg, p R. E. (Pat) O'Brien, gm Al Gare, cm	Herb Jobes, pd, fd Lindsey Becker, pmm Lou Shaw, ce	Frank Toomey, nd Dave Hill, sd Lee O'Brien, wd
ENGLEWOOD (Arapahoe County)						
KGMC 1952	1150 1,000-D	Grady Franklin Maples & R. B. McAlister P. O. Box 239 Sunset 1-4481		Grady Franklin Maples, co-o, gm, co-pd, pmm, fd, sd J. Kenneth Brothers, cm	George G. Entz, co-pd David F. White Jr., ce	Carl Siskind, nd Frances Prosser, wd
FORT COLLINS (Larimer County)						
KCOL 1947	1410 1,000 DA-N	Northern Colorado Bcstg. Co. 1600 La Porte 2600	Intermountain	Herb Hollister, p Ellis Atteberry, gm, pmm Bob McClary, cm	Holly Hoff, pd Dan Coltrane, ce Mona Atteberry, nd	Bill Hansen, sd Dorothy Collier, wd
FT. MORGAN (Morgan County)						
KFTM 1949	1260 500-D	Morgan County Bcstg. Co. P. O. Box 431 1000		Robert H. Dolph, p, gm, pmm Lloyd Walker, cm, sd	Dawson Jelinick, pd, fd Dick Stemple, ce	Helen Cudworth, nd Ann Hastings, wd

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YOUR STATION +
**1st with timely
 selling aids!**

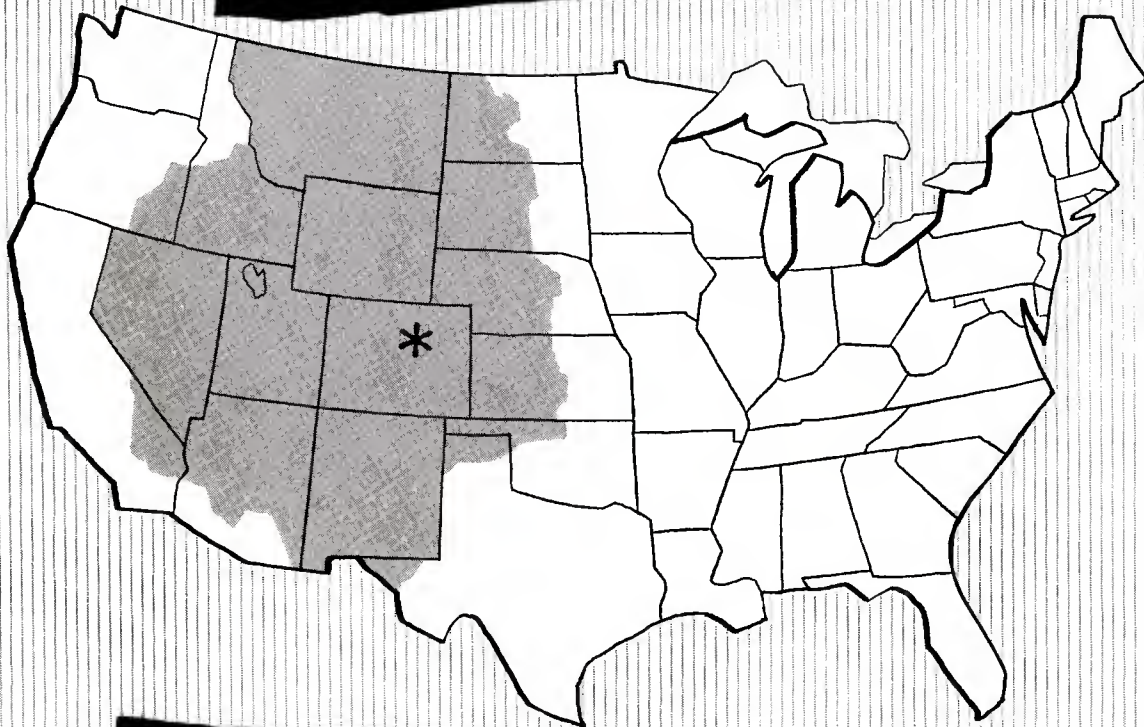
WORLD
**SALES AND
 PROGRAM SERVICE**
 WORLD BROADCASTING SYSTEM, INC.
 488 Madison Avenue, New York 22, New York
 CINCINNATI HOLLYWOOD

= MORE REVENUE!



KOA-radio

"THE SINGLE STATION NETWORK!"*



*** Top Coverage • 31² million people!**

*** 302 counties in 12 states!**

*** More homes without TV Coverage
than any radio station in America!**

Use KOA for your sales punch!
KOA, the dominant voice of the West
for over 30 years!

KOA
Radio
DENVER
Covers The West... *Best!*

NBC • 850 Kc • 50,000 WATTS

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations
GLENWOOD SPRINGS (Garfield County)						
	KGLN 1950	980 1,000-D	KGLN Inc. P. O. Box C 777	MBS Western Slope Net. Holman	Rex Howell, p Jerry Fitch, gm, cm, pmm, nd	Marcie Fitch, pd, wd Bonner Z. Baker, ce Denny Hawkins, fd Bob Duffy, sd
GOLDEN (Jefferson County)						
	KFML (FM) 1953	Ch. 253 (B) 98.5mc 2.35kw	Evert A. Bancker Jr. 262 Fillmore St. Denver, Colo. East 2-7768		Evert A. Bancker Jr., p, gm Lowell Switzer, cm	Jim Douglass, pd Arthur L. Robertson, ce
GRAND JUNCTION (Mesa County)						
	KEXO 1948	1230 250	Voice of Western Colorado Inc. 2508 North Ave. 1230	Intermountain Oakes	D. Spencer Grow, p H. Abbott Tesson, gm, cm Bob Collins, pd	Jane Elbon, pmm Jim Eicher, ce Gene Wilburn, nd, sd Ed Lewis, fd Jody Beane, wd
	KFXJ 1926 KFXJ-TV	920 1,000-D 500-N	Western Slope Bcstg. Co. Inc. P. O. Box 30 1300	MBS Holman McGuire	Rex G. Howell, p, gm E. Anson Thomas, cm Gregory Chancellor, pd	Cecil Whitchurch, ce Ray Kelley, nd Bill Warner, fd Robert Hale, sd Peg Thomas, wd
GREELEY (Weld County)						
	KFKA 1921	1310 1,000 DA-N	Midwestern Radio Corp. 620 8th Ave. 450	Intermountain Holman	H. E. Green, p William G. Stewart, gm, nd Virginia Sears, cm	Jack Redus, pd, sd Dick Frink, pmm Harry Brewer, ce Everett Shupe, gm Larry Kirk, fd Sue Mosier, wd
	KYOU 1948	1450 250	Meroco Bcstg. Co. 2424 6th Ave. 3275	KBS McGillvra	Elwood H. Meyer, p	
LA JUNTA (Otero County)						
	KBNZ 1936	1400 250	Otero Bcstg. Co. P. O. Box 485 42	MBS KBS Intermountain Indie	M. S. Morrison, co-o A. B. Crichton, co-o	R. D. McGregor, gm, cm, ce Bob Mahaffey, pd, nd, fd Jack Lee, pmm, sd
LAKEWOOD (Jefferson County)						
	KLAK 1955	1580 250-D	Lakewood Bcstg. Service Inc. 1315 Oak St. Belmont 3-5525		Maurice J. DaVolt, p, gm Julia W. DaVolt, cm	Edythe G. Sweeney, pd Lloyd W. Skillin, ce
LAMAR (Prowers County)						
	KLMR 1948	920 1,000-D 500-N DA-N	Southeast Colo. Bcstg. Co. P. O. Box 632 804	MBS Intermountain Continental	Ralph Eaton, p Dennis Behan, gm	William M. Jack Jr., sm J. William Adams, pd
LEADVILLE (Lake County)						
	KLVC 1951	1230 250	Arline S. Hodgins 520 W. 6th St. 70	Intermountain Clark	Arline S. Hodgins, p Raymond E. Roberts, gm, cm	Kent Roberts, pd, pmm Howard Eldridge, ce Mrs. R. E. Roberts, wd
LONGMONT (Boulder County)						
	KLMO 1949	1050 250-D	Grady Franklin Maples, Edna Hill Maples, & David White Jr. Imperial Hotel 1911		Robert J. Cutting, gm, pd, pmm Thomas White, cm	Walter Robinson, ce Joseph Jackson, nd William McGhee, sd
LOVELAND (Larimer County)						
	KLOV 1955	1570 250-D	Loveland Bcstrs. 1440 E. 6th St. 1570	KBS	James Claude Grisham, p, fd John W. Ecklin, gm, ce	Kenneth Waddell, cm, pmm Vonnice Ecklin, pd Don Freddy, sd Vonnice Ecklin, wd
MANITOU SPRINGS (El Paso County)						
	KCMS (FM) 1953	Ch. 285 (A) 104.9mc 0.89kw	Garden of the Gods Bcstg. Co. P. O. Box 592 Mulberry 5-5776		C. M. Edmonds, p, ce	Mrs. C. M. Edmonds, gm Max Morath, cm, pd
MONTE VISTA (Rio Grande County)						
	KSLV 1954	1240 250	San Luis Valley Bcstg. Co. 109 Adams St. 348	KBS Columbine Community Net.	George O. Cory, p Dale G. Moore, gm Bill Merrick, sm	Herb Shields, cm Shulom Kurtz, pd. Milke Tucker, pmm Tom Weir, ce Jim Harris, nd Don Snyder, sd
MONTROSE (Montrose County)						
	KUBC 1946	1260 1,000-D 500-N DA-N	Uncompahgre Bcstg. Co. P. O. Box 279 599	KBS Community Service Net.	F. J. Hartman, p George Cory, gm Robert Churney, sta dir	Dale G. Moore, cm Ed DeJulio, pd, nd, sd Jim Richey, sls pmm Tom Weir, ce Lorraine Kretschman, wd
PUEBLO (Pueblo County)						
	KCSJ 1947 KCSJ-TV	590 1,000 DA-1	Star Bcstg. Co. 2226 Big Hill Rd. Lincoln 4-5782	Intermountain Avery-Knodel	Ray J. Williams, p Cliff Hendrix, gm, pd	Ray Whitworth, cm, sd Howard Myers, pmm Marion Cunningham, ce John Douglas, nd
	KDZA 1947	1230 250	Pueblo Radio Co. 3011 Elizabeth St. Lincoln 4-5646	McGillvra	Dee B. Crouch, p, gm, cm, pd, pmm, ce	
	KGHF 1928	1350 5,000-D 1,000-N DA-N	Colorado Bcstg. Co. Inc. P. O. Box 293 Lincoln 2-5570	ABC Columbine Gill-Perna	Gifford Phillips, p Robert D. Ellis, gm John H. McGill, sm	William Mahoney, cm Paul Hinds, ce Kenneth Reyhons, nd Dale Cunningham, fd
	KFEL (CP)	970 1,000-D	Frank Donald Hall 1665 W. Evans Ave. Denver, Colo.		Frank Donald Hall, o	

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

CONNECTICUT

MARKET DATA BY COUNTIES

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

DIRECTORY OF AM AND FM STATIONS

ANSONIA

(New Haven County)

WADS (CP)	690 500-D DA-D	Valley Bcstg. Co. Main Street	Sydney E. Byrnes, p, gm
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BRIDGEPORT

(Fairfield County)

WICC 1926 WICC-TV	600 1,000-D 500-N DA-1	Bridgeport Bcstg. Co. P. O. Box 9140 Amherst 8-1601	MBS Yankee Young	Philip Merryman, p, gm Manning Slater, cm, sd	Robert Crane, pd Joan Fisher, pmm	Pat Uliano, ce Bill Whalen, nd
WNAB 1941	1450 250	WNAB Inc. 991 Broad St. Edison 3-3112	ABC Conn. State Burke- Stuart	Harold Thomas, p John L. Ellinger, gm Harry Luke, pd	Norman Howard, ce James Elliott, nd	Bob Ritzert, sd Lydia Wells, wd

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In the richest market in New England

WICC, Bridgeport, Conn.

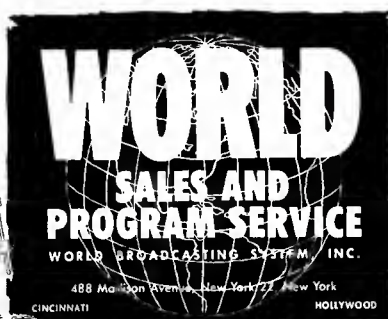
has more listeners than all other radio stations combined.

For good availabilities, call Adam Young, Inc.

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	
BRISTOL (Hartford County)						
WBIS 1949	1440 500-D	Bristol Bcstg. Corp. 183 Main St. Ludlow 3-9265	Clark	Eric S. Hatch, p Richard C. Kilbourn, gm Amletto Ciccarelli, cm	James Parker, pd Richard L. Ricci, ce	Elliott K. Stein, nd, sd Joan Carroll, wd
DANBURY (Fairfield County)						
WLAD 1947	800 250-D	Berkshire Bcstg. Corp. 207 Main St. Pioneer 8-3565	Indie	James B. Lee, chief o John P. Previdi, p Sol Robinson, gm, cm, pmm	Eleanor Kemble, pd Rudi Cehak, ce Frank Comer, nd	Leroy Chapman, fd Paul Baker, sd Ann Rundle, wd
WLAD-FM 1954	Ch. 252 (A) 98.3mc 0.34kw					
HARTFORD (Hartford County)						
WCCC 1947	1290 500-D	Greater Hartford Bcstg. Corp. Hotel Bond Jackson 2-6115	Walker	William M. Savitt, p, gm Max M. Savitt, sec-treas Ralph H. Klein, sm	Burt Lacoce, pd Everett Seltzer, pmm Michael Cookish, ce	Jack Brooks, nd Bob Cummiskey, sd
WDRG 1922	1360 5,000 DA-1	Connecticut Bcstg. Co. 869 Blue Hills Ave. Chapel 2-5596	CBS Raymer	Franklin M. Doolittle, p Walter B. Haase, gm	William F. Malo, cm, pmm Harvey Olson, pd, nd	Henry Broderick, ce Edyth Radom, wd
WFMQ(FM) 1939	Ch. 229 (B) 93.7mc 7kw					
WGTH 1935	1410 5,000	RKO Teleradio Pictures 54 Pratt St. Jackson 7-9131	ABC MBS Yankee H-R Reprs.	Thomas O'Neil, p John Deme, cm	Robert W. Andrews, pd Rogers Holt, ce	Dottie Coleman, wd
WGTH-TV 1947	DA-2					
WTIC 1925	1080 50,000 DA-N	Travelers Bcstg. 26 Grove St. Jackson 5-0801	NBC New England Christal	Paul W. Morency, p, gm Walter Johnson, asst gm & slm Irwin Cowper, asst slm	Leonard J. Patricelli, pd Bernard Mullins, pmm Herman D. Taylor, ce Tom Eaton, nd	Frank Atwood, fd Bob Steele, sd Jean Colbert, wd
WTIC-FM 1940	Ch. 243 (B) 96.5mc 20kw					
MERIDEN (New Haven County)						
WMMW 1947	1470 1,000-D	Silver City Crystal Co. 8 W. Main St. Beverly 5-5747	Rambeau	C. A. Schultz, p G. Kruttschnitt, gm Wm. Golder, cm	Les Fox, pd Jim MacGovern, pmm, wd John Roache, ce	Murray Bandel, nd Jack Comely, sd
WMMW-FM 1947	Ch. 239 (B) 95.7mc 20kw					
MIDDLETOWN (Middlesex County)						
WCNX 1948	1150 500-D	Middlesex Bcstg. Co. 460 Main St. Diamond 7-2565	Devney	Richard J. O'Brien, p William J. O'Brien Jr., gm	William J. Glynn, pd, nd Kenneth A. F. Bishop, ce	Charles Sears, sd
NEW BRITAIN (Hartford County)						
WHAY 1949	910 5,000 DA-2	Central Connecticut Bcstg. Corp. 22 Grove Hill Baldwin 3-2721	Connecticut Kirby O'Connell	Patrick J. Goode, p Aldo DeDominicis, gm Edward Taddei, evp	Charles Bell Jr., sm, slm George Ehrlich, pd, sd	Hillis Holt, ce Betty Kimball, wd
WKNB 1946	840 1,000-D	New Britain Bcstg. Corp. 1422 New Britain Ave. W. Hartford 10, Conn. Baldwin 3-3603	Bolling	Julian Gross, p Peter B. Kenney, gm Gustave Nathan, cm	Raymond M. Neilan, pd Frank Wooding, pmm John Shipley, ce	Barry Barents, nd Dave Scott, sd Patricia Kurland, wd

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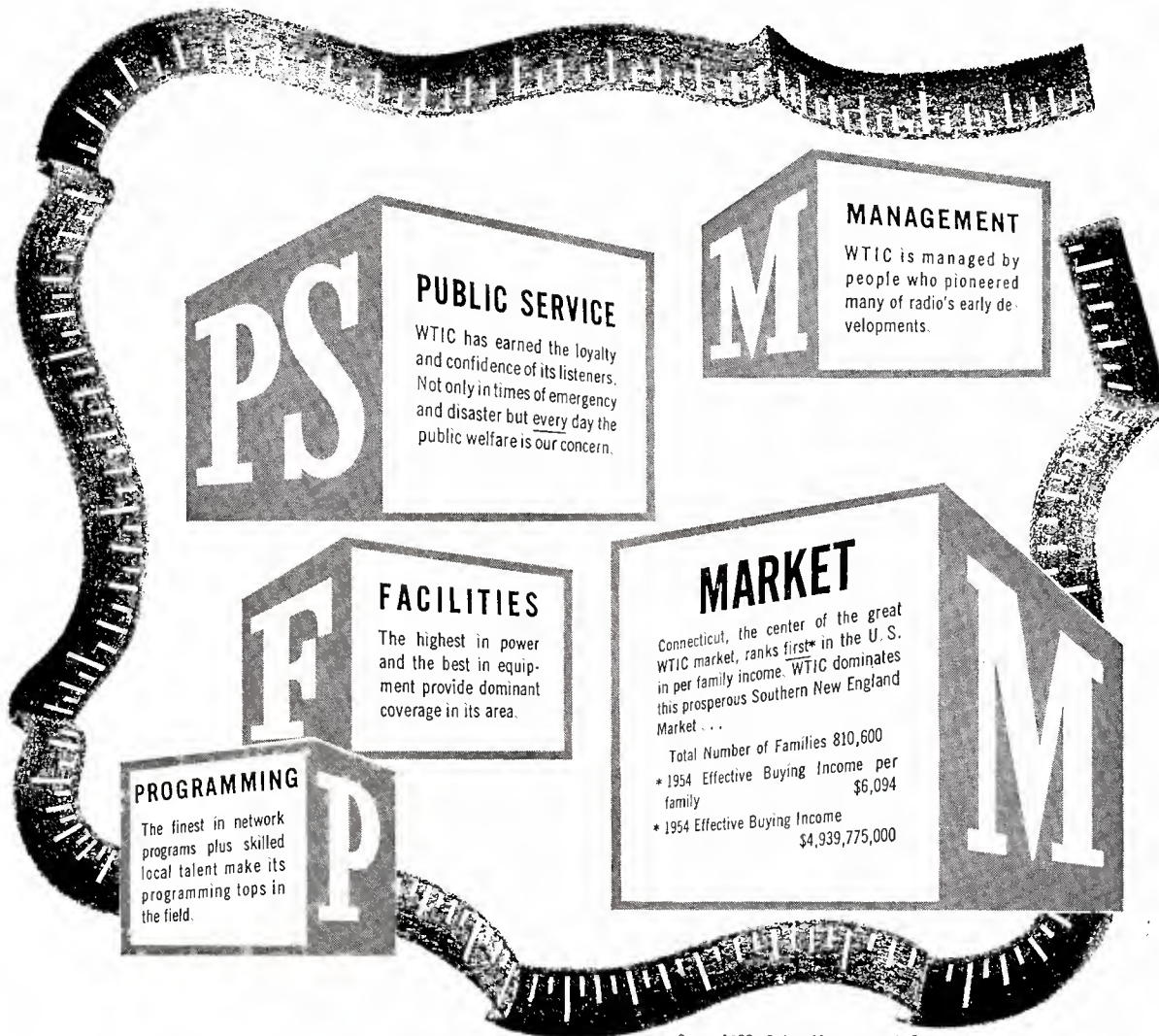
1st with special
campaigns and
jingles that sell,
Sell, **SELL!**



brings you the
BIG NAMES that draw
BIG AUDIENCES and
BIG BUSINESS!

WTIC...

by Every Measurement A GREAT RADIO STATION



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

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

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

M
MARKET
Connecticut, the center of the great WTIC market, ranks first* in the U. S. in per family income. WTIC dominates this prosperous Southern New England Market . . .
Total Number of Families 810,600
* 1954 Effective Buying Income per family \$6,094
* 1954 Effective Buying Income \$4,939,775,000

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

**Measure of a Great
Radio Station**



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

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THE HENRY I. CRISTAL CO., INC.**

NEW YORK ★ BOSTON ★ CHICAGO
DETROIT ★ SAN FRANCISCO

CONNECTICUT

City County	Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
NEW HAVEN (New Haven County)							
	WAVZ 1947	1260 1,000-D (CP-1300 1,000 DA-N)	WAVZ Bcstg. Corp. 152 Temple St. Spruce 7-4761	Forjoe Kettell- Carter	Victor W. Knauth, p Daniel W. Kops, gm Richard J. Monahan, cm	Erwin J. Markle, pd Samuel L. Barstein, pmm	Ralph Carrano, ce George T. Phillips, nd, sd
	WELI 1935 WELI-TV (CP)	960 1,000 DA-N	Connecticut Radio Foundation Inc. 221 Orange St. University 5-1133	ABC H-R Reprs. Foster	Richard W. Davis, p, gm Edwin H. Schweitzer, cm	Charles H. Wright, pd Rudy Frank, pmm	Frederick T. King, ce Robert S. McKernan, nd
	WNHC 1944 WHNC-TV	1340 250	Elm City Bcstg. Corp. 1110 Chapel St. Spruce 7-3611	NBC Conn. State Katz	Patrick J. Goode, p Aldo DeDominicis, sec-treas, gm Edward D. Taddei, evp	Edward C. Obrist, sm J. Vincent Callanan, vp, slm Lee Manson, pd	James W. Evans, pmm Vincent DeLaurentis, vp, ce W. Rockwell Clark, nd
	WNHC-FM 1948	Ch. 256 99.1mc 10kw					
NEW LONDON (New London County)							
	WNLC 1936 WNLC-TV	1490 250	Thames Bcstg. Corp. 261 State St. Gibson 2-4365	MBS Conn. State Yankee	Gerald J. Morey, p, gm Leo E. Keegan, cm Nelson C. L. Brown, pd, pmm	Randolph Barrett, ce David A. Connors, nd, sd	Carol Coultier, fd Vivian Whitaker, wd
NEWTOWN (Fairfield County)							
	WGHF (FM) (CP)	Ch. 233 94.5mc 20kw	William G. H. Finch P. O. Box 44				
NORWALK (Fairfield County)							
	WNLK 1948	1350 500 DA-N	Norwalk Bcstg. Co. Inc. 20 Wall St. Temple 8-5566	McGillvra	James Stolcz, p, gm, cm Dick Bounerba, pd, sd	Clarence Burnham, ce George Pleasants, nd	Fran Blanchard, wd
NORWICH (New London County)							
	WICH 1946	1310 1,000 DA-1	Eastern Conn. Bcstg. Co. Cuprak Rd. Turner 7-1613	Webb	Donald Lasser, p, gm Richard Reed, cm Mal Morse, pd	Edward Adler, pmm Alexander Dubenetsky, ce Ed Leonard, nd, sd	Leonard Seidel, fd Betty Cole, wd
PUTNAM (Windham County)							
	WPCT 1953	1350 1,000-D	Israel Putnam Bcstg. Co. 42 Main St. Walnut 8-2721		Roland A. Goyette, p Ralph F. D'Andrea, sm Henry Breaunt, slm	James Bonney, ce Les Douglas, nd	Dick Gaumont, sd Marjorie Storm, wd
STAMFORD (Fairfield County)							
	WSTC 1941	1400 250	Western Conn. Bcstg. 270 Atlantic St. Davis 4-7575	ABC Conn. State Everett- McKinney	Kingsley Gillespie, p Julian Schwartz, gm	Luther R. Wright, asst gm Edwin J. Coles, pd	Robert A. Reynolds, ce
	WSTC-FM 1947	Ch. 244 (A) 96.7mc 0.65kw					
TORRINGTON (Litchfield County)							
	WCLR 1947	990 1,000-D	Litchfield County Radio Corp. 23 Main St. Hunter 9-4173	Bogner & Martin	Charles O. Scott, p, gm Alex Pernal, cm Joe Storm, pd, pmm	Gordon Zuchegna, ce Paul Chamberlain Jr., nd Ray Atherton, fd	Dick Gilliette, sd Jane Heck, wd
	WTOR 1948	1490 250	Torrington Bcstg. Co. Inc. 93 Perkins St. Hunter 9-4181	ABC Conn. State Rambeau	Edmund Wm. Waller, p, gm Alfred G. Eyre, cm, pmm	David Eller, pd Edwin Michalski, ce	Ray Marko, nd, sd Caroline Cloppa, wd
WATERBURY (New Haven County)							
	WATR 1934 WATR-TV	1320 1,000 DA-1	WATR Inc. 440 Meadow St. Plaza 5-1121	ABC Conn. State Burke- Stuart	Harold Thomas, p Samuel R. Elman, gm Wallace Gordon, cm	Wally King, pd, pmm Andrew Toross, ce	Robert Gillespie, nd Albert Vestro, sd
	WBRV 1934	1590 5,000 DA-1	American-Republican Inc. 136 Grand St. Plaza 3-1125	CBS Avery-Knodel Kettell- Carter	William J. Pape, p J. Maxim Ryder, m Harry A. Devorken, cm Walter O. Howard, pd	Robert S. Holczer, pmm Frank B. Hales, ce E. Christy Erk, nd	Edward J. Reilly, fd John A. Cluney, sd Grace H. Galvin, wd
	WWCO 1946	1240 250	New England Bcstg. Corp. Plaza 4-5141	MBS Yankee McGillvra	Lawrence Brandon, p, gm Howard Mendel, cm, sd	Robert C. Crager, pd Phyllis Rawal, pmm	Frank Granger, ce Janet Warren, wd

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radio
everything under the sun...



**TYPICAL
WEEKDAY
LOG . . .**

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

WNHC

New Haven's only

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

★ **NEWS**

- every hour
- headlines every half hour

★ **MUSIC**

- all day long

★ **SPORTS**

- Yale and University of
Connecticut Basketball Games

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

WNHC

RADIO

REPRESENTED BY THE KATZ AGENCY

NEW HAVEN, CONN.

MARKET DATA BY COUNTIES

County	Population 1950	Radio		Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Passenger Cars 1955
		Families July 1955	Retail Sales 1954(\$000)			
Kent	37,870	12,000	\$ 64,638	\$10,153	\$1,338	21,494
New Castle	218,879	70,000	321,655	70,430	7,819	69,573
Sussex	61,336	20,100	130,971	17,500	1,847	19,578

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

DIRECTORY OF AM AND FM STATIONS

City County	Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	
DOVER (Kent County)							
	WDOV 1947	1410 1,000-D	Delaware State Capitol Bcstg. Corp. Denny's Rd. 5816	Rambeau	William S. Freed, p Cliff Goodman, gm Virginia Bracken, pd, wd	Perley Tribout, ce Harry C. McSherry, nd	Earl Goodman, fd John Masters, sd
	WDOX (FM) (CP)	Ch. 234 (B) 94.7mc 9.4kw	(WDOV, Am Affiliate)				
GEORGETOWN (Sussex County)							
	WJWL 1951	900 1,000-D	Rollins Bcstg. of Delaware Inc. DuPont Hwy. 2567	Zimmer	O. Wayne Rollins, p Norman Glenn, gm, cm Bill Jaeger, pd	Edward Marzoa, ce, fd Marty Flancer, nd	Les Coleman, sd Edna Moore, wd
MILFORD (Kent County)							
	WKSB 1953	930 500-D DA-D	Kent-Sussex Bcstg. Co. P.O. Box 444 8881		H. M. Griffith Jr., co-o, gm, cm	Charles V. Lundstedt, co-o, opr mgr, ce	Borden E. Smith, pd, nd Ross W. Dunbar, sd
SEAFORD (Sussex County)							
	WSUX 1955	1280 500-D	Elizabeth Evans & W. Courtney Evans Dual Hwy. 13 7933	Clark	Elizabeth Evans, co-o, gm W. Courtney Evans, co-o, ce	Ralph L. Graham, cm, pmm, sd George Hack, pd, nd	Bobby Killen, fd Betty Dale, wd
WILMINGTON (New Castle County)							
	WAMS 1947	1380 1,000 DA-1	Rollins Bcstg. Inc. 414 French St. 4-8881	Zimmer	O. Wayne Rollins, p Byron Millenson, gm	Tim Crow, pd, nd, sd	Fitzgerald McDaniel, ce
	WDEL 1922	1150 5,000 DA-2	Delmarva Bcstg. Co. 10th & King Sts. Olympia 6-7268	NBC Meeker	Clair R. McCollough, sta exec Harvey C. Smith, sm	J. Robert Gulick, gen slm Richard Aydelotte, pd	Paul I. Woodland, pmm J. E. Mathiot, tech dir
	WDEL-FM 1950	Ch. 227 (B) 93.7mc 20kw					
	WILM 1923	1450 250	Delaware Bcstg. Co. 920 King St. Olympia 4-7771	ABC Boiling	Ewing B. Hawkins, o, p Jackson F. Lee, vp, m, cm Warren Keyser, pd	Carl Jones, pmm H. Edwin Kennedy, ce Harry Thernal, nd	Robert Kelley, sd Marjorie Price, wd
	WTUX 1947	1290 500-D	Port Frere Bcstg. Co. Inc. 1400 Market St. 5-8821	Best	Gordon K. MacIntosh, p Howard R. Robinson, gm W. S. Ewing, cm	James L. Termine, pd, sd Edward J. Piering Jr., pmm Seymour Toberisky, ce	Edwin Lupman, nd, fd Justina Spagnolo, wd

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

WSUX

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

Thomas F. Clark Co., Inc.
National Representative

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

NOTICE!



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

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

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

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

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

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

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

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

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

Ford Motors
Schlitz Beer
Plymouth
Insurance Co. of North America

Fels Naptha
Pfeiffers Food Products
Gunther Beer
Montgomery Ward

Lincoln-Mercury
Feen-a-Mint
Chooz
Seven Up

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



WGAY

1050 KC
1,000 Watts

Silver Spring, Maryland JUNiper 9-1050

One of America's Great Suburban Stations
Washington Metropolitan Area
Represented by Indie Sales, Inc.

DISTRICT OF COLUMBIA

MARKET DATA

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

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

DIRECTORY OF AM AND FM STATIONS

City County	Chan. or Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. cc; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
WASHINGTON					
WARL-AM-FM			(See Arlington, Va., listing)		
WASH (FM) 1945	Ch. 246 (B)	97.1mc 15kw	Commercial Radio Equipment Co. 1319 F St., N.W. District 7-1356	Everett L. Dillard, p, gm Fred Drake, opr d	James Gustafson, cm Robert E. Best, pd Eugene V. Jurasinski, ce

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1340 ON YOUR DIAL

THE AMAZING STORY OF WOOK!

A UBC STATION

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

They Know

Here's the Proof

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

WOOK has more listeners than ANY of the nine other Washington area Independents.

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

WOOK is Washington's most popular independent station.

WOOK, the UBC voice of the nation's Capital City, broadcasts to the more than 1,474,200 people with more than 1,631,634,000 dollars to spend in the greater Washington area . . . and through brilliant programming reaches the loyal *plus audience* of 339,066 Negroes with more than 375,000,000 retail dollars to spend!

WOOK, Washington's FIRST Independent station, has more listeners than any of the nine other Washington area independents during the entire twenty-four hour period surveyed by The Pulse, Incorporated!

WOOK—WASHINGTON'S FIRST INDEPENDENT STATION

ASK BOB WITTIG AT UBC'S N. Y. OFFICE—MURRAY HILL 7-4758
or UBC, 8th & Eye Sts., N. W., Washington, D. C.

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp, evp; slm; Prog. Dir. pd; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
WBUZ (FM) WDON WEAM WFAQ WGAY-AM- FM	(See Oakland, Md., listing) (See Wheaton, Md., listing) (See Arlington, Va., listing) (See Falls Church, Va., listing) (See Silver Spring, Md., listing)				
WGMS 1947	570 5,000-D 1,000-N DA-2	The Good Music Station Inc. Hotel Harrington Executive 3-8876	Good Music Bcstrs.	M. Robert Rogers, p, gm Teresa Rogers, sm	Pierson Underwood, pd Stan Hamilton, pdm Jan Michael, nd Nicholas J. Chaconas, ce
WETV (TV) (CP) WGMS-FM 1948	Ch. 278 (B) 103.5mc 20kw				
WINX 1925 WMAL-TV	(See Rockville, Md., listing) 630 5,000 DA-1	Evening Star Bcstg. Co. Inc. 4461 Connecticut Ave., N.W. Kellogg 7-1100	ABC Katz	John W. Thompson Jr., p Frederick S. Houwink, gm Robert W. Jonscher, mgr, cm	Martin Pinsker, pd Arnold Katinsky, pmm Allan T. Powley, ce Richard Rendell, nd James L. Gibbons, sd
WMAL-FM 1948	Ch. 297 (B) 107.3mc 20kw				
WOL 1924	1450 250	Washington Bcstg. Co. 2000 P St., N.W. Hobart 2-3900		Henry Rau, p, gm Charles Dillon, vp Maxwell Marvin, sm	Lloyd S. Smith, ce Sam Kaufman, sd Arlene Stern, wd Renee Allen, wd
WOL-FM 1946	Ch. 254 (A) 98.7mc 10kw				
WOOK 1940 WOOK-TV (CP)	1340 250	United Bcstg. Co. 8th & I Sts., N.W. Republic 7-8000		Richard Eaton, p Arthur A. Snowberger, vp, gm, cm	Cliff Holland, pd E. E. Stephens, ce Tex Gathings, nd, pmm Nat Albright, sd Thema Green, wd
WFAN (FM) 1948	Ch. 262 (B) 100.3mc 20kw	(WOOK, Am Affiliate)			
WPIK	(See Alexandria, Va., listing)				

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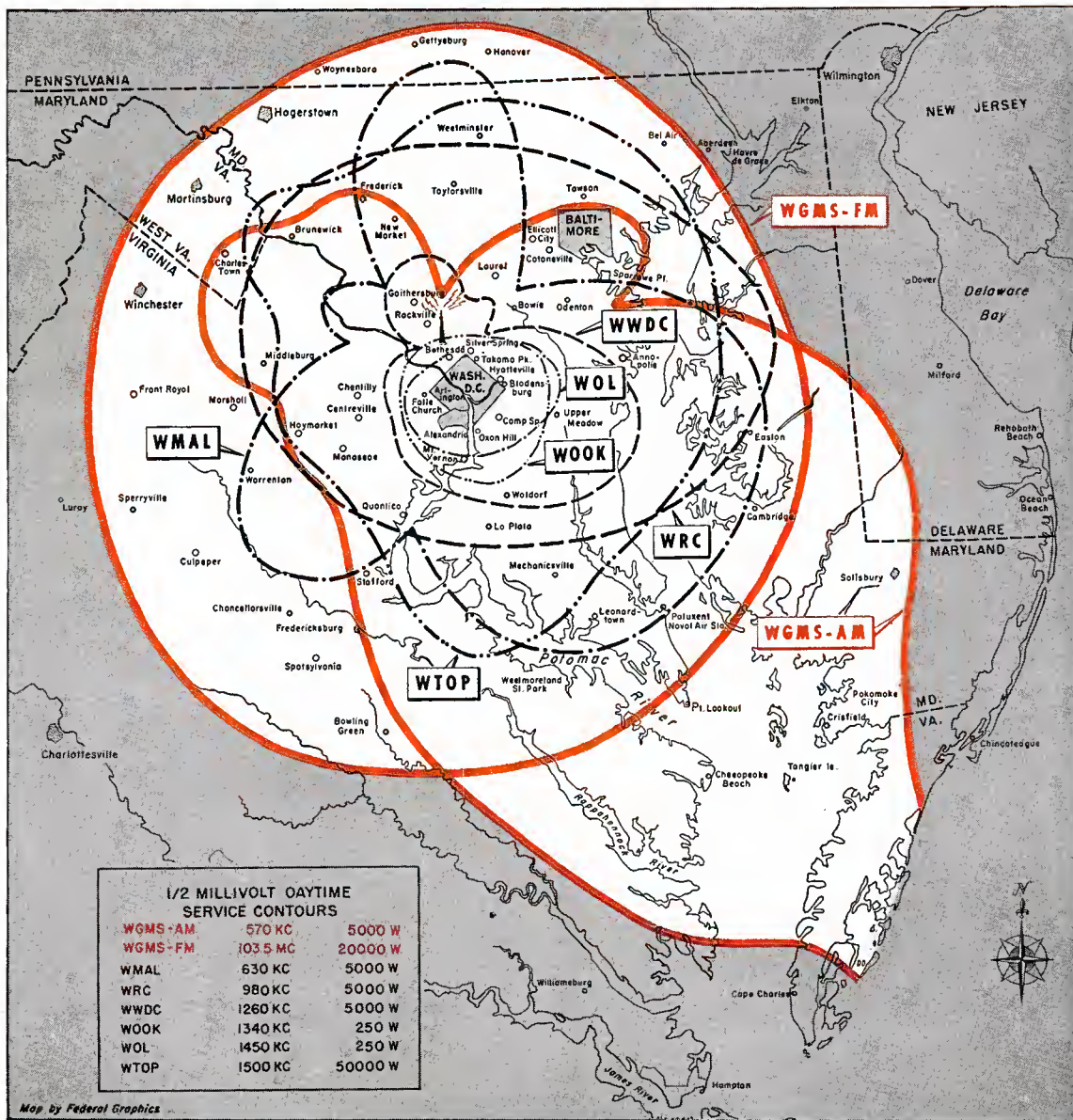
The most exciting
**MERCHANDISING
 PLANS** in radio are
 coming from ...



1st with timely selling ideas

The BIG CHANGE in Washington

WGMS NOW CAPITAL'S BIGGEST*



WGMS *the Good Music Station*

NOW BROADCASTING WITH HIGH POWER AND NIGHTTIME AM

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

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

DISTRICT OF COLUMBIA

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp. evp; slm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	
WRC 1923 WRC-TV	980 5,000 DA-N	Natl. Bestg. Co. Sheraton-Park Hotel Adams 4-5400	NBC NBC Spot Sales	Carleton D. Smith, vp, gm Joseph Goodfellow, sls dir Harry A. Karr Jr., slm James Kovach, pd	Joan King Phillips, pmm John Rogers, ce L. A. McClelland, oper dir Jay Royen, pub dir	John Lavan, bus mgr William Grayson, prog mgr James McMurry, prod mgr Cassius Keller, nd
WRC-FM 1947	Ch. 230 (B) 93.9mc 20kw					
WTOP 1932 WTOP-TV	1500 50,000 DA-2	WTOP Inc. Broadcast House 40th & Brandywine Emerson 2-9300	CBS CBS Spot Sales	John S. Hayes, p Lloyd W. Dennis, vp, sm R. W. Schellenberg, cm	Patricia A. Searight, prog mgr, wd W. J. Wiggins, pmm Donald Saunders, ce	Edward F. Ryan, nd Claude Mahoney, fd Arch McDonald, sd
WTOP-FM 1946	Ch. 242 (B) 96.3 20kw					
WUST-AM- FM	(See Bethesda, Md., listing)					
WWDC 1941	1260 5,000 DA-1	WWDC Inc. 1627 K St., N.W. Tuckerman 2-7600	MBS Elair	Joseph Katz, p Ben Strouse, vp, gm Herman Paris, gen slm	Norman Reed, pd Irv Lichtenstein, prom dir	Ross H. Beville, tech dir Bob Wolff, sd
WWDC-FM 1946	Ch. 266 (B) 101.1mc 20kw					

FLORIDA

MARKET DATA BY COUNTIES

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

DIRECTORY OF AM AND FM STATIONS

ARCADIA

(De Soto County)

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

(Polk County)

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

(Palm Beach County)

WSWN 1947	900 1,000-D	Seminole Bestg. Scarborough Bldg. 2064	Stars Natl. E. D. Rivers Jr., chmn Hubert E. Ulmer, p	Garnett L. Merck, gm Marvin Smith, cm	Robert Prather, pd
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 FMs in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.



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FLORIDA

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

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FERNANDINA BEACH
(Nassau County)

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

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

FORT MYERS
(Lee County)

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

FORT PIERCE
(St. Lucie County)

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

FORT WALTON BEACH
(Okaloosa County)

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

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

HAINES CITY
(Polk County)

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

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

WRMF (CP)	1050 500-D	Melbourne On-The-Air Inc. c/o Rudi Oudshoff P. O. Box 36 Melbourne		Richard M. Fairbanks, co-o, p	Rudi Oudshoff, co-o, sec-treas	
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City County Established Call Letters TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp. evp; slm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. pm; Prom. Mgr. pmm; Prod. Mgr. pdm;
JACKSONVILLE (Duval County)					
WIVY 1948	1050 1,000-D	Edward J. Oberle Rt. 9 Box 228A	Burke Stuart	Edward J. Oberle, p, gm	Randolph S. Jones, cm Larry Picus, sm
WJAX 1925	930 5,000 DA-N	City of Jacksonville 1 Broadcast Place Elgin 4-1681	NBC Blair	J. Dillon Kennedy, comr. in charge of utilities William R. Terry, gm	J. W. Douglas, cm, pmm Kenneth G. Brock, ce Starling Coleman, nd Bernie Adams, fd Fred Rahaim, sd Margarete Scott, wd
WJAX-FM 1948	Ch. 236 (B) 95.1mc 11.5kw				
WJHP 1940	1320 5,000	Jacksonville Journal Co. 4038 Phillips Hwy. Exbrook 8-9751	MBS Perry	John H. Perry Jr., p T. S. Gilchrist Jr., gm Bill Fraker, slm Ted Chapeau, sm	Bill Goodwin, cm Larry Bodkin, pd Charles Ost, pmm Beecher Hayford, ce Charles Schon, nd Martha Thomas, wd
WJHP-TV	DA-N				
WJHP-FM 1948	Ch. 245 (B) 96.9mc 9.7kw				
WMBR 1933	1480 5,000	Washington Post Co. P. O. Box 5187 Exbrook 8-0501	CBS CBS Radio Spot Sales	Glenn Marshall Jr., p David H. Booher, vp Sid Beighley, lcl slm Gerald White, pd	Roger A. Langston, pmm Ernest B. Vordermark, ce Bill Grove, nd Hugh Batey, fd Dick Stratton, sd Phyllis Bishop, wd
WMBR-TV	DA-N				
WMBR-FM 1949	Ch. 241 (B) 96.1mc 63kw				
WOBS 1948	1360 1,000-D	Southern Radio & Equipment Co. 1036 Mary St. Exbrook 8-3411	Stars Natl.	Carmen Macri, o, p, gm, cm	William Cooper, pd William Askew, ce
WOBS-TV					
WPDQ 1942	600 5,000 DA-N	Jacksonville Bcstg. Corp. Gulf Life Bldg. Elgin 4-4421	ABC Florida American Group Venard, Rintoul & McConnell Ayers	James R. Stockton, p Robert R. Feagin, vp, gm	Richard C. Fellows, opr mgr James R. Donovan, ce William E. Snyder, nd, sd Anne Daly, wd
WQIK 1955	1280 1,000-D	Telerad Inc. P. O. Box 5791 Exbrook 8-8651		John A. Boling, p, gm, cm Earl M. McRae, pd, pmm	A. M. Thomas, ce Kelsey L. Hutchinson, nd, sd Lane C. Couey, fd Martí M. Grass, wd
WRHC 1950	1400 250	WRHC Inc. 247 Margaret St. Elgin 6-0461	Interstate United Newspapers	Harold S. Cohn, p Harold Cohn II, gm	William Johnson, ce Joyce Joyner, wd
JACKSONVILLE BEACH (Duval County)					
WJVB 1947	1010 1,000-D	Jacksonville Beach Bcstg. Co. 5-5674	KBS	J. Lyle Williams Jr., p T. R. Mims, gm, pd W. P. Shannon, cm	L. L. Cardona Jr., pmm W. E. Alexander, ce Kenneth H. French, nd Peggy Mims, wd
KEY WEST (Monroe County)					
WKWF 1945	1600 500	John M. Spottswood Stock Island Cypress 6-2222	MBS	John M. Spottswood, o, p, gm	Mary S. Spottswood, pd Charles R. Lowe, ce
KISSIMMEE (Osceola County)					
WRWB 1954	1220 250-D	Emerson W. Browne Arcade Theater Bldg. 2111	KBS	Emerson W. Browne, p, gm, ce, nd	
LAKE CITY (Columbia County)					
WDSR 1946	1340 250	Deep South Radioways 126 N. Marion St. 525		Alfred H. Temple, o, gm, cm Richard E. Cook, ce	Nellie Wilson, nd Evelyn Jones, wd
LAKELAND (Polk County)					
WLAK 1936	1430 5,000-D 1,000-N	Lakeland Bcstg. Corp. P. O. Box 1211 Mutual 2-1271	NBC Pearson	S. O. Ward, p, gm, pmm William P. Lee, asst gm, ce, nd	Powell Adams, cm Garland Burt, pd Earl Rahrer, sd
WONN 1949	1230 250	Coastal Bcstg. Co. Lake Hunter Dr. Mutual 5-1171	MBS Cooke	Robert S. Taylor, co-o, p, pmm Ted Covington, co-o, pd, nd	Duane F. McConnell, co-o, bus mgr, ce Thomas R. Barber, cm John M. Taylor, sd Jonnie Pinkston, wd
LAKE WALES (Polk County)					
WIPC 1951	1280 1,000-D	Imperial Polk Bcstg. Corp. P. O. Box 712 2-9831	KBS	Kenneth H. Berkeley, p William W. Van Steenburgh, gm, cm	Shirley Tucker, pd William Johnson, ce Charles Bruce, nd Arch Abernethy, sd Joan Kimbrel, wd
LEESBURG-EUSTIS (Lake County)					
WLBE 1949	790 1,000 DA-1	WLBE Inc. P. O. Box 790, Leesburg Leesburg 790 Eustis 790 Tavares 790	MBS Best	Paul A. Husebo, p Wendell Husebo, gm	Richard Coleman, pd Martin Kirkland, ce W. H. Reedy, sd J. P. Gray, wd
LIVE OAK (Suwannee County)					
WNER 1949	1390 1,000-D (CP-1250)	Norman O. Protsman P. O. Box 655 1390	KBS Best	Norman O. Protsman, p, gm, cm	Faith Protsman, pd, wd Clarence S. Parker, ce, fd Robert S. Howard, nd, sd
MARIANNA (Jackson County)					
WTYS 1948	1340 250	John H. Phipps Bcstg. U. S. 90, East 650	MBS	John H. Phipps, p L. Herschel Graves, gm Guy Hamilton, sm	Berta Hamilton, pd, wd William S. Snowden Jr., ce Bob Mack, nd Walter Freeman, fd Karl M. Richards, sd

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MELBOURNE

(Brevard County)

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

(Dade County)

WFEC 1947	1220 250-D	Florida East Coast Bcstg. Co. 350 N.E. 71st 89-7534	Rambeau Ayers	Harry Trenner, p Herbert Schorr, vp, gm J. Arnold Schorr, cm, pmm	Patricia Mason, pd William Reeder, ce	Rocky Groce, nd, sd
WGBS 1944	710 50,000-D	Storer Bcstg. Co. 1605 Biscayne Blvd. 9-2401	CBS Katz	George B. Storer, p Miller N. Babcock, vp, gm C. Bud Dailey, cm	Donald F. Fischer, pd Edward S. Lockwood, ce George Callison, nd	Stan Ornest, sd Jane Butler, wd
WGBS-TV 1952	Ch. 242 (B) 96.3mc 1.55kw					
WGMA 1953		(See Hollywood listing)				
WINZ 1946	940 50,000-D	Hollywood Bcstg. Co. Penthouse Biscayne Terrace Hotel 82-6641	Raymer	Rex Rand, p, gm Bernard E. Neary, asst gm, cm	Stanley H. Brown, ce Lee Taylor, nd	Joe Tanenbaum, sd
WMFL-TV 1946	10,000-N DA-2					
WIOD 1926	610 5,000 DA-2	Isle of Dreams Bcstg. Corp. 600 Biscayne Blvd. Franklin 3-6444	NBC Hollingbery	Daniel J. Mahoney, p James M. LeGate, gm Robert L. Fidler, cm	Scott Bishop, pd M. C. Scott Jr., ce Gene Strul, nd	Roger Conklin, sd Billie O'Day, wd
WIOD-FM 1946	Ch. 247 (B) 97.3mc 15kw					
WLRD (FM) 1948	Ch. 230 (B) 93.9mc 13kw	Mercantile Bcstg. Co. 814 First St. Jefferson 8-0411	Indie	Alan H. Rosenson, gm, ce	Marshall Jay Simmons, cm	
WMIE 1947	1140 10,000-D 5,000-N DA-N	Suncoast Bcstg. Co. 139 N.E. 1st St. 3-55-56	Stars Natl.	E. D. Rivers Sr., p Buddy E. Starcher, sm Jack Nobles, pd	Sidney E. Robbins, pmm Russell H. Bennett, ce Dave Miller, nd	Hank Cutshall, fd Mel Kann, sd Shirley J. Spiegel, wd
WQAM 1921	560 5,000-D 1,000-N	Miami Bcstg. Co. 1723 duPont Bldg. Franklin 4-6121	ABC Blair Cummings	John S. Knight, p Owen F. Uridge, gm L. L. Zimmerman, cm	Walter A. Svehla, pd Ruth Tanksley, pmm Eugene Rider, ce	Gordon Shaw, nd Marshall Parsons, sd Robert Perry, wd
WQAM-FM 1946	Ch. 235 (B) 94.9mc 8.2kw					
WVCG 1948		(See Coral Gables listing)				
WWPB 1947	1450 250	Paul Brake 414 S.W. 2nd Ave. Franklin 3-7405	KBS Walker	Paul Brake, p, gm, ce Paul Keefe, asst gm, pd, pmm	Bert Johnson, cm	Eddie Davenport, nd
WWPB-FM 1948	Ch. 268 (B) 101.5mc 8.5kw					

MIAMI BEACH

(Dade County)

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

MILTON

(Santa Rosa County)

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

(Collier County)

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

(Volusia County)

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

(Marion County)

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

FLORIDA

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp. evp; slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; J. E. Yarbrough, ce Curtis Gibson, nd, sd Carter Scofield, fd Bill Berry, wd
ORLANDO (Orange County)						
WABR 1954	1440 1,000-D	(See Winter Park listing)				
WDBO 1924 WDBO-TV	580 5,000 DA-N	Orlando Bcstg. Co. P. O. Box 3707 5-0541	CBS Florida Radio Net. Blair Cummings	Harold P. Danforth Sr., p, gm Wm. G. McBride, sls dir Rosalind F. Boggs, pd	J. E. Yarbrough, ce Curtis Gibson, nd, sd	Carter Scofield, fd Bill Berry, wd
WDBO-FM 1950	Ch. 222 (B) 92.3mc 25kw					
WHOO 1947	990 10,000-D 5,000-N DA-N	WHOO Inc. P. O. Box 992 5-3591	ABC Florida-American Forjoe	Edward Lamb, p Al Stockmeier, gm, cm Claude Raney, pd, pmm, sd	Don E. Compton, ce Dallas Crutcher, nd	Charles Reiner, fd Freda Hilton, wd
WHOO-FM 1946	Ch. 243 (B) 96.5mc 59kw					
WLOF 1940	950 5,000 DA-N	Mid-Florida Radio Corp. P. O. Box 5275 2-8163	Gill-Perna	Joseph L. Brechner, p Donn R. Colee, gm, cm Ernest G. Legge, pd	Lee Hall, pmm W. D. Daniel Jr., ce Ben Ayerig, nd	Bob Keith, fd Bocky Smith, sd Cathy Sorey, wd
WORZ 1946	740 5,000-D 1,000-N DA-2	Central Florida Bcstg. Co. WORZ Bldg. 2-2451	MBS NBC Pearson	Naomi T. Murrell, p, gm M. S. Wetzell, cm Stephen Wesley, pd	W. C. Murrell Jr., pmm W. R. Miller, ce Tom Doyle, nd	Happy Ison, sd Mary Lou Edwards, wd
WORZ-FM 1951	Ch. 262 (B) 100.3mc 16.5kw					
PALATKA (Putnam County)						
WWPF 1947	1260 500 DA-N	Palatka Bcstg. Co. P. O. Box 86 East 5-4555	MBS KBS	J. E. Massey, co-o L. C. McCall, co-o, gm, ce	Herb Young, cm Claude F. White, pd	Bob James, nd Phyllis Ladd, wd
PALM BEACH (Palm Beach County)						
WWPG 1941	1340 250	Palm Beach Radio Inc. 3245 Belvedere Rd. West Palm Beach West Palm Beach 2-1515	ABC Florida-American Perry	K. A. Meer, p Robert Davis, gm, cm Rosalind Calkins, pd	Marian Tappe, pmm, wd Clyde Walkden, ce	Larry Coney, nd Ben Decker, fd, sd
WWPG-FM 1946	Ch. 250 (B) 97.9mc 3.6kw					
PANAMA CITY (Bay County)						
WDLP 1940	590 1,000 DA-N	Panama City Bcstg. Co. 323 West Beach Dr. Poplar 3-1777	NBC KBS Perry	John H. Perry Jr., p Cecil B. Kelley, gm Don Brookins, sm, cm, nd	George Feger, pd Hunt Cunningham, pmm Cal Howrigan, ce	Lyle Lincoln, fd Frank Pericola, sd Virginia Thrasher, wd
WDLP-FM 1952	Ch. 255 (B) 98.9mc 1.6kw					
WPCF 1949	1400 250	Bay County Bcstg. Co. 300 E. 15th St. Sunset 5-6176	ABC MBS Devney Seminole Dora-Clayton	Elbert L. Dukate, p, gm Martha Ann Heath, pd, wd Gwynneth T. Dukate, pmm	James Frank Haynes, ce John McMullen, nd	Bill Becker, fd Chester Blakemore, sd
PENSACOLA (Escambia County)						
WBOP (CP)	980 500-D	Ray H. Gunckel Jr. 119 Laura St. Jacksonville, Fla.				
WBSR 1946	1450 250	WBSR Inc. 1603 North Pace Blvd. Hemlock 2-6173	CBS Venard, Rintoul & McConnell	Don Lynch, p, gm	Bo Mitchell, cm, pd, sd	Glenn Nichols, ce
WCOA 1926	1370 5,000 DA-N	WCOA Inc. 118 E. Intendencia St. Hemlock 2-4111	NBC Perry	John H. Perry Jr., p J. Holliday Veal, gm	Harold L. Heath, ce Don Griffith, sd	Clarine S. Porter, wd
WEAR 1946	1230 250	Gulfport Bcstg. P. O. Box 1188 Hemlock 3-8311	ABC Hollingbery	Mel Wheeler, p, gm Milt de Reyna, asst gm	Irv Welch, cm Bill Anderson, pd	Jim Smith, ce Dave Fulton, nd
WEAR-TV 1955	790 1,000-D	Charles W. Lamar Jr. P. O. Box 27 Hemlock 3-1141	McGillvra	Charles W. Lamar Jr., p Kevin P. Reilly, gm	John B. Hoag, mgr Taris Savelle, pd, wd	Lee Caput, ce
PERRY (Taylor County)						
WPRY 1954	1400 250	Taylor County Bcstg. Co. 540	KBS	E. P. Martin, p W. E. Owens, gm Edward Lockwood, cm	Maxine Whitfield, pd Hyman Wolfe, pmm, sd Irie Brown, ce	James Underwood, nd Norma Nabinger, wd
PLANT CITY (Hillsborough County)						
WPLA 1949	1570 1,000-D	W. A. Smith 1570 S. Collins St. 2-1551	Best	W. A. Smith, o George Friend, gm, cm Mary Snapp, pd, wd	J. J. Wilson, pmm, nd James L. Derrick, ce	Joe Derrick, fd Jack Rushing, sd
QUINCY (Gadsden County)						
WCNH 1948	1230 250	Quincy Bcstg. Corp. Shelfer Heights Main 7-6700	MBS	A. B. Letson, p, gm, ce William J. Taylor, cm	Larry Draper, pd, nd, sd Hilda Massey, pmm	Agnes Kingry, wd

Data corrected to Dec. 15, 1955. If executives or services for FM are same as AM affiliate, names are not repeated.
 FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

ST. AUGUSTINE
(*St. Johns County*)

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

ST. PETERSBURG
(*Pineellas County*)

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

SANFORD
(*Seminole County*)

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

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

SEBRING

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

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

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

FIRST IN RADIO & TELEVISION IN CENTRAL FLORIDA

WDBO STATIONS

SERVING THE SUN EMPIRE SINCE 1924 · ORLANDO, FLORIDA

TAMPA

(Hillsboro County)

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

TARPON SPRINGS
(Pinellas County)

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

(Indian River County)

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

WEST PALM BEACH
(Palm Beach County)

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

WINTER HAVEN

(Polk County)

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

(Orange County)

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

EST. 1936

WJNO

CBS

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an the famous Florida Gald Coast

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



WEST PALM BEACH, FLORIDA



QUALITY OF
MARKET INDEX
102

EFFECTIVE BUYING INCOME

★ \$199,131,000

RETAIL SALES

★ \$187,913,000

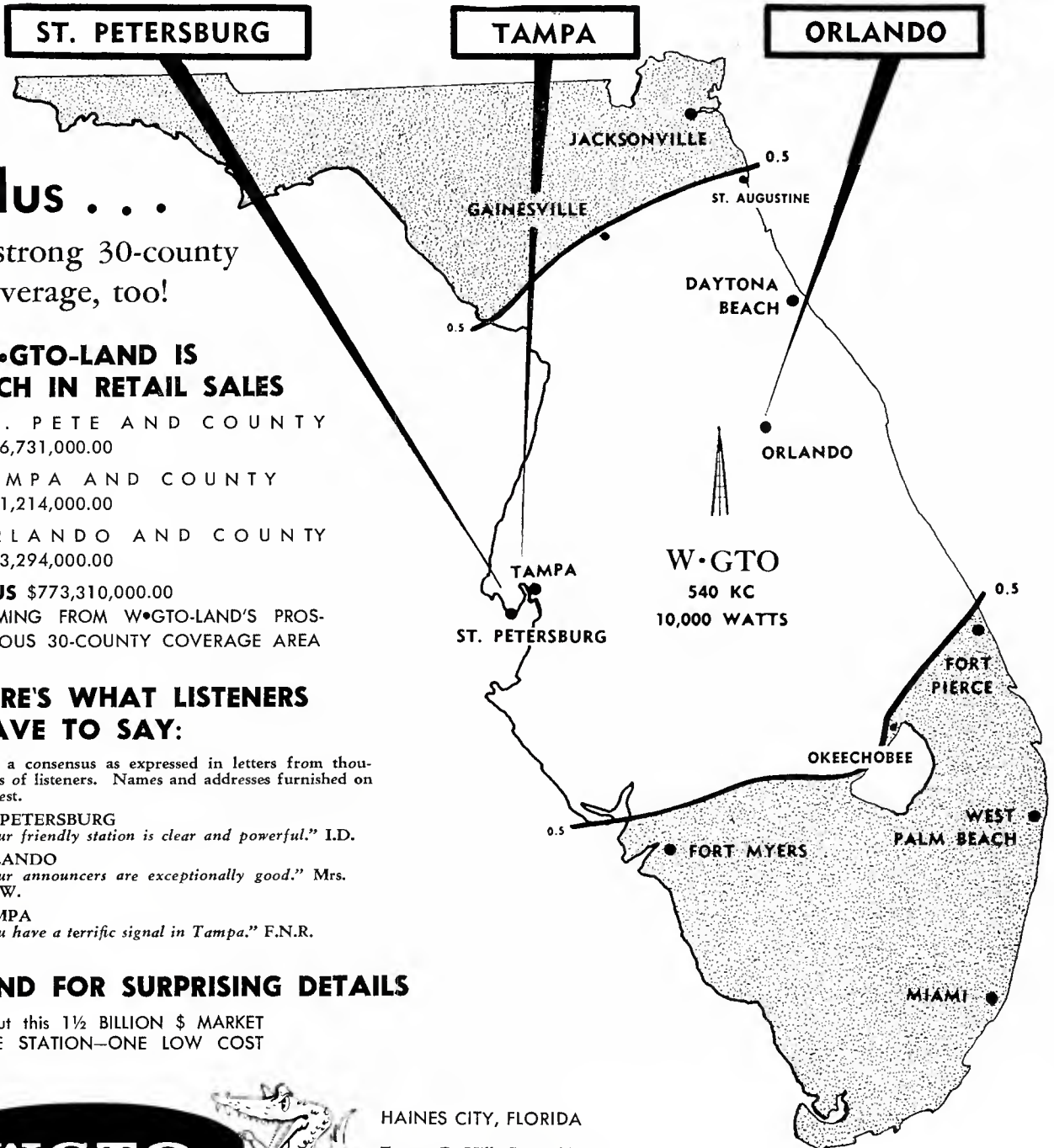
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AND BOUNDS!

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Robert Meeker Associates, Inc.
Southeastern: James S. Ayres Co.

Florida's Big Bonus Station
Gives You Coverage of

W·GTO

THREE MAJOR MARKETS at a One-Market Cost!



Plus . . .

a strong 30-county coverage, too!

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

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

TAMPA AND COUNTY
\$321,214,000.00

ORLANDO AND COUNTY
\$213,294,000.00

PLUS \$773,310,000.00

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

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

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

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

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

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about this 1½ BILLION \$ MARKET
ONE STATION—ONE LOW COST



HAINES CITY, FLORIDA
Eugene D. Hill, General Mgr.
Represented by
WEED and COMPANY

GEORGIA

MARKET DATA BY COUNTIES

County	Radio						Passenger						
	Population 1950	Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954	Population 1950	Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954	
Appling	14,003	3,000	\$ 5,015	\$ 1,543	\$ 208	2,370	Jenkins	10,264	2,200	4,761	1,423	222	1,744
Atkinson	7,362	1,600	2,039	1,094	60	1,066	Johnson	9,893	2,300	2,876	863	150	1,679
Bacon	8,940	2,100	4,816	1,232	223	1,671	Jones	7,538	1,600	1,398	579		1,316
Baker	5,362	1,000	869	468	25	763	Kelley	10,942	2,400	4,714	1,739	168	2,289
Baldwin	29,706	4,900	11,787	3,130	459	4,158	Lanier	5,151	1,200	2,300	554	61	1,749
Banks	6,935	1,500	632	286		1,439	Laurens	33,123	7,300	18,217	4,127	516	6,405
Barrow	13,115	3,400	8,265	1,984	272	3,166	Lee	6,674	1,300	938	380	54	955
Bartow	27,370	7,000	18,210	4,042	418	6,428	Liberty	8,444	2,000	4,825	1,492	64	2,135
Ben Hill	14,879	3,800	12,710	3,232	348	3,243	Lincoln	6,462	1,200	3,076	1,260	56	1,301
Berrien	13,966	3,000	6,221	1,335	175	2,474	Long	3,598	800	1,316	459	54	679
Bibb	114,079	34,300	111,926	26,823	3,318	31,303	Lowndes	35,211	10,800	38,476	8,623	1,174	11,614
Bleckley	9,218	2,200	4,269	1,216	99	1,751	Lumpkin	6,574	1,400	2,323	548	31	1,241
Brentley	6,387	1,400	1,622	518	63	974	McDuffie	11,443	2,800	6,447	1,970	150	2,567
Brooks	18,169	3,600	7,208	2,529	263	3,109	McIntosh	6,008	1,500	2,294	974	57	1,020
Bryan	5,985	1,300	2,757	1,017	51	1,059	Macon	12,213	3,000	6,418	1,953	189	2,228
Bulloch	24,740	5,800	14,415	2,997	443	5,056	Madison	12,238	2,700	2,270	794	53	2,826
Burke	23,458	5,200	7,646	2,205	257	3,427	Marion	6,521	1,300	1,757	782	50	902
Butts	9,079	2,200	4,101	1,155	91	2,049	Meriwether	21,055	5,000	8,019	2,563	328	3,541
Calhoun	8,578	2,000	2,436	649	124	1,126	Miller	9,023	2,000	3,207	671	147	1,218
Camden	7,322	2,100	5,914	2,021	159	1,890	Mitchell	22,528	5,100	11,414	2,958	328	3,745
Candler	8,063	1,800	4,837	1,012	177	1,589	Monroe	10,523	2,300	5,121	1,885	161	2,105
Carroll	34,112	8,700	18,590	4,098	560	8,276	Montgomery	7,901	1,600	1,702	504	83	1,128
Catoosa	15,146	4,100	4,540	1,754	29	4,942	Morgan	11,899	2,500	5,364	1,731	171	2,069
Charlton	4,821	1,000	2,959	1,029	58	1,077	Murray	10,676	2,400	2,934	697	59	2,145
Chatham	151,431	45,800	166,022	41,658	5,037	42,988	Muscogee	118,028	33,800	125,487	29,784	3,130	32,278
Chattahoochee	12,149	1,500	230	112		8,247	Newton	20,185	5,100	12,578	3,860	347	4,476
Chattooga	21,197	5,500	11,059	2,564	322	3,769	Oconee	9,009	1,500	1,102	697	142	1,246
Cherokee	20,750	5,300	13,289	2,742	216	5,297	Oglethorpe	9,958	2,200	1,848	999	45	1,769
Clarke	36,550	10,300	39,748	8,813	1,053	9,462	Paulding	11,752	2,700	3,319	873	59	2,522
Clay	5,844	1,300	2,384	529	51	714	Peach	11,705	2,800	8,250	2,352	249	2,507
Clayton	22,872	7,100	7,173	2,300	207	8,953	Pickens	8,855	2,200	5,476	631	87	1,949
Clinch	6,007	1,400	2,483	923	58	1,036	Pierce	11,112	2,300	4,471	1,455	148	1,853
Cobb	61,830	20,800	55,421	13,930	1,809	25,795	Pike	8,459	1,800	1,524	589	26	1,545
Coffee	23,961	5,500	16,012	3,725	650	4,386	Polk	30,976	7,800	18,601	5,375	637	7,107
Colquitt	33,329	8,700	24,732	7,135	803	8,322	Pulaski	8,808	2,000	5,800	1,229	171	2,217
Columbia	6,525	2,200	2,392	1,292	75	2,390	Putnam	7,731	1,500	3,905	944	151	1,417
Cook	12,201	2,900	5,630	1,703	234	2,183	Quitman	3,015	700	477	245		375
Coweta	27,786	7,200	16,947	4,704	580	6,055	Rabun	7,424	1,600	3,690	793	137	1,613
Crawford	6,080	1,100	1,624	561	29	1,016	Randolph	13,804	2,800	6,275	1,837	215	2,023
Crisp	17,663	4,500	14,868	3,078	311	3,595	Richmond	108,876	40,500	136,646	35,811	3,690	36,822
Dade	7,364	1,600	2,246	1,050		1,935	Rockdale	8,464	2,100	4,232	1,016	47	2,157
Dawson	3,712	700	677	176		908	Schley	4,036	800	1,133	302	43	584
Decatur	23,620	6,100	11,993	3,210	301	4,968	Screven	18,000	3,900	6,023	1,620	161	2,687
De Kalb	136,395	46,700	76,863	27,482	8,448	58,932	Seminole	7,904	1,800	5,038	1,322	135	1,419
Dodge	17,865	3,800	7,143	2,102	243	3,006	Spaulding	13,045	2,400	25,946	6,915	338	9,415
Dooly	14,159	3,100	5,089	1,436	203	2,222	Stephens	16,647	4,500	12,660	3,110	435	5,073
Dougherty	43,617	13,700	57,004	11,794	1,609	14,251	Stewart	9,194	2,000	3,412	1,110	117	1,166
Douglas	12,173	3,000	5,997	1,470	138	3,188	Sumter	24,208	6,000	16,678	4,675	524	4,729
Early	17,413	3,800	7,604	2,103	222	2,302	Talbot	2,202	1,700	1,828	480	52	1,163
Echols	2,494	500	279	63		327	Tallaferro	4,515	800	1,075	404	25	639
Efingham	9,133	2,200	3,106	877	106	1,714	Tattnall	15,939	3,400	6,190	1,738	309	2,822
Elbert	18,583	4,400	9,730	2,448	440	4,522	Taylor	9,113	2,100	3,623	1,015	97	1,554
Emanuel	19,789	4,300	9,517	2,107	222	3,601	Telfair	13,221	2,700	6,402	1,993	300	2,237
Evans	6,653	1,400	4,957	1,041	67	1,754	Terrell	14,314	2,900	7,097	2,065	167	2,283
Fannin	15,192	3,500	6,998	1,513	96	3,249	Thomas	8,808	2,000	5,800	1,229	171	2,217
Fayette	7,978	1,800	2,994	1,255	57	1,832	Tift	22,645	6,000	19,491	5,396	590	5,227
Floyd	62,899	17,300	54,374	12,068	1,561	18,196	Toombs	17,382	4,100	15,829	3,780	523	3,472
Forsyth	11,005	2,700	7,656	1,129	40	2,886	Towns	4,803	900	1,198	346	29	802
Franklin	14,446	3,200	7,138	1,307	122	3,402	Treutlen	6,522	1,300	2,239	656	56	1,111
Fulton	473,572	146,000	756,408	127,895	19,645	158,141	Troup	49,841	13,400	43,897	12,462	1,248	10,818
Gilmer	9,963	2,400	4,523	623	150	1,642	Turner	10,479	2,400	5,061	1,479	175	1,645
Glascocok	3,579	700	634	196	22	588	Twiggs	8,308	1,700	1,384	581	62	1,189
Glynn	29,046	8,900	29,563	8,015	1,213	8,997	Union	7,318	1,600	2,349	564	66	1,108
Gordon	18,922	4,800	8,838	2,457	320	4,521	Upson	25,078	6,500	17,851	6,439	542	5,718
Grady	18,928	4,500	8,845	2,419	350	3,721	Walker	38,198	10,900	21,211	5,362	930	12,878
Greene	12,843	2,900	6,410	1,853	278	2,410	Walton	20,230	4,900	11,613	3,510	321	4,364
Gwinnett	32,320	8,500	17,265	3,648	473	9,413	Ware	30,289	7,800	26,977	6,132	875	7,687
Habersham	16,553	4,100	9,786	2,502	275	4,412	Warren	8,779	2,000	3,108	718	77	1,483
Hall	40,113	10,800	42,498	6,740	890	11,269	Washington	21,012	4,600	8,021	2,193	284	3,178
Hancock	11,052	2,100	4,449	1,232	52	1,449	Wayne	14,248	3,300	11,333	2,604	396	3,152
Haralson	14,663	3,600	7,908	1,693	164	3,577	Webster	4,081	700	407	186	24	406
Harris	11,265	2,500	3,112	1,522	102	2,248	Wheeler	6,712	1,300	1,574	592	49	975
Hart	14,495	3,200	5,064	1,194	88	3,641	White	5,951	1,300	2,048	653	34	1,337
Heard	6,975	1,400	1,368	263	28	1,066	Whitfield	34,432	9,600	27,693	8,023	851	9,807
Henry	15,657	3,600	5,754	1,513	111	3,634	Wilcox	10,167	2,200	2,526	1,104	130	1,367
Houston	20,964	6,000	11,987	3,770	558	6,604	Wilkes	12,388	2,700	6,688	1,739	282	2,280
Irwin	11,973	2,400	3,915	1,629	59	1,806	Wilkinson	9,781	2,200	3,147	1,219	97	1,740
Jackson	18,997	4,400	9,626	2,456	226	4,563	Worth	19,357	4,100	5,755	2,395	193	2,812
Jasper	7,473	1,600	3,478	589	87	1,255							
Jeff Davis	9,299	2,200	3,832	1,342	208	1,717							
Jefferson	18,855	4,100	7,848	1,745	378	3,486							

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

DIRECTORY OF AM AND FM STATIONS

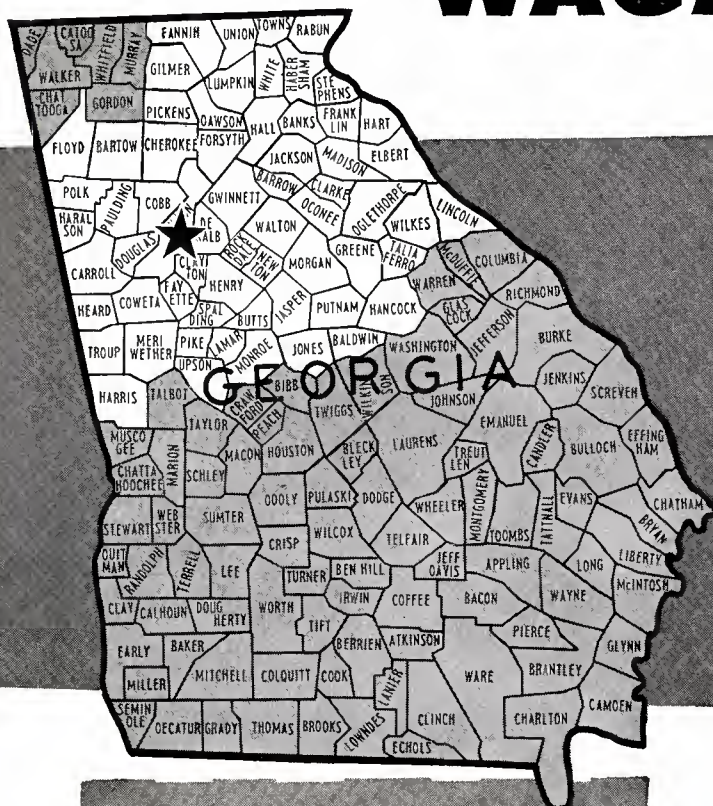
City	County	Call Letters	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Exec. Abbreviations
ADLER (Cook County)							
WAAG	1470	1,000-D	Robert A. Davis, & W. M. Forshee P. O. Box 508 8571	KBS	W. M. Forshee, co-o Robert A. Davis, co-o, gm, cm, ce	Donald H. Wingate, pd, pmm, nd Ray Smith, fd	Calvin Key, sd Ennis Keys, wd
ALBANY (Dougherty County)							
WALB	1590	1,000	Herald Pub. Co. Stuart Ave. Hemlock 5-8386	ABC Burn-Smith	James H. Gray, p T. R. Stillwagon, gm	Jack Mayer, pd	John Rivard, ce
WALB-TV	DA-N						
WGPC	1450	250	Albany Bestg. Co. New Albany Hotel Hemlock 2-1277	CBS Hollingbery	J. W. Woodruff, p J. W. Woodruff Jr., exec mgr	L. M. George, sm, cm, pmm W. H. Flint, pd, nd	R. A. Carlton, ce Bill Fowler, fd
WJAZ	1050	1,000-D	James S. Rivers Inc. North Slappey Dr. Hemlock 2-7447	Forjoe	James S. Rivers, p Richard B. Smith, gm	Robert V. Rogers, cm Emery Evans, pd, fd	William T. Shadburn, pmm, nd Bruce Smith, ce, sd

Data corrected to Dec

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

you need

WAGA-RADIO



POPULATION:

1,806,932

RETAIL SALES:

\$1,459,952,000

SPENDABLE INCOME:

\$2,214,452,000

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

* **THESE 63 COUNTIES...**

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

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

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

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



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

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KATZ AGENCY, Inc.
STORER BROADCASTING COMPANY SALES OFFICES:
New York—118 E. 57th St.
Chicago—230 N. Michigan Ave.
San Francisco—111 Sutter St.

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

GEORGIA

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

Data corrected to Dec. 15, 1955. If executives or services for FM are same as AM affiliate, names are not repeated.
 FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.



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

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COLUMBUS (Cont.)

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

**CORDELE
(Crisp County)**

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

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

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

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

**DAWSON
(Terrell County)**

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

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

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

WMLT 1945	1330 1,000-D	Dublin Bcstg. Co. Franklin St. 871	MBS KBS	George T. Morris, p W. Newton Morris, gm	W. C. Courson, cm Fred Watkins, pd	Sara Orr Williams, nd
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EAST POINT
(Fulton County)

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

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

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

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

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

GRIFFIN
(Spalding County)

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

HARTWELL
(Hart County)

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

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

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

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

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

MACON
(Bibb County)

WBML 1940	1240 250	Middle Georgia Bcstg. Co. P. O. Box 1325 3-5454	Forjoe Dora-Clayton	C. R. Rader, p George W. Patton, gm, sim	Ben Keenum Jr., bus mgr C. L. Wilder, ce	Don King, nd Helen Farmer, wd
WIBB 1948	1280 1,000-D	Peach State Bcstg. Co. Inc. Professional Bldg. 2-2505	Walker	Thomas H. Maxwell, p, gm	Donald C. Frost, cm	Gordon Price, pd
WMAZ 1922	940 10,000 DA-2	Southeastern Bcstg. Co. Bankers Ins. Bldg. 2-7373	CBS Avery-Knodel	George P. Rankin Jr., p, ce Wilton E. Cobb, gm Frank Crowther, cm	Ed Pendleton, pmm Paul V. Cutrite, nd	D. F. Bruce, fd Bob Savage, sd
WMAZ-FM 1946	Ch. 256 (B) 99.1mc 3kw					
WNEX 1945	1400 250	Macon Bcstg. Co. Bibb Bldg. 5-3301	ABC MBS Branham	Edward M. Lowe, p Alfred Lowe, gm Marion P. Bragg, cm	Emory G. Stroberg, bus mgr Emanuel Farber, ce	Ted Arnold, nd Del Ward, wd

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
MADISON (Morgan County)					
	WMGE 1955	1250 1,000-D	David L. Hitchcock Beacon Heights		David L. Hitchcock, o
MARIETTA (Cobb County)					
	WBIE 1955	1050 500-D	Marietta Bcstg. Co. 112½ Atlanta St. 8-0469		James Wilder, co-o, gm, ce Dudley D. McCaskill, co-o, p, cm
	WFOM 1946	1230 250	Fred B. Wilson & Albert L. Jones S. Cobb Dr. 8-3396	KBS	Fred B. Wilson, co-o Albert L. Jones, co-o, gm Bill Cooper, sim Don Kordecki, pd Chuck Strauss, ce Gerow Carr, fd Pepper Martin, sd Sunny Young, wd
MILLEDGEVILLE (Baldwin County)					
	WMVG 1946	1450 250	Jere N. Moore P. O. Box 476 250	MBS, KBS Ga. Assn. of Local Stations Griffith	Jere N. Moore, o Michael T. Landy, gm Josephine Ragsdale, pd Joseph S. Boone, ce, sd Anthony Seneker, nd
MONROE (Walton County)					
	WMRE 1954	1490 250	Walton Bcstg. Co. P. O. Box 191 8-1711	KBS	Warren G. Gilpin, p, gm Deral Morris, cm Dorothy B. Gilpin, pmm Hamilton Masters, ce
MOULTRIE (Colquitt County)					
	WMGA 1939	1400 250	Radio Station WMGA 999	ABC MBS KBS Everett-McKinney Sears & Ayer	John F. Pidcock, p Roy F. Zess, gm Robert Lenihan, cm Jack Shiver, pd, sd Everett Griner, pmm Homer Sloan, ce Coy Dekle, fd
	WMTM 1953	1300 5,000-D	Colquitt Bcstg. Co. P. O. Box 531 1300	Clark	N. B. Mills, ptrn, gm, cm Douglas Turner, ptrn Hugh J. McDonald, pd, pmm, sd Marion Everett, ce Ray Read, nd Gene Mills, fd Delorese Greene, wd
NEWMAN (Coveta County)					
	WCOH 1947	1400 250-D	Newnan Bcstg. Co. P. O. Box 581 1400	MBS	James O. Hardin Jr., p, gm, cm, pd, pmm, nd, fd William E. Davis Jr., ce Johnny Brown, sd Joyce Coggin, wd
	WCOH-FM 1948	Ch. 244 (A) 96.7mc 0.33kw			
QUITMAN (Brooks County)					
	WSFB 1955	1490 250	Quitman Bcstg. Co. Citizens Natl. Bank Bldg. 2681		Emerson W. Browne, p, ce Grady Cooper Jr., gm, cm, pd David Massingill, nd Les Campbell, sd Susie Clanton, wd
ROME (Floyd County)					
	WLAQ 1947	1410 1,000 DA-N	News Publishing Co. 209 Broad St. 7767	ABC	Burgett H. Mooney Jr., p Roy Underwood, gm, nd, sd Martha Daniel, cm, pmm Wilma Boyd, pd Dan Scott, ce Walter Baldwin, fd Denise Curry, wd
	WRGA 1929	1470 5,000 DA-N	Rome Bcstg. Corp. 501 Broad St. 2-2411	MBS North Ga. Net. Walker Dora-Clayton	Charles Smithgall, o Mather Payne, p, gm Clarence Salmon, cm James F. Roberts, pd Cap Hicks, pmm, nd R. A. Starr, ce Lee Mowry, fd, sd Fran McSpadden, wd
	WROM 1946	710 1,000-D	Coosa Valley Radio Co. Horseleg Mountain 2-0833	McGillvra	Dean Covington, ptrn Ed McKay, ptrn, gm, pmm Charles Doss, ptrn, cm Dorothy McKay, pd, wd T. H. Robertson, ce Ivan Hoge, nd Bob Martin, fd
	WROM-TV				
SANDERSVILLE (Washington County)					
	WSNT (CP)	1490 250	Washington Bcstg. Co. Morningside Dr.		Jack Bradley, ptrn, p Claude Williams Jr., ptrn, vp
SAVANNAH (Chatham County)					
	WCCP 1946	1450 250	Dixie Bcstg. Co. Georgia State Bank Bldg. 2-4182	MBS Walker	Carter C. Peterson, p & gm Weldon Herrin, cm & sm
	WDAR 1946	1400 250	WDAR Inc. 34 E. Bryant St. 3-8808		H. B. Minick, p, gm O. Huthson, cm Stella G. Minick, pd, pmm, wd Joseph C. Testo, ce S. Ratnor, nd J. Carter, fd B. Lapp, sd
	WFRP 1946	1230 250	Georgia Bcstg. Co. 219 E. Charlton St. 3-9642	ABC Everett-McKinney Ayers	John F. Pidcock, p, gm John G. Williams, sm, cm, pd, pmm Bennett M. McKnight, ce Richard M. Hull Jr., nd, sd Addine Lietch, wd
	WJIV 1950	900 1,000-D	WJIV Inc. 128 W. Taylor St. 4-7264	Stars Natl.	E. D. Rivers Jr., chmn of bd James L. Woods, gm, cm, pd Frank Freeman, pmm W. Heyward Tuten, ce Gene R. England, nd Danny Clark, fd Burdest W. Mimms, sd Mary McDew, wd
	WSAV 1939	630 5,000	WSAV Inc. Liberty Natl. Bank Bldg. 3-0234	NBC Blair	Harben Daniel, p, gm Donald K. Jones, m, cm M. E. Thompson, opr mgr Robert W. Ward, adv mgr Duane A. Hatch, pd, nd Susan Perry, pmm Byron Strong, ce Douglas W. Strohbehn, fd Charles Rawlinson, sd Betty Broughton, wd
	WSAV-TV	DA-N			
	WSAV-FM 1947	Ch. 262 (B) 100.3mc 15.5kw			
	WTOC 1929	1290 5,000	Savannah Bcstg. Co. 516 Abercorn St. 2-0127	CBS Katz	Wm. T. Knight Jr., p, gm Ben Williams, cm Dwight J. Bruce, pd Frank S. Bryson Jr., pmm Kyle E. Goodman, ce Ben H. Quick, nd Wm. D. Randall, fd W. O. King, sd Ruth M. Goodman, wd
	WTOC-TV	DA-N			
	WTOC-FM 1946	Ch. 247 (B) 97.3mc 7.9kw			

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

GEORGIA

City County	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations	Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
STATESBORO (Bulloch County)						
WWNS 1946	1240 250	Robert H. Thompson Sr. P. O. Box 146 Poplar 4-5446	MBS, KBS Ga. Assn. of Local Stations	Robert H. Thompson Sr., p, gm, cm Ralph E. Mikell, pd	Jack V. LoPresti, sm, ce Eloise Ware, nd Dean Baxter, fd	Joe Axelson, sd Mrs. Ernest Brannen, wd
SUMMERVILLE (Chattooga County)						
WGTA 1950	950 1,000-D	Tri-State Bestg. Co. Inc. 296	Ga. Assn. of Local Stations Stars Natl.	William B. Farrar, co-o, m	Kenneth W. Lowry, pd	James S. Stowers Jr., ce
SWAINSBORO (Emanuel County)						
WJAT 1950	800 1000-D	Jack A. & Nancy M. Thompson P. O. Box 371 2011		Jack A. Thompson, co, gm	Jack Wiseley, sm, cm, ce	
WJAT-FM 1951	Ch. 269 (A) 101.7mc 0.97kw					
SYLVANIA (Screven County)						
WSYL 1955	1490 250	Sylvania Bestg. Co. P. O. Box 302 6601	KBS Ga. Assn. of Local Stations	Robert H. Thompson Sr., o, gm	Edwin H. Bass, cm, sm, ce	Ralph E. Mikell, pd
THOMASTON (Upson County)						
WSFT 1947	1220 250-D	Thomaston Bestg. Co. WSFT Bldg. 2187	MBS, KBS Ga. Assn. of Local Stations	S. J. Carswell, gm		
THOMASVILLE (Thomas County)						
WKTG 1946	730 1,000-D	John H. Phipps Bestg. Stations P. O. Box 358 1501	Clark	John H. Phipps, o Herschel L. Graves, gm Louie T. Porter, sm	Ed Bray, pd Bruce E. Singleton, ce	Nan P. Flowers, nd, wd Bob Castle, fd, sd
WCTV (TV) WPAX 1934	1240 250	H. Wimpy 117 Remington Ave. 909		H. Wimpy, o & gm	Al Feinberg, cm	
THOMSON (McDuffie County)						
WTWA 1947	1240 250	Hickory Hill Bestg. Co. Inc. 127 Journal St. 141	MBS KBS Savannah Valley Net.	Edgar Kobak, p Frank F. Hash, gm	H. E. Buffington Jr., cm Gene Hardin, sm, ce	Doris McNease, traffic mgr
TIFTON (Tift County)						
WTIF (CP)	1570 1,000-D	Radio Tifton P. O. Box 92 Fort Valley, Ga.		Charlie H. Parish Jr., p, gm		
WWGS 1946	1340 250	Tifton Bestg. Corp. 800 S. Main St.	MBS Ga. Assn. of Local Stations Clark	Ralph N. Edwards, p, gm		
TOCCOA (Stephens County)						
WLET 1941	1420 5,000-D	R. G. LeTourneau 423 Prather Bridge Rd. 544	Clark	R. G. Le Tourneau, p Virgle E. Craig, gm Jim Marquardt, cm	Gene Bollinger, pd, pmm C. H. Sutton, ce	Jim Dillard, nd Ray Shader, sd
WLET-FM 1947	Ch. 291 (B) 106.1mc 0.73kw					
(CP)	1320 1,000-D	Stephens County Bestg. Co.		Roy Gaines, co-o	C. H. Gaines, co-o	
VALDOSTA (Lowndes County)						
WGAJ 1951	910 5,000 DA-N	Valdosta Bestg. Co. 116 W. Hill Ave. 910	ABC Pearson	George B. Cook, p, gm, cm, pmm	Willard Belote, pd E. W. Green, ce, fd	Ann Kirby, nd, wd Bryant Lane, sd
WGOV 1940	950 5,000-D 1,000-N DA-2	WGOV Inc. Daniel Ashley Hotel 1420	MBS Stars Natl.	E. D. Rivers Jr., chmn of bd A. B. Smith, sta dir Ben G. Porter Jr., pd, nd	Irvin F. Key, ce Leonard H. Adey, fd	Denny Denman, sd Betty Friis, wd
WJEM 1955	1150 1,000-D	Lowndes Co. Bestrs. P. O. Box 86 Palatka, Fla.		Betty Jo McCall, ptrn		
VIDALIA (Toombs County)						
WVOP 1946	970 5,000-D	Vidalia Bestg. Co. Box 391 3029	MBS KBS	Howard C. Gilreath, p, gm, cm Joe Duggan, pd	Ruby Bryant, pmm, wd Loren Dorough, ce	Max McKinzie, nd, fd Darwin Humphery, sd
WARNER ROBINS (Houston County)						
WRFB 1954	1350 1,000-D	Warner Robins Bestg. Co. P. O. Box 727 1353	Clark	D. L. Fountain, p Ed M. Nobles, bus mgr, cm, ce Glenn A. Weber, sm, pd	Lowell L. Register, nd Jim F. Saddler, fd	Lester C. Carlson, sd Juanita Lewis, wd
WASHINGTON (Wilkes County)						
WKLE 1955	1370 1,000-D	Max G. Pfaender P. O. Box 189 Hartwell, Ga.		Max G. Pfaender, o Ben Summers, pd		

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City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations
WAYCROSS (Ware County)						
WACL 1951	570 1,000 DA-N	Teletronics Inc. P. O. Box 858 3068	Clark	James S. Rivers Sr., p William B. Hill, gm, cm	Don Smith, pd, nd	L. C. McKinney, ce
WAYX 1936	1230 250	Jack Williams 1600 Carswell Ave. 965	MBS, KBS Ga. Assn. of Local Stations Holman	Jack Williams, o John J. Tobola, mgr, cm Raymond Williamson, pd	Charles Witt, pmm Curtis Frazier, ce Franklin Smith, nd	Malcolm C. Thomas, fd Tommy Edwards, sd Grace Kierson, wd
WAYNESBORO (Burke County)						
WBRO 1954	1310 1,000-D	Burke County Bestg. Co. Inc. P. O. Box 151 2139	KBS	Carl Pugh, co-o, gm, ce Harrod A. Pugh, co-o, sec.- treas	Jack K. McNutt, cm	John L. Rowland, fd
WEST POINT (Troup County)						
WPGA (CP) WRDL 1940	910 500-D 1490 250	Confederate Radio Co. Ave. B & E. 4th St. Valley Bestg. Co. P. O. Box 312 2-2771	ABC Clark Ga. Assn. of Local Stations	Clement H. Murphy Jr., p J. C. Henderson, p	C. Jim Murphy, gm, cm	
WRDL-FM 1947	Ch. 275 (B) 102mc 10kw					
WINDER (Barrow County)						
WIMO 1952	1300 1,000-D	Winder-Monroe Bestg. Co. P. O. Box 526 4831	KBS Indie	W. C. Woodall Jr., p C. H. Grider, gm, cm	O. G. Swindle Jr., pd, fd, sd Royce A. Jones, pmm, nd	D. E. Stafford, ce Joy Simpson, wd

IDAHO

MARKET DATA BY COUNTIES

County	Population 1950	Radio				Passenger Cars 1954	County	Population 1950	Radio				Passenger Cars 1954
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)				Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	
Ada	70,649	24,200	\$97,195	\$17,624	\$2,514	Idaho	11,423	3,200	11,087	1,913	213	3,900	
Adams	3,347	900	2,463	945	79	Jefferson	10,495	2,700	8,019	1,878	287	3,131	
Bannock	41,745	12,490	51,067	11,586	1,492	Jerome	12,080	3,300	14,995	3,232	348	3,968	
Bear Lake	6,834	1,900	7,437	1,239	239	Kootenai	24,947	7,800	26,085	7,640	703	11,619	
Benewah	6,173	1,600	5,553	1,454	40	Laath	20,971	6,100	19,388	4,395	604	6,875	
Bingham	23,271	6,600	23,000	4,898	610	Lemhi	6,278	1,700	5,910	1,726	116	2,060	
Blaine	5,384	1,400	6,480	1,433	155	Lewis	4,208	1,200	4,291	647	165	1,604	
Boise	1,776	600	1,124	405	51	Lincoln	4,256	1,100	3,311	756	74	1,201	
Bonner	14,853	4,400	13,132	3,390	310	Madison	9,156	2,400	12,116	1,989	288	2,844	
Booneville	30,210	9,600	54,429	9,211	1,056	Minidoka	9,785	2,400	8,907	1,797	218	3,701	
Boundary	5,908	1,500	6,576	1,780	78	Nez Perce	22,658	7,400	41,579	6,985	1,003	10,038	
Butte	2,722	800	2,069	467	32	Oneida	4,387	1,100	4,585	823	76	1,743	
Camas	1,079	300	999	170	40	Owyhee	6,307	1,600	5,264	1,556	87	1,684	
Canyon	53,597	16,600	64,894	13,093	1,738	Payette	11,921	3,500	11,083	2,718	269	4,350	
Caribou	5,576	2,000	9,257	1,464	54	Power	3,988	900	4,636	817	39	1,376	
Cassia	14,629	4,000	19,594	3,338	454	Shoshone	22,806	6,800	24,000	7,794	708	7,964	
Clark	918	200	774	167	496	Teton	3,204	700	2,551	527	83	988	
Clearwater	8,217	2,200	5,990	1,325	277	Twin Falls	40,979	13,000	59,470	8,987	1,360	15,771	
Custer	3,318	1,000	2,662	777	73	Valley	4,270	1,200	5,277	1,398	97	1,327	
Elmore	6,687	2,300	7,841	879	74	Washington	8,576	2,400	13,324	1,702	198	3,035	
Franklin	9,867	2,500	9,886	1,834	267								
Fremont	9,351	2,400	9,314	1,845	283								
Gem	8,730	2,300	7,272	1,823	74								
Gooding	11,101	3,200	14,786	3,167	359								

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

DIRECTORY OF AM AND FM STATIONS

BLACKFOOT (Bingham County)						
KBLL 1951	1490 250	Blackfoot Bestg. Co. P. O. Box 192 780	Howard Johnson, p	Thos. L. Morrison, gm, sd	Frank Samargis, cm	
BOISE (Ada County)						
KBOI 1946 KBOI-TV	950 5,000 DA-N	Boise Valley Bcstrs. Inc. 311 N. 10th St. 3-2511	CBS Free & Peters	Westernman Whillock, p, gm Earl Glade Jr., sm, cm, pd Hal Knudson, pmm	James M. Johntz, ce Dave Johnson, nd	Don Bish, fd Floyd Bain, sd
KGEM 1946	1140 10,000 DA-1	Idaho Bestg. & Tv Co. 5601 Cassia 4-3511	ABC KBS Intermountain Avery-Knodel	Frank C. Carmen, p Merrill L. Skinner, gm, cm, sd	Howard J. McDonald, ce Al Butler, nd	Dick Lewis, fd Karen Peterson, wd
KIDO 1923 KIDO-TV	630 5,000 DA-2	KIDO Inc. Chamber of Commerce Bldg. 2-4611	NBC Great Western Blair	Georgia M. Davidson, p Walter E. Wagstaff, gm John Young, cm	George Walton, pd, pmm Harold W. Toedtmeier, ce	Wayne Davis, nd Grant McDaniel, fd
KYME 1955	740 500-D	Radio Boise Inc. Hotel Boise	Roger L. Hagadone, p, gm Richard K. Mooney, vp	Bert Godfrey, pd Martha Godfrey, traffic d		
BURLEY (Cassia County)						
KBAR 1947	1230 250	KBIO Inc. Box 461 10	ABC Intermountain	Jessica Longston, p K. Clark, gm, cm	Marian Clark, pd, wd	Don Lockwood, ce
CALDWELL (Canyon County)						
KCID 1947	1490 250	Caldwell Bestg. Co. Inc. 819 Main St. 9-4664	Oakes	Clair B. Hull, p, gm Duane D. Wolfe, cm Martha N. Hull, pd	Fran Booton, pmm, nd, fd Jim Young, ce	Dick Nafsinger, sd Alice Ballantyne, wd

COEUR D'ALENE
(Kootenai County)

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

GRANGEVILLE
(Idaho County)

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

IDAHO FALLS
(Bonneville County)

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

LEWISTON
(Nez Perce County)

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

MOSCOW
(Latah County)

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

NAMPA
(Canyon County)

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

POCATELLO
(Bannock County)

KSEI	930	Radio Service Corp.	NBC	Henry H. Fletcher, p, gm, cm	Olive L. Greene, pmm	John Hardaway, nd, fd, sd
1926	5,000	P. O. Box 31	Great Western	Ruthe A. Fletcher, pd, wd	Ellis W. Call, ce	
	DA-N	4000	Weed			
			Feltis			
KWIK	1240	Pocatello Tv Corp.	CBS, MBS, KBS	Robert S. Howard, p	John R. Taylor, gm	James H. Schoonover, cm
1946	250	1140 Yellowstone Ave.	Intermountain			
		3400	Avery-Knodel			

PRESTON
(Franklin County)

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

REXBURG
(Madison County)

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

RUPERT
(Mindoka County)

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

SANDPOINT
(Bonner County)

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

TWIN FALLS
(Twin Falls County)

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

WALLACE
(Shoshone County)

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

WEISER
(Washington County)

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

MARKET DATA BY COUNTIES

County	Radio					Passenger		County	Radio					Passenger	
	Population 1950	Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954	Population 1950		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954		
Adams	64,690	21,200	\$72,532	\$15,990	\$2,067	20,062	Logan	30,671	8,500	30,359	6,320	530	8,842		
Alexander	20,316	6,500	19,727	3,989	486	4,211	McDonough	28,199	9,100	35,739	7,476	689	9,620		
Bond	14,157	4,400	13,444	738	168	4,324	McHenry	50,656	17,400	74,592	16,838	1,916	24,068		
Boone	17,070	5,400	18,459	823	353	6,455	McLean	76,577	23,700	102,559	20,453	2,809	25,387		
Brown	7,132	2,200	8,088	435	69	2,090	Macon	98,853	34,100	140,338	30,397	3,126	34,995		
Bureau	37,711	11,800	39,167	1,344	553	13,315	Macoupin	44,210	13,800	38,377	10,367	798	13,400		
Calhoun	6,898	1,700	4,610	453	61	1,741	Madison	182,307	60,600	193,411	55,785	5,109	62,000		
Carroll	18,976	6,200	22,671	608	147	7,037	Marion	41,700	12,700	44,704	9,667	1,187	13,029		
Cass	15,097	4,400	15,040	965	402	4,766	Marshall	13,025	4,000	12,471	3,268	194	4,418		
Champaign	106,100	31,200	124,910	13,115	4,257	34,572	Mason	15,326	5,000	18,533	4,003	452	5,218		
Christian	38,816	12,300	45,518	1,988	894	12,139	Massac	13,594	4,300	13,811	3,223	485	4,992		
Clark	17,362	5,300	16,341	451	258	5,544	Menard	9,639	2,900	6,785	1,533	130	3,137		
Clay	17,445	5,400	13,784	1,545	250	5,171	Mercer	17,374	5,400	16,761	3,561	302	5,791		
Clinton	22,594	6,600	17,032	951	175	6,606	Monroe	12,302	3,900	13,071	2,463	149	4,552		
Coles	40,328	13,000	49,533	10,012	1,040	13,283	Montgomery	32,460	10,400	30,776	7,346	530	9,769		
Cook	4,508,792	1,444,200	6,288,587	1,344,797	190,660	1,232,623	Morgan	35,568	9,600	41,770	7,757	873	10,524		
Crawford	21,137	7,100	20,652	4,747	420	7,757	Moultrie	13,171	3,900	10,783	2,102	149	4,129		
Cumberland	10,496	3,000	5,026	1,245	90	2,691	Ogle	33,429	10,800	37,800	9,921	801	12,860		
De Kalb	40,781	12,700	54,506	11,282	1,610	16,102	Peoria	174,347	56,500	226,310	52,468	6,284	57,396		
De Witt	16,894	5,400	19,481	4,180	379	5,761	Perry	21,684	6,700	18,724	4,948	476	6,152		
Douglas	16,706	5,100	19,350	4,636	361	5,990	Platt	13,970	4,200	12,158	2,789	278	4,866		
Du Page	154,539	53,500	182,679	56,441	5,997	72,695	Pike	22,155	6,800	16,900	4,578	278	6,904		
Edgar	23,407	7,600	25,266	5,433	803	7,660	Pope	5,779	1,400	2,076	435	30	1,328		
Edwards	9,056	2,800	8,634	1,363	102	2,793	Pulaski	13,639	3,900	5,746	1,716	173	4,552		
Effingham	21,675	6,400	27,275	4,839	377	6,666	Putnam	4,746	1,300	2,680	617	25	1,661		
Fayette	24,582	7,000	18,850	3,571	344	6,971	Randolph	31,673	8,200	27,420	6,816	529	8,382		
Ford	15,901	5,000	18,967	4,105	412	5,734	Richland	16,889	6,100	17,222	3,662	370	5,267		
Franklin	48,685	15,400	33,202	9,867	784	12,475	Rock Island	133,558	43,000	161,108	39,709	4,906	47,980		
Fulton	43,716	14,200	39,848	10,767	957	14,710	St. Clair	205,995	65,600	209,584	56,593	4,965	66,080		
Gallatin	9,818	2,600	6,761	1,446	98	2,151	Saline	33,420	10,600	28,356	6,284	633	8,277		
Greene	18,852	5,900	16,376	4,734	357	5,513	Sangamon	131,484	44,000	178,677	36,944	5,983	44,153		
Grundy	19,217	6,100	20,660	5,486	340	7,119	Schuyler	9,613	3,000	6,739	1,772	101	2,894		
Hamilton	12,256	3,600	6,377	1,426	188	2,942	Scott	7,245	2,300	6,628	1,545	98	2,344		
Hancock	25,790	8,300	22,203	5,063	412	8,564	Shelby	24,434	7,600	18,275	4,460	380	7,383		
Hardin	7,530	2,000	3,243	1,099	91	1,576	Stark	8,721	2,600	6,787	1,729	139	2,979		
Henderson	8,416	2,500	6,005	1,364	58	2,712	Stephenson	41,595	13,200	52,209	11,589	976	14,690		
Henry	46,492	15,500	54,529	11,927	1,245	16,546	Tazewell	76,165	26,000	66,367	18,101	913	28,686		
Iroquois	32,348	10,200	35,914	7,558	586	11,173	Union	20,500	5,300	13,461	3,281	303	4,630		
Jackson	38,124	12,200	34,980	7,772	740	10,524	Vermilion	87,079	27,900	101,955	22,437	3,571	28,900		
Jasper	12,266	3,600	7,028	1,497	49	3,544	Wabash	14,631	4,500	15,520	3,503	286	4,854		
Jefferson	35,892	11,600	31,550	6,173	605	10,191	Warren	21,981	7,700	24,761	4,624	420	7,156		
Jersey	15,264	4,500	12,763	3,042	363	4,502	Washington	14,460	4,300	11,021	2,223	117	4,613		
Jo Daviess	21,459	6,600	19,444	4,496	378	6,666	Wayne	20,933	6,300	18,792	3,723	269	6,124		
Johnson	8,729	2,300	4,829	1,175	70	2,066	White	20,935	6,600	18,531	4,017	437	6,602		
Kane	150,388	47,200	223,093	54,159	6,456	56,215	Whiteside	49,336	16,000	56,713	13,307	1,424	21,490		
Kankakee	73,524	19,900	96,905	19,286	2,401	23,419	Will	134,336	42,000	167,043	45,765	4,728	46,495		
Kendall	12,115	3,700	13,066	3,688	217	4,623	Williamson	48,621	15,800	36,658	9,881	877	12,587		
Knox	54,366	17,600	70,625	15,403	1,952	19,446	Winnebago	152,385	52,200	223,549	53,440	6,019	61,807		
Lake	176,097	57,200	210,208	55,473	5,622	73,982	Woodford	21,335	6,600	22,711	4,722	279	7,458		
La Salle	100,610	31,400	130,025	33,781	3,324	34,676									
Lawrence	20,539	6,300	18,141	4,289	425	6,456									
Lee	36,451	10,100	36,415	8,484	801	11,538									
Livingston	37,809	10,900	38,346	7,923	678	12,702									

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

DIRECTORY OF AM AND FM STATIONS

City	County	Chan. or	Licensee	Network	Executive Abbreviations
Established	Ch. or	Power	Headquarters	Representative	Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
ALTON (Madison County)					
WOKZ	1570	1,000-D	Palen Bestg. Corp. Hotel Stratford 5-5506	KBS Sears & Ayer	Edward N. Palen, p, gm W. E. Huff, cm Tom Allen, pd
AURORA (Kane County)					
WMRO	1280	250-D	WMRO Inc. 184 S. River St. 7-4215		Martin R. O'Brien, o, m Vincent G. Cofey, cm, nd, sd
BELLEVILLE (St. Clair County)					
WIBV	1260	1,000-D	Belleville Bestg. Co. 2100 W. Main St. Adams 3-5000	Indie	John W. Lewis, p, gm Clarence J. Keller, cm, pmm William C. Bailey, pd
BLOOMINGTON (McLean County)					
WJBC	1230	250	Bloomington Bestg. Co. 209 E. Washington St. 5-2078	ABC Sears & Ayer	Loring Merwin, p Warner C. Tiedemann, gm
WJBC-FM	Ch. 268 (B) 101.5mc 15.5kw				John McDermott, cm Fred Muxfeld, pd, nd
CAIRO (Alexander County)					
WKRO	1490	250	Oscar C. Hirsch P. O. Box 311 1490	MBS Pearson	Oscar C. Hirsch, o
CANTON (Fulton County)					
WBYS	1560	250-D	Fulton County Bestg. Co. East Linn Limits 1877	KBS	Harriett B. Winsor, p Charles E. Wright, gm, cm Jerry Bidle, pd, nd, sd

Data corrected to Dec. 15, 1955. If executives or services for FM are same as AM affiliate, names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-I—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
CARBONDALE (Jackson County)					
	WCIL 1946	1020 1,000-D	Southern Illinois Bcstg. Partnership 218 W. Main 167		Paul F. McRoy, p, gm, cm, pd, pmm, ce
					Bob Armstrong, nd Roy Freeman, fd
					Johnnie Hollister, wd
CARMI (White County)					
	WROY 1949	1460 1,000-D	Carmi Bcstg. Co. P. O. Box 31 4161	KBS Sears & Ayer	Roy Clippinger, p Samuel A. Hassan, gm, pmm Jack Dill, cm
	WROY-FM 1951	Ch. 247 (B) 97.3mc 11.2kw			Bill Baker, pd, nd, sd John Greenwood, ce
					Roy Pall, fd Marty Westfall, wd
CARTHAGE (Hancock County)					
	WCAZ 1921	990 1,000-D	Superior Bcstg. Service 502 Wabash Ave. 520	Sears & Ayer	Lola Compton, p John M. Palmer, gm
					Jerry Nutt, pd
					Wayne Meredith, ce
CENTRALIA (Marion County)					
	WCNT 1955	1210 1,000-D	Southern Illinois Bcstg. Corp. 230 8th St. Cairo, Ill. Centralia 5151	KBS	Carson W. Rodgers, p Bejamin E. Shore, gm Odell Cummings, cm
	WCNT-FM 1946	Ch. 243 (B) 96.5mc 2.45kw			Charles O. Presley, pd, fd Loretta Mondoni, pmm, wd Perd Reynolds, ce
					Harry Ricker, nd John Mount, sd
CHAMPAIGN (Champaign County)					
	WDWS 1937	1400 250	Champaign News Gazette Inc. 48 Main St. 6-1855	CBS Meeker	Helen M. Stevick, p Larry Stewart, sm, cm
	WDWS-FM 1949	Ch. 248 (B) 97.5mc 27kw			William Robert Brown, ce
					Jerry Ross, nd
CHARLESTON (Coles County)					
	WEIC 1955	1270 1,000-D DA-D	Friendly City Bcstrs. P. O. Box 107 2990	KBS	Jack G. Owens, p, gm Bob Hewitt, cm, pmm
					Lloyd McFee, pd, nd Bill Setliffe, ce
					Earl Strodbeck, fd, sd Louise Taylor, wd
CHICAGO (Cook County)					
	WAAF 1922	950 1,000-D	Corn Belt Publishers 221 N. LaSalle St. Randolph 6-1932	Young	Ward Neff, p Wm. E. Hutchinson, vp Thomas L. Davis, gm, cm
	WAIT 1934	820 5,000 SH	Radio Station WAIT Daily News Plaza Franklin 2-0660	Forjoe	Robert O. Miller, gm, pd Julius Miller, cm
	WBBM 1923	780 50,000	Columbia Bcstg. Sys. Inc. 410 Michigan Ave. Whitehall 4-6000	CBS CBS Radio Spot Sales	H. Leslie Atlass, vp, gm James P. Hensley, cm Al Bland, pd
	WBBM-FM 1941	Ch. 242 (B) 96.3mc 10.5kw			Alfred N. Greenberg, pmm William Fligel, ce William Garry, nd
	WCBM 1947	820 5,000 SH	(See Zion listing)		
	WCFL 1926	1000 50,000 DA-2	Chicago Federation of Labor 666 Lake Shore Drive Mohawk 4-2400	Burke-Stuart	Martin F. Hogan, gm Thomas E. Haviland, cm L. J. Ronder Jr., pd
	WCRW 1926	1240 100 SH	Clinton R. White 2756 Pine Grove Ave. Diversey 8-4440		Clinton R. White, o & ce
	WEDC 1926	1240 250 SH	Emil Denemark Inc. 3860 W. Ogden Ave. Crawford 7-4100		Emil Denemark, p Frank J. Kotnour, gm, cm
	WEFM (FM) 1940	Ch. 238 (B) 99.5mc 44kw	Zenith Radio Corp. 6001 W. Dickens Ave. Berkshire 7-7500		E. F. McDonald Jr., p Ted Leitzell, gm
	WENR-FM 1948	Ch. 234 (B) 94.7mc	American Bcstg.-Para- mount Theatres Inc. 20 N. Wacker Dr. Anderson 3-0800		
	WBKB (TV)	4.3kw			
	*WFJL (FM) 1949	Ch. 226 (B) 93.1mc 29kw	Lewis College of Science & Tech.		
	WFMF (FM) 1948	Ch. 262 (B) 100.3mc 33kw	Functional Music Inc. 1313 W. Randolph St. Canal 6-7313		Carl J. Weitzel, p
	WFMT (FM) 1951	Ch. 254 (B) 98.7mc 28kw	Gale Bcstg. Co. Inc. 221 N. LaSalle St. State 2-5668		Bernard Jacobs, p, gm, cm
	WGES 1924	1390 5,000 DA-2	Radio Station WGES 2708 W. Washington Blvd. Sacramento 2-1700		John A. Dyer, gm E. M. Hinzman, cm
					Herbert Rudolph, pd K. P. Freda, pmm
					Wm. A. Shunk, ce

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

CHICAGO (Cont.)

WGN 1924 WGN-TV	720 50,000	WGN Inc. 441 N. Michigan Ave. Michigan 2-7600	MBS Hollingbery	J. Howard Wood, p Frank P. Schreiber, vp, gm William A. McGuineas, cm Bruce W. Dennis, pd	Charles A. Wilson, pmm Carl J. Meyers, ce Spencer Allen, nd	Norman Kraeft, fd Jack Brickhouse, sd Myrtle Stahl, educ-rel-dir
WIND 1927 WIND-TV (CP)	560 5,000 DA-2	WIND Inc. 400 N. Michigan Whitehall 4-2170	Am Radio Sales	Ralph L. Atlass, p, gm John T. Carey, cm H. Leslie Atlass Jr., pd	Robert Peel, pmm Kenneth Shirk, ce	James Dale, nd Jack Quinlan, sd
WJJD 1934	1160 50,000 DA-1 L-KSL	Plough Bcstg. Co. 230 N. Michigan State 2-5466	Radio-TV Reps.	Abe Plough, p Frederick G. Harm, gm James A. Jordan, cm Ralph E. Blank, pd	Fred Livingston, pmm Walter F. Myers, ce Carl Warner, nd	Randy Blake, fd Frank Sweeney, sd Stella White, wd
WLS 1924	890 50,000	WLS Inc. 1230 W. Washington Blvd. Monroe 6-9700	ABC Blair	James E. Edwards, p Glenn Snyder, gm Charles M. Freeman, cm	Herb Howard, pd Wm. Nelson, pmm Thomas L. Rowe, ce	Wm. Small, nd Maynard Bertsch, fd Martha Crane, wd
WMAQ 1922 WNBQ (TV)	670 50,000	National Bcstg. Co. Merchandise Mart Superior 7-8300	NBC NBC Spot Sales	Jules Herbuveaux, gm John M. Keys, sls dir Rudi Neubauer, slm	George Heinemann, pd Howard W. Coleman, pmm Howard C. Lutgens, ce	William Ray, nd Everett Mitchell, fd
WMAQ-FM 1948	Ch. 266 (B) 101.1mc 24kw					
*WMBI 1926	1110 5,000-D L-KFAB, WBT	Moody Bible Institute 820 N. LaSalle St. Michigan 2-1570		Dr. William Culbertson, p C. B. Norland, gm Robert Parsons, pd	John H. Raymond, pmm A. P. Frye, ce	Don Turner, nd, fd Frances Youngren, wd
WNIB-FM 1955	Ch. 246 (B) 97.1mc 11kw	Northern Illinois Bcstg. Co. 6 N. Hamlin Nevada 2-4347		Walter J. Trofsmuk, sm	Earl Vieux, cm	William C. Florian, pd
WSBC 1925	1240 250 SH	WSBC Bcstg. Co. 2400 W. Madison St. Monroe 6-9060	Stars Natl.	Louis B. Lee, p, gm Harry Bibb, cm	Ruth M. O'Neill, pd	Walter Brynes, ce
WSEL (FM) 1953	Ch. 282 (B) 104.3mc 40kw	Chicago Skyway Bcstg. Co. 188 W. Randolph St. Andover 3-6767		William Irvin, p D. Irvin, gm	Virgil Kraft, cm Doris Keane, pd	Dino Ianni, asst pd George Mickey, ce
CICERO (Cook County)						
WHFC 1926 WHFC-TV (CP)	1450 250	WHFC Inc. 3350 S. Kedzie Ave. Townhall 3-6305		R. W. Hoffman, gm		
WEHS (FM) 1941	Ch. 250 (B) 97.9mc 21kw	(WHFC, Am Affiliate)				

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WGN reaches more homes than any other advertising medium in Chicago.*

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Serving the Middle West

MBS

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50,000 Watts
720
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220 E. 42nd Street, New York 17, N. Y.
for New York City, Philadelphia and Boston
Geo. P. Hollingbery Co. Representatives
Chicago—307 N. Michigan Avenue • San Francisco—625 Market Street
Los Angeles—411 W. 5th Street • New York—500 5th Avenue
Atlanta—223 Peachtree Street

Executive Abbreviations

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

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations	Owner
CLINTON (DeWitt County)							
	WHOW	1520 1,000-D	Cornbelt Bcstg. Co. 401½ South Side Sq. 305	Abe Lincoln Holman	J. R. Livesay, p Rolland O. Looper, vp, gm, ce Jim Williams Sr., cm	Frank C. Jennings, pd Jim Williams Jr., pmm Bill Ward, nd, sd	John Barton, fd Betty Harris, wd
DANVILLE (Vermilion County)							
	WDAN	1490 1938 250	Northwestern Publishing Co. 17-19 W. North St. 1000	CBS Everett-McKinney	Robert J. Burow, gm Max Shaffer, sm, sd	Honore Ronan, pd, wd	Orville Neely, ce
	WITY	980 1953 1,000 DA-1	Vermilion Bcstg. Corp. P. O. Box 142 1312	KBS Burn-Smith	Dr. G. E. Metzger, p F. A. Higgins, gm Catherine Scheurich, pd, wd	F. W. Parson, pmm Taylor, Clawson, ce	Eldon Johnson, nd, fd Elzer Marx, sd
DECATUR (Macon County)							
	WDZ	1050 1921 1,000-D	WDZ Bcstg. Co. 265 S. Park St. 3-9744	Free & Peters	Charles C. Caley, p Frank C. Schroeder Jr., vp, gm	Robert B. King, cm E. James Seaney, pd L. E. Mayfield, ce	Harvey E. Alltop, fd John S. Rotz, sd Nancy Norman, wd
	WSOY	1340 1925 250	Illinois Bcstg. Co. 1100 N. Pershing Rd. 5371	CBS Weed	F. W. Schaub, p Merrill Lindsay, gm, cm M. H. Stuckwisch, sta sup	Eugene C. Dorsey, pd, pmm Allan L. Doyle, ce	Al Rowe, nd Eleanor Duncan, wd
	WSOY-FM	Ch. 271 (B) 1947 102.1mc 31kw					
DE KALB (DeKalb County)							
	WLBK	1360 1947 500-D	DeKalb Radio Studios Inc. 711 N. First St. 6-3485	Sears & Ayer	George C. Biggar, p, gm, fd Richard J. Meier, cm	R. C. Brown, pd W. Dean Clayton, ce	Ed Reilly, nd Karin Morsch, wd
DIXON (Lee County)							
	WSDR	1240 1949 100	(See Sterling listing)				
DuQUOIN (Perry County)							
	WDQN	1580 1951 250-D	DuQuoin Bcstg. Co. 30½ W. Main Lindon 2-3894	McGillvra	M. R. Lankford, o Phil Richardson, sm, cm, fd	Ralph Stevens, pd Art Smith, pmm, nd, sd	Thomas Hart, ce
EAST ST. LOUIS (St. Clair County)							
	WFMV	1490 1935 250	On The Air Inc. Broadview Hotel Bridge 1-4625	Bogner & Martin	Alvin O. Eads, p F. J. Prendergast, gm Joe Martin, cm	D. Dellamano, pd Dan Stengel, pmm Erle White, ce	Neil Norman, nd, sd Thelma Currat, wd
EFFINGHAM (Effingham County)							
	WCRA	1090 1947 250-D	Effingham Bcstg. Co. 110 N. Banker St. 1090	KBS	Joseph E. McNaughton, p George Walker, gm	Jack Lee, pd Tom Mathis, ce	Zona B. Davis, nd, wd
	WSEI (FM)	Ch. 329 (B) 1954 95.7mc 20kw	Ill. Bcstg. Co. Pershing Rd. at N. Jasper St. Decatur, Ill.	Weed	Merrill Lindsay, gm		
ELGIN (Kane County)							
	WRMN	1410 1949 500-D	Elgin Bcstg. Co. 156 Division St. Sherwood 1-7700	McGillvra	J. Richard Sutter, p, gm, cm, pmm	George Merker, pd, ce, fd Phyllis Warner, nd	Ron Miller, sd Florence Rogers, wd
ELMWOOD PARK (Cook County)							
	WLEY (FM)	Ch. 296 (B) 1947 105.9mc 32kw	Elmwood Park Bcstg. Co. 2526 N. Harlem Ave. Tuxedo 9-1133	Reese	Zeb Zarnecki, p, gm Robert Brandt, cm	W. Corvine, pd	Don Larsen, ce
EVANSTON (Cook County)							
	WEAW	1330 1953 500-D DA-D	North Shore Bcstg. Co. Inc. 2425 Main University 4-4606	Good Music Bestrs.	Edward A. Wheeler, p, gm James Bacon, cm James Herrington, pd	Virginia McCowan, pmm Fred Dennison, ce Dave Schoemacher, nd	Pat Worrall, fd Bob Reihsen, sd Alma Platts, wd
	WEAW-FM	Ch. 286 (B) 1947 105.1mc 36kw			Don Springatte, cd	Dave Schoemacher, pd	
	WNMP	1590 1948 1,000-D	Evanston Bcstg. Co. 2201 Oakton St. Greenleaf 5-1590		Angus D. Pfaff, p, cm Lewis H. LaMar, asst gm, pd	Larry Attebery, pmm, nd, sd	Arthur Moser, ce
FAIRFIELD (Wayne County)							
	WFTW	1390 1953 500-D	Wayne County Bcstg. Co. P. O. Box 72 2159	KBS Abe Lincoln Webb	Thomas S. Land, co-o, gm, fd Bryan Davidson, co-o, pd, ce	Garnet Williams, cm, sd Dick Berry, nd	Gladys Onstott, wd
FREEPORT (Stephenson County)							
	WFRL	1570 1947 1,000-D	Freeport Bcstg. Co. Inc. 9 N. Chicago Ave. State 436	Headley-Reed	Vincent S. Barker, p, gm, ce	Dave Taylor, cm, nd	Charles Harlan, pd

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GALESBURG*(Knox County)*

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

WEBQ 1923	1240 250	First Trust Assn. 100 E. Poplar St. 28	KBS	Inglis M. Taylor, gm, cm Dorice Turner, pd Ken Hamilton, pmm, sd	Elmer Gladson, ce Charles Branum, nd	Eddie Wise, fd Norma Slaton, wd
WEBQ-FM 1947	Ch. 260 (B) 99.9mc 4.2kw					

HARVARD*(McHenry County)*

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

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

WJPF 1940	1340 250	Egyptian Bcstg. Co. 601 E. Box 179 381	MBS Pearson	Orval W. Lyerla, p Charles R. Cook, gm, cm, pmm	Ben Orf, ce Chet Townsend, nd, sd	Robert Fulkerson, fd Rosemary Bryant, wd
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JACKSONVILLE*(Morgan County)*

WLDS 1941	1180 1,000-D	Jacksonville Radio & Tv Bcstg. Corp. Fox Theatre Bldg. Chestnut 5-7171	Holman	Robert A. Fay, p William L. Fay, sec-treas R. Karl Baker, vp, gm, cm, pmm	Ted Fairburn, pd, nd G. J. Cassens, ce E. H. Garlich, fd	Barney Lewis, sd Roberta Hoover, wd
WLDS-FM 1943	Ch. 263 (B) 100.5mc 9.0kw					

JOLIET*(Will County)*

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

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

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

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

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

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

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

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

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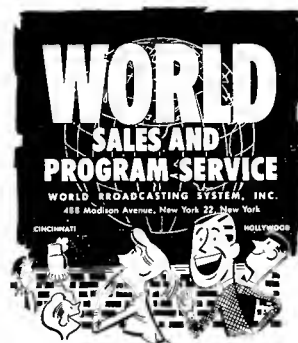
MATTOON*(Coles County)*

WLBH 1946	1170 250-D	Mattoon Bcstg. Co. 1632½ Broadway 6464	Holman	J. R. Livesay, o, p, gm Ken Wooddell, cm, sd Bob Guess, pd, nd	John Gepford, pmm Ray Livesay, ce	Howard Miller, fd Phyllis Ariens, wd
WLBH-FM 1949	Ch. 245 (B) 96.9mc 23kw					

City County	Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
METROPOLIS (Massac County)							
	WMOK 1951	920 1,000-D	Fort Massac Bcstg. Co. Natl. State Bank Bldg. 2106	Holman	James H. Firmin, gm, pmm Philip A. Roewe, cm, sd Fleeta Firmin, pd	Carlos M. Steele, ce Odell Korte, nd	J. R. Strubinger, fd Patricia Kidd, wd
MOLINE (Rock Island County)							
	WQUA 1946	1230 250	WQUA Inc. 1319 5th Ave. 4-6727	ABC Hollingbery	G. LaVerne Flambo, p, gm, cm	Wilbur L. Mason, pd, nd Harold W. Higby, ce	Bud Dawson, sd
MOUNT CARMEL (Wabash County)							
	WVMC 1946	1360 500-D	Radio Station WVMC N. Cherry St. Rd. 1360	KBS Best	Stephen P. Bellinger, mngng phr Charles H. Green, cm	Gilbert T. Wallace, pd Eugene D. Garrett, ce Bert Freedman, nd	Venus Vaughn, fd Betty Chaffin, wd
MT. VERNON (Jefferson County)							
	WMIX 1947	940 1,000-D	Mt. Vernon Radio & Tv Co. 121½ N. 9th St. 3500	Abe Lincoln Pearson	John R. Mitchell, p Raymond J. Cheney, gm Claude Schoch, cm	Ted Strader, pmm Alva Hulbert, ce Steve Rowan, nd	Curt Bradley, fd Bob Whitaker, sd Mildred McGill, music dir
	WMIX-FM 1946	Ch. 231 (B) 94.1mc 15.2kw					
MURPHYSBORO (Jackson County)							
	WINI 1954	1420 500-D	Cecil W. & Jane Roberts P. O. Box 647 282	KBS Best	Cecil W. Robert, p R. Rayne Cox, gm	Lewis Barwick, cm	Lester D. Bilderback, ce
OAK PARK (Cook County)							
	WOPA 1950	1490 250	Village Bcstg. Co. 408 S. Oak Park Ave. Village 8-5760	Interstate-United Newspapers Natl. Time Sales Dora Clayton	Egmont Sonderling, p, gm Albert C. Michelotti, cm	Albert O'Brien, pd Sidney Schneider, ce	Jay Smith, nd Wayne Osborn, nd
	WOPA-FM 1950	Ch. 272 (A) 102.3mc 1kw					
OLNEY (Richland County)							
	WVLN 1947	740 250-D	Olney Bcstg. Co. 2156	KBS Holman	Marshall H. Poole, o, p, gm Charles R. Griggs, cm, pd Harry Hillis, pmm, nd	Paul Hartsey, ce Stanley Greatline, fd	Norm Lamkin, sd Eleanor Walter, wd
	WVLN-FM 1953	Ch. 225 (B) 92.9mc 18.5kw					
OTTAWA (LaSalle County)							
	WCMY 1952	1430 500-D	Carl H. Meyer 417 W. Madison St. 551		Carl H. Meyer, p, gm, ce Dorothy M. Meyer, cm	Dan Dunlop, nd Eddie Walters, fd	Stuart Norgard, sd
PARIS (Edgar County)							
	WPRS 1951	1440 500-D	Paris Bcstg. Corp. P. O. Box 262 3-1440		Adlai C. Ferguson Jr., p, gm	Claude V. Thomas, ce	John Powell, sd
	WPRS-FM 1952	Ch. 252 (A) 93.3mc 1kw					
PEKIN (Tazewell County)							
	WSIV 1946	1140 1,000-D	Pekin Bcstg. Co. 15 S. Capitol 6-2134	Sears & Ayer	George C. Udry, co-o, pmm W. Kenneth Patterson, co-o, gm Margaret M. Honer, cm	Thomas Q. Dunn, pd Lowell, Lovely, ce Randall C. Furnace, nd	Fearn Wilson, fd Bill McCarty, sd Dorothy Besson, wd

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1000 Subscribers
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 with
Women's
Service
Features!

PEORIA

(Peoria County)

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

PITTSFIELD

(Pike County)

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

(Adams County)

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

ROBINSON

(Crawford County)


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

(Winnebago County)

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

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ROCKFORD, ILLINOIS

WROK

- Only* network radio station
- Only* station with mobile unit for on-the-spot coverage
- Only* station offering such public service features as City Council meeting

WROK

- Only* full time station
- Only* station providing local sports coverage
- Only* station offering all-out promotion and merchandising

WROK

No. 1 for more than 30 years

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

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

Newspaper-Owned*
*Winnebago Newspapers, Inc.

City
County
Call Letters
Established
TV Affiliate

Chan. or
Freq.
Power

Licensee
Headquarters
Telephone

Network
Representative

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

ROCK ISLAND
(Rock Island County)

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

SPARTA
(Randolph County)

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

WCVS 1926	1450 250	WCBS Inc. 523 E. Capitol Ave. 4-9855	ABC MBS Bogner & Martin	Harold L. Dewing, p C. W. Neeld, gm, cm	John C. Geil, pd Kenneth E. Spengler, pmm	Bruce Still, sd
WMAY 1950	970 1,000-D 500-N DA-2	Lincoln Bcstg. Co. 711 Myers Bldg. 4-1766	NBC Pearson	Gordon Sherman, p, gm, cm Syl Binkin, pd Mel Kampe, pmm	Melvin Feldman, ce W. F. Miller, nd	Bernie Waterman, sd Peggy Irving, wd
WTAX 1930	1240 250	WTAX Inc. US 66 & E. Cook St. 2-4441	CBS Weed	O. J. Keller, p, gm O. J. Keller Jr., cm John W. Midgley, pd	Bill Miller, pmm E. C. Swaringen, ce Glen Farrington, nd	Spizz Singer, fd Shelby Harbison, sd
WTAX-FM 1948	Ch. 279 (B) 103.7mc 6.7kw					

STERLING
(Whiteside County)

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

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

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

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

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

WTAX

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

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

CBS RADIO Affiliate

Represented by Weed & Company

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

IN
Springfield, Illinois
W C V S

SPRINGFIELD'S FIRST IN PROMOTION AND MERCHANDISING

(Proven by 8 National Contest Awards)

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

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	
URBANA (Champaign County)							
	*WILL 1922 WILL-TV *WILL-FM 1941	580 5,000-D DA-D Ch. 215 90.9mc 300kw	University of Illinois 101 S. Wright 7-6611		Dr. David D. Henry, p Frank E. Schooley, gm John A. Regnell, pd	Pat Jordan, pmm John R. Brugger, ce Don Brown, nd	John Weidert, fd Lon Kramer, sd Jessie Heathman, wd
	WKID 1948	1580 250-D	WKID Bestg. Co. Box 192 75431	KBS Pearson	Allen Embory, p	Joseph S. Rider, sm	
WAUKEGAN (Lake County)							
	WKRS 1949	1220 1,000-D DA-D	News-Sun Bestg. Co. P. O. Box 500 Delta 6-7900	Sears & Ayer	William Just, p Joseph B. Kirby, gm, cm	Robert Sorensen, pd Stanley Chadwick, ce	Donald Reddicliffe, nd Christine Sorensen, wd
WEST FRANKFORT (Franklin County)							
	WFRX 1951	1300 1,000-D	Pyramid Radio Bestg. & Tv Co. P. O. Box 359 1300		G. W. Lambert, p Robert O. Veach, gm, cm, sd	Billy E. Spangler Jr., pd, pmm, nd	Everett T. Kennedy, ce, fd Mary Jane Box, wd
ZION (Lake County)							
	WCBD 1947	820 5,000-SH	Michael J. Mintern 2714 Enoch Ave. Trinity 2-4521		Michael J. Mintern, mng d	Carl Q. Lee, cm	

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WMAY

Springfield, Illinois

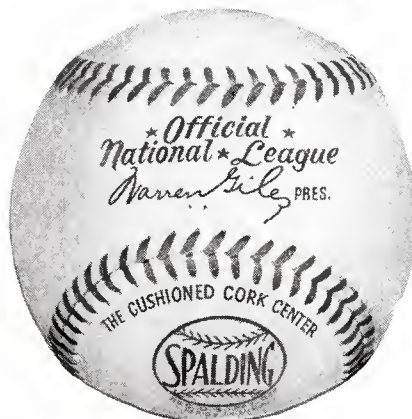


970 Kilocycles

1000 watts, day 500 watts, night

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- ★ More Sports!
- ★ MORE RESULTS!

MARKET DATA BY COUNTIES

County	Population 1950	Radio				Passenger		County	Population 1950	Radio				Passenger	
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954	Families July 1955			Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954		
Adams	22,393	6,600	\$ 22,884	\$ 5,171	\$ 443	7,809	Marion	551,777	189,500	829,504	175,207	36,240	216,768		
Allen	183,722	62,000	265,778	57,331	8,166	67,425	Marshall	29,468	9,500	26,263	6,806	691	11,221		
Bartholomew	36,108	12,800	36,875	9,127	936	13,980	Martin	10,678	3,100	6,151	1,848	209	2,620		
Benton	11,462	3,300	12,825	2,628	346	3,772	Miami	28,201	9,100	28,254	6,690	674	10,531		
Blackford	14,026	4,300	16,048	3,765	486	4,985	Monroe	50,080	13,700	43,111	10,357	1,896	14,762		
Boone	23,993	8,100	30,762	5,765	857	8,136	Montgomery	29,122	9,500	32,753	7,501	835	10,483		
Brown	6,209	1,500	2,345	892	47	1,283	Morgan	23,726	7,700	21,992	6,015	484	9,021		
Carroll	16,010	5,200	14,241	3,451	233	6,068	Newton	11,006	3,400	12,614	2,570	403	3,867		
Cass	38,793	11,900	48,643	8,529	1,526	13,222	Noble	25,075	7,900	31,142	6,259	632	9,407		
Clark	48,330	16,400	36,877	11,167	876	16,653	Ohio	4,223	1,300	2,678	720	45	1,357		
Clay	23,918	7,600	18,252	5,320	555	7,450	Orange	16,879	5,000	11,782	3,253	473	4,754		
Clinton	29,734	9,700	32,517	6,877	829	10,763	Owen	11,763	3,500	7,503	2,040	222	3,787		
Crawford	9,289	2,500	4,751	1,065	95	2,455	Parke	15,674	4,500	11,681	2,796	342	4,765		
Deaivess	26,762	7,900	24,835	5,295	556	7,425	Perry	17,367	4,900	13,558	3,551	340	4,572		
Dearborn	25,141	7,600	25,661	7,410	579	9,061	Pike	14,995	4,200	11,463	3,015	90	4,394		
Decatur	18,218	5,500	18,210	3,754	378	6,165	Porter	40,076	12,900	40,911	10,396	1,102	14,934		
De Kalb	20,023	8,300	25,153	6,580	554	9,653	Posey	19,818	5,900	16,287	3,709	248	6,327		
Delaware	90,252	30,600	102,193	23,000	3,302	32,600	Fulaski	12,493	3,800	13,528	2,790	262	4,474		
Dubois	23,785	6,700	23,276	4,232	519	6,564	Putnam	22,950	6,700	23,497	4,586	590	6,893		
Elkhart	84,512	27,900	113,398	25,007	3,602	34,893	Randolph	27,141	8,900	33,523	5,928	767	10,372		
Fayette	23,951	7,500	28,257	6,852	884	8,034	Ripley	18,763	5,800	19,520	4,496	507	6,454		
Floyd	43,995	14,900	47,009	11,704	1,164	14,347	Rush	19,799	6,100	20,066	3,642	385	6,718		
Fountain	17,836	5,800	17,265	3,764	482	6,358	St. Joseph	205,058	67,900	288,214	61,314	7,813	73,266		
Franklin	16,034	4,300	9,985	2,377	99	4,925	Scott	11,519	3,900	12,111	3,392	170	3,809		
Fulton	16,565	5,400	20,455	3,752	470	6,405	Shelby	28,026	9,200	29,946	6,502	730	10,039		
Gibson	30,720	9,500	32,453	7,262	526	9,550	Spencer	16,174	4,200	11,381	2,233	304	4,456		
Grant	62,156	19,800	65,446	15,024	2,102	22,961	Starke	15,222	5,000	17,931	3,727	158	6,014		
Greene	27,886	8,700	21,497	6,005	632	8,742	Steuben	17,087	5,600	23,001	4,876	518	6,361		
Hamilton	28,491	9,500	28,101	5,736	666	11,220	Sullivan	23,667	7,400	19,274	5,256	400	7,146		
Hancock	20,332	7,000	19,055	4,926	422	8,040	Switzerland	7,599	2,000	3,905	1,017	95	2,182		
Harrison	17,858	5,100	10,976	2,187	146	5,321	Tippecanoe	74,473	23,400	90,817	20,281	3,583	50,355		
Hendricks	24,594	8,100	16,867	3,579	728	10,838	Tipton	15,566	4,700	11,830	2,955	323	5,947		
Henry	45,505	14,000	45,800	13,429	1,229	16,459	Union	6,412	1,800	6,309	1,532	177	31,747		
Howard	54,498	18,100	62,221	13,853	1,857	19,980	Vanderburgh	160,442	53,900	199,246	43,968	7,190	10,617		
Huntington	31,400	10,200	35,084	8,232	916	11,278	Vermillion	19,723	6,900	18,140	4,900	481	3,050		
Jackson	28,237	8,600	29,440	6,536	491	8,982	Vigo	105,160	34,500	127,968	28,630	3,947	7,170		
Jasper	17,031	5,200	17,955	4,129	310	5,672	Wabash	29,047	9,300	30,779	6,705	982	10,617		
Jay	23,157	7,400	21,363	5,105	499	8,462	Warren	8,535	2,600	4,497	1,246	92	3,050		
Jefferson	21,613	6,100	19,685	4,338	685	6,571	Warrick	21,527	6,700	17,917	4,516	300	7,170		
Jennings	15,250	3,900	10,332	2,601	173	4,192	Washington	16,520	4,900	17,811	2,197	228	5,379		
Johnson	26,183	8,600	25,365	6,237	848	12,081	Wayne	68,566	22,000	89,156	18,564	2,657	23,745		
Knox	43,415	13,300	49,455	10,624	1,270	12,929	Wells	19,564	6,400	19,593	3,371	343	7,602		
Kosciusko	33,002	10,800	37,368	8,720	853	13,192	White	18,042	5,900	16,935	3,548	686	6,810		
La Grange	15,347	3,900	11,358	2,761	244	4,594	Whitley	18,828	6,300	20,605	4,349	433	7,548		
Lake	368,152	116,600	491,354	124,450	12,729	129,205									
La Porte	76,808	25,000	91,403	23,545	2,282	27,820									
Lawrence	34,346	10,200	31,510	7,514	908	11,175									
Madison	103,911	35,000	116,541	27,722	4,007	38,000									

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

DIRECTORY OF AM AND FM STATIONS

City	County	Call Letters	Chan. or Freq.	Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations
ANDERSON (Madison County)								
		WCBC	1470		Civic Bcstg. Corp.	Best	Paul E. Billheimer, p Gordon L. Beck, gm Asher Sizemore, cm	Charles Bates, pd, sd Kenneth Pannabecker, ce
		WCBC-TV (CP)	1,000-D		P. O. Box 350 3-5321			Robert Matter, fd Evelyn Beck, wd
		WHBU	1240		Anderson Bcstg. Corp.	CBS	C. Bruce McConnell, p	John R. Atkinson, gm
		1923	250		640 Citizens Bank Bldg. 7791	Bolling		
BEDFORD (Lawrence County)								
		WBW	1340		Radio Bedford Inc.	MBS	William C. Smith Jr., p, gm William R. Klumpp, cm Claude Parsons, pd	Michael Sargent, pmm Carl J. Finger, ce Noah T. Miller, nd, fd
		1948	250		Radio Farm 4421	Grant		Roger J. Fricke, sd Gretchen C. Smith, wd
BLOOMINGTON (Monroe County)								
		*WFIU (FM)	Ch. 279 (B)		Trustees of Indiana University		Elmer G. Sulzer, dir	George W. Willeford, pd
		1950	103.7mc		Lynvinity 6811			L. James Rolfe, ce
		WTTS	1370		Sarkes Tarzian Inc.	ABC	Sarkes Tarzian, p	Dale B. Blackwell, tech sup
		1949	5,000-D		535 S. Walnut	Meeker	Glenn Van Horn, gm, pd C. Raymond Bartlett, cm, pmm	John Snider, nd
		WTTV (TV)	500-N		2-3366			Maurice Latimer, sd Virginia Fiscus, wd
			DA-2					
BOONVILLE (Warrick County)								
		WBWL	1540		Boonville Bcstg. Co.	KBS	H. C. Sanders, co-o, p, ce	Owen Guthrie, cm
		1950	250-D		Lynvinity Rd. 980	Indiana State Net. Triangle Radio Net. Continental	Norman Hall, co-o, mgr, pd, sd	George McCoy, pmm C. K. Kleinlein, nd
								Olus Justus, fd Geraldine Boardman, wd
COLUMBUS (Bartholomew County)								
		WCSI	1010		Syndicate Theatres Inc.	Rambeau	Joseph P. Finneran, p	Max Cockley, ce
		1950	500-D		55 1/2 E. Court Franklin, Ind. Franklin 1057		Dick Jewell, gm, cm, pd	Bob Banco, nd, sd
								A. V. Keesling, fd Margaret Wells, wd

Data corrected to Dec. 15, 1955. If executives or services for FM are same as AM affiliate, names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

CONNERSVILLE

(Fayette County)

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

CRAWFORDSVILLE

(Montgomery County)

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

(Elkhart County)

WCMR (CP)	1270 500-D DA-D	Clarence C. Moore 174 at Mishawaka Rd. 3-4567		Clarence C. Moore, p George Bridgen, cm	H. Brooks Dawson, pd	Jack L. Miller, ce
WCMR-FM (CP)	Ch. 236 (B) 95.1mc 4.5kw					
WTRC 1931	1340 250	Truth Publishing Co. Inc. P. O. Box 636 3-1960	NBC H-R Reprs.	John F. Dille Jr., p Don R. McFall, gm, sd	Don Freed, cm Lester Zellmer, ce	Bill Donnella, nd
WSJV (TV)						
WTRC-FM 1947	Ch. 264 (B) 100.7mc 9.7kw					

EVANSVILLE

(Vanderburgh County)

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

FT. WAYNE

(Allen County)

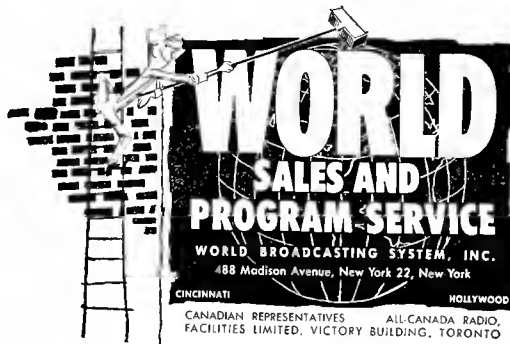
WANE 1948	1450 250	Radio Ft. Wayne Inc. 1205 Ft. Wayne Bank Bldg. Anthony 6212	CBS Bolling	C. Bruce McConnell, p Robert McConnell, gm Charles E. Kennedy, sm Merlin Smith, cm	Doug Hadley, pd, nd James Voors, pmm Gene Humphrey, ce	Deloris Ziton, fash dir Robert Hill, sd June Hadley, wd
WANE-TV (CP)			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

FRANKFORT

(Clinton County)

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



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Seasonal and
holiday features!**

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
GARY (Lake County)							
	WGRY 1950	1370 500-D	WGRY Inc. 734 Washington Turner 5-7511		George M. Whitney, p, gm, cm	Jack Smith, pd, nd	Albert Gibson, fd
	WWCA 1949	1270 1,000 DA-1	Lake Bcstg. Co. Inc. 578 Broadway Turner 6-9171	Pearson	Dee O. Coe, p, gm Boyd W. Lawlor, sm, cm Tom Whitmore, pd, sd	Charles Edwards, pmm Victor H. Voss, ce Bob Bell, nd	Patt Patterson, fd Mildred Lane, wd
GOSHEN (Elkhart County)							
	WKAM 1949	1460 500-D	Kosciusko Bcstg. Corp. 612 W. Pike St. 3-2219	KBS Holman	Josiah W. Autenrieth Jr., p, gm	William E. Holtzinger, cm Doris Knight, pd, wd	Lester R. Rash, ce, sd, fd James A. Nickerson, nd
HAMMOND (Lake County)							
	WJOB 1928	1230 250	South Shore Bcstg. Corp. Radio Center 6405 Olcott Tilden 4-1230	Rambeau	Robert C. Adair, p, gm Joe Fife, cm Gerold Mitchell, pd, fd	Len Ellis, pmm Jess Peters, ce	William Spellbring, nd Jack Naimo, sd
	WJOB-FM 1947	Ch. 222 (B) 92.3mc 3.1kw					
INDIANAPOLIS (Marion County)							
	WFBS 1924	1260 5,000 DA-N	Consolidated Tv & Radio Bcstrs. Inc. 1330 N. Meridian St. Melrose 4-8521	ABC MBS Katz	Harry M. Bitner Jr., p William F. Kiley, gm Hugh L. Kibbey, sm Franklin H. Small, cm Martin R. Williams Sr., p	Michael Finn, pd Bernard Carney, pmm Harold Holland, ce Gilbert Forbes, nd	Harry Martin, fd Tom Carnegie, sd Ann Wagner, wd
	WFMS (FM) (CP)	Ch. 233 (B) 95.5mc 15kw	Williams FM Service 7401 E. 14th St.				
	WIBC 1938	1070 50,000-D 10,000-N DA-2	WIBC Inc. 307 N. Illinois St. Walnut 4-2661	Blair	R. M. Fairbanks, p, gm Gil Berry, cm William L. Dean, pd, pmm	Robert W. Minton, ce Gordon Graham, nd Harry Andrews, fd	William F. Fox Jr., sd Joan Evans, wd
	WIRF 1924	1430 5,000 DA-N	Indianapolis Bcstg. Inc. 307 N. Pennsylvania St. Melrose 5-1541	NBC Free & Peters	Eugene C. Pulliam, p Willard C. Worcester, vp, gm Daniel C. Park, cm M. Wayland Fullington, pd	Richard L. Higgs, pmm Eugene E. Alden, ce Donald Bruce, co-nd Allen Jeffries, co-nd	Tom Peden, fd Charles Brockman, sd Mrs. Wilbur Shaw, wd
	WISH 1941	5,000-D	Universal Bcstg. Co. 1440 N. Meridian St. Melrose 4-6411	CBS Bolling	C. Bruce McConnell, p Robert B. McConnell, vp, gm Robert F. McOley, cm	William Frosch, pd James A. Buck, pmm Stokes Gresham Jr., ce	Dallas DeWeese, nd Luke Walton, sd
	WISH-TV 1948	1,000-N DA-N	Radio Indianapolis Inc. 3003 Kessler Blvd. Walnut 5-6494	Pearson	Lyman S. Ayres, p Robert D. Enoch, vp, gm	Eugene W. Strack, asst mgr Greg Smith, pd	Norbert Goetzinger, ce
	(CP)	1560 5,000-D	Rollins Bcstg. Inc. Moore Bldg. Rehoboth Beach, Del.		O. Wayne Rollins, p		
JASPER (Dubois County)							
	WITZ 1948	990 1,000-D	Jasper On The Air Inc. P. O. Box 167 678		Dr. G. E. Metzger, p Dennis J. Keller, gm Al Farber, cm John Williamson, pd	Beverly Chism, pmm Peter L. Russo, ce Jim Young, nd	Carl E. Holler, fd Jack Brandt, sd Mary Kay Boehm, wd
	WITZ-FM 1954	Ch. 284 (B) 104.7mc 1.65kw					
KENDALLVILLE (Noble County)							
	WKTL 1955	1570 250-D DA-D	Noble-DeKalb Bcstg. Co. P. O. Box 47 764		Charles R. Palmquist Jr., o, gm, sd	Albert Vanden Bosch, cm, fd Jack J. Loos, pd	Donald L. Head, ce, nd Charlotte Whitson, wd
KOKOMO (Howard County)							
	WIOU 1948	1350 1,000 DA-2	North Central Indiana Bcstg. Corp. 212½ N. Main 6194	CBS Weed	R. H. Blackledge, p John Carl Jeffrey, vp, gm, cm, pmm	Elvin Cunningham, ce Dan O'Meara, nd Ray Watson, fd	Art Collier, sd Adele Norman, wd
LAFAYETTE (Tippecanoe County)							
	WASK 1942	1450 250	WFAM Inc. McCart Lane 2-4300	MBS Rambeau	O. E. Richardson, p, gm, cm James Mathis, pd Henry Rosenthal, pmm	Richard Cochran, ce Earl Richardson, nd	Harry Bradway, sd Bonnie Reising, wd
LA PORTE (La Porte County)							
	WLOI 1948	1540 250-D	La Porte County Bcstg. Co. La Porte Savings Bank & La Porte Loan & Trust Co. Bldg. 3734	McGillvra	Hoyte Scott, p James H. Shoemaker, gm, cm	Maxine Ford, pd Sam Weller, pmm	Harold Phipps, ce Pat Patterson, fd
LEBANON (Boone County)							
LINTON (Greene County)							
	WBTO 1954	1600 500-D	Linton Bcstg. Co. State Hwy. 54		Henry C. Sanders, ptrn	Norman Hall, ptrn	
LOGANSPOUT (Cass County)							
	WSAL 1949	1230 250	Logansport Bcstg. Corp. 3111	MBS	Glenn L. Miller, p Robert E. Jackson, gm Joseph A. Wiler, cm	Ira G. McCormack Jr., pd Donald C. Neal, pmm Raymond A. Olson, ce	Ted Burklund, nd Victor H. Sterling, fd

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

MADISON*(Jefferson County)*

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

MARION*(Grant County)*

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

MICHIGAN CITY*(La Porte County)*

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

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

WLBC 1926 WLBC-TV	1340 250	Tri City Radio Corp. P. O. Box 271 U. S. Highway No. 35 So. of Muncie 4403	CBS Holman Walker	Don Burton, p, gm Bill Craig, cm, pmm	Lee Allerton, pd, sd Maury Crain, ce	Fred Hinshaw, nd
WMUN-FM 1947	Ch. 281 (B) 104.1mc 7.4kw	(WLBC, Am Affiliate)				

NEW ALBANY*(Floyd County)*

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

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

WOCH 1955	1460 500-D	Dorrell Ochs P. O. Box 46 Fillmore 9-8421		Dorrell Ochs, o Donald K. Edwards, gm, cm Edwin P. Healy, asst mgr, pd, pmm, ce	Jerry Castor, nd, sd Eddie Sears, fd	Margaurite Ochs, wd
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NOTRE DAME*(St. Joseph County)*

WNDU 1944 WNDU-TV	1490 250	South Bend Bcstg. Corp. Juniper Road				
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PERU*(Miami County)*

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

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

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

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

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

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

Data corrected to Dec. 15, 1955. If executives or services for FM are same as AM affiliate, names are not repeated.
 FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-L—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

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



1st with
Big Audience
Quiz Shows

MARKET DATA BY COUNTIES

County	Population 1950	Radio				Passenger		County	Population 1950	Radio				Passenger	
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954	Families July 1955			Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954		
Adair	12,292	3,700	\$ 9,504	\$ 1,593	\$ 225	4,368	Jones	19,401	5,500	21,900	3,620	431	6,633		
Adams	8,753	2,500	7,018	732	99	3,085	Keokuk	16,797	5,400	16,923	2,445	284	5,821		
Allamakee	16,351	4,400	16,665	3,130	206	5,079	Kossuth	26,241	7,200	26,420	4,746	522	9,254		
Appanoosa	19,683	6,000	14,337	3,210	375	5,605	Lee	43,102	13,100	45,425	10,425	1,546	14,580		
Audubon	11,579	3,300	13,513	2,075	188	4,322	Linn	104,274	34,800	165,963	28,662	5,546	39,418		
Benton	22,656	6,900	22,612	4,438	356	8,160	Louisa	11,101	3,100	13,545	2,086	298	3,880		
Black Hawk	100,448	32,900	133,316	25,649	3,447	36,114	Lucas	12,069	3,600	12,140	2,677	243	3,984		
Boone	28,139	8,100	23,256	4,554	571	9,642	Lyon	14,697	4,000	13,588	2,095	251	5,394		
Bremer	18,884	5,600	21,930	3,723	265	7,178	Madison	13,131	4,000	11,921	2,106	293	4,685		
Buchanan	21,927	5,800	17,848	3,166	243	6,692	Mahaska	24,672	7,700	26,771	4,305	702	8,676		
Buena Vista	21,113	7,000	27,738	5,126	531	8,463	Marion	25,920	7,400	12,839	5,199	521	7,923		
Butler	17,394	5,300	18,890	2,752	265	6,714	Marshall	35,611	10,900	45,872	9,442	995	13,028		
Calhoun	16,825	5,200	15,946	3,128	386	6,172	Mills	14,064	3,400	11,049	1,854	258	4,249		
Carroll	23,065	6,400	31,102	4,727	478	8,165	Mitchell	13,945	3,900	16,696	2,686	171	4,936		
Cass	18,532	6,100	24,222	4,215	568	7,185	Monona	16,303	4,700	14,723	2,777	335	5,396		
Cedar	16,910	5,300	19,040	2,875	318	6,454	Monroe	11,814	3,100	8,149	2,091	163	3,643		
Cerro Gordo	46,053	14,300	71,915	14,064	1,613	16,879	Montgomery	15,685	5,100	18,918	3,373	453	5,916		
Cherokee	19,052	5,100	20,401	3,253	507	6,801	Muscatine	32,148	10,400	40,129	7,370	626	11,666		
Chickasaw	15,228	4,200	16,835	3,826	290	5,040	O'Brien	18,970	5,900	22,417	3,864	381	7,219		
Clarke	9,369	2,900	8,543	2,278	175	3,077	Osceola	10,181	2,800	10,073	1,735	87	3,909		
Clay	18,103	5,900	29,182	5,292	546	7,100	Page	23,921	7,000	34,673	4,346	765	7,701		
Clayton	22,522	6,400	20,183	3,619	386	7,403	Palo Alto	15,891	4,200	15,002	2,575	330	5,454		
Clinton	49,664	15,700	63,414	13,185	1,247	17,672	Plymouth	23,252	6,500	26,633	4,757	528	8,493		
Crawford	19,741	5,500	19,066	3,834	387	6,836	Pocahontas	15,496	4,300	15,017	2,966	385	5,833		
Dallas	23,661	7,500	26,128	5,750	642	9,047	Polk	226,010	75,500	337,275	63,833	10,266	79,829		
Davis	9,959	2,800	5,645	1,490	190	3,389	Pottawattomie	69,682	21,200	69,097	16,167	1,978	24,802		
Decatur	12,601	3,500	9,072	2,351	252	3,583	Poweshiek	19,344	5,600	20,070	4,201	424	6,742		
Delaware	17,734	5,000	13,915	2,768	320	6,134	Ringgold	9,528	2,900	6,687	944	169	3,142		
Des Moines	42,056	13,900	56,135	13,107	1,849	15,752	Sac	17,518	5,300	18,990	3,485	370	6,769		
Dickinson	12,756	3,800	15,231	2,684	343	4,952	Scott	100,698	32,400	142,830	25,930	3,976	37,843		
Dubuque	71,337	19,800	92,220	18,552	1,479	21,490	Shelby	15,942	4,300	17,924	2,198	331	5,777		
Emmett	14,102	4,100	15,390	3,069	398	5,342	Sioux	26,381	7,200	25,906	4,806	569	9,549		
Fayette	28,294	8,000	23,987	4,665	430	9,466	Story	44,294	12,900	44,649	10,745	1,236	14,399		
Floyd	21,505	6,700	21,366	4,722	527	7,456	Tama	21,688	6,700	23,675	3,752	308	7,637		
Franklin	16,268	5,000	16,323	2,822	227	6,183	Taylor	12,420	3,700	7,892	1,558	165	4,058		
Fremont	12,323	3,400	9,772	2,077	217	4,108	Union	15,651	5,200	15,821	3,211	433	5,254		
Greene	15,544	4,600	15,960	2,964	336	5,997	Van Buren	11,007	3,400	7,938	1,502	118	3,546		
Grundy	13,722	4,100	13,339	2,184	318	5,575	Wapella	47,397	14,700	49,038	11,027	1,609	14,681		
Guthrie	15,197	4,300	12,143	2,168	246	5,042	Warren	17,758	5,300	12,723	2,942	209	6,213		
Hamilton	19,660	6,200	20,699	3,991	489	7,527	Washington	19,557	6,100	24,764	3,471	562	6,904		
Hancock	15,077	4,200	13,453	2,703	264	5,588	Wayne	11,737	3,600	8,769	1,899	246	3,738		
Hardin	22,218	7,200	30,735	5,372	534	8,641	Webster	44,241	13,500	59,329	10,324	1,092	16,494		
Harrison	19,560	5,600	17,001	3,229	488	6,205	Winnebago	13,450	3,700	16,311	2,647	333	4,999		
Henry	18,708	5,500	18,842	3,578	466	6,487	Winneshiek	21,639	6,100	18,345	3,469	331	6,755		
Howard	13,105	3,700	13,437	2,443	183	4,371	Woodbury	103,917	35,100	145,990	27,345	4,612	34,663		
Humboldt	13,117	3,800	14,168	2,687	227	4,869	Worth	11,068	3,100	9,020	2,056	155	3,924		
Ia	10,697	3,100	13,545	2,310	286	4,255	Wright	19,652	6,200	21,158	4,460	546	7,185		
Iowa	15,835	4,600	17,246	2,884	297	5,602									
Jackson	18,622	5,400	19,088	3,652	433	6,625									
Jasper	32,305	9,900	34,009	8,637	814	12,357									
Jefferson	15,696	4,900	14,486	3,123	337	5,549									
Johnson	45,756	12,600	47,904	8,843	1,557	13,369									

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

DIRECTORY OF AM AND FM STATIONS

AMES (Story County)						
KASI 1948	1430 1,000-D	Ames Bcstg. Co. Main at Burnett Cedar 2-3152	KBS Best	W. S. Rupe, p A. A. Skinner, gm L. J. Grafunder, cm	Ruby Tillerson, pd Doyle Kelso, ce Joe Kennedy, nd	A. C. Anderson, fd Jim Ford, sd Bess Ferguson, wd
WOI 1922	640 5,000-D	Iowa State College Service Bldg. Cedar 2-3400		Dr. James H. Hilton, p Richard B. Hull, gm Merritt C. Ludwig, asst to gm Robert C. Mulhall, cm	Richard F. Vogl, pd Marguerite Theobald, pmm Keith K. Ketcham, ce	George Halsey, nd Dale R. Williams, fd, sd Martha Duncan, wd
*WOI-FM 1949	Ch. 211 90.1mc	Iowa State College of Agriculture & Mechanic Arts				
WOI-TV	16kw					
ATLANTIC (Cass County)						
KJAN 1950	1220 250-D	Nishna Valley Bcstg. Co. North Olive 1717	KBS	Franklin G. Miller, p, co-gm H. A. (Skeet) Preston, co-gm, sd	E. G. Faust, cm Robin Morrow, pd, pmm	Deane Johnson, ce Robert Einhaus, nd, fd
BOONE (Boone County)						
*KFGQ 1927	1260 250-D	Boone Biblical College 924 W. 2nd St. 1119W		Lois Crawford, p, gm Gerald Kleppinger, pd	Kieth Ketcham, ce	Bill Hughes, ce
*KFGQ-FM 1950	Ch. 257 (A) 99.3mc 0.31kw					
KWBG 1950	1590 1,000-D 500-N DA-N	Boone Bcstg. Co. P. O. Box 36 1590	Pearson	Mrs. H. A. Garvey, p H. A. Garvey, gm	Dick Canier, cm Tom Quinlan, pd	Dale Burge, ce Bill Travis, nd
BURLINGTON (Des Moines County)						
KBUR 1941	1490 250	Burlington Bcstg. Co. Roosevelt Ave. Plaza 2-2701	ABC Venard, Rintoul & McConnell	G. B. McDermott, p David H. Steinfle, gm Marc Howard, cm, sd	Dick Mosena, pd Bruce McKim, pmm John F. Gallino, ce	Arlen Carroll, nd Dave Johnson, fd Elynn Mack, wd
CARROLL (Carroll County)						
KCIM 1950	1380 1,000 DA-2	Carroll Bcstg. Co. 520 N. Adams 3586	Iowa Tall Corn Pearson	Vincent Collison, co-o Marvin Collison, co-o Milford Collison, co-o	M. W. McPherson, gm Leo R. Mavr, cm Eugene H. Reiff, pd, asst gm, ce	Andy Hilger, nd, sd Lee Sandberg, fd Edna G. Collins, wd

CEDAR RAPIDS

(Linn County)

KCRG 1947 KCRG-TV	1600 5,000 DA-N	Cedar Rapids Tv Co. First Ave. at First St. SW 4-4194	MBS Everett-McKinney	Joseph F. Hladky Jr., vp Wade S. Patterson, sm, cm Raiph D. Willey, pd	Edna A. Herbst, prom dir, wd Carl Rollert, ce	Richard D. Yoakam, nd Bob Brooks, sd
KPIG 1949	1450 250	Cedar Rapids Bcstg. Corp. 211 First St. S.W. 3-8265		James I. Mitchell, gm Kenneth C. Delp, cm	Ronald R. Barkley, pd Wayne C. Cornils, ce	John H. Tholen, nd, sd Sally Wing, wd
WMT 1922 WMT-TV	800 5,000 DA-N	American Bcstg. Stations Inc. Paramount Theatre Bldg. 4-0171	CBS Katz	William B. Dolph, p William B. Quarton, vp, gm Lew Van Nostrand, sim Bruce Anderson, pd	James Bowermaster, pmm George Hixenbaugh, ce Leo Cole, bus mgr Dick Cheverton, nd	Chuck Worcester, fd Tait Cummins, sd Helen Roberts, wd

CENTERVILLE

(Appanoose County)

KCOG 1947	1400 100	Hiawatha Bcstg. Co. 1910 S. Maine St. 131	MBS McGillvra	Alex Chesley, p, gm Richard Moran, cm Vic Avers, pd, pmm, nd	Warren Gohn, ce Gene Logston, fd	Larry Cirillo, sd Jean Logston, wd
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CHARLES CITY

(Floyd County)

KCHA 1949	1580 250-D	Radio Inc. 300½ N. Main 787	KBS	Charles J. Ellis, p, pmm, ce LuVerne J. Bromberg, sm, cm, pd	Phyllis Boggess, nd	Robert Monroe, sd
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CHEROKEE

(Cherokee County)

KCHE 1952	1440 500-D	Cherokee Bcstg. Co. 219½ W. Main St. 51	Best	Charles Reznikov, p, gm, pd, pmm, fd	Robert Lanxon, cm, sd Sterling Heil, ce	Caryl Lee Cline, nd
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CLINTON

(Clinton County)

KROS 1941	1340 250	Clinton Bcstg. Corp. 246 5th Ave. South 446	MBS Iowa Tall Corn Net. Pearson	Bernard M. Jacobsen, vp, gm Darline Gordon, cm	Gerald A. Parker, ce Lee White, nd	David Sylvester, fd Hank Dihlmann, sd
KROS-FM 1947	Ch. 242 (B) 96.1mc 13kw					

COUNCIL BLUFFS

(Pottawattamie County)

KSWI 1947	1580 500-D	Nonpareil Bcstg. Co. 120 S. Main 4041	Hagg	Robert H. O'Brien, p, gm, ce Richard B. Gurney, cm	Robert M. Hallgren, pd, nd Marjorie W. Morris, pmm, wd	Dale Kadavy, sd
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CRESTON

(Union County)

KSTB 1946	1520 1,000-D	Southwest Iowa Bcstg. Co. 55	Iowa Tall Corn Pearson	Arden D. McKee, p E. M. Horning, gm, cm Jack Mills, pd, pmm, nd	Henry A. Ankeny, ce Daun Ford, fd	Dutch Horning, sd Delores Thorp, wd
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DAVENPORT

(Scott County)

KFMA 1952	1580 250-D	KFMA Bcstg. Co. 415 Perry St. 6-4407	McGillvra	Lester L. Gould, p, gm Bill Greener, pd, nd, fd, sd, wd	Doris E. Hanner, pmm Francis B. Shawver, ce	Dorothy R. Gould, wd
KSTT 1946	1170 1,000 DA-2	Quint Cities Bcstg. Co. 310½ Harrison St. 6-2541	MBS Walker	Frederick Epstein, p, gm, cm Jim Wychor, pd, ce	Bill Allan, fd	Jim Watt, sd

1170 KC 1000 CLEAR CHANNEL



DAVENPORT, IOWA

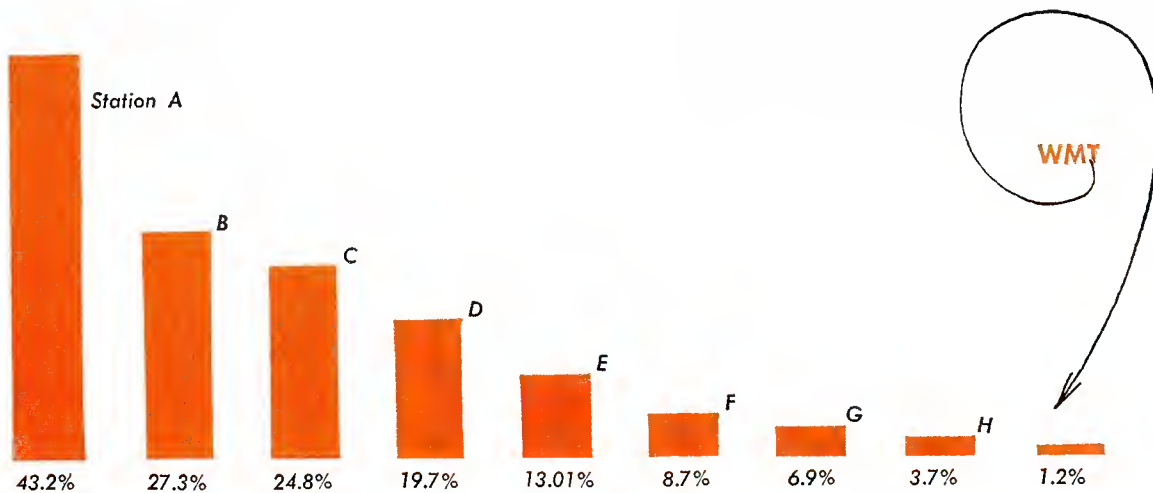
QUINT CITIES BROADCASTING COMPANY

**COVERING EASTERN IOWA AND
WESTERN ILLINOIS LIKE A BLANKET**



FARM COMMUNITIES DAVENPORT ROCK ISLAND MOLINE EAST MOLINE BETTENDORF FARM COMMUNITIES

NATIONALLY REPRESENTED BY THE WALKER COMPANY



Data above is taken from the Hector Blassingame survey—22nd annual edition of this famed study.

Hector was out to determine which Iowa station had the greatest number of box elders in the foyer, a study that would seem inconsequential on the surface, but one that's actually loaded with insignificance. Thing is, Hector is kind of a bug on box elders.

Please note low count for WMT. Our foyer is practically all jack* pine.

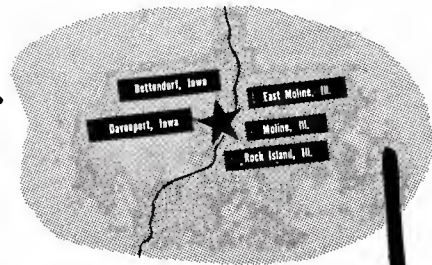
*Jack has long been one of our prime interests. We make it ourselves by making it for others. Ask the Katz man. There's one in every foyer.

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations <i>Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.</i>		
DAVENPORT (Cont.)							
WOC 1922 WOC-TV WOC-FM 1948	1420 5,000 DA-2 Ch. 279 (B) 103.7mc 33kw	Tri-City Bestg. Co. 805 Brady St. 3-3661	NBC Free & Peters	B. J. Palmer, p Ernest C. Sanders, sm Mark Wodlinger, cm	Paul Arvidson, ce Bob Frank, nd	Hal Hart, sd Mary Louise Marshall, wd	
DECORAH (Winneshek County)							
KDEC 1947	1240 250	Scenic Bestg. Co. 308½ W. Water St. 1240	MBS KBS Pearson	Verne Koenig, p, gm, pd	Kenneth Bjerke, cm	Arnold Zaruba, ce	
*KWLC 1926	1240 250 SH	Luther College 687		Leslie G. Rude, gm, pd	Oliver M. Eittrheim, ce	Robert Ruen, nd	
DES MOINES (Polk County)							
KCBC 1947	1390 1,000 DA-1	Majestic Bestg. Co. 3512 Ingersoll 7-4483		Karl Peters, p Rollo H. Bergeson, gm Claire E. Grant, cm	Mary Schwind, pd Donald R. Prudy, sm Robert S. Brown, ce	John Goslin, nd Stud Bunce, sd	
KIOA 1948	940 10,000-D 5,000-N DA-2	Town & Farm Co. 10th & Mulberry 2-9191	ABC H-R Reps.	Don Searle, p Bill Martin, evp Joe Rohrer, gm, vp	Willard Morton, bus mgr Albert Michael, pmm Joe Phillipson, pd, sd	U. L. Lynch, ce R. J. Nash, nd Bill Hitt, fd	
KRNT 1935 KRNT-TV	1350 5,000 DA-N	Cowles Bestg. Co. 715 Locust St. 3-2111	CBS Katz	Gardner Cowles, p Robert W. Dillon, sm Paul M. Elliott, cm	Richard H. Covey, pd Joe G. Hudgens, pmm Charles F. Quentin, ce	Russ VanDyke, nd Al Couppee, sd	
KSO 1921	1460 5,000 DA-N	KSO Inc. 1910 Ingersoll Ave. 3-0571	Avery-Knodel	Lyman S. Ayres, p Raymond W. Baker, gm Robert D. Enoch, evp	Lee R. Lemon, pd Floyd E. Bartlett, ce Glenn Goodwin, nd	Bob Earle, sd Marilyn Ketcham, wd	
KWDM 1948	1150 1,000 DA-2	Des Moines Bestg. Corp. 419½ Locust 2-8363	MBS	George W. Webber, p, cm, pmm Robert L. Webber, gm	Edith D. Webber, pd, wd Werner C. Schwarz, ce John T. Flynn, nd	Ralph Bassett, fd Max P. Rauer, sd	

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The QUINT CITIES

5 Cities — 2 Counties
Major Market of 250,000*



WOC covers this market. WOC sells your product or services. Surveys prove it. WOC advertisers know it.

WOC has delivered this market's favorite radio listening since 1922 . . . a market with money in its pockets (\$448,747,000 effective buying income*) . . . a market that spends this money (\$303,938,000 annual retail sales*) . . . a market blanketed by WOC.

Select WOC - NBC Affiliate, 5000 Watts, 1420 Kc — for a successful selling campaign. Get the facts from your nearest F & P office . . . or direct from WOC.

*1955 SALES MANAGEMENT "Survey of Buying Power"

WOC

Col. B. J. Palmer, President
Ernest C. Sanders, Manager

Free & Peters Inc.
Exclusive National Representatives

Tri-City Broadcasting Co., Davenport, Iowa

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp, evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
DES MOINES (Cont.)							
	WHO 1924 WHO-TV	1040 50,000	Central Bcstg. Co. 1100 Walnut St. Atlantic 8-6511	NBC Free & Peters	Col. B. J. Palmer, p Paul A. Loyet, vp, res mgr W. W. Woods, asst mgr Jack Kerrigan, pd	Cecil Huntzinger, prod mgr John Schweiker, sls pmm Reed E. Snyder, ce	Jack Shelley, nd Herb Plambeck, fd Jim Zabel, sd
DUBUQUE (Dubuque County)							
	KDTH 1941	1370 1,000 DA-N	Telegraph Herald 8th & Bluff Sts. 3-7351	NBC Iowa Tall Corn Net. Pearson	F. W. Woodward, p K. S. Gordon, gm Al Newburgh, cm	George Freund, pd Gordon Kilgore, pmm Donald Abitz, ce	Dom Goodman, nd G. McAleece, fd, sd Mary McGuire, wd
	WDBQ 1933	1490 250	Dubuque Bcstg. Co. 505 Main St. 3-8241	ABC MBS Meeker	Charles T. Landon, p James R. King, gm Harry Hatzenbuehler, cm Thomas G. Goodman, pd, fd	Robert E. Carpenter, pmm Donald Heim, co-ce Francis Barker, co-ce	Vaughn Gayman, nd David Castrodale, sd Eva Ann Wright, wd
ESTHERVILLE (Emmet County)							
	KLIL 1952	1340 100	Estherville Bcstg. Co. Emerson 2-3521		William E. Schons, p, gm Jack Turnbull, sm Robert Whyte, pd	Cleon LeMont, ce James Colston, nd	Richard Greene, sd Mavis L. Peterson, wd
FAIRFIELD (Jefferson County)							
	KFAD 1953	1570 250-D	Hiawatha Bcstg. Inc. P. O. Box 494 345	KBS McGillvra	S. A. Chesley, p, gm Larry Cirillo, cm, sd Quentin Woodward, pd	Pat Flaherty, pmm Warren Gohn, ce	Stuart Hamill, nd Gene Logston, fd
FORT DODGE (Webster County)							
	KVFD 1939 KQTV (TV) (CP)	1400 250 540 1,000-D	Northwest Bcstg. Co. Warden Bldg. 4-0351 Ft. Dodge Bcstrs.	MBS Iowa Tall Corn Pearson	Edward Breen, p, gm Max Landes, cm Drexel Peterson, pd Harold W. Cassill, p	Robert Brown, pmm, sd David Gilbert Sinclair, ce Kenneth Peterson, nd Wyman N. Schnepf, vp & gm	Durwood Early, fd Mary Rankin, wd
FORT MADISON (Lee County)							
	KXGI 1948	1360 500-D	KXGI Inc. Marquette Bldg. 1360	Iowa Tall Corn Pearson	J. E. McNaughton, p Lloyd Mallette, pd	Harold Hackbarth, ce M. E. Mosley, nd	Dick Rouleau, fd, wd Jim Smith, sd
IOWA CITY (Johnson County)							
	KXIC 1948	800 1,000-D DA-D	Johnson County Bcstg. Corp. 108½ E. Washington 8-1181	Iowa Tall Corn Pearson	Scott Swisher, p Gene Claussen, gm, cm, sd Robert Hutchison, pd, nd	F. M. Broders, pmm Elliott Full, ce	G. M. Ludwig, fd Alberta Brunton, wd
	*WSUI 1919 *KSUI-FM 1947	910 5,000 DA-2 Ch. 219 91.7mc 17.5kw	State University of Iowa 8-0511		Carl H. Menzer, gm Lee Eitzen, pd	S. J. Ebert, ce	Robert Zenner, sd
KEOKUK (Lee County)							
	KOKX 1947	1310 1,000-D 500-N DA-2	Keokuk Bcstg. Co. 5th & Main Sts. 235	Best	H. W. Stadler, p Gary E. Schroeder, gm Kenneth Hodges, cm	Joe Malkin, pd, ce Lee Loomis, pmm	Eddy Rodgers, fd Jim Smith, sd
LEMARS (Plymouth County)							
	KLEM 1954	1410 1,000-D	B & B Bcstg. Co. P. O. Box 1410 1410		C. E. Loving, p Bob McKune, gm, cm	Bob Coddington, ce	Larry O'Toole, sd Lou McKune, wd
MARSHALLTOWN (Marshall County)							
	KFJB 1923	1230 250	Marshall Electric Co. 133 E. Main St. 3361	Iowa Tall Corn Pearson	John Norris, p William P. White, gm	William C. Doll, cm Dale Smith, pd, pmm, sd	Herbert G. Anderson, ce Howard Vint, fd
MASON CITY (Cerro Gordo County)							
	KGLO 1937 KGLO-TV 1948 KGLO-FM 1948	1300 5,000 DA-N Ch. 266 (B) 101.1mc 16kw	Lee Radio Inc. Second & Pennsylvania 2800	CBS Weed	Lee P. Loomis, p Herbert R. Ohrt, gm Lloyd Loers, cm	Bob Clausen, pd Don Harrer, pmm Roger Sawyer, ce	Ken Kew, nd, sd Al Heinz, fd
	KRIB 1948	1490 250	Edward B. Lamson 402 19th S.W. 5400	MBS, KBS Tall Corn Pearson	Ed Lamson, p, gm, pd Don Obie, cm, pmm, sd	Howard Fullmer, ce Ken Conway, nd	Tom McCarthy, fd Nancy Kelly, wd
	KSMN 1948	1010 1,000-D	Mohawk Bcstg. Co. Weir Bldg. 5420	Holman Dewney	Robert M. Carson, p, gm John Whitsell, cm, pmm Robert Booe, pd, nd	Hubert J. Marshall, ce Charles F. Barber, fd	Ed Colbert, sd Georgia Caouette, wd
MUSCATINE (Muscatine County)							
	KWPC 1947	860 250-D	Muscatine Bcstg. Co. Mulberry & Houser Amherst 3-2442	Iowa Tall Corn Net. Pearson	George J. Volger, ptrn, gm, cm Mrs. George J. Volger, ptrn	Robert Doan, pd Lee McKee, ce	Frank Mangold, nd, sd Rosemary Block, wd
	KWPC-FM 1948	Ch. 259 (B) 99.7mc 0.78kw					
NEWTON (Jasper County)							
	KCOB 1955	1280 500-D DA-D	Newton Bcstg. Co. P. O. Box 190 2100		John J. Brandt, gm	Bob Phillips, pd, nd	Jim Edwards, ce, fd

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Pulse Shows It, Too! Same Song -- Same Tune:

HIGHEST

RATINGS

MORNING 44%

AFTERNOON .. 36%

EVENING 33%

K R N T

DES MOINES RADIO

WHERE SOMETHING HAPPENS EVERY HOUR OF EVERY DAY!

SALES RECORD BROKEN!

1955 Local Sales
Volume Reached
All-Time High and
KRNT has had Some
Pretty High Highs!

KATZ HAS ALL THE FACTS

Get the CHOICE* Advertising Buy In Iowa

KRNT

A Cowles Operation

*It's the choice of more local buyers
who count their results at the cash reg-
isters. You can get the "local sell", too!

WHO IS IOWA'S FAVORITE RADIO STATION FOR NEWS!



THE chart above is lifted intact from the authoritative 1955 Iowa Radio-Television Audience Survey — the 18th consecutive study by Dr. Forest L. Whan of Iowa audiences.

The 1955 Survey proves that except for working, listening to the radio is still the principal activity in the average Iowa home — and that *WHO* still gets the biggest bunk of radio-listening in the State.

Write us or ask Free & Peters for your complimentary copy. Except for rates and availabilities, it tells you ALL you need to know about radio and television in Iowa!



FREE & PETERS, INC., National Representatives



**BUY ALL of IOWA—
Plus "Iowa Plus"—with**

WHO

Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	
OELWEIN (Fayette County)						
KOEL 1950	950 500 DA-1 (CP-1,000-D 500-N DA-2)	Northeast Iowa Radio Corp. 109 S. Frederick 120	Iowa Tall Corn Pearson	C. W. Crahan, p W. J. Teich, gm Don L. (Fibber) McKee, cm	Robert Zimmerman, pd, sd George Patrick, pmm Burt N. Murphy, ce	Dick Petrik, nd Paul Ruse, fd Lucile J. Helebrant, wd
OSKALOOSA (Mahaska County)						
KBOE 1950	740 250-D	Oskaloosa Bcstg. Co. P. O. Box 518 Orchard 3-3493	Iowa Tall Corn Pearson	E. G. Wenrick, p Glen Stanley, gm, cm	Lew Hudson, pd, pmm Robert Moore, ce	Dick Trotter, nd, fd, sd Rebecca Weber, wd
OTTUMWA (Wapello County)						
KBIZ 1941	1240 250	KBIZ Inc. 209 E. 2nd St. Murray 2-4535	ABC MBS	James J. Conroy, p, gm Alice E. Fisher, sm, cm, nd	Woody Hirsch, pd Lloyd Hanson, ce	Dean Osmundson, fd Chuck Fellers, sd
KLEE 1954	1480 500-D	Mid-America Bcstg. Co. Inc. 223 W. Second St. Murray 4-5425	Forjoe	David M. Segal, p, gm Monty Moncrieff, sm	Bill Brown, cm Jim Price, pd, nd, sd	Ted Porter, ce, fd Marrie Currin, wd
SHENANDOAH (Page County)						
KFNF 1924	920 1,000-D 500-N	Capital Bcstg. Co. 1302	MBS Iowa Tall Corn Pearson	Ethel Abbott, p C. Earl Williams, gm Earl Blakesley, pd	Franz Cherny, ce Charles Williams, nd	Dean Barnett, fd Carl R. Anderson, sd
KMA 1925	960 5,000 DA-N	May Bcstg. Co. Lowell & Elm Sts. 192	ABC Petry	Edward W. May, p Owen Saddler, evp, gm Anthony J. Koelker, sm Warren Nielson, pd	Floyd Nelson, pmm R. J. Schroeder, ce Dean Naven, nd Merrill Langfitt, fd	Jack Gowing, assoc fd Don Joe, sd Doris Murphy, wd H. B. Arkoff, sim
SIoux CITY (Woodbury County)						
KMNS 1949	620 1,000 DA-2	Siouxland Bcstg. Co. Insurance Exchange Bldg. 8-0628	Tall Corn Net. Pearson	William F. Johns Jr., p Robert J. Flynn, gm Don Frost, pd	Ray Coffie, pmm Phil Maher, ce Don Miller, nd	Dick McDonald, fd Gene Sherman, sd
KSCJ 1927 KTIV (TV)	1360 5,000 DA-N	Perkins Brothers Co. 415 Douglas St. 5-7993	ABC Hollingbery	W. R. Perkins, p Eugene T. Flaherty, gm, cm	Elizabeth Sammons, pd Jean Harraday, pmm	S. C. Dier, ce
KTRI 1939	1470 5,000 DA-2	Sioux City Bcstg. Co. 400 Commerce Bldg. 8-0165	Venard, Rintoul & McConnell	John C. Kelly, p Lennon Kelly, vp	H. W. Cassill, gm Robert Hanson, pd, nd	Sam Seldon, ce Jean Robinson, wd
SPENCER (Clay County)						
KICD 1942	1240 250	Iowa Great Lakes Bcstg. Co. P. O. Box 631 1240	Pearson	Ben B. Sanders, p, gm, cm Mason Dixon, pd T. L. Shumate, pmm	Eldon, Kanago, ce Harvey Sanford, nd Filmore Stoermer, fd	Steve Allen, sd Mary Lundt, wd

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1956
THURSDAY
8

Buy IOWA Radio today!

KMA - SHENANDOAH - Best Buy

#1 farm station in America's farm market.

Contact Petry for current audits!!!

Bank overdrafts! \$11.22

Check book for RAISE!

EDWARD PETRY & CO., INC.

NEW YORK CHICAGO ATLANTA DETROIT

LOS ANGELES ST. LOUIS SAN FRANCISCO

EDWARD PETRY AND CO. INC.

STORM LAKE

(Buena Vista County)

KAYL 1948	990 250-D	Cornbelt Bestg. Co. Park Bldg. 1490		Oscar Grau, p Paul R. Benson, gm, pd, pmm Budd Duvall, cm	Robert Lamb, ce Jerry Carr, nd Dave Rees, fd	Chuck Ney, sd Margaret Weber, wd
KAYL-FM 1949	Ch. 269 (B) 101.5mc 8.9kw					

WATERLOO

(Black Hawk County)

*KNWS 1953	1090 1,000-D	Northwestern College P. O. Box 31 Adams 3-3108	American Family Net.	Dr. Richard A. Elvee, p Loren F. Bridges, gm	A. Dale Golding, pd	Chuck Frank, ce
KWWL 1947	1330 5,000-D	Black Hawk Bestg. Co. Hotel Russell Lamson Adams 4-4404	ABC NBC Avery-Knodel	R. J. McElroy, p, gm Don E. Inman, s/s dir Warren Mead, pd	Julia, Manz, pmm T. W. Kirksey, ce Ed Falk, nd	Bob Newbrough, fd Clare Rampton, sd Libbie Vaughn, wd
KWWL-TV DA-2 (CP-5,000 DA-2)						
KXEL 1942	1540 50,000 DA-N	Josh Higgins Bestg. Co. Hwy. 20 East Adams 3-3371	ABC Bolling	Egmont Sonderling, p, gm Alan Henry, sm, cm	Don E. Kassner, opr dir, ce Al Laval, pmm	Grant Price, nd Byron Gosden, sd

WEBSTER CITY

(Hamilton County)

KJFJ 1950	1570 250-D	Land O'Corn Bestg. Co. E. Hwy. U. S. 20 1500	KBS	C. V. Warren, p Ray Malmberg, gm	Charles H. Warren, cm G. D. Warland, pd, nd, fd	John Ingerston, ce
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KANSAS

MARKET DATA BY COUNTIES

County	Population 1950	Radio		Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Passenger Cars 1954	County	Population 1950	Radio		Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Passenger Cars 1954
		Families July 1955	Retail Sales 1954(\$000)						Families July 1955	Retail Sales 1954(\$000)			
Allen	18,187	6,000	\$17,629	\$3,550	\$ 409	* 762,137	Lyon	26,576	7,800	28,688	5,876	1,034	
Anderson	10,267	3,200	7,508	1,373	225		McPherson	23,670	7,700	25,465	5,153	803	
Atchison	21,496	6,500	18,431	4,369	617		Marion	16,307	5,000	13,322	2,852	305	
Barber	8,521	2,700	8,014	1,667	273		Marshall	17,926	5,800	14,691	3,383	453	
Barton	29,909	10,300	54,104	10,859	1,461		Meade	5,710	1,600	6,656	1,170	196	
Bourbon	19,153	6,500	16,598	4,019	445		Miami	19,698	6,000	15,074	3,806	497	
Brown	14,651	5,200	14,103	2,438	426		Mitchell	10,320	3,000	11,607	1,937	352	
Butler	31,091	11,300	39,509	8,908	1,124		Montgomery	46,487	16,200	56,404	14,452	1,907	
Chase	4,831	1,600	2,932	810	95		Morris	8,485	2,400	6,109	1,473	170	
Chautauqua	7,376	2,200	5,760	1,185	200		Morton	2,610	900	3,030	703	147	
Cherokee	25,144	8,100	15,174	5,387	492		Nemaha	14,341	4,100	9,825	2,066	394	
Cheyenne	5,668	1,600	5,990	1,272	170		Neosho	20,348	6,500	21,503	5,332	583	
Clark	3,946	1,200	3,774	609	53		Ness	6,322	2,100	4,501	840	154	
Clay	11,697	3,700	11,180	2,129	257		Norton	8,808	2,700	9,870	1,628	266	
Cloud	16,104	5,000	15,839	3,151	400		Osage	12,811	4,200	7,242	1,833	185	
Coffey	10,408	2,900	7,351	1,308	185		Osborne	8,558	2,500	6,632	1,502	198	
Comanche	3,888	1,300	3,005	500	138		Ottawa	7,265	2,400	4,575	1,079	120	
Cowley	36,905	12,100	44,260	10,045	1,126		Pawnee	11,041	2,800	13,294	2,259	345	
Crawford	40,231	14,500	40,060	9,896	1,258		Phillips	9,273	3,300	8,343	1,708	157	
Decatur	6,185	2,100	5,614	1,153	142		Pottawatomie	12,344	3,500	9,905	1,849	288	
Dickinson	21,190	6,800	20,981	4,317	582		Pratt	12,158	3,800	18,445	3,638	511	
Doniphan	10,499	3,200	4,558	1,246	180		Rawlins	5,728	1,600	4,372	750	127	
Douglas	34,086	11,300	37,957	8,444	1,440		Reno	54,058	18,100	75,398	14,677	2,365	
Edwards	5,936	2,100	5,166	1,195	200		Republic	11,478	3,600	7,023	1,592	236	
Elk	6,679	1,900	3,964	1,033	140		Rice	15,635	5,000	17,319	4,163	627	
Ellis	19,043	5,300	22,542	4,561	669		Riley	33,403	9,000	30,910	6,397	1,068	
Ellsworth	8,465	2,800	7,366	1,639	245		Rooks	9,043	2,900	12,312	2,339	455	
Finney	15,092	4,400	27,217	4,407	512		Rush	7,231	2,100	6,663	1,181	187	
Ford	19,670	6,400	32,197	4,959	902		Russell	13,406	4,100	20,150	4,530	479	
Franklin	19,928	6,400	19,715	4,293	604		Saline	33,409	12,500	64,721	10,867	1,411	
Geary	21,671	6,900	19,203	4,348	574		Scott	4,921	1,400	6,544	1,764	106	
Gove	4,447	1,000	3,587	612	75		Sedgewick	222,290	94,500	374,608	70,271	12,038	
Graham	5,020	1,500	4,581	467	151		Seward	9,972	3,300	23,172	4,604	569	
Grant	4,638	1,500	5,135	1,067	55		Shawnee	103,418	39,000	141,459	30,292	4,228	
Gray	4,894	1,300	3,364	612	128		Sheridan	4,607	1,100	3,304	588	51	
Greeley	2,010	600	2,379	669	45		Smith	7,373	2,200	9,091	1,445	216	
Greenwood	13,574	4,200	16,592	3,581	426		Stamford	8,846	2,800	5,890	1,570	183	
Hamilton	3,696	1,000	3,634	606	43		Stanton	8,316	2,700	8,423	2,189	259	
Harper	10,263	3,300	9,523	2,080	337		Stevens	4,253	500	1,330	228	34	
Harvey	21,698	7,000	28,282	5,423	529		Sumner	4,516	1,200	4,982	1,112	68	
Haskell	2,606	700	2,133	345	119		Thomas	23,646	8,600	23,337	4,936	764	
Hodgeman	3,310	900	1,691	332	20		Wagoner	7,572	2,200	9,650	1,483	345	
Jackson	11,098	3,400	8,316	1,789	166		Trego	5,868	1,600	4,307	751	75	
Jefferson	11,084	3,500	7,130	1,882	196		Wabaunsee	7,212	2,200	4,129	1,205	133	
Jewell	9,698	2,800	4,028	901	127		Wallace	2,508	700	2,120	343	22	
Johnson	62,783	30,800	60,762	21,664	3,257		Washington	12,977	4,000	6,860	1,165	167	
Kearney	3,492	1,000	2,438	442	43		Wichita	2,640	700	3,588	626	25	
Kingman	10,324	3,100	8,885	2,090	248		Woodson	14,315	4,900	11,154	2,743	247	
Kiowa	4,743	1,500	4,688	1,024	127		Wyandotte	6,711	2,100	4,432	1,078	106	
Labette	29,285	10,200	32,087	7,944	820								
Lane	2,808	1,000	2,597	605	23								
Leavenworth	42,361	10,700	31,230	7,846	1,150								
Lincoln	6,643	1,900	4,416	957	117								
Linn	10,053	3,200	5,287	911	164								
Logan	4,206	1,200	5,075	1,023	127								

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

DIRECTORY OF AM AND FM STATIONS

ARKANSAS CITY

(Cowley County)

KSOK 1947	1280 1,000-D 100-N	KSOK Bestg. Co. P. O. Box 455 2666	KBS	Oscar S. Stauffer, p S. C. Thompson, vp, gm	Richard B. Moore, pd N. Wayne Owens, ce	Arch E. Gibson, nd, sd
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ATCHISON

(Atchison County)

KARE 1939	1470 1,060 DA-1	Griffith-Buening Bestg. Co. 5th & Kansas Ave. 2477	KBS Sears & Ayer	James M. Griffith, co-ptnr, gm, fd Paul H. Buening, co-ptnr, cm	L. D. Winegardner, ce Ed Arthur, nd	Bill Ervin, sd
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City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations
CHANUTE (Saline County)						
	KCRB 1952	1460 1,000-D	Cecil W. and Jane A. Roberts Beach & Plummer 434	KBS Best	Cecil W. Roberts, p Duane W. Hoisington, gm, pmm, ce	Fay Clopine, cm Paula Hoisington, pd, wd Tom Alden, nd, fd Jim Martin, sd
COFFEYVILLE (Montgomery County)						
	KGGF 1930	690 10,000-D 5,000-N DA-2	Midwest Bcstg. Co. 8th & Elm 1843	ABC Sunflower Net. Pearson	Richard M. Seaton, p Robert L. Pratt, gm, pmm E. B. Spoonamore, cm	Richard S. Embody, pd J. Sarto Jaminet, ce Harold Springer, nd Joe Cook, fd Clyde Walthall, sd
COLBY (Thomas County)						
	KXXX 1947	790 5,000-D	Western Plains Bcstg. Co. Inc. 380 W. Fourth St. 790	H-R Reps.	Don Searle, p Bill Martin, evp Ed Mason, vp, gm Bill Moore, regional slm	Willard Morton, bus mgr Albert Michael, pmm U. L. Lynch, ce Don Secord, nd Bud Clem, fd Pete Howard, sd Fay Karlin, wd
CONCORDIA (Cloud County)						
	KFRM 1947	550 5,000-D DA-D	KMBC Bcstg. Co. 11th & Central Sts. Kansas City, Mo. Harrison 1-2650	ABC MBS Free & Peters	John T. Schilling, vp, gm Donald D. Davis, vp, cm, pmm George Higgins, vp, slm	Dick Smith, pd Henry Goldenberg, ce Claude Dorsey, nd Phil Evans, fd Sam Molen, sd Bea Johnson, wd
	KNCK 1954	1390 500-D	General Bcstg. Co. Inc. 1414	KBS	W. F. Danenbarger, p, gm, nd Oscar W. Allen, vp, cm, pd	Gene Shrouf, ce Jim Farley, fd Jim Cameron, sd Maria McGregor, wd
DODGE CITY (Ford County)						
	KGNO 1930	1370 5,000-D 1,000-N DA-N	Dodge City Bcstg. Co. 705 2nd St. Hunter 3-3151	MBS Hagg	Jess Denious Jr., p Wendell Elliott, gm Ruth Petersen, cm	Herschel Holland, pd Frank Miller, ce Virginia Anderson, nd Bob Harper, sd Frances Elliott, wd
EL DORADO (Butler County)						
	KBTO 1953	1360 500-D	El Dorado Bcstg. Co. 205½ S. Main 3480	Indie	Jim Platt, gm Jay Pratt, cm Chuck Nichols, pd	Billie Jo Harms, pmm Jay Williams, ce Bob Lutz, nd Gene Countryman, fd Dick Curtis, sd Jetta Sue Lee, wd
EMPORIA (Lyon County)						
	KVOE 1939	1400 250	Lyon County Bcstg. Co. Inc. P. O. Box 350 153	MBS KBS Gill-Perna	Sherwood R. Parks, p, gm Richard Fraley, slm Shirley Musgrave, pmm	Everett Thompkins, ce Walter Conway, nd Jim Umland, fd Jim Mitchell, sd LaRetta Revell, wd
FORT SCOTT (Bourbon County)						
	KMDO 1954	1600 500-D	Fort Scott Bcstg. Co. P. O. Box 72 2545	KBS Magic Circle	Lloyd Clinton McKenney, p Jim McKenney, sm	Victor Lindsey, pd, nd Phil Hendricks, ce Forrest F. Short, sd Trudy Mull, wd
GARDEN CITY (Finney County)						
	KIUL 1935	1240 250	KIUL Inc. 509½ N. Main 3251	NBC KBS Holman	Robert Wells, p, gm, sd Joe Weddle, cm	Tony Jewell, pd, nd, fd Mary Connors, pmm Joe Tennesen, ce Lucille Kaiser, wd
	KNCO 1948	1050 1,000-D	Ark Valley Bcstg. Co. P. O. Box 247 3041	Continental	Elsworth Sherman, p Bob Emery, gm Jim Austin, cm, sd	Wilma Goulding, pd Mike Sterling, ce John Hendry, nd Art Wilson, fd
GOODLAND (Sherman County)						
	KWGB 1947	730 1,000-D	James E. Blair 331	MBS KBS	James E. Blair, o, gm Bert Blair, cm	Carl Lewis, ce T. L. Blair, fd
	KWGB-TV (CP)					
GREAT BEND (Barton County)						
	KVGB 1937	1590 5,000 DA-N	KVGB Inc. 2007 17th 4317	NBC Sunflower Net. Pearson	Helen T. Coogan, p Grover C. Cobb, vp, gm Robert D. Hilgendorf, asst gm, fd, sd	Dale W. McCoy Jr., slm Ray H. Beals, pd Bette Moore, pmm Gilbert Hanzlicek, ce James F. Heaton, nd Betty Painter, wd
HAYS (Ellis County)						
	KAYS 1948	1400 250	KAYS Inc. 2450 Hall St. 4-2578	KBS Holman	Frank Motz, p Bob Schmidt, gm, cm Kay Melia, pd, sd	Bud Ryan, pmm Glen Barnett, ce Don Gill, nd Carl Wells, fd Carol Anderson, wd
HUTCHINSON (Reno County)						
	KWBW 1935	1450 250	Nations Center Bcstg. Co. 17th & Harding Mohawk 2-4486	NBC KBS Venard, Rintoul & McConnell	Bess Marsh Rickard, p John W. Powell, gm Robert Hanna, slm, sd	Bill Scott, asst gm, pd Dan Salmon, pmm O. G. Coburn, ce Dean Curfman, nd
	KWHK 1946	1260 1,000-D 500-N DA-2	KWHK Inc. 18 W. 5th St. 5-4461	Everett-McKinney	John D. Hill, p M. H. Clary, ce	Jack Lynch, sd Shirley Sailer, wd
INDEPENDENCE (Montgomery County)						
	KIND 1947	1010 250-D	Central Bcstg. Inc. 1010	MBS KBS	Nels Rupard, p, gm James Nelson, pd	
	KIND-FM 1953	Ch. 228 (A) 93.5mc 0.72kw				

Data corrected to Dec. 15, 1955. If executives or services for FM are same as AM affiliate, names are not repeated.
 FM's in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

YOU CAN COVER

87

COUNTIES

IN

KANSAS – OKLAHOMA – MISSOURI – ARKANSAS

By Using The "Most Listened To" Station
In Southeast Kansas—Northeast Oklahoma

KGGF

COFFEYVILLE, KANSAS

10,000 watts • 690 kc.

Represented by John E. Pearson Co.

JUNCTION CITY

(Geary County)

KJCK 1949	1420 1,000-D	Junction City Bcstg. Co. 724½ N. Washington 8-3165	Indie	Ralph L. Weir Jr., p, gm, cm Bruce Karns, pd Antonio Valencia, pmm	Royce Baerg, ce Don Whitebread, nd Hayes Beck, fd	Jack Chaney, sd Marie Muse, wd
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KANSAS CITY

(Wyandotte County)

KCKN 1925	1340 250	KCKN Bcstg. Co. Waltower Bldg. Victor 2-3864	Capper	W. A. Bailey, p Joe Story, gm Gladys Richardson, off mgr	Bill Sutherland, pd Lewis Dickensheets, ce	Max Bicknell, nd
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LAWRENCE

(Douglas County)

*KFKU 1924	1250 5,000 DA-N ST-WREN	University of Kansas Viking 3-2700		R. Edwin Browne, dir Mildred Seaman, pd	Glenn Price, pmm R. P. Stringham, ce	Wilson Bryan Key Jr., nd Alice Eastwood, sports mgr
KLWN 1951	1320 500-D	Lawrence Bcstrs. Inc. R. 5 Viking 3-1320	Indie	Arden Booth, gm Tom Beal, cm Bill Drake, pd, fd	John Humphrey, ce John Herrington, nd	E. C. Quigley, sd Bette Booth, wd

LEAVENWORTH

(Leavenworth County)

KCLO 1948	1410 500-D	Cecil W. Roberts P. O. Box 809 3620	KBS Midwest Bcstg. Sys. Best	Cecil W. Roberts, p John F. Spahr, gm	A. F. Moretti Sr., cm A. F. Moretti Jr., pd	Leo E. Phillips, ce
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LIBERAL

(Seward County)

KSCB 1948	1270 1,000-D	Seward County Bcstg. Co. P. O. Box 311 Main 4-3891	Best	Alf M. Landon, p Leon S. Salathiel, gm	J. Hobart Hill, cm	Wayne Pash, ce
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MANHATTAN

(Riley County)

KMAN 1950	1350 500-D	Manhattan Bcstg. Co. 114 N. 4th Prescott 8-4451	KBS	Fred A. Seaton, p Lowell E. Jack, gm, pd, pmm Paulson Leighton, cm	Herbert P. Lavin, ce Saralena Sherman, nd, wd	William Patterson, fd Allen Collier, sd
*KSAC 1924	580 5,000-D	Kansas State College Prescott 6-8811		James A. McCain, p Kenneth E. Thomas, dir	Devere Nelson, asst dir, fd, sd Bernard P. Holbert, ce	G. E. Landen, nd Miriam Dexter, wd
KSAC-TV	500-N ST-WIEW					

McPHERSON

(McPherson County)

KNEX 1949	1540 250-D	K. R. Krehbiel McPherson Daily Republican 1540	KBS	K. R. Krehbiel, o Hank Dais, gm	Morris Heitschmidt, pd, nd Claude Hughes, ce	Bob Bartter, sd Betty Jo Donham, wd
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NEWTON

(Harvey County)

KJRG 1953	950 500-D	George Basil Anderson P. O. Box 77 3240	KBS	George Basil Anderson, p Bob Kent, gm, cm, ce	Don Toland, nd, sd	Bill Stephenson, fd
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OTTAWA

(Franklin County)

KOFO 1949	1220 250-D	Ottawa Bcstg. Co. 109½ S. Box 46 1045		Roderick B. Cupp, co-o, gm Edwina W. Cupp, co-o	Thomas F. Ruble, cm	Gerald Servatius, ce
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PARSONS

(Labette County)

KLKC 1948	1540 250-D	Community Bcstg. Co. 109½ S. Central 4050	KBS Margic Circle	Carol B. Combs, p Richard R. Combs, gm	Bill Kramer, cm Eugene L. Joslin, pd, fd	Clifford F. Hardy, ce Jack Bateman, nd, sd
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PITTSBURG

(Crawford County)

KOAM 1937	860 10,000-D	Pittsburg Bcstg. Co. Professional Bldg. 2165	NBC Sunflower Net. Pearson	E. V. Baxter, p, gm Warren Stout, cm	Frank Smith, pd, nd Paul Hudson, pmm	Leo Stafford, ce Bob Parkhurst, sd
KSEK 1947	1340 250	KSEK Bcstg. Co. P. O. Box 610 742	KBS Magic Circle Cooke	Oscar S. Stauffer, p Thad M. Sandstrom, gm	William Plowman, slm	Paul A. Winders, ce

PRATT

(Pratt County)

KWSK 1952	1570 250-D	Clem Morgan 207¼-209½ S. Main 1570	KBS	Clem Morgan, o, gm, cm, nd Francis C. Morgan, pd	David L. Tucker, pmm Lyle Fick, ce	M. H. Morgan, wd
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RUSSELL

(Russell County)

KRSL (CP)	990 250-D	Prairie States Bcstg. Co. KRSL Bldg. Hudson 3-2194	KBS	Bill Scott, gm	Melville L. Gleason, ce	
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SALINA

(Saline County)

KSAL 1937	1150 5,000 DA-N	KSAL Inc. 201 W. Iron Ave. 3701	MBS Sunflower Net. Pearson	R. J. Laubengayer, p, gm Ray V. Jensen, mgr, cm Alfred Thompson, pd	Kip Lamer, pmm Donald Engelhardt, ce John Henshall, nd	Sonny Slater, fd Edward C. Linck Jr., sd
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TOPEKA

(Shawnee County)

KJAY 1949	1440 5,000-D 1,000-N DA-2	Robert Rohrs 908 Kansas Ave. 3-1356	Walker	Robert Rohrs, p, gm, cm Wayne J. Hatchett, ce	Roy Vernon, pd, nd	
KTOP 1947	1490 250	Charles B. Axton Route 2 4-3444	MBS	Charles B. Axton, p, gm, pmm	Charles G. Anderson, cm Charlie Christian, pd, nd, sd	Lee Born, ce Louise Axton, wd
WIBW 1924	580 5,000	Topeka Bcstg. Assn. Inc.	CBS Capper	H. S. Blake, p Ben Ludy, gm Lewis Dickensheets, asst gm, ce	Hilton Hodges, slm Art Holbrook, studio mgr Vic Boutwell, publicity dir	Ken Reed, nd Wes Seyler, fd
WIBW-TV	DA-N ST-KSAC	1035 Topeka Blvd. 3-2377				

The Kansas Farm Market

—Facts for the Sales-Minded Executive



KANSAS FARM INCOME SOARS! The Kansas farmer's income is phenomenal: \$8,830 per household—after taxes!† (Compare this with your metropolitan markets!) They've got the cash to buy just about anything they want. Sell it to them on the radio station they listen to most—WIBW.*



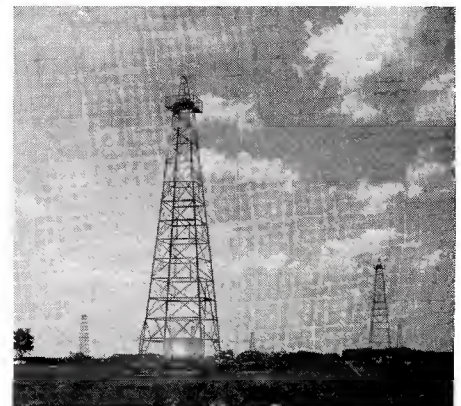
KANSAS FARMS HIGHLY MECHANIZED! Kansas farmers own 30.6% more automobiles, 59.3% more trucks, 49% more tractor, 13.2% more corn pickers, and 22.2% more combines than U. S. average!** Tap this vast prosperity with WIBW—the radio station Kansas farmers listen to most.*



A DOUBLE MARKET! You sell a double market when you sell the Kansas farmers. You sell them as big-buying consumers—and as businessmen. (Farming is Big Business in Kansas). And remember, these two-in-one prospects listen to WIBW more than any other radio station.*



HIGH STANDARD OF LIVING. Kansas farm families are buying like crazy, buying cars, implements, tools, appliances, luxuries of all kinds. They're building barns, sheds, homes, granaries. They're using services like never before. And everyday, thousands of these buying decisions are guided by WIBW.



DIVERSIFIED INCOME: STEADY BUYING. Wheat, corn, hay, oats, flax, rye, soybeans, potatoes, cattle, hogs, sheep, poultry, and oil—these give Kansas farmers a steady year-round income with no great seasonal ups or downs. Get your share of this prodigious buying power by using WIBW, the Kansas Farmers' first listening choice.*

Twenty-eight years ago, at the dedication of WIBW, the late Senator Capper said, "WIBW primarily is a farm station, designed to appeal to listeners on farms and in small towns." This premise has guided our programming ever since. We've made WIBW indispensable to Kansas farmers. We've furnished them with the kind of farm service and entertainment they need and want. That's why WIBW is the radio station Kansas farmers listen to most—that's why it's the best medium for selling the Kansas farm market.

* Kansas Radio Audience, 1954.
† Consumer Markets, 1955.

** WIBW Research Department

**TOPEKA,
KANSAS**

Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV
in Topeka
KCKN in Kansas City



Rep: Capper Publications, Inc.

TOPEKA (Cont.)

WREN 1926	1250 5,000 DA-N ST-KFKU	WREN Bcstg. Co. 411 W. 10th St. 2-0505	ABC Sunflower Net. Pearson	Alf M. Landon, p Max G. Falkenstein, gm, sd Gerald K. Barker, slm	Bob Richmond, pd Rea Bowman, ce	Frank Jones, nd, fd Catherine Brandenburg, wd
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WICHITA
(Sedgwick County)

KAKE 1947	1240 250	KAKE Bcstg. Co. 1500 North West St. Whitehall 3-4221	MBS McGillvra	Mark H. Adams, p Roger W. Pepperd, cm	Scot McCullough, pd	Ira E. Courtney, ce
KANS 1936	1480 5,000-D 1,000-N DA-2	Kans. Bcstg. 1015 N. Broadway Hobart 4-2387	NBC Sunflower Net. Pearson	Kenyon Brown, co-o Frank J. Lynch, co-o Dave Wilson, pd, sd	Ted Heithecker, pmm L. F. Heithecker, ce	George Gow, nd Mary Anne McNally, wd
KFBI 1923	1070 10,000-D 1,000-N DA-N	KFBI Inc. 42nd & Broadway N. Temple 8-3777	ABC Avery-Knodel	Howard Lane, p Hale Bondurant, gm, cm Elmer Curtis, pd	Lew Hunter, pmm K. W. Pyle, ce Henry Harvey, nd	Lester Weatherwax, fd George Wells, sd Marie MacDonald, wd
KFH 1922	1330 5,000 DA-N	Radio Station KFH Co. KFH Bldg. Amherst 2-4491	CBS Blair	John Rigby, p Marcellus M. Murdock, evp Thomas P. Bashaw, gm John N. Merrell, slm	Donald Anderson, prog sup Russel Lowe, pmm Virgil G. Hinshaw, ce	George Doyle, nd Bruce Behymer, fd Jack Munley, sd
KFH-FM 1948	Ch. 262 (B) 100.3mc 11kw					
KWBB 1951	1410 1,000 DA-2	Wichita Beacon Bcstg. Co. Inc. P. O. Box 486 Temple 8-3331	Hollingsbery Brown	O. E. Bradley, p J. Milton Hall, vp, gm John Merrell, cm	Virginia Welch, pd Gene Williams, ce Jim Setters, nd, fd	Don Hoover, sd Ann Canady, wd

KENTUCKY

MARKET DATA BY COUNTIES

County	Population 1950	Radio				Passenger Cars 1954	County	Population 1950	Radio				Passenger Cars 1954
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)				Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	
Adair	17,603	3,900	\$ 5,639	\$ 1,108	\$ 238	3,479	Laurel	25,797	5,800	10,889	3,483	197	4,748
Allen	13,787	3,800	6,634	1,501	203	3,147	Lawrence	14,418	3,100	4,799	1,537	121	1,914
Anderson	8,984	2,400	6,964	1,600	72	3,030	Lee	8,739	1,700	1,546	494	70	1,303
Ballard	8,545	4,000	4,929	1,600	121	3,404	Leslie	15,537	2,900	2,991	1,677	72	779
Barren	28,461	8,300	21,756	4,527	752	7,850	Letcher	39,522	7,800	19,110	6,274	251	4,999
Bath	10,410	2,400	2,707	1,038	59	1,802	Lewis	13,520	2,800	3,896	1,264	68	2,684
Bell	47,602	9,900	32,940	8,190	750	6,385	Lincoln	18,668	4,400	7,401	1,558	155	3,422
Boone	13,015	4,000	4,360	1,744	144	6,703	Livingston	7,184	2,100	2,448	930	74	2,084
Bourbon	17,752	5,000	14,754	4,108	394	5,225	Logan	22,335	6,200	14,653	3,861	412	5,360
Boyd	49,949	13,900	46,640	13,312	1,522	15,855	Lyon	6,853	1,400	1,636	548	60	1,196
Boyle	20,532	5,400	22,221	4,682	790	6,908	McCracken	49,137	25,700	78,817	16,686	3,066	21,705
Bracken	8,424	2,400	4,208	1,199	78	2,424	McCreary	16,660	3,300	6,336	2,597	121	2,342
Breathitt	19,964	3,500	3,704	1,428	81	1,265	McLean	10,021	2,700	3,479	1,263	121	2,294
Breckenridge	15,328	3,700	5,256	1,695	215	3,290	Madison	31,179	8,800	19,973	4,804	817	7,974
Bullitt	11,349	3,100	4,243	1,415	70	3,722	Magoffin	13,839	2,300	2,003	778	29	1,122
Butler	11,309	2,300	2,019	748	63	1,583	Marion	17,212	3,900	11,670	1,939	75	4,144
Caldwell	13,199	3,800	8,244	2,372	258	3,484	Marshall	13,387	4,400	6,319	1,740	121	4,798
Calloway	20,147	6,000	14,227	3,511	372	6,255	Martin	11,677	2,100	2,025	974	741	1,375
Campbell	76,196	24,400	58,961	22,067	2,419	27,520	Mason	18,486	5,100	19,543	3,986	741	5,532
Carlisle	6,206	1,800	2,751	890	82	1,929	Meade	9,422	2,400	5,463	981	80	2,955
Carroll	5,517	2,300	8,657	2,053	291	2,947	Menifee	4,798	1,000	618	261	739	1,000
Carter	22,559	4,800	7,110	2,191	179	3,579	Mercer	14,643	4,100	10,134	2,223	413	5,207
Casey	17,446	3,700	4,157	950	34	3,050	Metcalf	9,851	2,400	2,530	313	69	1,579
Christian	42,359	10,600	35,432	7,212	624	13,575	Monroe	13,770	3,200	5,464	1,329	121	2,559
Clark	18,898	5,400	18,114	4,421	446	6,162	Montgomery	13,025	3,300	11,604	3,221	301	4,322
Clay	23,116	3,900	4,534	1,130	70	2,375	Morgan	13,624	3,100	2,236	656	33	1,597
Clinton	10,605	2,300	2,847	619	65	1,682	Muhlenberg	32,501	7,700	17,148	5,868	370	6,388
Crittenden	10,818	2,800	5,149	1,671	65	2,573	Nelson	19,521	4,800	12,664	2,272	411	4,850
Cumberland	9,309	2,200	3,025	834	63	1,315	Nicholas	7,532	2,000	3,258	1,091	148	2,114
Daviess	57,241	16,600	56,363	12,845	1,538	18,926	Ohio	20,840	5,000	6,720	2,678	208	3,569
Edmonson	9,376	2,100	1,870	585	82	1,495	Oldham	11,018	2,600	3,352	1,215	77	4,328
Elliott	7,085	1,300	618	376	56	735	Owen	9,775	2,700	4,191	1,000	152	2,304
Estill	14,677	3,100	4,603	1,631	185	2,744	Owsley	7,324	1,400	439	191	655	
Fayette	100,746	30,100	137,036	27,299	5,473	29,984	Pendleton	9,610	2,700	3,674	1,164	98	2,846
Fleming	11,962	3,000	5,209	1,603	65	3,468	Perry	46,566	8,700	25,729	6,147	403	5,403
Floyd	53,500	10,200	22,965	5,829	327	5,596	Pike	81,152	17,000	39,878	11,003	490	12,658
Franklin	25,933	7,600	22,544	5,651	399	8,276	Powell	6,812	1,400	1,684	217	1,188	
Fulton	13,668	3,600	14,336	3,756	786	3,321	Pulaski	33,452	9,400	19,805	4,983	526	8,281
Gallatin	3,869	1,100	1,940	651	56	1,383	Robertson	2,881	800	744	243	63	689
Garrard	11,029	2,800	5,199	1,211	66	2,864	Rockcastle	13,925	3,000	3,951	1,460	99	2,154
Grant	9,809	2,700	5,740	1,711	174	3,412	Rowan	12,708	2,900	1,947	1,387	67	2,906
Graves	31,364	11,000	23,397	5,632	611	9,193	Russell	13,717	3,100	3,568	1,078	87	2,394
Grayson	17,063	4,400	6,250	1,178	166	3,349	Scott	15,141	4,300	10,293	3,236	261	4,275
Green	11,261	3,100	4,671	1,003	68	2,591	Shelby	17,912	5,000	14,174	3,185	411	6,147
Greenup	24,887	5,900	7,437	3,627	289	6,446	Simpson	11,678	3,300	10,394	2,199	418	3,144
Hancock	6,009	1,500	1,965	561	59	1,480	Spencer	6,157	1,400	3,445	642	33	1,894
Hardin	50,312	11,000	26,095	7,241	478	15,189	Taylor	14,403	3,900	10,114	1,986	74	4,289
Harlan	71,751	15,100	42,890	12,045	1,025	10,363	Todd	12,830	3,300	5,577	1,637	241	2,471
Harrison	13,736	3,900	10,330	2,618	285	4,752	Trigg	9,683	2,100	4,072	890	64	2,108
Hart	15,321	3,900	7,769	1,467	245	3,658	Tribble	5,148	1,400	1,184	368	74	1,432
Henderson	30,715	9,600	27,151	7,030	776	10,690	Union	14,893	4,000	13,279	3,033	498	4,329
Henry	11,394	3,200	6,232	1,481	269	2,904	Warren	42,758	12,000	38,576	7,381	1,423	12,100
Hickman	7,778	2,100	2,854	1,100	100	1,808	Washington	12,777	3,100	6,414	1,120	66	3,217
Hopkins	38,815	10,900	30,951	7,554	711	10,326	Wayne	16,475	3,600	5,225	1,752	71	2,421
Jackson	13,101	2,600	2,165	816	63	1,428	Webster	15,555	4,400	8,151	2,179	186	3,710
Jefferson	484,615	155,700	594,946	141,572	26,183	162,094	Wolfe	31,940	7,000	18,233	5,007	541	5,519
Jessamine	12,458	3,400	6,475	2,036	259	3,409	Woodford	7,615	1,400	1,104	255	57	807
Johnson	23,948	5,400	12,115	3,127	34	3,438							
Kenton	104,254	34,700	98,231	32,794	3,830	31,422							
Knott	20,320	3,300	3,083	1,045	68	1,628							
Knox	30,409	6,400	7,315	2,417	67	3,489							
Larue	9,956	2,600	5,910	839	69	2,966							

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

DIRECTORY OF AM AND FM STATIONS

ASHLAND
(Boyd County)

WCMI 1935	1340 250	Ashland Bcstg. Co. Inc. 120 20th St. East 4-6111	CBS Air Trails Net. H-R Reps.	Charles Sawyer, p J. Pattison Williams, evp Alex Buchan, vp W. R. Martin, sm	Collis A. Young, cm John B. Sowards, pd, pmm, nd	Robert L. Gilmore, ce Bill Campbell, fd Dick Martin, sd
WCMI-FM 1948	Ch. 229 (B) 93.7mc 2.75kw					
WTCR 1954	1420 5,000-D	WTCR Inc. P. O. Box 848 Cattlettsburg 661	Clark	Connie B. Gay, o, gm Jane E. Trimmer, p	Gordon Anderson, cm James E. Oakes, pmm	Steve Hart, ce

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
BARBOURVILLE (Knox County)					
	WBVL 1955	950 1,000-D	Brown Radio & Tv Co. 109 Sycamore St. 498		Dwight L. Brown, p, gm Everett Lawson, ce D. C. Mullins, nd Mrs. Cecil Newport, wd
BARDSTOWN (Nelson County)					
	WBRT 1954	1320 1,000-D	V. R. Anderson Hartford, Ky. 100	KBS	V. R. Anderson, p Thomas E. Skinner, gm Jack E. Emerson, cm, pd Felice Penew, cont dir Polly Hall, wd
BENTON (Marshall County)					
	WCBL 1954	1290 1,000-D	Purchase Bestg. Co. Lakeside 7-2581	KBS Continental	Shelby McCallum, p, nd Joe McNeiley, gm Betty McCallum, cm Jerry Don Crutchfield, pd Howard Copeland, pmm, sd Ray Turner, ce Chuck Thompson, fd Lorine Cooksey, wd
BOWLING GREEN (Warren County)					
	WKCT 1947	930 1,000-D 500-N DA-N	Daily News Bestg. Co. P. O. Box 727 Victor 3-4325	ABC Pearson	J. Ray Gaines, p Alvis H. Temple, gm, pmm Jeff Wright, cm, sd Jack Eversole, pd, nd Haro Durham, co-ce Jack Hendricks, co-ce Hank Brosche, fd Joann Rudolph, wd
	WLEBJ 1940	1410 5,000-D 1,000-N DA-2	Greenwood Bestg. Co. 901 Fairview Ave. Victor 3-3212	MBS KBS Burn-Smith	Cy N. Bahakel, o Robert Proctor, cm, sd Helen Given, pd Joe Hamilton, pmm, nd Hugh W. Tyler, ce Odes Blanton, fd Dean Danner, wd
	WLEBJ-FM 1948	Ch. 266 (B) 101.1mc 8.4kw			
CAMPBELLSVILLE (Taylor County)					
	WLCK 1950	1450 250	Taylor County Best. Co. P. O. Box 248 380	Best	R. L. Turner, p, gm Lindsey Harden, asst gm, cm Tommie Kerr, pd, pmm, fd J. B. Crawley, ce Turney Harding, sd Rachel Marple, wd
	WTCO 1948	1150 1,000-D	South Central Ky. Bestg. Co. Lebanon Rd. 250	KBS	H. T. Parrott, p Clifford Spurlock, gm, cm
CENTRAL CITY (Muhlenberg County)					
	WMTA 1955	1380 500-D	Central City-Greenville Bestg. Co. 110 N. First St. 818		L. L. Stone, co-o A. E. Stone, co-o Ralph Utley, co-o Bobby Anderson, cm, sd Johnny Tooley, pd, nd, fd Conway Smith, ce Shirley Hancock, wd
	WNES 1955	1600 500-D	Muhlenberg Bestg. Co. P. O. Box 325 100		Andy Anderson, p Ronald L. Beane, gm, cm, sd V. R. Anderson, p Dean Harden, pd, nd Robert J. Beane, ce Bob Ruff, fd Jacqueline Beane, wd
	WNES (FM) (CP)	Ch. 270 (B) 101.9mc 21.5kw			
COLUMBIA (Adair County)					
	WAIN 1951	1270 1,000-D	Tri-County Radio Bestg. Corp. 4111	KBS Best	S. C. Bybee, p, gm, fd Lanier Burchett, cm, sd Oris Gowen, pd Ray Doss, pmm Lewis Owens, ce Allen Young, nd Maxie Alexander, wd
CORBIN (Whitley County)					
	WCTT 1947	680 1,000 DA-N	Corbin Times-Tribune Inc. 1071	MBS	J. Springer Robinson, p John L. Crawford, gm S. G. Hembree, cm Kenneth Z. Turner, pd C. R. Austin, ce Arch Wyatt, sd
COVINGTON (Kenton County)					
	WZIP 1947	1050 250-D	WZIP Inc. 6th & Madison Ave. Juniper 1-5300	KBS	Arthur L. Eilerman, p, gm, cm Walter R. Rehbaum, pd Paul F. Mathew, ce Donald E. Eubanks, nd Dr. J. O. Tyson, fd Robert A. Atterton, sd Carmen G. Eilerman, wd
CUMBERLAND (Harlan County)					
	WCPM 1951	1490 250	Blanfox Radio Inc. 260	MBS KBS Burns-Smith	R. B. Helms, p J. Frank Fox, vp, ce E. F. Shadburne, gm, cm Art Grunewald, pd, sd Suzy Ellis, wd

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WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue, New York 22, New York
CINCINNATI HOLLYWOOD

1st with **BIG-NAME**
STARS and **MUSIC**



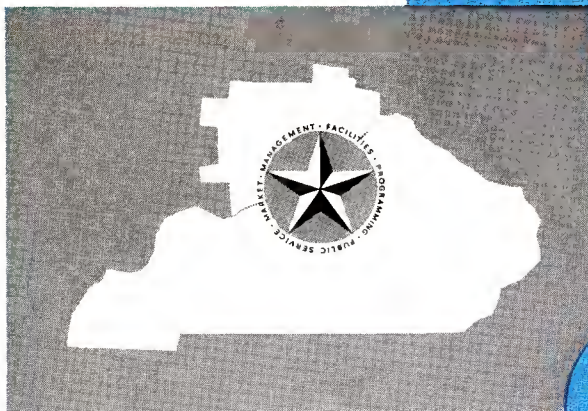
CANADIAN REPRESENTATIVES ALL CANADA
FACILITIES LIMITED, VICTORY BUILDING, TORONTO

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	
DANVILLE (Boyle County)							
	WHIR 1947	1230 250	Commonwealth Bcstg. Corp. P. O. Box 234 1230	MBS KBS Holman	W. T. Isaac, p, cm David B. Highbaugh, vp, pd, nd, fd, sd	Henry C. Lovell, ce	Carroll Hake, wd
ELIZABETHTOWN (Hardin County)							
	WIEL 1950	1400 250	Elizabethtown Bcstg. Co. 5151	KBS Best	J. W. Hodges, p Walter D. Huddleston, gm Calvin Skaggs, cm	Thomas A. Maples, pd Thomas M. Baldwin, ce, fd	Bill Earle, nd Dorothy Scantland, wd
EMINENCE (Henry County)							
	WSTL (CP)	1600 500-D	J. W. Dunavent		J. W. Dunavent, o		
FRANKFORT (Franklin County)							
	WFKY 1946	1490 250	Frankfort Bcstg. Co. Kentucky Ave. 4-8281	MBS, KBS Blue & White Burn-Smith	Ken Hart, p, gm C. A. McLain, cm Mary Flynn, pd, pmm, wd	Wallace Roach, ce Don Wheeler, nd	Robert Heath, fd Paul Scott, sd
FRANKLIN (Simpson County)							
	WFKN 1954	1220 250-D	Franklin Bcstg. Co. North High St. 33	KBS Best	L. L. Valentine, p, gm, fd A. W. Kockritz Jr., cm	Neil Hill James, pd, wd Howard H. Ogles, pmm	William French, ce Stan R. Portmann, nd, sd
FULTON (Fulton County)							
	WFUL 1951	1270 1,000-D	Ken-Tenn Bcstg. Corp. P. O. Box 482 1270	Best	Warren L. Moxley, p J. O. Lewis, acting gm	Horace Bowden, cm, ce Dorothy Boyd, pd, wd	Gene Gardner, nd, fd Vern Brooks, sd
	WFUL-FM 1951	Ch. 285 (A) 104.9mc 0.5kw					
GLASGOW (Barren County)							
	WKAY 1946	1490 250	Glasgow Bcstg. Co. Olive 1-2141	KBS	Jack Pedigo, p Clovis Sadler, gm, pmm, ce, fd	John M. Barrick, cm Caroline Biggers, pd, nd	Hank Royse, sd Opal E. Cherry, wd
HARLAN (Harlan County)							
	WHLN 1941	1280 1,000-D	Blanfox Radio Co. Inc. 625	MBS, KBS Good Coal Burn-Smith	R. B. Helms, p, gm, pmm James T. Morgan, cm	Jack McCoy, pd, sd J. Francke Fox, ce	Jack Hoskins, nd Pat Farmer, wd
	WKYV (CP)	1410 1,000-D	KY-VA Bcstg. Corp.				
HARRODSBURG (Mercer County)							
	WHBN 1955	1420 1,000-D	Pioneer Bcstg. Co. Old Opera House 1420		C. H. Hulse, co-o Charles Shuffett, co-o Frank Orwin, co-o	Bernie Tracy, gm Bill Yeakle, cm	Yancy Bowling, ce John Alexander, nd
HAZARD (Perry County)							
	WKIC 1947	1430 1,000-D	BMG Bcstg. Corp. Peoples Bank Bldg. 720	MBS Best	Fred Bullard, co-o, p Charles Metcalf, co-o, vp, gm, pmm, nd	Richard Goodlette, co-o, vp Bob Mansfield, cm, sd	Norma Strong, pd, wd Harold Logan, ce
HENDERSON (Henderson County)							
	WSON 1941	860 500-D	Henderson Bcstg. Co. 121 North Main St. 3923	MBS	Hecht S. Lackey, p, gm Ewing Graham, cm	Martin E. Schaeffer, pd, nd Doris E. Gibson, ce, fd	Del McLachlan, sd Jane Halle, wd
	WSON-FM 1946	Ch. 258 (B) 99.5mc 20kw					
HOPKINSVILLE (Christian County)							
	WHOP 1940	1230 250	Hopkinsville Bcstg. Co. 120 S. Va. St. Tuxedo 5-5331	CBS	F. Ernest Lackey, p, gm Katherine Peden, cm Margaret Wyatt, pd, wd	Mary Ruth Long, pmm Leo Y. Wilson, ce Frank Cameron, nd	Drury Embry, fd George Gray, sd
	WHOP-FM 1948	Ch. 254 (B) 98.7mc 8.8kw					
	WKOA 1954	1480 1,000-D	Pennyrile Bcstg. Co. P. O. Box 101 Tuxedo 6-1204	KBS	Charles W. Stratton, p, gm Marie Harte, cm	Don Ritter, pd, pm Walter Wilson, ce	Robert McGaughey, nd, fd Betty Doss, wd
LEBANON (Marion County)							
	WLBN 1953	1590 1,000-D	Lebanon-Springfield Bcstg. Co. P. O. Box 647 486	KBS Best	Charles Shuffett, co-o, cm C. H. Hulse, co-o, ce	Allen Baker, pd J. T. Whitlock, pmm	Emerson Lay, fd Mary Lou Clements, wd

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**. . . in the WHAS market area
where 83% of the 1,930,000 adults listen to radio
in an average week . . . And where 160 stations
compete for this huge audience, one station stands out.
WHAS commands more than a 49% share
of this audience in an average week.
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between RADIO and radio . . .
in many more ways than one.**



**go where there's growth . . .
go WHAS**



VICTOR A. SHOLIS, Director

NEIL CLINE, Station Manager

Associated with the Courier-Journal and Louisville Times

Represented Nationally by Henry I. Christal Co., Inc.

City	County	Call Letters Established	Chan. or Freq. Power	Licenses Headquarters Telephone	Network Representative	Owner	Executive Abbreviations	Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
LEXINGTON (Fayette County)								
WLAP	1922	630	5,000-D	American Bcstg. Corp. Radio Bldg. 3-2727	ABC Pearson	Gilmore N. Nunn, p, gm Miller Welch, cm	Jack Brooks, pd, pmm	H. C. Locklar, ce
WLAP-TV	1946	1,000-N	DA-2					
WLAP-FM	1950	Ch. 233 (B)	94.5mc 3.5kw					
WLEX	1946	1,000	DA-N	Central Kentucky Bcstg. Co. 134 N. Limestone St. 3-0433	Forjoe	J. D. Gay Jr., p Earl L. Boyles, evp, gm Les Tackett, cm	Jim Robertson, ce Sue Fennimore, nd, wd	Dick Dixon, fd Cawood Ledford, sd
WVLK	1947	590	1,000	Bluegrass Bcstg. Co. Phoenix Hotel 4-6470	MBS Burn-Smith	Donald J. Horton, p Ted Grizzard, vp, gm George T. Webb, cm	Claude Sullivan, pd, sd Jay Watters, pmm Paul Dunbar, ce	Raymond P. Holbrook, nd, 1 Maggie Welsh, wd
LONDON (Laurel County)								
WFTG	1955	1400	250	London Bcstg. Co. P. O. Box 333 598		Elmo Mills, gm	Russell Henson, sm	Charles Redmond, cm
LOUISVILLE (Jefferson County)								
WAVE	1933	970	5,000	WAVE Inc. 334 E. Broadway Wabash 2201	NBC NBC Spot Sales	George W. Norton Jr., p Nathan Lord, gm LaVell Waltman, cm	James Caldwell, pd, pmm Wilbur Hudson, ce Rodney Ford, nd	Shirley Anderson, fd Ed Kallay, sd
WAVE-TV	1946	DA-1						
WGRC	1936	790	5,000-D 1,000-N DA-2	Northside Bcstg. Corp. Ky. Home Life Bldg. Wabash 8871	MBS Walker	J. Porter Smith, p Charles L. Harris, gm Tom Underwood, cm, pmm	Ward Hatcher, pd W. J. Morrison, ce Jack Donnell, nd	Jerry East, fd Jerry Brown, sd Agnes Burke, wd
WHAS	1922	840	50,000	WHAS Inc. 525 W. Broadway Wabash 2211	CBS Christal	Barry Bingham, p Victor A. Sholis, vp, dir Neil D. Cline, sm John M. Fouts, sis dir	Samuel H. Gifford, pd William F. Loader, pmm Orrin W. Towner, eng dir	Barney Arnold, fd Jimmy Finegan, sd Phyllis Knight, wd
WINN	1940	1240	250	Kentucky Bcstg. Corp. Earle Hotel Wabash 5148	KBS Forjoe	Harold Kaye, p Glen A. Harmon, vp, opr dir	Harry McTigue, gm, sd Charles A. Schacht Jr., cm	James J. Nathan, slm Melvin C. Scarsdale, ce
WKLO	1948	1080	5,000-D	Mid-America Bcstg. Corp. Henry Clay Hotel Clay 4441	ABC Air Trails Net. Blair	Charles Sawyer, p J. P. Williams, evp, gm	Alexander Buchan, vp D. C. Summerford, mgr	Michael G. Jennings, pmm Theodore E. Jones, ce
WKLO-TV (CP)	1948	1,000-N	DA-2					
WKYW	1947	900	1,000-D	Radio Kentucky Inc. 431 Jefferson St. (2) Clay 4811	Burn-Smith	F. Eugene Sandford, p, treas	Edwin E. S. Weldon, vp, sm	H. Parker Smith, cm
WLou	1948	1350	1,000-D	Rounsaville of Louisville Inc. 2549 S. 3rd St. Melrose 7-3688	Gill-Perna Dora-Clayton	Robert W. Rounsaville, p Arthur Selley, gm Joseph T. Starr, cm	James Carter, pd William Summers, pmm, sd Paul Cram, tech dir	Steve Dawson, ce Ed Cook, nd Cathy Curry, wd
WQXL-TV	1948	1,000-D						
MADISONVILLE (Hopkins County)								
WFMW	1947	730	250-D	Messenger Bcstg. Co. P. O. Box 387 1885	KBS Continental	Edgar Arnold Sr., p H. W. Wells, gm, nd, fd E. L. Kelley, cm, sd	John Gatlin, pd Ernie Allen, pmm	Evers Mick, ce Glenda Aussenbaugh, wd
WFMW-FM	1949	Ch. 230 (B)	93.9mc 2.8kw					

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you don't buy the hills—

YOU BUY THE GOLD!

To do a good radio job in the *one* really "golden" Kentucky market, you don't have to waste money digging far back in the hills.

WAVE GIVES YOU KENTUCKY'S BRIGHTEST MARKET—
AT THE RIGHT COST. WAVE's 50% BMB daytime area almost exactly coincides with the rich Louisville Trading Area, which accounts for 42.5% of the state's *total* effective buying income.

GILT-EDGED PROGRAMMING—NETWORK AND LOCAL.
WAVE is the *only* NBC station in or near Louisville. *Local* programming is top-drawer, too. Our staff numbers 62 good people, 44 exclusively for on-the-air radio activities.

Dig that WAVE, and you've got the gold! NBC Spot Sales has all the figures.

WAVE • **5000 WATTS**
LOUISVILLE • **NBC AFFILIATE**



City County	Call Letters TV Affiliate Established	Chan. or Power Freq.	Licensee Telephone Headquarters	Representative Network	Executive Abbreviations Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
MAYFIELD (Graves County)					
	WKTM 1946	1050 1,000-D	Kentucky Bcstg. Co. P. O. Box 232 46	Best	Michael R. Freeland, ptrn, gm John M. Latham, ptrn, cm Jerry Watson, pd
	WKTM-FM 1955	Ch. 269 (A) 107.1mc 0.510kw			
	WNGO 1947	1320 1,000-D	West Kentucky Bcstg. Co. Paducah Rd. 1597	Paschall	H. M. Suthard, p T. E. Brewer, gm, cm Otis L. Davis, asst mgr Margaret Cannon, pd John E. Skelton, ce Robert G. Horton, nd Bing Hampton, sd Barbara Washam, wd
	WNGO-FM 1955	Ch. 234 (B) 94.7mc 2.3kw			
MAYSVILLE (Mason County)					
	WFTM 1948	1240 250	Standard Tobacco Co. 626 Forest Ave. Logan 4-3361	MBS KBS	Charles P. Clarke, p John W. Betts, gm Herbert N. Williams Jr., cm Gene A. Waters, pd Billy C. Cooper, ce J. Scott True, fd Lawrence W. McGill, sd
MIDDLESBORO (Bell County)					
	WMK 1948	560 500-D	Cumberland Gap Bcstg. Co. P. O. Box 698 980	KBS Holman	U. G. Brummett, p Maurice K. Henry, gm, cm Talmadge R. England, ce Jack McPreson, sd Bill Baker, pd, nd Cris Rogers, fd
MONTICELLO (Wayne County)					
	WFLW 1955	1570 250-D	Wolf Creek Bcstg. Co. P. O. Box 36 290		James Shacklette, p, gm, pd Welby Hoover, cm Reid Hucaby, ce Clinton Collins, fd Edward Brandon, sd Charline Conley, wd
MOREHEAD (Rowan County)					
	WMOR 1955	1330 1,000-D	Morehead Bcstg. Co. Main Street 880		W. J. Sample, p Roy C. Cornette, vp William M. Whitaker, gm Murvel J. Hall, asst mgr Earl S. Young, ce Bernie Fieler, sd
MURRAY (Calloway County)					
	WNBS 1948	1340 250	Murray Bcstg. Co. Box 548 1340		H. T. Waldrop, o & p Ed Griffin, sm
NEWPORT (Campbell County)					
	WNOP 1948	740 1,000-D	Tri-City Bcstg. Co. 606 Monmouth St. Juniper 1-7100	Interstate United Newspapers	James G. Lang, p Ann Rolfe Lang, gm R. Doug Nunn, sm, pd, pmm, nd, fd Robert C. Gilmore, cm, sd R. E. Sullivan, ce
	WNOP-TV (CP)	DA-D			
OWENSBORO (Davies County)					
	WOMI 1938	1490 250	Owensboro Bcstg. Co. Inc. Livermore Rd. & Byers Ave. Murray 3-1558	MBS Burn-Smith	Lawrence W. Hager, p Hugh O. Potter, gm, cm Cliffordean Potter, pd, wd James B. Wilkinson, pmm Harold I. Peters, ce Marshall W. Bruner, nd, fd, sd
	WOMI-FM 1948	Ch. 223 (B) 92.5mc 19.5kw			
	WVJS 1947	1420 1,000 DA-2	Owensboro On The Air 324 Allen St. Murray 3-3521	ABC Rambeau	Vincent J. Steele, p Malcolm Greep, vp, gm John T. Rutledge, asst gm, cm Larry Adams, pd, nd Lee C. Hayden, pmm, wd Robert Earl Jagoe, ce Earl Fisher, fd LeRoy Woodward, sd
	WVJS-FM 1950	Ch. 241 (B) 96.1mc 45kw			

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CINCINNATI HOLLAND

= MORE REVENUE!

CANADIAN REPRESENTATIVES ALL CANADA
FACILITIES LIMITED, VICTORY BUILDING, TORONTO

PADUCAH*(McCracken County)*

WKYB 1946	570 1,000-D 500-N DA-2	WKYB Inc. 504 Kentucky Ave. 2-1678	NBC Pearson	E. J. Paxton Jr., p, gm Sam Livingston, bus mgr, sd	Joe Pat Knight, pd Ernest Pell, ce	Bill Shores, nd, fd Patricia Ann Paxton, wd
WKYB-FM 1947	Ch. 227 (B) 93.3mc 31.5kw					
WPAD 1930	1450 250	Paducah Bestg. Co. 4th & B'way 2-8231	CBS Sears & Ayer	Pierce E. Lackey, p Prewitt Lackey, gm	Ray Molfield, asst mgr, pd, pmm, nd, fd, sd	U. C. Morris, ce Evelyn Stahl, wd
WPAD-FM 1946	Ch. 245 (B) 96.9mc 36kw					

PAINTSVILLE*(Johnson County)*

WSIP 1949	1490 250	Big Sandy Bcstg. Co. Moade Bldg. 1196	MBS KBS Best	Ted Arnold Silvert, p, gm Jack Welch, cm, sd	Bill Barker, pd, fd	Gene Baldrige, ce
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PARIS*(Bourbon County)*

WKLX 1955	1440 1,000-D	Stephens Industries Inc.		D. C. Stephens, o	Stan Scott, sm	Vernon Hutchinson, ce
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PIKEVILLE*(Pike County)*

WLSI 1949	900 1,000-D	Cumberland Publishing Co. 456		Mrs. W. J. Ward Jr., p Roy E. Alexander, gm, cm John C. Adkins, pd, pmm, nd Jack L. Hatcher, p, gm	Guy N. Ferrell, ce Mike Paxton, fd	Hal Wanzer, sd Edna Aders, wd
WPKE 1949	1240 250	East Kentucky Bcstg. Corp. 1280	MBS KBS		James K. Hoskins, ce	J. Virginia Hatcher, wd

PRESTONBURG*(Floyd County)*

WPRT 1952	960 1,000-D (CP: 1270 kc, 5,000-D)	Stephens Industries Inc. South Lake Drive 5951	KBS	D. C. Stephens, p Rex Osborne, gm, cm, pmm Ollie Robinson, pd	V. E. Hutchinson, ce Charles Spradlin, nd Ellis Boggs, fd	Clarence Robinson Jr., sd Amy Turner, wd
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PRINCETON*(Caldwell County)*

WPKY 1950	1580 250-D	Princeton Bcstg. Co. Dawson Rd. 2072	KBS Continental	Leslie Goodaker, p, gm Ellis Burnam, cm	Mrs. Leslie Goodaker, pd Wilburn Wilson, pmm	Marvin Mahoney, ce
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RADCLIFF*(Hardin County)*

WSAC 1955	1470 1,000-D	Ft. Knox Bcstg. Corp. Ft. Knox, Ky.		Byron E. Cowan, p William J. Harris Jr., gm Joseph Cowan, cm	Clement Cockrell, pd, nd William Gerson, pmm, sd	Gene Hornback, ce Lee Hutson, wd
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RICHMOND*(Madison County)*

WEKY 1953	1340 250	WEKY Inc. McKee Bldg. 1340	MBS KBS	Dages I. Boyle, p O. C. Halyard Jr., gm, sd Fred Welch, cm	Edith Abel, pd John Sullivan, pmm Estil Reed Anderson, ce	Bob Hanger, nd Charles Mastin, fd Lakki Keyser, wd
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RUSSELLVILLE*(Logan County)*

WRUS 1953	800 1,000-D	South Kentucky Bcstrs. Nashville Rd. 459	Best	Roth E. Hook, p Woodrow Sosh, gm	Earl Johnson, sm, ce James H. Johnson, slm, pd	Stanford Murphy, fd Gene Locke, nd, sd
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SOMERSET*(Pulaski County)*

WSFC 1947	1240 250	Southeastern Bcstg. Co. US Hwy. 27, N. 1240	MBS Best	Mike Layman, p, gm Donald F. Orwin, cm John A. Hartnett, pd	Ralph F. Denton, tech dir Johnny Agostine, ce Clyde Denton, nd	Hugh Hurst, fd Bob Haney, sd Priscilla Roser, wd
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VANCLEVE*(Breathitt County)*

WMTC 1948	730 1,000-D	Kentucky Mountain Holiness Assn. Vancleve 3, Jackson Exchange	Continental	Dr. Lela G. McConnell, p Wilfred Fisher, gm, cm	Violet Person, pd, wd Kenneth Amspaugh, ce, fd	Louis Bouck, sd
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WHITESBURG*(Letcher County)*

WTCW 1953	920 1,000-D	Ky.-Va Bcstg. Corp. 2711		Kenneth J. Crosthwait, p Don Crosthwait, gm Frank L. Jones, cm, fd	Mrs. Beryl Davis, pd, wd Charles Read, pmm	Irving Grove, ce Raymond Webb, nd
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VINCHESTER*(Clark County)*

WWKY 1954	1380 1,000-D	Vincchester Bcstg. Co. P. O. Box 492 1380	MBS Best	N. E. Ratliff, p Charles Drew, gm Tom Wade, cm	Betty Barnett, pd Jay Watters, pmm Thomas Bratton, ce	Herman Kelly, nd, fd Claude Sullivan, sd Lois Mack, wd
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LOUISIANA

MARKET DATA BY PARISHES

Parish	Population 1950	Radio				Passenger		County	Population 1950	Radio				Passenger	
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954	Cars 1954			Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954	
Acadia	47,050	12,400	\$27,979	\$ 4,959	\$ 634	*689,873	Natchitoches	38,144	9,200	24,179	6,825	916			
Allen	18,035	5,200	15,438	3,035	377		Orleans	570,445	179,000	658,644	138,686	27,402			
Ascension	22,387	5,900	14,687	3,838	387		Ouachita	74,713	23,800	93,457	15,842	2,560			
Assumption	17,278	4,000	6,216	1,317	198		Plaquemines	14,239	3,500	9,433	5,265	358			
Ayoelles	38,031	10,000	14,573	3,153	479		Pointe Coupee	21,841	5,300	9,675	1,849	279			
Beauregard	17,766	5,300	11,533	3,741	269		Rapides	90,648	27,000	69,092	16,318	1,903			
Blenville	19,105	4,400	7,324	2,281	214		Red River	12,113	2,700	5,465	1,453	34			
Bossier	40,139	12,000	26,603	7,241	486		Richland	26,672	6,400	13,890	3,078	486			
Caddo	176,547	55,400	221,306	45,974	7,617		Sabine	20,880	5,200	6,708	1,772	243			
Calcasieu	89,635	31,600	104,885	23,527	2,443		St. Bernard	11,087	3,300	12,848	3,874	184			
Caldwell	10,293	2,600	3,703	784	169		St. Charles	13,363	3,500	7,606	2,775	265			
Cameron	6,244	1,200	2,726	1,228	77		St. Helena	9,013	2,300	1,272	417	23			
Catahoula	11,834	2,700	5,030	1,634	200		St. James	15,334	3,400	8,481	2,491	182			
Claiborne	25,063	6,200	12,325	3,516	548		St. John the Baptist	14,861	3,300	6,398	2,444	127			
Concordia	14,398	3,700	5,444	1,924	150		St. Landry	78,476	19,300	73,563	15,847	1,523			
De Soto	24,398	5,800	11,644	3,081	516		St. Martin	26,353	6,000	10,480	2,125	239			
E. Baton Rouge	158,236	57,200	175,072	34,339	6,585		St. Mary	35,848	9,800	57,867	19,314	1,225			
E. Carroll	16,302	3,800	7,980	1,914	331		St. Tammany	26,988	7,900	16,585	4,216	441			
E. Feliciana	19,133	3,200	5,220	1,621	103		Tangipahoe	53,218	15,100	34,560	7,333	1,196			
Evangeline	31,629	8,600	11,686	2,542	133		Tensas	13,209	3,200	5,924	1,507	253			
Franklin	29,376	7,000	11,817	2,960	399		Terrebonne	43,328	11,300	38,532	10,253	868			
Grant	14,263	3,500	3,600	1,253	46		Union	19,141	4,800	7,695	1,358	169			
Iberia	40,059	10,800	36,710	8,061	921		Vermillion	36,929	10,000	20,207	3,661	547			
Iberville	26,750	7,000	16,435	4,479	352		Vernon	18,974	5,800	11,354	3,929	431			
Jackson	15,434	3,700	9,451	2,001	212		Washington	38,371	10,500	23,021	4,895	735			
Jefferson	103,873	40,800	105,068	30,277	3,652		Webster	35,704	9,900	28,169	7,495	1,075			
Jefferson Davis	26,298	7,200	22,010	4,587	393		W. Baton Rouge	11,738	3,100	4,758	1,748	128			
Lafayette	57,743	16,800	51,944	8,174	1,128		W. Carroll	17,248	3,700	7,085	1,213	205			
Lafourche	42,209	10,800	40,983	9,639	926		W. Feliciana	10,169	1,500	2,090	682	54			
La Salle	12,717	3,600	8,339	2,148	263		Winn	16,119	4,300	6,628	1,722	290			
Lincoln	25,782	6,600	17,024	3,113	471										
Livingston	20,054	5,500	8,691	3,891	162										
Madison	17,451	4,300	8,729	1,953	208										
Morehouse	32,038	8,700	18,060	4,880	564										

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

DIRECTORY OF AM AND FM STATIONS

City	County	Call Letters	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations
ABBEVILLE	(Vermillion Parish)	KROF	960 1,000-D	Abbeville Bcstg. Service P. O. Box 306 90		George P. Martin, gm, cm, & ce	Ebba Lou Martin, pd
ALEXANDRIA	(Rapides Parish)	KALB	580 5,000-D	Alexandria Bcstg. Co. 601 Washington St. 3-2543	ABC Louisiana State Net. Weed	T. B. Lanford, o Willard L. Cobb, gm Walter D. Meison, m	Alex Marchand, pd, sd Mary Petrie, pmm, nd Jesse R. Sexton, ce
		KALB-TV	1,000-N DA-N				
		KALB-FM	Ch. 245 (B) 96.9mc 11.5kw				
		KDBS	1410 1,000-D	Dixie Bcstg. Service P. O. Box 306 3-7454	KBS	Irving Ward-Steinman, ptrn, gm John Anthony Lazarone, ptrn	Dallas Ed Pebbles, cm William G. Lynch, sta dir
		KSYL	970 1,000 DA-N	KSYL Inc. Bolton Ave. at Hwy. 71 6611	NBC Everett-McKinney	Milton Fox, p, cm Virgil G. Evans, gm, pmm	Bruce Rainey, pd, fd Leo Brians, ce
AMITE	(Tangipahoe Parish)	WABL (CP)	1570 500-D	Amite Bcstg. Co. P. O. Box 571 Hazlehurst, Miss.		Louis Alford, ptrn	Phillips D. Brady, ptrn
BASTROP	(Morehouse Parish)	KTRY	730 250-D	Morehouse Bcstg. Co. P. O. Box 193 1400	KBS	Nathan Bolton, co-o A. R. McCleary, co-o	Bill Davis, gm G. I. Johnson, cm
BATON ROUGE	(E. Paton Rouge Parish)	WAFB	1460 5,000-D	Modern Bcstg. Co. of Baton Rouge Inc. 929 Government St. 4-8571	MBS Young	Tom E. Gibbens, p, gm Ron Litteral, slm Owen Elliott, mgr of radio, pd	Grace McElveen, pmm Donald K. Allan, ce
		WAFB-TV	1,000-N DA-N				
		WAFB-FM	Ch. 282 (B) 104.3mc 3kw				
		WBR	1300 1,000 DA-2	Community Bcstg. Co. P. O. Box 1226 8-6716	Walker	G. T. Owen, p Robert Earle, vp, gm	Scott W. Erwin, asst mgr, pd E. E. Case, ce
		WJBO	1150 5,000 DA-1	Baton Rouge Bcstg. Co. 444 Florida St. 2-5271	NBC Louisiana Net. Hollingbery	Douglas L. Manship, p Chas. P. Manship Jr., sec-treas R. Kelly Maddox, gm	John D. Woodriddle, slm George R. Bonnell, prod sup Josephine R. Dabadie, off mgr.
		WBRL (FM)	Ch. 251 (B) 98.1mc 7.6kw	(WJBO, AM Affiliate)			
		WLCS	910 1,000 DA-1	Air Waves Inc. 204 North St. 2-4411	ABC Rambeau	Norman Saurage, p Lamar Simmons, vp, gm Olas F. Olsen, slm	Herman E. Nelson Jr., pd, pmm, nd
		WLCS-FM	Ch. 266 (B) 101.1mc 2.6kw				
		WXOK	1260 1,000-D	WXOK Inc. 243 Convention St. 4-7604	Forjee	Jules Paglin, co-o Stanley Ray Jr., co-o Tommy McGuire, gm	Lucille J. Pollack, pd Noel Walter, ce Bert Winder, nd

Data corrected to Dec. 15, 1955. If executives or services for FM are same as AM affiliate, names are not repeated. FM's in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Directional Antenna, day only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

BOGALUSA*(Washington Parish)*

WHXY 1954	920 1,000-D	Bogalusa Bestg. Corp. P. O. Box 689 Republic 2-4254	Dixie Bestg. Sys. Clark	Charles W. Holt, p Robert N. Robinson, vp, gm Bill Stewart, sm	Dan Franklin, pd Vernon D. Jones, ce	Ed Cummins, nd, fd, sd, wd
WKIC 1947	1490 250	Curt Siegelin, Administrator, Estate of Dorothy Moss Siegelin, Deceased. 607 Rio Grande St. Republic 5-1355	KBS	Curt Siegelin, adm, gm John H. Knight, cm, fd	Delos Knight Jr., pd, sd Vernon Jones, ce	Lacy Richardson, nd

COVINGTON*(St. Tammany Parish)*

WARB 1953	730 250-D	A. R. Blossman Inc.	KBS	David C. Blossman, p, gm	Mark D. Ray, cm	Vernon E. Dudley, ce
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CROWLEY*(Arcadia Parish)*

KSIG 1947	1450 250	KSIG Bestg. Co. P. O. Drawer 228 1450	Clark	Hirsch J. Scholl, p Louis M. Basso, gm Ninfa G. Guidry, cm	Boyce J. Trahan, pd W. H. Bland, ce Alden C. Sonnier, nd, fd	Edmond M. Keim, sd Mary Grace M. John, wd
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DE RIDDER*(Beauregard Parish)*

KDLA 1950	1010 1,000-D	Sabine Bestg. Co. P. O. Box 46 7600	KBS	Cyril W. Reddoch, ptr John E. McCrary, ptr Ralph L. Hooks, gm, cm	Ted Thompson, pd, ce Winsett Reddoch, pmm Bill Tracy, nd, sd	Gerald Reddoch, fd Clarice Ann Hooks, wd
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EUNICE*(St. Landry Parish)*

KEUN 1952	1490 250	Tri-Parish Bestg. Co. Inc. 3041	MBS	Vincent Riehl, p John A. Chauvin, gm, sd	Terrell McCrory, cm Karl Derouen, pd, wd	Henry Baham, ce J. R. Janot, fd
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GOLDEN MEADOW*(Lafourche Parish)*

KLFT 1955	1600 500-D	Leo J. Theriot Theriot Bldg. 5-5165	Best	Leo J. Theriot, p, gm H. Earl Herron, sm, pd, ce S. R. Vidrine, cm, pmm	Katherine Richardelle, nd Dudley Bernard, fd	Jerry Chatagnier, sd Lois Pitre, wd
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HAMMOND*(Tangipahoa Parish)*

WFPR 1947	1400 250	Louisiana Bcstrs. P. O. Box 432 960	KBS	Cyril W. Reddoch, co-o, gm	Ralph L. Hooks, co-o	Wayne L. Sanders, cm, sm
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HOMER*(Claiborne Parish)*

KVHL (CP)	1320 1,000-D	Claiborne Bestg. Corp. c/o W. M. Bigley Radio Station KVMA Magnolia, Ark.		Frank Harkness, p		
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HOUMA*(Terrebonne Parish)*

KCIL 1948	1490 250	KCIL Inc. P. O. Box 1031 6828	NBC KBS Indie	Denver T. Brannen, p Evan H. Hughes, sm, nd Les Ryder, cm	Virginia Ryder, pd, wd Ken Rogers, pmm T. J. Chancey, ce	John Scott, nd, sd Milton David, fd
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JENNINGS*(Jeff Davis Parish)*

KJEF 1950	1290 500 DA-N	Jennings Bestg. Co. 1521 Lake Arthur Ave. 1155	MBS KBS	Clovis L. Bailey, p, gm, ce	Jerry Dugas, cm	Jackie Todd, wd
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LAFAYETTE*(Lafayette Parish)*

KLFY 1950	1420 1,000-D 500-N DA-N	Camellia Bestg. Co. Box 398 8-9494	ABC Louisiana Rambeau	Paul H. DeClouet, p William A. Patton, gm	J. W. Corcoran, cm Bob Castellon, pd, nd	Fred Hebert, ce
KVOL 1935	1330 1,000 DA-N	Evangeline Bestg. Co. 519 S. Buchanan Center 4-5151	NBC Meeker	George H. Thomas, gm Evan H. Hughes, sm, nd Thomas G. Pears, cm	Betty Jane Arceneaux, pmm Louis P. Pilcher, ce Don Fischer, sd	Al Terry, fd Jo Elyn Chambers, wd
KVOL-FM 1940	Ch. 241 (B) 96.1mc 15kw					

LAKE CHARLES*(Calcasieu Parish)*

KAOK 1947	1400 250	KAOK Inc. 1 Mill St. Hemlock 6-7541	MBS Forjoe	Jules Pagley, p Stanley Ray, sec-treas Thomas A. Gresham, vp co-mgr, cm	Roy K. Rhodes, co-mgr, pd, nd, sd Walter Jones, ce	Jim Lester, fd Virginia Morgan, wd
KLou 1947	1580 1,000 DA-1	Gulf Bestg. Co. P. O. Box 975 Hemlock 6-7277	Pearson	G. T. Owen, p Bob Earl, vp Roger S. Davison, gm	Harry E. Cook, slm John Carlson, pd, pmm, nd	Harry Adrian, ce Keith Ryan, sd
KPLC 1935	1470 5,000-D 1,000-N DA-N	Calcasieu Bestg. Co. P. O. Box 1521 Hemlock 9-2713	NBC Louisiana Net. Weed	T. B. Lanford, p David Wilson, gm R. L. White, cm	A. B. Craft, pd, ce Nita Wilburn, pmm Joe Keith, nd	Jack Jackson, fd Sam Tarleton, sd Verna Eady, wd

MANSFIELD*(DeSoto Parish)*

KDBC 1954	1360 1,000-D	DeSoto Bestg. Corp. P. O. Drawer 740 1360	Louisiana State Net.	H. E. Sewell, p Arthur L. Greene, gm, cm, pd, pmm, sd	Boyd Allinson, ce Don Haynes, nd	R. U. Johnson, fd
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MARKSVILLE*(Avoyelles Parish)*

KAPB 1954	1370 1,000-D	Avoyelles Bestg. Corp. 204 E. Mark St. 7206	MBS KBS	W. L. Billups, p Chester J. Coco, evp Dave Chapman, gm, pd	Willie J. Bordeion, cm Katherine Ducote, pmm Donald Bordeion, ce	Kermit Ducote, fd Blanche Swan, wd
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MINDEN*(Webster Parish)*

KAPK 1952	1240 100	Parish Bestg. Corp. Lakeview Dr. 2940		Martin Kirsch Jr., p, gm M. E. Brown, asst mgr	Billy Hyatt, ce Jim Blanchard, nd	Howard McKenney, sd Billy Sue Bryant, wd
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City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations
MONROE (Ouachita Parish)					
KLIC 1950	1230 250	Dr. Frank P. Cerniglia Bernhardt Bldg. 3-4617	MBS	Dr. Frank P. Cerniglia, p, gm, pmm Lou Swanson, cm	Mary Ruth Gates, pd Lee Small, ce Bob Jacobs, nd Carl Livingston, sd
KMLB 1930	1440 5,000-D 1,000-N DA-N	Liner's Bestg. Station Inc. Frances Hotel 7161	ABC NBC Pearson	Mrs. R. W. Gaston, p Charles Price, vp, gm	J. C. Liner III, cm, pmm J. R. Plaisance, pd O. L. Morgan, ce Laurence Gibbs, nd, sd
KMLB-FM 1947	Ch. 281 (B) 104.1mc 17kw				
KNOE 1944	1390 5,000	James A. Noe KNOE Rd. 8155	H-R Reps.	James A. Noe, p Paul Goldman, gm Allen Hundley, radio m Bill Enis, pd, pmm, co-nd	Jack Ratliff, ce Mac Ward, co-nd J. J. Joyce Jr., fd Hugh Coburn, co-sd Harry Arthur, co-sd Dixie Ware, wd
KNOE-TV	DA-N				
MORGAN CITY (St. Mary Parish)					
KMRC 1954	1430 500-D	Tri City Bestg. Inc. P. O. Box 889 2011	KBS	Warren J. Fortier, p Earl Wooton, gm	Ben W. Walker, ce Irene Davis, wd
NATCHITOCHEES (Natchitoches Parish)					
KNOC 1947	1450 250	Natchitoches Bestg. Co. Box 232	KBS	B. Hillman Bailey Jr., p, gm & ce	Norman A. Fletcher, cm & pd Don Lyons, pmm Dwayne Murphy, fd Nelda Eyer, wd
NEW IBERIA (Iberia Parish)					
KANE 1946	1240 250	New Iberia Bestg. Co. P. O. Box 383 Emerson 9-6726	ABC KBS	George H. Thomas, ptrn Dierrell Hamm, gm	Donald Bonin, cm, sd Charles Malone, pd, nd Myrle Case, ce
KVIM 1951	1360 1,000-D	Queen City Bestg. Co. P. O. Box 50 2-5826		Paul M. Cochran, p John H. Coco, gm, sd A. J. Guerin, cm	Lou Barrilleaux, pd Eldridge White, ce Charlie Price, nd B. Romero, fd June Richard, wd
NEW ORLEANS (Orleans Parish)					
WBOK 1951	800 1,000-D DA-D	WBOK Inc. 505 Baronne Tulane 5363	Forjoe	Stanley W. Ray Jr., co-o, gm Jules J. Paglin, co-o Ed Prendergast, sm	Fred Schwarz, cm Dave Schaeffer, pd, pmm John Rhode, ce Tom Hicks, vp, prog mgr Marion Annenberg, pmm Lindsey Riddle, ce Hardin Smith, nd, fd Yvonne Melancon, wd
WDSU 1923	1280 5,000	WDSU Bestg. Corp. 520 Royal St. Tulane 4371	NBC Blair	Edgar B. Stern Jr., p Robert D. Swezy, evp, gm A. Louis Read, vp, cm	Bill Monroe, nd Mel Leavitt, sd
WDSU-TV 1948	DA-1 Ch. 287 (B) 105.3mc 2.95kw				
WJBW 1926	1230 250	Louise C. Carlson Inc. Cigali Bldg. Magnolia 3488		Louise C. Carlson, p, gm Edward C. Carlson, asst gm James E. Gordon, cm, pmm	Charles Norris, ce John Nickols, nd Harry Nigocia, fd Robert Jeffers, pmm Jack Petrik, ce Cliff Roberts, nd Mark Hepler, sd Harold Gomez, wd
WJMR 1946	990 250-D	Supreme Bestg. Co. 1500 Canal St. Canal 0356	Bolling	Chester F. Owens, p George A. Mayoral, vp, gm, cm C. Aubrey Moore, pd	Clarence Hamann, fd Buster Clesi, sd Nancy Taylor, wd
WJMR-TV					
WRCM (FM) 1945	Ch. 246 (B) 97.1mc 5.9kw	(WJMR affiliate)			
WMRY 1950	600 500-D (CP-1,000-D)	Southland Bestg. Co. 2107 Dryades St. Tulane 4941	Gill-Perna	Lester Kamin, p Mort Silverman, gm, cm	Larry McKinley, pd, nd, sd Marion Owen, pmm Samuel Perkins, ce Lucille Horne, wd
WNOE 1925	1060 50,000-D 5,000-N DA-2	James A. Noe St. Charles Hotel Express 2173	H-R Reps.	James A. Noe, o, p Steve French, vp, gm	Bill Stewart, asst mgr, pd A. J. Bourgeois, ce

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jingles that sell,
Sell, SELL!**



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BIG AUDIENCES and
BIG BUSINESS!**

NEW ORLEANS (Cont.)

WSMB 1925	1350 5,000 DA-N	WSMB Inc. Maison Blanche Bldg. Magnolia 5921	ABC Avery-Knodel	Henry G. Plitt, p John R. O'Meallie, vp, gm Dennis V. Donegan, cm	Marshall Pearce, pd, nd Eldon Durand, pmm	Harold G. Nebe, ce Scott Muni, sd
WTIX 1953	1450 250	Mid-Continent Bcstg. Co. 624 Canal St. Magnolia 3562	Young	Todd Storz, p Fred Berthelson, vp, gm, cm Donald A. Loughnane, pd Bill Armstrong, pmm	Dale L. Moudy, vp, eng dir Morris E. Jones, ce Orville Carson Rennie, prod mgr	Larry Wilson, sp events dir Jimmy Steele, nd John Barrett, sd Patricia Gantt, wd Martin Burke, pmm
WTPS 1948	940 1,000-D 500-N DA-N	Times Picayune Pub- lishing Co. 615 Howard Ave. Canal 5561	MBS Branham	John F. Tims, p Henry F. Wehrmann, gm	Ken Elliott, pd	Harrison C. Mondy, ce
WWEZ 1947	690 5,000 DA-2	WWEZ Radio Inc. Hotel New Orleans Canal 3521	KBS Radio-Tv Reps.	A. L. Chilton, p J. A. Oswald, gm, cm	E. M. Hoerner, pd J. D. Bloom, ce George Shannon, fd Charles A. Schmid, pd	W. J. Brengel, sd Jill Jackson, wd James H. Hilbun, ce
WWL 1922	870 50,000 DA-1	Loyola University Roosevelt Hotel Raymond 2194	CBS Katz	Rev. Patrick W. Donnelly, p W. H. Summerville, gm L. N. Baird, cm		
WWMT (FM) 1954	Ch. 239 (B) 93.7mc 481kw	Fidelity Bcstg. Inc. 2031 St. Charles Ave. Raymond 5904		George R. Montgomery, p, gm		

OAKDALE
(Allen Parish)

KREH 1953	900 250-D	Louisiana Bcstg. Service P. O. Box 571 900	KBS	Cyril W. Reddoch, co-o	Ralph L. Hooks, co-o, gm	Mel Bennett, cm, sm
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OPELOUSAS
(St. Landry Parish)

KSLO 1947	1230 250	KSLO Bcstg. Co. P. O. Box 392 2633	ABC KBS Sears & Ayer	W. E. Jones, p, gm A. E. Reed Jr., cm	Wandell Allegood, pd, sd Rita Valin, pmm, wd	R. M. Cole, ce Floyd Cormier, nd, fd
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RUSTON
(Lincoln Parish)

KRUS 1947	1490 250	Clarence E. Faulk Jr. Railroad Ave. 1490	KBS Best	Clarence E. Faulk Jr., p	Kenneth L. Whitaker, gm	
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SHREVEPORT
(Caddo Parish)

KANV 1954	1050 250-D	Northwest Louisiana Bcstg. Corp. P. O. Box 3611 2-3122	Dora-Clayton United Bcstg.	Travis T. Halley, p Glenn V. Wilson, gm, cm Doris F. Nargassans, pd, pmm	Carl Goulden, ce Brown E. Moore, nd Thomas Howard, fd	Ernest Miller, sd Mary Esther Brown, wd
KCIJ 1950	980 5,000-D	Southland Bcstg. Co. 205 Milam St. 4-6681	Young Brown	John H. Pace, gm & cm		

195% ← **WTIX**

Does your New Orleans data agree?
If it doesn't, it's out of date!

"WTIX IS FIRST"
Says HOOPER*—MORNING & AFTERNOON

This is the station which has changed the whole complexion of New Orleans radio listening practically overnight. Eleventh among eleven stations just 30 months ago, WTIX went to first place in just 10 months—and now is perched atop the market in all-day average audience. What does it? The Mid-Continent formula—with its ideas, excitement, programming. Call Adam J. Young, Jr., or WTIX General Manager Fred Berthelson.

*latest available

195%	"a" 17.1%	"b" 11.9%	"c" 10.4%	"d" 10.2%	"e" 7.0%	"f" 6.8%	"g" 6.0%	"h" 4.7%	"i" 4.6%	"j" 2.6%
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MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

WHB, Kansas City — Represented by John Blair & Co.
KOWH, Omaha — Represented by H-R Reps, Inc.
WTIX, New Orleans — Represented by Adam J. Young, Jr.

LOUISIANA

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations
SHREVEPORT (Cont.)						
KENT 1947	1550 1,000-D 500-N DA-N	Frank H. Ford 311 Milam Bldg. 3-3681	MBS Pearson	Frank H. Ford, o Frank H. Ford Jr., gm, cm William F. Ford, sim	Irv Zeidman, pd, sd Bill Monroe, pmm	L. J. Carlson, ce Bob Shipley, nd
KJOE 1954	1480 1,000-D	Audiocasting Inc. 507 Spring St. 2-0732	Forjoe	Joe Monroe, p, gm Homer H. Odom, cm	Bobby Ward, pmm Jim Gilmore, ce	Doug Way, nd, sd Dolloye Lloyd, wd
KRMD 1928	1340 250	Radio Station KRMD P. O. Box 1712 3-6171	ABC Louisiana Net. Weed	T. B. Lanford, p W. L. Switzer, gm, cm Elizabeth A. Roberts, pd	Don R. Runyon, ce Fred Walters, nd	Neal Dry, fd E. R. Bernstein, sd
KRMD-FM 1949	Ch. 266 (B) 101.1mc 11.8kw					
KTBS 1922	710 10,000-D	KTBS Inc. 312 E. Kings Hwy. 7-3644	NBC Texas Quality Net. Petry	E. Newton Wray, p, gm Michael A. Roppolo Jr., sm Joe B. Foster, cm	Mary Lou O'Brien, pmm C. H. Maddox, ce Nick Gearhart, nd	Glenn Dunkel, fd Jay Harmon, sd
KTBS-TV 1952	Ch. 243 (B) 96.5mc 14kw					
KWKH 1925	1130 50,000 DA-N	International Bcstg. Corp. P. O. Box 1387 2-8711	CBS Branham	William H. Bronson, p Henry B. Clay, evp, gm F. A. Watkins Jr., cm Horace Logan, pd	James T. Briggs, pmm W. E. Antony, tech dir O. S. Droke, ce	Reid Collins, nd Jack Timmons, fd Jack Fisher, sd
KWKH-FM 1948	Ch. 233 (B) 94.5mc 13.5mc					
SPRINGHILL (Webster Parish)						
KBSF 1954	1460 1,000-D	Springhill Bcstg. Co. P. O. Box 614 669	KBS	Roy M. Fish, p Johnnie K. Hill, gm Merle Kilgore, pd	Robert R. Wainwright, ce, nd Don Burford, fd	Howard Gene Clark sd Betty J. Whitlow, wd
SULPHUR (Calcasieu Parish)						
KSUL 1955	1310 500-D DA-D	Southern Bcstg. Co. P. O. Box 895 Jackson 7-5266	KBS	J. A. West Jr., co Al Tremble, gm	Royce Johnson, pd, nd James A. Robinson, ce	George Thompson, fd, sd Peggy Petty, wd
TALLULAH (Madison Parish)						
KTLD 1954	1360 500-D	Howard E. Grith Radio KTLD 1360	KBS Best	Howard E. Griffith, p, ce Si Willing, gm, cm	George Mack, pd Bob Storm, nd	Max Mac Donald, fd
THIBODAUX (Lafourche Parish)						
KTIB 1953	630 500-D	Delta Bcstrs. Inc. Lafourche Comet Bldg. 5348	Louisiana Net. Paschall Brown	Ferd H. Block, p Don L. Gatz, gm, ce Ray Saadi, cm, pmm	Roy J. Hill, pd, nd Leroy Martin, fd	Jim Owens, sd Marie Bergeron, wd

Data corrected to Dec. 15, 1955. If executives or services for FM are same as AM affiliate, names are not repeated.
 FM's in *italic*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

EDWARD PETRY & CO., INC.

NEW YORK CHICAGO ATLANTA DETROIT
 LOS ANGELES ST. LOUIS SAN FRANCISCO

RATINGS

HOOPER

Jan. - Feb., 1955

K-JOE LEADS

90 quarter hours
per week, Monday
through Sunday

PULSE

May - June, 1955

K-JOE LEADS

80 quarter hours
per week, Monday
through Sunday

74.6% OF THE ENTIRE BUYING
POWER IN THE SURROUNDING
TEN COUNTY AREA IS WITHIN
20 MILES OF OUR TRANSMITTER.

BEYOND THIS AREA, OTHER
MARKETS ARE DOMINATED
BY STATIONS LOCATED THERE



... tell the latest
SHREVEPORT, LA., story

KJOE

Popular Music, News and Personalities
Cover this Rich 10 County Market

OVER 480,000 POPULATION
OVER 124,000 RADIO HOMES
OVER \$375,000,000 RETAIL SALES

AT LOWEST COST
PER 1,000 RADIO HOMES

RATES PER MINUTE

K-JOE	Station X	Station Y
\$7.00	\$22.00	\$13.25

KJOE

1000 WATTS DAYTIME
NON-DIRECTIONAL

Joe Monroe, Pres. & Gen. Mgr.
507 Spring St., Shreveport, La.



SHREVEPORT'S
NUMBER ONE
LOCAL STATION

Rep:
FOR JOE
for K-JOE
of "cuss"

LOUISIANA

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
VILLE PLATTE (<i>Evangeline Parish</i>)							
KVPI	1953	1050 250-D	Ville Platte Bcstg. Co. Evangeline Bank Bldg. 5888		Lionel B. Deville, p Chris T. Duplechain, gm, cm, pd, pmm	J. L. Sylvester, ce, nd Bootsy Cappell, fd, sd	Henrietta D. Freeman, wd
WEST MONROE (<i>Ouachita Parish</i>)							
KUZN	(CP)	1310 1,000-D	Howard E. Griffith 3708 De Siard St.		Howard E. Griffith, o		
WHITE CASTLE (<i>Iberville Parish</i>)							
KEVL	1955	1590 1,000-D	Big League Bcstg. Co. c/o Mrs. Elayn Hunt Reywood Bldg. Baton Rouge, La.		William C. Lee Jr., p		
WINNFIELD (<i>Winn Parish</i>)							
KVCL	1955	1270 1,000-D	Southern Bcstg. Co. P. O. Box 548 5822		James A. West Jr., ptrn Elgie M. Risinger, ptrn	Delvin R. White, ptrn William G. Darland Jr., gm, cm	Charles Christie, pd

MAINE

MARKET DATA BY COUNTIES

County	Population 1950	Radio		Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Passenger Cars 1954	County	Population 1950	Radio		Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Passenger Cars 1954
		Families July 1955	Retail Sales 1954(\$000)						Families July 1955	Retail Sales 1954(\$000)			
Androscoggin	83,594	24,000	\$96,038	\$28,089	\$1,947	*239,404	Piscataquis	18,617	5,200	14,343	4,584	530	
Aroostook	96,039	23,500	98,959	26,156	2,189		Sagadahoc	20,911	6,100	15,904	6,199	341	
Cumberland	169,201	49,900	208,429	61,027	5,605		Somerset	39,785	10,900	28,067	9,722	787	
Franklin	20,632	5,600	17,256	5,518	411		Waldo	21,687	6,100	14,444	4,535	261	
Hancock	32,105	9,700	26,245	10,092	467		Washington	35,187	9,600	22,732	7,921	620	
Kennebec	83,881	23,000	84,841	23,793	2,043		York	93,541	26,900	77,426	27,786	2,136	
Knox	28,121	8,500	27,745	8,407	563		* State wide total.						
Lincoln	18,004	5,200	18,493	5,675	256		Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction uncensored; automobiles supplied by state.						
Oxford	44,221	11,800	34,065	12,116	897								
Penobscot	108,198	28,800	120,602	31,212	2,738								

DIRECTORY OF AM AND FM STATIONS

AUGUSTA

(*Kennebec County*)

WFAU
1946 1340
250

Twin City Bcstg. Co.
160 Bangor St.
Mayfair 3-3878

MBS
Yankee
O'Connell
Borgatti

Faust Couture, p
Norman G. Gallant, gm
Harry Simons, cm

Mona Toothaker, pd
Gregory Evans, pmm
Joseph Roy, sup eng

James Shaw, nd
Louis Ochmanski, sd
Catherine Rice, wd

WRDO
1932 1400
250

WRDO Inc.
175 Water St.
Mayfair 3-4735

NBC
Weed

Adeline B. Rines, p
Donald K. Powers, gm, cm
Leslie R. Hubley, pd, pmm

Harold T. Dinsmore, ce
Lawrence Geraghty, nd
Linwood Brofee, fd

Donald McWilliams, sd
Dorothy M. Campbell, wd

BANGOR

(*Penobscot County*)

WABI
1924 910
5,000
WABI-TV DA-N

Community Bcstg.
Service
57 State St.
6446

ABC
MBS
Yankee
Hollingbery

Horace A. Hildreth, p
Leon P. Gorman Jr., vp, gm
Donald Knowles, loc cm
John MacRae, pd

Pamela Dill, pmm
Walter L. Dickson, ce
Ralph Hunt, nd

John Manchester, fd
Paul Dugas, sd
Jeanne DuMont, wd

WGUY
1947 1230
250

Bangor Bcstg. Corp.
26 Central St.
7354

CBS
Lobster Net.
Everett-McKinney
Borgatti

Sherwood J. Tarlow, p
Arthur D. Stamler, gm, pmm
Nicholas A. Bell, cm

Kenneth A. Manley, pd
Donald H. Sylvia, ce
George Fennell, nd

Neil Mack, fd
Philip E. Wolley, sd
Dorothy Ramsdell, wd

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



TOGETHER OR SEPARATELY
MeBS STATIONS DO THE JOB BETTER



For all-Maine advertising coverage, use

THE MAINE BROADCASTING SYSTEM

First Maine regional network—three NBC affiliates
Serves more than 220,000 families—all counties
The only Maine network regularly programmed as group
One contract covers for three stations
Reaches more families at lower cost

Represented by Weed & Company



WCSH
Portland

WRDO
Augusta

WLBZ
Bangor



WLBZ
1926
620
5,000
DA-N

Maine Bcstg. Co.
100 Main St.
2-4666

NBC
New England
Regional Net.
Maine Bcstg. Sys.
Weed

Adeline Rines, p
Edward E. Guernsey, gm
Gordon Kelley, cm

Irving Hunter, pd
John Wibby, cc
William Mincher, nd

Jake Brofee, fd
Eddie Owen, sd
Laurel Norris, wd

BIDDEFORD
(York County)

WIDE
1948
1400
250

Biddeford Bcstg. Corp.
234 Main St.
4-4566

MBS
Yankee
Raymer

Victor C. Diehm, co-o
Arthur Deters, p, gm, cc

Carl Swanson, cm
Tom Lummis, pd

William Petit, nd, sd

BRUNSWICK
(Cumberland County)

WCME
1955
900
250-D

Westminster Bcstg. Co.
P. O. Box 179

Roger H. Strawbridge, p

HOULTON
(Aroostock County)

WAEM
1950
1340
250

Aroostock Bcstg. Corp.
1340 N. Road
2257

MBS, KBS
Yankee
Maine Bcstg. Sys.
Webb

Harry E. Umphrey, p
Harold D. Glidden, gm

Ted Coffin, cm, pd, pmm
R. W. McIntosh, ce

Dewey DeWitt, sd

LEWISTON
(Androscoggin County)

WCOU
1938
1240
250

Twin City Bcstg. Co.
223 Lisbon St.
4-6921

MBS
Yankee-Lobster
O'Connell
Borgatti
Holman

Faust Couture, p
John C. Libby, gm, sd
Oscar Normand, cm

Annette Howaniec, pd
Carl P. Rounds, ce
Don Roberts, nd

Harold Alberghini, fd
Meredith Jordan, wd

WCOU-FM
1948
Ch. 230 (B)
93.9mc
13.7kw

WLAM
1947
5,000
DA-1

Lewiston-Auburn
Bcstg. Corp.
129 Lisbon St.
4-5401

ABC
Everett-McKinney
Kettell-Carter
L. F. O'Connell

Elden H. Shute Jr., p
Frank S. Hoy, gm
Romeo E. Sansoucy, cm

Harold W. Dutch, pd
F. Parker Hoy, pmm
Henry G. Root, ce

Frederick Gage, nd
Richard Gove, sd
Sonia Forgue, wd

PORTLAND
(Cumberland County)

WCSH
1925
970
5,000
DA-N

Main Radio & Tv Co.
157 High St.
Spruce 2-0181

NBC
New England
Regional Net.
Weed

Adeline B. Rines, p
William H. Rines, mgng dir
Albert W. Smith, cm
Arthur Owens, opr dir

Ray Mercier, pd
Linwood T. Pitman, pmm
Charles R. Brown, ce
Philip N. Johnson, nd

Linwood H. Brofee, fd
Don MacWilliams, sd
Agnes Gibbs, wd

WGAN
1938
560
5,000
DA-1

Guy Gannett Bcstg.
Services
390 Congress St.
Spruce 2-4661

CBS
Avery-Knodel
Foster

Jean Gannett Williams, p
Creighton E. Gatchell, vp, gm
Francis H. Farnum Jr., sm,
pd

Robert W. Jennings, cm
Virginia K. Stimson, pmm
Roger W. Hodgkins, ce
Nunmi Casavola, nd

George Hunter, fd
Linn Wells, sd
Jane C. Lauten, wd

WPOR
1946
1490
250
WMTW (TV)

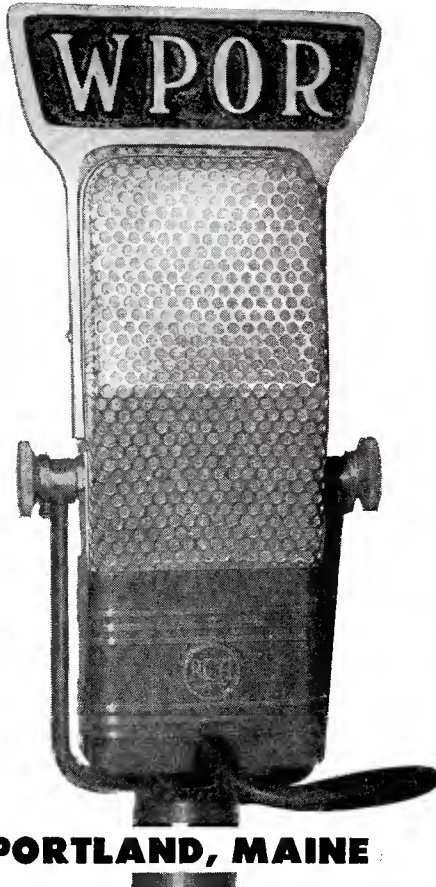
Oliver Bcstg. Corp.
477 Congress St.
Spruce 3-8111

ABC, MBS
Yankee
Lobster
Hollingbery
Kettell-Carter

Harold H. Meyer, p, gm
William J. Mullen, natl slm
Henry Jordan, loc slm

Robert O'Wril, pd, nd
Aileen Tuck, pmm
Thomas F. Conneen, ce

Howie Leonard, sd
Martha Standish, wd



WPOR is not Portland's only station . . . but

It's the *only* station in Portland where radio is not a secondary operation. It's the *only* station in Portland that *features* Music, News and Sports. It's the *only* station in Portland that raked up 15 quarter hour firsts out of 24 tested in a recent Survey. It's the *only* station in Portland that doesn't claim or charge you for questionable coverage outside the greater Portland market . . .

And it's the *only* station in Portland that can truthfully say,

***“Portland's favorite station” —
ask anyone!***

Represented by George P. Hollingbery. Boston—Kettell-Carter

AMERICAN • YANKEE • MUTUAL • DOWNEAST

PORTLAND, MAINE

PRESQUE ISLE
(Aroostock County)

WAGM 1931	1450 250	Aroostock Bcstg. Co. 489 Main St. 8821	MBS Yankee Net. Maine Bcstg. Sys. Webb	Harry Umphrey, p Harold D. Glidden, gm	Dick Marshall, cm, pd Lester E. Hughes, ce	Dick Meyer, nd, fd Dewey Dewitt, sd
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ROCKLAND
(Knox County)

WRKD 1952	1450 250	Knox Bcstg. Co. 493 Main St. 1600	ABC O'Connell Borgatti Holman	Carleton D. Brown, p Paul R. Huber, gm V. B. Crockett, cm	Alford M. Thurlow, ce Raymond Gross, nd, sd	Frank Knight, fd Marian Laine, wd
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RUMFORD
(Oxford County)

WRUM 1953	790 1,000-D	Rumord Bcstg. Co. 89 Congress St. 1057	Lobster O'Connell Borgatti	Melvin L. Stone, p, nd Kenneth J. Ellis, gm, sd George B. Cunningham, cm	Harold Andrews, pd, fd John Dalton, pmm	Edward J. Tremblay, ce Eileen Moore, wd
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SKOWHEGAN
(Somerset County)

WGHM (CP)	1150 1,000-D	Pineland Bcstg. Co. 61 Water St.	Lobster O'Connell Borgatti	Melvin L. Stone, p	Edward J. Tremblay, gm	Harold Andrews, pd
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SOUTH PARIS
(Oxford County)

WKTQ 1955	1450 250	Oxford Bcstg. Co. Alpine St. 1061		Gerald T. Higgins, p, cm Elden H. Shute Jr., vp Dick Dean, pd	Louise Keith, pmm Howard Grover, ce Denny Shute, nd	Jack Quinn III, sd Jane Draper, wd
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WATERVILLE
(Kennebec County)

WTVL 1946	1490 250	Kennebec Bcstg. Co. 36 Silver St. TR 3-3311	ABC Lobster O'Connell	Carleton D. Brown, p, cm Harold L. Vigue, cm Fred Preble, pd	Ken Chase, pmm, fd Don Sutherland, ce Paul McClay, nd	Hugh Rawlinson, sd Evalyn Paige, wd
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MARYLAND

MARKET DATA BY COUNTIES

County	Population 1950	Radio		Passenger				County	Population 1950	Radio		Passenger			
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954-55	Families July 1955			Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954-55		
Allegany	89,556	25,500	\$72,602	\$22,469	\$2,287	21,832	Montgomery	164,401	56,700	236,274	55,153	6,263	84,449		
Anne Arundel	117,392	33,700	91,626	30,881	3,159	38,904	Prince Georges	194,182	66,000	154,138	57,838	5,529	82,974		
Baltimore	1,219,961*	364,100	1,449,014	391,562	50,699	328,171	Queen Annes	14,579	3,900	14,309	4,224	262	4,414		
Calvert	12,100	2,900	7,032	1,963	102	3,666	St. Marys	29,111	7,300	23,405	8,622	251	6,755		
Caroline	18,234	5,200	21,658	4,048	403	5,977	Somerset	20,745	5,400	14,710	4,070	310	4,503		
Carroll	44,907	11,700	43,253	8,675	1,007	15,367	Talbot	19,428	5,900	33,110	6,758	1,276	6,684		
Cecil	33,356	9,000	38,676	13,210	552	11,209	Washington	78,886	22,900	77,438	21,338	2,008	25,325		
Charles	23,415	5,400	23,170	5,759	302	7,503	Wilcomico	39,641	12,000	54,647	10,045	1,042	13,195		
Dorchester	27,815	7,500	20,156	5,967	424	7,931	Worcester	23,148	6,800	42,653	6,915	627	6,612		
Frederick	62,287	17,700	55,482	13,150	1,265	19,665	* Independent city of Baltimore combined with Baltimore County.								
Garrett	21,259	4,800	14,852	3,304	244	4,728									
Harford	51,782	15,700	56,971	15,394	1,259	18,712									
Howard	23,119	6,500	16,250	3,323	421	8,290									
Kent	13,677	3,800	16,714	4,495	394	4,546									

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

DIRECTORY OF AM AND FM STATIONS

ANNAPOLIS

(Anne Arundel County)									
WANN 1947	1190 1,000-D	Annapolis Bcstg. Corp. P. O. Box 749 Colonial 3-2500	Pearson Dora-Clayton	Morris H. Blum, p, gm					
WASL 1946	810 250-D	Chesapeake Radio Corp. Truxton Heights Colonial 3-9211		Robert L. Blalock, p Patrick W. Larkin, gm, cm Jack Lehman, pd	Joseph P. Raymond, pmm Joseph H. Griscom, ce William Earle, nd, fd	Robert J. Bennett, sd Muriel E. Blalock, wd			
WNAV 1948	1430 1,000 DA-N	Capital Bcstg. Co. P. O. Box 829 Colonial 3-2639	Forjoe	Albert H. MacCarthy, p Malcolm A. Campbell Jr., m, sd	Earl Salmon, cm Elizabeth Straubel, pd, wd Alan Laffter, ce	Bill W. Fillingham, asst mgr fd Mike James, nd			
WNAV-FM 1948	Ch. 256 (B) 99.1mc 16.6kw								

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

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

**1st with
timely
selling ideas!**

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BALTIMORE

(Baltimore County)

WYBE 1955		(See Dundalk listing)				
WBAL 1925	1090 50,000 DA-N	Hearst Corp. 2610 N. Charles St. Hopkins 7-3000	NBC Christal	Charles B. McCabe, vp, exec dir D. L. Provost, vp, gm Leslie H. Peard Jr., sm John T. Wilner, eng'g vp George E. Hull, p H. Shelton Earp Jr., gm, cm	William N. Rock, pd Alfred Burk, sm F. W. Cardall, bus m Thomas J. White Jr., nd Thomas O'Connor, pd, fd Leo W. Karns, ce	Conway Robinson, fd Mollie Martin, wd Joseph M. Croghan, wd William C. Bareham, ce George Bauman, nd, sd Polly Dorsey, wd
WBMD 1947	750 1,000-D	Key Bcstg. Corp. 879 Park Ave. Mulberry 5-7095				
WCAO 1922	600 5,000 DA-1	Monumental Radio Co. 1102 N. Charles St. (1) Mulberry 5-0600	CBS Raymer	L. Waters Milbourne, p, gm Robert M. Richmond, cm, pmm	George L. Filling, pd Martin L. Jones, ce William F. Conhurst, nd	Roger Griswold, sd Jean McLane, co-wd Lynn Carroll, co-wd
WCAO-FM 1948	Ch. 274 (B) 102.7mc 20kw					
WCBM 1924	680 10,000-D 5,000-N DA-2	Baltimore Bcstg. Corp. North & Harford Aves. Belmont 5-8400	MBS Boiling	John Elmer, o, p George H. Roeder, evp, gm John K. Healy, cm	Charles A. Roeder, pd, nd Newell Warner, pmm G. Porter Houston, ce	Edward Fenton, sd Jacqueline Soble, wd
WEBB 1955		(See Dundalk listing)				
WFBR 1922	1300 5,000 DA-1	Baltimore Radio Show Inc. 10 E. North Ave. (2) Mulberry 5-1300	ABC Blair	Robert S. Maslin Jr., p Robert B. Jones Jr., vp, gm W. Dudley Tichenor, asst gm, sis dir	W. Bert Hanauer, pd Jean L. Mowbray, pmm William Q. Ranft, ce	Lou Corbin, nd Bill LaFevre, sd Helen K. Neel, wd
WITH 1941	1230 250	Maryland Bcstg. Co. 7 E. Lexington St. Lexington 9-7808	Forjoe	Thomas G. Tinsley Jr., p R. C. Embry, gm, pmm George Shafter, cm Sam Kravetz, gm	Anna Ray Suter, pd Charles Chalmers, ce Al Hedrick, ce	John Hedeman, nd Joel Chaseman, sd
WITH-FM 1949	Ch. 282 (A) 104.3mc 20kw					
WSID 1947	1010 1,000-D	United Bcstg. Co. of Eastern Maryland Inc. 912 N. Charles St. (1) Saratoga 7-8250	Dora-Clayton Oakes United Bcstg. Co. Snyder	Richard Eaton, p, nd Marvin Mirvis, vp, gm, cm	Helen G. Wherley, pd, pmm, wd	A. A. Snowberger, ce
WTLF (TV) (CP)		WTOW Inc. 25 W. Pennsylvania Ave. Valley 5-9660	Stars Natl.	John S. Booth, p Sam Lawder, mgr, cm, sd Ed Baekey, pd	Alvin Wolf, pmm Sam Hecker, ce	Stan Roberts, nd Virginia Webster, wd
WTOW 1955	1570 1,000-D			Thomas F. McNulty, p, gm Clifford Inman, cm, pd, ce	Anthony B. Hartman, pmm	Nelson Baker, sd
WWIN 1951	1400 250	Belvedere Bcstg. Corp. 1119 N. Charles St. Saratoga 7-3555				

BETHESDA

(Montgomery County)

WGMS 1947		(See Washington, D. C., listing)				
WETV (TV) (CP)						
WUST 1951	1120 250-D	Broadcast Management Inc. 1343 U St., N.W. Washington, D. C. Hobart 2-0011	Forjoe	Harold E. Sheffers, p, gm Jackson Lowe, cm Georgette Leighton, pd	Ruth M. Weaver, pmm, wd Robert T. Blanks, ce	John Drew, nd John Bandy, sd
WUST-FM 1951	Ch. 292 (A) 106.3mc 0.5kw					

CAMBRIDGE

(Dorchester County)

WCEM 1947	1240 250	Shore Bcstg. Co. The Pines 1580	MBS	G. P. Richards, p S. M. Cannon Jr., sm, cm	Bette B. Robbins, pd	Wilson D. Price, ce
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<p style="text-align: center;">In</p> <p style="text-align: center;">Baltimore's</p> <p style="text-align: center;">Metropolitan Area, 1st in sales in Md.</p> <p style="text-align: center;">IT'S</p> <p style="text-align: center;">WSID that gets the bid Baltimore's Favorite Independent</p> <p style="text-align: center;">WSID has more listeners during the entire afternoon period than the COMBINED LISTENING AUDIENCE OF ANY TWO INDEPENDENT STATIONS.</p> <p style="text-align: center;">In Baltimore WSID has more listeners per dollar cost than any other independent station.</p> <p style="text-align: center;">SOON—WSID-TV</p>	<p style="font-size: 4em; font-weight: bold;">U B C</p>	<p style="text-align: center;">CBS</p> <p style="text-align: center;">In</p> <p style="text-align: center;">Hagerstown,</p> <p style="text-align: center;"><i>Capital of Western Maryland</i></p> <p style="text-align: center;"><i>2nd in sales in Md.</i></p> <p style="text-align: center;">IT'S WARK-CBS that leads the entire area</p> <p style="text-align: center;">'Mark WARK' on your list</p> <p style="text-align: center;">Leads any TWO other stations in listening audience according to all surveys available.</p> <p style="text-align: center;">Far more listeners and more value</p> <p style="text-align: center;">Call UBC, 912 N. Charles St. Baltimore, Saratoga 7-8250 or 507 Fifth Ave., N. Y. City, Murray Hill 7-4758</p>
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City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
CUMBERLAND (Allegany County)							
WUCM	1490 1948	250	Tower Realty Co. P. O. Box 360 Parkview 4-5400	CBS Forjoe	Karl F. Steinmann, p Eldred Steinmann, gm, pmm Roy Knotts, cm	James Webster, pd, fd Paul Custer, ce	William Criswell, nd, sd Susan Smith, wd
WUCM-FM	Ch. 27.5 (B) 1948	102.9mc 1.39kw					
WDYK	1230 1949	250	Western Maryland Bcstg. Co. 450 Byrd Ave. Parkview 2-7000	ABC Clark	Richard A. Raese, p Michael Hurst, gm	Floyd V. Cozad, cm Chad Riley, pd, sd	George Sokol Jr., ce
WTBO	1450 1928	250 (CP-950 1,000-D 500-N DA-2)	Cumberland Valley Bcstg. Corp. 31 Frederick St. Parkview 2-6666	NBC Branham	Arthur W. German, p M. Virginia Rosenbaum, gm, wd	Raymond Miller, cm Robert Sosamond, pd, nd	Ralph Wirgman, ce
DUNDALK (Baltimore County)							
WAYE	860 1955	500-D DA-D	Erway Bcstg. Corp. Dunkirk Bldg. Baltimore 22, Md. Atwater 4-3800	KBS Best	Guy S. Erway, p Lee Case, gm Francis I. Roberts, cm	Jack Day, pd Duane Cornett, ce Russ Andrews, nd	John MacClean, sd Meta Marie Wallin, traffic mgr
WEBB	1360 1955	1,000-D DA-D	1360 Bcstg. Co. P. O. Box 26 Mulberry 6-3180	Gill-Perna	Leon Back, p Bentley A. Stecher, gm Waddell Shields, pd	Herb Kenney, pmm Joseph Sporney, ce Milton Macfarland, nd	Frank Graham, fd Buddy Young, sd Maxine Lane, wd
FREDERICK (Frederick County)							
WFMD	930 1936	1,000 DA-N	Monocacy Bcstg. Co. 1 W. 7th St. Monument 3-4181	CBS Meeker	Laurence Leonard, p Roger A. Beane, cm	Eve Leonard, pd Howard C. Fisher, ce	John Zufall, fd
HAGERSTOWN (Washington County)							
WARK	1490 1947	250	United Bcstg. Co. of Western Maryland 128 S. Prospect St. 4500	CBS United Bcstg.	Richard Eaton, p S. E. Phillips, vp, gm Hunter Reams, pd, fd	Richard Collyer, pmm, nd G. Harold Brewer, ce	Terry Hourigan, sd Jean Phillips, wd
WJEJ	1240 1932	250	Hagerstown Bcstg. Co. Franklin Court 2323	ABC MBS Walker	Grover C. Crilley, p, gm Wm. H. Paulsgrove, cm, pmm Robert Leasher, pd	George McIntire, ce Glenn Thomas, nd, sd	George Jennings, fd Betty Andrews, wd
WJEJ-FM	Ch. 28.4 (B) 1947	104.7mc 9.36kw					
HAVRE de GRACE (Harford County)							
WASA	1330 1948	1,000-D	Chesapeake Bcstg. Corp. P. O. Box 97 800		Jason T. Pate, p, gm Charles W. Irwin, cm Howard R. Gray Jr., pd, pmm, nd	Gerald D. Johnson, ce Allen Anderson, sd	Monica Schwarz, wd
LEONARDTOWN (St. Mary's County)							
WK1K	1370 1953	1,000-D	Southern Maryland Bcstrs. Inc Greenwood 5-2211		Charles E. Springer, p, pd, nd, fd, sd	James L. Bittner, gm, ce	William C. Redd, cm, pmm
LEXINGTON PARK (St. Mary's County)							
WPTX	920 1953	500-D	Patuxent Radio Inc. Great Mills 2-1031 KBS	KBS	William J. Thomas, p, gm Sam H. Stonebraker, m, pmm	Ralph W. Hawkins, pd, nd, sd Hal J. Kuhn, ce	Robert Helder, fd Hazel Roberts, wd
MORNINGSIDE (Prince Georges County)							
WPGC	1580 1954	1,000-D (CP: 10,000-D DA-D)	WPGC Inc. Washington 23, D. C. Redwood 6-7770		Maxwell Richmond, p	Melvin Winters, ce	Robert Bankston, nd
OAKLAND (Prince Georges County)							
WBUZ (FM)	Ch. 238 (B) 1947	95.5mc 16.5kw	Chesapeake Bcstg. Co. P. O. Box 8510 Capital Heights, Md. Redwood 6-8000		Leslie Smith, gm		

Data corrected to Dec. 15, 1955. If executives or services for FM are same as AM affiliate, names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

For Radio Programming that
SPONSORS BUY...



1st with distinguished dramatic stars!

POCOMOKE CITY
(Worcester County)

WDVM 1955	540 500-D	Eastern Shore Bcstg. Co. Dun Swamp Rd. 937	Zimmer	G. Russell Chambers, p	Dave Welborne, gm
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ROCKVILLE
(Montgomery County)

WINX 1951	1600 1,000-D (CP-1,000-D 500-N DA-2)	Montgomery County Bcstg. Co. 2900 Tilden St. Emerson 3-2798	United	Richard Eaton, p Arthur A. Snowberger, vp	Pierre D. Eaton, gm Richard Denham, pd	John Robbins, sd Alice Gallagher, wd
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SALISBURY
(Wicomico County)

WBOC 1940 WBOC-TV	960 1,000 DA-N	Peninsula Bcstg. Co. Radio-TV Park 6131	MBS Burn-Smith	John W. Downing, p Charles J. Truitt, vp, gm, cm John W. Downing Jr., pd	Jack W. Ward, ce Phil Adams, nd	John B. Greenberger, sd Katherine Gray, wd
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SILVER SPRING
(Montgomery County)

WGAY 1946	1050 1,000-D	Tri-Suburban Bcstg. Corp. Juniper 9-1050	Indie	John W. Kluge, p Joseph L. Brechner, gm Stuart J. Hepburn, cm	Chuck Dulane, pd, nd, fd Val Thomas, pmm Arthur McDougall, ce	John Cooley, sd Marion Brechner, wd
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TOWSON
(Baltimore County)

WTOW 1955	1570 1,000-D	WTOW Inc. 26 W. Pennsylvania Ave. 5-9660		John S. Booth, p Sam Lawder, gm, cm	Ed Baekey, pd	Sam Hecker, ce
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WESTMINSTER
(Carroll County)

WTTR 1953	1470 1,000-D	Carroll County Bcstg. Corp. Uniontown Road 1170		Russell H. Morgan, vp, gm, cm, ce	Severne S. MacLaughlin, pd, pmm, nd, fd	Kaye Kolb, sd Gladys Wimert, wd
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WHEATON
(Montgomery County)

WDON 1953	1540 250-D	Commercial Radio Equip- ment Co. 1319 F St., N.W. Washington 4, D. C. District 7-1356		Everett L. Dillard, o, gm James A. Gustafson, cm	Fred Drake, opr mgr Robert E. Best, pd, pmm	Eugene V. Jurasinski, ce Margaret Berentsen, nd
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ONLY ONE STATION IS THE LEADER

ON THE DELAWARE-MARYLAND-VIRGINIA PENINSULA

(The fabulous 200-mile-long "49th State")

IN THIS \$400,000,000 MARKET:

WBOC carries 30% more general advertisers day by day, 200% more National Advertisers, than the next largest medium.

WBOC has a larger staff than all other stations combined.

WBOC is the only network affiliate, and the only station operating 6:00 AM to midnight.

WBOC consistently has the largest audiences by far, as shown by all independently conducted surveys.

Yet it costs no more to use WBOC than the smaller stations.

WBOC

960 KC . . FULL TIME . . EST. 1940

One of America's Finer Radio Stations

RADIO-TV PARK SALISBURY, MARYLAND

WBOC-TV Is the only TV station with a consistent signal serving this market.
ABC and CBS Television Networks
National Representatives: Headley-Reed

National Representatives: Burn-Smith Co., Inc.

ASK FOR COVERAGE MAP AND COUNTY-BY-COUNTY DETAILED MARKET STATISTICS

President: John W. Downing

Vice Pres.-Gen.Mgr.: Charles J. Truitt

MASSACHUSETTS

MARKET DATA BY COUNTIES

County	Population 1950	Radio				Passenger		County	Population 1950	Radio				Passenger	
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954	Cars 1954			Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954	
Barnstable	46,805	16,100	\$ 77,847	\$ 23,922	\$ 2,666	*1,301,224	Nantucket	3,484	1,100	7,174	2,324	278			
Berkshire	132,966	39,900	152,162	41,485	3,445		Norfolk	392,308	121,700	376,189	119,792	13,564			
Bristol	381,569	117,400	389,443	118,618	13,185		Plymouth	189,468	60,900	215,803	65,482	5,794			
Dukes	5,633	1,700	7,715	3,241	414		Suffolk	896,615	258,500	1,407,987	32,7057	39,576			
Essex	522,384	162,200	552,060	174,338	16,816		Worcester	546,401	162,600	608,509	175,676	15,483			
Franklin	52,747	16,600	59,157	16,236	1,206										
Hampden	367,971	113,400	457,981	120,523	15,083										
Hampshire	87,594	24,100	73,030	18,673	2,174										
Middlesex	1,064,569	311,300	948,967	281,520	31,554										

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

DIRECTORY OF AM AND FM STATIONS

City County	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
ATTLEBORO (Bristol County)						
WARA 1950	1320 1,000 DA-2	Attleboro Radio Assn. 8 N. Main St. 1-1320	Walker	Howard H. Sweet, p Keith S. Field, gm William A. Dawson Jr., cm	David P. Mohr, pd Raymond D. Arnold, ce Charles J. Mahan, nd	Howard L. Peterson, sd Jo Sherman, wd
BOSTON (Suffolk County)						
WBMS 1946	1090 1,000-D	WBMS Inc. Hotel Somerset Copley 7-3005	Indie	Jack Berkman, p Norman Furman, gm Ken Malden, pd	Harry Paul, pmm Don Snider, ce	Steve James, nd, fd Lillian Burchett, wd
WBZ 1921 WBZ-TV	1030 50,000 DA-1	Westinghouse Bestg. Co. Inc. 1170 Soldiers Field Rd. Algonquin 4-5670 (See Springfield listing)	NBC New Eng. Reg. Net. Free & Peters	Donald H. McGannon, p Paul E. Mills, gm William J. Williamson, cm Grady Edney, pd	Charles L. Burrow, pmm W. H. Hauser, ce Rod McLeish, nd	Malcolm MacCormack, fd Leo Egan, sd Mildred Carlson, wd
WBZA 1924						
WCOP 1935	1150 5,000 DA-2	Post Publishing Co. 439 Boylston St. Copley 7-0123	Weed	John Fox, p Roy V. Whitsnand, gm Peter T. McGovern, cm Irwin E. Dierdorff, pd, nd	Norah A. Yardley, pmm Roland C. Hale, ce Jim Dixon, fd	Len Master, co-sd Hal Laycoe, co-sd Mildred Bailey, wd
WCOP-FM 1948	Ch. 264 (B) 100.7mc 20kw					
WEEI 1924	590 5,000 DA-1	Columbia Bestg. Sys. Inc. 182 Tremont St. Hubbard 2-2323	CBS CBS Radio Spot Sales	Arthur Hull Hayes, p Harvey J. Struthers, gm Thomas Y. Gorman, cm	Kenneth R. Oviden, pd John T. Curry Jr., pmm Charles Ashley, nd	Louis A. Webster, fd Fred Cusick, sd
WEEI-FM 1948	Ch. 277 (B) 103.3mc 20kw					
WHDH 1929	850 50,000 DA-2	WHDH Inc. 6 St. James Ave. Hancock 6-5500	Blair	Robert B. Choate, p William B. McGrath, mgng dir Alexander M. Tanger, cm	George M. Perkins, pd William E. Shea, pmm Philip K. Baldwin, ce John Day, nd	Joe Kelly, fd Curt Gowdy, sd Christine Evans, wd
WHDH-FM 1949	Ch. 233 (B) 94.3mc 20kw					
WMEX 1934	1510 5,000 DA-1	The Northern Corp. 70 Brookline Ave. Commonwealth 6-3900		John E. Reilly, p, pd, nd Wm. S. Pote, gm	Lawrence Flynn, cm George Kaplan, pmm	Wm. Ferruzzi, ce Frank Fallon, sd
WNAC 1922 WNAC-TV	680 50,000 DA-1	RKO Teleradio Pictures 21 Brookline Ave. Commonwealth 6-0800	MBS Yankee H-R Reps.	Thomas F. O'Neil, p Norman Knight, evp, gm George Steffy, vp Thomas Bateson, cm	John D. Maloy, pd George W. Hallberg, pmm Irving B. Robinson, ce	Leland Bickford, nd Les Smith, sd Louise Morgan, wd
WNAC-FM 1948	Ch. 253 (B) 98.5mc 20kw					
WORL 1950	950 5,000-D	Pilgrim Bestg. Co. 705 Beacon St. (15) Copley 7-3800	Headley-Reed	Joseph Dunn, p Arthur E. Haley, gm, cm	Alan Dary, pd Polly E. Haddad, pmm	John W. Parker, ce Hank Elliott, nd, sd
WVDA 1953	1260 5,000 DA-N	Victor Diehm Assoc. Inc. Hotel Bradford Hancock 6-1122 (See Brookline listing)	ABC Raymer	Victor C. Diehm, p Len Hornsby, gm, cm John Mounteer, pd, wd	John C. Gilmore, pmm Robert J. Hallenbeck, ce George Sweeney, nd	Arthur Lypscon, fd Dick Donovan, sd
WVOM 1948						
BROCKTON (Plymouth County)						
WBET 1946	1460 1,000 DA-N	Enterprise Publishing Co. 60 Main St. 7062	Walker	Charles A. Fuller, gm, nd Earle G. Clement, cm	Arthur B. Jones, pd, fd Charles Nowell, ce	Walter Dunbar, sd Freddie Seymour Dalton, w
WBET-FM 1947	Ch. 249 (A) 97.7mc 0.8kw					
BROOKLINE (Suffolk County)						
WVOM 1947	1600 5,000 DA-1	Champion Bestg. System 790 Commonwealth Ave. Beacon 2-5650	KBS McGillvra	Benjamin Bartoff, vp, gm	James A. Fitzgerald Jr., pd	Jerome Bartoff, ce
CAMBRIDGE (Middlesex County)						
WTAO 1948	740 250-D	Middlesex Bestg. Corp. 439 Concord Ave. Eliot 4-0500	Keller	Frank L. Lyman Jr., p Wallace Dunlap, gm, cm Ed Penney, pd	Herbert Evans, ce Ken Wayne, nd, sd	Bob Mehrman, fd Betty Goodman, wd
WTAO-TV						
WXHR (FM) 1946	Ch. 245 (B) 96.9mc 20kw	(WTAO, AM Affiliate)				

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CHICOPEE
(Hampden County)
WACE
1946

(See Springfeld listing)

FALL RIVER
(Bristol County)

WALE 1400
1948 250

WSAR 1490
1921 5,000
DA-2

Narragansett Bcstg. Co.
374 Central St.
4-3535

Fall River Bcstg. Co.
Walker St.
Somerset, Mass.
Fall River 7-9477

MBS
Yankee
Walker

ABC
Headley-Reed
Kettell-Carter

George L. Sisson Jr., p, gm
Marky Gosciminski, cm, pm

Frank W. Miller, p
Lincoln W. N. Pratt, gm,
treas

Madeleine M. Hamel, bus dir
Roland J. Berube, ce

Cornelius D. Sullivan, cm
Joseph Welch, pd, nd, fd, sd

Chris Barnes, nd, sd
Lois Deane, wd

Arnold Malloy, ce
June Miller, wd

FITCHBURG
(Worcester County)

WEIM 1280
1941 1,000
DA-N

WEIM Fitchburg Inc.
717 Main St.
3-3766

MBS
Yankee
Kettell-Carter
Walker

Henry G. Molina Jr., p, gm
Al Maffie, sm

Jim Chalmers, cm
Dave Rodman, pmm

Al Maffie, pd

WFGM 1580
1950 1,000-D

Wachusett Bcstg. Corp.
455 Main St.
3-4897

Walker

David M. Myers, p
Ruane B. Hill, gm
Richard W. Ziegler, cm

Les Levinson, co-pmm, nd
Kirk Anderson, co-pmm, fd,
sd

Tal Hood, pd
Donald L. Coleman, ce
Doris Hardy, wd

FRAMINGHAM
(Middlesex County)

WKOX 1190
1947 1,000-D

WKOX Inc.
Mountwaite Ave.
Trinity 3-7409

Webb
Kettell-Carter

A. A. Anderson, p
Richard E. Adams, gm
Lewis F. Sargent, cm

Roy Leonard, pd
Francis W. Bartol, ce

James Robbins, nd
Bill Galvin, sd

GARDNER
(Worcester County)

WGAW 1340
1946 250

Gardner Bcstg. Co.
3 Pleasant St.
1490

Webb
Borgatti

Emelien R. Robillard, p
William C. Engel, vp, gm
Perry C. Copeland, cm

Durham Caldwell, pd, pmm
Gordon Wiley, ce
Robert E. Johnson, nd

Kieth Silver, sd
Elaine Engel, wd

GREENFIELD
(Franklin County)

WHAI 1240
1938 250

Haigis Bcstg. Corp.
486 Main St.
Prescott 4-4301

MBS
Yankee
Walker

John W. Haigis Sr., o
John W. Haigis Jr., p, gm
Harry J. Frank, slm

Ira I. Heway, pd, sd
June K. Greene, pmm, wd
Leland F. Wheeler, ce

WHAI-FM Ch. 252 (A)
1948 98.3mc
1kw

IN BOSTON . . . and MAINE **Vic RADIO PROFIT Diehm Says:**



When Bostonians want the most in news,
the best in music and the quality shows
their dials are set at 1260 that's . . .

BOSTON, MASS. ABC



The one choice to cover this great
recreational and industrial market in Maine.
"It's the Gateway to Good Listening" . . .

BIDDEFORD-SACO, ME. MBS-YANKEE



WAZL Hazleton, Pa. NBC-MBS **WHOL** Allentown, Pa. CBS **WHLM** Bloomsburg, Pa. **WIDE** Biddeford-Saco, Me. MBS-Yankee **WVDA** Boston, Mass. ABC
(All Stations Represented by Paul H. Raymer Company)

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Abbreviations
Haverhill (Essex County)					
WHAV 1947	1490 250	WHAV Bcstg. Co. Inc. 30 How St. Drake 4-4733	Nona Kirby Stars Natl.	Robert I. Kimel, gm Arthur Flynn, pd Edward I. Cetlin, treas	David E. Cate, ce Edward V. Johnson, nd Alan H. Noyes, sd Patricia S. Johnson, wd
Holyoke (Hampden County)					
WREB 1950	930 500-D	Valley Bcstg. Corp. Holyoke Natl. Bank Bldg. Jefferson 2-3296	WREB Radio Sales	John H. Vondel Jr., sm Robert H. Berger, slm	Vernon K. Jones, nd Frank T. Cook, ce
Lawrence (Essex County)					
WCCM 1947	800 1,000-D	Lawrence Bcstg. Co. 278 Essex St. 3-7171 (See Lowell listing)	Walker	George H. Jaspert, p, gm Daniel B. Ruggles III, cm Forrest N. Morgan, pd	William Varney, pmm Norman Round, ce Alexander C. Macbeth, sd Anne D. Minahan, wd
WLLH 1934					
Lowell (Middlesex County)					
WCAP 1951	980 1,000-D	Northeast Radio Inc. 243 Central St. Glenview 4-0404	Kettell-Carter	Israel Cohen, p	William J. Warren, gm, cm Theodore Cohen, ce
WLLH 1934	1400 250	Merrimac Bcstg. Co. Inc. 39 Kearney Square, Lowell Cregg Bldg., Lawrence Lowell, Glenwood 8-8715 Lawrence 2-2148	MBS Yankee Kirby	Gerald Harrison, p A. N. Armstrong, gm, cm	Tom Clayton, pd, sd Tony Michaels, ce Fred Simmons, nd
WLLH-FM 1948	Ch. 258 (B) 99.5mc 12.2kw				
Lynn (Essex County)					
WLYN 1946	1360 1,000-D	Puritan Bcstg. Service 7 Willow St. 5-6200	Walker	Theodore Feinstein, p	Melvin Lahr, gm, cm
Medford (Middlesex County)					
WHIL 1952	1430 1,000-D	Conant Bcstg. Co. Inc. 99 Revere Beach Pky. Mystic 6-1430	Bcstg. Time Sales	Sherwood J. Tartlow, p, gm Joseph Kruger, sm, cm Bob Walsh, pd	Jim Alyward, pmm Sal Fulchino, asst mgr, ce Mike Norton, nd, sd Verna Dodier, wd
New Bedford (Bristol County)					
WBSM 1949	1230 100	Bay State Bcstg. Co. Pope's Island 3-1767	Bolling	Joseph P. Duchaine, p Otto F. A. Arnold, gm Richard G. Evans, cm	Dick Burgess, pd Brownell Brightman, ce Jerry Jerome, nd Dave Sweet, sd
WBSM-FM 1949	Ch. 247 (B) 97.3mc 2.5kw				
WNBH 1921	1340 250	E. Anthony & Son Inc. 432 County St. 8-5228	MBS Yankee Walker	Basil Brewer, vp	Henry M. Solomon, m, cm
WNBH-FM 1946	Ch. 251 (B) 98.1mc 20kw				
North Adams (Berkshire County)					
WMNB 1947	1230 250	Northern Berkshire Bcstg. Co. Inc. 466 Curran Hwy. Mohawk 3-6567	McGillvra Kirby	J. Gordon Keyworth, p, treas. gm, ce Richard J. O'Brien, comm rep Cecil H. Clifton, p	Roy M. Anderson, prog mgr, nd Bernard Bullett, sd Belva C. Keyworth, wd Nathaniel N. Jones, sm Ralph Haneman, ce
WNAW 1949	860 250-D	Cecil H. Clifton P. O. Box 193 Mohawk 3-5356			
Northampton (Hampshire County)					
WHMP 1950	1400 250	Pioneer Valley Bcstg. Co. Inc. 78 Main St. 4275	KBS Borgatti Webb	John H. Williams, p Alexander W. Milne, gm, cm	Joseph Fennessey, pd, nd Peregrine White, ce G. Gordon Miller, sd

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ORANGE*(Franklin County)*WCAT 1390
(CP) 1,000-DJames W. Miller
Blanchard Bldg.
Southbridge, Mass.

James W. Miller, o

PITTSFIELD*(Berkshire County)*WBEC 1490
1947 250Western Mass. Bcstg.
Co.
33 Eagle St.
8292ABC
Kettell-Carter
Everett-McKinneyL. K. Miller, p
W. W. Budrow, gm
Ed Johnson, cmPaul Edwards, pd, pmm, sd
Walton T. Ayer, ce
Ed Farrell, ndDana Jones, fd
Pat Turner, wdWBEC-FM Ch. 232 (A)
1947 94.3mc
1kwWERK 1340
1937 250
WMGT-TVGreylock Bcstg. Co.
8 Bank Row
2-1553MBS
Yankee
Walker
BorgattiLeon Podolsky, p
Walter Kearsy, gm
Martin Schecter, cmEdward Merritt, pd, fd
Leonard Lavendol, ce
Laughran Vaber, ndDan Healy, sd
Marlene Rossbach, wd**PLYMOUTH***(Plymouth County)*WPLM 1390
1955 500-DPlymouth Rock Bcstg.
Co.

John T. Campbell

QUINCY*(Norfolk County)*WJDA 1300
1947 1,000-DSouth Shore Bcstg. Co.
P. O. Box 373
Mayflower 9-1300James D. Asher, p, gm
Kenneth P. Fallon Jr., cm
Charles Glass, pdArthur Fred Lane, ce
Herbert Fontaine, ndGeorge Geyer, sd
Ida Newman, wd**SALEM***(Essex County)*WESX 1230
1939 250North Shore Bcstg. Corp. Webb
P. O. Box 710
5670James D. Asher, treas
William C. Asher, gm, pmm
Charles E. Asher, cmNorman Durkee, pd, ce, nd,
fdThomas Brown, sd
Nancie Vaillancourt, wd**SOUTHRIDGE***(Worcester County)*WESO 970
1955 500-DWESO Inc.
Blanchard Bldg.
Porter 4-4381

Walker

James W. Miller, p
Robert F. Nims, gm, cm
Robert S. Binet, pdRalph N. Winquist, ce
Joseph P. Capillo, nd, sdWilliam H. Mende, fd
Esther Costa, wd**SPRINGFIELD***(Hampden County)*WACE 730
1946 1,000-DRegional Bcstg. Co.
Hotel Bridgway
Lyceum 4-6654

Bolling

David Hayes, p
Ralph J. Robinson, gm, cmSy Levy, pd, pmm, nd
Dick Glinka, ce

Ruth Batcheller, wd

WBZA 1030
1924 1,000Westinghouse Bcstg.
Co. Inc.
Hotel Kimball
6-8336NBC
New England
Regional Net.
Free & PetersDonald H. McGannon, p
Paul E. Mills, gm
William J. Williamson, cm
Grady Edney, pdCharles L. Burrow, pmm
W. H. Hauser, ce
Rod McLeish, ndMalcolm MacCormack, fd
Leo Egan, sd
Mildred Carlson, wd

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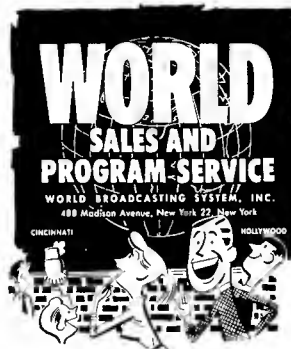
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Sugar 'n Spice with Ruth Batcheller—Notre Dame football—Person-
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any Bolling Company man about our food merchandising.

CALL ANY BOLLING COMPANY OFFICE

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
SPRINGFIELD (Cont.)				
WHYN 1941 WHYN-TV	560 1,000 DA-1	The Hampden-Hampshire Corp. 1300 Liberty St. Republic 4-1126	CBS Branham Weed	Charles N. DeRose, gm Patrick J. Montague, cm William Martin, pd Michael Horn, pmm A. J. Paley, ce Bill Keating, sd Helen Hope, wd
WHYN-FM 1947	Ch. 226 (B) 93.1mc 20kw 3.2kw			
WJKO 1948	1600 5,000-D	Springfield Bestg. Co. P.O. Box 898 Republic 2-7487	Gill-Perna Kirby	Earle G. Hewinson Sr., p, cm, sd Chris M. Manitsas, gm, pd, ce Phil Drumheller, nd Roland Dumas, pd, nd John Michnovetz, ce William Kupec, fd Carol Stowe, wd
WMAS 1932	1450 250	WMAS Inc. 101 West St. Republic 7-1414	MBS Yankee H-R Reps.	Gerald Harrison, p Robert Donahue, gm Zack Land, cm George Sands, sd Lynn Pond, wd
WMAS-FM 1947	Ch. 234 (B) 94.7mc 1.35kw			
WSPR 1936	1270 1,000 DA-1	WSPR Inc. 63 Chestnut St. Republic 2-4182	ABC Hollingsbery Kettell-Carter	Alan C. Tindal, p, gm Jack Sullivan, cm Paul Monson, pd, pmm Valentino Partyka, ce Steve Bishop, nd, sd
TAUNTON (Bristol County)				
WPEP 1949	1570 1,000-D	Silver City Bestg. Corp. 174 Broadway 4-7528	Walker	J. Marshall McGregor, p James Milton Hammond, gm Edwin Stawniak, cm Joseph G. Quill, sm, pd Lawrence Prado, ce Edward Litchfield, nd, sd Harold Woodward, fd Marguerite McGregor, wd
WALTHAM (Suffolk County)				
WCRB 1948	1330 1,000 DA-2	Charles River Bestg. Co. Inc. Boston 54, Mass. Twinbrook 3-7080	Good Music Bcstrs.	Theodore Jones, p, gm, slm Richard L. Kaye, sm David S. MacNeill, pd, nd, sd Leonard Buckwalter, ce Sylvia Haft, wd
WCRB-FM 1954	Ch. 273 (B) 102.5mc 9.2kw			
WARE (Hampshire County)				
WARE 1948	1250 1,000-D (CP: 1,000 DA-N)	Central Bestg. Corp. Off East St. 1250	MBS, KBS Yankee Webb Walker Tele-Bcstrs.	H. Scott Killgore, p William R. Sweeney, gm A. Drawbridge, pd Marie DeMott, pmm David C. Price, ce, fd Pauline J. Mattson, wd
WEST SPRINGFIELD (Hampden County)				
WTXL 1949	1490 250	Telecolor Corp. 34 Sylvan St. Republic 9-4768	Walker	Lawrence A. Relly, p, gm James L. Spates, opr mgr Holland D. Cameron, cm George Erwin, pd James L. Spates, ce
WEST YARMOUTH (Barnstable County)				
WOCB 1940	1240 250	E. Anthony & Sons Inc. S. Sea Ave. Hyannis 501	MBS Yankee Walker	Basil Brewer, p Paul W. Stiles, mgr, cm Marilyn Boesse, pd Frank L. Lynch, ce Edgar H. Semprini, nd, sd Maggie Perkins, wd
WOCB-FM 1948	Ch. 232 (A) 94.3mc 1kw			
WORCESTER (Worcester County)				
WAAB 1931 WAAB-TV (CP)	1440 5,000 DA-1	WAAB Inc. 34 Mechanic St. Pleasant 2-5611	ABC, MBS Yankee Webb Foster	George F. Wilson, p, gm H. Alan Whittemore, pd, pmm George Capalbo, ce John J. O'Rourke, nd
WNEB 1946	1230 250	New England Bestg. Co. 405 Main St. Pleasant 6-4672	Bolling	Paul C. Lytle, p John J. Hurley, gm Edward T. McCann Jr., cm Robert F. Bryar, p Harold Kaye, vp Vernon P. Wilson, ce Thomas C. Phillips, nd Robert L. Gallagher, sd Jeanne Connelly, wd
WORC 1925	1310 1,000 DA-1	WORC Inc. 4 Walnut St. Pleasant 5-3101	ABC Forjoe Kettell-Carter	Kenneth Leslie, gm M. D. Morris, slm Herman Rosen, asst slm Carroll Philbrook, ce
WTAG 1924	580 5,000 DA-2	WTAG Inc. 18 Franklin St. Pleasant 5-4321	CBS Christal	Robert W. Booth, p Herbert L. Krueger, vp, gm Robert J. Brown, cm A. J. Brissette, prog-prod mgr Bernard J. LaPlante, slm E. A. Browning, ce James G. Little, nd John V. Ambrose, sd
WTAG-FM 1940	Ch. 241 (A) 96.1mc 10kw			

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MARKET DATA BY COUNTIES

County	Population 1950	Radio				Passenger		County	Population	Radio				Passenger	
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954	Families July 1955			Retail Sales	Food Sales	Drug Sales	Cars 1954		
Alcona	5,856	1,500	\$ 5,501	\$ 1,724	\$ 109	2,081	Lapeer	35,794	9,600	35,021	9,485	800	12,359		
Alger	10,007	2,500	7,723	2,320	253	2,631	Leelanau	8,647	2,300	5,042	1,686	146	3,133		
Allegan	47,493	14,800	48,778	13,547	954	18,109	Lenawee	64,629	20,900	77,798	20,876	2,251	26,500		
Alpena	22,189	6,300	24,900	7,018	656	8,053	Livingston	28,725	8,700	30,923	7,458	751	11,106		
Antrim	10,721	3,100	8,513	2,817	284	3,246	Luce	8,147	1,400	5,972	1,886	78	1,871		
Arenac	9,644	2,600	9,770	2,103	217	3,350	Mackinac	7,458	2,300	9,577	3,552	188	2,531		
Baraga	8,037	2,100	5,729	1,719	108	2,184	Macomb	184,961	64,800	225,384	69,439	7,777	90,036		
Barry	26,183	8,600	23,248	6,692	686	9,831	Manistee	18,524	5,900	16,036	4,759	686	6,151		
Bay	88,461	26,900	103,259	26,336	3,608	30,882	Marquette	47,654	14,000	43,954	13,765	909	15,156		
Benzie	8,306	2,300	8,490	2,871	418	2,995	Mason	20,474	6,300	23,239	6,548	611	7,309		
Berrien	115,702	40,000	154,282	42,182	6,298	49,464	Mecosta	18,968	5,500	17,533	4,793	648	5,900		
Branch	30,202	9,500	31,906	7,900	829	11,372	Menominee	25,299	7,200	18,950	5,302	204	8,397		
Calhoun	120,813	38,400	157,401	40,526	6,007	45,272	Midland	35,682	11,100	35,178	10,795	1,170	14,507		
Cass	28,185	9,800	24,613	6,738	753	11,572	Missaukee	7,458	2,000	5,689	1,398	82	2,233		
Charlevoix	13,475	3,600	12,102	3,678	382	4,441	Monroe	75,666	24,100	79,506	21,483	2,615	31,139		
Cheboygan	13,731	3,400	14,634	4,305	521	4,117	Montcalm	31,013	10,100	39,950	10,333	1,085	12,498		
Chippewa	29,206	7,900	34,350	9,438	543	9,012	Montmorency	4,125	1,100	4,747	1,284	80	1,592		
Clare	10,253	3,000	10,589	3,128	471	3,965	Muskegon	121,545	39,700	152,688	45,271	5,508	46,953		
Clinton	31,195	9,200	23,698	5,643	472	10,668	Newaygo	21,567	6,600	17,743	5,265	464	7,522		
Crawford	4,151	1,200	5,138	1,580	91	1,511	Oakland	369,001	137,900	537,178	147,103	17,149	199,059		
Delta	32,913	9,000	29,804	9,368	741	10,390	Oceana	16,105	4,900	13,487	3,890	361	5,652		
Dickinson	24,844	7,500	25,937	7,424	444	8,336	Ogemaw	9,345	2,600	10,190	2,919	295	3,091		
Eaton	40,023	13,000	39,092	10,683	1,335	15,294	Ontonagon	10,282	2,600	8,913	2,334	157	3,429		
Emmett	16,534	4,500	21,979	4,992	598	5,172	Osceola	13,797	3,800	11,420	3,017	278	4,492		
Genesee	270,963	88,400	410,683	103,477	15,127	117,311	Oscoda	3,134	900	2,892	1,258	92	1,078		
Gladwin	9,451	2,200	8,171	2,146	47	3,221	Ostego	6,435	1,600	7,232	1,812	82	2,464		
Gogebic	27,053	7,600	27,336	7,120	641	8,189	Ottawa	73,751	23,600	84,442	20,757	2,526	29,405		
Grand Traverse	28,598	8,000	40,952	8,775	1,172	9,822	Presque Isle	11,996	2,700	9,838	3,172	216	4,504		
Gratiot	33,429	9,700	36,574	9,493	834	12,367	Rescommmon	5,916	2,200	10,284	3,186	403	2,731		
Hillsdale	31,916	11,200	31,086	6,659	547	12,093	Saginaw	153,515	46,800	184,399	47,539	6,231	55,578		
Houghton	39,771	11,000	31,461	11,893	571	10,334	St. Clair	91,599	29,300	109,562	30,301	3,076	34,934		
Huron	33,149	9,000	36,900	7,520	749	12,553	St. Joseph	35,071	11,700	42,285	10,352	1,158	15,268		
Ingham	172,941	56,200	261,175	64,234	8,090	70,089	Sanilac	30,837	9,000	29,837	7,387	656	11,293		
Ionia	38,158	10,900	35,291	9,820	1,120	14,255	Schoolcraft	9,148	2,300	9,696	3,231	125	2,835		
Iosco	10,906	3,500	14,727	4,411	607	4,535	Shiawassee	45,967	14,400	45,652	12,297	1,210	17,769		
Iron	17,692	5,200	20,006	6,141	327	6,366	Tuscola	38,258	11,100	36,436	9,417	851	14,286		
Isabella	28,964	7,700	24,151	6,649	444	9,161	Van Buren	39,184	13,200	43,363	13,234	1,289	15,777		
Jackson	107,925	33,900	138,024	34,215	5,351	41,530	Washtenaw	134,606	39,500	161,219	41,532	7,226	48,880		
Kalamazoo	126,707	41,500	164,209	39,340	6,816	49,557	Wayne	2,435,235	751,200	3,454,221	780,376	147,523	908,183		
Kalkaska	4,597	1,200	3,253	1,239	79	1,579	Wexford	18,628	5,700	18,534	4,508	577	6,152		
Kent	288,292	95,300	396,089	96,102	17,820	113,768	Note: Population 1950 U. S. Census; radio families estimated as of July 1955. A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed; automobiles supplied by state.								
Keweenaw	2,918	800	1,003	668	80	968									
Lake	5,257	1,600	3,749	1,355	80	1,736									

DIRECTORY OF AM AND FM STATIONS

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations
ADRIAN (Lenawee County)	WABJ 1945	1490 250	Gerity Bcstg. Co. 2982 Treat Rd. Colfax 5-7123	ABC Best	James Gerity Jr., p Robert W. Cessna, sm Albert L. Bishop, cm	J. O. Stone, pd, nd Galen Stutzman, ce Don Dean, fd Keith Roper, sd Carol Commer, wd
ALBION (Calhoun County)	WALM 1952	1260 500-D	Calhoun Bcstg. Co. 101 N. Superior 5065	KBS	J. E. Bedient, p	M. H. Wirth, gm
ALMA (Gratiot County)	WFYC 1948	1280 1,000-D	WFYC Inc. 5310 N. State Rd. 95	KBS	Victor R. Wilson, p David W. Sommerville, gm, sd	Ray Beckwith, cm Bruce Rigg, pd, ce, fd Don Seaman, nd Lillian Curtis, wd
ALPENA (Alpena County)	WATZ 1946	1450 250	Midwestern Bcstg. Co. 1049	MBS KBS Paul Bunyan Holman	Les Biederman, p	Drew McClay, gm William Kiker, ce
ANN ARBOR (Washtenaw County)	WHRV 1947	1600 1,000 DA-1	Huron Valley Bcstrs. Inc. 4230 Packard Rd. Normandy 2-4573	ABC Walker	John R. Chapman, p, gm James H. Hopkins, pd, pmm, nd	Richard W. Johnston, ce C. Richmond, fd H. J. Hockstad, sd S. E. Hammer, wd
WPAG 1945 WPAG-TV	1050 1,000-D	Washtenaw Bcstg. Co. Inc. Hutzel Bldg. Normandy 2-5517	Everett-McKinney	Edward F. Baughn, o, gm Kenneth MacDonald, cm	Albert Samborn, pd, nd Donald Bowdish, ce	Howard Heath, fd Robert Ufer, sd
*WUOM-FM 1948	Ch. 219 91.7mc 92kcw	Regents U. of Michigan 504 S. State St.				
BAD AXE (Huron County)	WLEW 1950	1340 250	Port Huron Bcstg. Co. 935 S. Van Dyke Rd. 1010		John Wismer, gm Jim Muehlenbeck, sm	Ernie Ferrily, pd Loren Guild, ce Dick Jeffries, nd

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City County	Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
BATTLE CREEK (Calhoun County)						
WBCK 1943	930 1,000 DA-2	Michigan Bcstg. Co. Security Natl. Bank Bldg. 3-5555	MBS Burn-Smith	Robert H. Holmes, p	Eugene F. Cahill, gm	Harley Hammond, ce
WELL 1925	1400 250	Federated Publications Inc. Michigan Natl. Bank Bldg. Woodward 4-7173	ABC Meeker	Robert B. Miller, p Paul J. Haller, gm, cm	Jack Shoemaker, pd, nd Jack Newman, pmm	Earl Stone, ce Bill Dagg, sd
BAY CITY (Bay County)						
WBCM 1925	1440 1,000-D 500-N	Michigan Bcstg. Co. Wenonah Hotel 3-7551	ABC Michigan Net. Hollingbery	Robert H. Holmes, p Leo A. Jylha, gm Charles E. Anthony, cm	Robert Benkelman, pd Ralph H. Carpenter, ce Frank J. Walsh, nd, sd	G. Edward Vallender, fd Melda G. Lynn, wd
WBCM-FM 1946	Ch. 241 (B) 96.1mc 41kw					
BENTON HARBOR (Berrien County)						
WHFB 1947	1060 1,000-D	Palladium Publishing Co. Fairplain Ave. Walnut 5-2113	Holman	Stanley Banyon, p J. P. Scherer, gm John P. Chase, cm, fd	Raymond Turner, pd Munson U. Robinson, ce Ray Mittan, nd	Don Beuhler, sd Mary Alice Gerhart, wd Richard Pomeroy, pm
WHFB-FM 1947	Ch. 260 (B) 99.9mc 9.2kw					
BIG RAPIDS (Mecosta County)						
WBRN 1953	1460 1,000-D	WBRN Inc. 13804 Northland 648	KBS Best	Spencer Denison, p, gm, cm, pd	Richard F. Cook, ce	
CADILLAC (Wexford County)						
WATT 1945	1240 250	Midwestern Bcstg. Co. U. S. 131 South Prospect 5-7831	MBS, KBS Paul Bunyan Holman	Les Biederman, p Art Nyhus, gm	Merritt L. Chandler, slm	Bill Kiker, ce

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 Coverage in the
 Battle Creek-Kalamazoo
 Area

MICHIGAN BROADCASTING COMPANY Battle Creek, Mich.

CHARLOTTE
(Eaton County)

WCER 1390
(CP) 1,000-D

Eaton County Bcstg. Co.
408 Federal Square Bldg.
Grand Rapids, Mich.

Craig E. Davids, co-o

Roy W. McLean, co-o

CHEBOYGAN
(Cheboygan County)

WCBY 1240
1955 250

Straits Bcstg. Co. Best
Mackinaw Ave.
554

Richard E. Hunt, p, gm, pmm
Ben Morrow, cm, sd

Dick Welsh, pd
Norb Poepelman, ce

Cliff Carr, nd
Geri McDonald, wd

COLDWATER
(Branch County)

WTVB 1590
1949 5,000-D
500-N
DA-N

Twin Valley Bcstrs. Inc. Southern
P. O. Box 32 Michigan
1230 Radio Net.
Best

E. Harold Munn Jr., sta dir
James B. Luck, asst sta dir
Gilbert N. Ketcham, cm

Virgil Royer, ce
William J. H. Smith, nd

Ernest H. Golieb, sd
Joyce Walker, wd

WTVB-FM Ch. 252 (A)
1950 98.3mc
0.26kw

DOWAGIAC
(Cass County)

WMKL 1440
(CP) 500-D

Cass County Bcstg. Co.
75 Church St.
Coldwater, Mich.

Gilbert N. Ketcham, co-o

James B. Luck, co-o

DEARBORN
(Wayne County)

WKMH
1946

(See Detroit listing)

DETROIT
(Wayne County)

CKLW 800
1931 50,000
CKLW-TV DA-1

Western Ontario Bcstg. MBS
Co. Young
Guardian Bldg.
Woodward 1-7200

J. E. Campeau, p, gm
E. Wilson Wardell, cm
John Gordon, pd

A. R. Gloster, pmm
William Carter, ce
Austin Grant, nd, fd

Art Lang, sd
Myrtle Labbitt, wd

CKLW-FM Ch. 230 (A)
1949 93.9mc
0.25kw

CKLW Gives Advertisers the **LOWEST RATE** at the **GREATEST COVERAGE** of any Major Station in the **DETROIT AREA**

50,000 WATTS 800 KC.

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

DETROIT (Cont.)

WCAR 1939	(See Pontiac listing)					
WCAR-FM 1948						
*WDET (FM) 1948	Ch. 270 (B) 101.9mc 52kw	Wayne University 5063 Cass Temple 1-4441		Paul B. Rickard, gm Lee S. Dreyfus, sm	J. Daniel Logan, asst mgr	Robert F. Schlorff, ce
WEXL		(See Royal Oak listing)				
WJBK 1925	1500 10,000-D	Storer Bcstg. Co. Second & Bethune	Katz	George B. Storer, p Harry R. Lipson, vp, mgng dir	Paul Frincke, ce Mike Perrini, nd	Chuck Bergeson, sd Rosemary McGann, wd
WJBK-TV	1,000-N DA-2	Trinity 3-7400		Gar Meadowcroft, asst mgng dir		
WJBK-FM 1946	Ch. 226 (B) 93.1mc 30kw					
WJLB 1926	1400 250	Booth Radio & Tv Stations Inc. Buhl Bldg. Woodward 2-0220	Forjoe	John L. Booth, o, p Edwin E. Nyy, sm Eric V. Hay, slm	George Kendall, pd, pmm, fd G. Elwood Ryan, ce	Richard Pavey, nd Barney Lee, sd
WBRI (FM) 1941	Ch. 250 (B) 97.9mc 3.3kw	(WJLB, AM Affiliate)				
WJR 1927	760 50,000	WJR, The Goodwill Station Inc. Fisher Bldg. (2) Trinity 5-4440	CBS Christal	John F. Patt, p Worth Kramer, vp, gm F. Sibley Moore, vp, opr mgr Elmer O. Wayne, slm	Ron Gamble, pd Andrew Friedenthal, ce Jack White, nd	Marshall Wells, fd Bob Reynolds, sd Agnes May, wd
WJR-FM 1948	Ch. 242 (B) 96.3mc 24kw					
WKMH 1946	1310 5,000-D 1,000-N DA-2 (CP-5,000 DA-2)	Knorr Bcstg. Corp. WKMH Bldg. Tiffany 6-8500	Michigan Bcstg. Sys. Headley-Reed	Frederick A. Knorr, p John Carroll, gm John O. Gilbert Jr., cm	Robin Seymour, pd Jack Davidson, pmm Jerrold Martin, ce	Frank Gaal, nd Richard Buller, fd Van Partuck, sd
WKMH-FM 1946	Ch. 1310 (B) 100.3mc 7kw					
WLDM (FM) 1949	Ch. 238 (B) 93.5mc 20kw	Lincoln Bcstg. Co. 15401 W. Ten Mile Rd. (37) Jordan 4-5835	Good Music Bcstrs.	Harold I. Tanner, p, gm Robert J. Conger, cm	Richard J. Bernard Jr., pd	Jerome F. Steadley, ce
WMUZ (FM)	Ch. 278 (B) 103.5mc 25kw	Mich. Music Co.				

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PICK-UP and . . .

From the functional studios of W E X L . . . home of "Detroit's Easy Listenin' Station," Greater Detroit gets careful program fare of music and news and sports acutely attuned to area tastes.

DELIVERY

Twenty-four hours a day, W E X L delivers Greater Detroit. It's Michigan's oldest independent—32 years in the business—and now serving over 950,000 homes. Whatever your delivery job, W E X L has just the horsepower to do it fast. You don't pay for coverage beyond your distribution area nor for wattage which wanders around in search of a sale.

Far delivery, Call W E X L

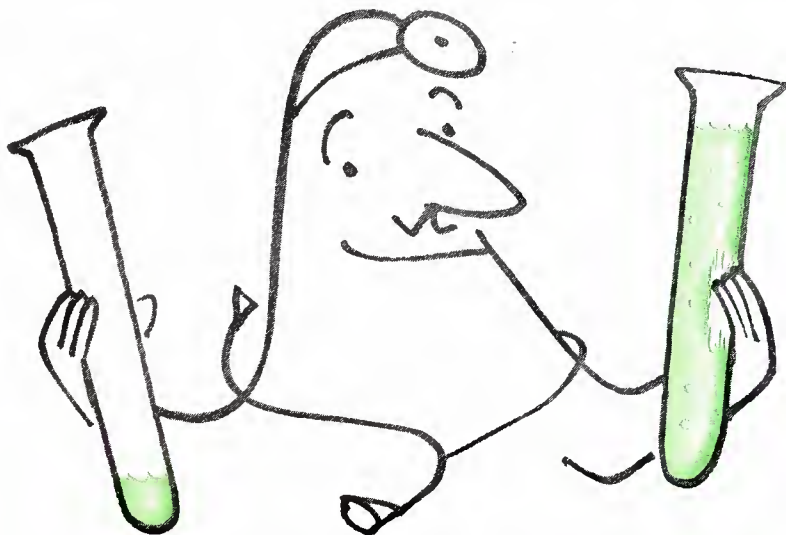
JACOB B. SPARKS, PRES. & GEN. MGR., GORDON A. SPARKS, SEC'Y & TREAS. & MGR., GARNET G. SPARKS, VICE PRES & CH. ENG.

FOR 32 YEARS MICHIGAN'S OLDEST INDEPENDENT SERVING OVER 950,000 HOMES

ROYAL OAK — DETROIT — MICHIGAN



WEXL



NEW PROOF...

one radio station dominates the Great Lakes area

You'll start to find out about WJR's amazing sales power the minute you put your nose in the revolutionary new report on radio listenership made by Alfred Politz Research, Inc.

Here's a really new method of audience study—qualitative as well as quantitative. It proves that radio stations, like printed media, have circulations—regular, faithful listeners.

Based on an extremely large sample (1,873 interviews) checked around the clock, Politz found that in the Great Lakes market WJR is the constant companion of more people than any other radio station.

In fact, in an average day, 41.4% of all adults specify that WJR is *their* radio station.

That's even more meaningful when you realize that in the parts of four states surveyed by Politz there are 196 other radio stations fighting for listeners.

Politz asked what kind of programs listeners preferred, and what station they chose for their favorite program.

Read this: for comedy, 52% prefer WJR; 47%

prefer WJR for drama; for the news, 42% choose WJR; for music (and some other stations are nothing but) 24% choose WJR; 38% prefer the sports news via WJR; and 37% of farm listeners prefer WJR market reports.

Politz didn't stop there. His researchers found that people regard one station as best for "reliability and completeness," for "handling of advertising," "types of programs," for "helpfulness," and in "public spirit." Again, WJR.

That isn't all. The real payoff in station preference and trust came in answer to a question asking what people would do in case of a war rumor. More than 50% said they'd turn on the radio. And 25% of the total said they'd turn on WJR.

Even *that* isn't all. The whole report is *must* reading for anyone concerned with advertising and selling.

For your free copy either write directly to WJR, Detroit 2, Michigan, or your local Henry I. Christal man.

The Great Voice of the Great Lakes

WJR

Detroit

50,000 Watts CBS Radio Network

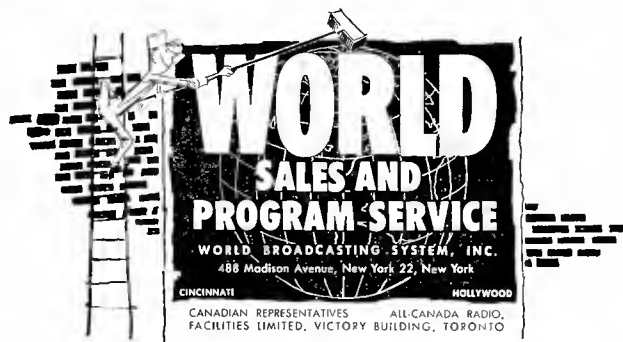
This offer is limited—to those who have something to sell in Detroit and the Great Lakes area.



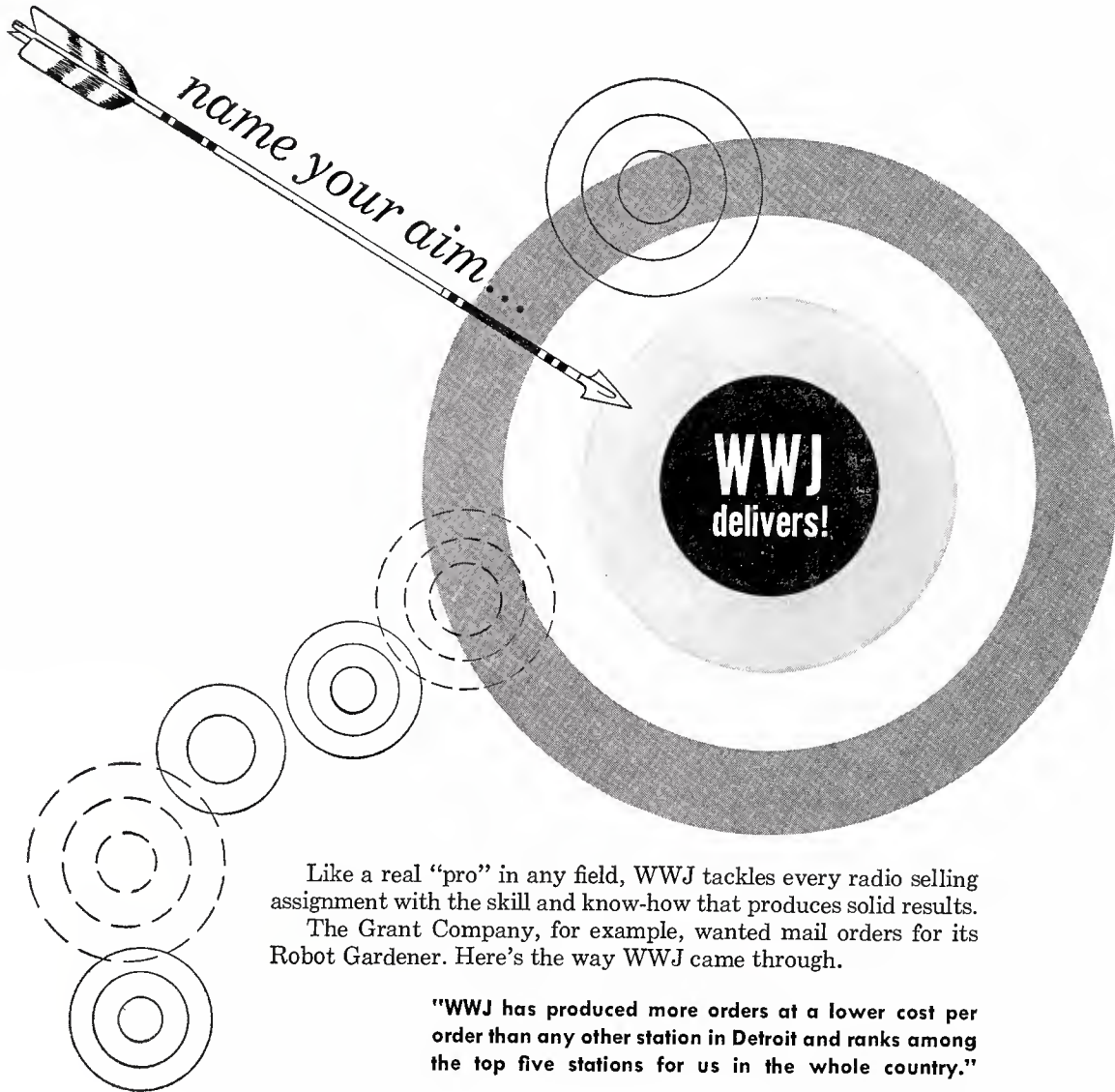
City County Call Letters Established TV Affiliate	Chan. or Freq. Power	License Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
DETROIT (Cont.)				
WWJ 1920 WWJ-TV	950 5,000 DA-N	Evening News Assn. 622 W. Lafayette Woodward 2-2000	Free & Peters McDermott	Warren S. Booth, p Edwin K. Wheeler, gm Don DeGroot, asst gm Henry C. Rogers, bus mgr
WWJ-FM 1941	Ch. 246 (B) 97.1mc 50kw			Robert J. McIntosh, slm Robert Henabery, prod mgr Edgar J. Love, ce
WXYZ 1925 WXYZ-TV	1270 5,000 DA-N	WXYZ Inc. 1700 Mutual Bldg. Woodward 3-8321	ABC Blair	James G. Riddell, p Harold S. Christian, gm Hal Neal, cm
WXYZ-FM 1948	Ch. 266 (B) 101.1mc 14kw			Philip Brestoff, pd Robert Baldrice, pmm Charles Kotcher, ce
DOWAGIAC (Cass County)				
(CP)	1400 500-D	James B. Luck and Gilbert N. Ketchum dba Cass Co. Bestg. Co.		
EAST LANSING (Ingham County)				
*WKAR 1922 WKAR-TV	870 5,000-D DA-N	State Board of Agriculture Edgewood 2-1511	John A. Hannah, p Robert J. Coleman, gm Lawrence Frymire, pd	Norris E. Grover, ce Rob Downey, nd Art Boroughs, fd
WKAR-FM 1948	Ch. 213 (E) 90.5mc 93kw			Robert Shackleton, sd Virginia Weiser, wd
ESCANABA (Delta County)				
WDBC 1941	680 1,000 DA-2	Delta Bestg. Co. 606 Ludington St. 3190	MBS Walker	Geo. D. Lindenthal, p, gm, cm F. J. Lindenthal, sec-treas Vince Casey, pd
WESK 1953	1490 250	Northern Bestg. Corp. Sherman Hotel 3750	NBC Northern Net.	W. J. Duchaine, pmm, nd H. C. Olsen, ce Frank Bourke, co-sd Don Sisto, pd Grant Markham, pmm Richard Deitz, ce
FLINT (Genesee County)				
WAMM 1955 WAMM-TV	1420 500-D DA-D	Binder-Carter-Durham Inc. c/o Richard S. Carter 711 National Bldg. (3)		Charles Rutledge, sm
WBBC 1947	1330 1,000 DA-2	Booth Radio & Tv Stations Inc. G-3076 E. Bristol Rd. Cedar 9-8686	MBS Weed	John L. Booth, p Jerry Schroeder, gm Jim Rush, pd
*WFBE (FM) 1953	Ch. 236 (B) 95.1mc 1.3kw	Flint Board of Education		Sam Somora, pmm E. H. Clark, ce Larry Jones, nd

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Leading Radio Stations PUSH UP PROFITS with . . .



1st with Seasonal and Holiday Features!



Like a real "pro" in any field, WWJ tackles every radio selling assignment with the skill and know-how that produces solid results. The Grant Company, for example, wanted mail orders for its Robot Gardener. Here's the way WWJ came through.

"WWJ has produced more orders at a lower cost per order than any other station in Detroit and ranks among the top five stations for us in the whole country."

**John M. Phillips, Jr.
Phillips and Cherbo
Chicago, Illinois**

That's just one of the many success stories in WWJ's brimming files—success stories covering mail orders, over the counter sales, distribution, increased prestige for the advertiser and his product.

Name your aim in Detroit. WWJ, a real "pro", will deliver.

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



Basic **NBC** Affiliate

Associate Television Station WWJ-TV

WORLD'S FIRST RADIO STATION • Owned and Operated by THE DETROIT NEWS National Representatives: FREE & PETERS, INC.

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations
FLINT (Cont.)						
WFDF 1922	910 1,000 DA-1	The Trebit Corp. Garland at First Ave. Cedar 2-7138	NBC Katz	H. M. Bitner Jr., p L. W. Lindow, gm Martin Levey, cm, pmm	E. A. Knopf, pd, fd Gerald Wolpert, ce Larry Ganger, nd	Dan Hunter, sd Betty Clarke, wd
*WFWM (FM) 1952	Ch. 296 (A) 107.1mc 0.4kw	Regents U. of Michigan				
WKMF 1953	1470 1,000 DA-1	Knorr Bestg. Corp. 112 W. Water St. Cedar 9-7608	Headley-Reed	Fred A. Knorr, p W. Eldon Garner, gm	Philip R. Munson, cm, pmm Dusty Rhodes, pd, sd	John C. Woodard, ce Stan High, nd
WMRP 1946	1570 500-D	Methodist Radio Parish Inc. 3217 Lapeer St. (3) Cedar 3-5112		Herbert Hausser, p William H. Morford, gm	Virgil Lewis, cm	Duane Mrohs, ce
WTAC 1946	600 1,000-D 500-N DA-2	WTAC, The Big Station Inc. 740 S. Saginaw St. Cedar 2-1136	ABC Hollingbery	John M. Shaheen, p David Mendelsohn, sm E. Burge, pd	Thomas J. Warner, natl slm Robert Wheaton, ce	Edward Berryman, nd, sd Dorothy Miller, wd
FREMONT (Newaygo County)						
WBFC 1955	1490 250	Paul A. Brandt Beebe St. 415	KBS Capital Radio Net. Best	Paul A. Brandt, o Al LaGuire, gm, cm Ward J. Mayrand, pd, fd	Glen E. Mapes Jr., pmm Ivan L. Homan, ce Richard E. Knudsen, nd	Wesley Cooper, sd Theresa Gill, wd
GAYLORD (Otsego County)						
WATC 1950	900 1,000-D	Midwestern Bestg. Co.	MBS Paul Bunyan Holman	Les Biederman, p, gm C. O. Reed, cm	Robert Fritz, pd	William H. Kiker, ce
GRAND RAPIDS (Keni County)						
WFUR 1947	1570 1,000-D	Furniture City Bestg. Corp. 399 Garfield Ave. S.W. Glendale 6-9541	McGillvra	William Kuiper Sr., p, gm, pd Peter Vanden Bosch, cm William E. Kuiper Jr., pmm	Gilbert Waite, ce Robert Beukema, nd	John Radar, fd, sd June Bos, wd
WGRD 1947	1410 1,000-D	Music Bestg. Co. 35 Lafayette Ave. N.E. 94-111	Gill-Perna	Paul F. Eichhorn, p, gm Glenn R. LePard, cm Richard Groenevelt, ce	Tom Van Tol, nd Dirk Nebbeling, fd	Bruce Grant, sd Mid Baer, wd

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1956
THURSDAY
8

EDWARD PETRY & CO., INC.

NEW YORK CHICAGO ATLANTA DETROIT
LOS ANGELES ST. LOUIS SAN FRANCISCO

Buy MICHIGAN Radio today!

WTIM - LANSING -- Best Buy

*Higher ratings -- **

*Greater coverage -- **

*Lower cost -- **

Contact Petry for current avail's !!!

THEATRE TICKETS \$6.66

EDWARD PETRY AND CO. INC.

FLINT
largest
General
Motors
plant
city
in the
world

served by
WFDF

FLINT . . . the largest General Motors plant city in the world . . . is now *Michigan's Second Market*. And it's a big rich market . . . where people spend on a scale in keeping with their record earnings. Retail sales, right now, are running 69% above the national average . . . and due to go up. Record years are predicted for Buick, Fisher Body, AC Spark Plug, Chevrolet, and Ternstedt and that means even bigger payrolls for Flint. WFDF can help you get your share of this increasing consumer dollar. Thirty-three years of selling Flint means that WFDF market-wise programming is a sure result getter . . . paying off now better than ever. Call Katz. They can tell you how Flint and WFDF best fit your market plan.

910 KC • Flint, Michigan
NBC affiliate

WFDF market area data

Population	331,800
Households	90,260
Radio Homes	89,180
Consumer Spendable Income	\$547,399,000
CSI per Household (county)	6,065
CSI per Household (Flint)	7,055
Total Retail Sales	403,320,000
Retail Sales per Household (county)	4,468
Retail Sales per Household (Flint)	5,900

1955 Consumer Markets

Represented Nationally by the Katz Agency



Associated with: WFBM AM & TV Indianapolis—WOOD AM & TV Grand Rapids—WTCN AM & TV Minneapolis-St. Paul

MICHIGAN

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GRAND RAPIDS (Cont.)						
	WJEF 1945	1230 250	Amalgamated Properties Inc. 187 Monroe N.W. Glendale 6-8512	CBS Avery-Knodel	John E. Fetzer, p Carl E. Lee, mgng dir	Martin Giaino, sm, cm, pd Bruce M. Glycadgis, ce Ellis Shotwell, newscaster Margaret Curley, wd
	WJEF-FM 1945	Ch. 229 (B) 93.7mc 115kw				
	WLAV 1940	1340 250	Versluis Radio & TV Inc. 6 Fountain St. N.E. Glendale 6-5461	ABC Pearson	Leonard A. Versluis, p Lee G. Stevens, gm Donald Mullen, pd	Carroll Hutchings, ce Robert S. Greenhoe, nd Jack Harrison, sd Edith Kaleser, wd
	WLAV-FM 1947	Ch. 245 (B) 96.9mc 1.75kw				
	WMAX 1954	1480 500-D (CP 1,000-D)	WMAX Inc. 113 Lyon N.W. Glendale 6-8621	Best	Charles A. Sprague, gm, ce	Joseph C. Hooker, cm, pd Roy W. Marsh, pmm
	WOOD 1924 WOOD-TV	1300 5,000 DA-N	Grandwood Bcstg. Co. 120 College Ave. S.E. GL 9-4125	NBC Katz	Harry M. Bitner Jr., p Willard Schroeder, gm Michael O. Lareau, slm	Clark Grant, pd John Dragomier, pmm Louis Bergenroth, ce Frank G. Sisson, nd Carol Duvall, wd
HILLSDALE (Hillsdale County)						
	WBSE 1955	1340 100	Baw Beese Bcstrs. Inc. 92½ N. Broad St. Hemlock 7-4444	Southern Michigan Net. Best	Stanley H. White, p E. Harold Munn Jr., gm, ce Ronald Hutson, cm	E. Harold Munn, Sr., acting sta dir, acting pd Merritt W. Greene, nd David R. Scott, sd
	WBSE-FM (CP)	Ch. 280 (A) 103.9mc 1kw				
HOLLAND (Ottawa County)						
	WHTC 1948	1450 250	Holland Bcstg. Co. 5 East 8th St. 9482	Best	W. A. Butler, p Sandy Meek, gm, cm William Gargano, pd	William Young, pmm John L. Klungle, ce William Allen, fd Harold Volkema, sd Mary Emma Young, wd
HOUGHTON (Houghton County)						
	WHDF 1929	1400 250	Upper Michigan Bcstg. Co. Douglass Hotel 1	NBC Walker	George L. Burgan, o, ce Albert W. Payne, gm	Earl Norden, pd, nd Peter Fausone, sd
HOUGHTON LAKE (Roscommon County)						
	WHGR 1954	1290 1,000-D	Sparks Bcstg. Co. 3431 Houghton Lake Dr. Greenwood 8-3040		J. B. Sparks, p, gm Gordon A. Sparks, sec-treas Garnett G. Sparks, vp, ce	Robert D. Ditmer, sm, sd Lee Hohisel, nd Richard Greenwald, fd Beverly Ditmer, wd
IONIA (Ionia County)						
	WION 1953	1430 500-D	Ionia Bcstg. Co. P. O. Box 143 1537	Best	Monroe MacPherson Jr., p, gm, pd Kenneth Chapin, cm	Ben Thompson, pmm, sd Erwin L. Fuller, ce Harry Boyes, nd C. Chandler Bergeon, fd Jo Ann Raymond, wd
IRON MOUNTAIN (Dickinson County)						
	WMIQ 1947	1450 250	Iron Mountain- Kings- ford Bcstg. Co. Inc. 211 East Ludington St. 2031	ABC Northern Net.	Frank J. Russell, p	William C. Johnson, gm, cm, sm
IRON RIVER (Iron County)						
	WKIB 1949	1230 250	WIKB Inc. 232 W. Genesse St. 102	KBS Walker	Henry Frailing, p Bud Shields, gm, cm Milo Jordan, pd	Bob Campbell, pmm Les Patten, ce Al Silfven, nd Dave MacDonald, fd Eric Eliason, sd Anne Cascioli, wd
IRONWOOD (Gogebic County)						
	WJMS 1931	630 1,000 DA-N	Upper Michigan-Wiscon- sin Bcstg. Co. Inc. 124 E. McLeod Ave. 20	MBS Walker	William L. Johnson, p, gm Laura Johnson, pd	Arne Dahlbacka, ce Richard Williamson, nd Leonard Johnson, sd Rose Isaac, wd
ISHPEMING (Marquette County)						
	WJPD 1947	1240 250	Ishpeming Bcstg. Co. Jenks Block Hudson 6-9937	KBS	Dr. J. P. Deegan, p	Mrs. James P. Deegan, gm Robert Olson, sm
JACKSON (Jackson County)						
	WIBM 1927	1450 250	Booth Radio & Tv Stations Inc. 2511 Kibby Rd. State 2-7176	ABC Weed	John L. Booth, p George P. Lasley, gm Robert B. Lees, cm, pmm	Jack Underwood, pd, nd Paul Wolfcale, ce Jack Freeborn, fd Tom O'Connor, sd Kay Schwenk, wd
	WKHM 1951	970 1,000 DA-2	Jackson Bcstg. & Tv Corp. 441 Wildwood Ave. State 4-7181	MBS Michigan Bcstg. Sys. Headley-Reed	Fred A. Knorr, p Merritt W. Greene, mgng dir	Milton Maltz, pd Kenneth Herklimer, ce John Marshall, nd, fd, sd

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YOU MIGHT SKATE 100 YARDS IN 11.4 SECONDS*—

**BUT . . . YOU NEED WKZO-WJEF RADIO
TO BREAK RECORDS
IN WESTERN MICHIGAN!**

WKZO Kalamazoo and WJEF Grand Rapids deliver the Greater Western Michigan market day and night at less cost than any other radio buy!

The March, '55, 6-county Pulse Report for the Kalamazoo-Battle Creek area credits WKZO with more than **TWICE AS MANY** listeners as the next station, *day and night!*

January, '55 Hoopers for Grand Rapids credit WJEF with 20.7% more *morning* listeners than the next station . . . 20.7% more *afternoon* listeners . . . 53.3% more *nighttime* listeners!

Ask Avery-Knodel for *all* facts on WKZO-WJEF—CBS Radio for Grand Rapids, Kalamazoo, Battle Creek and Greater Western Michigan.



The Feltzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA

Associated with
WMBD RADIO — PEORIA, ILLINOIS

WKZO-WJEF

**CBS RADIO
KALAMAZOO**

**CBS RADIO
GRAND RAPIDS**

Avery-Knodel, Inc., Exclusive National Representatives

* *Loretta Neitzel set this world's record for women at Detroit in January, 1929.*

MICHIGAN

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KALAMAZOO (Kalamazoo County)						
WKLZ (CP)	1470 500-D	Circle Corp. P. O. Box 663		Joseph F. Butler, ptrn	Ralph E. Patterson, ptrn	
WKMI 1947	1360 5,000-D 1,000-N DA-N	Steere Bcstr. Corp. State Theater Bldg. 4-0111	Forjoe	Howard D. Steere, p Emil J. Popke Jr., gm F. K. Doyle, cm	Dan Daniels, pd Kenneth Farrance, ce	Bob Barr, nd Ron Bontsema, sd
WKZO 1923 WKZO-TV	590 1923 5,000 DA-N	Fetzer Bcstg. Co. 124 W. Michigan Ave. 5-2101	CBS Avery-Knodel	John E. Fetzer, p Carl E. Lee, vp, mgng dir John W. O'Harrow, natl sls dir	Charles T. Lynch, pd Robert Dye, pmm Arthur E. Covell, ce	Len Colby, nd, sd Carl Collin, fd Louise Carver, wd
LANSING (Ingham County)						
WILS 1947	1320 5,000-D 1,000-N DA-2	Lansing Bcstg. Co. 437 N. Washington Ave. IV 2-1655		John C. Pomeroy, p, gm, cm David L. Froh, sm, sd Richard French, pd	Stanley Kirby, pmm John Whitacre, ce John Maters, nd	Clarke Manning, fd Dorothy M. Doane, wd
WJIM 1954 WJIM-TV	1240 250	Gross Telecasting Inc. 2820 E. Saginaw IV 2-1333	ABC NBC Petry	Harold F. Gross, p, gm Howard K. Finch, vp, cm	Kenneth Richards, pd	Charles L. Brady, ce
LAPEER (Lapeer County)						
*WMPC 1926	1230 250	Liberty St. Gospel Church				
LUDINGTON (Mason County)						
WKLA 1944	1450 250	Ludington Bcstg. Co. E. Ludington Ave. 1450	ABC KBS Best	Raymond A. Plank, p, gm, pmm Donald M. Hack, cm, sd	Charles J. Hagerman, pd, ce Tom Roy, nd	Gordon J. Andersen, fd Charlene R. Englebrect, wd
MANISTEE (Manistee County)						
WMTE 1951	1340 250	Manistee Radio Corp. P. O. Box 322 1340	MBS Best	Dr. T. A. Manwell, p Stephen P. Cole, gm Edward H. Owens, cm	Ken Kott, nd Bob Amsterburg, fd	Frank Balcer, sd Betty Noteware, wd
MARINE CITY (St. Clair County)						
WDOG 1950	1590 1,000-D DA-D	Radio St. Clair Inc. Rockwell 2-1111		Jerry W. Coughlin, p, pmm Harry C. Coughlin, gm, cm	John S. Bell, pd, nd, sd Carleton E. Goodwin, ce	Bob Milton, fd Wilma Drysdale, wd

MICHIGAN

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
SAGINAW (Saginaw County)						
WKNX 1947 WKNX-TV	1210 1,000-D	Lake Huron Bcstg. Corp. 221 S. Washington Ave. 3-4471	Gill-Perna	William J. Edwards, p, gm Howard H. Wolfe, sm Robert M. Chandler, cm Paul Carey, pd	L. Lee Purvis, bus mgr Max W. Thomas, ce Britt Temby, nd	Robert Dyer, fd Dick Davis, sd Alicia Yacques, wd
WSAM 1940	1400 250	Knorr Bcstg. Corp. 2435 Holland Ave. 2-8161	NBC Michigan Bcstg. Sys. Headley-Reed	Fred A. Knorr, p Vincent Picard, mgng dir, cm Richard Schueler, pd, pmm	Orrin A. Nordenskjold, ce Bruce Malle, nd, sd	Ken Clark, fd Marilyn Dinninger, wd
WSAM-FM 1947	Ch. 281 (B) 98.1mc 1.7kw					
WSGW 1950	790 1,000 DA-2	Booth Radio & Tv Stations Inc. Mason Bldg. 3-4456	MBS Pearson	John L. Booth, p Robert W. Phillips, vp, gm, cm	Frederick W. Krell, pd Harold Volz Jr., ce Frank Wells, nd	Richard Rybicki, fd Fritz Van, sd Mary Kay, wd
SAULT STE. MARIE (Chippewa County)						
WSOO 1940	1230 250	Hiawathaland Bcstg. Co. 208 Ashmun St. Melrose 2-2231	ABC Northern Net.	Stanley R. Pratt, p Richard Y. Burnett, gm, cm J. Oscar Frenette, pd	Tom McHale, pmm Wm. F. Morris, ce Homer W. Foster, nd	Dave Clement, fd Jack Piner, sd Vera Hotton, wd
STURGIS (St. Joseph County)						
WSTR 1951	1230 250	WSTR Inc. P. O. Box 67 1199	Southern Michigan Net. Best	Dr. Clarence H. Snyder, p E. Harold Munn Jr., gm	Robert Geerdes, cm, pd, pmm, nd, sd	William S. Miller, ce, fd
WSTR-FM 1953	Ch. 276 (A) 103.1mc 0.285kw					
TRAVERSE CITY (Grand Traverse County)						
WTCM 1941 WPBN (TV)	1400 250	Midwestern Bcstg. Paul Bunyan Bldg. 2700	MBS Paul Bunyan Holman	Les Biederman, gm		

Data corrected to Dec. 15, 1955. If executives or services for FM are same as Hours. ST—Share Time.
 FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified AM affiliate, names are not repeated.

MINNESOTA

OWOSSO

(Shiawassee County)

WOAP 1080
1948 250-D

Owosso Bestg. Co.
2300 N. Shiawassee
980

Great Lakes Net.
McGillvra

J. E. Campbell, p
M. H. Wirth, gm

Merrill Walker, sm
Fran Bowles, ce

Edwina Hansen, wd

PETOSKEY

(Emmet County)

WMBN 1340
1946 250

Midwestern Bestg. Co.

MBS
Paul Bunyan
Holman

Les Biederman, gm

PONTIAC

(Oakland County)

WCAR 1130
1939 1,000-D
(CP move to
Detroit)

WCAR-FM Ch. 258 (B)
1948 99.5mc
20kw

WPON 1460
1954 500
DA-N

WCAR Inc.
P. O. Box 55
Federal 3-7141

Pearson

H. Y. Levinson, p, gm
Wayne N. Cook, vp, ce
William G. Lenhard, vp, cm

Lawrence W. Bova, prod mgr
D. M. Shaver, sls sup
James R. Balmer, asst ce

Albert Kahn, pd
Bruce G. Martyn, sd
Allene Warbler, traffic dir

PORT HURON

(St. Clair County)

WHLS 1450
1938 250

Port Huron Bestg. Co.
932 Military St.
Yukon 2-8536

KBS
Gill-Perna
Michigan Spot
Sales
ABC

John F. Wismer, ptrn, gm
Thomas G. Sicklesteel, sm

John J. Shepard, cm
Jack E. Shannon, pd

Harold E. Oliver, ce
Fred J. Letzgas, nd

WTHH 1380
1947 1,000
DA-1

Times Herald Co.
606 Water St.
Yukon 5-5171

F. Granger Weil, evp
Richard S. Sommerville, gm
Kenneth M. Elevins, asst gm

Kenneth E. Kunze, ce
Ronald E. Mires, nd
William Vincent, fd

J. Edward Senyczko, sd
Jane Marshall, wd

ROGERS CITY

(Presque Isle County)

WHAK 960
1948 5,000-D

Rogers City Bestg. Co.
Moltke Drive
7751

Harvey A. Klann, p, gm, ce
Albert G. Klann, cm, pmm

Harry E. Brege, pd
James Tague, nd, sd

Jack Brown, fd
Mildred G. West, wd

ROYAL OAK

(Oakland County)

WEXL 1340
1923 250

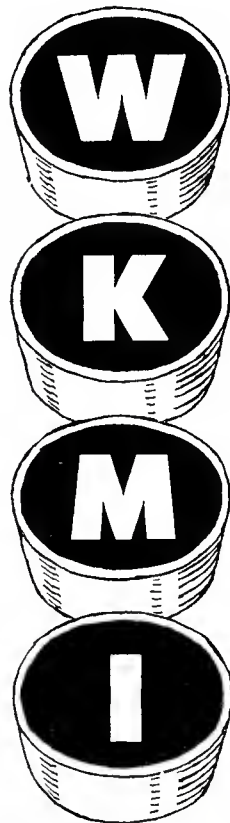
Sparks Bestg. Co.
P. O. Box 190
Jordan 4-6523

Jacob B. Sparks, p
Gordon A. Sparks, cm, pd

Ernie P. Holder, pmm
Garnet G. Sparks, ce

Jack Ihrie, nd
Bob Terry, sd

WOMC (FM) Ch. 282 (B)
1947 104.3mc
18kw



WESTERN MICHIGAN'S MOST POWERFUL INDEPENDENT

KALAMAZOO AND BATTLE CREEK

MICHIGAN'S BEST REGIONAL BUY

INFLUENCES OVER TEN COUNTIES OF THE RICHEST FARMERS IN THE LAND (SEE MAP)



• **NOW 5000 WATTS**

• **Covering 1,719,000 Population in primary markets**

• **270,000 in Metropolitan Kalamazoo • Battle Creek**

• **84,000 Prosperous commercial farms**

WKMI • STEERE BROADCASTING CORPORATION • KALAMAZOO, MICHIGAN

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations	Coml. Mgr. cm; Sales Mgr.
SAGINAW (Saginaw County)							
WKNX 1947 WKNX-TV	1210 1,000-D	Lake Huron Bcstg. Corp. 221 S. Washington Ave. 3-4471	Gill-Perna	William J. Edwards, p, gm Howard H. Wolfe, sm Robert M. Chandler, cm Paul Carey, pd	L. Lee Purvis, bus mgr Max W. Thomas, ce Britt Temby, nd	Robert Dyer, fd Dick Davis, sd Alicia Yacques, wd	
WSAM 1940	1400 250	Knorr Bcstg. Corp. 2435 Holland Ave. 2-8161	NBC Michigan Bcstg. Sys. Headley-Reed	Fred A. Knorr, p Vincent Picard, mgng dir, cm Richard Schueler, pd, pmm	Orrin A. Nordenskjold, ce Bruce Malle, nd, sd	Ken Clark, fd Marilyn Dinninger, wd	
WSAM-FM 1947	Ch. 281 (B) 98.1mc 1.7kw						
WSGW 1950	790 1,000 DA-2	Booth Radio & TV Stations Inc. Mason Bldg. 3-4456	MBS Pearson	John L. Booth, p Robert W. Phillips, vp, gm, cm	Frederick W. Krell, pd Harold Volz Jr., ce Frank Wells, nd	Richard Rybicki, fd Fritz Van, sd Mary Kay, wd	
SAULT STE. MARIE (Chippewa County)							
WSOO 1940	1230 250	Hiawathaland Bcstg. Co. 208 Ashmun St. Melrose 2-2231	ABC Northern Net.	Stanley R. Pratt, p Richard Y. Burnet, gm, cm J. Oscar Frenette, pd	Tom McHale, pmm Wm. F. Morris, ce Homer W. Foster, nd	Dave Clement, fd Jack Piner, sd Vera Hotton, wd	
STURGIS (St. Joseph County)							
WSTR 1951	1230 250	WSTR Inc. P. O. Box 67 1199	Southern Michigan Net. Best	Dr. Clarence H. Snyder, p E. Harold Munn Jr., gm	Robert Geerdes, cm, pd, pmm, nd, sd	William S. Miller, ce, fd	
WSTR-FM 1953	Ch. 276 (A) 103.1mc 0.285kw						
TRAVERSE CITY (Grand Traverse County)							
WTM 1941 WPBN (TV)	1400 250	Midwestern Bcstg. Paul Bunyan Bldg. 2700	MBS Paul Bunyan Holman	Les Biederman, gm			

Data corrected to Dec. 15, 1955. If executives or services for FM are same as Hours. ST—Share Time.
 FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified AM affiliate, names are not repeated.

MINNESOTA

MARKET DATA BY COUNTIES

	Radio					Motor Vehicle				
	Population 1950	Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Population 1950	Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)
Aitkin	14,327	3,700	\$ 9,287	\$ 2,610	\$ 183	5,901	1,896	5,200	18,880	3,744
Anoka	35,579	11,500	17,806	6,075	541	15,810	15,165	4,200	15,052	3,021
Becker	24,836	6,400	18,633	3,716	305	11,172	25,832	6,400	20,602	4,453
Beltrami	24,962	6,700	23,086	5,026	648	9,595	42,277	12,300	50,561	9,876
Benton	15,911	3,900	15,184	3,695	208	6,742	14,801	3,800	12,870	2,025
Big Stone	9,607	2,400	12,097	2,394	185	4,955	20,929	5,300	13,548	3,840
Blue Earth	38,327	11,100	61,130	9,880	1,256	20,710	22,435	6,400	30,840	5,008
Brown	25,895	7,400	31,147	6,127	867	13,635	14,801	3,800	10,771	2,379
Carlton	24,584	6,600	19,928	6,643	429	10,924	22,435	3,300	10,771	2,379
Carver	18,155	5,100	16,300	2,550	413	8,910	51,320	13,200	42,880	6,998
Cass	19,468	4,900	12,121	3,678	376	7,526	12,965	3,500	18,165	2,902
Chippewa	16,738	4,700	21,999	3,417	336	8,857	18,223	4,800	13,800	2,717
Chisago	12,669	3,700	10,098	2,220	246	6,551	14,003	3,800	19,095	2,956
Clay	30,363	9,200	45,627	12,509	643	15,619	35,900	9,700	35,426	7,265
Clearwater	10,204	2,500	8,210	1,572	189	4,429	12,862	3,300	8,874	1,835
Cook	2,900	900	2,766	1,007	41	1,458	355,332	113,700	523,654	109,294
Cottonwood	15,763	4,500	18,284	3,673	349	9,176	6,806	1,600	5,981	1,703
Crow Wing	30,875	9,200	37,162	9,734	784	15,237	22,127	6,200	24,321	4,594
Dakota	49,019	14,400	40,495	8,587	1,189	23,587	23,954	6,600	23,493	4,291
Dodge	12,624	3,400	10,109	2,612	198	5,986	36,235	9,100	33,443	7,812
Douglas	21,304	6,200	25,091	5,213	463	10,981	11,278	3,200	13,836	2,169
Fairbault	23,879	6,900	26,748	4,891	592	13,936	14,505	3,700	12,160	2,326
Fillmore	24,465	7,100	24,463	4,808	538	17,243	206,062	64,700	239,717	62,109
Freeborn	34,517	10,200	39,300	7,244	588	17,243	16,486	4,300	14,399	3,167
Goodhue	32,118	9,400	38,213	6,917	738	15,964	10,661	2,600	6,337	1,120
Grant	9,542	2,600	10,064	1,740	183	5,822	15,816	4,100	12,872	1,802
Hennepin	676,579	217,800	969,505	202,911	32,191	310,767	70,681	17,100	76,918	13,825
Hubbard	14,435	4,000	12,081	2,778	196	7,237	21,155	6,300	26,935	5,457
Isanti	11,085	3,100	8,876	2,593	157	5,037	11,106	2,800	12,302	2,300
Itasca	12,123	2,900	9,285	1,936	236	5,274	15,837	4,400	22,427	3,996
Jackson	33,321	10,900	34,301	10,248	654	16,594	10,567	2,600	43,991	9,995
Kandiyohi	16,306	4,500	16,795	2,893	313	8,594	25,420	6,500	19,996	5,511
Kanabec	9,192	2,600	7,540	1,501	270	4,074	2,800	2,200	9,737	1,602
Kandiyohi	28,644	7,800	33,487	6,253	615	13,275	16,878	4,600	17,310	3,477
Kittson	9,649	2,400	8,108	856	117	5,638	12,806	3,300	16,538	2,327
Koochiching	16,910	4,800	15,889	4,268	391	7,300	14,957	4,600	17,177	2,769
Lac Qui Parle	15,545	3,700	14,084	2,513	219	7,419	34,544	10,500	30,453	7,032
Lake	7,781	2,900	7,274	2,180	91	4,720	15,881	3,900	15,280	2,750
Lake of the Woods	4,955	1,200	3,525	666	38	3	10,567	2,600	10,703	2,709
Le Sueur	19,088	5,600	19,542	3,545	378	9,915	39,841	11,500	43,991	9,995
Lyon	10,150	2,800	10,042	1,625	205	5,433	27,716	7,700	30,285	7,616
Lincoln	22,253	6,400	33,440	5,953	636	11,232	16,279	4,500	17,736	2,624
McLeod	22,198	6,500	27,435	4,524	520	13,312				
Mahnomen	7,059	1,400	4,693	899	53	2,658				
Marshall	16,125	4,000	12,208	2,316	173	8,330				
Marshall	26,655	7,500	28,873	4,745	635	14,320				
Meeker	18,966	5,200	18,880	3,744	363	9,183				
Mille Lacs	15,165	4,200	15,052	3,021	281	7,282				
Morrison	25,832	6,400	20,602	4,453	337	11,240				
Mower	42,277	12,300	50,561	9,876	1,043	21,172				
Murray	14,801	3,800	12,870	2,025	195	7,333				
Nicollet	20,929	5,300	13,548	3,840	313	8,647				
Nobles	22,435	6,400	30,840	5,008	431	11,993				
Norman	12,909	3,300	10,771	2,379	162	7,109				
Olmsted	48,228	13,500	68,892	9,317	1,193	22,384				
Otter Tail	51,320	13,200	42,880	6,998	3,017	12,507				
Pennington	12,965	3,500	18,165	2,902	372	8,037				
Pine	18,223	4,800	13,800	2,717	246	6,257				
Pipestone	14,003	3,800	19,095	2,956	228	8,119				
Polk	35,900	9,700	35,426	7,265	798	17,845				
Pope	12,862	3,300	8,874	1,835	187	6,355				
Ramsey	355,332	113,700	523,654	109,294	14,657	152,058				
Red Lake	6,806	1,600	5,981	1,703	42	2,930				
Redwood	22,127	6,200	24,321	4,594	449	13,298				
Renville	23,954	6,600	23,493	4,291	362	7,753				
Rice	36,235	9,100	33,443	7,812	829	14,458				
Rock	11,278	3,200	13,836	2,169	144	6,038				
Roseau	14,505	3,700	12,160	2,326	219	6,573				
St. Louis	206,062	64,700	239,717	62,109	6,061	87,336				
Scott	16,486	4,300	14,399	3,167	357	7,731				
Sherburne	10,661	2,600	6,337	1,120	85	4,598				
Sibley	15,816	4,100	12,872	1,802	278	8,590				
Stearns	70,681	17,100	76,918	13,825	1,520	28,888				
Steele	21,155	6,300	26,935	5,457	484	11,286				
Stevens	11,106	2,800	12,302	2,300	230	7,261				
Swift	15,837	4,400	22,427	3,996	269	7,753				
Todd	25,420	6,500	19,996	5,511	326	10,220				
Traverse	8,053	2,200	9,737	1,602	181	4,352				
Wabasha	16,878	4,600	17,310	3,477	283	7,657				
Wadena	12,806	3,300	16,538	2,327	265	5,646				
Waseca	14,957	4,600	17,177	2,769	357	7,431				
Washington	34,544	10,500	30,453	7,032	600	15,511				
Watson	15,881	3,900	15,280	2,750	387	7,620				
Wilkin	10,567	2,600	10,703	2,709	192	5,247				
Winona	39,841	11,500	43,991	9,995	977	16,888				
Wright	27,716	7,700	30,285	7,616	451	13,741				
Yellow Medicine	16,279	4,500	17,736	2,624	256	8,465				

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

Reach Half of All Minnesota Farmers

(families with 60% of Minnesota's farm income)

With The 5-Star Linder Radio Group

KWLM

Willmar

KMHL

Marshall

KDMA

Montevideo

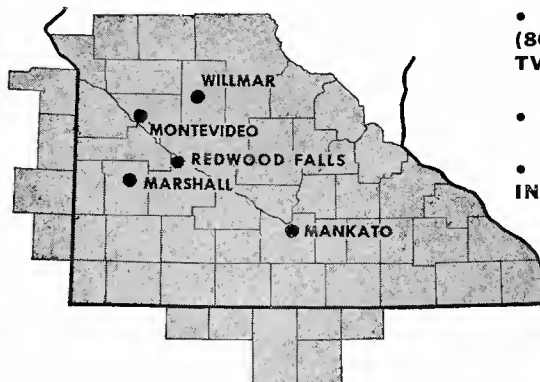
KLGR

Redwood Falls

KTOE

Mankato

An average of 78% of our advertisers have used our stations *continuously* since we began broadcasting — proof that Linder Stations move merchandise.



- OUTSIDE FRINGE TV AREA!
(80 Miles From Nearest TV Station)

- OVER 1,250,000 PEOPLE!

- OVER \$1,000,000,000
IN RETAIL SALES!

RADIO IS BIGGER THAN EVER in this Billion Dollar agricultural market! There's 98% saturation of the radio homes in our area . . . and 68% of the 600,000 autos are radio-equipped. You'll find radios in most stores, offices, garages and barns—even on the tractors in the field. The Linder Radio Group completely dominates this prosperous farm and urban audience of a million and a quarter people. These are loyal, receptive listeners who prefer their "hometown" station!

It's Easy To Do Business With The Linder Stations!

All stations are under one ownership; and you get one billing. Stations are available individually or in combination. Ideal stations for test campaigns!

For Brochure write to

HARRY W. LINDER, Executive Offices, KWLM, Willmar, Minn.

Represented by John E. Pearson Co.

DIRECTORY OF AM AND FM STATIONS

City County Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations
ALBANY (Stearns County)					
KASM 1950	1150 500-D	Stearns County Bcstg. Co. 5-3005	KBS Continental	William Blattner, p Urban J. Keppers, gm Dale Howard, cm, ce	Cliff Mitchell, pd, nd, fd Lyle Nelson, pmm Paul Stacke, sd Sally Hanauka, wd
ALBERT LEA (Freeborn County)					
KATE 1937	1450 250	Albert Lea-Austin Bcstg. Co. Inc. 332 S. Broadway 2338	ABC Meeker Bulmer & Johnson	Bennett O. Knudson, p E. A. Van Alstye, gm, cm Dale Dickerson, pd	Robert Holt, ce Marie Prosser, nd Cliff Cairns, fd Tres Goddard, sd Rae Carroll, wd
ALEXANDRIA (Douglas County)					
KXRA 1949	1490 250	Alexandria Bcstg. Corp. 1315 Broadway Rockwell 3-3131	ABC KBS UMBS	Everette Q. Walters, p, cm Kenneth A. Tessmer, m Kenneth C. Bechtel, pd	Kenneth L. Olson, ce, fd Ercel Aga, nd Ray Lang, sd Fran Anderson, wd
ANOKA (Anoka County)					
KANO (CP)	1470 1,000-D	Anoka Bcstg. Co. c/o John H. Lemme 105 E. Broadway Little Falls, Minn.	✓John H. Lemme, p	
AUSTIN (Mower County)					
KAUS 1948	1480 1,000	Cedar Valley Bcstg. Co. Inc. Hemlock 3-8836	MBS Avery-Knodel	Gene P. Loffler, gm, pd Ken Soderberg, cm Phil Melone, ce	Christy Hansen, nd Don Ritland, fd Ward Stevenson, sd Joyce Bang, wd
KMMT (TV)	DA-2				
BEMIDJI (Beltrami County)					
KBUN 1946	1450 250	Butler Bcstg. Co. Inc. 511 Beltrami 1900	MBS KBS UMBS	Edward W. Butler, p, gm, cm, pmm, sd	Gwenyth Butler, pd, wd Art Vandersluis, ce Jim Carrington, nd Norm Rick, fd
BRAINERD (Crow Wing County)					
KLIZ 1946	1380 1,000-D	Brainerd Bcstg. Co. 2700 E. Oak St. 2853	Walker	E. T. O'Brien, p Earl R. Johnsen, sm, cm	Betty Smith, pmm, wd James Peterson, ce Winifred Preston, nd Al Leighton, sd
BRECKENRIDGE (Wilkin County)					
KBMW 1948	1450 250	Interstate Bcstg. Corp. 519 Dakota Ave. Wahepton, N. D. 2-5587	Valley Radio Net.	Robert E. Ingstad, p, gm George W. Kaufmann, cm, sd	Al Knight, pd, nd Harold Grant Unkenholz, ce
CLOQUET (Carlton County)					
WKLK 1949	1230 250	Cloquet Bcstg. Co. Reliable Bldg. 4-6725	KBS	Richard A. Rall, o, gm	Sidney Markusen, ce
CROOKSTON (Polk County)					
KROX 1948	1260 1,000-D 500-N DA-N	Crookston Bcstg. Co. Inc. Eagles Bldg. 1050	KBS UMBS Cooke Tracy Moore	William J. Kiewel, gm E. R. Melbye, cm	Jerome A. Dahlberg, pd Earl Handyside, ce John Kalin, nd
DETROIT LAKES (Becker County)					
KDLM 1951	1360 1,000-D	Detroit Lakes Bcstg. Corp. 1360 Richwood Rd. 1100	KBS UMBS	Garfield L. Fox, p, gm Norman Engstrom, cm Louis Wagner, pd	Gloria Mae Shannon, pmm Donavan Torbenson, ce Garry Fox, nd Sherman Mandt, fd Carl Engstrom, sd Marcy Yerka, wd
DULUTH (St. Louis County)					
KDAL 1936	610 5,000	Red River Bcstg. Co. 218 Bradley Bldg. Randolph 2-2628 (See Superior, Wis. Listing)	CBS Avery-Knodel	Dalton LeMasurier, p Odin S. Ramsland, cm Jack Gordon, pd	Dale Cowle, pmm R. A. Dettman, ce Bill Krueger, nd Don Dahl, sd Liz Brown, wd
KDAL-TV	DA-N				
WDSM 1939					
WECB 1924	560 5,000 DA-2	Head of the Lakes Bcstg. Co. WECB Bldg. Randolph 2-2873	NBC Arrowhead Net. Hollingbery Bulmer & Johnson	Morgan Murphy, p Walter Bridges, vp Robert J. Rich, gm	Dennis Murphy, pd, sd Norman Gill, ce Glen Maxham, nd Deke Grussendorf, fd
ELY (St. Louis County)					
WELY 1954	1450 250	Charles B. Persons WELY Bldg. 744	KBS	Charles B. Persons, p, gm, cm, ce Scott Dudley, pd	Mark Whitney, nd Robert Kimball, sp events Bob Basnik, sd June Persons, wd
EVELETH (St. Louis County)					
WEVE 1948	1340 250	Carl Bloomquist Virginia Rd. 1340	MBS KBS Paul Bunyan	Carl Bloomquist, o Arthur F. Nelson, gm, cm	Joe Cerar, pd, ce Al Williams, sd Rose Ullman, wd
FAIRMONT (Martin County)					
KSUM 1949	1370 1,000 DA-2	Fairmont Bcstg. Co. Inc. 306 N. Park St. 1370	MBS UMBS Rambeau	Leo J. Seifert, p Frank Endersbe, gm Ev. Ohrt, cm James Barkley, pd, nd	V. P. Halligan, pmm Wm. V. Small, off mgr Larry Lawson, ce George Brooks, nd Dick Mahar, sd Annabel Webb, wd

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FARIBAULT

(Rice County)

KDHL 1948	920 1,000 DA-2	KDHL Bestg. Co. 213 Central Ave. 4-4345	UMBS	J. E. Hyde Jr., gm Palmer Dragsten, cm	Thomas Bachrach, pd Richard Biddick, nd	Dean Curtiss, fd James Lundquist, sd
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FERGUS FALLS

(Ottertail County)

KGDE 1926	1250 1,000-D 500-N DA-N	Fergus Radio Corp. 6996	MBS Bulmer & Johnson	Harold L. Dell, evp, gm Frederic T. Dell, sm, cm, fd	Edward Weeks, pd, pmm, nd Harold E. Allen, ce	June V. Barnum, wd
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GRAND RAPIDS

(Itasca County)

KOZY 1948	1490 250	Itasca Bcstg. Co. 207½ N. 1st Ave. W. Fairview 6-3446	MBS	Robert D. Kennedy, p, gm, cm	Bud Germ, pd	Ross Fesenmeyer, ce
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HIBBING

(St. Louis County)

WMFG 1935	1240 250	Head of the Lakes Bcstg. Co. 37th St. & 7th Ave. W. Amherst 3-7531	NBC Arrowhead Net. Hollingbery	Morgan Murphy, p Harold Parise, gm, cm	George Johnson, pd, pmm, nd Norman Gill, ce	Ron Marinelli, fd, sd Nancy Goodell, wd
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HUTCHINSON

(McLeod County)

KDUZ 1953	1260 1,000-D	McLeod County Bcstg. Co. Hiway 15 1555	Best	Albert Tedesco, p Heinz Fruck, gm Dean Nolt, cm	Pearl MacLeod, pd John Speech, pmm, nd Darell Gander, ce	John Mons, fd Lee Krueger, sd Jane Haugen, wd
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LITTLE FALLS

(Morrison County)

KLTF 1950	960 500-D	Little Falls Bcstg. Co. 105½ E. Broadway 367	KBS	John H. Lemme, p, gm, sd Richard J. Rudeck, cm	Sumner H. Sabeau, pd, nd Gordon O. Lommen, ce	Robert Pro, fd Peggy Berge, wd
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MANKATO

(Blue Earth County)

KTOE 1950	1420 5,000 DA-N	Minnesota Valley Bcstg. Co. 4537 F. B. Clements & Co. 101 N. Second St. 4673	ABC Dairyland Net. Pearson NBC Southern Minnesota Net. Meeker	H. W. Linder, p Don Linder, gm, cm John Talbot, pd Robert E. DeHaven, gm, cm Charles Pasek, pd, sd Thomas Cornlea, pmm	Wayne Will, pmm Steve Wolf, ce Donald Krohn, nd James Houts, ce Robert Arnott, nd	Cliff Adams, fd Bill Smith, sd Evelyn Newman, wd Roger Barkley, fd Marion Mason, wd
KYSM-FM 1948	Ch. 278 (B) 103.5mc 47kw					

MARSHALL

(Lyon County)

KMHL 1946	1400 250	Harry Willard Linder KMHL Bldg. 2282	ABC Pearson	Harry W. Linder, o	Gilmore F. Frayseth, gm	
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MINNEAPOLIS

(Hennepin County)

KEYD 1948	1440 5,000-D	Family Bcstg. Co. Foshay Tower Fillmore 8811 (See St. Paul listing)	H-R Reps.	Leslie C. Park, p Robert Purcell, mgng dir Lee Whiting, vp, cm	Randy Norris, pd, nd, fd Dick Quaas, pmm Harvey Headen, ce	Fred Van't Hull, sd Irma Coffron, wd
KSTP 1923						
KSTP-TV 1949	900 1,000-D	Northwestern College 50 Willow St. Lincoln 3244		Loren F. Bridges, gm Paul Ramseyer, pd	Arnold Rocholl, pmm	Clarence La Bonte, ce
*KTIS-FM 1949	Ch. 253 (B) 98.5mc 5.3kw					
*KUOM 1922	770 5,000-D ST-WCAL	University of Minnesota 1 Eddy Hall Main 8158		Burton Paulu, gm Robert Boyle, pd	Lawrence A. Brogger, ce Ray Wolf, fd	Audrey June Booth, wd
WCCO 1924	830 50,000	Midwest Radio-Tv Inc. 625 Second Ave. South Federal 2-1202	CBS CBS Radio Spot Sales	F. Van Konynenburg, evp Larry Haeg, gm Phil Lewis, sim Bob McKinsey, pd	Clayton Kaufman, prom dir Kermit Sueker, ce Jim Bormann, nd	Maynard Speece, fd Dick Enroth, sd Meg Kingbay, wd
WCCO-TV						

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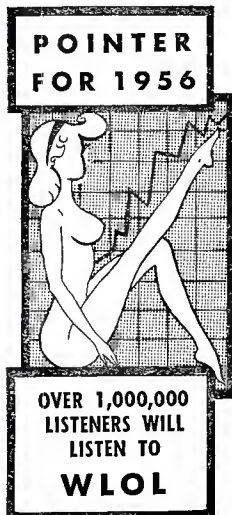


**1st with
Big Audience
Quiz Shows**



City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations
MINNEAPOLIS (Cont.)						
WDGY 1923	1130 50,000-D 25,000-N DA-2	Mid-Continent Bcstg. Co. Builders Exchange Bldg. Bridgeport 2271	MBS Avery-Knodel	Todd Storz, p Samuel N. Nemer, cm	Bill Cleary, pd, nd	Wes Fesler, vp, sd
WLOL 1940	1330 5,000 DA-1	BFR Bcstg. Corp. 554 Northwestern Bank Bldg. (2) Atlantic 0406 (See St. Paul listing)	Midwest Radio Net. AM Radio Sales	N. L. Bentson, p Joe Floyd, vp Wayne Williams, gm, cm	Ray Christianson, pd, pmm Bryce Eckberg, ce	Don Kelly, nd, fd Red Mottlow, sd
WMIN 1938						
WPBC 1949	980 1,000-D	People's Bcstg. Co. 1133 Stinson Blvd. Sterling 9-4356	Indie	William V. Stewart, o, p, gm Merle T. Forland, cm	Becky Ann Stewart, pd, wd Jack I. Moore, pmm	Kenneth Hanson, ce Larry Paynter, nd
WTCN 1934	1280 5,000-D	Minnesota Tv Public Service Corp. 2925 Dean Blvd. Walnut 7-8881	ABC Katz	Harry M. Bittner Jr., p Miller C. Robertson, vp, gm William E. Daley, sm	Sev Widman, pd M. J. Smith, pmm Joseph Kahnke, ce	Curt Edwards, nd Bob Carlson, fd Frank Buetel, sd
WTCN-TV	1,000-N					
MONTEVIDEO (Chippewa County)						
KDMA 1951	1450 100	Midwest Bcstg. Corp. West Hwy. 212 8891	ABC Dairyland Net. Pearson	H. W. Linder, p	Willard Linder, gm	Richard Beekman, sm, ce
MOORHEAD (Clay County)						
KVOX 1937	1280 1,000-D 500-N DA-N	KVOX Bcstg. Co. Inc. Radio Ranch 3-1522	MBS Great Northern Bcstg. Sys. Walker	E. J. McKellar, o, p M. M. Marget, sm, sd	R. L. Owens, asst mgr, cm Jack Teiken, ce	Tom Hannaher, nd Jo Anderson, wd
NEW ULM (Brown County)						
KNUJ 1949	860 1,000-D	KNUJ Inc. 304½ N. Minnesota St. 904	KBS	Walter K. Mickelson, p	George Korenchen, gm, cm	
NORTHFIELD (Rice County)						
*WCAL 1921	770 5,000-D ST-KUOM	St. Olaf College 0500		Milford C. Jensen, gm Carl B. Helgen, pmm Paul Lundy, ce	John Novotney, nd Jim Borgen, fd	Jack Laugen, sd Hilde Howden, wd
OWATONNA (Steele County)						
KOBK 1952	1390 500-D	Owatonna Bcstg. Co. 3388	KBS	Harry Bulow Jr., p, gm Bob Balance, cm, sd	Jimm Steer, pd, nd	Jim Houtz, ce
PIPESTONE (Pipestone County)						
KLOH 1955	1050 1,000-D DA-D	Pipestone Radio Corp. 118 W. Main St. 1050		C. P. Thomas, p J. F. Kauper, gm, cm Clyde Johnson, pd, pmm, sd	Clarence Ausham, ce Bob Edwards, nd	Del Haugen, fd Maxine Nelson, wd
RED WING (Goodhue County)						
KCUE 1949	1250 1,000-D	Hiawatha Valley Bcstg. Co. RFD 4 3511	Rambeau	Nicholas Tedesco, p Gene Elston, vp, gm		
REDWOOD FALLS (Redwood County)						
KLGR 1954	1490 100	Harry Willard Linder 209 S. Washington St. 2729	Dairyland Pearson	H. W. Linder, p Willard Linder, gm	Ward Shaw, cm	Ron Skow, ce

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THAT'S a lot of consumers—but their reason for listening is just one. They know that WLOL gives Twin City Listeners the best in Music, News and Sports—24 hours a day.

YES, the "1330 Habit" is really goin' strong right around the clock. In Minneapolis & St. Paul WLOL is the top-rated independent station, leading all other independents and three out of four networks.

**THE TOPPER IN
INDEPENDENT RADIO**

WLOL

MINNEAPOLIS - ST. PAUL

5000 watts—1330 on your dial

LARRY BENTSON, Pres.
Wayne "Red" Williams, Mgr.
Joe Floyd, Vice-Pres.

Represented by **AM RADIO SALES**



WTCN

BIG in a BIG Market!



Look at the facts!



WTCN Radio averages **SECOND PLACE** rating-wise between 6 a.m.—12 midnight, 7 days a week, in the 13th largest market in the nation—and at the lowest cost per thousand of any Twin City advertising medium!



WTCN . . . non-directional radio . . . reaches an area which accounts for $\frac{2}{3}$ of all retail sales in the state of Minnesota . . . **PLUS** a bonus audience in Western Wisconsin!



WTCN leads the field with 21 highest rated locally produced shows!



WTCN . . . first with 5 out of the 6 most popular Twin Cities disc jockeys!



WTCN reaches a large cumulative audience with its greater variety of programming: **1.** Top ABC shows! **2.** News, Weather, Sports! **3.** Planned disc jockey shows with top local personalities!

WTCN . . . "The Station of the Stars"

MINNEAPOLIS • ST. PAUL

Twenty-Fifth Year of Service 1280 kilocycles 5,000 watts

Represented Nationally by the Katz Agency, Inc. Affiliated with WFDF, Flint; WOOD AM and

TV, Grand Rapids; WFBM AM and TV, Indianapolis.

ABC Network

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Pres. p; Erec. vp. evp; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
ROCHESTER (Olmstead County)						
	KROC 1935 KROC-TV	1340 250	Southern Minnesota Bcstg. Co. First Ave. Bldg. 3924	NBC Meeker	Mrs. Gregory P. Gentling, p G. David Gentling, gm, cm Cal Smith, sm, pd	Jerry Reiner, pmm Robert Cross, ce Ray Thompson, nd Jerry Boyum, fd Bernie Lusk, sd Gayle Korsmo, wd
ST. CLOUD (Stearns County)						
	KFAM 1938	1450 250	Times Publishing Co. Weber Bldg. Blackburn 2-1551	NBC Dairyland Net. Pearson	Frederick C. Schilplin, p Dale F. Rainsberger, gm Charles J. Willms, pd, nd, fd	Loretta Hemberger, pmm Robert Witschen, ce Betty May, traffic mgr Frank Farrington, sd Rea Wilson, wd
	KFAM-FM 1948	Ch. 284 (B) 104.7mc 15kw				
	KJON 1950	1240 250	Granite City Bcstg. Co. St. Cloud Hotel Blackburn 1-4422	ABC	John Haerle, p, gm Mike Bartleme, cm	Van VanderArk, pd, fd Vincent Stephens, ce Sam Wenstrom, nd Earl Ellis, sd
ST. PAUL (Ramsey County)						
	KEYD 1948		(See Minneapolis listing)			
	KSTP 1928 KSTP-TV	1500 50,000 DA-2	KSTP Inc. 3415 University Ave. Midway 5-2717	NBC Petry	Stanley E. Hubbard, p, gm K. M. Hance, evp, treas Marvin L. Rosene, sls vp Karl A. Plain, sls co-ordinator	Byron Anderson, natl slm D. Brooks Henderson, prod sup Wm. S. Sadler, ce William P. Davey, sls prom Julian Hoshal, nd Dick Nesbitt, sd
	*KTIS 1949		(See Minneapolis listing)			
	*KTIS-FM 1949		(See Minneapolis listing)			
	*KUOM 1922		(See Minneapolis listing)			
	WCCO 1924 WCCO-TV		(See Minneapolis listing)			
	WCOW 1951	1590 5,000-D	S. St. Paul Bcstg. Co. 158 N. White Bear Ave. Van Buren 5588 (See Minneapolis listing)	Rambeau	Nicholas Tedesco, exec dir Victor J. Tedesco, gm	Charles W. Loufek, sm, slm Gene Taylor, pd Doug Melges, pmm Sam Sabean, ce
	WDGY 1923 WLOL 1940		(See Minneapolis listing)			
	WMIN 1938	1400 250	Franklin Bcstg. Co. 611 Frontenac Midway 5-7757	Headley-Reed	William F. Johns Sr., p William F. Johns Jr., gm	Jack Hazlett, cm Ralf Smith, pd Ruth McCarten, pmm Bill Jesse, ce
	WMIN-FM 1947	Ch. 258 (B) 99.5mc 16kw				
	WPBC 1949		(See Minneapolis listing)			
	WTCN 1934		(See Minneapolis listing)			
ST. PETER (Nicollet County)						
	*KGAC (CP)	1310 1,000-D DA-D	Gustavus Adolphus College			
STILLWATER (Washington County)						
	WSHB 1949	1220 250-D	St. Croix Bcstg. Co. 126½ S. Main St. 46		Richard K. Power, p, gm Roger Erickson, pd, fd	James Wicks, ce James McLaughlin, nd, sd Anita E. Buck, wd

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2½ Billion Dollars . . .

Reach the Minneapolis-St. Paul, Rochester, Red Wing & Sparta-La Crosse Markets each year. Get your share of this Treasure Trove through Tedesco stations at your lowest cost per thousand.

WCOW 5000 Watts
1590 KC
19c per thousand impressions
Source: Sept.-Oct. Pulse, 1955

KCUE 1000 Watts
1250 KC
Only station covering
Hiowotho Valley

KWEB 500 Watts
1270 KC
Soon Rochester's most
popular music & news station
(Application pending)

WKLJ 1000 Watts
1290 KC
Only station covering 3 Wisconsin Counties in this area plus La Crosse as a bonus.

DISCOUNT PLAN:
2 stations 10%
3 stations 20%
4 stations 30%

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NEW YORK CHICAGO MINNEAPOLIS LOS ANGELES SAN FRANCISCO PORTLAND

Tedesco Brothers Broadcasting Stations

Nicholas & Victor Tedesco

WCOW St. Paul-Mpls., Minn.
Chos. Loufek, Mgr.

KCUE Red Wing, Minn.
Gene Elston, Mgr.

KWEB Rochester, Minn.
Victor Tedesco, Mgr.

WKLJ Sparta-La Crosse, Wis.
John D. Rice, Mgr.

THIEF RIVER FALLS
(Pennington County)

KTRF 1230 KTRF Radio Corp. Bulmer & Johnson Don Olson, p, gm Lois Udstrand, nd, wd Doug Tegtmeier, sd
1947 250 13th & Main 13 Norm Adamson, ce

VIRGINIA
(St. Louis County)

WHLB 1400 Head of the Lakes NBC Morgan Murphy, p Norman Gill, ce Amundo DeYoannes, sd
1936 250 Ecstg. Co. NBC Spot Sales Walter C. Bridges, gm Dick Skumavc, nd Alys Mae McBride, wd
P. O. Box 75 Hollingbery Baldino Rodorigo, sm Harold Aase, fd

WADENA
(Wadena County)

KWAD 920 Associated Bcstrs. Inc. Bulmer & Johnson Martin T. Obie, gm Robert Hunt, cm Howard Helland, ce
1948 1,000 P. O. Box 551 920 DA-N

WILLMAR
(Kandiyohi County)

KWLM 1340 Lakeland Bcstg. Co. ABC H. W. Linder, p Jack Lynch, cm Francois Peterson, ce
1940 250 1340 N. 7th St. Dairyland Net. Willard Linder, gm Belmont 5-1340 Pearson

WINONA
(Winona County)

KWNO 1230 Winona Radio Service ABC M. H. White, co-o, p Charles Williams, pd, sd Gordon Holte, nd
1938 250 216 Center St. Dairyland Net. E. M. Allen, co-o, gm Joe Rizzardi, pmm Donald Bonham, fd
3813 Pearson H. R. Hurd, co-o, sim Eugene Gappa, ce Ethel Holte, wd

WORTHINGTON
(Nobles County)

KWOA 730 Worthington Bcstg. Co. Bulmer & Johnson R. W. Olson, p Walter Jensen, pd, nd, sd Norman Robinson, fd
1947 1,000-D 2-7301 Ralph Shepard, gm, pmm Arne Karhu, cm Clinton Knapp, ce Lorene Licht, wd

MISSISSIPPI

MARKET DATA BY COUNTIES

County	Population 1950	Radio				Passenger		County	Population 1950	Radio				Passenger	
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1955	Families July 1955			Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1955		
Adams	32,256	8,700	\$31,037	\$ 8,057	\$ 1,254	7,383	Hancock	11,891	2,900	7,318	3,038	212	2,743		
Alcorn	27,158	7,300	19,282	3,616	455	6,451	Harrison	84,073	29,000	86,607	22,512	2,647	24,676		
Amite	19,261	3,900	7,090	2,301	181	2,569	Hinds	142,164	41,800	143,769	25,237	4,160	42,286		
Attala	26,652	5,900	14,856	2,936	350	3,822	Holmes	33,301	6,800	13,810	3,439	375	3,336		
Benton	8,793	1,800	1,427	502	57	1,279	Humphreys	23,115	4,800	9,503	2,950	264	2,607		
Bolivar	63,004	14,600	30,711	9,445	839	8,567	Isaquena	4,966	1,000	778	618	547			
Calhoun	18,369	4,100	6,504	1,464	252	2,270	Itawamba	17,216	4,000	3,195	1,187	29	3,184		
Carroll	15,499	2,900	3,192	1,034	59	1,393	Jackson	31,401	10,100	27,788	9,356	1,368	10,616		
Chickasaw	18,951	4,100	7,346	1,964	235	2,619	Jasper	18,912	3,900	5,395	1,357	179	2,567		
Choctaw	11,009	2,400	2,842	859	106	1,407	Jefferson	11,306	2,400	3,723	1,209	106	1,468		
Claiborne	11,944	2,500	5,801	1,902	157	1,587	Jefferson Davis	15,500	3,300	5,096	878	176	2,250		
Clarke	19,362	4,200	6,186	2,263	250	2,812	Jones	57,235	15,900	37,517	8,802	913	11,512		
Clay	17,737	3,800	9,765	1,880	361	3,026	Kemper	13,893	2,800	4,132	1,109	188	1,616		
Coahoma	49,361	13,300	33,274	8,436	964	8,304	Lafayette	22,798	5,100	9,821	2,463	308	3,416		
Copiah	30,493	7,000	13,268	3,993	393	4,660	Lamar	13,225	3,300	4,545	1,579	167	2,493		
Covington	16,036	3,300	5,899	1,186	207	2,475	Lauderdale	64,171	18,000	49,836	10,464	1,676	14,642		
De Soto	24,599	5,200	8,097	2,299	63	5,399	Lawrence	12,639	2,700	4,993	1,284	136	1,881		
Forrest	45,055	13,400	48,030	9,591	1,142	11,488	Leake	21,610	4,900	7,529	1,545	168	2,909		
Franklin	10,929	2,500	3,899	1,226	137	2,011	Lee	38,237	10,100	30,573	5,830	752	9,630		
George	10,012	2,400	5,824	1,973	160	2,253	LeFlore	51,813	11,900	43,900	8,865	924	8,456		
Greene	8,215	1,700	2,285	618	122	1,250	Lincoln	27,899	7,100	15,256	3,699	395	5,944		
Grenada	18,830	4,400	12,139	3,579	357	3,512									

(Continued on page 184.)

1956
THURSDAY
8

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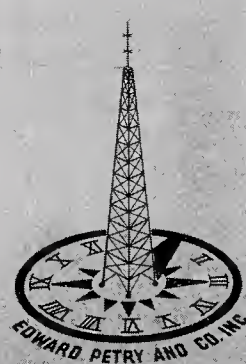
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NEW YORK CHICAGO ATLANTA DETROIT
LOS ANGELES ST. LOUIS SAN FRANCISCO



MARKET DATA BY COUNTIES (Cont.)

County	Population 1950	Radio				Passenger		County	Population 1950	Radio				Passenger	
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1955	Families July 1955			Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1955		
Lowndes	37,852	9,400	25,621	5,412	836	7,687	Stone	6,264	1,400	4,377	1,379	26	1,776		
Madison	33,860	7,000	15,158	3,669	292	4,366	Sunflower	56,031	11,800	25,710	7,039	611	6,828		
Marion	23,967	5,800	12,717	2,099	385	4,473	Tallahatchie	30,486	6,500	9,829	3,448	272	3,571		
Marshall	25,106	5,100	7,316	2,236	225	2,901	Tate	18,011	3,800	7,972	1,721	161	2,861		
Monroe	36,543	9,000	16,711	4,999	453	6,504	Tippah	17,522	4,000	6,019	1,339	152	2,983		
Montgomery	14,470	3,300	6,974	1,708	206	2,349	Tishomingo	15,544	3,800	3,845	1,098	101	2,903		
Neshoba	25,730	6,000	9,287	2,106	333	3,758	Tunica	21,664	4,800	8,348	2,933	188	2,824		
Newton	22,681	5,200	10,406	2,248	318	3,868	Union	20,262	5,300	10,056	2,320	295	4,287		
Noxubee	20,022	5,300	8,302	1,577	228	2,223	Walthall	15,593	3,100	5,624	1,029	62	2,478		
Oktibbeha	24,569	5,700	9,238	2,051	334	3,927	Warren	39,616	11,100	35,913	10,125	887	9,532		
Panola	31,271	6,900	16,050	4,458	379	4,585	Washington	70,504	18,900	54,117	13,922	1,664	13,242		
Pearl River	20,641	5,500	15,402	2,903	387	4,310	Wayne	17,010	3,500	6,708	1,633	126	2,575		
Perry	9,108	2,100	3,710	695	107	1,867	Webster	11,607	2,500	6,117	1,092	167	1,884		
Pike	35,137	8,700	24,175	5,290	806	7,220	Wilkinson	14,116	2,900	6,048	1,785	230	1,856		
Pontotoc	19,994	4,900	7,918	1,419	179	3,101	Winston	22,231	5,000	8,952	1,835	230	2,919		
Prentiss	19,810	4,800	8,381	2,111	144	3,953	Yalobusha	15,191	3,400	7,325	1,988	198	2,221		
Quitman	25,885	5,700	10,017	2,767	235	3,089	Yazoo	35,712	8,000	19,822	2,940	747	5,414		
Rankin	28,881	5,700	7,772	2,575	156	4,820									
Scott	21,681	4,900	18,322	3,165	393	3,858									
Sharkey	12,903	2,600	7,547	1,617	233	1,677									
Simpson	21,819	5,100	9,376	1,756	230	3,481									
Smith	16,740	3,500	4,666	2,104	181	2,381									

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

DIRECTORY OF AM AND FM STATIONS

City	Call Letters	Chan. or Freq.	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations	Owner	Executive Abbreviations
ABERDEEN (Monroe County)								
WMPA	1240	250	Prairie Bcstg. Co. P. O. Box 402 1050		E. O. Roden, co-o James Reese, co-o	Glenn Slayton, gm, pmm Jack Jarvis, cm	Helen McShane, pd A. D. Wiygul, ce	
AMORY (Monroe County)								
WAMY	1580	250-D	Charles C. Boren Jr. P. O. Box 54 500		Charles C. Boren Jr., p, gm, cm, fd	Jerry Barton, pd, nd Bobby Ritter, pmm, sd	James D. Green, ce Elsie S. Sanderson, wd	
BATESVILLE (Panola County)								
WBLE	1290	1,000-D	Panola Bcstg. Co. Drawer 73 7266	KBS Best	Harold B. McCarley, p, gm, cm, pd	Norman R. Phillips, ce R. B. Wade, nd	W. C. Eaker, sd Billie P. Phillips, wd	
BILOXI (Harrison County)								
WLOX	1490	250	WLOX Bcstg. Co. Inc. Buena Vista Hotel 5581	MBS Holman	J. S. Love Jr., p B. Ray Butterfield, gm, sd T. B. Majure, cm	Cris Curtis, pd Richard Kettering, pmm Blue Majure, ce	Helen Hicks, nd Mildred McKellar, wd	
WVMI	570	1,000-D	Radio Associates Inc. P. O. Box 152 7001	McGillvra	Odes E. Robinson Sr., p, gm John Stevenson, cm, pmm	Richard Crans, pd, nd Odes E. Robinson Jr., ce	Marge Curet, wd	
BOONEVILLE (Prentiss County)								
WBIP	1400	250	Booneville Bcstg. Co. U. S. Hwy. 45 South 678	KBS Dora-Clayton	E. O. Roden, p	Don Moore, gm, cm	Jean Cochran, pd	
BROOKHAVEN (Lincoln County)								
WCHJ	1470	1,000-D	Rural Bcstg. Co. 147 W. Enterprise St.		W. M. Jones, ptrn	Laura Jane Huff, ptrn		
WJMB	1340	250	Brookhaven Bcstg. Co. 215 W. Chicasaw 1298	MBS Continental	Tullius Brady, p, gm, cm Dorothy Harrison, pd	Aubrey H. Felder, ce	Karl Austin, nd	
CANTON (Madison County)								
WDOB	1370	1,000-D	Madison County Bcstg. Co. Hwy. 51 North 1370		J. D. Bishop, p Roy Harris, gm Billy Harris, cm	Martha Wren, pd Emil Gilbert Wasilowski, ce, fd	Ronnie Chrisco, nd, sd	
CENTREVILLE (Wilkinson County)								
WGLC	1580	250-D	Southern Bcstg. Co. Inc. 4001	Continental	Alvin Sansing, p C. W. Wright, gm, cm, pmm	Thelma McCraime, pd, nd, wd Winston Hayes, ce	Douglas McCurley, fd, sd	
CLARKSDALE (Coahoma County)								
WKDL	1600	1,000-D	Coahoma Bcstg. Co. 1 State St. Main 4-4908		John M. McLendon, gm Charles M. Quillian, sm William A. Duke, asst sm, pd	Robert D. Ward Jr., ce John Stuart Hough, nd R. P. Lewis, fd	Robert P. Frazier Jr., sd Francis King, wd	
WROX	1450	250	Mrs. Eunice Tanner Imes Columbus, Miss.	MBS Mid-South Net. McGillvra	Bob McRaney, gm P. B. Hinman, sm, pd	Helen Sugg, cm, wd C. D. Graves, ce	John Thomas, nd Jack Stapleton, sd	
CLEVELAND (Bolivar County)								
WCLD	1490	250	The Voice of the Delta 3-4091	KBS Best	Joseph W. Carson, p George C. Shurden, gm, cm, ce	Larry Feduccia, pd, nd, fd Murray Schroyer, sd	Dorothy Fulcher, wd	
COLUMBIA (Marion County)								
WCJU	1450	250	WCJU Inc. P. O. Box 472 Republic 6-2616	MBS KBS	Lester Williams, gm	Ray Tolar, sm		

Data corrected to Dec. 15, 1955. If executives or services for FM are same as AM affiliate, names are not repeated. FM's in *italics*. N—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

COLUMBUS

(Lowndes County)

WACR 1050
1950 1,000-D

WCBI 550
1940 1,000-D
WCBI-TV 500-N
DA-2

J. W. Furr
P. O. Box 707
Fairfax 8-1735

Columbus Bestg. Co. Inc.
Gilmer Hotel
Fairfax 8-7271

KBS
Best

MBS
Mid-South Net.
Mississippi Net.
McGillvra

J. W. Furr, o, gm
Syd Thweatt, cm

Birney Imes Jr., p
Bob McRaney, gm, pmm
James W. Eatherton, cm

Rick Moore, pd
Robert Montgomery, ce

Chris Everson, pd, nd
Thomas McFerrin, ce
Jack Cochrane, fd

Bill Atkinson, nd
Babs Sherrod, wd

Evan Lewis, sd
Martha Puckett, wd

CORINTH

(Alcorn County)

WCMA 1230
1946 250

Corinth Bestg. Co. Inc.
Ray Bldg.
5375

KBS
Dixie Net.
Burn-Smith
Dora-Clayton

Aaron B. Robinson, p
John E. Bell, gm, pmm
Joe P. VanDyke, cm

Vincent Lawrence, pd
James D. Anderson, ce

Kathryn H. Graves, nd, wd
Fred Dillon, sd

FOREST

(Scott County)

WMAG 860
1955 500-D

Scott Co. Bestg. Co.
1st & Raleigh Sts.

Roth E. Hook, ptrn

William E. Farrarr, ptrn

GREENVILLE

(Washington County)

WDDT 900
(CP) 1,000-D

Delta-Democrat
Publishing Co.
P. O. Box 665

William Hodding Carter, p

WGVM 1260
1949 1,000-D

Mid-America Bestg. Co.
118 S. Broadway
4559

Devney
Melville

MBS
Bogner & Martin

David M. Segal, p
Jack R. Stull, gm, cm
Wallace D. Hoy, pd
Emmett H. McMurray Jr.,
ptrn, gm
Frank W. Baldwin, ptrn, cm

Guinavere Brock, pmm
Joseph Gunter, ce
Barbee Ashley, nd
Mildred Flowers, pd, pmm
Percy Kuhn, ce
Sidney Leak, nd

Bill Tyler, fd, sd
Elizabeth Hutchison, wd

WJPR 1330
1939 1,000-D
500-N
DA-N

Radio Services Co.
120 South Poplar St.
9040

Ina Rankin, fd
Jesse James Jr., sd
Bea Armistead, wd

GREENWOOD

(Leflore County)

WABG 960
1950 1,000-D
500-N
DA-N

Greenwood Bestg. Co.
222 Howard St.
3010

ABC
McGillvra

Cy N. Bahakel, p, gm
Tom Reardon, cm

Lane Tucker, pd

C. C. Greene, ce

WGRM 1240
1937 250

Mrs. P. K. Ewing
600 Walnut St.
1900

NBC
KBS
Miss. Network

F. C. Ewing, gm

GRENADA

(Grenada County)

WNAG 1400
1949 250

Birney Imes Jr.
1400

MBS, KBS
Mid-South Net.
McGillvra

Birney Imes Jr., o
Bob McRaney, gm

Monroe Looney, sm, cm,
pd, pmm, nd

Jimmie Pinnix, ce
Ted Lumpkin, sd

GULFPORT

(Harrison County)

WDEB 1390
1955 1,000-D

John Edward Breland
P. O. Box 382
2832

Best

John Edward Breland, p, gm
Bernard R. Behrendt, cm, nd

Charlie M. Pearson, pd,
ce, fd, sd

Earl B. Blessey, pmm

WGCM 1240
1928 250

WGCM Bestg. Co.
Hewes-Martin Bldg.
1110

ABC
KBS
Bogner-Martin

Hugh O. Jones, p, gm
Mrs. O. L. Owens, cm

C. E. (Eddie) Vann,
asst mgr, pd

Holton Turnbough, pmm
Donavan Murphy, ce

WGCM-FM Ch. 268 (B)
1948 101.5mc
3kw

HATTIESBURG

(Forrest County)

WBKH 950
1954 5,000-D

Hattiesburg Bestg. Co.
122½ E. Front St.
Juniper 3-1625

NBC
KBS
Rebel Net.
McGillvra

R. M. Keith Jr., co-o, ce
B. L. Blackledge, co-o
William C. Veidt, gm
C. J. Wright Sr., p
C. J. Wright Jr., gm
E. M. Jenkins, cm

F. M. Smith, cm
Dean Griffin, pd, nd
Gerald Howell, pmm
Cliff Sessions, pd
B. B. McLemore, ce

Terry Speights, fd
Joe Dauro, sd
Jerri Veidt, wd
Dave Waite, nd, sd
Cile Waite, wd

WRFM (FM) Ch. 250 (B)
1949 97.9mc
2.5kw

WHSY 1230
1948 250

Hub City Bestg. Co. Inc.
P. O. Box 1008
3-1741

ABC
MBS
Dixie Bestg. Sys.
Clark

Charles W. Holt, p
Robert N. Robinson, gm

W. H. Slaton, pd
Charles Sharpling, ce

Al Lowe, nd
Charles Pratt, fd, sd

HAZLEHURST

(Copiah County)

WMDC 1220
1953 250-D

Southwestern Bestg. Co.
of Mississippi
P. O. Box 571
869

KBS
McGillvra

A. M. Smith, sm, ce
Louis Alford, gm

Mal Jones, cm, pd
Bob Prather, pmm, fd

Billy Armstrong, nd, sd
Libby Jackson, wd

Prosperous Radio Stations
get **MONEY-MAKING**
IDEAS from

WORLD
SALES AND
PROGRAM SERVICE
WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue, New York 22, New York

CINCINNATI HOLLYWOOD

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

1st with **BIG-NAME**
STARS and **MUSIC**



City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp. evp; sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
HOUSTON (Chickasaw County)						
	WCPC 1955	1320 1,000-D	WCPC Bestg. Co. P. O. Box 552 780		Robin H. Mathis, ptrn, gm, cm, nd, fd Ralph C. Mathis, ptrn, pd, pmm, sd, wd	Rad W. Mathis, ptrn James H. Atkinson, ptrn James B. Reid, ce
INDIANOLA (Sunflower County)						
	WNLA 1953	1380 500-D	Central Delta Bestg. Co. Inc. 134 Baker St. 500	KBS Clark	W. L. Kent, co-o John M. McLendon, co-o Howard M. Peters, gm, cm, pmm	Paul Artman, pd, fd Robert N. Meador, ce, nd Carnell Tucker, sd Lucille Polasini, wd
JACKSON (Hinds County)						
	WJDX 1929	620 5,000-D	Lamar Life Insurance Co. 715 S. Jefferson St. 2-2691	NBC Hollingbery	Fred L. Beard, gm Frank Gentry, cm Forrest Cox, pd	Chuck Allen, pmm Percy G. Root, ce Dick Sanders, nd Howard Langfitt, fd Woodie Assaf, sd
	WLBT (TV) 1948	1,000-N DA-N				
	WJDX-FM 1948	Ch. 275 (B) 102.9mc 50kw				
	WJQS 1947	1400 250	Miss. Bestg. Co. Edwards Hotel 3-9681	CBS Miss. Network	Withers Gavin, p & gm	
	WJKN 1945	1450 250	Jackson Bestg. Co. 916 Foley St. 2-6673	Indie	James T. Ownby, p Robert L. Statham, gm Al Evancs, cm	Jack Combs, pd Hal Worrell, ce Lon Gibbons, nd Art Richardson, fd Elsie Thomas, wd
	WOKJ 1954	1590 1,000-D	Dixieland Bestg. Co. 1017 Lynch St. 3-7830	McGillvra	John McLendon, co-o, gm W. L. Kent, co-o Uler J. Gilbert, sm, ce	William Anderson, pd Kersh Walters, cm James Rundles, nd, sd Carolyn Blunt, wd
	WRBC 1947	1300 5,000-D 1,000-N	Rebel Bestg. Co. of Mississippi Inc. 125 1/2 S. Lamar St. 5-1562	MBS Branham	T. E. Wright, p W. V. Dubard, gm, pd, pmm	Percy H. Powers Jr., cm G. G. Benson, ce
	WSLI 1938	930 5,000	Capitol Bestg. Co. P. O. Box 1847 3-2788	ABC Weed	T. M. Hederman Jr., p L. M. Sepaugh, gm F. E. Wilkerson Jr., cm	E. K. Smith, pd, pmm C. A. Perkins, ce Jeff Hester, nd Jim Neal, fd Lyman Hellums, sd Dorothy Dawley, wd
	WJTV (TV) 1947	DA-N				
KOSCIUSKO (Attala County)						
	WKOZ 1947	1350 5,000-D	Cy N. Bahakel Pythian Bldg. Roanoke, Va. Roanoke 2-3131		Cy N. Bahakel, o Mims Boswell Jr., sm, cm	Mrs. Hugh Jamison, pd, wd Wayne A. Oliver, ce Jack Davis, nd Charles Brown, sd
LAUREL (Jones County)						
	WAML 1932	1340 250	New Laurel Radio Station Inc. 442 6th Ave. 5601	NBC Hollingbery	Harold M. Matison, p Granville Walters, gm, pd M. M. Caver, cm	Paul Carlisle, pmm, fd Forrest Williams, ce Ed Breland, nd Len Maith, sd Patty Overstreet, wd
	WLAU 1946	1490 250	Southland Bestg. Co. 437 N. Magnolia St. 8-7227	ABC MBS McGillvra	Chalmers T. McCallum, co-o, p Norma H. Leggett, co-o, sec-treas, gm	W. E. "Teck" Jones, cm Dave Kane, pd, nd W. B. Carter, ce Nancy Allen, wd
	WPWR (CP) 1947	1430 1,000-D	American Southern Bestrs. P. O. Box 1133 2143		Rev. Carol F. Jackson, ptrn	Dr. D. N. Jackson, ptrn
LOUISVILLE (Winston County)						
	WLSM 1953	1270 1,000-D	Louisville Bestg. Corp. 1000	Best	Joseph W. Carson, p William R. Parkes, sm	Herb Guthrie, ce Dave Childs, fd
MACON (Noxubee County)						
	WMBC 1947	1400 250	J. W. Furr P. O. Box 151 310	KBS Mississippi Net. Best	J. W. "Billy" Furr, p Felix Adams Jr., gm, nd E. C. Farr, cm	Emmett Hadaway, pd John Houck, ce Troy York, fd Glen Triplett, sd Sylvia Warrick, wd
McCOMB (Pike County)						
	WAFP 1948	1010 1,000-D (CP-980)	Southwestern Bestg. Co. of Miss. Pike Hotel (CP: 980-ke 1000-D)	KBS McGillvra	Louis Alford, gm W. K. Johnston, cm	James Hemphill, pd & nd Philip D. Brady, ce
	WHNY 1952	1250 5,000-D 500-N DA-N	Bestg. Service Inc. P. O. Box 111 2080	ABC Dixie Bestg. Sys. Clark	Charles W. Holt, p W. R. Tyler, gm U. C. Hines, cm	Al Dunaway, pd, sd Hugh Wall, pmm Robert Louis Sanders, ce Dean Strickland, nd Herb Knotts, fd Jeannine Abdalla, wd
MERIDIAN (Lauderdale County)						
	WCOC 1926	910 5,000-D	Miss. Bestg. Co. Threefoot Bldg. 7714	CBS	Withers Gavin, p & gm	
	WCOC-TV 1945	1,000-N				
	WMOX 1945	1240 250	Birney Imes Jr. Columbus, Miss.	MBS Mid-South Net. McGillvra	Birney Imes Jr., p Bob McRaney, gm	Joseph W. Carson, sm, pmm Ed Holladay, cm, pd Win Beaver, ce Jim Dowdy, sd
	WTOK 1947	1450 250	Southern Television Corp. Southern Bldg. 2-6133	ABC	Robert Wright, p Frank Holfield, gm, cm	M. A. McFarlin Jr., pd, nd Joe Saxon Sr., ce Dan Holocher, sd Jacque Spirson, wd
	WTOK-TV 1947					

Data corrected to Dec. 15, 1955. If executives or services for FM are same as AM affiliate, names are not repeated.
 FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

NATCHEZ*(Adams County)*

WMIS 1941	1240 250	Natchez Bcstg. Co. City Bank Bldg. 8211	NBC KBS Louisiana Net Mississippi Net.	P. K. Ewing Jr., p Ervin Parks Jr., gm, cm Larry Kantrowitz, pd	Bill Wall, pmm George Wilson, ce H. L. Littlejohn, nd	C. L. Barry, fd Sheriff W. R. Priestester, sd Lillian Hammonds, wd
WNAT 1949	1450 250	Old South Bcstg. Co. Eola Hotel 4621	ABC MBS	Laurie G. Ratcliffe, p Paul Schilling, gm Eddie Phelan, cm	Fred Katool, pd Irene Griffey, pmm	Martin Tyronne, ce Elliott Trimble, nd

NEW ALBANY*(Union County)*

WNAU 1955	1470 500-D	New Albany Bcstg. Co. 202 Bankhead St. 4361	KBS	V. Keith Wroten, p, gm, ce Dan Skilton, cm	Wynnez Wroten, pd, wd Lee Elman, pmm, nd	Dick Staggs, fd Paul Jones, sd
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NEWTON*(Newton County)*

WEGA (CP)	1410 500-D	Newton County Bcstg. Service 1410		E. Glenn Abercrombie, p, gm	Joe Liber, cm	Annette Abercrombie, pd, v
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OXFORD*(LaFayette County)*

WSUH 1955	1420 1,000-D	Ole Miss Bcstg. Co. University Ave. E. 1133	Skyline Net.	E. O. Roden, exec dir C. H. Quick, gm, cm	Netta Quick, pd, wd Wayne Sims, pmm, sd	Mitchell Self, ce, nd John King, fd
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PASCAGOULA*(Jackson County)*

WPMP 1951	1580 250-D	Crest Bcstg. Co. Inc. P. O. Box 391 83	ABC KBS Mississippi Net.	Wm. R. Guest Jr., p F. W. Hess, sm, sd Ollie Bales, slm, pmm	Sam Price Jr., pd Bill Collins, ce Gene Perry, nd	M. P. Lewis, fd Emma Rae Cole, wd
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PHILADELPHIA*(Neshoba County)*

WHOC 1948	1490 250	William H. Cole P. O. Box 26 740	KBS Best	William H. Cole, o, gm, cm Carl B. Margin, pd, pmm, nd, sd	Paul M. Miller, ce Bill Norton, fd	Gerry W. Cole, wd
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PICAYUNE*(Pearl River County)*

WRJW 1949	1320 5,000-D	Tung Bcstg. Co. Inc. 510	Dixie Net. McGillvra	S. G. Thigpen Sr., p Jimmie Willson, gm, cm	Archie Rushing Jr., pd, ce E. C. "Pa" Mills, fd	Maxie Stephens, sd Louise Willson, wd
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STARKVILLE*(Oktibbeha County)*

WSSO 1948	1230 250	Starkville Bcstg. Co. Hwy. 12 1230	KBS Mid-South Net.	Joe Phillips, p, gm, cm, pmm Hollis Pierce, pd, wd	Travis Palmer, ce, nd Jeff Holt, fd	John Houck, sd
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TUPELO*(Lee County)*

WELO 1944	1490 250	Tupelo Bcstg. Co. Inc. S. Spring St. 1400	MBS KBS McGillvra	Birney Imes Jr., p Robert McRaney, gm Robert E. Evans, sm Ernest L. Bowen Jr., cm	Edward Cleary, pd LeRoy Green Sr., ce William R. Sides, nd	"Red" Purnell, fd Jack S. Cristil, sd Rhetta A. Padgett, wd
WTUP 1953	1380 1,000-D	Lee Bcstg. Co. P. O. Box 362 3111	Skyline Net.	E. O. Roden, p James E. Reese, gm, cm, sd	Evelyn B. Morgan, pd, wd	Dabney Ramseur, pmm, ce, nd, fd

VICKSBURG*(Warren County)*

WQBC 1931	1420 1,000-D 500-N	Delta Bcstg. Co. Inc. Post-Herald Bldg. 312	MBS KBS Bogner & Martin	L. P. Cashman, p Mary-Van Cashman, gm	L. L. Miller, cm Charlotte Kahn, pd	Waverley Conway, ce
WVIM 1948	1490 250	Radio Mississippi Inc. P. O. Box 76 3901	Indie Dora-Clayton	John F. Shea, p Cecil Goodreau, gm	S. Ray Emerson, ce	Frances Antoine, wd

WAYNESBORO*(Wayne County)*

WABO 1954	990 250-D	New Laurel Radio Station Inc. P. O. Box 95 5-4770	KBS Best	Dave Matison, co-o Harold Matison, co-o	Granville Walters, gm Keith L. Andre, mgr	Forrest Williams, ce Dee Olson, wd
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WEST POINT*(Clay County)*

WROB 1947	1450 250	Robert L. McRaney Sr. 1450	MBS Mid-South Net. McGillvra	Robert L. McRaney Sr., p	John E. King Jr., gm	Clyde W. McPherson, ce
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YAZOO CITY*(Yazoo County)*

WAZF 1947	1230 250	WAZF Inc. 1300	MBS Skyline	E. O. Roden, p Bruce Gresham, gm, pmm	Dennis Hancock Jr., cm, nd Fred Rand, pd, sd	Earl B. Neal Jr., ce, fd Peggy Gresham, wd
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MISSOURI

MARKET DATA BY COUNTIES

County	Population 1950	Radio				Passenger Cars 1954	County	Population 1950	Radio				Passenger Cars 1954
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)				Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	
Adair	19,689	6,500	\$19,852	\$ 4,632	\$ 433	*1,139,886	McDonald	14,144	4,000	14,018	1,909	325	
Andrew	11,727	3,700	5,687	1,596	157		Macon	18,332	6,000	12,875	2,822	440	
Atchison	11,127	3,300	10,284	2,210	250		Madison	10,380	2,900	7,508	1,816	185	
Audrain	23,829	8,000	26,350	5,644	568		Maries	7,423	2,000	2,794	875	87	
Barton	21,755	6,500	19,610	3,602	537		Marion	29,765	9,800	33,524	8,285	802	
Barry	12,678	4,100	9,753	1,941	294		Mercer	7,235	2,400	4,900	790	148	
Bates	17,534	6,000	12,687	2,426	412		Miller	13,734	3,900	12,799	2,643	152	
Benton	9,080	2,400	7,851	1,582	258		Mississippi	22,551	5,700	14,945	4,081	466	
Bollinger	11,019	2,900	3,835	990	68		Moniteau	10,840	3,300	9,050	1,078	229	
Boone	48,432	13,700	45,885	9,201	1,659		Monroe	11,314	3,600	14,225	2,402	340	
Buchanan	96,826	30,700	100,756	22,519	5,172		Montgomery	11,555	3,700	10,983	2,342	106	
Butler	37,707	10,900	27,955	6,181	617		Morgan	10,207	2,900	7,185	1,766	130	
Caldwell	9,929	3,400	8,840	1,767	161		New Madrid	39,444	9,600	20,948	6,518	515	
Callaway	23,316	6,100	13,191	2,777	397		Newton	28,240	8,500	17,634	4,004	350	
Camden	7,861	2,400	6,528	1,537	99		Nodaway	24,033	7,400	17,129	3,582	423	
Cape Girardeau	38,397	11,600	40,505	8,967	1,333		Oregon	11,978	3,100	5,404	856	189	
Carroll	15,589	5,000	13,144	3,077	390		Ossage	11,301	2,800	7,014	1,147	105	
Carter	4,777	1,300	2,086	487	27		Ozark	8,856	2,200	4,433	350	99	
Cass	19,325	6,400	19,125	3,702	591		Pemiscot	45,624	11,400	23,961	6,335	795	
Cedar	10,663	3,500	7,257	1,185	251		Perry	14,890	4,000	11,740	1,761	218	
Chariton	14,944	4,600	10,597	2,156	176		Pittis	31,577	11,200	34,720	7,071	930	
Christian	12,412	3,700	6,466	1,255	166		Phelps	21,504	6,700	19,289	4,604	356	
Clark	9,003	2,800	8,070	1,629	118		Pike	16,844	5,700	15,490	4,131	410	
Clay	45,221	18,300	55,121	12,378	2,968		Platte	14,973	4,900	11,834	2,557	272	
Clinton	11,726	3,700	14,846	2,372	435		Polk	16,062	5,100	12,279	1,473	272	
Cole	35,464	9,800	41,536	8,041	1,618		Pulaski	10,392	3,100	14,781	1,692	508	
Cooper	16,608	5,100	13,346	2,515	442		Putnam	9,166	2,800	4,683	980	231	
Crawford	11,615	3,200	7,352	1,779	257		Ralls	8,686	2,500	4,456	922	124	
Dade	9,324	2,800	5,981	962	169		Randolph	22,918	7,700	21,593	4,754	686	
Dallas	10,392	3,000	7,568	791	169		Ray	15,932	5,400	12,367	2,491	357	
Davies	11,180	3,500	7,302	1,495	183		Reynolds	6,918	1,500	2,661	622	58	
De Kalb	8,047	2,800	5,372	1,211	151		Ripley	11,414	3,200	5,739	1,380	255	
Dent	10,936	3,100	8,367	2,131	183		St. Charles	29,834	9,200	30,170	7,174	687	
Douglas	12,638	3,400	5,286	786	64		St. Clair	10,482	3,200	6,035	911	122	
Dunkin	45,329	12,300	32,988	6,191	931		St. Francois	35,276	10,300	32,072	10,151	902	
Franklin	36,046	11,200	35,887	8,855	852		St. Louis	406,349	412,300	1,546,502	371,775	52,305	
Gasconada	12,342	3,800	12,515	2,417	167		St. Genevieve	11,237	3,000	8,019	2,011	181	
Gentry	11,036	3,200	8,609	1,894	252		Saline	26,694	8,100	22,511	4,510	688	
Greene	104,823	35,700	121,790	21,286	4,104		Schuyler	5,760	1,700	4,448	475	120	
Grundy	13,220	4,300	13,750	2,631	421		Scotland	7,332	2,400	8,101	1,532	57	
Harrison	14,107	4,200	11,574	2,771	378		Scott	32,842	9,500	26,240	5,773	641	
Henry	20,043	6,500	15,222	2,985	522		Shannon	8,377	2,000	3,055	497	96	
Holt	5,387	1,700	2,794	198	57		Shelby	9,730	3,400	8,510	1,572	146	
Hickory	9,833	2,900	8,211	1,998	231		Stoddard	33,463	8,700	18,961	3,971	291	
Howard	11,857	3,400	8,066	1,818	418		Stone	9,748	2,500	4,895	931	228	
Howell	22,725	6,800	16,649	3,358	668		Sullivan	11,299	3,300	6,627	1,647	120	
Iron	9,458	2,300	4,752	1,647	54		Taney	9,863	2,800	6,959	1,420	133	
Jackson	541,035	190,000	1,006,691	171,200	52,493		Texas	18,992	5,600	9,122	1,917	270	
Jasper	79,106	27,000	93,183	19,857	2,762		Vernon	22,685	6,800	17,741	3,447	402	
Jefferson	38,007	12,200	34,361	9,765	753		Warren	7,686	2,300	7,794	1,410	116	
Johnson	20,716	7,300	17,562	3,199	551		Washington	14,689	3,800	7,384	2,480	105	
Knox	19,010	5,900	18,192	3,294	499		Wayne	10,514	2,500	4,943	1,055	158	
Laclede	7,617	2,400	4,838	976	150		Webster	15,072	4,400	10,074	1,446	146	
Lafayette	25,272	7,700	27,718	5,223	1,127		Worth	5,120	1,500	3,697	694	78	
Lawrence	23,420	7,600	14,459	3,002	641		Wright	15,834	4,700	12,079	1,543	240	
Lewis	10,733	3,400	10,158	1,826	183								
Lincoln	13,478	4,700	13,310	2,455	159								
Linn	18,865	6,400	17,042	3,367	642								
Livingston	16,532	5,200	21,689	4,093	551								

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

DIRECTORY OF AM AND FM STATIONS

City	County	Chan. or Freq.	Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations
BOONVILLE (Cooper County)							
	KWRT	1370		Radio Station KWRT	Indie	William R. Tedrick, p, gm	Walter Atamanec, ce
	1953	1,000-D		KWRT Bldg. Tuxedo 2-6506		Bill Diekroeger, cm	John E. Harris, fd
						Audrey M. Tedrick, pd, wd	Paul H. Shively, sd
BROOKFIELD (Linn County)							
	KGHM	1470		Green Hills Bcstg. Ca.	Indie	William R. Tedrick, gmng	Herbert Noyes, gm, ce
	1955	500-D		308½ N. Main St.		ptrn	
		DA-D		1800			
CAPE GIRARDEAU (Cape Girardeau County)							
	KFVS	960		Hirsch Bcstg. Ca.	MBS	Oscar C. Hirsch, p, gm	Ralph L. Hirsch, cm
	1925	1,000-D		324 Broadway	Pearson		
	KFVS-TV	500-N		5-5511			
		DA-N					
	KGMO	1220		KGMO-Radio Tv Inc.	KBS	William C. Brandt, p, pd, nd	Robert L. Schultz, cm, sd
	1952	250-D		P. O. Box 274		Richard C. Brandt, gm, pmm	William M. Bryan, ce
CARTHAGE (Jasper County)							
	KDMO	1490		Carthage Bcstg. Co.	KBS	John Joseph Daly, p, gm, cm	George F. Province, ce
	1947	250		1201 E. Chestnut	Magic Circle	Leon H. Crocker, pd, fd	Robert Young, nd
				2648			James King, sd
CARUTHERSVILLE (Pemiscot County)							
	KCRV	1370		Pemiscot Bcstg. Co.	KBS	Eric Taylor, p	Harry Moreland, pd
	1950	1,000-D		106½ W. 3rd St.		Edwin R. Dyer Jr., gm	Albert Lawrence, ce, nd
				965			W. F. James, fd

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CHARLESTON*(Mississippi County)*

KCHR 1953	1350 1,000-D	South Missouri Bcstg. Co. Inc. 2-4451	KBS	Kermit Barker, p, gm, cm, ce	James L. Byrd III, pd
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CHILLICOTHE*(Livingston County)*

KCHI 1950	1010 250-D	Cecil W. Roberts & Jane Roberts Farmington, Mo. Farmington 107	Best	Cecil W. Roberts, p Howard G. Rion, gm, cm John F. Way, pd, nd, sd	Jerry Wilson, pmm Claude Kramer, ce	Jerry Litton, fd Virginia Rion, wd
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CLAYTON*(St. Louis County)*

*KFUO 1924	850 5,000-D L-KOA	The Lutheran Church- Missouri Synod 801 DeMun St. St. Louis 5, Mo. Parkview 5-3030		Emerson Russell, gm	Larry N. Strahan, off mgr	Albert H. Wiese, ce
*KFUO-FM 1947	Ch. 256 (B) 99.1mc 6.7kw					
KXLW 1947		(See St. Louis listing)				

CLINTON*(Henry County)*

KDKD 1951	1280 1,000-D	Osage Bcstg. Co. Inc. P. O. Box 113 233	KBS	O. A. Tedrick, ptrn	William J. Allen, ptrn	William R. Tedrick, ptrn
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COLUMBIA*(Boone County)*

KBIA 1955	1580 250-D	Midwest Bcstg. Sys. P. O. Box 412 2-4401	KBS Best	Cecil W. Roberts, p Robert D. Rapp, gm	Martha M. Rapp, pd Joseph F. Mackey, ce	Glenn H. Parsons, nd Hal Hoemann Jr., sd
KFRU 1925	1400 250	KFRU Inc. Hwy. 40 East 4141	ABC Webb	H. J. Waters Jr., p Mahlon R. Aldridge, gm, pmm, sd	Felix J. LeGrand, cm Shirley Bauderer, pd Robert Haigh, ce	Richard Cottam, nd John Bliss, fd Shirley Mason, wd

DEXTER*(Stoddard County)*

KDEX 1955	1590 1,000-D	Dexter Bcstg. Co.		Jerome B. Zimmer, gm	Lionel D. Speidel, ce
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FARMINGTON*(St. Francois County)*

KREI 1947	800 1,000-D	Cecil W. & Jane A. Roberts 710	KBS Best	Cecil W. Roberts, co-o	Jane A. Roberts, co-o	Earl L. Whitener, gm
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FESTUS*(Jefferson County)*

KJCF 1951	1010 250-D	Jefferson County Radio & Tv Co. North Mill St. Yellowstone 7-3810	KBS Magic Circle	Donald M. Donze, o, gm	Russell G. Seals Jr., ce
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FLAT RIVER*(St. Francois County)*

KFMO 1947	1240 250	Lead Belt Bcstg. Co. 1000	MBS	Oscar C. Hirsch, p James F. Collins, gm, cm, sd	Lynn Bohs, pd Virginia Collins, pmm, wd	Gilbert Collins, ce, fd James Strader, nd
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FULTON*(Callaway County)*

KFAL 1950	900 1,000-D	Missouri Central Bcstrs. 5th & Market Sts. 1400	Paschall	Robert W. Nickles, co-o, gm Roger P. Fox, co-o, sta dir	L. Reed Holt, cm Brooks Ann Cole, nd	Mel A. Lee, fd Kathryn Lynn, wd
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HANNIBAL*(Marion County)*

KHMO 1941	1070 5,000-D 1,000-N DA-2	Mt. Rainer Radio & Tv Bcstg. Co. P. O. Box 711 3450	MBS Pearson	Lester M. Smith, p V. L. Smith, gm	Wm. Stephenson, cm P. Sosey, pd	Ben Parrish, ce William Brooks, nd, sd
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INDEPENDENCE*(Jackson County)*

KIMO 1947	1510 1,000-D	Craig Siegfried 310 N. Osage Clifton 9815	Missouri Net.	Craig Siegfried, p L. W. Hardt Jr., gm, cm, pd Herb Dawson, pmm	Bob Atkeisson, ce Bob Strack, nd Don Sullivan, fd	Dave Dean, sd Evelyn Hurshman, wd
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JEFFERSON CITY*(Cole County)*

KLIK 1954	950 5,000-D	Empire Bcstg. Co. 410 E. Capital Ave. 6-3191	Walker	Jerrell A. Shepherd, p Ed Dahl, gm	Bob Rector, pd Ed Scarr, ce	Jack Kroeck, fd Bill Cannady, nd
KWOS 1937	1240 250	Capital Bcstg. Co. 210 Monroe 6-3137	MBS KBS Bogner & Martin	Mrs. L. R. Goshorn, p R. L. Rose, gm	E. A. Richter, sm L. S. Hackman, ce	Dick Chapman, nd John Muessig, fd
KWOS-FM 1948	Ch. 253 (B) 98.5mc 3.1kw					

JOPLIN*(Jasper County)*

KFSB 1948	1310 5,000-D 1,000-N DA-2	Four States Bcstrs. Inc. 1027 Main St. Mayfair 4-1310	Meeker	Harry Easley, p W. H. Clark, vp, gm, cm Ed Johnson, pd, pmm	Lloyd Frazier, ce Jim Randall, nd Leonard Brown, fd	Don Gross, sd Linda Haslett, wd
KSWM 1946	1230 250	Air Time Inc. 1928 W. 13th St. Mayfair 3-7280	CBS Rambeau	Austin A. Harrison, p, gm DeWitt T. Knight, cm Ronald Robson, pd	Bill Harned, pmm Jack Langford, ce Ken Crowe, nd	Johnny Holmes, sd Ermadeen Arnce, wd
WMBH 1934	1450 250	Joplin Bcstg. Co. Frisco Bldg. Mayfair 4-4330	MBS Magic Circle Sears & Ayer	D. J. Poynor, p, gm Merle Dunn, cm Goldie Shane, pd	Maxine DeVaney, pmm, wd E. Dodge, ce	Lee George, nd Jim Howell, sd
WMBH-FM 1948	Ch. 241 (B) 96.1mc 70kw					

<p>City County Call Letters Established TV Affiliate</p>	<p>Chan. or Freq. Power</p>	<p>Licensee Headquarters Telephone</p>	<p>Network Representative</p>	<p>Owner a; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.</p>	<p>Executive Abbreviations</p>
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KANSAS CITY
(Jackson County)

(See Kansas City, Kan., listing)

KCKN 1925						
KCMO 1925	810 50,000-D	Meredith Engineering Co.	CBS Katz	E. T. Meredith Jr., p E. K. Hartenbower, gm R. W. Evans, cm	George Stump, pd W. W. Cunningham, pmm Karl Troeglen, ce	Jim Monroe, nd Jack Jackson, fd Ann Hayes, wd
KCMO-TV 1948	10,000-N DA-N	125 E. 31st St. Jefferson 1-6789				
KCMO-FM 1948	Ch. 235 (B) 94.9mc 56kw					
KFRM 1947						
KMBC 1921	980 5,000	KMBC Bestg. Co. 11th & Central Sts. Harrison 1-2650	ABC MBS Free & Peters	Donald D. Davis, 1st vp, cm, pmm John T. Schilling, vp, gm George Higgins, vp, slm Edward H. Pate, p, gm Eugenia Lawton Pate, pd	Dick Smith, pd Henry Goldenberg, ce Claude Dorsey, nd	Phil Evans, fd Sam Molen, sd Bea Johnson, wd
KMBC-TV 1949	DA-N					
KPRS 1949	1590 1,000-D	Twin City Advertising Agency Inc. 2814 E. 23rd St. Humboldt 3-3100	McGillvra		Andrew R. Carter, ce Dave Butler, nd	Chuck Moore, sd Psyche Pate, wd
KUDL 1953	1380 1,000-D	KUDL Inc. 1012 Baltimore Bldg. Baltimore 1-0077	Forjoe	David M. Segal, p Harold Backun, gm	Irving Schwartz, cm Jack Baruth, pd	William Simons, ce
WDAF 1922	610 5,000	Kansas City Star Co. 3030 Summit St. Harrison 1200	NBC Christal	H. Dean Fitzer, mgng dir V. S. Batton, sm E. Manne Russo, cm	Julian Harris, pd, pmm Joseph A. Flaherty, ce Randall Jessee, nd	Paul Vogel, fd Jay Barrington, sd Martha Spalding, wd
WDAF-TV 1922	710 10,000-D 5,000-N DA-2	Mid-Continent Bestg. Co. Pickwick Hotel Baltimore 8300	Blair	Tod Storz, p George W. Armstrong, vp, gm John E. Pearson, pd	Edwin Birr, pmm Dale L. Moudy, vp, eng dir Charles Gray, nd	Eddie Clarke, fd San Babcock, sd Jeanne Greendahl, wd

KENNETT
(Dunklin County)

KBOA 1947	830 1,000-D	Kennett Bestg. Corp. 8-4616		Paul C. Jones, p, gm Charles H. Harrison, sm, sd	Joe Bankhead, cm John T. Reeder, pd	Robert Conner, ce Johnny Mack, nd, fd
KBOA-FM 1949	Ch. 255 (B) 98.9mc 6.9kw					

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NAME YOUR SURVEY

HOOPER? PULSE? AREA NIELSEN? TRENDEX?

All have WHB First!

WHB

has run away with
Kansas City's radio day!

10,000 watts—710 kc

MID-CONTINENT BROADCASTING COMPANY

President: Tadd Starz

All day average Hooper: 47.7%—FIRST PLACE!
 Pulse—every daytime 1/4 hour—first place!
 All day average AREA Nielsen: 42.9%—FIRST PLACE!
 All Day average Trendex: 42.8%—FIRST PLACE!*

*Call the man from Blair or WHB General Manager
George W. Armstrong.*

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

KOWH, Omaha
Represented by
H-R Repts., Inc.

WHB, Kansas City
Represented by
John Blair & Co.

*latest available survey

KIRKSVILLE*(Adair County)*KIRX
1947 1450
250North Missouri Bestg.
Co.
KIRX Bldg.
Mohawk 5-3781ABC
KBSSam A. Burk, o, gm, sd
J. J. Dougherty, cm, pmmRobert Carlson, pd
Charles P. Porter, ce, fdHal Oyler, nd
Lois Daudel, wd**LEBANON***(Laclede County)*KLWT
1948 1230
250Lebanon Bestg. Co.
221 E. Commercial
1015

Magic Circle

O. R. Wright, p
Jack A. Sellers, gm, pd
Clarence Duvall, cmEugene Clay, ce
Delmar Hilton, nd, sdEverette Edwards, fd
Mary Katsler, wd**MALDEN***(Dunklin County)*KTCB
1954 1470
1,000-DTri County Bestg. Co.
P. O. Box 66
851

KBS

Charles W. Craft, p
Dick Wiethan, gm

Carlton Garner, cm

Mack Howerton, ce

MARSHALL*(Saline County)*KMMO
1949 1300
1,000-DKMMO, Inc.
40

Pearson

F. V. Heinkle, p
J. M. Silvey, gm
Harold Douglas, cmFred Miller, pd
Bill Williams, ce
John Hughes, nd, sdDud Cason, fd
Vaunciel Blum, wd**MARYVILLE***(Nodaway County)*KNIM
1953 1580
250-DMaryville Radio & Tv
Corp.
P. O. Box 278
730

KBS

Dr. R. Wayne Wilson, p
Jack Lloyd Jaquay, gm, pd
Gilbert L. Poesse, cmDonna Potter, pmm
James Shaddock, ce
Bob Wilson, ndClaire Whitford, sd
Sue Ogden, wd**MEXICO***(Audrain County)*KXEO
1948 1340
250Audrain Bestg. Corp.
1705 E. Liberty
2340

MBS

W. Earl Dougherty, gm, cm
Gregg Swanson, pdHyle Lemen, ce
Bob Moore, nd, sd

Emily Kaye, wd

MOBERLY*(Randolph County)*KNCM
1950 1230
250Jerrell A. Shepherd
1600

KBS

Jerrell A. Shepherd, o

Jim Lipsey, asst mgr
Len Roberts, pdJohn Steele, nd
Hugh Frizzell, sd**MONETT***(Lawrence County)*KRMO
1950 990
250-DMonett Bestg. Co.
KRMO Bldg.
Belmont 5-5220KBS
Magic CircleLloyd C. McKenney, p
Floyd Stewart, gm, nd
Marion Pilant, cmNoel Moody, pd, sd
Joe McCullah, pmmJack Allen, ce
Carolyn Crane, wd**MOUNTAIN GROVE***(Wright County)*KLRS
1954 1360
1,000-DKickapoo Prairie Bestg.
Co. Inc.
650KBS
Magic CircleFloyd W. Jones, p
John Billingsley, asst mgr,
pmmFrank Edwards, cm
Dave Whittaker, pd
Ted Caudill, ceOrville Barton, nd, fd
Clotis Barker, sd
Katherine Baird, wd**NEOSHO***(Newton County)*KBTN
1954 1420
500-DNeosho Bestg. Co.
212½ E. Main
1666KBS
Magic CircleFloyd W. Jones, p
L. C. McKenney, gm
Frank Edwards, smForrest Crockett, cm, fd
William T. Allen, ce

Betty Utz, wd

NEVADA*(Vernon County)*KNEM
1949 1240
250Radio KNEM Inc.
P. O. Box 15
13

Best

John Blake, p
Kenneth E. White, gm, ceVirgil Katchel, cm, sd
John Beydler, pdJoe Young, pmm
Glenna Seavers, wd**OSAGE BEACH***(Camden County)*KRMS
1952 1150
1,000-DLawrence Bestrs. Inc.
1612 Grand Ave.
Kansas City
Harrison 0171

Best

A. P. D'Ambra, p
Arden Booth, gm

George S. Strickland, sm, cm

Harlan Snow, wd

POPLAR BLUFF*(Butler County)*KWOC
1938 930
1,000-D
500-N
DA-NPoplar Bluff Bestg. Co.
428 Vine St.
3922KBS
Pearson

A. L. McCarthy, gm

L. G. Stovall, cm

Don M. Lidenton, ce

KWOC-FM
1938 Ch. 233 (B)
94.5mc
14kw**YOUR STATION +****WORLD**
SALES AND
PROGRAM SERVICE**=MORE REVENUE!****1st with timely
selling aids!**WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue, New York 22, New York
CINCINNATI HOLCANADIAN REPRESENTATIVES ALL CANADA
FACILITIES LIMITED, VICTORY BUILDING, TORONTO

MISSOURI

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner; Pres. p; Exec. vp. evp; slm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. Prom. Mgr. pmm; Prod. Mgr. pdm; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
PORTAGEVILLE (New Madrid County)					
KRIM (FM) 1955	Ch. 269 (A) 101.7mc 0.45kw	American Christian Bcstg. Co. 305b E. Main St.		William Albert Crim, ptr	Louie Alvah Crim, ptr Albert Morton Crim, ptr
ROLLA (Phelps County)					
KTTR 1947	1490 250	"Show-Me" Bcstg. Co. P. O. Box 567 380	KBS Magic Circle	Luther W. Martin, co-o, gm, nd Martin M. Mitchum, co-o, ce	Ward C. Rinehart, cm Norma Fleming, pd Murl Nash, pmm Tom Dye, fd Dennis B. Odle, sd Roxy Rhodes, wd
ST. JOSEPH (Buchanan County)					
KFEQ 1923	680 5,000 DA-2	Midland Bcstg. Co. Howitt Bldg. 3-2528	MBS Headley-Reed	Kenyon Brown, p Glenn Griswold, gm	
KRES 1946	1550 5,000 DA-N	KRES Radio Corp. 404 S. 8th 4-6346	Clark	Tee Casper, p, gm, nd Robert Mosiman, cm	Dick Irving, pd, pmm Don Obrian, ce, fd Bud Lanham, sd Nita Krueggell, wd
KUSN 1955	1270 1,000-D	Broadcast Group Inc. Robidoux Hotel 3-2577	Best	J. D. Spears, p P. T. Scott, gm	Hal Hamilton, cm Don Blue, pd John Humphreys, ce Eleanor Shepherd, wd
ST. LOUIS (Independent City)					
KATZ 1955	1600 1,000 DA-N	St. Louis Bcstg. Co. 812 Olive St. Chestnut 1-0955	Forjoe	William F. Garrett, p, gm R. M. Hetherington, cm	Charles O. Rick, ce Roy Wood, nd
KCFM (FM) (CP)	Ch. 229 (B) 93.7mc 21.5kw	Commercial Bcstg. Co. 2609 Olive St.		Harry Eidelman, p Robert E. Aiken, gm	
KCKN 1925		(See Kansas City, Kansas, listing)			
KMOX 1925	1120 50,000	Columbia Bcstg. Sys. 401 S. 12th Blvd. Central 1-8240	CBS CBS Radio Spot Sales	Robert Hyland, gm Charles Burge, cm Mark Russell, pd	Foster Brown, pmm Harry Harvey, ce Rex Davis, nd Ted Mangner, fd Bob Burnes, co-sd Harry Caray, co-sd
KSD 1922	550 5,000 DA-N	Pulitzer Publishing Co. 1111 Olive St. Main 1-1111	NBC NBC Spot Sales	Joseph Pulitzer Jr., p George M. Burbach, gm	Harold Grams, pd David Pasternak, pmm J. E. Risk, ce
KSTL 1948	690 1,000-D	Radio St. Louis Inc. P. O. Box 1440 Bridge 1-6090	Everett- McKinney	Dick J. Kasten, p, gm Tony Glenn, pd, nd Norman Edwards, pmm	Ira E. Pollock, ce Bill Green, fd Art Ford, sd Doris Jennemann, wd
KWK 1927	1380 5,000 DA-N	KWK Inc. 1215 Cole St. (6) Main 1-9100	MBS Katz	Robert T. Convey, p, gm Ray E. Dady, vp, sta dir V. E. Carmichael, vp, comm dir	Gil Johnston, slm Russell C. Kaiser, pd John W. Tinnea, exec pd, asst sta dir Fred J. Mueller, pmm N. J. Zehr, ce Jack Griffin, nd Les Carmichael, sd
KXLW 1947	1320 1,000-D	St. Louis County Bcstg. Co. 3725 Bomparte Ave. Woodland 1-1320		John W. Kluge, p William W. Jefferay, vp, gm Wm. Don Herman, cm	Carol Curson, pd Alvin D. Suter, pmm, nd James F. Mitchell, ce Hallie Carper, wd
KXOK 1938	630 5,000 DA-2	KXOK Bcstg. Inc. Radio Park (13) Forest 7-6000	ABC Blair	Elzey M. Robert Jr., p C. L. (Chet) Thomas, vp, gm William C. O'Donnell, cm	Elmer G. Muschany, pd John T. Corrigan, pmm, nd Arthur Rekart, ce France Laux, sd
WEW 1921	770 1,000-D	Barrington Co. Hotel DeSoto (1) Chestnut 1-1921	Bolling	Bruce Barrington, p, gm Ed Wolfe, cm	Don Phillips, pd Chas. C. Casey, ce France Laux, sd Louise Munsch, wd
WIL 1922	1430 5,000 DA-2	Missouri Bcstg. Co. 3715 Lindell Blvd. Olive 2-4500	Webb	L. A. Benson, p, gm N. Pagliara, vp, asst gm	C. W. Beintker, cm Phil MacMurray, cont dir E. Newsome, pmm L. A. Benson, ce

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● HOWDY, COUSIN! ● HOWDY, COUSIN! ● HOWDY, COUSIN! ● HOWDY, COUSIN! ● HOWDY, COUSIN!

YOU CAN'T SELL ST. JOE UNLESS YOU BUY

KUSN

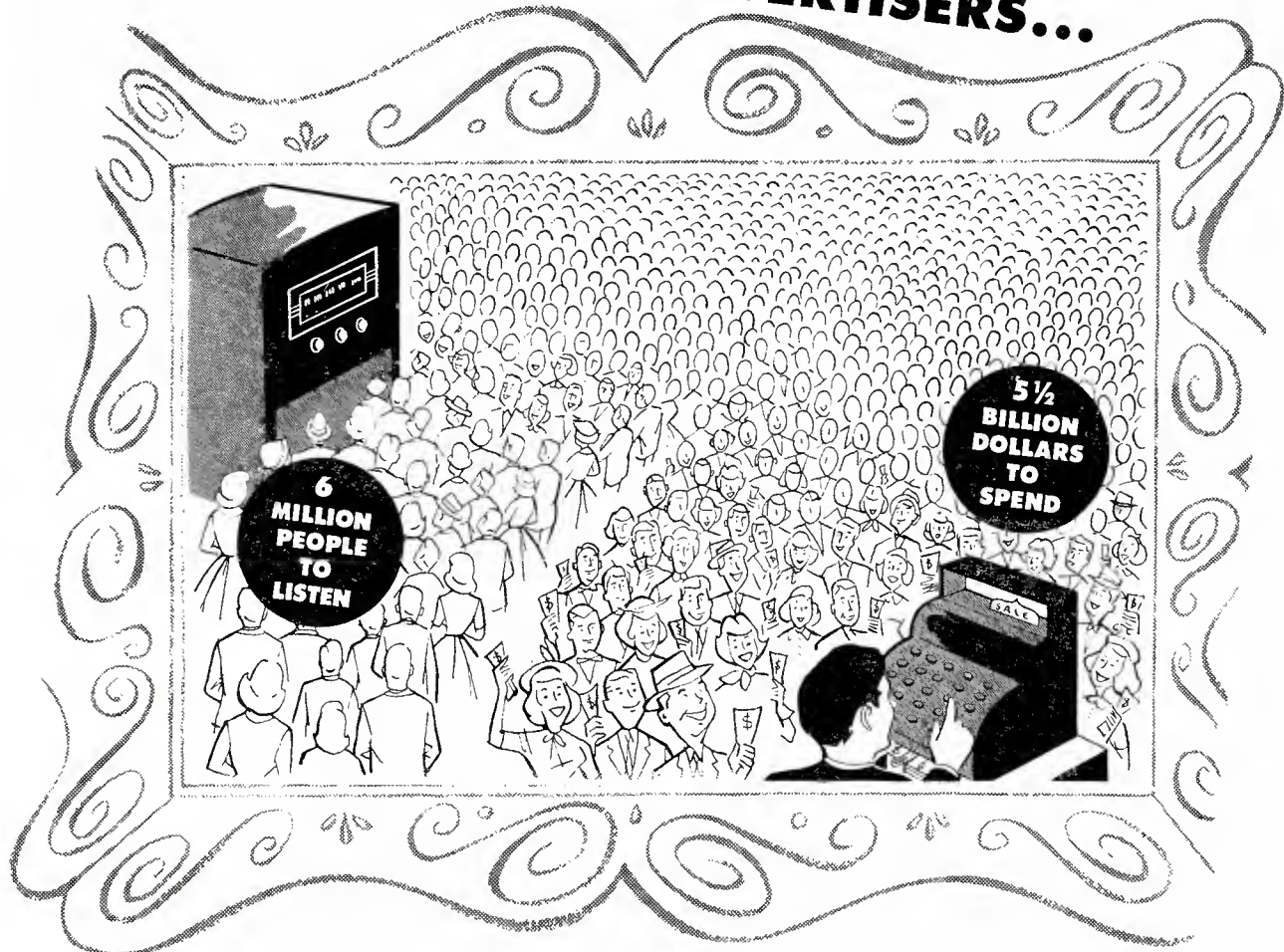
1270 KC • 1000 watts
MUSIC • NEWS • SPORTS

BIGGEST AUDIENCE MEANS MOST SALES!

AND KUSN HAS THE AUDIENCE — ASK HIL F. BEST!

● HOWDY, COUSIN! ● HOWDY, COUSIN! ● HOWDY, COUSIN! ● HOWDY, COUSIN! ● HOWDY, COUSIN!

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FOR KSD ADVERTISERS...



GET YOUR PRODUCTS INTO
THIS PICTURE BY TELLING
ABOUT THEM TO THE SPENDERS
WHO LISTEN TO

KSD

THE ST. LOUIS POST-DISPATCH RADIO STATION

5,000 WATTS ON 550 KILOCYCLES...

... the largest half-million watt daytime coverage area of any radio station in St. Louis

NBC NETWORK • National Advertising Representative: NBC SPOT SALES

BROADCASTING • TELECASTING

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
STE. GENEVIEVE (Ste. Genevieve County)					
KSGM 1947	980 500 DA-N	Donze Enterprises Inc. 410 Merchant St. 980	KBS	Elmer L. Donze, p, gm, cm	Mrs. Elmo Donze, pd, pmm Murel Rose, ce
SALEM (Dent County)					
KSMO 1953	1340 250	Zola Bcstg. Co. 4th & Hickory 303	KBS	William B. Smith, o, gm, ce	
SEDALIA (Pettis County)					
KDRO 1939	1490 250	KDRO Tv & Radio Inc. 2100 W. Broadway 4004	MBS Pearson	Milton J. Hinlein, p Herbert W. Brandes, gm Jimmy Glenn, cm, sd	Don Warnok, pd Bob Klein, ce Dick Amos, nd Jack Call, fd Dorothy Hopkins, wd
KDRO-TV					
KSIS 1954	1050 1,000-D	Carl W. Yates Jr. and Christine Yates KSIS Bldg. 590	Best	Carl W. Yates Jr., p, gm, cm Bette Baldwin, pd, wd	Bud Pratt, ce Marion Pratt, nd, sd Richard Thomas, fd
SIKESTON (Scott County)					
KSIM 1948	1400 250	Sikeston Community Bcstg. Corp. 1		L. R. Bowman Jr., p R. L. Watkins Jr., gm, cm, pmm	James Palmer, pd, nd, sd Ralph L. Hirsch, ce Nelson Wheeler, fd
SPRINGFIELD (Greene County)					
KGBX 1926	1260 5,000 DA-N	Springfield Bcstg. Co. 605 Boonville 4-2822	NBC Venard, Rintoul &McConnell	Keith G. Wells, p, gm Don C. Dailey, cm Fran J. Uhlis, pd, fd	Dudley McGovern, pmm Richard Bowman, ce Richard Stracke, nd William West, sd Betty Gilmer, wd
KICK 1949	1340 250	Kickapoo Prairie Bcstg. Co. Inc. 610 College St. 4-1561	MBS KBS Magic Circle McGillvra	Floyd W. Jones, p Lloyd C. McKenney, gm Robert Vinyard Jr., sm	M. Richard Bradley, cm James Allwood, pd George Provance, ce Sol Mosher, nd Robert Lee, sd
KTTS 1942	1400 250	Independent Bcstg. Co. P. O. Box 1716 2-7474	CBS Sears & Ayer	J. H. G. Cooper, p G. Pearson Ward, gm, pmm	Wendel Smith, pd William F. Curry, ce Bill Bowers, nd Bill Maynard, sd
KTTS-TV					
KTTS-FM 1948	Ch. 234 (B) 94.7mc 11.3kw				
KWTO 1933	560 5,000 DA-N	Ozarks Bcstg. Co. Inc. 606 St. Louis St. 2-4422	ABC Pearson	R. D. Foster, p, gm Leslie L. Kennon, vp, asst mgr R. M. Keltner, slm	Joe Slattery, pd Bill Bailey, pmm Wallis Fender, ce Vern Hawkins, nd, sd Loyd Evans, fd Dele Doke, wd
THAYER (Oregon County)					
KALM 1953	1290 1,000-D	Radio Station KALM P. O. Box 326 165	KBS Magic Circle	Robert F. Neathery, p, gm, cm Thomas Stone, pd	Carlie Hamilton, pmm Willis S. Beatty Jr., ce Paul Best, nd J. W. Gillespie, sd Ann Woodside, wd
TRENTON (Grundy County)					
KTTN 1955	1600 500-D	Trenton Bcstg. Co. 112 E. 9th St. 1600	KBS	Sam A. Burk, p Ed Hundley, sm, pd, pmm, sd	Robert Dennis, cm Stuart Underwood, ce Don Collins, nd, fd Helen Collins, wd
UNION (Franklin County)					
KLPW 1954	1220 250-D	Franklin County Bcstg. Co. Inc. P. O. Box 72 755	Indie	Leslie P. Ware, p Norb Moore, gm, cm, pd, pmm, nd	Frank Lohmeyer, ce Herb Houseman, fd Don Hobelmann, sd LaVerna Latham, wd
WARRENSBURG (Johnson County)					
KOKO 1953	1450 250	Warrensburg Bcstg. Co. 1260	KBS	Lee E. Baker, p, ce C. L. Parks, gm, cm	Jim Gammon, pd, fd, sd Gene Tipton, pmm Jack Lester, nd, wd
WARRENTON (Warren County)					
KWRE 1949	730 500-D	W. T. Zimmerman 398	KBS Continental	W. T. Zimmerman, p, gm Russell Benton, cm	H. L. Estes, ce John Pierron, fd Pauline Wolfe, wd
WEST PLAINS (Howell County)					
KWPM 1947	1450 250	Robert F. Neathery E. Abe Taylor Blvd. 700	KBS Magic Circle	Robert F. Neathery, p, gm Fritze Williams Dixon, cm	Ann Woodside, pd, wd Laurel Thompson, ce, sd Paul Best, nd
KWPM-FM 1951	Ch. 247 (B) 97.3mc 3kw				

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MARKET DATA BY COUNTIES

County	Radio				Passenger			County	Radio				Passenger		
	Population 1950	Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954	Population 1950		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954		
Beaverhead	6,671	2,400	\$10,161	\$ 1,958	\$ 160	2,282	Missoula	35,493	12,100	44,966	10,067	1,718	13,141		
Big Horn	9,824	2,300	8,858	2,484	204	2,625	Musselshell	5,408	1,800	5,472	1,373	169	1,716		
Blaine	8,516	2,300	7,418	1,689	132	2,306	Park	11,999	4,100	16,825	3,698	487	4,867		
Broadwater	2,922	900	2,967	665	21	949	Petroleum	1,026	300	597	211	15	357		
Carbon	10,241	3,100	7,800	1,741	239	3,022	Phillips	6,334	2,000	6,472	1,307	156	2,197		
Carter	2,798	600	1,745	390	22	735	Pondera	6,392	1,700	9,254	1,309	256	2,860		
Cascade	53,027	19,300	77,903	15,688	1,438	19,253	Powder River	2,693	1,000	1,290	340	21	780		
Chouteau	6,974	2,300	8,936	1,589	24	2,996	Powell	6,301	1,700	5,324	1,646	62	2,437		
Custer	12,661	4,500	22,945	3,475	645	4,557	Prairie	2,377	800	2,305	545	20	814		
Daniels	3,946	1,000	4,946	1,192	137	1,586	Ravalli	13,101	4,100	10,811	2,593	277	3,913		
Dawson	9,092	2,900	14,033	2,142	205	4,183	Richland	10,366	3,100	14,732	2,947	348	3,567		
Deer Lodge	16,553	4,900	13,298	4,236	196	5,347	Roosevelt	9,580	2,900	15,566	2,772	415	3,783		
Fallon	3,660	1,000	5,106	1,224	101	1,334	Rosebud	6,570	1,600	5,566	1,319	160	1,668		
Fergus	14,015	4,900	18,462	4,025	443	4,964	Sanders	6,983	2,300	4,409	1,066	160	2,114		
Flathead	31,495	10,700	41,402	8,554	1,090	11,415	Sheridan	6,674	1,700	8,774	1,776	187	2,586		
Gallatin	21,902	7,100	28,757	5,659	550	7,793	Silver Bow	48,422	18,400	61,551	16,760	1,377	16,355		
Garfield	2,172	700	1,627	540	19	584	Stillwater	5,416	1,500	4,699	850	201	2,031		
Glacier	9,645	2,700	12,025	2,862	303	3,005	Sweet Grass	3,612	1,000	4,675	812	24	1,221		
Golden Valley	1,337	400	586	146	41	450	Teton	7,232	2,300	9,443	1,539	271	2,717		
Granite	2,773	1,000	2,974	814	64	913	Toole	6,867	2,000	9,148	1,666	200	2,742		
Hill	14,285	4,500	17,452	3,854	47	5,389	Treasure	1,402	400	1,447	237	37	423		
Jefferson	4,014	900	2,740	682	99	1,115	Valley	11,353	3,200	11,347	2,257	322	3,840		
Judith Basin	3,200	900	3,143	541	41	1,272	Wheatland	3,187	1,100	4,051	817	22	1,147		
Lake	13,835	4,100	11,357	2,879	286	3,868	Wibaux	1,907	400	1,694	572	39	736		
Lewis & Clark	24,540	8,700	32,161	7,581	776	8,797	Yellowstone	55,875	21,300	90,223	16,533	2,535	24,588		
Liberty	2,180	400	2,500	392	19	1,335	Yellowstone	58		
Lincoln	8,693	2,900	7,176	2,432	220	3,114	National Park		
McCone	3,258	1,700	3,356	587	33	1,341									
Madison	5,998	1,400	3,391	731	137	1,688									
Meagher	2,079	800	1,511	215	19	724									
Mineral	2,081	600	1,618	436	39	812									

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

DIRECTORY OF AM AND FM STATIONS

City	County	Call Letters	Chan. or Freq.	Established	Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations
ANACONDA									
<i>(Deer Lodge County)</i>									
KANA	1230	Anaconda Bcstg. Co.	Gill-Perna	A. J. Mosby, p, gm	Allan Smith, sm, cm				
1946	250	Box 727							
BILLINGS									
<i>(Yellowstone County)</i>									
KBMY	1240	Billings Bcstg. Co.	MBS, KBS	Rockwood Brown, p	Ted Hildebrand, ce	Bob McCann, sd			
1946	250	P. O. Box 2544	Intermountain	Ken Nybo, gm, cm	Don Jones, nd, fd	Kay Hines, wd			
		9-4586	Avery-Knodel	Charles G. duBois, pd, pmm					
KGHL	790	Midland Empire Bcstg.	NBC	P. N. Fortin, o, p	Warren Marshall, cm	V. Braunberger, pd			
1928	5,000	Co.	Great Western	Jeff Kitchell, gm, ce					
KGHL-TV	DA-N	420 N. Broadway	Net.						
		2-2222	Katz						
KOOK	970	Montana Network Inc.	CBS	Joseph S. Sample, p	Cliff Ewing, pd	Francis B. Welsh, nd			
1951	5,000	P. O. Box 2557	Headley-Reed	V. V. Clark, gm	Conna G. May, pmm	Ed Peiss, sd			
KOOK-TV	DA-N	9-5970		Glen Eebbe, cm	Grant French, ce				
KOYN	910	D. Gene Williams &		D. Gene Williams, co-o	Rich Osborn, pd, nd	Bob Ege, sd			
1955	1,000-D	Delbert Bertholf		Delbert Bertholf, co-o	Lew Theusen, pmm	Marion Murphy, wd			
		Riverside Dr.		Robert Eubanks, gm, cm	Bill Banks, ce				
		4-4177							
BOZEMAN									
<i>(Gallatin County)</i>									
KBMN	1230	Penn Engineering Co.	Gill-Perna	G. Norman Penwell, p, gm	Kathryn Eckroth, pmm	Larry Binder, sd			
1950	250	Inc.		Dave Burgess, cm	Robert Beaman, ce	Ann Beaman, wd			
		P. O. Box 691		Paul Bragg, pd	Ralph Evans, nd, fd				
		2105							
KXLQ	1450	KRBM Bcstrs. Inc.	NBC	Ed Craney, p	Dick Smiley, pd	Marcellus D. Rapkoch, nd			
1939	250	JU 6-9102	Z-Bar Net.	Ernest A. Neath, gm	George Roe, ce				
			Walker						
BUTTE									
<i>(Silver Bow County)</i>									
KBOW	1490	Copper City Radio Co.	CBS	Frank Reardon, p	Art Collins, pd, nd	Ed Lally, sd			
1947	250	Inc.	Cooke	Bill Carroll, gm	Al Morgan, ce	Helen Reardon, wd			
		720 Yale Ave.							
		7429							
KOPR	550	Copper Bcstg. Co.	ABC, MBS	Frank C. Carman, p	James Harrold, pd	Larry Halloran, nd			
1948	1,000	Finlen Hotel	Intermountain	Ed Cooney, gm, cm	William Emerson, ce	Horst Burgman, sd			
	DA-N	6546	Avery-Knodel						
KXLF	1370	KGIR Inc.	NBC	Ed Craney, p	Paul Hatton, pd, nd	Vern Totten, pmm, ce			
1929	5,000	P. O. Box 1956	Pacific Northwest	Arne E. Anzjon, gm, cm					
KXLF-TV		2-2344	Bcstrs.						
			Z-Bar Net.						
			Walker						
GLASGOW									
<i>(Valley County)</i>									
KLTZ	1240	Glasgow Bcstg. Co.		Charles L. Scofield, co-o	William Beach, cm, pd	Bob Knickerbocker, nd			
1954	250	P. O. Box 909		W. L. Holter, co-o	Tom Ash, pmm, sd	Emelie Nelson, wd			
		1000		James C. Carson, co-o	W. A. Sebastian, ce				
GLENDIVE									
<i>(Dawson County)</i>									
KXGN	1400	Glendive Bcstg. Corp.		Lewis Wiles Moore, p	Save! Chaldy, slm, sd	Yvonne Martin, pmm			
1948	250	P. O. Box 200		Daniel C. Palen, gm, nd, fd	Kim S. Potter, opr dir	Donald J. Powers, ce			
		Empire 5-3377							

City County	Call Established	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp. evp; slm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. Prom. Mgr. pmm; Prod. Mgr. pdm;
GREAT FALLS (Cascade County)						
KBGF 1955	1450 250	Community Bcstrs. P. O. Box 1405 2-9533	KBS Webb	Dan Snyder, p, gm Richard V. Coon, cm, pmm	Wm. A. Zimlich, pd, nd Eugene B. Bunker, ce	Shan Welcome, wd
KFBE 1922 KFBE-TV	1310 5,000 DA-N	Wilkins Bcst. Inc. P. O. Box 1139 4-4377	CBS Bolling	J. P. Wilkins, gm W. C. Blanchette, sm W. E. Spahr, pub rel mgr, prod mgr	Lee F. Peer, pd A. J. Lopuch, ce	Paul D. Rahders, sd Teresa M. Didier, wd
KMON 1948	560 5,000 DA-N	Montana Farmer Bcstg. Corp. 4-4382	ABC, MBS Intermountain Avery-Knodel	Lester Cole, p Robert H. Warner, gm F. W. Kaull, cm	Mel Hallock, pd, nd Jim Pease, pmm Don Thurston, fd	Bruce K. Twerell, sd Jacki Krall, wd
KXLK 1947	1400 250	Great Falls Bcstg. Co. P. O. Box 2072 2-2453	NBC Z-Bar Net. Pacific Northwest Bcstrs. Walker	Barclay Craighead, p T. L. Frayling, gm, cm	Juanita Loucks, pd, pmm	E. R. Kukkola, ce
HAVRE (Hill County)						
KOJM 1947	610 1,000 DA-2	North Montana Bcstg. Co. 426½ First St. 1096	MBS, KBS Intermountain Avery-Knodel Cooke	O. R. Rubie, p Charlotte H. Brader, gm Carlyle D. Leeds, cm	James R. Saenger, pd Stanley G. Stephens, pmm George H. Bauer, ce	Lyle Leeds, nd, sd Joanne E. Brader, wd
HELENA (Lewis & Clark County)						
KCAP 1949	1340 250	Lewis & Clark Bcstg. Corp. 1705 Jerome Place HI 2-4490	MBS, KBS Intermountain Webb	E. P. Maronick, p K. O. MacPherson, gm	Walker Marshall, cm Pat Lee, pd	Dean Mack, ce
KXLJ 1937	1240 250	Peoples Forum of the Air 1306 11th Ave.	NBC Z-Bar Net. Pacific Northwest Bcstrs. Walker	Barclay Craighead, sm		
KALISPELL (Flathead County)						
KGEZ 1927	600 1,000 DA-2	KGEZ Inc. P. O. Box 439 4331	MBS, KBS Intermountain Cooke	Frank Reardon, p Richard V. Vick, gm	Bob Rigler, pd	Keith Snodgrass, ce
KOFI 1955	980 1,000-D	Flathead Valley Bcstrs. P. O. Box 75 6900	Moore & Lund	William H. Patterson, co-o, gm	Leslie L. Sterling, co-o, pd, ce	Grover D. Allen, cm Paul Anthony, nd
KYNG (CP)	910 1,000-D	D. Gene Williams & Delbert Bertholf Realty Bldg. Spokane, Wash.		D. Gene Williams, ptrn	Delbert Bertholf, ptrn	
LEWISTOWN (Fergus County)						
KXLO 1947	1230 250	Montana Bcstg. Co. P. O. Box 620 1210	MBS Intermountain	W. G. Kelly, p Donald C. Williams, gm	Joe Spoja, cm Lola Uhlhorn, pd	David Sather, ce
LIBBY (Lincoln County)						
KLCC 1950	1230 250	Lincoln County Bcstrs. Inc. P. O. Box 636 410	KBS Glacier Net.	Smith McNeill, p Oliver G. Coburn, gm, cm, ce	James Maurer, pd, nd	Marlene Carr, pmm
LIVINGSTON (Park County)						
KPRK 1947	1340 250	Yellowstone Amusement Co. P. O. Box 691 1000	MBS, KBS Intermountain Avery-Knodel	Paul McAdam, p, gm Jack Hinman, cm Frank Lewis, pd, nd	Larry Hecox, ce Bill Couch, fd	Lewis Sundquist, sd Nikki Kolence, wd
MILES CITY (Custer County)						
KATL 1941	1340 250	Star Printing Co. P. O. Box 720 1340	MBS, KBS Intermountain Avery-Knodel	Ian A. Elliot, gm, nd Fred B. Hunnes, cm Tom Biedrzycki, pd, sd	Robert McKendrick, pmm William Abel, ce	Norval B. Davis, fd Annette Smith, wd

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**1st with special
campaigns and
jingles that sell,
Sell, SELL!**



**WORLD
SALES AND
PROGRAM SERVICE**
WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue, New York 22, New York
CINCINNATI HOLLYWOOD

**brings you the
BIG NAMES that draw
BIG AUDIENCES and
BIG BUSINESS!**

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations Pres. p; Erec. up. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
MISSOULA (Missoula County)					
KBTK 1955	1340 250	Montana Bcstg. Co. P. O. Box 1202 9-3344	MBS, KBS Intermountain Avery-Knodel	Wm. J. Strothman, gm Lewis J. Rummerfeld, cm	Del Strothman, pd Bruce Hamilton, ce J. D. Coleman, nd J. C. Coleman, sd
KGVO 1931 KGVO-TV DA-1	1290 5,000	Mosby's Inc. Radio Central Bldg. 2-2155	CBS Gill-Perna	A. J. Mosby, p Guy B. Farnsworth, gm, cm Don Bradley, pd, pmm	A. L. Stewart, ce Don Weston, nd, sd Bob McCoy, fd Erin Day, wd
KXLL 1948	1450 250	Western Montana Associates P. O. Box 1503 4-4114	NBC Z-Bar Net. Pacific Northwest Great Western Net. Walker	Pat M. Goodover, p, gm R. J. Gillis, cm	Tom Lee, pd J. T. Campbell, pmm Ray Lee, ce
SHELBY (Toole County)					
KIYI 1947	1240 250	Tri County Radio Corp. HE 4-5414	MBS Intermountain Avery-Knodel	John Lyon, p, pd Mike T. Donovan, gm Frank Krshka, cm, pmm	George Potter, ce, fd Burton Light, nd Vern Hunt, sd Georgia Knickerbocker, wd
SIDNEY (Richland County)					
KGCX 1926	1480 5,000 DA-1	KGCX Inc. 205 S. Central 408	MBS Great Northern Bcstg. Sys. Gill-Perna	E. E. Krebsbach, p, gm R. Keith Krebsbach, cm Bud Bird, pd, nd	E. Clair Krebsbach, pmm O. H. Halvorson, ce Fay Crusch, fd Don Cole, sd

NEBRASKA

MARKET DATA BY COUNTIES

County	Radio						Passenger						
	Population 1950	Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954	County	Population 1950	Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954
Adams	28,855	9,100	\$44,614	\$ 6,760	\$1,370	11,383	Johnson	7,251	2,300	7,389	1,423	201	2,653
Antelope	11,624	3,400	12,345	2,155	228	4,159	Kearney	6,409	2,100	8,941	2,243	188	2,641
Arthur	803	200	280	78	263	Keith	7,449	2,300	11,598	1,757	224	3,002
Banner	1,325	400	35	11	574	Keya Paha	2,160	400	1,047	369	19	642
Blaine	1,203	300	784	108	15	406	Kimball	4,283	1,300	6,781	1,262	172	2,064
Boone	10,721	3,100	9,916	1,588	206	3,668	Knox	14,820	4,200	15,834	2,436	446	5,037
Box Butte	12,279	4,000	19,519	3,855	352	4,310	Lancaster	119,742	40,200	157,069	26,130	5,512	44,736
Boyd	4,911	1,400	4,703	976	95	1,729	Lincoln	27,380	8,800	39,258	8,654	1,043	11,043
Brown	5,164	1,500	8,334	1,425	167	1,801	Logan	1,357	400	694	203	18	482
Buffalo	25,134	8,200	34,607	6,279	919	9,116	Loup	1,348	400	664	118	19	469
Burt	11,536	3,300	12,675	2,776	343	4,144	McPherson	825	200	276	50	306
Butler	11,432	3,600	9,042	1,772	252	4,242	Madison	24,338	7,500	39,933	6,477	736	8,637
Cass	16,361	5,200	13,315	2,930	422	6,175	Merrick	8,812	2,800	10,618	1,530	246	3,385
Cedar	13,843	3,600	12,422	2,226	392	4,578	Morrill	8,263	2,200	8,701	1,786	298	2,881
Chase	5,176	1,600	7,606	1,389	148	1,890	Nance	6,512	1,900	5,534	980	124	2,552
Cherry	8,397	2,400	11,477	1,656	250	2,900	Nemaha	10,973	3,100	8,694	1,962	156	3,549
Cheyenne	12,081	4,100	18,124	3,418	466	5,879	Nuckolls	9,609	2,800	10,954	2,170	291	3,619
Clay	8,700	2,800	6,327	1,377	137	3,600	Otoe	17,056	5,300	17,941	3,382	471	6,485
Colfax	10,010	3,200	15,920	2,548	261	3,922	Pawnee	6,744	2,000	4,388	861	116	2,409
Cuming	12,994	3,700	16,128	2,407	364	4,701	Perkins	4,809	1,400	5,810	1,107	148	1,773
Custer	19,170	5,700	18,308	3,903	585	6,576	Phelps	9,048	2,900	14,411	3,034	327	3,954
Dakota	10,401	3,000	11,143	2,655	288	3,826	Pierce	9,405	2,800	9,552	1,255	215	3,425
Dawes	9,708	2,800	12,903	2,748	277	3,375	Platte	19,910	5,800	26,408	4,550	607	8,025
Dawson	19,393	6,400	34,371	5,343	794	7,587	Polk	8,004	2,400	8,348	1,520	310	3,017
Deuel	3,330	1,000	5,976	836	147	1,371	Red Willow	12,977	4,100	21,678	3,841	507	4,834
Dixon	9,129	2,700	8,226	1,549	187	3,118	Richardson	16,886	5,400	19,829	3,697	417	5,727
Dodge	26,265	9,300	42,199	8,180	792	11,323	Rock	3,026	900	3,322	583	20	1,038
Douglas	281,020	91,500	396,527	79,978	13,286	90,721	Saline	14,046	4,500	13,649	2,791	309	5,261
Dundy	4,354	1,200	6,343	901	45	1,566	Saunders	15,693	5,000	6,158	1,078	262	7,712
Fillmore	9,610	3,000	6,988	1,847	304	3,717	Saunders	16,923	5,400	16,023	4,925	327	7,337
Franklin	7,096	2,300	7,723	1,706	173	2,554	Scotts Bluff	33,939	10,600	50,286	9,890	1,189	12,672
Frontier	5,282	1,300	3,193	485	38	1,849	Seward	13,155	3,900	11,990	2,806	356	5,016
Furnas	9,385	3,100	10,822	2,401	321	3,327	Sheridan	9,539	2,800	11,940	2,456	322	3,166
Gage	28,052	8,500	28,803	6,020	1,004	10,084	Sherman	6,421	1,600	4,115	1,052	41	2,195
Garden	4,114	1,100	3,438	919	102	1,500	Sioux	3,124	900	1,603	366	21	1,049
Garfield	2,912	900	3,507	626	44	1,071	Stanton	6,387	1,900	4,206	889	103	2,409
Gosper	2,734	700	1,900	244	38	1,091	Thayer	10,563	3,300	10,188	2,170	287	3,996
Grant	1,057	200	1,074	291	15	463	Thomas	1,206	400	725	183	17	392
Greeley	5,575	1,400	5,115	946	198	1,818	Thurston	8,590	2,400	7,130	1,055	193	2,654
Hall	32,186	10,700	44,967	9,070	1,115	13,984	Valley	7,252	2,200	6,815	1,819	194	2,542
Hamilton	8,778	2,800	7,441	1,696	142	3,579	Washington	11,511	3,500	10,579	2,785	195	4,406
Harlan	7,189	2,200	6,903	1,582	129	2,255	Wayne	10,129	2,800	10,492	1,785	158	3,716
Hayes	2,404	700	575	26	850	Webster	7,395	2,300	6,623	1,445	186	2,713
Hitchcock	5,867	1,800	5,587	838	192	2,032	Wheeler	1,526	500	436	127	17	548
Holt	14,859	4,100	16,116	2,930	337	4,995	York	14,346	4,500	16,134	2,883	401	5,444
Hooker	1,061	300	2,067	101	18	439	Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed; automobiles supplied by state.						
Howard	7,226	2,100	5,754	1,220	131	2,950							
Jefferson	13,623	4,000	14,656	2,833	381	5,087							

ALLIANCE
(Box Butte County)

KCOW 1949	1400 250	Sandhills Bcstg. Corp. P. O. Box 391 1400	KBS McGillvra	J. W. Cover, p Gene Ackerley, gm	Carl Langewisch, adv mgr Ted Ford, prod asst	Roland Reed, ce Bob Dunham, nd
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BEATRICE
(Gage County)

KWBE 1949	1450 250	Blue Valley Bcstg. Co. Sherman & Mary Sts. 1245	MBS KBS Nebraska Net.	Merle G. Jones, p Gordon C. Bud Pentz, gm	William R. Boyce, asst mgr, cm Arlin Holle, eng sup, fd	Frank Thurston, nd Bob Templeton, sd
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BROKEN BOW
(Custer County)

KCNI 1949	1280 1,000-D	Custer County Bcstg. Co. P. O. Box 561 611		Georgia A. Crawford, p, gm, pd, pmm, wd	Joe Grieser, cm Harold R. Hromas, ce	Scott Insley, nd Quentin Dahlstedt, fd
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City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
CHADRON (Dawes County)					
KCSR 1954	1450 250	Community Service Radio Corp. 212 Bordeaux St. 5545	KBS Nebraska Net.	Bob Fouse, co-o, co-mgr, pd, fd Bill Finch, co-o, co-mgr, cm	Cliff Pike, pmm Frank Allen, ce Freeman Hover, nd Dick Porter, sd Ruth Osborn, co-wd Marlene Collons, co-wd
COLUMBUS (Platte County)					
KJSK 1948	900 1,000-D	Geo. Basil Anderson P. O. Box 460 5154	KBS Continental Biddick	Geo. Basil Anderson, p Milo Kincaid, gm, cm, pd	Max Reeves, ce Paul Deck, nd, sd Mel Krehbiel, fd
FREMONT (Dodge County)					
KFGT 1939	1340 100	Walker Radio Inc. 118 E. 5th St. Park 1-5012	Lester A. Walker, p, gm Robert L. Johnson, sm, cm Harry L. Gehrett, pd	Ernestine Smizer, pmm, wd H. C. Snyder, ce Russell W. Weber, nd Russell D. Hughes, fd John Hanion, sd
GRAND ISLAND (Hall County)					
KMMJ 1925	750 1,000-D L-WBS	Town & Farm Co. Inc. Cedar at Division 703	ABC Nebraska Net. H-R Reps.	Don Searle, p Bill Martin, evp Ken Titus, gm	Willard Morton, bus mgr Albert Michael, pmm U. L. Lynch, tech sup Charlie Howe, pd, fd Don Campbell, ce George C. Kister, nd, fd Nay Deines, sd Jane Anderson, wd Harry Perkins, nd, sd Pat McQuown, wd
KRGI 1953	1430 1,000 DA-N	Grand Island Bestg. Co. Inc. 315 S. Locust 5181	Bogner & Martin	Robert L. Lester, p Wick Heath, gm Ray Kozak, cm, pmm	
HASTINGS (Adams County)					
KHAS 1940 KHAS-TV	1230 250	Nebraska Bestg. Co. 906 W. Second St. 2-5101	MBS KBS Gill-Perna	Fred Seaton, p Duane L. Watts, gm	J. W. Jackson Jr., sm Robert Wareham, pd Vance Filken, ce
KEARNEY (Buffalo County)					
KGFW 1927	1340 250	Central Nebraska Bestg. Co. Platte Valley Bldg. 2131	MBS KBS Nebraska Net. Holman	John C. Mitchell, gm Bob Reidy, sm Bob Jenkins, pd, fd, sd	Mary Mitchell, pmm Dave Roberts, ce Don Reed, nd Esther Sanders, wd
LEXINGTON (Dawson County)					
KRVN 1950	1010 25,000-D DA-D	Nebraska Rural Radio Inc. 104 W. 8th St. Fairview 4-2371	Raymer	Jay A. Person, p Max Brown, gm Harry H. Packard, cm, pmm	G. W. Embree, pd Robert J. Bitner, ce Chet Allan, nd Stan Matzke, fd Ellen Selah, wd
LINCOLN (Lancaster County)					
KFOR 1924	1240 250	Cornbelt Bestg. Co. 48th & Vine 6-2331	ABC Raymer	James Stuart, p Richard W. Chapin, gm Roger Larson, slm	Robert Askey, pd Allan Pugsley, ce Jack Bates, nd Art Westergard, sd Hazel Stebbins, wd
KLIN 1955	1400 250	Frudeger Bestg. Co. Sharp Bldg. 5-4377	MBS Rambeau	Robert W. Frudeger, p, gm Roger Hoffman, cm Robert Dunn, pd	James Barker, pmm Howard Fredrick, ce Louis Schoen, nd, fd Bill King, sd Betts Miller, wd
KLMS 1949	1480 1,000 DA-2	Lincoln Bestg. Corp. 130 N. 16th St. 2-7579		Howard A. Shuman, p Frank Stubbs, gm, cm	Chas. Winkler, ce Larry Parker, nd Perry Douthit, fd, sd Kathleen Von Gillern, wd
McCOOK (Red Willow County)					
KBRL 1947	1300 1,000-D	McCook Bestg. Co. Inc. 1300 W. J St. 1450	MBS McGillvra	Leroy W. Lenwell, p, gm, ce Don Hays, cm	Ronald Schaffer, pd Leon Little, nd Leonard Weyeneth, sd
NORFOLK (Madison County)					
WJAG 1922	780 1,000-D L-WBBM	Huse Publishing Co. 124 S. 4th 20	Walker	Gene Huse, p Robert Thomas, mgr, cm Earl Katz, pd	Glen Hixson, pmm Frank Wiedenbach, ce Wally Bazyn, nd Jim Deitloff, fd Stan Merchant, sd Mary Moore, wd

Data corrected to Dec. 15, 1955. If executives or services for FM are same as AM affiliate, names are not repeated. FM's in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day, DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

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NORTH PLATTE
(Lincoln County)

KNBR 1952	970 1,000-D DA-D (CP-5,000-D)	John Townsend Box 778 3528	Indie Sales	John Townsend, o	Bill Lemke, gm	
KODY 1930	1240 250	Radio Station KODY 1219 W. 12th St. 382	NBC KBS Meeker	John Alexander, p, gm, pmm Joe di Natale, cm, sd Bill Wood, pd	Jay Blakesley, ce Charley Craig, nd	Ed Launer, fd Jerry Wing, wd

OGALLALA
(Keith County)

KOGA 1955	930 500-D	Ogallala Bcstg. Co. 216 N. Spruce 930	Indie	Newell Eastman, p, gm Jim Creed, pd, sd	Howard Harrington, ce	Connie Roeser, nd
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OMAHA
(Douglas County)

KBON 1942	1490 250	Inland Bcstg. Co. World Insurance Bldg. Webster 8282	ABC MBS Pearson	Paul R. Fry, p, gm, pmm Ernest S. Friesman, cm	Richard E. Welna, pd, ce Dick McCann, nd	Lyle Richardson, sd Mayme M. Allison, wd
KFAB 1924	1110 50,000 DA-N	KFAB Bcstg. Co. 620 Farnam Bldg. Jackson 3420	NBC Free & Peters	Victor Toft, p Harry Burke, gm Harold Soderlund, cm	Lyell Bremser, pd, sd Don Shoemaker, pmm Al Bates, studio sup	Sam Cohen, co-nd Hugh McCoy, co-nd Wm. Macdonald, fd
KOIL 1925	1290 5,000 DA-N	Central States Bcstg. Inc. 511 S. 17th St. Jackson 7826	Avery- Knodel	Don W. Burden, sec-treas, co-mgr	Chic Crabtree, vp, co-mgr Gerald Weist, ce	Bob Hill, nd Don Hill, sd
KOWH 1922	660 500-D	Mid-Continent Bcstg. Co. Kilpatrick Bldg. Atlantic 2228	H-R Reprs.	Todd Storz, p Virgil Sharpe, vp, gm Jack Sandler, slm, sd James O'Neill, prod dir	Ed Morgan, pmm Dale Moudy, eng dir Bill Baldwin, ce	George Dunlevy, nd Bob Kindred, fd Helen Stacey, wd
WOW 1923 WOW-TV	590 5,000	Meredith WOW Inc. Insurance Bldg. (2) Webster 3400	CBS Blair	E. T. Meredith, p Frank P. Fogarty, vp, gm Lyle DeMoss, asst gm Bill Wiseman, slm Ken Quaife, asst slm	Ray Olson, pd Merrill Workhoven, prod mgr David Lindsey, pmm W. J. Kotera, eng dir Glenn Flynn, ce	James McGaffin, nd Mal Hansen, fd Jack Payne, sd Connie Cook, wd

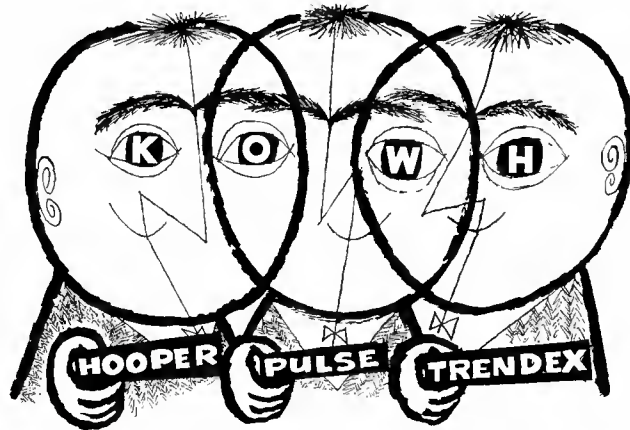
O'NEILL
(Holt County)

KVHC (CP)	1400 250	Holt County Bcstg. Corp. 250 N. Jefferson St.		Robert D. LaRue Sr., co-o Russell M. Stewart, co-o		
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WTIX, New Orleans
Represented by
Adam J. Young, Jr.

KOWH, Omaha
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H-R Reprs, Inc.

SCOTTSBLUFF
(Scottsbluff County)

KNEB 1948	960 1,000-D 500-N DA-2	Platte Valley Bcstg. Co. Golden Rule Bldg. 1620	MBS Intermountain Holman	John R. Jirdon, p Russ M. Stewart, gm Byron R. Joachim, cm	Wayne McIntosh, pd, nd Leslie A. Proctor, ce	Fred Waigren, fd Chuck Keen, sd
KOLT 1930	1320 5,000-D 1,000-N DA-2	Hilliard Co. 1517 Broadway 856	CBS Gill-Perna	L. L. Hilliard, p, gm	Tony Kehl, cm & sd	William G. Walter, pd

SIDNEY
(Cheyenne County)

KSID 1952	1340 250	W. C. Grove Inc. Box 772 Legion Park 5503	ABC Wyoming Cowboy McGillvra	W. C. Grove, p & ce	David W. Young, gm & cm	Edith Sanks, pd
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YORK
(York County)

KAWL 1954	1370 500-D	Prairie States Bcstg. Co. Inc. KAWL Bldg. 33	KBS	Melville L. Gleason, p, ce Tommy L. Gleason, gm, fd	Jerry Bryan, cm, pd M. E. Nickel, pmm	Jim Robinson, nd Lucie Bittinger, wd
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MARKET DATA BY COUNTIES

County	Radio						County	Radio					
	Population 1950	Families July 1955	Retail Sales 1954(\$000)	Faad Sales 1954(\$000)	Drug Sales 1954(\$000)	Passenger Cars 1955		Population 1950	Families July 1955	Retail Sales 1954(\$000)	Faad Sales 1954(\$000)	Drug Sales 1954(\$000)	Passenger Cars 1955
Churchill	6,161	1,700	9,376	1,313	101	2,218	Nye	3,101	800	3,033	1,165	82	2,098
Clark	48,289	24,800	97,761	20,736	3,442	34,423	Ormsby	4,172	1,200	5,404	1,456	348	1,576
Douglas	2,029	500	2,531	357	135	974	Pershing	3,103	1,000	4,139	772	55	914
Elko	11,654	3,400	16,430	3,302	588	3,257	Storey	671	300	523	161	192	
Esmeralda	614	200	181	37	42	133	Washoe	50,205	20,200	104,488	17,751	7,063	20,747
Eureka	896	200	1,009	539	42	286	White Pine	9,424	3,300	13,260	3,483	541	3,350
Humboldt	4,838	1,100	6,884	1,746	102	1,478							
Lander	1,850	400	1,730	383	83	459							
Lincoln	3,837	800	2,621	782	155	1,020							
Lynn	3,679	800	3,223	983	105	1,793							
Mineral	5,580	2,500	5,405	2,087	142	2,350							

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

DIRECTORY OF AM AND FM STATIONS

CARSON CITY
(Ormsby County)

KPTL 1955	1400 250	Edwin L. & Alma Bullis P. O. Box 523	L. F. O'Connell	Edwin L. Bullis, gm	Ralph V. Nelson, cm
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ELKO
(Elko County)

KELK 1948	1240 250	Elko Bcstg. Co. P. O. Box 790 260	MBS Intermountain	Chris Sheerin, p John Gammick, gm, cm	Jim Pendlebury, pd, nd Bob McNally, pmm	Milo Taber, ce Lynn Burns, sd
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ELY
(White Pine County)

KELY 1950	1230 250	White Pine Bcstg. Co. Hotel Nevada Amherst 4-2077		David I. Hansen, co-m, slm	Dale V. Bradley, co-m, pd
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HENDERSON
(Clark County)

KBMI 1954	1400 250	Moritz Zenoff P. O. Box 68 Frontier 2-1131	McGavren	Moritz Zenoff, o, gm Charlie Powers, asst gm	Brad Bennett, slm L. Richardson, opr mgr	Jim Blaine, ce
(CP)	1280 5,000-D	Magowan, Jones & Harford		James W. Harford, gm		

LAS VEGAS
(Clark County)

KENO 1940	1460 1,000 DA-N	Nevada Bcstg. Co. Inc. 810 W. Keno Lane Dudley 2-1400	ABC	Edward Oncken, co-o, p, nd Merl Sage, co-o, gm, cm	Ralph O. Dow, co-o, ce, fd Ben Hoffman, pd, pmm	Don Peterson, sd Bunny Annis, wd
KLAS 1948	1230 250	Las Vegas Bcstrs. Inc. Desert Inn DU 4-4646	CBS Weed	R. G. Jolley, p Tom Ivory, gm Bill Pursel, cm	John Edington, pd, pmm, nd Gregg Gelhart, ce	Hal Morelli, sd Nita Nannini, wd
KLAS-TV KORK 1951 KLRJ-TV	1340 250	Southwestern Bcstg. Co. Inc. Thunderbird Hotel Dudley 2-6445	NBC Pearson	Donald W. Reynolds, p Merrill Inch, gm	Stuart Oakes, cm Betty Brotherson, pd	James Blaine, ce James Taraldson, sd
KRAM 1948	920 1,000-D 500-N DA-N	Boulder City Bcstg. Co. P. O. Box 1712 Dudley 2-1920	MBS KBS Intermountain Avery-Knodel	Edward J. Jansen, p Truman B. Hinkle, gm Lester Seiffer, cm	Sam Salerno, pd, sd Joe Julian, pmm Fred Young, ce	Alan Jarlson, nd Dot Young, wd

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City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations	Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
RENO (Washoe County)							
KATO	1946	1340 250	Robert L. Stoddard Mapes Hotel 2-4501	MBS KBS Don Lee Walker McGavren	Robert L. Stoddard, p, gm	Robert Hughes, cm	Al Glass, ce
KNEV (FM)	1955	Ch. 238 (B) 95.5mc 10kw	Everett B. Cobb 538 S. Virginia St. 2-5175	Everett B. Cobb, o D. M. Comstock, gm	Leon W. Cobb, cm Eleanore B. Cobb, pd	Arthur Seymour, ce
KOH	1928	630 5,000-D 1,000-N DA-N	McClatchy Bcstg. Co. of Nevada 143 Stevenson St. 3-5106	NBC Raymer	Eleanor McClatchy, p Hugh Kees, sm	Wesley Craig, ce Fred Christensen, news reporter	William Agler, farm editor
KOLO	1946	920 1,000 DA-1	Western Bcstg. Co. 33 Sierra St. 2-4516	CBS Pearson	Donald W. Reynolds, p H. G. Wells, gm	George O'Brien, ce Len Sherman, nd	Bill Nash, sd
KONE	1955	1450 250	Magowan, Jones & Harford Scott Island 3-4493	James W. Harford, gm Mary Van Duzer, cm	Len Ross, pd Len Miltenberg, sm	Bill Binford, ce
KWRN	1947	1230 250	KWRN Inc. P. O. Box 76 3-6156	ABC Grant	Franz J. Robischon, p, gm Le Roy Swecker, cm	Walter Rees, ce Don Mitchell, nd, sd	Ruth Powers, wd
WINNEMUCCA (Humboldt County)							
KWNA	1955	1400 250	Northwest Radio & TV Corp. Sonoma Inn 400	KBS	Lester W. Pearce, p, gm, ce	Clarence W. Isham, cm, nd, sd	Katherine E. Pearce, pd, wd

NEW HAMPSHIRE

MARKET DATA BY COUNTIES

County	Population 1950	Radio				Drug Sales 1954(\$000)	Passenger Cars 1954	County	Population 1950	Radio				Drug Sales 1954(\$000)	Passenger Cars 1954
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)					Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)		
Belknap	26,632	7,800	\$33,841	\$10,179	\$ 854	7,904	Rockingham	70,059	21,200	71,150	23,619	1,785	23,959		
Carroll	15,868	4,600	16,810	5,845	499	5,410	Strafford	51,567	14,600	52,167	15,975	1,751	14,228		
Cheshire	38,811	10,900	33,950	11,599	915	11,922	Sullivan	26,441	7,500	30,698	8,434	602	7,990		
Coos	35,932	10,200	33,499	10,979	913	9,217	Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed; automobiles supplied by state.								
Grafton	47,923	12,900	50,764	14,343	1,898	13,327									
Hillsborough	156,987	47,300	177,788	55,106	3,823	40,987									
Merrimack	63,022	17,300	61,457	17,100	2,128	17,803									

DIRECTORY OF AM AND FM STATIONS

BERLIN (Coos County)							
WMOU	1946	1230 250	White Mountains Bcstg. Co. Green Square 1797	KBS Granite State Stars Natl. Borgatti	John W. Guider, p Jock MacKenzie, gm	Charles Ross, pd, sd Herschel Howe, ce	Ralph Peloquin, nd Jack Story, fd
WMOU-FM	1946	Ch. 279 (B) 103.7mc 10kw					
CLAREMONT (Sullivan County)							
WTSV	1948	1230 250	Grandview Inc. 155 Front St. 4-4075	ABC Granite State Net. Young Borgatti	William J. Barkley, p William F. Rust Jr., treas Ralph Gottlieb, gm	F. Richard Hill Jr., sm, cm Philip G. Smith, pd	Albert J. Davis, ce Helen Ward, wd
WTSV-FM	1946	Ch. 291 (B) 106.1mc 4.8kw					
CONCORD (Merrimack County)							
WKXL	1946	1450 250	Capitol Bcstg. Corp. 110 N. Main St. Capitol 5-5522	CBS KBS Granite State Net. Walker Tele-Bcstrs.	H. Scott Kilgore, p William R. Sweeney, gm	W. Blake, pd, pmm F. Sheehan, ce	P. Hughes, nd Connie Stevenson, wd
CONWAY (Carroll County)							
WJWG	1955	1050 1,000-D	WJWG Inc. P. O. Box 679		John W. Guider, p	Bill Potter, sm	Armond T. St. Louis, ce
DOVER (Strafford County)							
WTSN (CP)	1926	1270 5,000 DA-2	Granite State Bcstg. Co. c/o W. F. Rust Jr. 155 Front St. Manchester, N. H.				
HANOVER (Grafton County)							
WTSL	1949	1400 250	WTSL Inc. P. O. Box 1031 1040	ABC Granite State Net. Young Borgatti	William J. Barkley, p Ralph Gottlieb, gm	Alson Engelhardt, cm, pmm Joe Shaw, pd	Al Davis, ce Harold Learned, sm
KEENE (Cheshire County)							
WKNE	1926	1290 5,000 DA-1 (CP)	WKNE Corp. 17 Dunbar St. 2080	CBS Yankee Meeker Kettell- Carter	Joseph K. Close, p Frank B. Estes, gm, cm Edward B. Sawyer, pd, pmm	Ernest T. Robarge, ce Francis J. Finning, nd Stacey Cole, fd	Donald H. Roberts, sd Ruth Reddington Wade, wd

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
LACONIA (Belknap County)				
WLNH 1922	1350 5,000-D	Northern Bcstg. Corp. 653 Main St. 2300	ABC Grant Kettell- Carter	Genevieve Wingate, p Arthur Rothafel, evp, gm Sydney E. Clarke, cm Irving Kaizer, pd Walter Avery, ce Joseph Sullivan, sd Esther Peters, wd
MANCHESTER (Hillsboro County)				
WFEA 1932	1370 5,000 DA-1	Public Information Inc. P. O. Box 149 5-5491	CBS Everett- McKinney Kettell- Carter	Farris E. Rahall, p Norton I. Virglen, gm Albert Auclair, cm Alan D. Rock, pd, pmm, nd Jay Kosik, ce Palmer Payne, fd George Christy, sd Julie Blake, wd
WKBR 1946	1240 250	Granite State Bcstg. Inc. 155 Front St. 4-4075	Granite State Net. Young Borgatti	William J. Barkley, p Warren H. Journay, gm, pd Arthur Cooper, cm Royston Phillips, ce Forrest Morgan, nd Thomas Hussey, sd Connie Stackpole, wd
WKBR-FM 1947	Ch. 261 (A) 100.1mc 1kw			
WMUR 1941 WMUR-TV	610 5,000-D 1,000-N DA-2	Radio Voice of New Hampshire Inc. 1319 Elm St. 3-8061	ABC Yankee Weed	Francis P. Murphy, o, p, treas Norman A. Gittleson, evp, gm Gordon Moore, cm Robert J. Collins, slm Bernie Mack, prog mgr Lee Varker, pmm Charles Halle, ce Tom Power, nd Gus Bernier, fd Ernie Saunders, sd Lillian Walker, wd
NASHUA (Hillsboro County)				
WOTW 1947	900 1,000-D	Nashua Bcstg. Corp. Lund Rd. Tuxedo 2-2781	Walker	Arthur A. Newcomb, p, gm Robert E. Berry, sm, pmm Armand E. Bedard, cm Roger Allan, pd, fd Robert C. Bingham, ce Ed Lecius, nd, sd Nancy Taylor, wd
WOTW-FM 1948	Ch. 262 (A) 106.3mc 1kw			
PORTSMOUTH (Rockingham County)				
WHEB 1932	750 1,000-D L-WSB	WHEB Inc. N. H. Natl. Bank Bldg. 646	Walker Foster	Charles M. Dale, o, p, cm, pmm Thomas M. Dale, gm George I. Pinkerton, pd Antonio Vaccaro, sr eng Harry W. VonHasseln, nd Jack Kane, sd Priscilla Hamilton, wd
ROCHESTER (Strafford County)				
WWNH 1948	930 5,000-D	Strafford Bcstg. Corp. Route 16 1400	Kettell- Carter Webb	A. J. K. Malin, p, gm Howard B. Martin, sm, nd J. Alan Jasper, pd M. C. Ball, slm Ralph M. Warren, ce Merrill Smith, fd Anthony Corvese, sd Martha Mallory, wd

NEW JERSEY

MARKET DATA BY COUNTIES


County	Population 1950	Radio				Passenger Cars 1954	County	Population 1950	Radio				Passenger Cars 1954
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)				Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	
Atlantic	132,399	43,000	\$214,415	\$ 53,844	\$ 6,616	37,721	Monmouth	225,327	76,400	320,455	91,363	8,303	92,134
Bergen	539,139	186,400	597,783	203,490	15,614	215,197	Morris	164,371	51,200	184,127	57,861	4,428	62,710
Burlington	135,910	39,000	121,558	38,854	2,759	46,613	Ocean	56,822	21,300	107,114	29,240	2,723	27,997
Camden	300,743	94,900	339,512	101,773	7,336	106,585	Passaic	337,093	109,600	468,810	123,385	9,493	114,155
Cape May	37,131	12,700	62,903	19,293	1,339	15,920	Salem	49,508	15,700	49,871	14,182	1,063	18,931
Cumberland	88,597	28,200	109,245	28,960	2,046	35,843	Somerset	99,052	30,800	104,114	30,696	2,317	34,731
Essex	905,949	282,100	1,258,731	326,539	33,740	294,679	Sussex	34,423	10,900	39,594	11,758	611	15,758
Gloucester	91,727	30,300	76,300	23,273	1,886	32,157	Union	398,138	127,200	475,516	140,673	11,530	155,905
Hudson	647,437	199,300	639,870	212,760	17,064	158,579	Warren	54,374	17,200	55,554	14,934	683	21,502
Hunterdon	42,736	13,600	50,596	12,106	833	18,440							
Mercer	229,781	66,900	327,668	80,595	6,900	70,943							
Middlesex	264,872	82,400	302,172	90,005	6,524	100,450							

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

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FACILITIES LIMITED, VICTORY BUILDING, TORONTO

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THE GROWING NORTH JERSEY SHORE —IN THE PALM OF YOUR HAND!

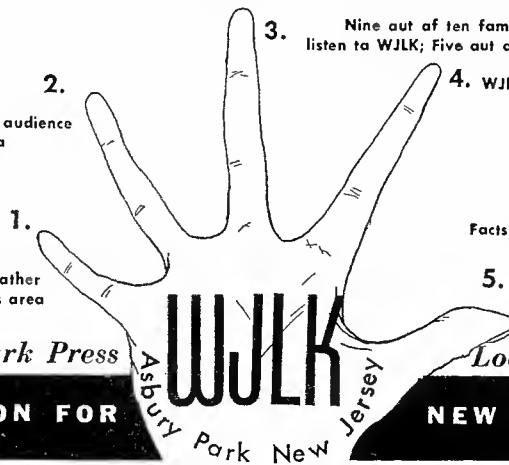
1. WJLK has largest average radio audience of all radio stations heard in this area

2. WJLK has more listeners than any other radio station heard in its area

3. Nine out of ten families in this area listen to WJLK; Five out of ten regularly

4. WJLK reaches 137,000 persons and reaches 77,000 four or more days each week

5. Facts established by Advertest Research through 11,369 interviews.



Radio Voice of Asbury Park Press

Local Hourly News & Public Service

ONLY RADIO STATION FOR

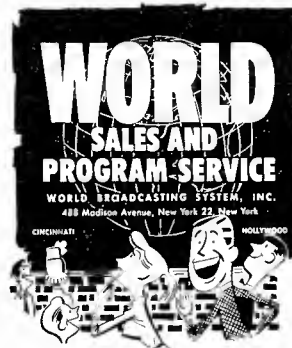
NEW JERSEY'S NORTH SHORE

NEW JERSEY

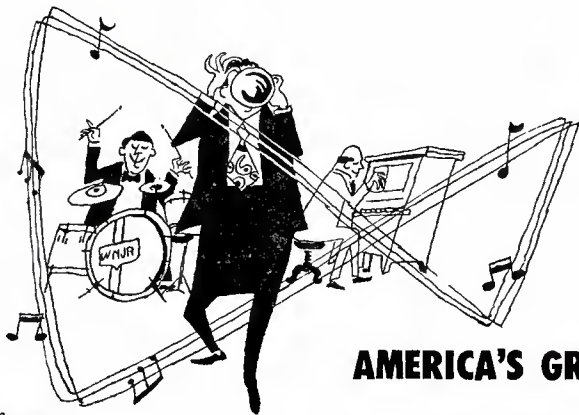
DIRECTORY OF AM AND FM STATIONS

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd. fd, sd, wd.
ASBURY PARK (Monmouth County)					
	WJLK 1926	1310 250	Asbury Park Press Inc. Press Plaza Prospect 4-3000		Wayne D. McMurray, p Everett Rudloff, gm
	WJLK-FM 1947	Ch. 252 (A) 94.3mc 1kw			Margaret S. Curtis, cm, wd Charles F. Hill, pd
ATLANTIC CITY (Atlantic County)					
	WFPG 1940	1450 250	Neptune Bcstg. Corp. 5-2188	CBS Pearson	Jack N. Berkman, p Harry Foster, gm E. Russell, Truex, cm
	WFPG-TV (CP)				Edward Davis, pd Jessie Morris, pmm Blair K. Thron, ce
	WLDB 1955	1490 250	Atlantic City Bcstg. Co. Senator Hotel 4-6573	MBS	Leroy Bremmer, co-o, gm, pd, pmm, ce
	WMID 1947	1340 250	Mid-Atlantic Bcstg. Co. Brighton Hotel 4-7131	ABC Stars Natl.	Richard Endicott, p David H. Freedman, gm
	WOND 1950		(See Pleasantville, N. J., listing)		Dorothy Bremmer, co-o, bus mgr, cm, wd
BRIDGETON (Cumberland County)					
	WSNJ 1937	1240 250	Eastern States Bcstg. Corp. 2930	Good Music Bcstrs. Clark	Russell S. Henderson, p Paul Alger, evp, gm, cm Joe McCulley, pd, fd
	WSNJ-FM 1946	Ch. 255 (B) 98.9mc 9kw			Deane Eadie, pmm Edward Bold, ce Don Hart, nd
CAMDEN (Camden County)					
	WCAM 1926	1310 250	City of Camden City Hall (1) Emerson 5-5600		John Cleary, gm, cm Jack LaMar, pd
	WKDN 1948	800 1,000-D	South Jersey Bcstg. Co. 2881 Mt. Ephraim Ave. Emerson 5-7200	Rambeau	Ranulf Compton, p Gordon Giffen, gm
	WKDN-TV (CP)				Harvey Husten, pd Robert Houston, ce
MILLVILLE (Cumberland County)					
	WMLV 1953	1440 1,000-D DA-D	Union Lake Bcstrs. Inc. Radio Park Taylor 5-2600	South Jersey Radio Net.	John H. Norris, p
	WMTR 1948	1250 1,000-D	Morristown Bcstg. Corp. P. O. Box 345 Jefferson 8-1250		David H. Freedman, gm
					Martina Culpepper, pd
MORRISTOWN (Morris County)					
					George S. Croy, p Kenneth A. Croy, gm Henry A. Behre, cm
					Bob Vesel, pd Rudolph Frow, ce Merrill Morris, nd
					Dave Manahan, sd Mary Bradley, wd

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WNJR

NEWARK

AMERICA'S GREATEST RHYTHM AND BLUES STATION



THE NEGRO STATION FOR NEW YORK AND NEW JERSEY

ROLLINS BROADCASTING INC., 550 5TH AVE., N. Y.

NEW JERSEY

City County	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations
NEWARK (Essex County)					
WAAT 1930	970 5,000-D	Bremer Bcstg. Corp. 1020 Broad St. Mitchell 2-6400	Forjoe	Irving R. Rosenhaus, p, gm Edmund S. Lennon, vp	Edward L. Cossman, sls dir Harold Edison, slm
WATV (TV)	1,000-N DA-N				
WAAT-FM 1947	Ch. 234 (B) 94.7mc 13.5kw				
WHBI 1922	1280 2,500-D 1,000-N ST-WOV	May Radio Bcstg. Corp. 35 Warren St. Mitchell 2-7354		James L. Shearer, p William A. Masi, gm, cm, pmm	Marie E. Masi, pd Harold E. Michaels, ce Frieda Louise Andrews, nd Thelma Taylor, wd
WNJR 1947	1430 5,000 DA-N	Rollins Bcstg. Co. P. O. Box 1258 Murdock 8-3665	Rollins	O. Wayne Rollins, p Albert R. Lanphear, gm, cm, pd, pmm	G. Russell Chambers, eng dir
WVNJ 1948	620 5,000 DA-2	Newark Bcstg. Corp. W. Mt. Pleasant Ave. Mitchell 3-7600		Edward W. Scudder Jr., p Ivon B. Newman, gm, cm	Stephen Van Gluck, pd Peter Testan, ce
NEW BRUNSWICK (Middlesex County)					
WCTC 1946	1450 250	Chanticleer Bcstg. Co. 385 George St. Charter 7-1450		James L. Howe, p, gm James M. Vogdes, sm, cm	John A. Potts, pd Jean Shuha, pmm Victor Takach, ce Anthony Marano, nd, sd
WCTC-FM 1947	Ch. 252 (A) 98.3mc 1kw				

Data corrected to Dec. 15, 1955. If executives or services for FM are same as AM affiliate, names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

W C T C

What are you doing this—

"Weekend"

for what's *doing* in Central Jersey
dial 1450 and WCTC's newest feature

P. S. We're good listening during the week too!



"Mighty Mike"

NEWTON

(Sussex County)

WNNJ 1360
1953 500-D

Sussex County Bcstrs. KBS
1616

Simpson C. Wolfe Jr., co-o
William Fairclough, co-o
Robert A. Mensel, co-o
Thurston S. Holmes, gm, cm,
pmm

Margaret W. Holmes, pd
Arthur Crissey, ce
Ronald L. Hickman, nd

John W. Dorney, fd
John L. Bennett, sd
Naomi Wolfe, wd

PATERSON

(Passaic County)

WPAT 930
1941 5,000
DA-2

WPAT Inc.
66 Hamilton St.
Armory 4-3400

Dickens J. Wright, p, gm
Charles W. Parker, vp, bus
mgr

William J. Calvert, exec asst
to gm
David Gordon, music dir

Charles G. Scully, pmm
Paul Di Savino, tech sup

PLEASANTVILLE

(Atlantic County)

WOND 1400
1950 250

South Jersey Radio Inc. Cooke
Old Turnpike
3971

H. G. Murrelle, p
T. K. Cassel, gm
John G. Struckell, sm, pd

Tom McCarthy, pmm
Milton S. Thurlow, ce
George Anthony, nd

George A. Lewis, fd
Larry Carle, sd
Marie Reising, wd

PRINCETON

(Mercer County)

WPRB (FM) Ch. 280 (A)
(CP) 103.9mc
0.85kw

Princeton Bcstg. Service
La Holder Hall

James G. Robinson, bd ch

TRENTON

(Mercer County)

WBUD 1260
1947 5,000-D
1,000-N
DA-2

Morrisville Bcstg. Co. United
Ewingville Rd.
Export 4-7191

Richard M. Hardin, p, gm
William J. Garry, cm
Frank Brooks, pd

Terrance O'Rourke, ce
Jack Pinto, nd

Bus Saidt, sd
Sally Portal, wd

WTNJ 1300
1923 250-D

WOAX Inc. Webb
416 Bellevue Ave.
Export 3-4282

William G. Long, gm, cm
Al Leibert, pd, nd, fd

Ray McFadden, pmm
Nick Dallessandro, ce

John Black, sd

WTOA (FM) Ch. 248 (B)
1947 97.5mc
14.5kw

Mercer Bcstg. Co.
558 Ingham Ave.
Owens 5-8541

Jerome P. McCarthy, gm

Don Clifton, sd

Paul Fireman, ce

WTTM 920
1942 1,000
DA-1

Peoples Bcstg. Corp. NBC
2309 Brunswick Ave.
Owen 5-8515

Murray D. Lincoln, p
Fred E. Walker, gm
Wes Hopkins, pd

Harry W. Barnam, slm
Chester Sunderland, ce
Joe Ayares, nd

Dick Lippincott, fd
Shirley Starr, wd

VINELAND

(Cumberland County)

WWBZ 1360
1946 1,000
DA-N

Community Bcstg. Gill-Perna
Service Inc.
S. Delsea Dr.
Vineland 9-6500

Joseph M. Bullock, p
Fred M. Wood, gm, pmm, fd

John Serra, cm
Dorothy H. Carlson, pd

Charles Hughes, ce

WASHINGTON

(Warren County)

WCRV 1580
1955 250-D

Simon Geller
537 45th St.
Union City, N. J.

Simon Geller, o

W. PATERSON

(Passaic County)

WHFI (FM) Ch. 274 (B)
(CP) 102.7mc
3.6kw

Fidelity Radio Corp.
P. O. Box 471
Bloomfield, N. J.

WILDWOOD

(Cape May County)

WCMC 1230
1951 100

Francis J. Matrangola KBS
3010 New Jersey Ave.
2-7751

Francis J. Matrangola, o, gm
Eadward Brown, cm

George Hart, pd, nd
Carlton Owen, ce

Terry McGuire, sd
Margaret Murphy, wd

ZAREPHATH

(Somerset County)

*WAWZ 1380
1931 5,000
DA-2
ST-WBNX

Pillar of Fire Inc.
Alma White College
Elliott 6-0102

Arthur K. White, p, gm

Donald J. Wolfram, pd

Nathaniel L. Wilson, ce

*WAWZ-FM Ch. 256 (B)
1954 99.1mc
4.8kw

NEW MEXICO

MARKET DATA BY COUNTIES

County	Population 1950	Radio				Passenger		County	Population 1950	Radio				Passenger	
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954	Cars 1954			Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954	
Bernalillo	145,673	50,000	\$189,230	\$39,931	\$5,826	59,747	Otero	14,909	4,600	14,326	4,061	579	5,579		
Catron	3,533	600	1,309	529		535	Quay	13,971	4,000	15,462	3,271	689	4,133		
Chaves	40,605	13,400	51,141	10,167	1,685	15,885	Rio Arriba	24,997	4,900	7,106	2,101	248	3,257		
Colfax	16,761	3,800	13,038	2,527	381	4,124	Roosevelt	16,409	4,800	14,395	3,129	604	4,561		
Curry	23,351	7,800	32,619	5,687	960	8,781	Sandoval	12,438	1,800	2,381	549	74	1,982		
De Baca	2,958	900	3,122	497	131	958	San Juan	18,292	4,500	35,617	5,400	1,192	7,943		
Dona Ana	39,557	10,400	31,957	7,215	806	12,438	San Miguel	26,512	5,300	14,078	3,694	512	3,993		
Eddy	40,640	13,700	51,425	12,119	2,143	16,013	Santa Fe	38,153	9,900	36,357	6,572	1,602	16,591		
Grant	21,649	5,900	18,566	4,157	535	5,890	Sierra	7,186	2,300	5,892	1,318	304	2,197		
Guadalupe	6,772	1,200	5,626	1,731	235	1,270	Socorro	9,670	2,200	5,021	1,072	240	1,907		
Harding	3,013	400	1,829	180	52	516	Taos	17,146	2,800	6,053	2,052	225	2,287		
Hidalgo	5,095	1,500	5,831	907	90	1,507	Torrance	8,012	1,600	4,543	820	154	1,548		
Lea	30,717	11,700	65,605	12,283	1,662	20,179	Union	7,372	1,900	6,204	1,185	134	1,991		
Lincoln	7,409	1,600	5,062	1,156	168	2,225	Valencia	22,481	4,900	12,916	3,113	534	4,813		
Los Alamos	10,476	3,600	5,725	2,663	893	3,848									
Luna	8,753	2,500	10,661	2,684	294	2,904									
McKinley	27,451	5,000	22,531	3,808	313	5,063									
Mora	8,720	1,600	1,776	458	80	763									

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

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ALAMOGORDO (Otero County)					
KALG 1950	1230 250	William Wayne Phelps P. O. Box 268 211	MBS KBS Intermountain	William Wayne Phelps, p Bob Hoffman, gm, pd, pmm, sd	Terry Clark, cm, nd Bob Wells, ce Walter Wade, fd Carol Robinson, wd
ALBUQUERQUE (Bernalillo County)					
KABQ 1947	1340 250	Duke City Bcstg. Corp. P. O. Box 1388 3-1744	O'Connell Oakes	Edward M. Sleighel, p Lowell T. Christison, pd, nd	John Morrison, ce Gene Osborn, sd
KDEF 1953	1280 1,000-D	KDEF Bcstg. Co. 566 2nd St. N.W. 3-7813	McGillvra	Frank Quinn, p, gm Wayne Griffin, sm, pd	Bill Prevetti, pmm Don White, ce Ben Caine, nd Betty Colbert, wd
KGGM 1926	610 5,000	New Mexico Bcstg. Co. P. O. Box 1294 3-4543	CBS Weed	A. R. Hebenstreit, p, gm Robert Van Driel, pd, pmm Leonard F. Dodds, ce	Gail Noble, nd Rollie Melville, fd Larry Edwards, sd Vergie Abeyta, wd
KGGM-TV 1954	Ch. 242 (B) 96.3mc 1.4kw	CHE Bcstg. Co. Inc. 905 Buena Vista S.E. 7-8458	Good Music Bcstrs.	John D. Hopperton, p Paul Leo Britt, gm, cm	Edward A. Perkins, pd Charles J. Reed, ce
KOB 1920	770 50,000-D	Albuquerque Bcstg. Co. P. O. Box 1351 3-4411	NBC Branham	Wayne Coy, p, gm Bill Mickel, cm Michael Dillon, pd	Dallas Wyant, pmm George S. Johnson, ce Tom Doyle, nd Frank Joyce, sd Mary McDonald, wd
KOB-TV 1947	25,000-N	Sunshine Bcstg. Co. Inc. 2000 Indian School Rd. 7-8848	ABC, MBS Intermountain Pearson	William Wayne Phelps, p, cm DeWitt Landis, gm, pd	Don White, ce Andy Anderson, nd
ARTESIA (Eddy County)					
KSVP 1946	990 1,000-D 250-N	Artesia Bcstg. Co. P. O. Box 38 Sherwood 6-2751	MBS KBS Intermountain	Martin Yates III, p Dave Button, gm, cm, pd, pmm	L. O. Wilcox, ce Dave Muhlstein, nd James Heald, fd Bill Keys, sd
CARLSBAD (Eddy County)					
KAVE 1936	1240 250	Voice of the Caverns Inc. 610 N. Canal St. Tuxedo 5-4101	CBS Southwest Net. Branham	John H. Battison, p, gm Dick Doyle, cm I. Biby, pd	I. Roscoe, pmm Harland Nifong, ce Bob Fuller, nd Bob Barnet, sd
KAVE-TV (CP)					
KPEM 1950	740 1,000-D	Coronado Bcstg. Co. Inc. 313 W. Mermod 3-5373	McGillvra	Darrell A. Swayze, p, gm Hazel H. McEvoy, sec-treas	Ed Lyon, pd Vic Daley, ce Bill West, sd
CLAYTON (Union County)					
KLMX 1949	1450 250	Ari-Ne-Mex Bcstg. Corp. P. O. Box 7 616	KBS Best	Arthur L. Jernigan, p Franklin E. Vale, gm, cm, pmm, nd, fd, sd	Henry J. Pruet, pd Robert D. Waters, ce
CLOVIS (Curry County)					
KCLV 1952	1240 250	New-Tex Bcstg. Corp. 2112 Thornton 4401	Pearson	Odis L. Echols Sr., p Odis L. Echols Jr., gm, pd Albert Houpe, cm	Clayton Fuchs, ce Juanita Goodman, nd Lee Drennan, fd Clyde Cole, sd Pat Echols, wd
KICA 1932	980 1,000 DA-N	KICA Inc. 520 Pile St. 5511	MBS Holman Melville	Garfield C. Packard, p, gm James Richardson, cm James Self, pd	M. S. O'Dell Jr., ce Jim Moreland, nd Tom Mee, sd Marilyn Davison, wd
DEMING (Luna County)					
KOTS 1954	1230 250-D	Luna County Bcstg. Co. P. O. Box 470 999		Robert W. Tobey, ptrn, gm Edwin E. Merriman, ptrn Hugh S. Thomas, ptrn	Benny R. Smith, cm Larry Chisholm, pd, ce Pete Acosta, pmm Lad Engholm, nd, sd Leroy Hofart, fd Betty Simpson, wd
FARMINGTON (San Juan County)					
KVBC 1951	1240 250	Radio Station KVBC 413½ W. Main St. Davis 5-3541	MBS	Cloyed O. Kendrick, p, gm Bob Williams, cm Gene Pearsall, pd	John Dorman, pmm, nd Harold Furstenberg, ce Fred Finlay, fd Bill McCurry, sd Jean Willson, wd
GALLUP (McKinley County)					
KGAK 1946	1330 5,000-D 1,000-N DA-N	Thunderbird Bcstg. Co. P. O. Box 1231 1300	KBS	Merle H. Tucker, p, gm Harold Cook, cm, pd	Robert E. Adamson, ce Thomas L. Davidson, nd Mida H. Tucker, wd

Data corrected to Dec. 15, 1955. If executives or services for FM are same as AM affiliate, names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

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488 Madison Avenue, New York 22, New York
CINCINNATI HOLLYWOOD
CANADIAN REPRESENTATIVES ALL-CANADA RADIO,
FACILITIES LIMITED, VICTORY BUILDING, TORONTO

GRANTS*(Valencia County)*

KMIN (CP)	980 1,000-D	John Blake Rt. 1 Box 152 Cedar Bluff, Va.	John Blake, o
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HOBBS*(Lea County)*

KHOB 1954	1280 1,000-D	Permian Basin Radio Corp. P. O. Box 247 3-5148	Melville	Charles R. Scott, co-mgr, p Quenton K. Crandall, co-mgr, sec-treas	Jack Crandall, pd Pat H. Walton, ce Al Tirrell, nd	Darrell Rose, sd Charlene Swisher, wd
KWEW 1938	1480 1,000 DA-N	KWEW Inc. 116 E. Dunnam Express 3-3137	MBS, KBS Southwest Net. Branham	Theresa P. Whitmore, p Harry McAdams, gm Phil McGee, cm	Dortha Montgomery, pd Bill Walls, pmm Roy Evans, ce	Layne Hungerford, nd Claude Fewell, sd Lois Folley, wd

LAS CRUCES*(Dona Anna County)*

KGRT 1955	570 1,000-D	Taylor Enterprises Inc. 512 W. 2nd MA 2-2120		W. G. Taylor, p Vernon Hughes, gm, ce	S. A. Harral, cm, nd Virgil Bond, pd	Don Delgado, sd
KOBE 1947	1450 250	Mesilla Valley Bcstg. Corp. 940 North Main Jackson 6-2496	MBS KBS Intermountain	Mark B. Thompson, p Donald W. Husted, gm, sd Benjamin O. Norgress, cm	James E. Haight, pd Phil Mead, pmm, nd Jack Diehl, ce	Cecil Herrell, fd Maxine Husted, wd

LAS VEGAS*(San Miguel County)*

KFUN 1941	1230 250	Southwest Bcstrs. Inc. P. O. Box 710 12	MBS Best	E. N. Thwaites, p, gm, cm	Dorothy G. Thwaites, pd, wd	A. F. Schultz, ce
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LOS ALAMOS*(Los Alamos County)*

KRSN 1949	1490 250	Sunshine Bcstg. Co. 1188 17th St. 2-4422	ABC Pearson	William Wayne Phelps, p Robert Y. Porton, gm, cm, sd	John L. Lockhart, pd, pmm, nd	Jack N. Hardwick, ce Kay Richardson, wd
KRSN (FM) (CP)	Ch. 253 (B) 98.5mc 4.6kw					

LOVINGTON*(Lea County)*

KLEA 1952	630 500-D	Prosperity Land Bcstg. Co. P. O. Drawer 865 8911		David R. Worley, p, gm Hoyt Caldwell, cm Robert Burt, pd	Gil Haugen, asst mgr, sd Frances Clements, ce, nd	Joe Roberts fd Daisy Mae Stewart, wd
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MOUNTAIN PARK*(Otero County)*

KMFM (FM) 1955	Ch. 250 (B) 97.9mc 0.6kw	Max I. Rothman
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PORTALES*(Roosevelt County)*

KENM 1949	1450 250	Plains Bcstg. Co. P. O. Box 477 600	KBS	John Burroughs, co-o, p Leola Randolph, co-o, gm, cm	Bob Owens, ce	Gayle Bullard, wd
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RATON*(Colfax County)*

KRTN 1946	1490 250	Colfax Co. Bcstg. Co. P. O. Box 767 875	MBS Best	W. Lloyd Hawkins, o
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ROSWELL*(Chaves County)*

KBIM 1953	910 5,000-D	Taylor Bcstg. Co. 512 W. Second Main 2-2120	Clark	W. C. Taylor, p G. F. Roberts, gm, sd	Almarie Oldfield, pd Jean Groves, pmm, wd	Eugene C. Radar, ce John E. Davis, nd
KGFL 1927	1400 250	KGFL Inc. P. O. Box 1019 Main 2-5110	MBS Intermountain Branham	Theresa P. Whitmore, p W. E. Whitmore Jr., gm Harry Porter, cm, pmm	Beverly Brigham, pd Erick R. Henske, ce Charles Wells, nd, fd	Stan Gallub, sd Margie Taylor, wd
KSWs 1947	1230 250	John A. Barnett P. O. Box 670 Main 2-6450	NBC Meeker Melville	John A. Barnett, o Larry Gordon, sm	John D. Anderson, pd	Ray R. Summersgill, ce

SANTA FE*(Santa Fe County)*

KTRC 1946	1400 250	J. Gibbs & Bayne A. Spring 210 E. Marcy St. 3-6685	ABC McGillvra	J. Gibb Spring, p, gm, cm Bayne A. Spring, pd, pmm	Lloyd A. Storr, ce Ed R. Delgado, nd	Al Ortiz Jr., sd Mary Comfort, wd
KVSF 1935	1260 1,000	New Mexico Bcstg. Co. 759 Cerrillos Rd. 3-7319	CBS Weed	A. R. Hebenstreit, p Ivan R. Head, gm, nd, sd Lynn Snider, cm	Bernice Snider, pd Bob McMahan, pmm	E. J. Vanderwood, ce Calla Hay, wd

SILVER CITY*(Grant County)*

KSIL 1946	1340 250	James H. Duncan 1640 Cactus St. 611	CBS Southwest Net. Branham	James H. Duncan, o, gm, pd Eugene L. Espinoza, cm	Earl N. McCall, ce G. Gust Boyd, sd	Priscilla C. Duncan, wd
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TRUTH OR CONSEQUENCES*(Sierra County)*

KCHS 1946	1400 250	Rex A. Tynes P. O. Box 351 266	KBS Continental	Rex A. Tynes, p R. S. Fox, gm, pmm, nd	Del Sanders, cm, ce, sd Beulah Weiss, pd	Nan Fox, wd
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QUAY COUNTY*(Quay County)*

KTNM 1941	1400 250	Quay County Bcstg. Co. P. O. Box 668 100	MBS, KBS Intermountain Melville	Lloyd Hawkins, co-o, gm Howard Maudlin, sm, sd	Gerald Rhoads, cm, ce, fd Nell Mitchell, pd	Mrs. Millard Murphy, nd, w
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MARKET DATA BY COUNTIES

County	Radio					Passenger		County	Radio					Passenger	
	Population 1950	Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954			Population 1950	Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954	
Albany	239,386	78,000	\$369,993	\$ 79,847	\$ 5,500	72,681	Onondaga	341,719	108,200	440,778	112,059	11,100	109,173		
Allegany	43,784	12,800	38,605	10,501	970	13,389	Ontario	60,172	17,500	68,344	16,471	1,241	20,249		
Bronx	1,451,277	446,100	299,464	513,069	30,824		Orange	152,255	45,500	195,648	52,282	4,554	50,647		
Broome	184,698	56,600	222,151	54,356	5,548	57,754	Orelans	29,832	9,200	31,262	8,373	638	11,052		
Cattaraugus	77,901	23,500	87,922	22,047	2,241	23,526	Oswego	77,181	23,000	73,886	20,863	1,971	22,736		
Cayuga	70,136	20,700	76,498	18,460	1,482	21,066	Osteo	50,763	15,900	60,826	15,429	1,329	16,084		
Chautauqua	135,189	45,200	187,205	43,038	3,422	42,658	Putnam	20,307	6,500	28,924	8,563	566	11,242		
Chemung	86,827	27,900	119,075	28,811	2,239	26,712	Queens	1,550,849	516,800	1,745,235	653,645	40,212			
Chenango	39,138	11,800	40,015	10,151	561	12,599	Rensselaer	132,607	41,100	149,038	39,915	2,855	36,728		
Clinton	53,622	12,600	49,191	12,230	940	13,614	Richmond	191,555	55,200	183,876	72,960	4,792			
Columbia	43,182	13,300	42,583	12,261	859	14,249	Rockland	89,276	23,900	80,766	27,398	2,062	30,254		
Cortland	37,158	11,300	47,553	10,613	586	11,804	St. Lawrence	98,897	26,300	96,217	26,643	2,293	26,368		
Delaware	44,420	13,200	51,953	10,687	1,011	13,869	Saratoga	74,869	23,500	76,436	21,256	1,734	22,659		
Dutchess	136,781	35,900	175,852	57,790	3,874	44,485	Schenectady	142,497	47,900	187,489	47,224	4,366	49,497		
Erie	899,238	276,600	1,136,204	291,481	29,248	276,697	Schoharie	22,703	6,800	25,414	5,851	366	7,295		
Essex	35,086	10,000	29,002	9,055	1,117	9,664	Schuyler	14,132	4,300	14,594	3,209	283	4,532		
Franklin	44,830	12,200	51,793	13,409	1,022	12,224	Seneca	29,253	7,000	22,218	5,945	563	9,736		
Fulton	51,021	16,700	57,662	16,731	1,206	14,982	Steuben	91,439	26,900	94,763	24,820	2,110	27,688		
Genesee	47,584	14,100	55,678	12,164	1,074	15,725	Suffolk	276,129	96,700	362,781	109,469	8,168	145,337		
Greene	28,745	8,600	36,778	9,751	709	10,345	Sullivan	40,731	12,700	75,387	23,462	2,076	16,612		
Hamilton	4,105	1,200	4,084	1,859	85	1,438	Tioga	30,166	9,200	30,280	8,010	498	9,556		
Herkimer	61,407	18,800	62,828	18,424	1,248	18,332	Tomkins	59,122	17,700	67,485	16,452	1,406	17,983		
Jefferson	85,521	25,700	103,813	23,529	2,646	24,659	Ulster	92,621	28,900	111,033	33,557	2,130	32,191		
Kings	2,738,175	820,100	2,473,432	901,195	61,406		Warren	39,205	11,700	67,240	15,551	1,524	12,854		
Lewis	22,521	6,100	20,557	4,960	273	6,548	Washington	47,144	13,200	38,841	12,340	1,126	13,402		
Livingston	40,257	10,600	37,819	9,214	768	12,895	Wayne	57,323	17,600	60,171	13,603	1,232	20,776		
Madison	46,214	14,000	53,993	13,076	1,402	15,143	Westchester	625,816	192,500	868,692	278,387	21,516	227,503		
Monroe	487,632	157,500	634,669	157,244	18,601	158,543	Wyoming	32,822	9,000	32,242	6,774	611	10,161		
Montgomery	59,594	18,400	71,689	18,820	1,409	17,643	Yates	17,615	5,600	24,116	9,102	415	5,998		
Nassau	672,765	283,400	1,063,285	311,509	21,100	347,877									
New York	1,960,101	634,300	4,468,321	706,225	114,450	64,519									
Niagara	189,992	59,700	222,404	56,811	5,452	1,273,395									
Oneida	222,855	66,100	257,892	67,945	5,275	66,677									

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

DIRECTORY OF AM AND FM STATIONS

ALBANY

(Albany County)

WABY 1400 1932 250	Eastern NY Bcstg. Corp. 80 Braintree St. 2-3353	Rambeau	David Kyle, p Edward L. Trudeau, gm	Alix Blake, cm, pmm Toni Brady, pd, wd	Tom McDermott, ce
WGY WOKO 1460 1924 5,000 DA-N	(See Schenectady listing) Gov. Dongan Bcstg. Corp. P. O. Box 1520 9957	MBS Union McGillvra	Jim Healey, p, gm Frank Panny, pd	Vern Cook, pmm Stan Pawlic, ce	John Lawrence, nd, sd Mona Smith, wd
WPTR 1540 1948 50,000 WPTR-TV DA-1 (CP)	Patroon Bcstg. Co. Inc. P. O. Box 1540 5-3345	ABC Weed	J. Myer Schine, p Leo Rosen, gm Reed Gordon, cm	Dave Sauter, pd Dan O'Connell, pmm W. R. David, ce	Don Blair, nd George Miller, sd Elaine Drooz, wd
WROW 590 1947 5,000-D WROW-TV 1,000-N DA-2	Hudson Valley Bcstg. Co. P. O. Box 4100 (4) Ashley 2-8600	CBS Avery-Knodel	Frank M. Smith, p Thomas S. Murphy, gm Harry L. Goldman, sm	Harry Barker, slm Roger Bower, pd Hilda Neuman, pmm	Charles Heisler, ce Wally Wagoner, fd

AMSTERDAM

(Montgomery County)

WCSS 1490 1947 250	Community Service Bcstg. Corp. Upper Locust Ave. Victor 3-2500	KBS	Walter Tyson Gaines, gm		
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AUBURN

(Cayuga County)

WMBO 1340 1926 250	WMBO Inc. 141 Genesee St. 2-3511	MBS Clark	Wm. O. Dapping, p Frederick L. Keesee, gm	Robert Morgan, pd	Herbert House, ce
WMBO-FM Ch. 241 (B) 1949 96.1mc 18kw					

BATAVIA

(Genesee County)

WBTA 1490 1941 250	Batavia Bcstg. Corp. 218 E. Main St. 715	MBS	Edmund R. Gamble, p, gm Charles L. Snow, cm Winifred Legg, pd	John Collins, pmm, sd Fred Callender, ce James Gerrety, nd	Emil Apenes, fd Myrna Ritz, wd
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BAY SHORE

(Suffolk County)

WRBS (FM) Ch. 290 (B) 1954 (CP) 105.9mc 20kw	Great South Bay Bcstg. Co.				
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BINGHAMTON

(Broome County)

WENE 1430 1947 5,000 DA-1	Ottaway Stations Inc. 909 E. Main St. Endicott, N. Y. 5-3351	ABC Radio-TV Reps.	James H. Ottaway, p F. H. Brinkley, mgng dir Stephen W. Ryder, gm	Howard Johansen, asst to sm Norman F. Flynn, cm, pmm Len Hathaway, pd, sd	John Fischler, ce Hal Hancock, nd, fd Dottie E. Robinson, wd
WINR 680 1946 1,000-D WINR-TV 500-N (CP) DA-2	Southern Tier Radio Service Inc. 58 Exchange St. 4-4318	NBC Hollingbery	Donald W. Kramer, o, p Norman T. Stewart, cm Charles S. Bishara, pd, pmm	Vincent Lowe, ce Jan Costley, nd	Bob Cullings, sd Mrs. Robert Hoffman, wd
WKOP 1360 1947 5,000-D 500-N DA-2	Binghamton Bcstrs. Inc. 34 Chenango St. 2-3437	MBS Bolling	Andrew Jarema, p, gm Wally Buman, cm	Charles Hallinan, ce	Frank Dolan, nd
WKOP-FM Ch. 237 (A) 1954 95.3mc 0.42kw					
WNBF 1290 1927 5,000 WNBF-TV DA-N	Triangle Publications One Henry St. 3-7311	CBS Blair	George R. Dunham, gm Andrew G. Hubbell, slm	Edward M. Scala, pd John L. Turner, pmm	Sherman Egan, acting ce

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



WKBW

BUFFALO'S MOST POWERFUL STATION

50,000 WATTS

AVERY-KNODEL, INC.
National Representatives

BASIC ABC

CLINTON H. CHURCHILL
Founder, President
and General Manager



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The most successful advertising technique is "telling your sales story to as many people, as many times as you can, within the limits of a sound budget." This is the WKBW SATURATION FORMULA which is bringing increased sales results for WKBW advertisers; and we have the renewals to prove it. A WKBW saturation campaign gives you more than twice as many listeners for your advertising dollar. That's why your sales results will be more than twice as good. For details call any office of AVERY-KNODEL or WKBW direct.

You'll be surprised what \$100 a week will buy!

RADIO CENTER

WKBW

BUFFALO, N. Y.

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Erec. vp. evp; slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	
BOONVILLE (Lewis County)						
WBRV 1955	900 500-D	Black River Radio Inc. 11	KBS	Livingston Lansing, p Al Cash, sm, pd, pmm, sd	Ed Hillyer, cm Gerald Prouty, ce, nd, fd	Jane Klossner, wd
BRISTOL CENTER (Ontario County)						
WRRE (FM) 1945	Ch. 236 (B) 95.1mc 5.3kw	Northeast Radio Corp. Terrace Hill Ithaca, New York Ithaca 4-6357	Avery-Knodel	C. L. Dickinson, p D. K. deNeuf, gm	G. B. Holland, cm	J. S. Sanford, tech sup
BROOKLYN (Kings County)						
*WBBR 1924	1330 5,000 DA-1 ST-WEVD, WHAZ	Watchtower Bible & Tract Society Inc. 124 Columbia Heights Main 5-1240		N. H. Knorr, p H. D. Kelly, gm	A. M. Cora, pd, nd R. H. Leffler, ce	G. Brown, fd Verda Hauenstein, wd
BUFFALO (Erie County)						
WBEN 1930 WBEN-TV	930 5,000 DA-N	WBEN Inc. Mohawk 0930	CBS Christal	Edward H. Butler, p A. H. Kirchofer, vp C. R. Thompson, gm Frank W. Kelly, sm	C. E. Daly, cm Joseph A. Haeffner, pmm R. J. Kingsley, ce Ray Finch, nd	Al Fox, fd Ralph Hubbell, sd Sally Work, wd
WBEN-FM 1946	Ch. 293 (B) 106.5mc 52kw					
WENY 1936	1400 250	Roy L. Albertson Inc. 485 Main St. Mohawk 1400	Burke-Stuart	Roy L. Albertson, p Michael L. Merla, gm Roy L. Albertson Jr., vp, cm	Henry Brach, pd Thomas L. Vines, ce William E. Miles, nd	Gene Korzelius, sd Helen Kietzel, wd
WENY-FM 1946	Ch. 225 (B) 92.9mc 94kw					
WEBR 1924	970 5,000 DA-1	WEBR Inc. 23 North St. Lincoln 7133	MBS Katz	William J. Conners III, p William Doerr, gm Carl G. Kirchofer, cm	William A. Schweitzer, pd, pmm Frank B. Ridgeway, ce	Gene Barry, nd Charles Bailey, sd Dorothy Shank, wd
WGR 1922 WGR-TV	550 5,000 DA-N	WGR Corp. Hotel Lafayette Washington 3100	NBC Free & Peters	George F. Goodyear, p J. J. Bernard, vp, gm Nat L. Cohen, cm	Robert J. Strigl, pd Ollie Howard, pmm K. B. Hoffman, vp, ce	John Gil, fd Helen Neville, wd
WKBW 1925	1520 50,000 DA-1	WKBW Inc. 1430 Main St. Grant 5101 (See Cheektowaga listing)	ABC Rural Avery-Knodel	Clinton H. Churchill, p, gm, pmm Alfred E. Anscombe, sm, cm	William Meeks, pd Leroy Fiedler, ce Hugh Shannon, nd	Lee Forster, fd Stan Barron, sd Dorothy Ireland, wd
WNIA (CP)						
WWOL 1947	1120 1,000-D	Greater Erie Bcstg. Co. 315 Main St. Mohawk 1200	Forjoe	Leon Wyszatycki, p Ted Wyszatycki, gm	Jack Greenfield, cm Fred Klestine, pd	Walter Williams, ce Trudy Peeples, wd
WWOL-FM 1947	Ch. 281 (B) 104.1mc 0.75kw					
WXRA 1946	1080 1,000-D	Western New York Bcstg. Co. P. O. Box 85 Amherst 1160		Thaddeus Podbielniak, gm Burton W. Flanders, cm James J. Frieling, pd	Bradley D. Steiger, pmm Roger W. Fleming, ce	Jack McLean, nd Hyle Richmond, sd
WXRC (FM) 1949	Ch. 277 (B) 103.3mc 4.6kw					

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TOP SHOWS WBNY **TOP RATINGS**

The Early Bird...The Coffee Shop...Musical Merry-Go-Round
The Afternoon Show...Melody Matinee...The Record Shop

17 NEWCASTS DAILY

BUFFALO'S ONLY FULL-TIME MUSIC & NEWS STATION

BURKE-STUART CO., INC., NATIONAL REPRESENTATIVES

WHEREVER YOU **G**O THERE'S **R**ADIO

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the Nation's 14th
Largest Market*

Your 1st Buy is . . .

WGR

Buffalo's 1st Radio Station

BASIC NBC AFFILIATE

5,000 WATTS

Representatives: **FREE and PETERS**

WHEREVER YOU **G**O THERE'S **R**ADIO

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
CHATEAUGAY (Franklin County)					
	WYES (CP)	1050 1,000-D	Franklin County Bestg. Co. 301 Cornelia St. Plattsburgh, N. Y.		
CHEEKTOWAGA (Erie County)					
	WNIA (CP)	1230 250	Niagara Bestg. Sys. 2900 Genesee St. Buffalo, N. Y. Fillmore 9600	Federal Bestg. Sys. Walker Webb	Gordon P. Brown, p, gm, ce
CHERRY VALLEY (Otsego County)					
	WRRC (FM) 1948	Ch. 270 (B) 101.9mc 5.4kw	Northeast Radio Corp. Terrace Hill Ithaca, New York Ithaca 4-6357	Avery-Knodel	C. L. Dickinson, p D. K. deNeuf, gm G. B. Holland, cm J. S. Sanford, tech sup
CORNING (Steuben County)					
	WCBA 1949	1350 1,000-D	Wellsboro-Corning Bestg. Advertisers Inc. 6-7000	McGillvra	Paul L. Carpenter, p Paul Eldred Carpenter, gm Edward Stevens, cm, pmm
	WCLI 1947	1450 250	Radio Corning Inc. 99 W. First St.	ABC Empire State Net. Cooke	Gordon M. Jenkins, p, gm, cm George P. Droelle Jr., sm, pd, sd
	WCLI-FM 1947	Ch. 291 (B) 106.1mc 4.2kw			Richard Buzzerd, pd, fd Thomas Shafer, ce James Lawrence, nd Frank P. Saia, ce Richard Tobias, nd David Ridenour, sd Claudia Eaton, wd George Puffer, fd Eleanor Edwards, wd
CORTLAND (Cortland County)					
	WKRT 1947	920 1,000-D 500-N DA-N	Radio Cortland Inc. 27 N. Main St. Skyline 6-2828	Gill-Perna	Leighton A. Hope, p William L. Thompson, gm, cm, pd
	WKRT-FM 1947	Ch. 260 (B) 99.9mc 14kw			Francis A. Ciccoricoo, ce Arthur Woldt, nd Wes Adams, fd Lee Dunbar, sd
DeRUUYTER (Madison County)					
	WRRD (FM) 1943	Ch. 286 (B) 105.1mc 5.3kw	Northeast Radio Corp. Terrace Hill Ithaca, New York Ithaca 4-6357	Avery-Knodel	C. L. Dickinson, p D. K. deNeuf, gm G. B. Holland, cm J. S. Sanford, tech sup
DUNKIRK (Chautauqua County)					
	WFCE 1949	1410 500 DA-2	Dunkirk Bestg. Corp. 316 Main St. 7756	Walker	Alois A. Schmidt, p, gm Bernard F. Goodrich, cm Anthony James, pd, sd Larry Sands, pmm James T. Grace, ce Virginia Kaitenback, nd Theodore Gunther Jr., fd Patricia Tworek, wd
ELMIRA (Chemung County)					
	WELM 1947	1400 250	Radio Elmira Inc. 222 E. Market 3-5626	ABC, CBS Rural Burn-Smith	John S. Riggs, p Keith W. Horton, gm Frederick Elliott Jr., cm
	WENY 1939	1230 250	Elmira Star-Gazette Inc. Mark Twain Hotel 5181	MBS NBC Everett-McKinney	Dale Taylor, gm Bill Pope, cm Ted Hodge, pd Ruth Dibble, pd Arthur French, ce Monroe Benton, nd Ellis Erdman, pmm, sd Thurlow A. Greene, ce William Griffiths, sd Ethel Parker, wd Charles Hobart, nd Edna Bartlett, wd
ELMIRA HEIGHTS-HORSEHEADS (Chemung County)					
	WEHH (CP)	1590 500-D	Elmira Heights- Horseheads Bestg. Co. 4 Hibbard Pl. Elmira		Frank P. Saia, ptrn Emmagene Swezey Saia, ptrn Anthony P. Saia, ptrn
ENDICOTT (Broome County)					
	WENE 1947		(See Binghamton listing)		

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SALES AND
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WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue, New York 22, New York
CINCINNATI

1st with
Big Audience
Quiz Shows

FREEPORT*(Nassau County)*WGBB 1240
1924 100Long Island's First
Station Inc.
44 S. Grove St.
Freeport 9-1400John D. Whitmore, p, gm
M. C. Evans, vp, slm
John Clayton, pdJames Tucker, pmm
Constantine Tsavalas, ce
John Frogge, ndColby Gunther, sd
Jeanne Sands, wd**FULTON***(Oswego County)*WOSC 1300
1949 1,000-DCassill Radio Corp.
167 Water St.
Oswego, New York
3088KBS
BestRichard C. Mitchell, p
Jack Burgess, gm, cm, sdEdward Reich, pd, nd
Robert Blair, ceJames Brannan, fd
Jane Burgess, wd**GENEVA***(Ontario County)*WGVA 1240
1947 250Star Bcstg. Co. Inc.
87 Seneca St.
6691ABC
CookMaurice R. Forman, p
Thomas L. Brown, vp, gmErnest F. Oliver, sm
Alex F. Lamutis, pd, nd, fdR. Carleton Greene, sec, ce
Westley Kimble, sd**GLENS FALLS***(Warren County)*WWSC 1450
1946 250Great Northern Radio Inc. ABC
13 Warren St.
2-6518 Tomahawk
DevneyMartin Karig, p, gm
Robert E. Middleton, pd
Victor E. Wiley, pmm, ndThomas Humphrey, ce, asst
mgr
Ralph Romano, fdLee Quimby, sd
Ruth Humphrey, wd**GLOVERSVILLE***(Fulton County)*WENT 1340
1944 250WENT Bcstg. Corp.
8 W. Fulton St.
4-7175CBS
Gill-PernaA. C. Lloyd Jr., p, cm
Joseph T. Tobin, treas, gm
Peter Dreyer, pdGeorge Swarts, pmm
Richard Stewart, ce
George Hornidge, ndNeal Edgar, fd
Philip Spencer, sd**HEMPSTEAD***(Nassau County)*WHLI 1100
1947 250-DF M Bcstg. Corp.
245 Baldwin Rd.
Ivanhoe 1-8000

Gill-Perna

Paul Godofsky, p, gm
Joseph A. Lenn, cm
Jerry Carr, pd, ndGeorge Ball, pmm, sd
Frank E. Knaack, ceHoward Campbell, fd
M. N. Godofsky, wdWHLI-FM Ch. 252 (A)
1947 98.3mc
1kw**HORNELL***(Steuben County)*WLEA 1480
1951 1,000-DHornell Bcstg. Corp.
97 Main St.
1420MBS
Gill-PernaCharles D. Henderson, p, gm
G. W. Stidstone, sm, nd
Don Jones, pdEmmett Barnes, pmm
Frederick F. Witter, ce
Ingram Sharpe, fdWally Oliver, sd
Nan Daniels, wdWWHG 1320
1949 1,000-DW. H. Greenhow Co.
85 Canisteo St.
2000Rural
McGillvraLouis G. Buisch, gm
Donald J. Curran, sm
Sheff Davis, cmEdward Spoo, pd, fd
Howard Huff, ce
Bill Moran, ndJohn Nelson, sd
Marian Gale, wdWWHG-FM Ch. 287 (B)
1946 105.3mc
8.3kw**HUDSON***(Columbia County)*WHUC 1230
1947 250Colgren Bcstg. Co.
Union Turnpike
Hudson 8-3341McGillvra
Kittell-CarterJohn F. Kearney, co-o, gm
Robert P. Strakos, co-o, cm
James P. Cranna, pdJennie W. Weaver, pmm, wd
Charles Weiler, ce
John O'Shea, ndLou Douglas, fd
Lou Pierro, sd**HUNTINGTON***(Suffolk County)*WGSM 740
1951 1,000-DHuntington Montauk
Bcstg. Co. Inc.
379 N. Y. Ave.
4-6740

Rambeau

Edward J. Fitzgerald, o, gm,
cm
Marjorie Anning, prog mgrWilliam W. Naramore, ce
William Goddard, ndJack Lynn, sd
Ruth Rogers, wd**ITHACA***(Tompkins County)*WHCU 870
1940 1,000
WHCU-TV L-WWL
(CP)Cornell University
Savings Bank Bldg.
4-6301

CBS

Michael R. Hanna, gm
H. E. M. Brockway, cm
Joseph A. Short, pdSam Woodside, pmm, nd, sd
Herbert Michels, ceL. W. Kaiser, fd
Gertrude Grover, wdWHCU-FM Ch. 247 (B)
1947 97.3mc
40kwWRRR (FM) Ch. 279 (B)
1948 103.7mc
5.6kwNortheast Radio Corp.
Terrace Hill
Ithaca, N. Y.
Ithaca 4-6357

Avery-Knodel

C. L. Dickinson, p
D. K. deNeuf, gm

G. B. Holland, cm

J. S. Sanford, tech sup

JAMESTOWN*(Chautauqua County)*WJOC 1340
1948 250Air Waves Inc.
415 W. 4th St.
5-108MBS
RambeauHarold P. Kane, p, gm, cm
Ned McGrath, pd, sdBurton Waterman, ce
Michael Stanley, nd

Pegge Rielly, wd

WJTN 1240
1924 250James Bcstg. Co. Inc.
Hotel Jamestown Bldg.
7-151ABC
Rural
Venard, Rintoul
McConnellSimon Goldman, p, gm
J. Carl Willems, cm, pmm
George Pflieger, pdHerbert Niklaus, ce
Hap Hazzard, nd
Doc Webster, fdMax Robinson, sd
Connie Samuelson, wdWJTN-FM Ch. 227 (B)
1947 93.3mc
9.5kw**JOHNSTOWN***(Fulton County)*WENT
1944

(See Gloversville listing)

KENMORE*(Erie County)*WXRA
1948

(See Buffalo listing)

WXRC (FM)
1949

(See Buffalo listing)

KINGSTON*(Ulster County)*WKNY 1490
1939 250
WKNY-TVKingston Bcstg. Corp.
601 Broadway
4500MBS
MeekerJoseph K. Close, p
Robert M. Peebles, vp, gm
Howard Shultis, cmErnest Ward, pd, pmm
Allan J. Smith, ce
Bob Browning, ndEd Eckert, sd
Bea Patrick, wd

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
LIBERTY (Sullivan County)					
WVOS 1947	1240 250	Sullivan County Bcstg. Corp. 1680		S. D. Lubin, p, gm	H. G. Borwick, sec-treas, cm B. Gessner, ce
LITTLE FALLS (Herkimer County)					
WLFH 1952	1230 250	Walter T. Gaines 341 S. Second St. 654	McGillvra	Walter T. Gaines, p William Pastuch, gm Charles Johnson, cm	Robert V. Leskovar, pd Richard J. Leskovar, ce David W. Derby, sd Joanne Gielaroski, wd
LOCKPORT (Niagara County)					
WUSJ 1949	1340 250	Union-Sun & Journal 320 Michigan St. 3-5944	Gill-Perna	Egbert G. Corson, p William J. Kemble, gm Joseph A. Pinna, sm, cm, pmm	Tony Allen, pd, nd, sd Richard E. Wetherbee, ce Tom Jolls, fd Jeanne Spaulding, wd
MALONE (Franklin County)					
WICY 1945	1490 250	North County Bcstg. Corp. Inc. 65 Woodward St. 187	MBS	Mitchell C. Tackley, p, gm, pmm Alice M. Tackley, cm	Donald J. Paye, pd, fd Adolf Stromer, ce John Flynn, nd, sd Pauline Smith, wd
MASSENA (St. Lawrence County)					
WMSA 1945	1340 250	The Brockway Co. Central Bldg. Rockwell 9-3591	ABC Weed	John B. Johnson, p Louis Saiff Jr., gm Thomas R. McHugh, sm	James H. Nash, pd Robert E. Anderson, pmm A. Samuel Frazier, ce Ed Carvin, fd Glenn Gough, sd
WMSA-FM 1945	Ch. 289 (B) 105.3mc 13kw				
MIDDLETOWN (Orange County)					
WALL 1942	1340 250	Community Bcstrs. Corp. 82 North St. 3119		James M. Patt, p, gm, cm, pmm Jerry Wax, pd	Fred Schoelkopf, ce Albert Larson Jr., nd Joe Ryan, sd Kay Greenwood, wd
MINEOLA (Nassau County)					
WKBS 1943	1520 250-D	Key Bcstg. Sys. Inc. P. O. Box 750 Pioneer 6-6700		Lee Hollingsworth, p, gm, cm, ce	Robert Jenkins, asst mgr Tom Hollingsworth, pd, pmm Frank Costa, nd, sd Sue Hollingsworth, wd
NEWBURGH (Orange County)					
WGNV 1933	1220 1,000-D	Orange County Bcstg. Corp. 161 Broadway 4600	Rural Radio Net. Kettell-Carter	George W. Bingham, p, gm Joseph W. Rake, cm	Richard Raskin, pd, pmm, sd Marvin S. Seimes, ce William Forrest, nd

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1956
THURSDAY
8

Buy NEW YORK Radio today!

WABC - NEW YORK -- Best Buy

No. better coverage
in New York.

Personalities with
solid appeal.

Programmed and
priced right.

Contact Petry
for current
avails!!!

Lunch 12-15
with Bill at
Joe's place.

EDWARD PETRY & CO., INC.

NEW YORK CHICAGO ATLANTA DETROIT
LOS ANGELES ST. LOUIS SAN FRANCISCO

EDWARD PETRY AND CO. INC.

NEW ROCHELLE

(Westchester County)

WNRC 1950	1460 500-D	Radio New Rochelle Inc. 200 North Ave. 6-0800	Frances Daniels, p Jules Labert, gm, cm Nick Andrews, pd	Leonard Milano, pmm Edward Cahill, ce	Ken Johnston, nd, sd E. MacDonald, wd
WNRC-FM 1953	Ch. 288 (A) 93.5mc 1kw				

NEW YORK

(New York County, Bronx County, Richmond County, Kings County, Queens County)

WABC 1921	770 50,000	American Bcstg.-United Paramount Theatres 7 West 66th St. Susquehanna 7-5000	ABC Petry	Robert E. Kintner, p Michael A. Renault, gm Robert Noble Jr., cm	Myrtle M. Tower, pd Eugene Accas, pmm John Bourcier, ce	Francis Littlejohn, nd William Whitehouse, sd
WABC-TV						
WABC-FM 1948	Ch. 238 (B) 95.5mc 1.5kw					
WBAI(FM) 1955	Ch. 258 (B) 99.5mc 18kw	Broadcast Assoc. Inc. 145 E. 50th St. Plaza 9-1614		Theodore L. Deglin, p	Robert H. Silverman, cm	Harold Townsend, ce
WBFM (FM) 1946	Ch. 270 (B) 101.9mc 10.3kw	WBFM Inc. 10 East 40th St. Lexington 2-4927		Ethel W. Maclean, p	John R. Andrus, gm	
WBNX 1927	1380 50,000 DA-1 ST-WAWZ	WBNX Bcstg. Co. Inc. 260 E. 161st St. Melrose 5-0333	King	A. L. Haskell, p Wm. I. Moore, vp, gm, cm	F. Johnson, co-pd	E. Ervin, co-pd
WCBS 1924	880 50,000 DA-1	Columbia Bcstg. Sys. 485 Madison Ave. Plaza 1-2345	CBS CBS Radio Spot Sales	Frank Stanton, p Carl Ward, gm	Henry Untermeyer, slm Sam Slate, pd, nd	Murray Gross, pmm Davidson Vorhes, ce
WCBS-FM 1941	Ch. 266 (B) 101.1mc 1.5kw					
WEVD 1927	1330 5,000 DA-2 ST-WBBR, WHAZ	Debs Memorial Radio Fund 117 W. 46th St. Plaza 7-0880		Adolph Held, p Henry Greenfield, gm, cm	George Field, pd	Charles W. Brown, ce
WEVD-FM 1950	Ch. 250 (A) 97.9mc 20kw					
WHOM 1930	1480 5,000 DA-2	Progress Bcstg. Corp. 136 W. 52nd St. Circle 6-3900		Fortune Pope, p, gm Charles Baltin, vp, slm	Ralph Costantino, pd R. A. Fornier, pmm	George Steiger, ce
WHOM-FM 1951	Ch. 222 (B) 92.3mc 11kw					

IN NEW YORK...



Over half of the population of the New York City Metropolitan Area speaks a language other than English. Spanish, Italian, Polish, German, and Russian can be heard on the streets of New York at any time of day or night. Over a million families still use the language of their origin in the home. It is no wonder that WHOM, which for over a quarter of a century has been giving service to these foreign language groups, is the foremost foreign language radio station in the East. WHOM speaks the language they understand and therefore has become a great influence in the buying habits of millions. That influence can be put to work . . . SELLING FOR YOU.

GERMAN

ITALIAN

POLISH

RUSSIAN

SPANISH

PLUS

... "Fiesta Mambo," a bi-lingual, Spanish and English program designed to satisfy the current rage for Latin Rhythm that is sweeping the country. Don Mambo draws his following from both the Spanish and English speaking after hours listeners.

WHOM

America's Foremost
Foreign Language
Radio Station.

1480 Kcs. 5000 W.

PROGRESS BROADCASTING CORPORATION

136 WEST 52 ST.—NEW YORK 19, N. Y.—CIRCLE 6-3900

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
NEW YORK (Cont.)				
WINS 1926	1010 50,000 DA-1	Gotham Bestg. Corp. 28 W. 44th St. Bryant 9-6000		Eiroy McCaw, p Robert Leder, gm Hugh Larue, slm
WLIB 1944	1190 1,000-D L-WOVO	New Bestg. Corp. Inc. 2090 7th Ave. (27) Monument 6-1800	ForJoe	Harry Novik, p, gm George Bernstein, cm
WMCA 1925	570 5,000 DA-1	WMCA Inc. 415 Madison Ave. (17) Murray Hill 8-1500	AM Radio Sales	Nathan Straus, p M. M. Fleischl, gm John J. McSweeney, slm
WMGM 1922	1050 50,000 DA-1	Marcus Loew Booking Agency 711 Fifth Ave. Murray Hill 8-1000	Hollingbery	Arthur M. Tolchin, sta, dir Frank Roehrenbeck, gm Samuel Faust, cm
WNEW 1934	1130 50,000 DA-N	WNEW Bestg. Co. Inc. 565 Fifth Ave. (17) Plaza 3-3300	Simmons	Richard D. Buckley, gm, sls dir John B. Jaeger, vp asst gm, nd
*WNYC 1924	830 1,000 DA-N	Municipal Bestg. Sys. City of New York Municipal Bldg. (16) Whitehall 3-3600		Mayor Robert F. Wagner, p Seymour N. Siegel, dir John de Propso, exec off
WNYC-TV (CP)	Ch. 230 (B) 93.9mc 18kw			Bernard R. Buck, pd A. Alan Levin, pmm William H. Pitkin, ce
*WYNC-FM 1941				
WOR 1922	710 50,000 DA-1	RKO Teleradio Pictures 1440 Broadway Longacre 4-8000	MBS H-R Reps.	Thomas F. O'Neil, p Gordon Gray, gm William P. Dix Jr., cm
WOR-TV 1941	Ch. 254 (B) 98.7mc 3.4kw			Robert Sullivan, pmm Robert Monroe, pd Harry Tilley, ce
WOV 1926	1280 5,000 DA-1	WOV Bestg. Corp. 730 Fifth Ave. (19) Circle 6-7979	Radio-TV Reps.	M. S. Novik, p Ralph N. Weil, evp, gm
WQXR 1936	1560 50,000 DA-1	Interstate Bestg. Co. 229 W. 43rd St. (36) Lackawanna 4-1100	Raymer	Arthur Hays Sulzberger, p Elliott M. Sanger, evp Norman E. McGee, vp, slm
WXQR-FM 1939	Ch. 242 (A) 96.3mc 11kw			Eleanor N. Sanger, pd Mary Rice Anderson, sls pmm Louis J. Kleinklaus, ce
WRCA 1922	680 50,000 DA-1	National Bestg. Co. Inc. 30 Rockefeller Plaza Circle 7-8300	NBC NBC Spot Sales	Sylvester L. Weaver Jr., p Hamilton Shea, vp, gm William R. Davidson, asst gm George Stevens, cm
WRCA-TV 1944	Ch. 246 (B) 97.1mc 1.1kw			Steve White, pd Max Buck, prom dir Arthur DeC Hamilton, prod mgr, bus mgr
				Peter Roberts, nd Les Keiter, sd Gordon Greenfield, ce George W. Goodman, nd Sam Aro, sd Helen S. Straus, educ dir Paul Fuelling, ce Nat Asch, sd Max Weiner, ce Kenneth Klein, pmm Cyril Freed, nd Peter Gravina, wd George Brown, nd Stan Lomax, sd Martha Deane, wd Emile Hill, ce Thomas B. Morgan, nd Eleanore P. Hurley, press info Abram Chasins, music dir Alfred E. Jackson, ce Don Bishop, publicity mgr William A. Berns, nd Phil Alampi, fd

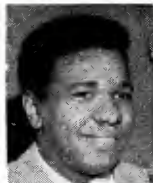
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GEORGE W. GOODMAN



BETTY GRANGER



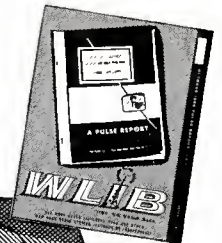
VICTOR BOZEMAN



HAL JACKSON



WILLIAM MARSHALL



WLIB

1190 ON YOUR DIAL

- Has more Negro listeners than any other New York station—network or independent (Pulse).
- Is the only radio station in New York City with studios in Harlem
- Is the only New York station broadcasting Negro community news and special events on a regularly scheduled basis—every hour on the half hour.

HARLEM RADIO CENTER • HOTEL THERESA • 125th STREET and SEVENTH AVENUE • NEW YORK 27

write
for
free
copy of
latest
PULSE
report

50 KW OF



GOOD MUSIC

America's Number One Good Music Station, WQXR, becomes America's most powerful good music station with our new 50,000-watt transmitter.

This means that the demand for the best in music and The New York Times news puts our television-proof program policy in the "big time."

Twenty years of sticking to one idea—good music and news—has enabled WQXR to build an audience of 659,000 families of higher-than-average income in the world's richest market—New York. Our new top-power transmitter will extend that market further.

Now more people will hear WQXR's excellent programming, more people will hear our sponsors' messages, more people will buy WQXR's advertised products and services. That's what you want, isn't it?

WQXR

RADIO STATION OF THE NEW YORK TIMES

1560 on AM dial • 96.3 on FM dial • "Always the best in music"
229 West 43rd Street, New York 36, N. Y. LAckawanna 4-1100

NEW YORK

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; sm; Pres. p; Exec. vp. evp; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prom. Mgr. pmm; Prod. Mgr. pdm;	
NEW YORK (Cont.)						
WWRL 1926	1600 5,000 DA-1	Long Island Bcstg. Corp. 41-36 58th St. (77) Defender 5-1600		William-H. Reuman, p Edith Dick, gm Selvin Donneson, cm, pmm	Fred Barr, pd, nd Benton R. Bartlett, ce	Art Rust, sd Alma John, wd
WWRL-FM 1953	Ch. 286 (B) 105.1mc 20kw					
NIAGARA FALLS (Niagara County)						
WHLD 1940	1270 5,000-D DA-D	Radio Station WHLD Hotel Niagara 8421	Rural Radio Net. Headley-Reed	Earl C. Hull, o, gm, ce Robert J. Manning, bus mgr	Earle A. Hamrick, pd Rick Azar, sd	Shirley Arch, wd
WHLD-FM 1946	Ch. 253 (B) 98.5mc 46kw					
WJLL 1947	1440 1,000-D	Niagara Frontier Bcstg. Corp. 129 Main St. 5796	Pearson	James T. Sandanato, p Thomas W. Talbot, evp, gm Walter Allen, cm, pmm	Joel Chesney, pd Gus Czaplack, ce Jimmy Thompson, nd, sd	Lou Schriver, fd Ralph Krueger, wd
NORWICH (Chenango County)						
WCHN 1953	970 500-D	Radio Norwich Inc. 14 S. Broad St. 4-2218	McGillvra	William J. Hall, p, gm Philip G. Penfold, cm Ray Whitlock, asst mgr, pd, nd	Kenneth Rockwell, ce Bob Kinney, fd	Paul Dohl, sd Margaret Hall, wd
OGDENSBURG (St. Lawrence County)						
WSLB 1940	1400 250	St. Lawrence Bcstg. Corp. 2315 Knox St. 500	MBS	J. R. Brandy, p, cm Harold J. Frank, gm Ellsworth Hall, ce	Dan Bethell, pd Hal Gilman, nd	Frank Mason, sd Flo Beach Rowe, wd
OLEAN (Cattaraugus County)						
WHDL 1929	1450 250	WHDL Inc. 3219 W. State Rd. 4149	ABC Everett- McKinney	John R. Henzel, p, gm James F. Hastings, cm Donald W. Merriman, pd, sd	Jean S. Woodruff, pmm Wallace D. Taylor, ce	Donald McLean, nd, fd Helen Goodnough, wd
WHDL-FM 1949	Ch. 239 (B) 95.7mc 43kw					
ONEONTA (Otsego County)						
WDOS 1947	1400 250	Ottaway Stations Inc. 104 Chestnut St. 2470	Radio-Tv Reps.	James H. Ottaway, p Francis H. Brinkley, mgng dir	Harold E. Graves, gm Benjamin Turnbull, cm, sd Howard Atwell, pd, pmm	Wiley Bates, ce Lee Hickling, nd, fd Esther Walling, wd

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W W R L

NEW YORK

HAS THE LARGEST AUDIENCE IN 3 MARKETS

NEGRO SPANISH GERMAN

1,100,000 838,000 902,000

CUSTOMERS FOR 9¢ PER THOUSAND

5,000 WATTS

DEfender 5-1600

PATCHOGUE
(Suffolk County)

WALK 1952	1370 500-D	Suffolk Bcstg. Corp. P. O. Box 230 3-0408	Webb	W. K. Macy Jr., p, gm John Regan, cm	Jack Ellsworth, pd, fd George Chandler, ce	Hal Fischer, nd Bob Early, sd
WALK-FM 1952	Ch. 248 (B) 97.5mc 15.1kw					
WPAC 1951	1580 1,000-D	Patchogue Bcstg. Co. 2 E. Main St. 3-4600	Keller	Lee Morrison, p, gm Stan Allan, sm, prog mgr Dick Hodkin, pd, pmm	Herb Morrison, slm, opr mgr Mort Morrison, ce Allan Waldon, nd	Bill Emerson, fd Gene Healy, sd Cathy Wayne, wd

PEEKSKILL
(Suffolk County)

WLNA 1948	1420 1,000-D	Highland Bcstg. Corp. P. O. Box 188 Peekskill 7-1124	Hudson Valley Radio Group Rambeau Kettell-Carter	Irving E. Cottrell, p, gm, ce Francis V. Lough, cm, pd, pmm	Sam D'Onofrio, nd	Jim Grehan, sd
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PLATTSBURGH
(Clinton County)

WEAV 1935	960 1,000 DA-2 (CP-5,000 DA-2)	Plattsburgh Bcstg. Corp. 38 Court St. 1600	ABC Rural Gill-Perna	George F. Bissell, p W. W. Carter Jr., gm	Alex J. Coursey, pmm Larry Lapanne, ce	Michael McMahon, nd Len Cane, sd
WIRY 1950	1340 250	Clinton County Bcstg. Corp. 301-03 Cornelia St. 2800	MBS KBS Grant	Joel H. Scheier, p, gm, cm Donald L. Pelkey, bus mgr Betty Kraus, pd, wd	Chester O. Bosworth Jr., pmm Leroy L. Fuller Jr., asst ce	Richard B. Hildreth, nd Sheldon Bullock, fd Jim Rogers, sd

PORT JERVIS
(Orange County)

WDLC 1953	1490 250	Port Jervis Bcstg. Co. P. O. Box 920 3-2293		William H. Ware, p Ernest C. Winkler, gm Oscar Wein, cm	Henry S. Schwartz, pd, fd John George, ce Daniel Dwyer, nd	Ralph Frederick, sd Jeri-marie Winkler, wd
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POTSDAM
(St. Lawrence County)

WPDM 1955	1470 1,000-D	St. Lawrence Radio Co. Route 11 4059		F. R. Woodruff, p Eric Fields, gm, ce James Mullins, cm	David Kyle, pd Con Elliot, pmm, sd	Morris Doty, nd Wyn Parish, wd
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POUGHKEEPSIE
(Dutchess County)

WEOK 1949	1390 1,000-D	Mid-Hudson Bcstrs. Inc. 335 Main St. 8300	Everett- McKinney	Arthur J. Barry Jr., p Frank Breahin, gm, cm, pd, pmm	John Burke, ce Jack Cutler, nd, sd	Lou Pells, fd Helen Wanamaker, wd
WKIP 1940	1450 250	Dutchess County Bcstg. Corp. P. O. Box 889 8800	ABC Rural Kettell-Carter	George W. Bingham, p, gm Richard A. Dwellley, cm	John J. Kuhn, pd, pmm Marvin S. Seimes, ce	Sandy Kieth Millman, nd, sd Jane Ellen Ames, wd
WKIP-FM 1955	Ch. 284 (B) 104.7mc 2.3kw					

RIVERHEAD
(Suffolk County)

WRIV 1955	1390 500-D	Suffolk Co. Bcstg. Corp. 20 E. Main St. Park 7-1200	Webb	W. K. Macy Jr., p, gm	Larry Nicoll, cm	Robert Houston, pd
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ROCHESTER
(Monroe County)

WBBF 1947	950 1,000 DA-2 (CP)	WBBF Inc. Sheraton Hotel Hamilton 8920	MBS Venard, Rintoul & McConnell	Thomas L. Brown, p, gm Nick Nickson, cm	Claude Johnstone, pd Vincent Lopopolo, ce	Bill DeMarse, nd Bill Schwing, sd
WHAM 1922	1180 50,000	Stromberg Carlson Bcstg. Corp. 201 Humboldt St. Hubbard 1221	NBC Hollingbery	William Fay, p, gm J. W. Kennedy Jr., vp Charles W. Siverson, pd	L. Walton Smith, pmm Kenneth J. Gardner, ce David Kessler, nd	George Haefner, fd Robert O. Turner, sd
WHFM (FM) 1939	Ch. 255 (B) 98.9mc 20kw	(WHAM, AM Affiliate)				

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PROGRAM SERVICE
WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue, New York 22, New York
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CANADIAN REPRESENTATIVES ALL-CANADA
FACILITIES LIMITED, VICTORY BUILDING, TORONTO



City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp. evp; sim; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
ROCHESTER (Cont.)					
WHEC 1925	1460 5,000	WHEC Inc. 40 Franklin St. Baker 6740	CBS Everett- McKinney	Glover DeLaney, vp, gm Lowell H. MacMillan, asst gm Fred Pestorius, cm	W. J. Adams, pd, pmm Richard K. Blackburn, tech dir
WHEC-TV 1946	DA-N 250-D				
WRNY 1946	680 250-D	Rochester Bcstg. Co. P. O. Box 710 Glenwood 7032	Rambeau Stars National	Arthur C. Kyle Jr., p Thomas H. O'Neill, gm, cm, pd, pmm	John Rathbun, ce Warren Doremus, nd John MacDonald, sd Dorothy Cotton, wd Richard Hildreth, nd, sd
WRNY-FM 1948	Ch. 250 (B) 97.9mc 7.7kw				
WSAY 1936	1370 5,000 DA-N	Federal Bcstg. System 250 East Ave. Baker 4870	Walker Webb	Gordon P. Brown, p, gm, ce	John Hill, pd, pmm Carl Chamberlain, sd
WVET 1947	1280 5,000 DA-N	Veterans Bcstg. Co. Inc. 17 Clinton Ave. So. Hamilton 4820	ABC Bolling	Ervin F. Lyke, p, gm Arthur Murrellwright, slm Paul Loutner, vp, pd	Don Kallock, pmm Raymond D. Jobs, ce David Roberts, nd Tom Decker, sd Pat Sumberg, wd
WVET-TV					
ROME (Oneida County)					
WKAL 1946	1450 250	Copper City Bcstg. Co. Capitol Theatre Bldg. 3616	MBS Cooke	M. J. Kallet, p Joseph S. Kallet, gm Joseph C. Trella, sm, cm Louis Barile, pd	DeForest Leighton, ce James Delaney, sta eng Robert Curley, nd Harry Woodcock, fd Philip Tosti, sd Robert Curtiss, wd
WKTV (TV)					
SARANAC LAKE (Franklin County)					
WNBZ 1927	1450 250 (CP-1240)	Upstate Bcstg. Corp. 88 Main St. 1320	ABC Rambeau	Jacques DeMattos, p, gm Jeanne DeMattos, cm, pd	H. Berwind Williams, ce John F. Delahant, nd John Garwood, sd Muriel H. Beseth, wd
SARATOGA SPRINGS (Saratoga County)					
WSPN 1954	900 250-D	Spa Bcstrs. Inc. 71 West Ave. 2180	Tomahawk	Richard O'Connor, p, gm Donald Hunt, office mgr	Martin Karig, ce Tony Butler, sd Jeannette L. Eddy, wd
SAUGERTIES (Ulster County)					
WSKN (CP)	920 1,000-D DA-D	Skylark Corp. P. O. Box 3 Mt. Marion, N. Y.		John P. Lynker, ptr Richard N. Ward, ptr	Frank Campochiaro, ptr Richard N. Horan, ptr

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NEW YORK ASSIGNMENTS EDITOR:

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Frank P. Model, Selma Gersten

Beverly Berl

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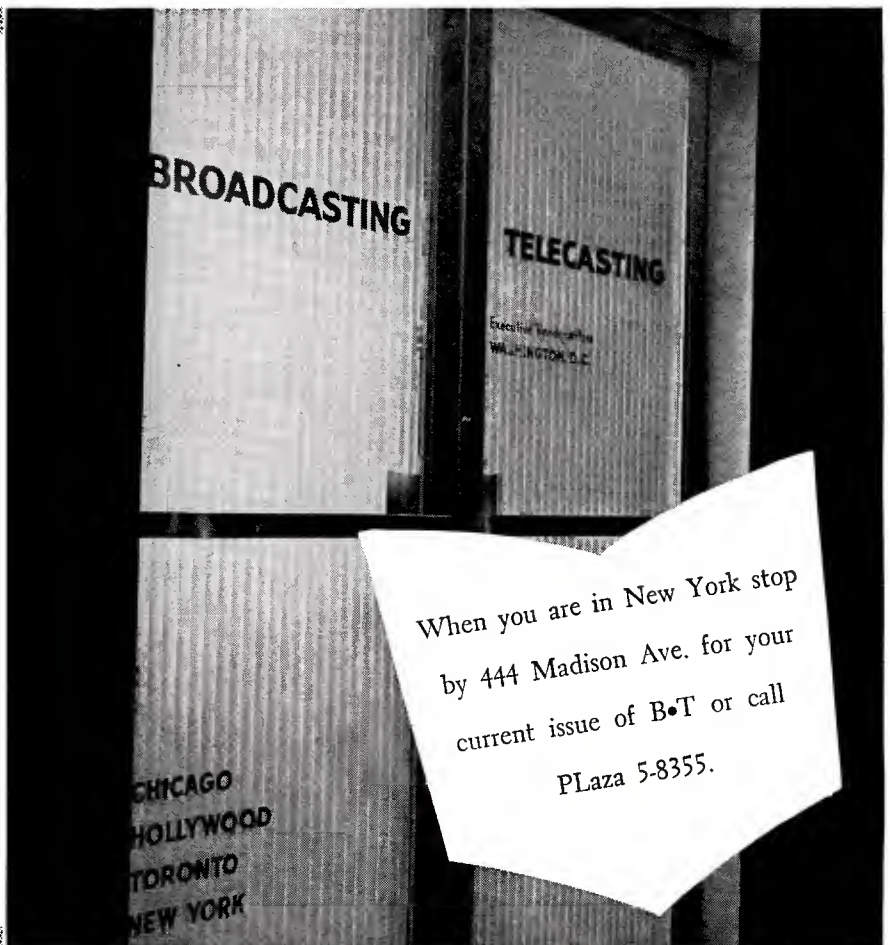
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Donna Trolinger



HIGH as a Kite

...as usual!

WHEC

Daytime Share
Of Audience
7 AM - 6 PM
Mon. - Fri.

According to the Latest Hooper Audience Index (October-November, 1955)

WHEC	43.6
STATION B	23.0
STATION C	12.3
STATION D	8.6
STATION E	8.5
STATION F	3.3

A share of the day-time Rochester audience almost twice as great as that of its nearest competitor!—That's the happy (and we might say *customary!*) story told by the latest Hooper Audience Index, October-November, 1955!

If you want to get the ears of Rochester's major radio audiences, 7 AM to 6 PM, Mondays through Fridays, then you'll certainly want to learn about the choice availabilities on Station WHEC! Contact us for full details!

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WHEC

of Rochester

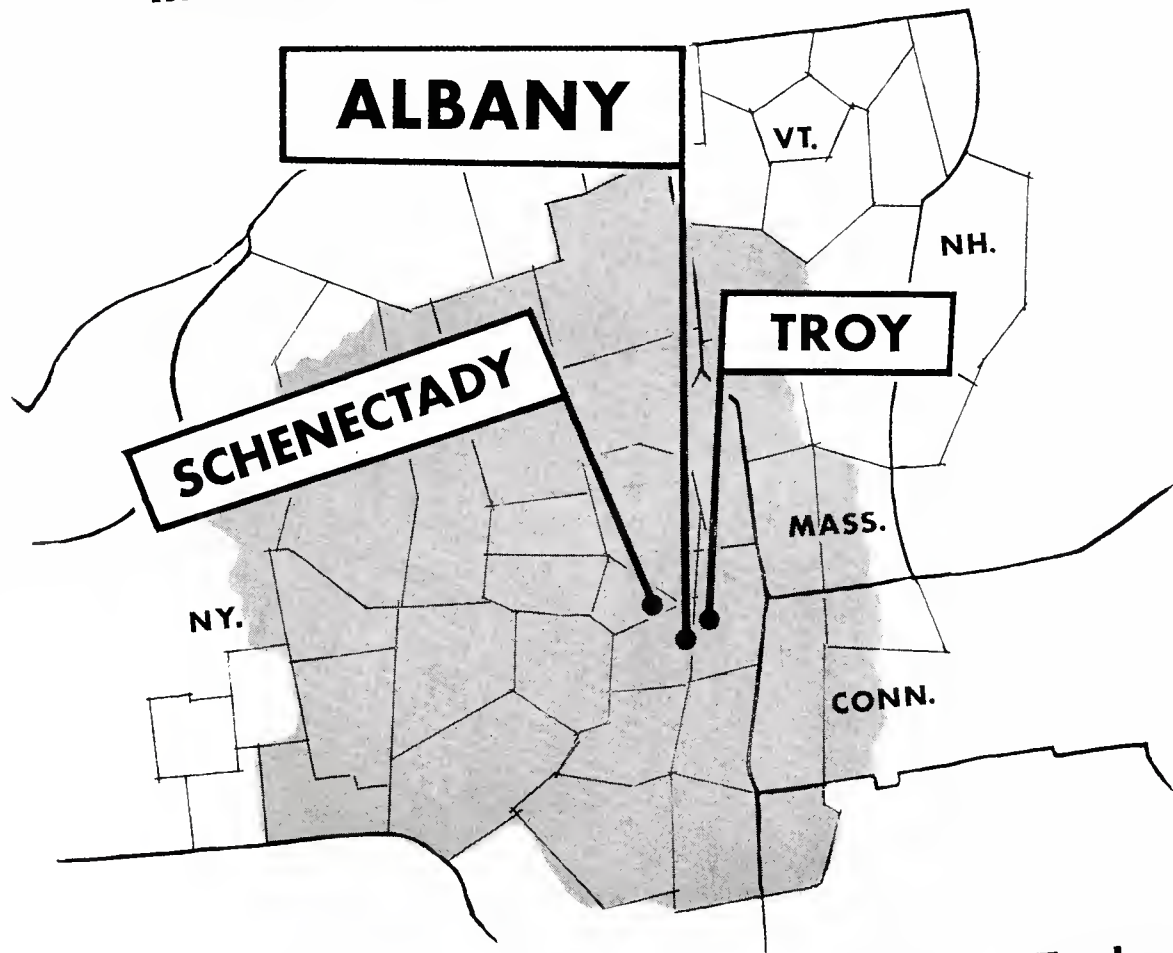
NEW YORK
5,000 WATTS

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

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	
SCHENECTADY (Schenectady County)							
	WGY	810 1922 50,000	General Electric Co. 1 River Rd. Franklin 7-2261	NBC Christal	R. B. Hanna Sr., mgr GE bcstg. stations Merl L. Galusha, mgr Donn M. Chown, prog mgr	James Cobb, pmm John Schmulbach, slm Willard Purcell, eng mgr Lansing Christman, nd	Don Tuttle, fd Bob Bender, sd Martha Brooks, wd
	WRGB (TV)						
	WGFM (FM)	Ch. 258 (B) 1922 99.5mc 6kw	(WGY, Am Affiliate)				
	WSNY	1240 1942 250	Western Gateway Bcstg. Corp. 619 State St. Ex 3-3622		Winslow Leighton, p, gm, pmm Thomas Seeley, slm	Stephen Fitz, pd, sd Irving Beck, ce	Thomas Ryan, nd Patricia Bigley, wd
SYRACUSE (Onondaga County)							
	WDDS (FM)	Ch. 226 (B) 1922 93.1mc 35kw	Functional Bcstg. Inc. Chamber of Commerce Bldg.				
	WFBL	1390 1922 5,000 DA-N	Onondaga Radio Bcstg. Corp. 433 South Warren St. 2-1147	CBS Free & Peters	Robert G. Soule, p Charles F. Phillips, gm Richard F. Polgreen, cm	Edward V. Bryant, pd Robert W. Weir, pmm Ray Owens, nd	Ed Kaish, fd Bill Thorpe, sd Dorothy Nill, wd
	WHEN	620 1941 5,000-D	Meredith Syracuse Radio Corp. Loew Bldg. 2-0277	ABC (until 4/1) CBS (after 4/1) Rural Katz	E. T. Meredith Jr., p Paul Adanti, vp, gm William H. Bell, asst gm, slm John Scott, pd, fd	Robert G. Peel, pmm Robert Ardner, studio superintendent	William Cheley, trans sup Joe Cumiskey, nd, sd Kay Larson, wd
	WNDR	1260 1947 5,000 DA-N	Syracuse Bcstg. Corp. P. O. Box 1212 72-3366	MBS Rambeau	Arthur C. Kyle Jr., gm James McKechnie, asst m, sd Melvin M. Silvius, cm	Fred Jeske, pd Vera Lansley, pmm Frank Schamu, ce	Dan Leonard, nd Eric J. Fields, fd Frances Patterson, wd
	WOLF	1490 1940 250	Civic Bcstg. Corp. Kirkpatrick & Van Renssaler 2-7211	Walker	T. S. Marshall, p, gm Hamilton M. Woodie, sm, pd, nd	Don Muir, ce Charles Shaw, fd	Red Parton, sd
	WSYR	570 1922 5,000 DA-2	Central New York Bcstg. Corp. 224 Harrison St. 3-7111	NBC Christal	E. R. Vadeboncouer, p, gm W. R. Alford Jr., cm William V. Rothrum, vp, pd	Lou Switzer, pmm Albert Eichelzer, ce Fred Hillegas, nd	Bob Doubleday, fd Bill O'Donnell, sd Jenny-Belle Armstrong, wd
	WSYR-FM	Ch. 233 (B) 1946 94.5mc 10kw					
TICONDEROGA (Essex County)							
	WIPS	1250 1955 500-D	Portage Bcstg. Co. Fort Road 77	KBS Tomahawk Devney	Martin Karig, p Thomas Leighton, gm, ce Dale Robertson, admin asst	Ruth M. Robertson, asst gm, pd, pmm, wd Peter Dean, nd	George Alley, fd Bernard Good, fd
TROY (Rensselaer County)							
	WFLY (FM)	Ch. 222 (B) 1948 92.3mc 5.4kw	Troy Record Co. Hotel Troy Ashley 2-7700	Rural Net. Gill-Perna	Frank L. York, p, gm Robert C. Goodrich, sm	Frank McGowan, cm Donald G. Girard, pd	Karl Schabinger, ce
	*WHAZ	1330 1922 1,000 ST-WBBR, WEVD	Rensselaer Polytechnic Institute Ashley 2-3000		Livingston W. Houston, p Hiram D. Harris, gm	A. Olin Niles, pd Carl J. Kunz Jr., pmm, ce	Mary McKeever, wd
	WTRY	980 1940 5,000 DA-1	Tri-City Radio Inc. 92 Fourth St. Ashley 4-1100	Blair	Mowry Lowe, gm Kenneth K. Cooper, cm C. George Taylor, pd	Robert T. Engles, pmm Frank G. Belaska, ce Willis I. Ketterson, nd	Roy E. Shudt, sd Joyce P. Donovan, wd
UTICA (Oneida County)							
	WGAT	1310 1947 1,000-D 500-N DA-N	Central Bcstg. Co. Kellog Rd. New Hartford, N. Y. Utica 5-5209	Stars Natl...	J. Eric Williams, o, gm C. D. Williams, cm	Nickolas F. Dardano, pd, nd Fred H. Harrington, ce	Stan Sanders, sd
	WIBX	950 1926 5,000 DA-1	WIBX Inc. First Natl. Bank Bldg. 2-2101	CBS Walker	Margaret Bowen, p, gm Elliot A. Stewart, evp, sm, prog mgr	Frederic C. Bowen, slm, pmm	John T. Dowdell, ce Edwin Slusarczyk, fd
	WRUN	1150 1948 5,000-D 1,000-N DA-2	Rome Sentinel Co. 258 Genesee St. 2-5111	ABC Rural Avery-Knodel	Bradley C. Barnard, p Richard A. Clark, sm, cm Edward N. Stemmler, pd, sd	Alan E. Cole, pmm, nd George S. Woods, trans sup	Carroll F. Henry, studio sup Elizabeth Odames, wd
	WRUN-FM	Ch. 289 (B) 1947 105.7mc 4.3kw					
WALTON (Delaware County)							
	WDLA	1270 1951 1,000-D	Delaware County Bcstg. Corp. Underhill 5-4321	Rural Rambeau	E. Ogden Bush, p Michael J. Cuneen, vp, gm, cm, pd	Myra A. Youmans, pmm Charles Lissner, ce Richard Hoyt, nd	Clarence Denton, fd Amos Finch, sd Betty Moore, wd
WATERTOWN (Jefferson County)							
	WATN	1240 1941 250	Watertown Bcstg. Corp. 118 Washington St. 2424	MBS Devney	G. Harry Richter, p, gm, cm	Donald Schryver, co-ce	J. Frederick Sprague, co-ce
	WWNY	790 1941 1,000 DA-N	The Brockway Co. Hotel Woodruff 4120	CBS Weed	John B. Johnson, p Louis Saiff Jr., gm Patrick Rheau, cm	Earl R. Kelly, sm John V. Evans, prod mgr Maynard E. Davis, ce	William Haley, nd John G. Case, sd Dorothy Parr, wd
	WWNY-FM	Ch. 263 (B) 1948 100.5mc 15.4kw					

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You reach more people...and sell more people
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and in 33 counties of New York and New England

when you use **WGY***

the General Electric Station

*According to a recent study of radio homes by Alfred Politz Research, Inc.

Represented Nationally by Henry I. Christol Co.
New York, Detroit, Boston, San Francisco, Chicago

City County	Call Letters Established	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
WELLSVILLE (Allegany County)					
WLSV 1955	790 500-D	Radio Service of Wellsville P. O. Box 409 727		Lloyd P. Gordon, gm, pd, pmm, ce, nd, fd, sd, wd	Claude C. Stone, cm
WETHERSFIELD (Wyoming County)					
WRRL (FM) 1948	Ch. 299 (B) 107.7mc 5.4kw	Northeast Radio Corp. Terrace Hill Ithaca, N. Y. Ithaca 4-6357	Avery-Knodel	C. L. Dickinson, p D. K. deNeuf, gm	G. B. Holland, cm J. S. Sanford, tech sup
WHITE PLAINS (Westchester County)					
WFAS 1932	1230 250	Westchester Bcstg. Corp. Secor Rd. Hartsdale, N. Y. White Plains 9-6400	Headley- Reed	Valentine E. Macy Jr., p Frank A. Seitz, gm, cm Randall Kaler, pd	John H. Hade, pmm Jack Pearson, ce Lenny Dillon, sd Nancy Terry, wd
WFAS-FM 1947	Ch. 280 (A) 103.9mc 0.12kw				

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NORTH CAROLINA

MARKET DATA BY COUNTIES

County	Population 1950	Radio			Passenger			County	Population 1950	Radio			Passenger		
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954	Families July 1955			Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954		
Alamance	71,220	19,600	\$59,899	\$14,431	\$ 1,557	30,396	Lee	23,522	6,100	17,226	3,845	511	9,374		
Alexander	14,554	3,400	6,104	1,341	101	5,270	Lenoir	45,953	10,800	45,705	8,288	1,349	16,359		
Allegany	8,155	2,000	4,240	670	73	2,480	Lincoln	27,459	6,700	13,969	3,024	85	9,636		
Anson	26,781	5,900	13,065	2,859	338	7,290	McDowell	25,720	6,400	13,971	3,830	528	7,414		
Ashe	21,878	5,000	6,962	1,321	107	4,971	Macon	16,174	3,700	6,502	1,463	227	3,870		
Avery	13,352	2,900	3,077	843	86	2,938	Madison	20,522	4,200	5,681	1,221	202	4,339		
Beaufort	37,134	8,500	26,921	6,819	578	10,981	Martin	27,938	5,900	19,678	3,345	389	8,242		
Bertie	26,439	5,700	13,509	2,399	203	7,677	Mecklenberg	197,052	57,400	238,809	45,969	6,614	84,903		
Bladen	29,703	6,400	13,755	3,270	313	7,532	Mitchell	15,143	3,300	7,549	1,360	173	3,999		
Brunswick	19,238	4,200	4,972	1,544	214	4,979	Montgomery	17,260	4,100	12,059	3,318	227	6,317		
Buncombe	124,403	33,900	111,825	23,776	4,085	39,970	Moore	33,129	8,100	24,979	6,186	806	12,685		
Burke	45,518	11,000	21,655	5,038	604	13,830	Nash	59,919	13,600	42,876	8,396	1,251	18,229		
Cabarrus	63,783	16,900	50,593	14,383	1,541	26,412	New Hanover	63,272	19,100	73,766	17,614	2,449	22,357		
Caldwell	43,352	10,700	24,235	7,257	653	14,822	Northampton	28,432	5,700	7,935	3,168	288	6,848		
Camden	5,223	1,300	1,063	569	...	1,686	Onslow	42,047	9,900	29,993	6,918	1,279	12,816		
Carleret	23,059	6,300	14,551	5,081	717	7,474	Orange	34,435	8,300	19,612	5,080	736	10,094		
Caswell	20,870	4,200	3,511	895	45	5,034	Pamlico	9,993	2,300	2,149	890	...	2,686		
Catawba	61,794	16,900	53,033	12,643	1,233	25,680	Pasquotank	24,347	6,600	24,946	5,963	568	8,265		
Chatham	25,392	6,000	14,250	2,235	265	8,332	Pender	18,423	3,900	5,428	1,728	111	4,782		
Cherokee	18,294	4,000	7,799	1,721	90	3,831	Pequimans	9,602	2,400	5,350	1,081	38	3,216		
Chowan	12,540	2,800	7,289	1,651	199	3,894	Person	24,361	5,200	11,339	1,922	328	7,962		
Clay	6,006	1,200	1,025	273	121	1,196	Pitt	63,789	13,900	47,354	8,764	898	19,461		
Cleveland	64,357	15,800	39,687	9,134	808	19,896	Polk	11,627	3,000	6,797	2,560	116	3,785		
Columbus	50,621	11,300	32,132	6,394	897	12,685	Randolph	50,804	13,500	36,563	8,580	1,051	20,779		
Craven	48,823	12,500	35,834	8,066	1,080	15,496	Richmond	39,597	9,800	33,520	9,864	744	11,963		
Cumberland	96,006	23,100	81,697	17,527	2,280	30,480	Robeson	87,769	18,900	52,653	10,212	1,500	22,779		
Currituck	6,201	1,700	3,270	1,033	...	2,430	Rockingham	64,816	16,900	40,353	10,719	1,377	22,029		
Dare	5,405	1,200	5,457	1,883	158	1,829	Rowan	75,410	20,600	53,013	14,429	1,779	29,228		
Davidson	62,244	16,900	50,008	12,141	1,053	25,566	Rutherford	46,356	11,300	28,960	6,903	860	14,525		
Davie	15,420	3,700	6,205	1,531	218	6,186	Sampson	49,780	11,100	21,648	4,839	542	16,330		
Duplin	41,074	9,300	18,616	4,852	564	12,393	Scotland	26,336	5,900	15,137	3,408	321	6,134		
Durham	101,639	27,700	109,865	20,694	3,568	33,665	Stanly	37,130	10,300	26,052	6,062	677	15,246		
Edgecombe	51,634	11,300	34,204	8,706	707	13,966	Stokes	21,520	4,800	5,741	1,385	101	7,247		
Forsyth	146,135	43,100	132,390	28,470	4,114	59,749	Surry	45,593	11,500	31,941	6,379	1,051	17,246		
Franklin	31,341	6,800	10,271	2,547	352	8,262	Swain	9,921	2,100	4,360	1,553	134	2,062		
Gaston	110,836	30,000	80,367	21,767	2,391	35,975	Transylvania	15,194	3,600	9,472	2,287	343	4,963		
Gates	9,555	2,100	2,819	931	50	3,346	Tyrell	5,048	1,100	1,635	609	93	1,085		
Graham	6,886	1,600	2,218	481	88	1,580	Union	42,034	10,200	28,991	5,190	584	14,399		
Granville	31,793	6,600	12,410	2,980	410	8,870	Vance	32,101	7,500	22,916	4,750	536	9,541		
Greene	18,024	3,500	4,429	824	117	4,867	Wake	136,450	36,600	142,723	26,740	4,468	53,644		
Gulfport	191,057	54,000	251,503	48,992	6,458	79,373	Warren	23,539	4,700	6,967	1,689	170	4,875		
Halifax	58,377	12,200	42,829	11,669	1,092	14,424	Washington	13,180	2,900	7,639	2,566	151	3,870		
Harnett	47,605	11,200	27,025	6,149	1,026	15,307	Watauga	18,342	4,000	9,261	2,644	369	5,083		
Haywood	37,631	9,600	24,033	4,333	950	11,172	Wayne	64,267	15,000	49,280	7,959	984	21,207		
Henderson	30,921	8,900	26,849	6,621	775	11,470	Wilkes	45,243	10,600	30,043	5,537	732	12,715		
Hertford	21,453	4,600	15,260	3,201	206	6,284	Wilson	54,506	12,500	42,574	9,104	1,189	17,407		
Hoke	15,756	3,100	4,774	1,202	76	3,402	Yadkin	22,133	5,500	7,758	1,578	88	7,837		
Hyde	6,479	1,300	1,578	999	49	1,434	Yancey	16,306	3,400	5,419	993	58	3,478		
Iredell	56,303	14,800	39,724	10,388	1,109	21,599									
Jackson	19,261	4,100	7,756	1,531	220	4,738									
Johnson	65,906	15,300	32,966	7,190	886	21,058									
Jones	11,004	2,300	2,413	946	69	3,158									

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

AHOSKIE

(Hertford County)

WRCS 1948	970 1,000-D	Roanoke Chowan Bcstg. Co. Inc. P. O. Box 89 3101	KBS	Charles H. Jenkins, p P. G. Sewell, gm, cm Larry Knight, pd, nd	W. G. Smith, pmm W. G. Barnes, ce Bart Malden, fd	Joe Bradley, sd Elva Creech, wd
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ALBEMARLE

(Stanly County)

WABZ 1947	1010 1,000-D	Radio Station WABZ Inc. Hotel Albemarle 1100	KBS	Staton P. Williams, p William J. Page, gm	Marvin A. Coley, cm Lee W. Kinard, pd	John D. Brooks, ce
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ASHEBORO

(Randolph County)

WGWR 1947	1260 1,000-D	Asheboro Bcstg. Co. Inc. 303 E. Salisbury St. 2187	KBS	Roy Cox, p J. R. Marlowe, gm Richard B. Sweeney, cm, pmm, sd	A. B. Brown, pd, nd W. H. Trogdon, ce	Nelson Harrill, fd Dorothy Lewallen, wd
WGWR-FM 1949	Ch. 222 (B) 92.3mc 10kw					

ASHEVILLE

(Buncombe County)

WISE 1939	1310 5,000-D	WISE Inc. 100 College St. 3-5381	NBC Bolling	Harold H. Thomas, p, gm Loyd B. Leonard, cm, pmm	Richard Harshaw, pd, nd, fd John Randolph, ce	John Candler, sd
WISE-TV	1,000-N DA-N					
WLOS 1947	1380 5,000-D	Skyway Bcstg. Corp. 288 Macon Ave. 2-2431	ABC, MBS Venard, Rintoul & McConnell Ayers	Charles B. Britt, evp J. E. Edmonds, gm	George Roesler, cm	Fred Brown, pd
WLOS-TV	1,000-N DA-N					
WLOS-FM 1947	Ch. 232 (B) 104.3mc 9.2kw					
WSKY 1947	1230 250	Radio Asheville Inc. 12 Church St. 3-4451	Rambeau	Zeb Lee, p, gm, sd James W. Young, cm, pmm	Sam Greene, pd, nd	Wm. Clements Jr., ce
WWNC 1927	570 5,000 DA-N	Asheville Citizens-Times Publishing Co. 14 O'Henry Ave. 5611	CBS H-R Reps.	Charlie Peace, p Cecil B. Hoskins, gm, pmm James A. Hagan, cm	William F. Melia, pd William H. Hamrick, ce Jack Clements, nd, fd	Charlie Shepherd, sd Margo Coggins, wd

BEAUFORT

(Carteret County)

WBMA 1954	1400 250	Richard Ray Cummins P. O. Box 156 2-9401		Richard Ray Cummins, o, gm, ce, sd	Hilda Cummins, pd James Willis, pmm, nd	Melvin West, fd Joyce Willis, wd
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BELMONT

(Gaston County)

WCGC 1954	1270 500-D	Central Bcstg. Co. P. O. Box 149 TA 5-2812	Best	Robert R. Hilker, p, gm, ce J. Norman Young, cm, sd	H. E. Feimster, pd, nd Grady Wilkerson Jr., pmm	Gurney Thomas, fd Billie Rankin, wd
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BOONE

(Watauga County)

WATA 1950	1450 250	Wilkes Bcstg. Co. Depot St. Amherst 4-8461		Doris B. Brown, p, m Roland B. Potter, gen sim	W. Ralph Tugman, cm Dwight M. Larick, pd, nd	Ben Mast, pmm, sd Boyd Daugherty, ce
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BREYARD

(Transylvania County)

WFNF 1950	1240 250	Psigah Bcstg. Co. Inc. 3-2611		Ed M. Anderson, p Bobby Hoyle, gm, cm John Dellinger, pd, nd	John Anderson, pmm Baxter Morris, ce Julian Glazener, fd	Richard Waters, sd Frances Walker, wd
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BURLINGTON

(Alamance County)

WBBB 1941	920 5,000-D	Alamance Bcstg. Co. Inc. 321 S. Main St. 6-6376	MBS, KBS Interstate- United Newspapers	E. Z. Jones, gm C. Robert Ray, cm Edgar Brooks, pd, fd	C. E. Peacock, pmm, nd Berry Tysor, ce	Morty Schaap, sd Doris Rickard, wd
WBBB-FM 1946	Ch. 267 (B) 101.1mc 3.8kw					
WFNS 1947	1150 1,000-D	Burlington Graham Bcstg. Co. Inc. P. O. Box 1328 4261	Bogner & Martin	Lawrence E. Neese, p G. C. Starnes, gm, nd Harold Nall, cm	Phil Peterson, pd, pmm, sd Earl Stewart, ce	Jim Hall, fd Ella Harper, wd
WFNS-FM 1949	Ch. 230 (B) 93.9mc 2.8kw					

CANTON

(Haywood County)

WWIT 1954	970 1,000-D	Western North Carolina Bcstrs. Inc. P. O. Box 391 3588		B. M. Middleton, p Kermit Edney, gm Ed Storie, sm	V. E. Pressley, cm Wayne Harris, pd, pmm John Welch, ce	Gene Bessette, nd, sd Mary Sue Mann, fd Freda Gray Hipps, wd
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CHAPEL HILL

(Orange County)

WCHL 1953	1360 1,000-D	Village Bcstg. Co. Inc. P. O. Box 388 8484	Indie	Roland P. McClamroch Jr., p, gm	William M. Alexander, cm Fritz Thurstone, ce	Claire Cheney, wd
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NORTH CAROLINA

Executive Abbreviations

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

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations
CHARLOTTE (Mecklenberg County)						
WAYS 1941	610 5,000-D 1,000-N DA-2	Inter-City Advertising Co. 3229 S. Blvd. Edison 3-7173	ABC Bolling	G. W. Dowdy, p James P. Poston, gm James Lee, cm	Paul Ridenhour, pd, sd Carl Vines, pmm L. I. Dekle, ce	Ted Thomas, nd Leonard Phillips, fd Mildred White, wd
WBT 1922	1110 50,000 DA-N	Jefferson Standard Bcstg. Co. One Jefferson Place Edison 3-8833	CBS CBS Radio Spot Sales	Joseph M. Bryan, p Charles H. Crutchfield, evp, gm V. V. Evans, slm	Bailey Hobgood, pd Ned Burgess, prom sup Thomas E. Howard, vp in charge of eng	Jack Knell, nd Grady Cole, fd Bill Ward, sd Jeanne Alexander, wd
WGIV 1947	1600 1,000-D	Charlotte Radio & Tv Corp. 2520 Toomey Ave. Edison 3-2195	Forjoe	Francis M. Fitzgerald, p, gm Ray W. Ervin, cm John McKeel, pd	Everett Bemont, pmm S. K. Lineberger, ce Peter Toomey, nd, sd	Bob Gilbert, fd Hatty Fleming, wd
WIST 1951	930 5,000-D 1,000-N DA-N	Bcstg. Co. of The South 204 Liberty Life Bldg. Franklin 6-3511	MBS Free & Peters	B. Calhoun Hipp, p G. Richard Shatto, gm W. Frank Harden, mgng dir	Fred W. Vinroot, pd, pmm John N. Parker Jr., ce Bob Mattison, fd	Larry Keith, sd Vivian Saint Sing, wd
WMIT (FM) 1942	Ch. 295 (B) 106.9mc 36kw	Mount Mitchell Bcstrs. P. O. Box 546 Franklin 6-7561	Webb	J. R. H. Wilson, p, gm, cm	Thomas G. Bryant, pd, ce	
WSOC 1933	1240 250	Radio Station WSOC Inc. 1925 N. Tryon St. Edison 2-7138	NBC H-R Reps.	E. J. Gluck, p, gm Larry Walker, cm	Doug Bell, pd Chas. Marshall, pmm	L. L. Caudle Jr., ce Fred Dickson, nd, fd
WSOC-FM 1947	Ch. 278 (B) 103.5mc 35kw					
WWOK 1955	1480 1,000-D	Rounsville of Charlotte Inc. 215 Greystone Rd. Edison 3-0551	Gill-Perna Dora-Clayton	Robert W. Rounsaville, p William R. Wagner, mgng dir Carter S. Jones, cm	Herb Berg, pd R. M. Jones, pmm Paul Cram, tech dir	L. J. Hall, ce Lou Morton, nd, sd Mickey Bennett, wd
CLINTON (Sampson County)						
WRZ 1947	880 1,000-D	WRZ Radio Co. 2165	ABC KBS Walker	H. D. Stanley, gm E. D. Powell, cm D. W. Welsh, pd	H. H. Corbitt, pmm J. L. Bowles, ce J. R. Tew, nd	J. Homer Butler, fd Katherine Evans, wd
CONCORD (Cabarrus County)						
WEGO 1943	1410 1,000-D	Cabarrus Bcstg. Co. P. O. Box 527 2-6000	KBS	A. W. Huckle, p Elizabeth G. Huckle, gm	Howard McCurry, cm, pd	Kenneth R. Kennedy, ce
DUNN (Hartnett County)						
WCKB 1946	780 1,000-D	North Carolina Central Bcstrs. Inc. 3133	KBS	L. A. Tart Sr., p A. Lincoln Faulk, gm Carl E. Lamm, cm, fd	Rudy Furlo, pd John Ciccone, pmm Joseph Kotlas, ce	Herb Allen, nd, sd Evelyn Gainey, wd
DURHAM (Durham County)						
WDNC 1934	620 5,000-D 1,000-N DA-2	Durham Radio Corp. 138½ E. Chapel Hill St. 6155	CBS Raymer	C. C. Council, p J. Frank Jarman, gm C. James Woodhouse, cm, sd	E. R. Higgins Jr., pd Sue Germino, off mgr	C. Roy King, ce Frances Jarman, wd
WDNC-FM 1948	Ch. 289 (B) 105.1mc 36kw					
WSRC 1954	1410 1,000-D	John C. Greene Jr. P. O. Box 28 2-4681	Rambeau Dora-Clayton	John C. Greene Jr., p, gm Jack Hammette, cm Helen R. Greene, pd	Robert Abernathy, pmm Paul Horton, ce Norflely Whitted, nd, sd	Dennis Ford, fd Lena Elliott, wd
WSSE 1948	1490 250	Public Information Corp. 211 Rigsbee Ave. 6919	MBS McGillvra	Edgar L. Clinton, p, gm	Paul Mason, pd	Edward C. Norman, ce
WTIK 1946	1310 1,000-D 500-N DA-N	WTIK Inc. 205½ W. Main St. 6-101	ABC Bolling	Hugh Holder, p, gm	H. Tom Morris, slm	Tommy Lloyd, sd
EDENTON (Chowan County)						
WCDJ 1955	1260 1,000-D	Colonial Bcstg. Co. Inc. P. O. Box 509 871	Best	Ray A. Childres, p, cm, sd William E. Johnston, gm	Harry M. Doggette, pd, pmm, nd, fd	Max H. Barnes, ce Janice Sumner, wd
ELIZABETH CITY (Pasquotank County)						
WCNC 1939	1240 250	Albemarle Bcstg. Co. P. O. Box 535 4379	MBS KBS Continental	J. L. Lamb Sr., p J. L. Lamb Jr., gm, ce	Claude E. Ferrell, cm Jimmy Raper, pd	Sel Mann, nd, fd, sd Meade Moore, wd
WGAI 1947	560 1,000-D 500-N DA-2	WGAI Radio Co. Kramer Bldg. 4371	ABC	C. Alden Baker, p, gm Jim Woods, cm, sd	Don Owens, pd, pmm William F. Rogers, ce	Gene Marshall, nd, fd Imogene Eason, wd
ELIZABETHTOWN (Bladen County)						
WBLA (CP)	1450 100	Cape Fear Bcstg. Co. c/o Victor W. Dawson P. O. Box 1230 Fayetteville, N. C.				

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ONLY ON



guaranteed display in area supermarkets

For your grocery product, you can plus the power of WBT Radio with guaranteed displays in all supermarkets of three leading food chains throughout the WBT 57-county basic service area.

WBT's 50,000 Watts and 47% Share-of-Audience (Pulse, 1955), tied in with store-by-store display in 172 supermarkets, add up to a selling potential to be found "Only On WBT Radio."

The plan is simple—the job is reasonable; get details of what WBT Supermarketing offers your grocery product by contacting WBT or CBS Radio Spot Sales.

JEFFERSON STANDARD BROADCASTING COMPANY
CHARLOTTE, N.C.



City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	
ELKIN (<i>Surry County</i>)					
WIFM 1949	1540 250-D	Tri-County Bcstg. Co. P. O. Box 152 860		Harvey F. Laffoon, p W. P. Erwin, gm	Eugene Smith Jr., cm, ce, fd Ruth Smith, pd, nd, wd
WIFM-FM 1949	Ch. 265 (A) 100.9mc 0.35kw				
FAIRMONT (<i>Robeson County</i>)					
WFMO 1953	860 1,000-D	Carolinas Bcstg. Co. Inc. P. O. Box 492 4781		Cutlar Moore, p Billy E. Peele, gm James C. Clark, cm, pd, nd	Bob Evans, pmm Joseph F. Miles (Milazzo), ce Jerry Farmer, fd Chuck Taylor, sd Betty Jean Rhodes, wd
FAYETTEVILLE (<i>Cumberland County</i>)					
WFAI 1947	1230 250	Ralph E. Hess P. O. Box 659 2-8131	CBS KBS Clark	Ralph E. Hess, p, gm, pmm Bob Smith, cm	Dick Perry, pd, nd Bob Money, ce, fd Jim Batten, sd Maggie Felton, wd
WFLB 1948	1490 250	Fayetteville Bcstrs. Inc. P. O. Box 512 2-7136	ABC Burn-Smith	L. W. Allen, evp, gm W. D. Bailey, cm	Marvin Rosenburg, pd John Buck, ce
WFNC 1940	1390 5,000-D 1,000-N DA-2	Cape Fear Bcstg. Co. 1009 William Clark Rd. 2-4196	MBS Walker	Victor W. Dawson, o, p, gm Tom Harrell, cm Mack Stamps, pd	Keith Trantow, pmm Jack Ikner, ce Vestal Taylor, nd, fd Johnny Joyce, sd
WFNC-FM 1948	Ch. 251 (B) 93.1mc 14kw				
FOREST CITY (<i>Rutherford County</i>)					
WBBO 1947	780 1,000-D	Rutherford County Radio Co. Inc. 3205		Ed M. Anderson, p, gm Fred Blanton, cm Lee Kanipe, pd	Merton Iwerks, ce Charles Melton, nd, fd Moon Martin, sd Mary Lou Hamrick, wd
WBBO-FM 1948	Ch. 270 (B) 93.3mc 1.5kw				
FUQUAY SPRINGS (<i>Wake County</i>)					
WFVG 1949	1460 1,000-D	WFVG Bcstg. Co. P. O. Box 488 333	KBS Continental	J. M. Stephenson, p William A. Sellers Jr., gm, cm, nd	Walter M. Pearson, pd, pmm Robert E. Stephenson, ce Gerald F. Goodwin, fd, sd Francis Wood, wd
GASTONIA (<i>Gaston County</i>)					
WGNC 1939	1450 250	Catherine T. McSwain P. O. Box 737 University 5-8501	ABC Continental	Catherine T. McSwain, p Pat McSwain, gm	Carl Rhyne, cm Fred Gray, pd W. C. Groves, ce
WGNC-FM 1947	Ch. 270 (B) 101.9mc 11.1kw				
WLTC 1948	1370 1,000-D	Gastonia Bcstg. Service P. O. Box 1010 University 5-1079	KBS Clark	James B. Petty, p, gm B. C. Morrow, cm	Betsy A. Scarboro, pd, wd Donald C. Voigt, ce, fd Frank Thomas, nd, sd
GOLDSBORO (<i>Wayne County</i>)					
WFMC 1951	730 1,000-D	Southern Radio & Tv Corp. P. O. Box 655 963	KBS	Kenneth T. Marshall, p, gm Henry M. Harrison, pd, ce	Robert Wooten, nd Gene Ryan, fd Robert Nelson, sd Dot Smith, wd
WGBR 1939	1150 5,000-D 1,000-N DA-2	Eastern Carolina Bcstg. Co. Inc. 3730	ABC	A. T. Hawkins, p Vasie G. Balkcum, gm, cm, pd	Daniel B. Trueblood, ce Daron Ward, sd
WEQR (FM) 1946	Ch. 245 (B) 96.9mc 40kw	(WGBR, Am Affiliate)			
WGOL 1955	1300 1,000-D	Wayne Bcstg. Co. 116 W. Mulberry St.		John L. Henderson, p	
GREENSBORO (<i>Guilford County</i>)					
WBIG 1926	1470 5,000 DA-N	North Carolina Bcstg. Co. Inc. 2838 Battleground Ave. 2-6125	CBS Hollingbery	Allen Wannamaker, vp, gm William P. Mitchell, cm Dan G. Griffin, pd	Virginia Neese, pmm Earl Allison, acting ce Add Penfield, nd, sd Bob Montgomery, fd Clara Martin, wd
WCOG 1948	1320 1,000 DA-1 (CP-5,000-D 1,000-N DA-2)	Inter-City Advertising Co. 314 S. Greene St. 3-7282	ABC Bolling Ayres	George W. Dowdy, p Gilbert M. Hutchison, gm Jack Rimmer, cm, pd	Margaret Jones, pmm, wd Elwood Johnson, ce Bob Thompson, nd Ken Johnston, fd, sd
WGBG 1942	1400 250	Greensboro Bcstg. Co. P. O. Box 2280 3-3631	MBS Burn-Smith	Ralph M. Lambeth, p, gm B. George Barber Jr., cm	Curt Welborne, pd, sd Earl O. Sullivan, asst mgr Fred S. Smith, ce Slim Martin, fd
WPET 1954	950 500-D	Wayne M. Nelson P. O. Box 3488 5-4464		Wayne M. Nelson, p, gm, cm	Leoma Showmar, pd E. M. Stanton Jr., ce

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GREENVILLE*(Pitt County)*

WGTC 1940	1590 5,000-D 1,000-N DA-N	Greenville Radio Co. 103 E. Fifth St. 6740	MBS Pearson	H. W. Anderson, p H. W. Severance, gm, cm	Joel Lawhon, vp, pd Bill Covington, ce	Tom Moore, fd Dick Bowman, sd
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HENDERSON*(Vance County)*

WHNC 1945	890 1,000-D	Henderson Radio Corp. Norlina Rd. 7136	MBS KBS	Nathan Frank, p, gm Dr. Claye Frank, cm, pmm Dorothy Roberson, pd	James H. Mayo, ce Robert B. Harrison, nd, fd, sd	Virginia Frank, wd
WHNC-FM 1948	Ch. 223 (B) 92.5mc 9kw					
WHVH 1955	1450 250	Vance County Bestg. Co. Inc. P. O. Box 131 3019	Best	Howard V. Harrell, p, ce George A. Corkum, gm, cm, sd	Harry M. Doggette, pd Bob John, pmm, nd	Tom Moore, fd Helen Rogers, wd

HENDERSONVILLE*(Henderson County)*

WHKP 1946	1450 250	Radio Hendersonville Chimney Rock Rd. 9061	ABC KBS Cooke	Beverly M. Middleton, p Kermit Edney, gm, pmm	John Horton, cm Jim Northington, pd, nd, fd	Charlie Renfrow, ce, sd Dottie Tebbens, wd
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GREENSBORO...

North Carolina's No. 1 Market

In Per Family Sales . . .

Greensboro is **FIRST** in the Carolinas
Greensboro is **FIRST** in the South
Greensboro is **TENTH** in the Nation

In 1954 Greensboro was No. 1 in Retail Sales
in the Carolinas with \$251,503,000

Above based on 1955 S. M. Survey of Buying Power

- **WBIG . . . Greensboro's first radio station . . . now in 30th year of broadcasting**
- **Largest listening audience among local stations, by authoritative surveys**

Hollingbery, Notional Representative



NORTH CAROLINA

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp. evp; slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm;	
HICKORY (Catawba County)							
WHKY 1940	1290 5,000-D 1,000-N DA-N	Catawba Valley Bcstg. Co. 415 1st Ave. N.W. 2294	ABC MBS	Carl V. Cline Sr., p Edmund S. Long, gm James K. Willis Jr., cm	Laura C. Hall, pd Thomas E. S. Long, ce Dr. H. D. Henry, nd	Arnold L. Setzer, fd Ellis T. Greenway, sd Lanthe Campbell, wd	
WIRC 1948	630 1,000-D	Foothills Bcstg. Inc. 329 1st Ave. N.W. 2124	Pearson	Edmond H. Smith Jr., sec-treas, gm Lee Douglas, cm	Mattie Padgett, pd Cecile Bost, pmm Elmer Troutman, ce	Margaret A. Smith, nd, wd Archie Deal, fd Bill Taylor, sd	
HIGH POINT (Guilford County)							
WHPE 1947	1070 1,000-D	High Point Bcstg. Co. 504½ N. Main St. 3466	KBS	Gary C. Davis, p, pd, nd D. S. Hedgecock, gm	Roger L. Parris, cm Robert L. Moore, ce	Sue Campbell, wd	
WHPE-FM 1947	Ch. 238 (B) 95.5mc 13kw						
WMFR 1935	1230 250	Radio Station WMFR 164 S. Main St. 4593	ABC Burn-Smith	Frank S. Lambeth, p, gm Frank Smith, cm Max Meeks, pd, nd	Gerald D. Sullivan, pmm, asst mgr Robert P. Boyd, ce	Winfred R. Carter, fd Jonny O'Neill, sd	
WMFR-FM 1946	Ch. 258 (B) 99.5mc 8kw						
WNOS 1953	1590 1,000-D	North State Bcstg. Co. P. O. Box 1448 8900	Continental Radio Sales	William H. Currie, p, gm, sd Howell F. McElfresh, cm	Joy A. Currie, pd, wd Yancey Cecil, ce	Tom A. Wall, nd Woody Mashburn, fd	
WNOS-FM 1953	Ch. 262 (B) 100.3mc 2.7kw						
JACKSONVILLE (Onslow County)							
WJNC 1945	1240 250	Onslow Bcstg. Corp. 7707	MBS KBS	Robert P. Mendelson, p, gm Rodric L. Jones, sm	Anajeanne B. Mendelson, pd, wd	Rod O. Dorsey, ce	
WLAS 1954	910 1,000-D	Seaboard Bcstg. Corp. P. O. Box 56 3901		Jerry Popkin, p Paul Parker, gm, cm	Barry Medlin, ce	Lois Winn, wd	
KANNAPOLIS (Cabarrus County)							
WGTL 1947	870 1,000-D	Fred H. Whitley Inc. P. O. Box 997 8700		Fred H. Whitley, p, gm	Foy T. Hinson, ce		
KINGS MOUNTAIN (Cleveland County)							
WKMT 1953	1220 1,000-D	R. H. Whitesides Cleveland Ave. Ext. 999	Dora-Clayton	R. H. Whitesides, p Jonas R. Bridges, gm Ned McGill, cm	Doris Bridges, pd, wd Don Hord, pmm George B. Patterson, ce	Robert Green, nd Julius Mahon, fd Jimmy Heavner, sd	
KINSTON (Lenoir County)							
WELS 1950	1010 1,000-D	Farmers Bcstg. Service 1312 W. Vernon Ave. 5151	KBS Devney Dora-Clayton	William S. Page, p Jack P. Hankins, gm, cm	W. A. Kiker, pd Harvey Mewborn, ce	Jack Rider, nd	
WFTC 1937	960 5,000-D 1,000-N DA-N	Kinston Bcstg. Co. 204 E. King St. 4111	ABC Best	J. Harold Vester, gm, cm, pmm	Harry P. Shriver, pd, sd H. B. Civils, ce	Thomas J. Wood Jr., nd J. H. Ham, fd	
WTSP 1953	1230 250	Citizens Bcstg. Co. P. O. Box 885 6161		E. J. Schuffman, p William B. Murphy, evp, gm, ce, nd, fd	J. L. Moseley, cm, sd Robert E. Mongold, pd, nd	Cathryn C. Murphy, pmm Christmas Early, wd	
LAURINBURG (Scotland County)							
WEWO 1947	1080 1,000-D	Scotland Bcstg. Co. State Bank Bldg. 770	KBS Dora-Clayton	Edwin Pate, p J. R. Dalrymple Jr., gm, fd	Truman Brock, ce Dick Brown, nd	Rita Ryte, wd	
WEWO-FM 1951	Ch. 243 (B) 96.5mc 9.2kw						
LEAKSVILLE (Rockingham County)							
WLOE 1946	1490 250	WLOE Inc. Main 3-3118	MBS KBS	Douglas L. Craddock, p, gm, cm, pmm Barbara Earles, pd	Eldred Winn, ce Carl Webb, nd, fd	Mert Warren, sd Virginia Hugins, wd	
WLOE-FM 1949	Ch. 233 (B) 94.5mc 94.5kw						
LENOIR (Caldwell County)							
WJRI 1947	1340 250	John P. Rabb 107 West Ave. Plaza 4-5361	MBS KBS	John P. Rabb, p, gm F. Kent Atwater, cm K. Rabb, pd, wd	Jerry Elliott, ce Alfred Degregorio, nd	Max Clup, fd George Flowers, sd	
LEXINGTON (Davidson County)							
WBUY 1946	1440 5,000-D	Davidson County Bcstg. Co. P. O. Box 359 2716	KBS Continental	Omar G. Hilton, co-o Greeley N. Hilton, co-o, gm, pmm	Dewey Hutchins, cm Don Matney, pd Fred L. Honeycutt, ce	Tom Browne, nd Roland Twigg, sd Helen Linder, wd	
WBUY-FM 1949	Ch. 232 (A) 94.3mc 0.3kw						
LINCOLNTON (Lincoln County)							
WLON 1953	1050 500-D	Lincoln County Bcstg. Co. Inc. P. O. Box 248 Regent 5-8071		J. A. Polhill, p W. Jack Brown, vp, gm, cm, pmm, sd	Tom Knight, pd, nd, fd Dennis C. Long, ce	Hazelene C. Brown, wd	

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LUMBERTON
(Robeson County)

WAGR 1954	1480 1,000 DA-2	Southeastern Bcstg. Corp. 217 E. Third St. 3394	Walker	Hector McLean, p L. F. Mattes, gm, cm	Al Pruitt, pd	Milton Newsome, ce
WTSB 1946	1340 250	Robeson Bcstg. Corp. 112 W. 5th St. 6056	MBS KBS Continental	Walter James MacNeil, gm, cm, sd	Marv Stuart, pd, pmm, nd J. E. Howell, ce	Lillian M. Smith, wd

MARION
(McDowell County)

WBRM 1949	1250 1,000-D	Lake City Bcstg. Corp. 13½ West Court St. 7221		W. P. Erwin, p Jack Reynolds, gm, pd, pmm, nd	J. C. Pleasant, cm Hubert C. Martin, ce Jim Prince, fd	Syd Carrigan, sd Jessie Reynolds, wd
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MAYODAN
(Rockingham County)

WMYN (CP)	1420 500-D	G. E. McDaniel Madison, N. C.				
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MONROE
(Union County)

WMAP 1947	1060 250-D	Union Bcstg. Corp. P. O. Box 590 AT 3-6621	KBS Continental	Frank A. Funderburk, p, pd	J. Archie Laney, gm, cm, sd William D. Benton, bus mgr	Robert I. Smith, ce, nd, fd, wd
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MOORESVILLE
(Iredell County)

WHIP 1950	1350 1,000-D	Wayne M. Nelson 3-4301	KBS	Wayne M. Nelson, p, gm, cm	Leoma Showmar, pd	E. M. Stanton Jr., ce
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MOREHEAD CITY
(Carteret County)

WMBL 1947	740 1,000-D	Carteret Bcstg. Co. Inc. P. O. Box 432 6-3188	KBS McGillvra	Grover C. Munden, p, gm A. J. Barbour, asst mgr Walder Niemi, cm, ce	Fay Murette Merrell, pd Charles H. Markey, pmm	Richard J. Babcock, nd, fd Lynn C. Stoller, sd, wd
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MORGANTON
(Burke County)

WMNC 1947	1430 5,000-D	Nathan J. Cooper P. O. Box 698 1100		Nathan J. Cooper, o, gm William R. Hauser, cm	Madelyn Y. Patton, pd, wd	Frank A. Ballew, ce
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MT. AIRY
(Surry County)

WPAQ 1948	740 10,000-D	Ralph D. Epperson Springs Road 1400	KBS Clark	Ralph D. Epperson, p, gm Lucy Bowman, cm Costin Lindsay, pd	Bill Belton, slm, pmm Harry A. Epperson Jr., ce Horace Westmoreland, nd	Neil Smith, fd Chris Martin, sd Mary Lee Westmoreland, wd
WSYD 1951	1240 250 (CP-1300 5,000-D 1,000-N DA-N)	Mt. Airy Bcstrs. Inc. P. O. Box 209 581	MBS	Robert H. Epperson, p, gm, ce	Erastus F. Poore, cm, pmm Alma Hfatt, pd, wd	Elbert Williams, nd, fd Ronald Johnson, sd

NEW BERN
(Craven County)

WHIT 1943	1450 250	Ray D. Williams P. O. Box 551 4450	MBS Pearson	Ray D. Williams, o, gm, cm Jim Putnam, pd Ed Williams, ce	Paul Koreto, nd Paul Cox, fd	Joe Pinner, sd Edythe Williams, wd
WQOW 1953	1490 250	Craven Bcstg. Co. Glenburnie Gardens 3311	KBS	Dr. Furman Y. Sorrell, p James A. Ballard, gm David Pursglove, cm	Charles B. Stegall, pd Roy Ingram, ce George Nelson, nd, sd	Robert L. Ballard, fd Francis Jarman, wd

NEWTON
(Catawba County)

WNNC 1948	1230 250	Newton-Conover Bcstg. Co. Inc. P. O. Box 148 930	MBS	Earl Holder, p, gm Eugene Henry, cm	Sulvia Cope, pd	Eddie Rose, ce
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N. WILKESBORO
(Wilkes County)

WKBC 1947	810 1,000-D	Wilkes Bcstg. Co. Radio Bldg. 633	KBS	Doris B. Brown, p, gm Roland B. Potter, cm	Doyle Satterthwaite, pd, fd, sd Walter B. Harrold, ce	George Cox, nd Ann Martin, wd
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OXFORD
(Granville County)

WOXF 1949	1340 250	Oxford Bcstg. Corp. P. O. Box 1111 4167		A. N. Critcher, p James F. Flanagan, vp, gm Mike Hight, cm, pd	Bob Smith, pmm Gale Lewis, ce Pat Flanagan, nd, sd	Hart Curl, fd Doris Dickerson, wd
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WORLD BROADCASTING SYSTEM, INC.
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HOLLYWOOD

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



NORTH CAROLINA

City County	Call Letters Established	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations
RALEIGH (Wake County)						
WKIX 1948	850 10,000-D	Sir Walter Tv Co. 2128 Western Blvd. 4-8282	ABC MBS Avery-Knodel	John W. English, p Richard J. Hallwood, gm James E. Simpson, sim, sd	Mrs. E. Davis, pmm Arthur Humphrey, ce	Dick Schuman, nd, fd Elsie Williams, wd
WNAO-TV 1948	5,000-N DA-N					
WKIX-FM 1948	Ch. 241 (A) 96.1mc 29.5kw					
WMSN 1954	570 500-D	Merchants & Farmers Station 649 Maywood Ave. 3-3874		B. H. Ingle Sr., p, gm James E. Thornton, cm	Ruth Johnson, pd	Ed McLeod, ce
WPTF 1924	680 50,000 DA-N	WPTF Radio Co. Insurance Bldg. 8311	NBC Free & Peters	Richard H. Mason, p, gm R. W. Youngsteadt, sim Graham B. Poyner, prog mgr	Worth White, pmm Henry Hulick Jr., ce Phil Ellis, nd	Bob Martin, fd Jim Reid, sd Harriet Pressly, wd
WPTF-FM 1949	Ch. 234 (B) 94.7mc 15kw					
WRAL 1939	1240 250	Capitol Bestg. Co. Inc. 130 S. Salisbury St. 4-6401	Forjoe	A. J. Fletcher, p Fred Fletcher, gm Fletcher Turner, cm	George Hall, pd Virgil Duncan, ce Bill Armstrong, nd	Ray Reeve, sd Diane Bedell, wd
WRAL-FM 1946	Ch. 268 (B) 101.5mc 54kw					
REIDSVILLE (Rockingham County)						
WFRC 1947	1600 1,000 DA-N	Piedmont-Carolina Bestg. Co. Inc. P. O. Box 990 4361	ABC KBS Bogner & Martin	H. T. Williams, p Stephen F. Woodson, gm, cm, fd	Alfred W. Nelson, pd	Sam E. Sexton, ce
WREV 1950	1220 250-D	Reidsville Bestg. Co. P. O. Box 1349 7051	Webb Interstate United Newspapers	William M. Oliver Sr., p, gm, cm, fd	Katy P. Oliver, pd, pmm, wd	William M. Oliver Jr., ce, nd, sd
WREV-FM 1948	Ch. 271 (B) 102.1mc 1.6kw					
ROANOKE RAPIDS (Halifax County)						
WCBT 1939	1230 250	WCBT Inc. 251 Roanoke Ave. 7-2545	MBS KBS Continental	J. W. Crew Jr., p Gerald H. Elliott, gm Don Collins, cm	Dick Phillips, pd Marvin Floyd, ce	Jerry Elliott, nd Jim Ferguson, sd
ROCKINGHAM (Richmond County)						
WAYN 1946	900 1,000-D	Radio Station WAYN Inc. 4041		Wayne M. Nelson, p, gm Wm. Futterer, cm, pmm	Joyce Marris, pd	Carl M. Wilson, ce
ROCKY MOUNT (Nash County)						
WCEC 1947	810 1,000-D	Eastern Carolina Electronics 115 N. Church St. 2-3108	CBS KBS Pearson	Josh L. Horne, p Melvin J. Warner, gm Ray Thompson, cm Ray Wilkinson, pd	Grover Taylor, ce Alex Dare, nd Tal Pollard, fd	Sam Bland, sd Margaret Hadely Staton, wd
WFMA (FM) 1947	Ch. 264 (B) 100.7mc 33kw	(WCEC, Am Affiliate)				
WEED 1933	1390 5,000-D 1,000-N DA-2	W. Avera Wynne P. O. Box 752 6-8736	ABC Burn-Smith	W. Avera Wynne, o, gm	Rainey Horner, cm	Joe R. Morris, ce
WEED-FM 1949	Ch. 221 (A) 92.1mc 0.27kw					
ROXBORO (Person County)						
WRXO 1949	1430 1,000-D	Roxboro Bestg. Co. P. O. Box 130 6013		Harold S. Taylor, p, gm, cm	Lloyd Perkins, ce	
SALISBURY (Rowan County)						
WSAT 1943	1280 1,000 DA-N	Mid-Carolina Bestg. Co. P. O. Drawer 99 276	ABC McGillvra	C. H. Wentz, p Harry L. Welch, gm Kitty Murphy, cm, nd	Gales M. Adkins, pd E. L. Sherman, ce Ernest Miller, fd	Orval Cox, sd Rebecca McCutchan, wd
WSTP 1949	1490 250	Piedmont Bestg. Corp Central Theatre Bldg. 2121	MBS	Robert M. Wallace, p Russell B. McIntire, gm, pd, nd	Russell M. Hunt, cm, pmm Carl B. Watson, ce	Bill Brown, sd
WSTP-FM 1946	Ch. 293 (B) 106.5mc 3kw					
SANFORD (Lee County)						
WEYE 1952	1290 1,000-D	Lee Bestg. Corp. 137 S. Steel St. Spring 4-5561		W. L. Simmons, p	W. W. Primm, gm, ce	
WWGP 1946	1050 1,000-D	Sandhills Bestg. Corp. 210 St. Clair Ct. Springs 3-6611	KBS	W. E. Horner, sec-treas Del Carty, gm, cm, pmm, fd, sd	L. B. Nelson, asst cm Marion Harrington, pd Edward Becker, ce	Douglas Coleman, nd Jackie Barnes, wd
WWGP-FM 1950	Ch. 288 (A) 105.5mc 0.49kw					

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SHELBY (Cleveland County)						
WOHS 1946	730 1,000-D	Western Carolina Radio Corp. 1511 W. Dixon Blvd. 6313		Robert M. Wallace, p, gm Don McLain, cm, pmm	Charles Loveland, pd	Edwin Patterson, ce
WOHS-FM 1948	Ch. 241 (B) 96.1mc 2.6kw					
SILER CITY (Chatham County)						
WNCA 1952	1570 1,000-D	Chatham Bcstg. Co. Inc. P. O. Box 352 616	Best	William Wren, p L. C. Bruce, gm, cm	Gene Whitaker, pd, sd C. D. Chandler, ce	Alex McNeill, nd, fd
SMITHFIELD (Johnston County)						
WMPM 1950	1270 1,000-D	Selma Smithfield Bcstg. Co. Buffalo Rd. 2434		John S. Townsend, gm, ce Bill Burwell, cm	Bill Kirby, pd John A. Wall, nd	Ben E. Johnson, fd Sherry Peterson, wd
SOUTHERN PINES (Moore County)						
WEEB 1947	990 1,000-D	Sandhill Community Bcstrs. Inc. 135 W. New Hampshire Ave. 2-2942	Holman	Jack S. Younts, p, gm Joseph A. Warren, cm, ce	Elizabeth M. Younts, pd Charles G. Clapp, nd, sd	E. H. Garrison Jr., fd Marion Wicker, wd
SPRUCE PINE (Moore County)						
WTOE 1955	1470 1,000-D	Toe River Valley Bcstg. Co. c/o T. N. Cooper RFD No. 1, Box 20-B		T. N. Cooper, p		
STATESVILLE (Iredell County)						
WDBM (CP) 1947	550 500-D	Iredell Bcstg. Co. Walter A. Duke				
WSIC 1947	1400 250	Statesville Bcstg. Co. P. O. Box 1189 9078	MBS	Chas. D. Melton, gm Tom Lawrence, pd, sd	T. Ken Abernethy, ce	Bill Brown, nd
WSIC-FM 1947	Ch. 289 (B) 105.7mc 2.4kw					
TABOR CITY (Columbus County)						
WTAB 1954	1370 1,000-D	Tabor City Bcstg. Co. 3171		John B. Ward Sr., p Troy McPherson, gm J. G. Worrell, cm	Henry Sessions, asst mgr. pmm, pd Arthur D. Nix, ce	W. J. Brown, nd, sd Louise Granger, wd
TARBORO (Edgecombe County)						
WCPS 1946	760 1,000-D	Coastal Plain Bcstg. Co. Inc. Edgecombe Bank Bldg. 2191	Dora-Clayton	V. E. Fountain, p G. Lee Hodges, gm	Lewis Heilbronner, cm, sd	Tom Shields, pd, nd
WCPS-FM 1953	Ch. 232 (B) 104.3mc 7kw					
THOMASVILLE (Davidson County)						
WTNC 1947	790 1,000-D	Thomasville Bcstg. Co. P. O. Box 750 2701		George W. Lyles Sr., p Harold G. Harrison, gm, cm, pd, pmm	James McAden, ce John Mauti, nd Joe Long, fd	Jack Grubb, sd Jeannine Byerly, wd
WTNC-FM 1947	Ch. 252 (A) 98.3mc 0.45kw					
TRYON (Polk County)						
WTYN 1954	1580 250-D	Thermal Bcstg. Co. P. O. Box 1482 361		Mildred Allen, co-o, gm Edithe Mooneyham, co-o, cm	Palmer Greer, ce Joe Martin, nd	Charles Rush, sd Pat Martin, wd
WADESBORO (Anson County)						
WADE 1947	1210 1,000-D	R. P. & R. A. Lyon P. O. Box 341 427		R. P. Lyon, co-o R. A. Lyon, co-o	W. P. Billingsley, gm Willard S. Taylor, ce	Don Gray, nd, sd
WALLACE (Duplin County)						
WLSE 1953	1400 250	Duplin Bcstg. Co. 6911		Harry Kramer, p Lester L. Gould, gm	John T. Newman, cm, pd, pmm, nd, fd, sd, wd	Harry Massingale, ce
WASHINGTON (Beaufort County)						
WHED 1953	1340 250	Famlico Bcstg. Co. Inc. P. O. Box 439 278	KBS Continental	W. W. Moore, p, gm P. A. Moore, cm, nd D. L. Wilkerson, pd, fd	W. C. Boahn, pmm R. W. Tripp, ce	R. A. Fowle, sd Mary L. Moore, wd
WRRF 1942	930 5,000-D 1,000-N DA-N	Tar Heel Bcstg. Sys. Inc. Bank of Washington Bldg. 403	ABC Walker	W. R. Roberson Jr, p William R. Abeyounis, gm	Merrill Daniels, pd	L. E. Hiland, ce
WAYNESVILLE (Haywood County)						
WHCC 1947	1400 250	Radio Station WHCC P. O. Box 180 Glendale 6-8661	KBS	Kenneth D. Fry, co-o, gm, cm	Margaret F. Fry, co-o, pd, wd	Joseph W. Herman, ce

NORTH CAROLINA

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. up. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations
WHITEVILLE (Columbus County)						
WENC 1946	1240 250 (CP-1220 1,000-D)	Whiteville Bcstg. Co. P. O. Box 700 2133	MBS Clark	J. A. Maultsby, p Jerry Honeycutt, gm, nd C. D. Pickerrell, cm	Harry Dunnagan, pd Graham Fore, ce, sd Mattie Roberson, traffic mgr	C. O. Thomas, fd Mary Bubbett, wd
WILLIAMSTON (Martin County)						
WIAM 1951	900 1,000-D	East Carolina Bcstg. Co. 115 E. Main St. 2478		William H. Farrier, co-o, sm, pd, pmm, nd, sd Charles M. Gaylord, co-o, cm, gm	Charles Neer, ce Tom Brandon, fd	Martha Peele, wd
WILMINGTON (New Hanover County)						
WGNI 1947	1340 250	New Hanover Bcstg. Co. P.O. Box 869 2-2493	MBS Walker	J. S. Brody, p Allen B. Jones, gm Tommy Thompson, cm	Arthur L. Madeley, pd, ce, nd Tancil A. Horne, pmm	Lee Clarke, sd Arlene Collier, wd
WMFD 1935 WMFD-TV	630 1,000 DA-2	Richard Austin Dunlea 225 Princess St. 4840	ABC CBS Burn-Smith	Richard A. Dunlea Sr., p, gm Alan A. Compton, cm, fd	Clay McBride, pd Bill Weathers, pmm, sd E. I. Herring Jr., ce	Paul Jennewein, nd Julia M. Mitton, wd
WILSON (Wilson County)						
WGTM 1937	590 5,000 DA-2	Watson Industries Inc. Herring Ave. Extension 2188	CBS Walker	P. T. Watson Sr., p, gm Desmond S. Barkley, cm William J. Bunn, pd	P. T. Watson Jr., pmm William H. Malone, ce Jean B. Glover, nd	William Glover, fd Clinton M. Farris, sd Mary J. Nackos, wd
WVOT 1948	1420 1,000-D 500-N DA-N	Wilson Radio Co. Inc. 5157	MBS	H. W. Anderson, p H. W. Severance, gm P. O. Barnes, cm	Joel Lawhorn, p Lynda Thomas, pmm Dan Williams, ce	Al LaVie, nd Callbie Wood, fd Bill Wiggs, sd
WINSTON-SALEM (Forsyth County)						
WAAA 1950	980 1,000-D	Camel City Bcstg. Corp. P. O. Box 3119 2-4121	KBS Forjoe	Ronald B. Woodyard, p Ranny Daly, gm, cm, pd	Fred Bennett, ce	Larry Williams, nd
WAIR 1937	1340 250	Radio Winston-Salem First St. at Stratford Rd. 2-1133	ABC Burn-Smith	John S. Riggs, p F. Robert Greene, sec-treas Wally Voigt, gm	Larry Patrick, pd Lee Baine, pmm Lee King, ce	Paul Mason, nd Jimmy Wynne, sd
WAIR-FM 1947	Ch. 226 (B) 93.1mc 34kw					
WSJS 1930 WSJS-TV	600 5,000 DA-2	Piedmont Publishing Co. 419-421 N. Spruce St. 5-2311	NBC Headley-Reed	Gordon Gray, p Harold Essex, vp, gm Harry B. Shaw, slm	John Comas, prog mgr Jean Isenhower, pmm Phil Hedrick, opr mgr	F. O. Carver, nd Harvey Dinkins, fd Max Ulrich, sd
WSJS-FM 1947	Ch. 281 (B) 104.1mc 41.8kw					
WTOB 1947 WTOB-TV	1380 5,000-D 1,000-N DA-N	Winston-Salem Bcstg. Co. Inc. 300 S. Stratford Rd. 3-4353	CBS MBS H-R Reps.	James W. Coan, p John G. Johnson, gm Charles W. Brunt, cm	John E. Miller, pd, fd Tracy Lounsbury, pmm James H. Hoke, ce	George Thomas, nd Owen Spann, sd

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NORTH DAKOTA

MARKET DATA BY COUNTIES

County	Population 1950	Radio		Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Passenger Cars 1954	County	Population 1950	Radio		Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Passenger Cars 1954
		Families July 1955	July 1955							Families July 1955	July 1955				
Adams	4,910	1,200	\$ 5,606	\$ 1,105	\$ 86	1,584	Morton	19,295	5,100	21,980	3,902	499	6,700		
Barnes	16,884	4,300	17,088	3,134	308	5,713	Mountrail	9,418	2,400	10,629	1,752	298	3,542		
Benson	10,675	2,300	5,589	1,357	102	2,855	Nelson	8,090	1,800	8,170	1,046	171	2,594		
Billings	1,777	500	170	65	...	474	Oliver	3,091	500	767	227	30	689		
Bottineau	12,140	3,000	10,944	2,001	275	3,859	Pembina	13,990	3,400	13,355	2,354	201	4,361		
Bowman	4,001	1,000	6,590	1,411	213	1,491	Pierce	8,326	2,000	7,809	1,282	88	2,565		
Burke	6,621	1,700	5,282	1,271	153	2,279	Ramsey	14,373	3,400	19,704	2,995	344	4,651		
Burleigh	25,673	7,700	50,579	6,304	1,459	9,871	Ransom	8,876	2,200	8,620	1,395	155	3,117		
Cass	58,877	17,500	91,113	11,070	2,791	20,272	Renville	5,405	1,500	4,869	1,305	79	1,765		
Cavalier	11,840	2,600	8,877	1,430	155	3,415	Richland	19,865	5,100	20,400	2,833	344	6,239		
Dickey	9,121	2,400	9,062	1,339	243	2,779	Rolette	11,102	2,100	6,862	1,424	176	2,526		
Divide	5,967	1,300	5,991	908	139	2,240	Sargent	7,616	1,700	4,443	966	37	2,325		
Dunn	7,212	1,600	3,990	746	79	1,885	Sheridan	5,253	1,200	3,260	500	79	1,383		
Eddy	5,372	1,200	5,521	827	133	1,672	Sioux	3,696	500	1,150	468	31	710		
Emmons	9,715	2,000	7,372	1,403	39	2,630	Slope	2,315	500	478	166	...	670		
Foster	5,337	1,500	7,130	1,292	87	1,879	Stark	16,137	3,800	22,404	2,919	551	5,350		
Golden Valley	3,499	900	4,109	786	74	1,333	Steele	5,145	1,200	3,930	816	84	1,747		
Grand Forks	39,443	11,400	58,274	8,166	1,086	11,919	Stutsman	24,158	6,400	28,311	4,172	606	7,708		
Grant	7,114	1,500	4,286	761	148	1,923	Towner	6,360	1,300	8,004	1,129	129	2,041		
Griggs	5,460	1,300	4,734	645	74	1,806	Traill	11,359	2,800	11,633	1,906	195	3,941		
Hettinger	7,100	1,700	8,404	1,311	150	2,114	Walsh	18,859	4,500	21,017	2,816	400	6,016		
Kidder	6,168	1,400	3,863	817	75	1,654	Ward	34,782	10,000	55,829	8,674	1,583	11,426		
La Moure	9,498	2,300	9,333	1,548	161	2,905	Wells	10,417	2,500	9,554	1,618	181	3,294		
Logan	6,357	1,300	4,129	523	34	1,808	Williams	16,442	7,900	50,511	8,187	831	8,407		
McHenry	12,556	3,000	10,523	2,571	214	3,729									
McIntosh	7,590	1,600	7,440	1,388	79	2,397									
McKenzie	6,849	1,700	5,860	1,159	150	2,223									
McLean	18,824	5,100	19,568	5,273	548	6,186									
Mercer	8,686	2,000	7,133	1,723	160	2,636									

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

DIRECTORY OF AM AND FM STATIONS

BISMARCK

(Burleigh County)

KFYR 1925 KYFR-TV DA-N	550 5,000 DA-N	Meyer Bcstg. Co. 200½ Fourth St.	NBC Blair	Mrs. P. J. Meyer, p F. E. Fitzsimonds, evp William Ekberg, gm	R. W. MacLeod, opr mgr Donald McLean, pd Jack Swenson, pmm & nd	Ivan Nelson, ce Doug Anderson, sd
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DEVILS LAKE

(Ramsey County)

KDLR 1925	1240 250	KDLR Inc. 1025 3rd St. 1090	MBS KBS Great Northern Bcstg. Sys. Holman	Bert Wick, p, gm Paul R. Lange, cm	Wilbur Clemenson, pd Norman Buckner, pmm, sd	Richard Moritz, ce Jerry Regnier, nd
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DICKINSON

(Stark County)

KDIX 1947	1230 250	Dickinson Radio Association 119 2nd Ave. W. 4113	KBS Holman	P. J. Weir, p Orville F. Burda, gm, pmm Eugene A. Spear, cm	Lauren Haacke, pd Benjamin Lockerd, ce Warren Vrana, nd	Karleton R. Johnson, fd Robert J. Weiler, sd Beatrice A. Spear, wd
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FARGO

(Cass County)

KFGO 1948	790 5,000 DA-N	Northern States Bcstg. Co. 421½ N. P. Ave. 2-3291	ABC Gill-Perna	W. R. Haggart, p Charles G. Burke, gm, cm, pmm	Chuck Davis, pd, nd Lorne Lorentz, trans eng Norris Pederson, studio eng	Tom Torrance, fd Don Franch, sd Verna Newell, wd
*KFNW 1955	900 1,000-D	Northwestern Schools, Bible College, College of Arts, Theological Seminary (See Moorhead, Minn. listing)		Richard A. Elvec, p		
KVOX 1937	1280 1,000					
WDAY 1922	970 5,000	WDAY Inc. American Life Bldg. 2-3371	NBC Northwest Net. Free & Peters	E. C. Reineke, p Tom Barnes, gm Jack Dunn, sm Bill Burn, slm	Ernie Brevik, pd Roy Pedersen, pmm Julius Hetland, tech dir	Juline Savold, ce Norm Schrader, nd Bill Weaver, sd
WDAY-TV	DA-N					

GRAND FORKS

(Grand Forks County)

*KFJM 1923	1440 1,000-D 500-N ST-KILO	University of North Dakota University Station 4-6141		George W. Starcher, p	Myron M. Curry, dir	Arnold Petrich, ce
KILO 1941	1440 1,000-D 500-N ST-KFJM	Grand Forks Herald Inc. First Natl. Bank Bldg. 4-5321	CBS Everett- McKinney O'Connell	M. M. Oppegard, p Herman Livingston, gm, cm John H. Doyle, pd, nd	Arnold F. Petrich, ce William Rendell, fd	Ed Bohnhoff, sd Dorothy Ann Kirk, wd
KNOX 1947	1310 5,000	Community Radio Corp. P. O. Box 1110 4-4611	MBS Great Northern Rambeau Bulmer & Johnson	Carroll E. Day, p Jack French, mgr, sd Robert C. Lukkason, cm, slm	John Dark, pd Don DeKrey, pmm Dave Chumley, ce	Charles K. Bundlie, nd, fd Beverly Ford, wd
KNOX-TV	DA-N					

HETTINGER

(Adams County)

KNDC 1954	1490 250	Hettinger Bcstg. Co. 547	Upper Midwest	T. G. Barclay, p Les Kleven, gm, fd Roger Rien, pd	I. R. Kolladecheck, ce Warren Papke, nd	Tommy Clement, sd Becky Beckman, wd
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JAMESTOWN

(Stutsman County)

KEYJ 1954	1400 250	James River Bcstg. Co. P. O. Box 1170 1400	MBS KBS	Robert E. Ingstad, p Alfred G. Berry, sta dir	Robert L. Richardson, cm, sd Newell C. Grant, pd, pmm	Robert Jensen, ce
KSJB 1937	600 5,000 DA-1	North Dakota Bcstg. Co. Inc. 429 2nd St., S.W. 1600	CBS Dakota Net. Weed	John W. Boler, p Robert E. Bausman, gm S. S. Ingersol, slm	Donald Kingsley, pd Harvey Van Erem, ce	Frank Keisa, nd Werdna Ingersol, wd

MANDAN

(Morton County)

KGCU 1922	1270 1,000-D 250-N	Mandan Radio Association Inc. 200 3rd Ave. N.W. 561	MBS Gill-Perna	W. S. Russell, p Paul C. Gussner, gm John Z. Miller, cm DeLores Vetter, pd	M. Bushee, prod dir Raymond Barnett, ce Roger Lockbeam, nd	Ken Eychaner, fd Pat E. Phillips, sd Marian Assel, wd
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MINOT

(Ward County)

KCJB 1950 KCJB-TV	910 1,000 DA-N	North Dakota Bcstg. Co. Inc. 15 A. W. Central Ave. 51-161	CBS Dakota Radio Net. Weed	John W. Boler, p, gm Chester Rietan, cm, fd Ann Hennes, pd	Joseph Main, ce William Johnson, nd	Rodney Romaine, sd Cis Hadley, wd
KLPM 1929	1390 5,000-D 1,000-N	Minot Bcstg. Co. Fair Block 41-146	MBS Great Northern Walker Gill-Perna	John B. Cooley, ptrn, gm C. W. Baker, ptrn, sm, ce Leslie E. Maupin, ptrn, slm, pd	Ken Knutson, nd E. H. Cooley, fd	Russ Smith, sd Rosella Kounovsky, wd

VALLEY CITY

(Barnes County)

KOVC 1936	1490 250	KOVC Inc. 135 Central Ave. So. 1490	MBS Great Northern	Robert E. Ingstad, p, gm, cm, nd	Russ Kaber, pd, sd Charles Sjostrom, ce	Larry Iverson, fd Mary Jean Ingstad, wd
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WAHPETON

(Richland County)

KBMW 1948	1450 250	(See Breckenridge, Minn., listing)				
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WILLISTON

(Williams County)

KEYZ 1948	1450 250	Charles L. Scofield P. O. Box 1240 3-3911		Charles L. Scofield, p, gm Willard L. Holter, cm, pm Robert A. Foster, ce	Jack McGeehan, nd Don Hotchkiss, fd	Bob Miller, sd Jackie Smith, wd
KGCX 1926	1480 5,000	(See Sidney, Mont., listing)				

MARKET DATA BY COUNTIES

County	Population 1950	Radio				Passenger		County	Population 1950	Radio				Passenger	
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954	Cars 1954			Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954	
Adams	20,499	6,100	\$ 15,202	\$ 3,158	\$ 343	6,111	Lorain	148,162	46,700	183,542	51,934	5,180	60,491		
Allen	88,183	28,200	111,238	25,368	2,418	32,217	Lucas	395,551	126,700	551,358	133,956	16,426	147,822		
Ashland	33,040	10,700	37,985	8,384	856	13,085	Madison	22,300	6,000	34,756	6,306	703	7,507		
Ashtabula	78,695	25,200	95,486	23,986	2,332	30,875	Mahoning	257,629	78,300	313,005	83,316	6,884	85,707		
Athens	45,839	12,000	36,657	8,624	866	12,019	Marion	49,959	16,500	63,633	15,079	1,622	18,807		
Auglaize	30,637	9,700	35,863	7,757	497	11,779	Medina	40,417	13,000	49,706	11,046	1,152	17,642		
Belmont	87,740	25,600	62,345	21,729	1,129	22,924	Meigs	23,227	6,800	17,818	4,121	429	6,281		
Brown	22,221	6,800	18,232	3,944	329	7,346	Mercer	28,311	8,500	33,921	5,712	420	10,521		
Butler	147,203	45,500	194,710	53,792	4,860	55,579	Miami	61,309	20,100	75,818	19,254	2,008	24,221		
Carroll	19,039	5,600	13,138	2,840	186	6,225	Monroe	15,362	4,200	7,341	1,413	76	3,861		
Champaign	26,793	8,400	26,552	5,740	639	10,077	Montgomery	398,441	128,500	535,189	131,212	19,329	155,141		
Clark	111,661	35,500	126,115	29,938	3,665	39,770	Morgan	12,836	3,900	9,285	1,856	157	3,871		
Clermont	42,182	12,600	44,343	13,166	1,010	17,071	Morrow	17,168	5,100	12,570	2,786	181	6,331		
Clinton	25,572	8,100	37,147	7,984	506	9,940	Muskingum	74,535	23,100	71,429	16,154	2,063	24,211		
Columbiana	93,920	31,000	106,591	27,954	2,796	32,345	Noble	11,750	3,300	7,986	1,310	90	3,281		
Coshocton	31,141	9,900	30,073	6,672	720	10,425	Ottawa	29,469	9,400	34,838	9,122	549	12,611		
Crawford	38,733	12,600	48,418	11,742	1,016	15,740	Paulding	15,047	4,500	11,159	2,867	204	5,701		
Cuyahoga	1,389,532	440,000	1,907,682	514,989	62,915	506,683	Perry	28,999	8,300	18,592	5,984	344	8,511		
Darke	41,799	12,900	50,557	9,983	835	15,969	Pickaway	29,352	7,600	30,843	6,593	501	9,831		
Defiance	25,925	8,200	34,919	7,838	718	10,399	Pike	14,607	5,800	22,664	5,372	134	10,971		
Delaware	30,278	8,900	30,777	6,577	435	11,409	Portage	63,954	19,300	75,169	20,402	1,855	24,811		
Erie	52,565	17,000	66,890	17,595	2,421	20,694	Preble	27,081	8,400	21,694	4,991	392	10,751		
Fairfield	52,130	16,300	48,153	12,141	1,457	20,159	Putnam	25,248	7,300	23,707	4,446	320	9,291		
Fayette	22,554	7,200	26,307	5,355	429	8,168	Richland	91,305	28,900	115,190	24,809	2,551	35,807		
Franklin	503,410	160,000	663,309	146,369	21,118	195,774	Ross	54,424	15,600	59,808	15,651	1,665	18,561		
Fulton	25,580	8,000	35,608	7,610	677	10,275	Sandusky	46,114	15,300	54,904	11,841	1,033	19,111		
Gallia	24,910	6,300	16,129	3,649	273	6,331	Scioto	82,910	27,600	94,062	24,583	2,374	28,901		
Geauga	26,646	7,600	29,501	7,771	456	11,989	Seneca	52,978	16,400	57,216	12,624	1,265	19,911		
Greene	58,892	19,200	61,733	14,234	2,054	23,836	Shelby	28,488	8,700	28,275	7,557	570	11,411		
Guernsey	38,452	11,200	31,579	7,773	574	10,582	Stark	283,194	87,600	333,731	84,523	7,913	102,951		
Hamilton	723,852	238,400	890,713	249,095	28,926	228,477	Summit	410,032	131,500	522,612	137,926	14,167	155,551		
Hancock	44,280	15,000	54,275	11,797	1,141	18,159	Trumbull	158,915	48,700	167,031	47,862	3,643	61,661		
Hardin	28,673	8,800	25,294	6,019	628	10,186	Tuscarawas	70,320	22,000	72,569	19,960	1,861	24,721		
Harrison	19,054	5,700	14,389	5,019	188	5,882	Union	20,687	6,400	18,686	3,566	362	7,651		
Henry	22,423	6,800	25,201	5,148	492	8,779	Van Wert	26,971	8,800	28,197	6,491	490	10,291		
Highland	28,188	9,100	29,529	7,207	463	9,996	Vinton	10,759	2,600	4,235	1,718	69	2,831		
Hocking	19,520	5,300	15,969	4,397	357	6,218	Warren	38,505	11,700	42,642	10,586	933	17,021		
Holmes	18,760	4,300	11,930	2,102	227	4,621	Washington	44,407	13,600	37,191	8,990	758	15,261		
Huron	39,353	12,500	48,804	13,004	2,239	15,393	Wayne	58,716	17,100	75,308	15,173	1,625	21,711		
Jackson	27,767	8,000	28,041	7,248	528	8,984	Williams	26,202	8,600	32,194	7,474	654	10,911		
Jefferson	96,495	27,200	94,184	26,896	2,295	26,686	Wood	59,606	18,000	57,977	16,040	1,358	22,841		
Knox	35,287	11,100	42,278	10,024	881	12,819	Wyandot	19,783	6,200	18,273	4,039	396	7,611		
Lake	75,979	25,700	100,105	28,814	2,537	38,777									
Lawrence	49,115	13,800	36,414	10,307	623	13,911									
Licking	70,645	22,800	79,127	19,698	1,648	27,560									
Logan	31,329	10,300	39,869	8,580	641	12,107									

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

IN AKRON...

WAKR 1st

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IN LOCAL AND NATIONAL SALES

RADIO-TELEVISION CENTER

853 Copley Road — Akron 20, Ohio

Men Who Know Akron Best*

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- *Leading
- DEPARTMENT STORES
- SUPER MARKETS
- BANKS
- AUTO DEALERS
- AND OTHERS

"WACKER"
The LEADER

DIRECTORY OF AM AND FM STATIONS

City County Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
AKRON <i>(Summit County)</i>				
WADC 1925	1350 5,000 DA-1	Allen T. Simmons Inc. Corner Main & Mill Jefferson 5-8165	CBS Hollingbery	Allen T. Simmons, p, gm Robert B. Wilson, cm, asst mgr
WAKR 1940 WAKR-TV	1590 5,000 DA-N	Summit Radio Corp. 853 Copley Rd. (20) Portage 2-8811	ABC Weed	S. Bernard Berk, p Roger G. Berk, vp, gm Kenneth M. Keegan, vp, sls dir
WAKR-FM 1947	Ch. 248 (B) 97.5mc 4.4kw			Harold Hageman, pd, nd, fd Mary Jo Stasell, pmm Arnold Bock, ce
WCUE 1950	1150 1,000-D DA-D	Akron Bestg. Corp. 41 S. Main (8) Franklin 6-7114	Pearson	Jack Clifton, pd Rick Reighard, prod mgr Jean Elliott, pmm, wd
WHKK 1945	640 1,000 DA-1 L-KFI	WHKK Bestg. Co. 51 W. State St. Blackstone 3-7101	MBS Bolling	Henry Niederkofer, ce Chet Trouten, nd
ALLIANCE <i>(Stark County)</i>				
WFAH 1953	1310 1,000-D DA-D	Review Publishing Co. 2720 S. Union Ave. 1-5345	Rambeau	D. A. Peterson Robert A. Gates, cm
WFAH-FM 1947	Ch. 269 (A) 101.7mc 1kw			Edward D. Krahling, pd, sd Gene Peterman, ce

Data corrected to Dec. 15, 1955. If executives or services for FM are same as AM affiliate, names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

OHIO'S 4th MARKET

be our guest...

Better use our ladder, when Ohio's 4th market is the plum you're after. Better check our top ratings... better get tuned to our music... better learn about "Contact", our live-wire news service. WCUE's mobile broadcast unit takes the neighbors to the scene of the news. It cruises the city and speeds down the highways, never misses a thing. When you're reaching for our particular sugarplum market... use our ladder, be our guest!

WCUE
Akron's only independent — we're home folks
TIM ELLIOT, President

John E. Pearson Co., Notional Representatives

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	
ASHLAND (Ashland County)							
	WATG 1947	1340 250	Ashland Bcstg. Corp. Route 42, Mansfield Rd. 2-1573	McGillvra	R. S. Burke, p Donald Holzappel, gm Harlan Cook Jr., cm	Charles Kilkenny, pd, nd Donald Holzappel, ce Don Coffman, fd	Wayne Byers, sd Cathy Donges, wd
	WATG-FM 1947	Ch. 267 (B) 101.3mc 10.2kw					
ASHTABULA (Ashtabula County)							
	WICA 1937	970 5,000-D	WICA Inc. 32-126	Everett-McKinney	D. C. Rowley, p J. Colin, gm D. W. Fassett, sm Vernon Webster, cm	John Strasen, pd Lawrence Gerrity, pmm Frank Bernato, ce Gary Wilson, nd	Charles Mandrake, fd Andy Holecko, sd Arlene Klamer, wd
	WICA-TV	1,000-N DA-2					
	WICA-FM 1949	Ch. 279 (B) 103.7mc 40kw					
ATHENS (Athens County)							
	WATH 1950	970 1,000-D	Radio Athens P. O. Box 527 3-1587	Continental	A. V. Kovlan, o, gm, ce John Kerr, cm George Charles, pd	William Harding, nd Ted Covert, fd	John Foley, sd Claudia Bolin, wd
BELLAIRE (Belmont County)							
	WTRX 1947	1290 1,000-D	WTRX Inc. Woodmont 1515	MBS	Walter Patterson, p Edwin R. Huse, vp Franklin R. Curtis, mgng dir	Paul Howard, pd, fd William Greaver, pmm George T. Cowen, ce	George Diab, nd, sd Joanne Dunn, wd
	WTRX-FM 1947	Ch. 267 (A) 100.5mc 9kw					
BELLEFONTAINE (Logan County)							
	WOHP 1952	1390 500-D	Lake Erie Radio & Tv Corp. E. Sandusky St. 2-5796		Theodore Nelson, p R. K. Wood, gm, cm	Kenneth Arnold, ce	Nina Lewis, nd
BOWLING GREEN (Wood County)							
	WWBG 1954	730 250-D DA-D	Howard R. Ward P. O. Box 105 3-8021		Howard R. Ward, p, gm Gene Robinson, pd	Roy Gallagher, ce John C. Dunn, nd, fd	Alma Vriesen, wd
CAMBRIDGE (Guernsey County)							
	WILE 1948	1270 1,000-D	Land O'Lakes Bcstg. Corp. 917 Beatty Ave. 4-5605	KBS	Howard A. Donahoe, o, p, gm Bruce Meighen, cm	David C. Lorimer, pd, pmm, nd	Harold Black, ce Bill Robinson, sd
CAMPBELL (Mahoning County)							
	WHOT 1955	1570 250-D	Myron Jones 401 N. Blaine Youngstown 8, Ohio Riverside 6-8464	Forjoe	Myron Jones, o William Fleckenstein, gm, ce	Louis Skelly, cm Ben Fearless, pd	Joe Hodak, pmm Dick Biondi, nd, sd
CANTON (Stark County)							
	WAND 1947	900 500-D	P. C. Wilson 106 High Ave., N.W. Glendale 6-8396	Best	P. C. Wilson, p, cm James Wilson, gm, pd	Joseph Kish, pmm, tech dir Ronald Baker, ce	Albert Gill, nd, sd Anita Lynch, wd
	WCMW 1946	1060 1,000-D	Stark Bcstg. Corp. Hills & Dales Rd. N.W. Glendale 5-9475	Burke-Stuart	S. L. Huffman, p Clark L. Dozer, mgr Jack R. Hale, cm	Denny I. Dever, pd, pmm, fd William Waechter, ce	Eugene Dillon, nd, sd Louise Caghan, wd
	WHBC 1925	1480 5,000 DA-N	Ohio Bcstg. Co. 550 S. Market St. Glendale 6-7166	ABC Venard, Rintoul & McConnell	Eugene Carr, p Robert C. Fehlman, gm Paul E. Gilmor, cm Lee Atwell, pd	Nancy Schneider, pmm Robert Green, ce Al Frances, nd	Bob Krahling, fd Jim Muzzy, sd Carol Adams, wd
	WHBC-FM 1948	Ch. 231 (B) 94.1mc 15kw					
CHILLICOTHE (Ross County)							
	WBEX 1947	1490 250	Shawnee Bcstg. Co. Inc. P. O. Box 244 3-2244	ABC Grant	Truman A. Morris, p Lew Wagner, mgr	George Evangelow, ce Al Batteiger, nd	Betty Knab, wd
CINCINNATI (Hamilton County)							
	WCIN 1953	1480 1,000-D	Rounsaville of Cin- cinnati Inc. 3301 Beekman St Mulberry 1-7600	Gill-Perna Dora-Clayton	Robert W. Rounsaville, p Lee Smith, mgng dir Ralph B. Johnson, gm Bernard M. Dabney Jr., cm	Larry Dean Faulkner, pd George N. White, pmm Joe E. McCormack, ce	Herman K. Griffith, nd Tom Knox, sd Evelyn Foy, wd
	WQXN (TV) (CP)	DA-D					
	WCKY 1929	1530 50,000 DA-N	L. B. Wilson Inc. Hotel Gibson Cherry 1-6565	Welstead	C. H. Topmiller, gm, ce Thomas A. Welstead, vp Robert M. Fleming, pmm	John Murphy, nd Marty Roberts, fd	Paul Sommerkamp, sd DelVina Wheeldon, wd

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

CINCINNATI (Cont.)

WCPO 1928 WCPO-TV	1230 250	Scripps-Howard Radio Inc. 2345 Symmes St. (6) Capitol 1-0777	MBS Blair	Jack R. Howard, p M. C. Watters, gm Colin Male, sta dir	Bill Dawes, pd Robert Rietman, slm	Paul Adams, ce Jack Fogarty, nd, fd
WCPO-FM 1949	Ch. 286 (B) 105.1mc 12.5kw					
WKRC 1924 WKRC-TV	550 5,000-D 1,000-N DA-2	Radio Cincinnati Inc. Hotel Alms Woodburn 1-0550	CBS Katz	Hulbert Taft Jr., p David G. Taft, evp Hubbard Hood, gm Herb Heilbrun, loc slm	Kenneth W. Church, natl slm Ed Kennedy, pd, sd John J. Walsh, prom dir	George Wilson, eng dir Tom McCarthy, nd, fd Jana Demas, wd
WKRC-FM 1947	Ch. 270 (B) 101.9mc 15.5kw					
WLW 1922 WLWT (TV)	700 50,000	Crosley Bcstg. Corp. 140 W. 9th St. (2) Cherry 1-1822	NBC Crosley Sales NBC Spot Sales	James D. Shouse, chmn of bd Robert E. Dunville, p, gm Ward L. Quaal, vp, asst gm R. J. Rockwell, vp, eng dir	Kieran T. Murphy, vp, treas Harry Mason Smith, vp in chg of sls Gilbert Kingsbury, vp in chg of pub rel	Chester Herman, pd Robert Miller, fd Terry Flynn, nd Robert H. Kimball, pm m
WSAI 1923	1380 5,000 DA-N	Gordon Bcstg. Co. Hotel Sinton Main 1-1068	ABC Weed	Sherwood R. Gordon, p, gm Paul Jones, pd Lu Bassett, natl slm Harold O. Parry, loc slm	Arthur Plaut, pmm Jonas E. Heiser, ce Bill Robbins, nd	Tommy Morgan, fd Dick Baker, sd Carolyn Watts, wd
WSAI-FM 1955	Ch. 274 (B) 102.7mc 14.7kw					

CLEVELAND

(Cuyahoga County)

KYW 1923 KYW-TV	1100 50,000	Westinghouse Bcstg. Co. 815 Superior Ave. Cherry 1-0942	NBC Free & Peters	Donald H. McGannon, p Rolland V. Tooke, vp	Gordon Davis, gm John McIntosh Jr., slm	Howard Spiller, tech oper sup John V. Hanrahan, pmm
KYW-FM 1948	Ch. 289 (B) 105.7mc 14kw					
WDOK 1950	1280 5,000 DA-2	Civic Bcstrs. Inc. 1515 Euclid Ave. Main 1-2890	H-R Reps.	R. Morris Pierce, p Frederick C. Wolf, asst to p, treas	Ralph E. Quay, asst mgr Leonard Auerbach, pnm Clifford Ormston, ce	Van Lane, sd Dorothy Mallin, wd
WDOK-FM 1954	Ch. 271 (B) 102.1mc 9.4kw					
WERE 1948 WERE-TV (CP)	1300 5,000 DA-1	Cleveland Bcstg. Inc. 1501 Euclid Ave. Superior 1-9600	Venard, Rintoul & McConnell	Ray T. Miller, p Richard M. Klaus, gm Charles A. Dunbar, cm	Ed Stevens, pd, pmm Harry Dennis, ce Wayne Johnson, nd	Jerry Bowman, fd Louise Winslow, wd
WERE-FM 1947	Ch. 258 (B) 98.5mc 20kw					

THE RADIO STATION THAT SELLS CINCINNATI!

WSAI

1ST FOR MUSIC!
1ST FOR NEWS!
1ST FOR SPORTS!

WSAI-Radio's cost-per-thousand story will amaze you!
WSAI-Radio's rating story will astound you!
WSAI-Radio's acceptance story will convince you that WSAI is the station you *must* buy to *sell* Cincinnati.

IN CINCINNATI...
EVERYBODY LOVES
wsai

GORDON
BROADCASTING CO.
Sherwood R. Gordon,
President and
General Manager
Nat'l. Representatives
WEED



THE NEW SOUND IN CINCINNATI HAS A CASH REGISTER RING

CLEVELAND (Cont.)

WGAR 1930	1220 50,000 DA-1	Peoples Bestg. Co. Hotel Statler Prospect 1-0200	CBS Christal	Murray D. Lincoln, p Carl E. George, gm Robert B. Forker, cm	Robert Smiley, pd Donald McCollister, co-ce Lloyd Wingard, co-ce	Charles Day, nd Bill McColgan, sd Ruth Allen, wd
WGAR-FM 1952	Ch. 258 (B) 99.5mc 31kw					
WHK 1921 WHK-TV (CP)	1420 5,000 DA-N	Forest City Publishing Co. 5000 Euclid Ave. Express 1-5000	MBS Headley-Reed	Sterling E. Graham, p Kenneth K. Hackathorn, gm William K. Brusman, cm	Leslie F. Biebl, pd John Wyman, pmm Ralph H. DeLany, ce	Jack Pluntze, nd Ken Coleman, sd Eleanor Hanson Sands, wd
WHK-FM 1947	Ch. 264 (B) 100.7mc 11.5kw					
WJMO 1947	1540 1,000-D	Friendly Bestg. Co. 2157 Euclid Ave. Superior 1-4424	United Bestg. Co.	Richard Eaton, p Arthur A. Snowberger, evp	C. C. Courtney, vp, cm	Paul Nakel, sm
WJW 1943 WXEL (TV)	850 5,000 DA-1	Storer Bestg. Co. 1375 Euclid Ave. Superior 1-0101	ABC Katz	George B. Storer Sr., p John D. Kelly, gm, cm Charles V. Hunter, slm	Bruce MacDonald, pd Peter Lee, pmm Harold Brinkman, ce	Tom Carson, nd, sd Danny Ford, fd Jane Stevens, wd
WJW-FM 1948	Ch. 281 (B) 104.1mc 2.8kw					
WSRS 1947	1490 250	WSRS Inc. 2156 Lee Rd. Cleveland 18 Erievuew 1-2005	Pearson	Samuel R. Sague, p, gm B. W. Sague, vp George W. Bickford, sec- treas	Norman V. Bergholm, exec dir, sls and oper Ramon J. Stoupal, pmm	Milo Townes, pd Robert Leedham, ce
WSRS-FM 1947	Ch. 237 (A) 95.3mc 1kw					

COLUMBUS

(Franklin County)

WBNS 1924 WBNS-TV	1460 5,000-D 1,000-N DA-N	Radio Ohio Inc. 33 N. High St. Capital 4-9265	CBS Blair	R. A. Borel, gm W. I. Orr, cm Geer Parkinson, pd	Jim Yerian, pmm Lester H. Naizger, ce Chet Long, nd	Bill Zipf, fd Fern Sharp, wd
WCOL 1922	1230 250	Air Trails Inc. 22 S. Young St Capital 1-4581	ABC Air Trails Net. H-R Reps.	Charles Sawyer, p J. P. Williams, evp William H. Spencer, vp, sm, cm	J. O. MacFarlane, pd Harold E. Beard, ce Walter Furniss, nd	Cliff Oliver, fd Bill Mnich, sd Sarah Bingham, wd
WCOL-FM 1947	Ch. 222 (B) 92.3mc 24.5kw					
*WOSU 1919 WOSU-TV (CP)	820 5,000 L-WRRA- WBAP	Ohio State University Axminister 9-3148		Howard L. Bevis, p Robert C. Higgy, dir, gm, ce William H. Ewing, prog sup	William G. Wilcox, pub rel dir G. Robert Holsinger, nd	Arthur Smith, fd Lester Spencer, sd Mary Zinn, wd
WOSU-FM 1949	Ch. 209 (E) 89.7mc 14kw					
WRFD 1947	880 5,000-D	(See Worthington for listing)				
WTVN 1924 WTVN-TV	610 5,000 DA-N	Radio Columbus Inc. 22 E. Gay St. Capital 4-1271	MBS Katz	Hulbert Taft Jr., p Byron Taggart, gm Samuel T. Johnston, gen slm Kenneth W. Church, natl slm	Robert Adkins, pd Dan Ries, pmm William T. Hansher, ce	Best Stille, nd Joe Hill, sd Nita Hutch, wd
WVKO 1951	1580 1,000-D DA-D	Skyway Bestg. Corp. 274 S. Third St. Capital 1-5247	Buckeye Forjoe	Colonel Gustav Hirsch, p Bertran Charles, gm Wm. Selander, cm	Bert Charles, pd Marjorie White, pmm, wd J. William Hammett, ce	John Terry, nd Robert Howard, sd
WVKO-FM 1948	Ch. 234 (B) 94.7mc 52kw					

RADIO W S R S

GREATER CLEVELAND'S

NUMBER 1 STATION

COSHOCTON

(Coshocton County)

WTNS 1947	1560 1,000-D	Coshocton Bestg. Co. 114 N. 6th St. 1560		Bruce Wallace, p, gm James T. Sigman, cm Stanley C. Robinson, pd, nd, sd	Carl T. Speaks, pmm Elmer C. Moravecky, ce	Bill Du Bois, fd Joellen Du Bois, wd
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DAYTON

(Montgomery County)

WAVI 1947	1210 250-D	WAVI Bestg. Corp. 1428 Cincinnati St. Hemlock 1291	Gill-Perna	H. K. Crowl, p, gm Kenneth D. Caywood, cm, pmm	Arthur Burnham, pd Vernon B. Yeich, ce	Jack Peysner, nd, fd, sd
WHIO 1935 WHIO-TV	1290 5,000 DA-N	Miami Valley Bestg. Corp. 1414 Wilmington Ave. Madison 6581	CBS Hollingbery	James M. Cox Jr., p Robert H. Moody, gm Harvey R. Young Jr., asst gm in chg of sls	Wade H. Alley, pd Chuck Gay, prom dir Ernest L. Adams, ce Fred Brophy, nd	Ken Honeyman, fd Lou Emm, sd Madeline Wise, wd
WHIO-FM 1935	Ch. 256 (B) 99.1mc 19ktw					
WING 1924	1410 5,000 DA-N	Great Trails Bestg. Co. 121 N. Main St. Hemlock 3773	ABC Air Trials Net. H-R Reps.	Charles Sawyer, p J. P. Williams, evp, gm Alexander Buchan, vp	Jack Wymer, sm Larry Marker, pmm Howard Ryan, ce	Jack Zeigin, nd, fd Bill Kehl, sd Sue Schuer, wd
WONE 1949 WIFE (TV) (CP)	980 5,000 DA-2	Skyland Bestg. Corp. 380 W. First St. Michigan 6501	Headley-Reed	Ronald B. Woodyard, p C. J. Thornquest, natl slm Louis G. Froelich, cm	Dorothy Tatum, pd, pmm Stanley A. Beck, ce	George Young, nd Ruth Wunder, wd

DEFIANCE

(Defiance County)

WONW 1948	1280 500 DA-N	Tri-State Bestg. Co. P. O. Box 303 3-2226	Devney	R. W. Crowell, p Glenn R. Thayer, vp, gm	Paul R. Murphy, pd	William Dommer, sd
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DOVER

(Tuscarawas County)

WJER 1950	1450 250	Dover Bestg. Co. Inc. 210 Boulevard 4-2126	KBS	Agnes J. Reeves Greer, p W. B. Steis, gm John C. Needs, cm	Bill Burton, pd, pmm Don Graff, ce Rex Ridenour, nd, sd	Blake Gerber, fd Sally Drew, wd
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EAST LIVERPOOL

(Columbiana County)

WOHI 1949	1490 250	East Liverpool Bestg. Co. P. O. Box 760 Fulton 5-1490	ABC	Richard V. Beatty, p Robert E. Metcalfe, gm George T. Farrell, cm, pmm	James Lowery Jr., pd, nd, sd George T. Kelly, ce	Michael Turk, fd Constance Bingham, wd
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WBNS radio reports:

MOST LISTENERS . . . WHERE MOST IS SPENT

Again we PROVE WBNS Radio not only has the most listeners, IT HAS THESE LISTENERS WHERE MOST DOLLARS ARE SPENT!

Each year, WBNS sponsors the Fall Festival . . . it's our own "pulse" which shows us where our listeners are. WBNS personalities offer inexpensive giveaways for six days. This year we heard from 22,246 listeners, an increase of 70% over last year.

And the pattern shows . . . 17,311 replies from Columbus alone. Seventy-eight per cent came from the big spending area in Central Ohio, where retail sales far exceed the surrounding counties.

This proves our year-long pitch: WBNS sells action, not acres . . . WBNS sells quality listenership, not just quantity. We have twice as many listeners as the next station, and we've got them where MOST MONEY IS SPENT!

More than ever . . .

. . . When Central Ohio is your market

. . . WBNS Radio is a must.

CBS for CENTRAL OHIO



City County Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	
ELYRIA (Lorain County)						
WEOL 1948	930 1,000 DA-2	Elyria Lorain Bcstg. Co. 417 E. S. T. Bldg. 2255	Walker	Roy W. Ammel, p Arthur M. Vogel, gm, cm Richard E. Barrett, pd	Douglas H. Lillico, pmm Harold E. Kane, ce Lester R. Clark, nd, sd	Bill Teidrick, fd Peggy Hammel, wd
WEOL-TV (CP)						
WEOL-FM 1948	Ch. 297 (B) 107.3mc 15kw					
FINDLAY (Hancock County)						
WFIN 1941	1330 1,000-D	The Findlay Publishing Co. 101½ W. Sandusky St. 1330	McGillvra	R. L. Heminger, p H. H. Heminger, gm, cm	Jack Douglas, pd Allen P. Dudley, pmm	Edgar C. Smith, ce
WFIN-FM 1948	Ch. 263 (B) 100.5mc 3.2kw					
FOSTORIA (Seneca County)						
WFOB 1952	1430 1,000 DA-2	Seneca Radio Corp. P. O. Box 589 5666	Rambeau	Andrew Emerine, p Melvin L. Murray, gm, sd	Roger V. Wise, cm James R. Paulus, pd, nd	Farrel Elsea, ce Neal Clardy, fd
WFOB-FM 1946	Ch. 244 (A) 96.7mc 1kw					
FREMONT (Sandusky County)						
WFRO 1949	900 500-D DA-D	Wolfe Bcstg. Corp. 905 W. State St. Federal 2-3951	Best	Robert F. Wolfe, p, gm R. C. Force, mgng dir J. W. Kerr, cm, pmm	Frank Swartz, pd Allen C. Kauble, ce	Art Smith, nd, sd Earl Hurst, fd
WFRO-FM 1946	Ch. 257 (A) 99.3mc 1kw					
GALLIPOLIS (Gallia County)						
WJEH 1950	990 250-D	Ohio Valley on the Air Inc. P. O. Box 244 1160	KBS Grant	John E. Halliday, p Marianne B. Campbell, gm William C. Hurley, cm	William M. Watterson Jr., pd, fd Edgar L. Atkins, ce	Dann O. Taber, nd Odie O'Donnell, sd Bess Jones, wd
HAMILTON (Butler County)						
WMOH 1944	1450 250	Fort Hamilton Bcstg. Co. Second Natl. Bank Bldg. 4-6543	Grant	Robert J. Briede, p Robert J. Odson, gm Raymond Motley, cm, sd	Norman Keller, pd Richard Plessinger, ce Ralph Shupe, nd	Ted Richardson, fd Milly Soule, wd
IRONTON (Lawrence County)						
WIRO 1955	1230 250	Iron City Bcstg. Co. Inc. Radio Plaza 360	MBS KBS McGillvra	C. A. Baker, p, ce C. E. McElroy, gm Jack Martin, cm	Hirsch Goldberg, pd, pmm William A. Trowbridge, nd, fd	Joe Bowman, sd Eunice Venz, wd
JACKSON (Jackson County)						
WLMJ 1953	1280 1,000-D	WLMJ Inc. P. O. Box 72 850	Grant	Frances D. Moore, p Don W. Hughes, gm Art Farrar, cm, nd	Jacob Gahm, pd John Wilson, pmm Edward Adkins, ce	Louis Davis, fd Willard Fitzpatrick, sd Mary Farrar, wd
LANCASTER (Fairfield County)						
WHOK 1948	1320 500-D	Hocking Valley Bcstg. Corp. N. Memorial Dr. 4500		Dr. Nelson R. Embrey, p William L. Zimmerman, sm	Charles Houston, ce Ron Johnson, nd, sd	Roy Stingley, fd Eleanor J. Blazer, wd
LIMA (Allen County)						
WIMA 1948	1150 1,000 DA-N	Northwestern Ohio Bcstg. Corp. 223 N. Main St. 3-2660	ABC H-R Reps.	G. E. Hamilton, p R. W. Mack, gm C. B. Heller, cm	Easter Straker, pd, wd Albert Smith, ce Don Sherwood, nd	Bob Fennie, fd Bill Frink, sd
WIMA-FM 1948	Ch. 271 (B) 102.1mc 15.5kw					
MANSFIELD (Richland County)						
WMAN 1939	1400 250	Richland Inc. 144½ Park Ave. W. 4235-6	ABC Venard, Rintoul & McConnell	J. M. O'Hara, p, gm Robert A. James, pd William E. Morrison, ce	Rex Hess, nd Pres Roper, fd	Tom Hamlin, sd Billie Worden, wd
MARIETTA (Washington County)						
WMOA 1946	1490 250	Marietta Bcstg. Co. P. O. Box 201 Frontier 3-7527	MBS McGillvra	R. Sanford Guyer, gm Richard Griffiths, cm Leah Thorla, pd	Sherra Engelhardt, pmm Charles E. Clark, ce Robert L. Guyer, nd	James Mullens, fd Dave Pyles, sd Paula Carr, wd

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

MARION
(Marion County)

WMRN 1940	1490 250	Marion Bcstg. Co. P. O. Box 518 3-1131	ABC	Robert T. Mason, p, gm Arthur L. Martin, cm Madge L. Cooper, pd, wd	Richard Burt, pmm Francis J. Peters, ce Joe Ionne, nd	Charley Might, fd Ed Paulin, sd
WMRN-FM 1953	Ch. 295 (B) 106.9mc 25kw					

MIDDLETOWN
(Butler County)

WPFB 1947	910 1,000-D 100-N	Paul F. Braden 4401 Coles Rd. 2-3625	Webb	Paul F. Braden, p, gm Joseph LeMoyné, cm Ray Iglehart Jr., pd	Charles Reeder, prod mgr Laurace Beckwith, ce Robert Cordray, nd	Warren Johnson, sd Fern Troutvine, wd
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MT. VERNON
(Knox County)

WMVO 1953	1300 500-D DA-D	Mt. Vernon Bcstg. Co. P. O. Box 390 2-0946		Dr. Charles Tramont, p Mrs. Charles Zelkowitz, vp, gm, cm	George Bennett, pd, nd, sd Rudy Maxwell, pmm Royce Woodward, ce	Vern McKinley, fd Ota Morain, wd
WMVO-FM 1951	Ch. 229 (B) 93.7mc 2.9kw					

NEWARK
(Licking County)

WCLT 1949	1430 500-D	Advocate Printing Co. 25 West Main St. Fairfax 4-0071	Meeker	Frank W. Spencer, p Thomas A. Rogers, gm Robert H. Pricer, cm	John Fisher, pd Benjamin E. Windle, ce	Ned C. Stout, nd, fd Arnauld Fleming, sd
WCLT-FM 1947	Ch. 262 (B) 100.3mc 8.5kw					

PAINESVILLE
(Lake County)

WPVL (CP)	1460 500-D	Somerset Bcstg. Co. P. O. Box 231 Somerset, Pa.		T. H. Oppegard, ptrn	Carl R. Lee, ptrn	
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PIQUA
(Miami County)

WPTW 1947	1570 250-D	Miami County Bcstg. Co. Inc. 1625 Covington Ave. 1420	KBS Best	Richard E. Hunt, p, gm R. C. Bupp, sm, pmm, fd, sd	Ken Shroyer, pd Dallas Davis, ce	William C. Fox, nd Minabelle Hutchins, wd
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WMRN grows WITH ITS MARKET IN 15 YEARS

SERVING MORE PEOPLE:

Retail Trade Area	138,014—1940	178,000—1955
Wholesale Trade Area	305,000—1940	500,000—1955

FARM INCOME:

	\$29,721,230—1940
	\$96,803,500—1953
From 13,981 farms, valued at \$252,540,000	
—1952 Country Gentleman Farm Production Market Book	

HAVING MORE INCOME:

Retail Trade	\$12,834,000—1939
	\$64,416,721—1954

SERVED BY WMRN

(and WMRN-FM in 1955) 13 in 1940 **23 in 1955**

FROM INDUSTRIAL EMPLOYMENT

(Marion City Only)	3,914—Jan. 1940
	12,742—June, 1955

INCLUDING FULL-TIME

Resident Staff
and studio in Bucyrus, Ohio (a city of 12,000—16 miles north of transmitter) and WMRN Farms—425 acre livestock—grain producer.

with BANK CLEARINGS

(Marion City only)	\$1,195,783.37—Jan. 1940
	\$61,399,145.00—June, 1955

AM - W M R N - FM MARION, OHIO

A "local" station doing a "regional" job

Serving the Heart of Ohio's Richest Farm Land

CRAWFORD, DELAWARE, HARDIN, MARION, MARROW, UNION, and WYANDOT COUNTIES

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	License Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations
PORTSMOUTH (Scioto County)						
	WNXT 1951	1260 5,000-D 1,000-N DA-2	Portsmouth Bcstg. Co. Masonic Bldg. 2-1961	ABC Everett-McKinney	Marshall Rosene, p, gm, cm Phil Phillips, pd Russell Newman, ce	Harry Smith, nd George Wood, fd Jack Hurst, sd Mary Ellen Thuma, wd
	WPAY 1935	1400 250	Scioto Bcstg. Co. 1009 Gallia St. 3-2111	CBS Venard, Rintoul & McConnell	Eugene Carr, p John T. Baker, pmm	Maurice L. Myers, ce Frank Balmert, nd Mark Spencer, sd Polly Dachler, wd
	WPAY-FM 1948	Ch. 281 (B) 104.1mc 7kw				
SANDUSKY (Erie County)						
	WLEC 1947	1450 250	Lake Erie Bcstg. Co. Cleveland Rd. 5170	MBS Ohio Net. Buckeye	Jay E. Wagner Jr., p, gm Louis E. Mahla, cm Robert Hinners, pd, sd	Jay Leibach, ce Ray Sherman, nd William Brock, fd Nancy Lake, wd
SPRINGFIELD (Clarke County)						
	WAVI 1947		(See Dayton listing)			
	WBLY 1947	1600 1,000-D	Champion City Bcstg. Co. Chamber of Commerce Bldg. FA 3-4676	McGillvra	R. Stanley Lucas, p Robert Yontz, gm	Al Meuleman, cm James Bissey, ce Carl Egbert, ce Mark Hoffman, nd
	WIZE 1940	1340 250	Radio Voice of Springfield Inc. 117 W. High St. Fairfax 3-4955	ABC H-R Reprs.	Charles Sawyer, p John Pattison Williams, evp Alexander Buchan, admin asst	Virginia Bennett, mgr Norman Geron, pd, pmm, fd Victor Bushong, ce Robert Heffner, nd, sd Alice Bahman, wd
STEUBENVILLE (Jefferson County)						
	WSTV 1940	1340 250	WSTV Inc. Exchange Realty Bldg. Atlantic 2-6265	MBS Avery-Knodel	Jack N. Berkman, p John J. Laux, evp, gm Joseph M. Troesch, asst gm	Harry Birrell, pd Bill McClinton, pmm Charles S. Shepherd, ce Scott McMurray, nd Francis Taylor, fd Charles Donley, sd
	WSTV-TV WSTV-FM 1947	Ch. 278 (B) 103.5mc 3.1kw				
TOLEDO (Lucas County)						
	WOHO 1954	1470 1,000 DA-2	Midwestern Bcstg. Co. 2965 Pickle Rd. Lennox 6576	Pearson Mich. Spot Sales	Ford R. Weber, p Russell A. Gohring, vp, gm William C. Wester, cm	Paul L. King, pd, nd Samuel W. Sloan, pmm Edwin J. Powell, ce Dave Martin, sd
	WSPD 1921	1370 5,000	Storer Bcstg. Co. 136 Huron St. Cherry 8-6201	NBC Katz	George B. Storer, p James E. Bailey, vp, mgng dir Emerson Kimble, natl slm	Edward C. Kutz, pd Liz Wagner, pmm Bill Stringfellow, ce Jim Uebelhart, nd
	WSPD-TV WSPD-FM 1947	Ch. 268 (B) 101.5mc 23kw				
	WTOD 1946	1560 1,000-D	Unity Corp. Inc. 3225 Arlington Ave. Elgin 2507	Forjoe	Edward Lamb, p Sunne Miller, gm, cm, pmm Richard Rice, pd	Robert Sowers, ce Bill Arnold, nd Paul Potocky, fd, sd Bette Rae Cochrane, wd
	WTRT (FM) 1947	Ch. 260 (B) 99.9mc 8.8kw				
	WTOL 1938	1230 250	Community Bcstg. Co. Bell Bldg. Cherry 3-3291	ABC Raymer	Frazier Reams, p Thomas S. Bretherton, gm Rus Stone, slm	Robert Krieghoff, pd, prom dir, fd Harold Holmes, ce Ivan Harvey, nd Doug Tabner, sd Peg Howard, wd
	WTOL-FM 1949	Ch. 284 (B) 104.7mc 1.3kw				
WARREN (Trumbull County)						
	WHHH 1941	1440 5,000 DA-2	Warren Tribune Radio Station Inc. 108 Main St. S.W. 2252-9	MBS Rambeau	Helen H. Hurlbert, p Carl J. Raymond, gm, cm, pd	Robert E. Hardy, ce Stan Willis, nd
WASHINGTON COURT HOUSE (Fayette County)						
	WCHO 1952	1250 500-D	Court House Bcstg. Co. S. Main St. 5-6211	KBS Best	W. N. Nungesser, p, gm, ce Ray Anderson, cm, pmm Joe Klarke, pd	Andrew Sparks, nd Robert Terhune, fd Jack Leuschel, sd Jan Pepper, wd

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**1st with special
campaigns and
jingles that sell,
Sell, SELL!**

**WORLD
SALES AND
PROGRAM SERVICE**
WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue, New York, New York
CINCINNATI HOLLYWOOD

**brings you the
BIG NAMES that draw
BIG AUDIENCES and
BIG BUSINESS!**

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
WAVERLY (Pike County)					
	WPKO 1955	1380 1,000-D DA-D	Hi-Kinco Bcstrs. P. O. Box 67 Piketon 2781	Continental	D. E. Kinker, gm, ce Warren Cooper, cm Art Layne, pd, nd Dave Winslow, fd Den Cardew, sd Vivian Farrington, wd
WELLSTON (Jackson County)					
	WKOV 1952	1570 250-D	Family Bcstg. Co. Inc. P. O. Box 190 546		Stephen H. Kovalan, p Parks Robinson, gm, ce Kenneth O. Williams, sm, pd William Parsons, pmm, fd Ronald Barlow, nd Chester Harless, sd Patricia Downard, wd
WOOSTER (Wayne County)					
	WWST 1947	960 1,000-D	Wooster Republican Printing Co. 3-5075	KBS Buckeye Net.	E. B. Evans, gm, fd Quentin W. Welty, cm Robert E. Heeter, pd B. L. Bowman, ce Wm. Ridenour, sd
	WWST-FM 1947	Ch. 283 (B) 104.5mc 13kw			
WORTHINGTON (Franklin County)					
	WRFD 1947	880 5,000-D	Peoples Bcstg. Corp. 246 N. High St. Franklin 2-5342	Meeker Gill-Perna	Herbert E. Evans, vp, co-gm Joseph D. Bradshaw, co-gm Harry H. Hoessly, cm Bill Arthurs, pd Cale Moore, pmm Harold Schaaf, ce Arthur MacArthur, nd Clyde Keathley, fd Dave Collins, sd Mary Lou Pfeiffer, wd
YOUNGSTOWN (Mahoning County)					
	WBBW 1949	1240 250	Mahoning Valley Bcstg. Corp. 260 W. Federal St. Riverside 4-4421	ABC Weed	John Cherpack Jr., p, ce Gene Trace, vp, gm, cm Anthony N. Ross, pd Marilyn Noble, pmm Jerry Knight, nd Hugh Johnston, fd Joe Valicenti, sd Louise Gray, wd
	WFMJ 1939	1390 5,000	WFMJ Bcstg. Co. 101 W. Boardman St. Riverside 3-4121	NBC Headley-Reed	William F. Maag Jr., p Mitchell F. Stanley, gm Robert Jolly, cm Robert Locke, pd Frank A. Dieringer, ce Bill Lindsay, nd Eldon Groves, fd Eddie Lane, sd Marjorie Mariner, wd
	WFMJ-TV 1955	DA-N	(See Campbell listing)		
	WKBN 1926	570 5,000	WKBN Bcstg. Corp. 3930 Sunset Blvd. Sterling 2-1145	CBS Raymer	Warren P. Williamson Jr., p, gm J. L. Bowden, sta dir Paul Turner, pd Jim E. Smith, pmm B. T. Wilkens, ce Gene Starn, nd Stu Wilson, fd Don Gardner, sd Ellamae Casteel, wd
	WKBN-TV 1947	DA-N			
	WKBN-FM 1947	Ch. 255 (B) 98.9mc 25kw			
ZANESVILLE (Muskingum County)					
	WHIZ 1924	1240 250	Southeastern Ohio Bcstg. Sys. Lind Arcade Bldg. 2-5431	NBC Pearson	Clay Littick, p Allan Land, gm Nate Milder, cm Art Schreiber, pd, nd William Hunt Sr., ce Johnny Martin, fd Johnny Martin, fd Bob Wagner, sd Ramona Kieffer, wd

Data corrected to Dec. 15, 1955. If executives or services for FM are same as AM affiliate, names are not repeated.
 FM's in *italic*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

W W S T

Producers of:
THE MISS OHIO PAGEANT

Just one of the many outstanding annual
promotions that build and hold
listener interest

→

"RADIO WOOSTER"
"Serving Ohio's Foremost
Agricultural Area"

Gross Yearly Retail Sales
(Home County Only)
\$67,131,000.00*
*(1954 Sales Management)

AM—1,000 WATTS
960 KC

FM—13,000 ERP
104.5 MG

→ **YOUR BEST DOLLAR BUY FOR SPOTTING NORTH-CENTRAL OHIO**

NBC
AFFILIATE

Wht

FOR RESULTS

.. for Sales!

Over 30 Years
of Successful
Service & Selling

.. for Promotion!

Ohio's 9th. Market

ZANESVILLE

.. for Programs!

.. for Personalities!

Represented Nationally by John E. Pearson TV, Inc.

OKLAHOMA

MARKET DATA BY COUNTIES

County	Population 1950	Radio				Passenger Cars 1954	County	Population 1950	Radio				Passenger Cars 1954
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)				Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	
Adair	14,918	3,500	\$ 5,243	\$ 1,507	\$ 282	2,417	Lincoln	22,102	6,000	16,797	4,522	464	6,851
Alfalfa	10,699	3,000	7,662	1,898	424	3,748	Logan	22,170	6,500	14,483	3,550	483	6,451
Atoka	14,269	3,200	6,280	1,833	58	2,037	Love	2,566	1,700	3,258	1,021	128	1,695
Beaver	7,411	2,000	3,920	896	45	2,273	McClain	14,681	3,800	8,525	2,559	360	3,837
Beckham	21,627	7,000	20,658	4,817	612	7,025	McCurtain	31,588	7,300	12,311	4,554	372	4,251
Blaine	15,049	4,000	10,678	2,399	375	4,471	McIntosh	17,829	3,900	8,181	2,207	268	2,956
Bryan	28,999	7,500	19,622	4,697	456	6,869	Major	10,279	3,000	6,125	1,221	132	3,301
Caddo	34,913	9,400	23,108	5,717	784	9,175	Marshall	8,177	2,100	4,523	1,292	185	2,130
Canadian	25,644	7,400	19,328	4,468	707	9,648	Mayes	19,743	5,200	13,327	3,435	362	5,116
Carter	36,455	12,000	40,262	9,634	1,643	12,999	Murray	10,775	3,000	8,606	1,362	317	3,659
Cherokee	18,989	4,400	8,673	2,779	319	3,234	Muskogee	65,573	18,800	46,622	10,317	2,029	15,140
Choctaw	20,405	4,800	9,052	3,167	225	3,079	Noble	12,156	3,500	10,628	2,431	253	4,121
Cimarron	4,589	1,300	3,775	687	39	1,452	Nowata	12,734	3,500	9,116	2,183	238	4,605
Cleveland	41,443	11,100	26,927	7,750	1,393	13,683	Okfuskee	16,948	3,900	8,086	2,057	236	3,235
Coal	8,056	1,600	3,065	1,042	52	1,432	Oklahoma	325,352	114,800	422,377	80,435	15,491	126,412
Comanche	55,165	17,600	62,967	12,866	1,678	17,373	Okmulgee	44,561	12,300	32,188	8,454	995	11,656
Cotton	10,180	2,600	6,898	1,443	185	2,958	Osage	33,071	9,300	20,614	5,667	784	11,679
Craig	18,263	4,400	11,265	2,409	351	4,454	Ottawa	32,218	9,300	24,601	6,679	786	10,570
Creek	43,133	11,900	32,582	8,559	1,115	13,157	Pawnee	13,616	3,800	7,877	2,251	321	4,509
Custer	21,097	6,200	17,895	3,672	618	7,084	Payne	48,430	13,400	39,810	10,204	1,269	13,069
Delaware	14,734	3,600	4,287	1,418	149	3,139	Pittsburg	41,031	10,700	34,376	8,966	1,246	10,213
Dewey	8,789	2,300	4,405	1,099	197	2,357	Pontotoc	30,875	8,300	29,104	5,858	857	9,295
Ellis	7,326	2,200	4,218	1,049	124	2,054	Pottawatomie	43,517	12,400	39,485	8,314	1,627	14,491
Garfield	52,820	17,200	65,385	10,651	2,418	18,065	Pushmataha	12,001	2,800	5,202	1,871	183	1,574
Garvin	29,500	8,300	23,333	5,332	740	8,857	Roger Mills	7,385	1,900	2,476	601	57	1,629
Grady	34,872	9,900	26,566	5,958	937	10,048	Rogers	19,532	5,400	12,706	3,524	411	5,758
Grant	10,461	2,800	6,837	1,619	300	4,003	Seminole	40,672	9,900	28,956	6,595	1,168	10,770
Greer	11,749	3,100	6,653	2,005	225	3,057	Sequoyah	19,773	4,500	6,379	1,802	224	3,059
Harmon	8,079	2,100	4,737	980	159	2,096	Stephens	34,071	11,400	42,220	10,651	1,333	13,549
Harper	5,977	1,700	4,284	831	165	2,201	Texas	14,235	4,600	16,719	3,278	647	5,111
Haskell	13,313	2,900	5,529	1,078	88	2,177	Tillman	17,588	4,800	15,088	3,433	534	5,089
Hughes	20,664	5,200	12,361	3,476	427	4,447	Tulsa	251,686	86,200	356,893	74,402	11,522	109,871
Jackson	20,082	6,100	17,248	3,644	516	6,562	Wagoner	16,741	4,000	7,954	2,242	340	3,850
Jefferson	11,122	2,800	6,979	1,830	258	3,167	Washington	32,880	10,700	38,708	9,473	1,584	12,976
Johnston	10,608	2,500	3,378	1,435	171	1,771	Washita	17,657	4,600	9,665	1,967	335	4,643
Kay	48,892	15,800	53,040	12,528	2,399	19,621	Woods	14,526	4,400	13,199	2,107	437	4,884
Kingfisher	12,860	3,700	12,625	2,320	425	4,417	Woodward	14,353	3,900	11,608	2,558	444	4,284
Kiowa	18,926	5,400	14,737	2,914	623	5,840							
Latimer	9,690	2,200	3,641	1,104	115	1,437							
Le Flore	35,276	8,600	16,832	4,877	446	7,259							

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

DIRECTORY OF AM AND FM STATIONS

- | | | | | | |
|--|--|--|--|--|---|
| <p>ADA
(Pontotoc County)</p> <p>KADA 1230
1934 250
KTEN (TV)</p> | <p>KADA Bestg. Inc.
P. O. Box 642
12</p> | <p>ABC, MBS, KBS
Oklahoma Net.
Venard, Rintoul
& McConnell</p> | <p>Dr. C. C. Morris, p
Bill Hoover, vp, gm
Brown Morris, sec-treas</p> | <p>Morgan Roberts, sm
Fred Thompson, asst sm
Pat Jackson, pd, wd</p> | <p>George Miller Jr., ce
Monte Bell, nd, sd
Tom Reddell, fd</p> |
|--|--|--|--|--|---|

City County	Chan. or Freq. Power	Licenses Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	
ALTUS (Jackson County)						
KWHW	1450	Altus Bcstg. Co. Inc. P. O. Box 551 Hudson 2-1450	MBS Pearson	Frank E. Wimberly, p, gm	Kenneth Roller, slm	Ernest Baucum, ce
1935	250					
1947						
ARDMORE (Carter County)						
KVSO	1240	John F. Easley 116 N. Washington 3030	ABC, MBS, KBS Oklahoma Net. Venard, Rintoul & McConnell	John F. Easley, p Albert Riesen, gm Gary Varnell, cm	Dollie Talkington, pd W. E. Kolb, ce	Bill Lauderdale, nd W. A. McGalliard, fd
1935	250					
KVSO-TV						
(CP)						
BARTLESVILLE (Washington County)						
KWON	1400	Bartlesville Bcstg. Co. P. O. Box 69 (1) 1400	MBS	J. Fred Case, p, gm John Collins, cm, pmm	Charles Rogers, pd, nd	Cecil Tanner, ce
1941	250					
BLACKWELL (Kay County)						
KBWL	1580	Star Bcstg. Co. 120½ N. Main St. 308	KBS Best	W. Britton, p J. W. Carrick, gm, sd	Ray Bush, cm, nd Mildred Hackney, pd, wd	H. B. Greene, ce
1952	250-D					
CHICKASHA (Grady County)						
KWCO	1560	Washita Valley Bcstg. Co. P. O. Box 770 2898	KBS Best	Jack L. Pink, p, gm Tom H. Miller, cm Marjorie Richards, pd	Wm. K. Berry, ce Ben DeKinder, nd, sd	Nick Sanders, fd Betty Wiedman, wd
1946	1,000-D 250-N DA-N					
CLINTON (Custer County)						
KWOE	1320	W. Okla. Bcstg. Co. Box 558 618	Best	V. M. Preston, gm	Leo Tremblay, cm	Lew Preston, pd, pmm, nd
1949	1,000-D					
CUSHING (Payne County)						
KUSH	1600	Cimarron Bcstrs. Inc. P. O. Box 791 922	KBS Best	Lou S. Allard, p Gordon R. Rockett, vp Jack B. Sellers, sec-treas C. Forrest Brokaw Jr., gm	Mary L. Wright, pd Garbo Plodnick, pmm Harold R. Kinkead, ce Don Foster, nd	Bill Rockett, fd Clayton Vaughn, sd Mary L. Wright, wd
1952	1,000-D					
DUNCAN (Stephens County)						
KRHD	1350	Duncan Bcstg. Co. P. O. Box 1192 1350	MBS, KBS Oklahoma Net. Venard, Rintoul & McConnell	R. H. Drewry, p W. M. Brubaker, gm, sd Bill Merrill, cm	John Moen, pd Tommy Richards, pmm Les Agee, ce	Doyle Hardin, nd Ed Gregory, fd Jessie Mae McCaw, wd
1948	250-D 100-N					
DURANT (Bryan County)						
KSEO	750	Durant Printing Co. P. O. Box 511 2200		R. F. Story, co-o Bennett, Story, co-o	Leroy W. Moses, gm, cm Lewis Coleman, pd	Leonard Brown, ce Mrs. B. F. Caldwell, wd
1947	250-D					
ELK CITY (Beckham County)						
KASA	1240	Southwest Bcstg. Co. 204 N. Main St. 730	MBS Best	Lonnie J. Preston, p, gm, fd	R. H. Hemphill, ce	
1932	250					
ENID (Garfield County)						
KCRC	1390	Enid Radiophone Co. P. O. Box 952 Adams 7-1390	ABC KBS Pearson	Milton B. Garber, p Pat Murphy, gm H. P. Hale, cm	By Napier, pd, pmm Murray Coleman, ce Jack Garrison, nd	Jeff Davis, fd Bill Marshall, sd Gladys Williams, wd
1928	1,000 DA-1					
KGWA	960	Public Bcstg. Service Inc. 115½ E. Broadway Adams 4-4230	MBS Oklahoma Net. Venard, Rintoul & McConnell	Allan Page, p, gm Bob Nelson, cm, pmm	Betty Henthorn, pd, wd Ralph Druen, ce	Rex Walker, nd Dick White, sd
1950	1,000 DA-1					
FREDERICK (Tillman County)						
KTAT	1570	Frederick Bcstg. Co. P. O. Drawer 920 Edison 5-2131	KBS Best	Ron Wheeler, co-o, gm, co-nd, co-fd, sd Dan Jones, co-o, cm, ce, co-nd	Win Jones, co-o Mary Wheeler, pd, wd	Evelyn Jones, pmm Herman Vogsburgh, co-fd
1948	250-D					

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

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

1st with timely selling ideas!

GUTHRIE

(Logan County)

KWRW 1490
1955 100

Southern Bcstg. Co.
Ione Hotel
2321

J. A. West Jr., p
Preston Bridges, gm, ce

Jim Diggs, pd
Terry McGrew, nd

Paul Abel, sd
Donna Cole, wd

GUYMON

(Texas County)

KGYN 1220
1948 1,000-D

Plains Bcstg. Co. Inc.
P. O. Box 38
888

KBS
Best

T. M. Raburn Jr., p, gm, ce

Edward J. Slater, cm

Ernestine Williamson, wd

HOBART

(Kiowa County)

KTJS 1420
1947 250-D

A. R. Fuchs
P. O. Box 796
1070

A. R. Fuchs, o, mgr, ce, nd
Wayne Robison, cm, sd

Sue Griggs, pd, wd

Tom Morris, fd

HUGO

(Choctaw County)

KIHN 1340
1948 250

Little Dixie Bcstg. Co.
P. O. Box 248
1140

KBS

O. A. Brewer, p
Joe L. Anderson, pd, sd

Dalton Jones, ce
Gladys M. Brewer, nd

Houston Ward, fd
Opal Carlton, wd

IDABEL

(McCuratin County)

KBEL 1240
1953 250

Idabel Bcstg. Co.
P. O. Box 1072
892

Winston O. Ward, p, gm
J. P. Stanley, cm

Ralph Mills, pd, nd
Cliff Taylor, ce

Mary Baker, wd

LAWTON

(Comanche County)

KCCO 1050
(CP) 250-D
DA-D

Progressive Bcstg. Co.

KSWO 1380
1941 1,000
KSWO-TV DA-2

Oklahoma Quality
Bcstg. Co.
P. O. Box 699
1380

ABC
MBS
Pearson

R. H. Drewry, p
Leo R. Morris, gm, pmm
Paul N. Goode, comp

Tom J. Gilmore, pd
Willard Cochran, ce
Jim Harris, asst ce, fd

Monte Moore, nd, sd
Frosty Troy, asst nd

McALESTER

(Pittsburg County)

KNEB 1150
1950 1,000-D
500-N
DA-N

Pittsburg County Bcstg.
Co. Inc.
P. O. Box 56
Garden 3-1460

Pearson

Ray VanHooser, p, gm
Phil Reed, cm
Joe Pate, pd, sd

Frank Hopkins, pmm
Dexter Ferry, ce

Deane Keith, nd, fd
Juanita VanHooser, wd

KTMC 1400
1946 250

McAlester Bcstg. Co.
Inc.
Earle Hotel
2411

ABC, MBS
Oklahoma Net.
Venard, Rintoul
& McConnell

William E. Young, p
William H. Skeith, gm, sd

Adah Johnson, pd
Harold Duncan, ce

Larry Kraft, nd

MIAMI

(Ottawa County)

KGLC 910
1947 1,000
DA-1

Miami Bcstg. Co.
Miami Hotel
Kimball 2-3303

KBS
Magic Circle
Young

Melvin Hutts, p
William A. Searle, gm

James Diggs, pd
Lewis E. Stone, ce

Bill Powell, nd
Russel Martin, sd

MUSKOGEE

(Muskogee County)

KBIX 1490
1936 250

Oklahoma Press Pub-
lishing Co.
214-216 Wall St.
Murray 2-3311

ABC, MBS
Oklahoma Net.
Venard, Rintoul
& McConnell

Tams Bixby Jr., p
Wally Weber, gm

Harvey Marsh, cm
Howard Whiteley, pd

Clyde Miller, ce

KMUS 1380
1947 1,000-D
500-N
DA-N

Eastern Oklahoma
Bcstg. Corp.
412½ Court St.
Murray 2-2488

Pearson

R. M. Mountcastle, p
George Overton, gm, cm

Don Gilbert, pd, fd, sd
James E. Keitel, ce

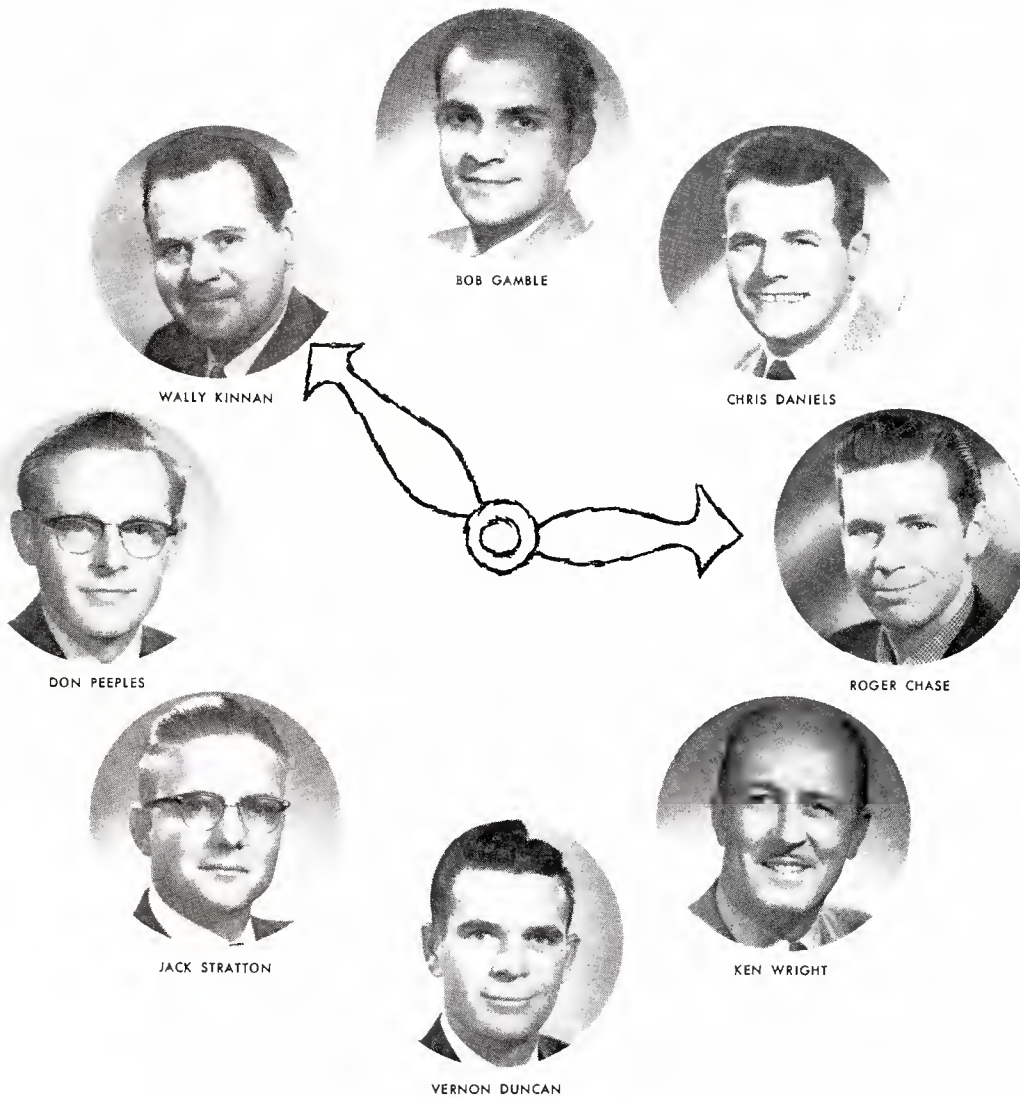
Hale Bicknell Jr., nd
Nancy Howard, wd

EDWARD PETRY & CO., INC.

NEW YORK CHICAGO ATLANTA DETROIT
LOS ANGELES ST. LOUIS SAN FRANCISCO

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations E. V. Springer, prod mgr Mima McCandless, pmm, wd T. E. Welch, ce	
NORMAN (Cleveland County)						
KNOR 1949	1400 250	Cleveland County Bcstg. Co. P. O. Box 542 474	KBS	Tol Dickenson, ptrn, p William S. Morgan, ptrn, gm	Gene Stansberry, cm Dean Ward, pd, nd	Gene Morris, ce Jack Ogle, sd
*WNAD 1923	640 1,000-D	University of Oklahoma 900		G. L. Cross, p Hugh M. Mix, gm Jess Burkett, asst mgr	E. V. Springer, prod mgr Mima McCandless, pmm, wd T. E. Welch, ce	Neal Jones, nd Jack Ogle, sd
*WNAD-FM 1949	Ch. 215 (E) 90.9mc 7kw					
OKLAHOMA CITY (Oklahoma County)						
KBYE 1947	890 1,000-D	State Bcstg. Co. 108 N. W. 9th St. Forest 5-2323	Radio-Tv Reps. Dora-Clayton Brown	Frank J. Lynch, p Kenyon Brown, dir	F. F. Lynch, cm Glen Valentine, pd	Jim Stewart, nd
KLPR 1947	1140 1,000-D	Oklahoma City Bcstg. Co. 128½ W. Commerce St. Forrest 5-6358		Byrne Ross, p, gm Monty Wells, cm, pmm Kathleen Burkett, pd, wd	Jay Davis, ce Fred Collins, nd	Al Hancock, fd L. H. Bengston, sd
KOCY 1922	1340 250	Plaza Court Bcstg. Co. Plaza Court Bldg. Jackson 5-4333	MBS Pearson	Matthew H. Bonebrake, p, gm Carlton Beck, cm	Ozzie Johnson, pd Elmo Black, ce	Pat Petree, sd
KOMA 1927 KWTV (TV)	1520 50,000 DA-N	KOMA Inc. P. O. Box 8788 Victor 3-6641	CBS Avery-Knodel	John T. Griffin, p Edgar T. Bell, gm Gene Riesen, slm	Perry Dickey, pd Montez Tjaden, pmm Morris Thomas, ce	Bruce Palmer, nd Wayne Liles, fd Vivian Batten, wd
KTOK 1927	1000 5,000 DA-2	KTOK Inc. 1800 W. Main St. Forest 5-8352	ABC Raymer	Wendell Mayes, p Tom Johnson, gm	Raymond Ruff, cm, pmm Bill Bryan, pd, nd, sd	Clifford Easum, ce
KTOW 1948	800 250-D	Citizens Bcstg. Co. of Oklahoma 3300 Liberty Bank Bldg. Central 2-6367	Rambeau	W. P. Wright, p L. O. Peak, gm Tommy Tatum, cm	Jack Reynolds, pd, pmm, nd Ed Lee, ce	Ozzie Johnson, sd Jane Whiteside, wd
WKY 1920 WKY-TV	930 5,000 DA-N	WKY Radiophone Co. 500 E. Britton Rd. Trinity 8-2161	NBC Katz	E. K. Gaylord, p P. A. Sugg, evp, sm John Moler, cm	Eugene B. Dodson, asst sm Paul Brawner, dir of radio Keith Mathers, pmm	H. J. Lovell, ce John Fields, nd Jack Stratton, fd
OKMULGEE (Okmulgee County)						
KHBB 1937	1240 250	Okmulgee Bcstg. Corp. P. O. Box 1350 3646		Don Reynolds, p Randall McCarrell, gm Marvin Hull, cm, nd	Eddie Webb, pd Bob Lewis, pmm, sd	Hal Cochran, ce Betty Lee, wd
PAULS VALLEY (Garvin County)						
KYLH 1947	1470 250-D	KVLH Bcstg. Co. P. O. Box 610 1470	KBS Best	James T. Jackson, p James J. Gray, gm, fd	George A. Rountree, ce	John R. Willoughby, nd, sd
PONCA CITY (Kay County)						
WBBZ 1927	1230 250	Ponca City Publishing Co. Third & Cleveland Rogers 5-3311	MBS Pearson	Clyde E. Muchmore, ptrn Allan Muchmore, ptrn Gareth Muchmore, ptrn Cy Casper, gm, pmm	L. A. Wilson, cm Bill Maugans, pd, nd Chuck Chaney, ce	Morgan Putman, fd Bill Platt, sd Betty Carr, wd
POTEAU (LeFlore County)						
KLCO 1953	1280 1,000-D	LeFlore Bcstg. Co. P. O. Box 511 660		R. B. Bell, co-o, gm Bernice Bell, co-o	Jim Jordan, pd, fd	Calvin Cloptin, ce
PRYOR (Mayes County)						
KOLS 1950	1570 1,000-D	Lakes Area Bcstg. Co. 5th & S. Mill Sts. 1263	KBS Best	L. L. Gaffaney, p, gm, ce, nd Mrs. L. L. Gaffaney, cm, wd	Merle Caldwell, pd Glenn Chapman, fd	Jack Craft, sd
SEMINOLE (Seminole County)						
KWSH 1948		(See Wewoka, Okla., listing)				
SHAWNEE (Pottawatomie County)						
KGFF 1930	1450 250	KGFF Bcstg. Co. Inc. P. O. Box 2059 4390	MBS Best	Oscar S. Stauffer, p William A. Weaver, gm Jeral C. Ziegler, cm, pd	Doretha F. Bays, pmm, wd Earl R. Ward, ce	Bill Boren, nd, sd James Meyers, fd
STILLWATER (Payne County)						
KSPI 1947	780 250-D	Stillwater Publishing Co. P. O. Box 231 1831	MBS Clark	J. R. Bellatti, gm, pd Durward Newsom, cm Paul A. McCollum, ce	Leon Matthews, nd Jim Wells, fd	Otis Wile, sd Velda Davis, wd
KSPI-FM 1947	Ch. 230 (B) 93.9mc 4kw					

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



around the clock- and through the years...

... WKY programs with a purpose: to please the greatest number of listeners during each broadcast-minute of the day! Station personalities are used at strategic periods for greatest local effect . . . supplementing NBC network shows. Listening habits of all audience segments are the important governing factors. For example, during early morning and late afternoon, WKY holds a big bonus audience of car radio listeners with special programming of news, weather, music and sports. Around the clock, WKY's **programming with a purpose** makes WKY the NUMBER ONE Oklahoma station, where your sales message is heard 'round the clock . . . 'round the state!

*the listening habit in Oklahoma
for over thirty-six years*

WKY
RADIO

OKLAHOMA CITY

5,000 Watts • 930 KC • NBC Affiliate

Owned and operated by The Oklahoma Publishing Co. • The Daily Oklahoman, Oklahoma City Times, The Farmer-Stockman, WKY-TV, WSFA, WSFA-TV.
Represented by Katz Agency.

OKLAHOMA

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations
TULSA (Tulsa County)						
KAKC	1946	970 1,000-D 500-N DA-2	Public Radio Corp. American Airlines Bldg. Luther 7-2401		Rev. Forrest G. Conley, p, gm	Lawrence V. Eck, sm Katherine L. King, sls exec
KFMJ	1946	1050 1,000-D	Fred Jones Bcstg. Co. 1242 S. Boston Luther 5-5555		Fred Jones, p Lawson Taylor, gm	Nathan E. Wilcox, ce Jay Jones, nd Hillis F. Bell Jr., fd Marie C. Power, wd
KOME	1938	1300 5,000-D 1,000-N DA-2	Oil Capitol Sales Crop. 8th & Main Sts. Diamond 3-4121	MBS Gill-Perna	John E. Brown Jr., p Clinton Fowler, evp E. William George, gm, cm Betty Strickland, pd	J. T. Rawlins, pmm Roy Brown, ce Royce McKissack, nd Hardy Hayes, fd Tony George, sd Marianne Pycatte, wd
KRMG	1949	740 50,000-D 25,000-N DA-2	Western Bcstg. Co. 311 S. Denver Luther 4-4291	ABC Blair	Harrington Wimberly, p Frank S. Lane, gm, cm Keith Bretz, pd, pmm	Wm. H. Bradley, ce Glenn Condon, nd Mack Creager, sd Martha Stewart, wd
KTUL	1934	1430 5,000	Tulsa Bcstg. Co. P. O. Box 9697 Hickory 6-6184	CBS Avery-Knodel	John T. Griffin, p James C. Leake, evp L. A. Blust Jr., vp, gm	James P. Walker, asst gm, dir of radio Robert E. Snider, ce Jack Morris, nd
KTVX (TV)		DA-N	Southwestern Sales Corp.	NBC Petry	W. G. Skelly, p W. B. Way, gm Gustav K. Brandenburg, asst gm, cm	Joseph O'Neill, pd W. T. McClarin, pmm John Bushnell, ce Ken Miller, nd Hal O'Halloran, sd
KVOO	1925	1170 50,000	Philtower Bldg. CH 2-3281			
KVOO-TV		DA-N				
VINITA (Craig County)						
KVTN	1954	1470 500-D	John Q. Adams & John M. Mahoney 601 S. Foreman 407	KBS	John Q. Adams, co-o John M. Mahoney, co-o, sd James L. Egbert, gm, ce	Gladys Purdy, cm Jackie Johnston, pd Don Hinson, nd Chuck Dancer, fd Anabell Southern, wd
WEWOKA (Seminole County)						
KWSH	1948	1260 1,000 DA-2	Tri-City Bcstg. Co. Inc. P. O. Box 1260 1260	ABC, MBS, KBS Oklahoma Net. Venard, Rintoul & McConnell	Dr. C. C. Morris, p Bill Hoover, gm Roy Judge, sm	Laura Martin, pd, pmm Charles Thompson, ce Bob Shaw, nd, fd Howie Martin, sd Carlena Nininger, wd
WOODWARD (Woodward County)						
KSIW	1947	1450 250	Woodward Bcstg. Co. 22nd & Cedar 1450	Pearson	Edward A. Ryan, p, gm	Lenora Woods Ryan, pd Frank Berry, ce

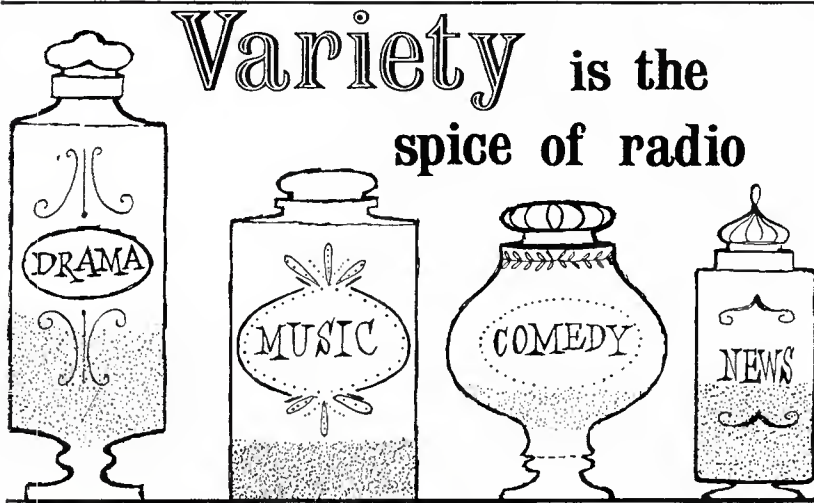
Data corrected to Dec. 15, 1955. If executives or services for FM are same as AM affiliate, names are not repeated.
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OREGON

MARKET DATA BY COUNTIES

County	Population 1950	Radio				Passenger		County	Population 1950	Radio				Passenger	
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954	Families July 1955			Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954		
Baker	16,175	5,100	\$17,866	\$ 3,826	\$ 508	7,460	Lincoln	21,308	7,800	24,573	7,565	415	9,338		
Benton	31,570	10,200	31,846	7,164	625	12,109	Linn	54,317	19,300	74,069	17,684	1,362	24,281		
Clackamas	86,716	29,700	65,204	17,347	1,871	35,833	Maleur	23,223	6,400	30,006	4,273	737	10,229		
Clatsop	30,776	10,900	41,043	11,671	856	11,803	Marion	101,401	32,100	127,731	25,960	3,074	43,354		
Columbia	22,967	7,100	19,009	6,864	448	9,513	Morrow	4,783	1,400	5,586	1,248	74	2,857		
Coos	42,265	17,000	61,985	15,909	1,349	21,966	Multnomah	471,537	172,300	773,511	167,487	16,208	194,354		
Crook	8,991	2,500	8,599	2,500	266	4,710	Polk	26,317	7,900	18,092	5,139	450	10,066		
Curry	6,048	2,600	6,473	2,070	182	5,162	Sherman	2,271	700	2,455	467	32	1,559		
Deschutes	21,312	6,800	36,361	7,579	782	10,333	Tillamook	18,006	6,900	22,868	6,507	630	8,499		
Douglas	54,549	20,700	70,876	20,696	1,729	29,864	Umatilla	41,703	15,100	53,905	11,828	1,700	21,094		
Gilliam	2,817	1,000	4,016	540	91	1,798	Union	17,962	5,900	20,798	4,449	742	8,182		
Grant	8,329	2,500	8,553	1,907	211	4,089	Wallowa	7,264	2,000	7,102	1,728	266	3,792		
Harney	6,113	1,900	8,544	1,757	75	3,264	Wasco	15,552	6,300	27,545	5,197	656	9,732		
Hood River	12,740	3,800	14,538	4,002	300	6,103	Washington	61,269	22,600	55,113	16,063	1,268	29,423		
Jackson	58,510	21,900	83,952	19,869	1,965	29,832	Wheeler	3,313	1,100	1,777	289	33	1,444		
Jefferson	5,536	2,000	6,224	1,161	100	3,011	Yamhill	33,484	10,500	36,841	8,726	832	15,210		
Josephine	26,342	10,000	38,147	9,283	1,048	13,776									
Klamath	42,150	13,000	62,491	13,365	1,635	19,849									
Lake	6,649	1,900	9,909	1,994	418	3,718									
Lane	125,776	46,100	162,674	38,621	3,515	59,558									

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



Variety is the
spice of radio

Today Good Radio should contain a combination of Information and Entertainment. Some like drama, some like comedy. And everyone wants music and news. That's why KTUL and KFPW along with the CBS Radio Network gives the listeners variety—programming for the entire family.

KTUL CBS RADIO **KFPW**

Tulsa, Okla. Owned and Operated by Fort Smith, Ark.

THE TULSA BROADCASTING COMPANY
P. O. Box 9697, Tulsa, Oklahoma

KVOO

Oklahoma's Greatest Station

BROADCAST
CENTER

●
KVOO's
New Home Now
Under
Construction



For more than 31 years KVOO has served Oklahoma's No. 1 Market. During that time it has become Oklahoma's Greatest Station . . . the choice of advertisers because it is the choice of most of the listeners most of the time. If YOU need to have YOUR advertising dollars do the biggest possible job at the lowest possible cost, you need KVOO in the Tulsa Market Area. Rich bonus counties in Arkansas, Missouri and Kansas are yours, as well, at no additional cost.

Here are some facts to show why KVOO is your best buy:

Latest Available Station Coverage Data—Based on NCS Study No. 1 KVOO Coverage and Listening

The Pulse, Inc.

Radio Station Audiences by Time Periods

Tulsa Metropolitan Area, February, 1955

Monday-Friday

Station	6 am-12 Noon	12 Noon-6 pm	6 pm-10:30 pm
KVOO	30	32	41
B	23	23	17
C	19	18	23
D	14 ^a	15	x
E	8	4	7
F	4	5	8
Misc.	3	3	4
	100	100	100
Average ¼ hour homes using radio	18.8	21.3	18.9

a. does not broadcast complete period
x. not on at night

DAYTIME

Coverage Level	WEEKLY			4-WEEK CUMULATIVE		
	No. of Counties	Total Radio Families	NCS Circulation	No. of Counties	Total Radio Families	NCS Circulation
50-100%	39	398,110	314,510	54	483,080	380,190
25-50%	30	177,770	66,660	33	163,430	59,450
10-25%	29	140,710	24,390	11	70,080	14,840
TOTAL	98	716,590	405,560	98	716,590	454,480

NIGHTTIME

Coverage Level	WEEKLY			4-WEEK CUMULATIVE		
	No. of Counties	Total Radio Families	NCS Circulation	No. of Counties	Total Radio Families	NCS Circulation
50-100%	24	265,820	195,000	46	411,560	302,240
25-50%	48	271,980	100,420	84	401,950	137,250
10-25%	126	503,300	83,480	68	227,590	50,010
TOTAL	198	1,041,100	378,900	198	1,041,100	489,500

KVOO RADIO

50,000 WATTS • 1170 KC • OKLAHOMA'S GREATEST STATION • TULSA

EDWARD PETRY AND CO. INC., NATIONAL REPRESENTATIVES

Contact KVOO direct,
or your nearest Edward
Petry & Company office
for availabilities, and
rates.

DIRECTORY OF AM AND FM STATIONS

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
ALBANY (Linn County)				
KWIL 1941	790 1,000 DA-2	Central Willamette Bestg. Co. Queen & Elm Sts. Wabash 6-2233	MBS Don Lee Moore & Lund Ayres Best	R. R. Cronise, p Chet Wheeler, gm Warren Stofter, cm Ken Burford, pd Duane Coker, pmm Herb Davidson, ce Ken McCoy, nd Henry Charnell, sd Marilyn Shaw, wd
KWIL-FM 1947	Ch. 269 (A) 101.7mc 0.6kw			
ASHLAND (Jackson County)				
KWIN 1946	1400 250	Rogue Valley Bcstrs. Inc. P. O. Box 277 2-4381	MBS Don Lee Grant	W. D. Miller, p Daren L. Flickinger, gm Winston Marks, cm William Lively, pd Duane Caldwell, ce
ASTORIA (Clatsop County)				
KAST 1922	1370 1,000 DA-N	Astoria Bestg. Co. 1006 W. Marine Dr. 95	MBS KBS Don Lee Moore & Lund Ayres	Robert B. Chessman, p Robert D. Holmes, gm Mary I. Ristola, pd, wd John Nellor, sis prom Jay Bruce Whitwell, ce Herman Robison, nd, fd Warren Grimberg, sd
KVAS 1954	1230 250	Lower Columbia Bestg. Co. Inc. 1418 Commercial St. 3320	Beaver Holman Tracy Moore	A. L. Capstaff, p, gm T. R. Williams, cm Neil Sargent, pd Jay Erisman, ce Dorothea Radich, nd Charles Winkenwerder, sd
BAKER (Baker County)				
KBKR 1939	1490 250	Oregon Trail Bestg. Co. 2030 Auburn Ave. Jackson 3-4431	KBS Oregon Trail Grant Moore & Lund	Kenneth B. Lockwood, gm, cm
BEND (Deschutes County)				
KBND 1938	1110 1,000 DA-N	Central Oregon Bestg. Co. Coble Bldg. 848	MBS Don Lee Grant Moore & Lund	Frank H. Loggan, p, gm, pmm Douglas Gaines, cm Kessler Cannon, pd, fd Robert Dickinson, ce Jack Thornton, nd
COOS BAY (Coos County)				
KOOS 1928	1230 250	KOOS Inc. P. O. Box 777 Congress 7-2121	MBS Moore & Lund	Sheldon F. Sackett, p Jack Irvine, gm W. A. Cook, sm F. J. McDonough, cm Nathan Olson, ce William Kraus, sd Patsy Barkwell, wd
(CP)	1420 1,000-D	Coos County Bcstrs.		Harold C. Singleton, o
COQUILLE (Coos County)				
KWRO 1949	1450 250 (CP-630 1,000-D)	KWRO Inc. P. O. Box 396 3961	KBS Moore & Lund	Wm. E. Walsh, p Lynn C. Thomas, gm Don Robinett, cm Don Anderson, pd Drew Walker, ce Ken Metzler, nd
CORVALLIS (Benton County)				
KCOV 1954	1240 250	Midland Bestg. Co. P. O. Box 689 Plaza 3-6395	Tri-Mart Net. Connelly Everett- McKinney Moore & Lund	Lee P. Bishop, p Frank J. Flynn, vp, gm Ted G. Carlson Jr., cm Joan L. Hanson, pd Harold G. Short, ce
*KOAC 1922	550 5,000 DA-2	Oregon State College Plaza 3-4351		James M. Morris, prog mgr Grant S. Feikert, ce Bob Hinz, nd, sd William C. Smith, fd Gladys L. Chambers, wd
KRUL 1947	1340 250	Pacific States Radio Co. Inc. 1221 S. 15th St. Plaza 3-3322	McGillvra	Fred T. Haley, p Doug Setterberg, gm, cm, pmm Hal Wehmeier, pd, sd Don Peltz, ce Ben T. Weaver Jr., nd
COTTAGE GROVE (Lane County)				
KOMB 1953	1400 250	Radio Station KOMB P. O. Box 606 1400		Orlo Bagley, co-o, gm, sd Thelma Bagley, co-o Dorothy Grisham, cm Robert McCreery, pd, nd Jack Naff, pmm James Bradley, ce Shirley Nelson, wd
DALLAS (Polk County)				
KPLK 1955	1460 500-D	Polk County Bcstrs. Inc. Rt. 1 Box 399A Mayfair 3-2342		Leland M. Tucker, p Edward C. McElroy Jr., vp, gm George B. Smith Jr., pd, fd George W. Morrison, ce Valley V. Bliss, wd
ENTERPRISE (Wallowa County)				
KEOR (CP) SH	1340 250 SH	Eastern Oregon Radio Co. c/o Radio Station KODL The Dalles, Oregon		V. B. Kenworthy, ptrn Paul E. Walden, ptrn

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EUGENE*(Lane County)*

KASH 1947	1600 1,000 DA-N	Radio Air Ways Inc. P. O. Box 1600 Diamond 5-3357	ABC Cooke	E. L. Kincaid, p, gm Paul Plank, cm, fd	Laura Plank, pd, wd Ralph Cook, ce	Clare Kincaid, nd John Cary, sd
KERG 1949	1280 5,000-D 1,000-N DA-N	Guard Publishing Co. P. O. Box 506 Diamond 5-4304	CBS Weed Kinkaid	Alton F. Baker, p L. W. Trommlitz, gm Robert Fulton, cm, sd	Clifton Cole, pd, pmm Calvert C. Applegate, ce	Jack Craig, nd W. B. Parker, fd
KORE 1927	1450 250	Lane Bcstg. Co. 2598 S. Willamette 4-4214	MBS Don Lee Everett- McKinney Moore & Lund	Lee Bishop, p, gm Virgil A. Parker III, cm, sd Harry Kirk, pd	Darrell Burns, pmm Floyd Viken, ce	Dolph Janes, nd, fd Kay Korey, wd
KUGN 1946	590 5,000-D 1,000-N DA-N	KUGN Inc. P. O. Box 112 4-6216	NBC Meeker Cox & Feltis	C. O. Fisher, p, gm E. W. Karl, cm	Robert Houglum, pd, pmm George Hathaway, ce, fd	Jack Billings, nd, sd Mimi Houglum, wd
KUGN-FM 1947	Ch. 256 (B) 99.1mc 0.38kw					

FOREST GROVE*(Washington County)*

KRWC 1950	1570 1,000-D	Irving V. Schmidtke P. O. Box 245 6091	Ayres	Irving V. Schmidtke, o, gm, ce Clarence S. Sherman, cm	Frederick I. Egger, pd Eleanor L. Schmidtke, pmm, nd, wd	John A. Knipe, fd Rodney Wolta, sd
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GRANTS PASS*(Josephine County)*

KUIN 1949	1340 250	Southern Oregon Bcstg. Co. P. O. Box 148 Greenwood 6-4477	MBS Don Lee Grant	Amos E. Voorhies, p William B. Smullin, sec-treas Edward A. Malone, gm	Myron K. Ball, cm Dave Allen, pd, sd Nestor L. Williams, ce	G. C. F. Hansen, nd Leon C. Boner, fd
KBES (TV)						
KGPO (FM) 1948	Ch. 245 (B) 96.9mc 3.1kw	(KUIN, AM Affiliate)				

HERMISTON*(Umatilla County)*

KOHU (CP)	1570 250-D	Carl F. & Sarah Knierim 420 W. Ridgeway		Carl F. Knierim, ptrn	Sarah Knierim, ptrn	
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HILLSBORO*(Washington County)*

KRTV 1954	1360 1,000-D	Tualatin Valley Bcstrs. 155A S. Second Ave. 9300	KBS Moore & Lund	Harold C. Singleton, p Jack Luetjen, gm, pd Dick McLoughlin, cm	Wally Cooper, pmm Paul Alexander, ce, fd George Hopkins, nd	Wes Lynch, sd Bev Pilcher, wd
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HOOD RIVER*(Hood River County)*

KIHR 1950	1340 250	Oregon-Washington Bcstrs. 22nd St. 8561		C. H. Fisher, o Don M. McCutcheon, gm, cm, pd, nd, fd	Don I. Morris, ce R. L. Johnson, sd	Lemore Merritt, wd
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KLAMATH FALLS*(Klamath County)*

KFJI 1923	1150 5,000-D	KFJI Bcstrs. Inc. P. O. Box 692 2-2551	MBS Grant Moore & Lund	W. D. Miller, p Alan K. Abner, gm Robert H. Bartlett, cm	Warren Bunyon, pd, sd Cap Bailey, pmm	Wayne Loerke, ce, fd Pat O'Conner, nd
KFJI-TV	1,000-N DA-N					
KFLW 1946	1450 250	Southern Oregon Publishing Co. P. O. Box 941 8115	ABC CBS Everett- McKinney	Frank Jenkins, p Bud Chandier, gm	Marie Kort, traffic sup Aaron Boe, cm	Max Dick, ce
KLAD 1955	900 1,000-D	K-Lad Bcstrs. P. O. Box 230 9191	KBS	C. E. Wilson, co-o Phil Jackson, co-o, gm, cm	Bill Hansen, co-o Frank S. Pinnock, pmm	W. H. Hansen, ce

LA GRANDE*(Union County)*

KLBM 1938	1450 250	Inland Radio Inc. P. O. Box 907 2201	Grant Moore & Lund	Mrs. Marshall E. Cornett, co-o Gordon L. Capps, co-o, p	Kenneth L. Lillard, gm, cm Judy Holman, pd, wd Russell Myer, ce	Cecil Perlin, nd, sd Richard Bain, fd
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LEBANON*(Linn County)*

KGAL 1950	920 1,000 DA-1	Linn County Bcstg. Co. P. O. Box 387 Alpine 8-2134	KBS Holman Feltis & Cox	W. Gordon Allen, p, gm Nate Bridges, sm Keith Samples, pd, fd	Don Wellman, pmm R. D. Bridges Jr., ce	Clair Peck, nd, sd Evelyn Bridges, wd
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McMINNVILLE*(Yamhill County)*

KMCM 1949	1260 1,000 DA-N	Yamhill Bcstrs. Inc. P. O. Box 207 3811	KBS Continental	Jack B. Bladine, p Glasco P. Branson, gm, cm, pd	Ed Nuhring, ce	Craig Singletary, nd, sd
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City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	
MEDFORD (Jackson County)						
KBOY 1954	730 1,000-D	K-Boy Bcstrs. P. O. Box 1109 3-5355		C. E. Wilson, p, gm, pd Bill Hansen, cm	Frank S. Pinnock, pmm, nd Charles B. Field, ce, fd	Richard Schuchard, sd
KMED 1922	1440 5,000-D 1,000-N	Radio Medford Inc. P. O. Box 1306 2-4000	NBC Meeker Moore & Lund	V. J. Robinson, p Ray Johnson, gm Gene Barlow, cm	Russ Jamison, pd, pmm Don Smith, ce Norm Oberst, nd	Vern Ludwig, fd Lowell Cannon, sd Pat Rose, wd
KYJC 1947	1230 250	Medford Printing Co. Barnett Rd. 2-5277	ABC CBS Grant	R. W. Ruhl, p Jimmy Dunlevy, gm Tom MacLeod, cm, sd	Jack Nelson, pd, nd J. J. Dunlevy, pmm Vic Calif, pmm	Monte Morris, fd Lorette Seitz, wd
NEWPORT (Lincoln County)						
KNPT 1948	1310 1,000 DA-N	Yaquina Radio Inc. 1940 N.E. Coast Hwy. 560	Continental	Tom Becker, p, gm Leonard Epling, cm Mo Dixon, pd	Bob Spangler, pmm, sd Don Newman, ce Perk McKissen, nd	Paul Smith, fd Helen Wade, wd
NORTH BEND (Coos County)						
KFIR 1951	1340 250	Bay Bcstg. Co. P. O. Box 905 Skyline 9-7351	CBS Grant Feltis & Cox	Josephine Edwards, o John Tasnady, gm, sd William Jones, cm	Harley Youngblood, pd, pmm Arthur Schuldt, ce	Don Rose, nd Jane Camp, wd
OCEANLAKE (Lincoln County)						
KBCH 1955	1400 250	Lincoln Electronics Inc. P. O. Box 368 3891	Moore & Lund	Robert G. Beattie, p	Pat Mason, sm	Willard L. Guthrie, pd
ONTARIO (Malheur County)						
KSRV 1946	1380 1,000 DA-N	Inland Radio Inc. P. O. Box 540 212	KBS Grant Moore & Lund	Mrs. Marshall E. Cornett, co-o Gordon L. Capps, co-o, p, gm J. Robert Humphreys, cm	Clinton Bellows, pd Charles E. Harland, pmm Geoffrey A. Gass, ce	Patrick C. Wilkins, nd, fd Ted J. Smith, sd June Cook, wd

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

MOST LISTENERS! MOST COVERAGE! MOST ADVERTISERS!

730 KC

K-BOY

MEDFORD, OREGON
P. O. BOX 1109

1000 WATTS - CLEAR CHANNEL

"SOUTHERN OREGON'S TWINS"

Serving

900 KC

K-LAD

KLAMATH FALLS, OREGON
P. O. BOX 230

FRUITS • LUMBER • LIVESTOCK— **"THE LAND OF PLENTY"** —MINING • SPORTSMEN • INDUSTRY

POPULATION: 325,800	SPENDABLE INCOME: \$489,757,000
RADIO HOMES: 105,110	RETAIL SALES: \$391,348,000

2 Top Independent Stations

2 Top Retail Markets

1 Low Combination Rate

Your Advertising \$ Goes Further On K-BOY - K-LAD

OREGON CITY

(Clackamas County)

KGON 1947	1230 250 (CP-1520 10,000 DA-1)	Clackamas Bestrs. Inc. P. O. Box 5711 Portland 22, Ore. Portland, Olive 4-5475 Oregon City, 5249	Meeker Moore & Lund	Dr. John H. Fitzgibbon, p Irwin S. Adams, co-o, gm, cm, pmm	Sonora B. Hoffman, pd William R. Watson, ce Frank Faro, nd	Ray Brooks, sd Josephine Barnett, wd
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PENDLETON

(Umatilla County)

KUMA 1955	1370 1,000-D (CP-1290 5,000 DA-2)	Pendleton Bctrs. P. O. Box 606 521	Meeker Moore & Lund	C. H. Fisher, o Ted A. Smith, gm, sd	Herbert Everitt, cm Leonard Serdar, ce	Doris Forsman, wd
KWRC 1941	1240 250	Western Radio Corp. P. O. Box 178 1425	ABC Cox Ayres	V. B. Kenworthy, p, gm Jack Webb, sm	Carl Fugitt, cm Peter Ferry, pd	Douglas Whipple, ce Alice Palmer, wd
KUBE (CP)	1050 1,000-D	John M. Carroll tr/as Umatilla Bestg. Enterprises P. O. Box 706				

PORTLAND

(Multnomah County)

*KBPS 1923	1450 250	Portland Public Schools- Benson Poly. School 546 N. E. 12th Ave. Filmore 5469		Patricia L. Green, gm	Harold Potter, ce	
KEX 1926	1190 10,000 DA-1	Westinghouse Bestg. Co. 1230 S. W. Main Capital 2-1881	ABC Free & Peters	D. H. McGannon, p J. B. Conley, gm R. E. Rudolph, slm Mel Bailey, pd	A. H. Christensen, sls pmm Jack Irwin, ce Jesse Leonard, nd	Ben Buisman, fd Bob Blackburn, sd Kay West, wd
KEX-FM 1948	Ch. 231 (B) 92.3mc 56kw					
KHFS 1954		(See Vancouver, Wash., listing)				
KGW 1922	620 5,000	North Pacific TV Inc. 409 S. W. 13th Ave. Capital 3-6364	NBC Blair	Gordon D. Orput, p Mrs. A. Scott Bullitt, evp James A. Mount, gm Robert H. Prigmore, cm	Robert E. Franklin, pd, pmm Earl E. E. Petersen, ce Lyle Fenner, nd	Ivan Jones, fd Leonard Shreve, sd Konnie G. Worth, wd
KTLV (TV)	DA-1					
KLIQ 1949	1290 1,000-D	Mercury Bestg. Co.				
KOIN 1925	970 5,000	Mt. Hood Radio & TV Bestg. Corp. 140 S. W. Columbia Capital 8-3333	CBS CBS Radio Spot Sales	Ted R. Gamble, p C. Howard Lane, vp Harry H. Buckendahl, mgng dir, cm	Willard A. Mears, prog mgr, fd Robert McGill, pmm	L. S. Bookwalter, eng dir Lester Halpin, nd Johnny Carpenter, sd
KOIN-TV	DA-N					
KOIN-FM 1948	Ch. 266 (B) 101.1mc 48.6kw					
KPAM 1951	1410 1,000-D	Oregon Bestrs. Ltd. P. O. Box 1230 Capital 8-0106		S. M. Goard, p, gm, cm James T. McGuire, pd	James R. Hampton, pmm Gordon R. Larson, ce	John C. Lewis, nd
KPFM (FM) 1946	Ch. 246 (B) 97.1mc 3.3kw					
KPDQ 1947	800 1,000-D	John W. Davis 1008 S. W. 6th Ave. Capital 2-9209	Webb	John W. Davis, o, gm Philip A. Roewe, slm	Mark Fidler, pd, nd	Don Wilkinson, ce
KPOJ 1923	1330 5,000 DA-1	KPOJ Inc. 1019 S. W. 10th Ave. Capital 7-3484	MBS Don Lee Avery-Knodel	Wm. W. Knight, p R. M. Brown, gm Robert C. LaBonte, cm	Jack Moys, pd Alan Hicks, pmm Richard R. Pooley, ce	Vern Mueller, nd, sd Patti Cooke, wd
KPOJ-FM 1948	Ch. 254 (B) 98.7mc 4.3kw					
KQFM (FM) 1953	Ch. 262 (B) 100.3mc 17.5kw	H Quenton Cox Terminal Sales Bldg. Capital 8-5191		H Quenton Cox, p, gm	Helen Cox, pd	Charles K. Dickson, ce
KVAN 1939		(See Vancouver, Wash., listing)				
KWJJ 1925	1080 10,000 DA-2	Rodney F. Johnson 1011 S. W. 6th Ave. Capital 8-4393	Burn-Smith McGavren	Rodney F. Johnson, p, gm Ben T. Crosby, cm Jerry Speerstra, pd Lester M. Smith, gm Max Dick, ce	Robert Kingsley, pmm Lester Windes, ce Don Kneass, nd Bill Lynch, nd	Josh Higgins, fd Don Usher, sd Betty Baxter, rd Milt Lindley, sd
KXL 1926	750 10,000 DA-1 L-WSB	Mt. Rainier Radio & TV Bestg. Corp. P. O. Box 5886 Olive 4-6358	Branham McGavren			

PRINEVILLE

(Crook County)

KRCO 1950	690 1,000-D	Radio Central Oregon Inc. P. O. Box 188 6239	Best	N. A. Miksche, p, gm Bill Gould, cm, sd	Bob Angel, pd Howard Cross, pmm	Bob Matheny, co-o, ce, fd Elsie Miksche, wd
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REDMOND

(Deschutes County)

KJUN 1953	1240 250	Juniper Bestrs. Inc. P. O. Box 1240 234	ABC	F. Gilbert Lieser, p, gm, pmm, sd	Patricia L. Lieser, evp, bus mgr, pd, wd	Frank Smith, ce, fd Bill Resare, nd
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OREGON

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone	Network Representative	Owner or Pres. p; Exec. vp. evp; sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
ROSEBURG (Douglas County)						
KRNR 1935	1490 250	News-Review Co. 134 N. Jackson Orchard 3-5551	CBS Grant Moore & Lund	Frank Jenkins, p H. J. Chandler, gm	Warren Ward, cm	Lyle Fenner, pd, fd
KRXL 1950	1240 250	Umpqua Bcstrs. Inc. P. O. Box 847 Orchard 3-4464	MBS	Donn Radabaugh, p Iris Rice Helliwell, gm, pd Del McKay, cm	Carol Kerr, pmm, wd Leo Reetz, ce Robert Grant, nd	Lon D. Hunt, fd Nat Jackson, sd
KYES 1955	950 1,000-D	Douglas Bcstrs. Inc. P. O. Box 1138 Orchard 3-6678		Leroy Hiatt, p, gm, ce	Warren Ward, cm	
SALEM (Marion County)						
KGAE 1950	1430 1,000-D	KGAE Inc. P. O. Box 768 3-7121	Holman	W. Gordon Allen, p Earle W. Headrick, gm Robert Morse, cm	Jean McLean, pd, pmm Ken Vancil, ce Larry Ross, nd, fd	William McElhenney, sd Ardys Storn, wd
KOCO 1947	1490 250	Loring Schmidt 1426 Edgewater 3-3108	Rambeau	Loring Schmidt, p, gm	Carl Ritchie, pd	Bruce Fountain, ce
KSLM 1934 KSLM-TV (CP)	1390 1,000	Oregon Radio Inc. P. O. Box 631 3-4831	MBS Don Lee Everett- McKinney Moore & Lund	Glenn McCormick, p, gm Dave Hoss, sm, cm Herb Johnston, pd, nd	Dave Beckett, pmm Clyde Carlton, ce Al Bauer, fd	Steve Brody, sd Peggy Krupicka, wd
SPRINGFIELD (Lane County)						
KEED 1954	1050 1,000-D	KEED Inc. P. O. Box 696 5-0163	Holman	Glen M. Stadler, p, gm Helen N. Stadler, vp, asst gm, wd	A. L. Anderson, cm J. Robert Litten, pd Rodney V. Loudon, pmm	Robert Kennedy, ce Walter A. Stadler, nd
THE DALLES (Wasco County)						
KDLS (CP)	930 1,000 DA-N	The Dalles Bcstg. Co. 405 W. 9th St.		C. H. Fisher, ptrnr	Edna E. Fisher, ptrnr	
KODL 1941	1440 1,000 DA-N	Western Radio Corp. KODL Bldg. 2300	ABC KBS	V. B. Kenworthy, p Paul Walden, gm, sd	Lawrence Beaudoin, cm Stephen Montgomery, pd	Bruce Elliott, ce Mary Thorsness, wd
KRMW 1955	1300 1,000-D	Radio Mid-Columbia Inc. 209 E. 2nd St. Cypress 6-9661	Moore & Lund Best	Chester J. Stuart, p, gm Harold L. Newhouse, cm Gerald K. Webb, pd	F. L. Phillips, pmm Roland V. Stuart, ce C. B. Stauffacher, nd, sd	Keith Palmer, fd Barbara Palmer, wd
TILLAMOOK (Tillamook County)						
KTIL 1947	1590 250	Tillamook Bcstg. Co. P. O. Box 1590 Victor 2-4422	Continental	F. H. Guyton, p Tom Hoover, gm, cm, pd, pmm, nd, sd	Larry Brunen, ce Carl Karpstein, fd	Louise Halliburton, wd

Data corrected to Dec. 15, 1955. If executives or services for FM are same as AM affiliate, names are not repeated.
 FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

PENNSYLVANIA

MARKET DATA BY COUNTIES

County	Population 1950	Radio				Passenger Cars 1954	County	Population 1950	Radio				Passenger Cars 1954
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)				Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	
Adams	44,197	12,400	\$43,381	\$ 9,496	\$ 836	16,334	Lancaster	234,717	65,000	265,371	55,681	5,140	80,727
Allegheny	1,515,237	439,400	1,837,161	512,509	49,791	392,196	Lawrence	105,120	30,600	107,238	30,368	2,311	34,944
Armstrong	80,842	22,600	67,526	18,138	1,685	25,229	Lebanon	81,683	25,100	84,239	19,752	1,587	28,903
Beaver	175,192	50,000	176,440	55,596	4,728	53,433	Lehigh	198,207	58,000	225,913	48,839	3,896	59,111
Bedford	40,775	10,600	29,183	7,264	349	13,510	Luzerne	392,241	103,200	358,003	97,806	6,922	97,334
Berks	255,740	74,900	294,816	68,816	5,798	85,220	Lycoming	101,249	30,800	106,273	30,161	2,546	34,641
Blair	139,514	39,400	132,681	41,562	2,756	40,014	McKean	56,607	16,400	57,855	16,276	1,522	18,277
Bradford	51,722	14,900	45,214	11,058	889	16,212	Mercer	111,954	32,500	120,710	31,103	3,063	39,104
Bucks	144,620	62,200	200,313	48,019	3,403	73,744	Mifflin	43,691	12,000	40,318	11,322	1,055	13,237
Butler	87,320	27,400	96,778	24,438	2,100	34,489	Monroe	33,773	10,200	41,364	9,854	880	13,935
Cambria	209,541	54,300	182,471	51,109	3,078	53,312	Montgomery	353,068	103,200	409,471	122,255	11,789	140,991
Cameron	7,023	1,800	7,598	2,352	66	2,763	Montour	16,001	3,500	8,317	2,548	320	4,311
Carbon	57,558	15,600	44,750	15,717	837	16,971	Northampton	185,243	52,500	215,453	66,081	5,251	66,397
Centre	65,922	16,400	55,689	14,590	1,491	19,795	Northumberland	117,115	32,600	105,894	30,150	2,753	32,667
Chester	159,141	42,300	157,114	40,282	4,416	54,739	Perry	24,782	7,000	18,409	4,865	271	9,199
Clarion	38,344	10,100	36,164	9,322	705	13,024	Philadelphia	2,071,605	615,000	2,668,143	618,789	69,111	428,507
Clearfield	85,957	22,600	74,342	21,614	1,361	23,408	Pike	8,425	2,900	7,191	2,255	73	3,552
Clinton	36,352	10,300	32,394	9,442	595	11,537	Potter	16,810	4,500	15,457	4,000	197	5,525
Columbia	53,460	15,200	50,376	13,538	942	18,889	Schuylkill	200,577	54,000	160,241	47,612	3,306	54,800
Crawford	78,948	23,000	87,526	21,069	1,700	26,201	Snyder	22,912	6,100	14,843	3,412	212	7,742
Cumberland	94,457	29,600	94,691	24,425	2,500	37,464	Somerset	81,813	21,500	67,051	17,579	1,062	24,197
Dauphin	197,784	60,200	249,570	54,806	7,908	62,329	Sullivan	6,745	1,600	4,574	1,611	36	2,095
Delaware	414,234	129,200	397,702	120,385	14,733	143,481	Susquehanna	31,970	8,500	23,535	7,398	239	9,746
Elk	34,503	9,400	24,626	8,986	803	10,808	Tioga	35,474	10,300	31,031	7,135	489	12,053
Erie	219,388	66,600	277,780	71,897	5,663	75,232	Union	23,150	5,700	15,240	3,899	364	7,772
Fayette	189,899	50,100	169,858	44,788	3,440	48,606	Venango	65,328	18,100	54,886	15,671	1,138	20,189
Forest	4,944	1,200	2,683	986	29	1,639	Warren	42,698	11,800	53,276	11,319	825	14,117
Franklin	75,927	21,500	78,493	17,925	1,594	27,233	Washington	209,628	59,000	196,391	57,443	4,902	60,446
Fulton	10,387	2,600	5,267	1,116	561	3,249	Wayne	28,478	7,700	26,568	6,514	410	9,017
Greene	45,394	11,800	28,699	8,984	85	12,114	Westmoreland	313,179	87,300	308,913	91,892	6,707	90,562
Huntingdon	40,872	10,700	29,085	8,163	343	13,146	Wyoming	16,766	4,600	16,115	3,996	158	6,253
Indiana	77,106	20,900	65,818	16,005	1,309	22,466	York	202,737	62,200	225,235	56,794	3,818	77,690
Jefferson	49,147	13,600	41,842	12,484	835	15,453							
Juniata	15,243	4,000	12,313	2,171	79	5,617							
Lackawanna	257,396	71,000	229,044	66,260	4,951	58,503							

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

ALLENTOWN

(Lehigh County)

WAEB 1949	790 500-D 1,000-N DA-1	WAEB Inc. 7th & Hamilton Sts. Hemlock 4-9364	Radio-Tv Reps	Howard Wasserman, p S. Robert Ackley, gm Joseph Riepensell, cm	William Gottshall, ce Richard Mertz, nd	Kermitt Gregory, fd Ernie Stiegler, sd
WFMZ (FM) 1947	Ch. 264 (B) 100.7mc 4.8kw	Penn-Allen Bcstg. Co. N. 7th St. Pike Hemlock 5-6401		Raymond F. Kohn, p, gm Perry S. Ury, cm	Edward F. Glacken, pd	Daniel Houck, ce
WFMZ-TV (CP) 1948	1230 250	Allentown Bcstg. Corp. Colorado & Poplar Sts. Hemlock 4-4801	CBS Raymer	Charles G. Helwig, p James F. Chambers, gm, cm, sd	Willard Camperson, pd Howard Frank, pmm Gerald Werst, ce	Ted Wieder, nd Paul Mitchell, fd Nancy Blake, wd
WKAP 1947	1320 1,000 DA-N	WKAP Inc. P. O. Box 689 Hemlock 3-3166	Weed	N. Joe Rahall, p Ogden R. Davies, gm Donald Jones, cm	Marshall Cleaver, pd, nd Winifred Glose, pmm C. Frank Cordaro, ce	Jerry Duckett, fd Alan Raber, sd Gladys E. Hersh, wd
WSAN 1923	1470 5,000 DA-N	Lehigh Valley Bcstg. Co. 39 N. 10th St Hemlock 4-9511	NBC H-R Reps	B. Bryan Musselman, p, gm, pmm	Olivia M. Barnes, cm	Reuel H. Musselman, ce
WSAN-FM 1947	Ch. 260 (B) 99.9mc 8kw					

ALTOONA

(Blair County)

WFBG 1924	1340 250	Gable Bcstg. Co. Gable Arcade 4-2031	NBC Quaker Net H-R Reps	Walter H. Annenberg, p Roger W. Clipp, gm Jack Snyder, mg dir, pd	Bill Farley, loc sim George Burgoon, ce	Don Cossitor, nd Dick Reddick, sd
WFBG-TV 1947	1240 250	Thompson Bcstg. Co. 1421 12th Ave. 6646	ABC MBS Meeker	Roy F. Thompson, p, gm, cm Dorothy M. Thompson, pd William S. Clear, pmm, sm, sd	Albert Merritts, ce Dave Deniston, nd	E. G. Hamill, fd Marge Griffith, wd
WVAM 1948	1430 1,000 DA-N	General Bcstg. Corp. 2727 Albert Dr. 8127	CBS Weed	Emanuel S. Leopold Will L. Ketner, gm, pmm, fd Will M. Union, cm	John E. Riley, pd Dominick F. Legge, ce Harry E. Maclay, nd	Joseph V. Shannon, sd Keith J. Reeve, wd
WVAM-FM 1953	Ch. 261 (A) 100.1mc 0.36kw					

APOLLO

(Armstrong County)

WAVL 1947	910 1,000-D	Tri-Borough Bcstg. Co. Press & Radio Bldg. Grover 2-3921		Edward J. Kroen, gm, cm	A. J. West, bus mgr	Silas West, pd
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BARNESBORO

(Cambria County)

WNCC 1950	950 500-D	Northern Cambria Bcstrs. Inc. 803 Maple Ave. 1010	KBS	Harris G. Breth, p W. J. Thomas, gm William R. Rainhall, cm, sd	Joanne E. Tibbott, pd Dyle J. Miller, ce	Herbert Turnrup, fd Mildred Tatters, wd
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BEAVER FALLS

(Beaver County)

WBVP 1948	1230 250	WBVP Inc. P. O. Box 719 4100		Frank R. Smith, p, gm Thomas B. Price, cm Charles H. Wilson, pd	Jean E. Biggard, pmm Andy Sivak, ce Ernie Kline, co-nd	George Allen, co-nd, fd Chuck Wilson, sd Gertrude Trobe, wd
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BEDFORD

(Bedford County)

WBFD 1955	1310 1,000-D	Inquirer Printing Co. 130 S. Juliana St. 863	KBS	John H. Biddle, p Hugo K. Frear, gm Robert S. Harrison Jr., sm cm Sherwood B. Hawley, pd	Jack R. Husson, pmm William F. Eckman, ce Paul Hafer, nd	John Holbert, fd John Koza, sd Thelma Diehl, wd
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BETHLEHEM

(Northampton County)

WGPA 1947	1100 250-D	Bethlehem's Globe Publishing Co. 426 Brodhead Ave. University 6-8074	Quaker Net.	Rolland L. Adams, p Arthur C. McCracken, sm Frank Collie, cm, pmm	Stefan George, pd Edwin L. Rybak, ce	Robert Wolken, nd, fd John Daday, sd
WGPA-FM 1947	Ch. 236 (B) 95.1mc 10kw					

BLOOMSBURG

(Columbia County)

WCNR 1947	930 1,000-D	Columbia Montour Bcstg. Corp. 38 W. Main St. Sterling 4-1200	Quaker	Ed Darlington, gm, cm, wd James Lehman, pd	Robert Fulton, ce James Evans, nd	Stan Hummer, fd Robert Hilber, sd
WHLM 1948	550 500 DA-2	Bloom Radio 107 W. Main St. Sterling 4-5500	Raymer	Harry L. Magee, p Robert R. Williams, gm Lawrence J. Campbell, cm	Ray Calabrese, pub rel Anthony Hogg, ce Max Williamson, nd	Hal Miller, fd Ted Jones, sd Patsy O'Brien, wd

BRADDOCK

(Allegheny County)

WLOA 1947	1550 1,000-D	Matta Bcstg. Co. 1233 Braddock Ave. Electric 1-1100	KBS	William G. Matta, p, gm, pd George C. Matta, cm	Mario Bidese, pmm, nd Elmer L. Heess, ce	Tom Powers, sd Blanch Anderson, wd
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BRADFORD

(McKean County)

WESB 1947	1490 250	Radio Station WESB 43 Main St. 3173	MBS Burn-Smith	Joseph M. Cleary, gm, nd Frederick P. Tascone, cm, pmm	William Winn, pd, fd Dean W. Merry, ce	Jack Laffin, sd Vivien Krieger, wd
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BUTLER

(Butler County)

WBUT 1949	1050 250-D	WBUT Inc. Radio Park 75-778	Gill-Perna	J. Patrick Beacom, p Gerald D. Coleman, gm, cm, pmm, ce	Richard Hanna, pd Earl Sadlon, nd John Turrell Jr., fd	Richard Kutan, sd Shelley Fogel, wd
WBUT-FM 1949	Ch. 249 (A) 97.7mc 0.72kw					
WISR 1941	680 250-D	Butler Bcstg. Co. 357 N. Main St. 7-4701		Joel W. Rosenblum, p Robert L. Kaufman, gm J. Victor O'Brien, cm	Warren E. Ihlenfeld, pd, nd Paul F. Rex, ce Don Oesterling, fd	Paul R. Hobaugh Jr., sd Margo Pitts, wd

PENNSYLVANIA

City County	Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
CARBONDALE (Lackawanna County)					
	WC DL 1950	1230 250 (CP-1440 5,000-D)	Carbondale Bcstg. Co Inc. 127 Salem Rd. 1230	KBS Cooke	William H. Ware, p Anthony P. Perry, gm Paul J. Oles, cm Thomas McDonough, pd Walter F. Rude, ce, fd Joe Martin, nd Paul Elbrecht, sd Jean Lynady, wd
CARLISLE (Cumberland County)					
	WHYL 1952	960 1,000-D	Richard Field Lewis Jr. of Carlisle Inc. P. O. Drawer 520 1785	Penn-Harris Radio Net.	Richard Field Lewis Jr., p Winslow T. Porter, gm, cm Clinton M. Morse, pd Jack Stelling, pmm Jack Simmons, ce Leonard Waite, nd John Fogel, fd
CHAMBERSBURG (Franklin County)					
	WCBG (CP)	1590 1,000-D	James R. Reese Jr. South Mountain, Pa. (WCBG, Am affiliate)		
	WWPC (FM) (CP)	Ch. 236 (B) 95.1mc 4.7kw			
	WCHA 1946	800 1,000-D	Chambersburg Bcstg. Co. Craft Press Bldg. Colony 4-7121	Forjoe	John S. Booth, o, gm Earl Strine, cm, sd Richard Bowers, pd, fd David Myers, pmm James McCurdy, ce Gene Myers, nd
	WCHA-FM 1948	Ch. 240 (A) 95.9mc 0.7kw			
CHARLEROI (Washington County)					
	WESA 1947	940 250-D	Monongahela Valley Bcstg. Corp. Box 584 Hudson 3-6551	Clark	Dr. A. S. Sickman, p Charles R. DuVall, gm George D. Galley, pd Silvio Garafalo, ce
CHESTER (Delaware County)					
	WDRF 1947	1590 1,000 DA-N	Eastern Bcstg. Co. Middletown Rd., Brookhaven 4-4321		Louis Kapelski, o, p Cy Swingle, gm Harry J. Simmington, ce Del Parks, nd Floyd Kraft, sd Marion Pedlow, wd
	WYCH 1948	740 1,000-D	James M. Tisdale Wolf Bldg. 2-8861	Webb	James M. Tisdale, o, gm, ce Martin Peutzman, cm Robert A. Hibbert, pd Frank Wayne, nd Frank Poynter, fd Don Baron, sd Pearl Kastli, wd
CLEARFIELD (Clearfield County)					
	WCPA 1947	900 1,000-D	Clearfield Bcstrs. Inc. 215 Church St. 5-5541	Laurel Net.	W. K. Ulerich, p W. J. Thomas, gm Joseph Milsop, mgr, pmm Margaret Nemeth, pd, wd Llewellyn Duck, ce Vince Young, nd W. O. Mitchell, fd Fred Koerbele, sd
COATESVILLE (Chester County)					
	WCOJ 1949	1420 5,000 DA-N	Chester County Bcstg. Co. 809 E. Lincoln Hwy. 2100	Quaker Net.	Louis N. Seltzer, p, ce William S. Halpern, gm, sec-treas Donald Kimes, cm, pmm Ralph Penza, nd James Donnelly, sd
CONNELLSVILLE (Fayette County)					
	WCVI 1947	1340 250	Connellsville Bcstrs. Hetzel Bldg. 2700	KBS	Dr. Cam T. Troilo, p William W. Robinson, gm, cm Mary Frances Rich, pd Robert T. Ray, ce Dick Jessen, nd James W. Haines, fd Amyal Canton, sd Mary Lou Misiewicz, wd
CORRY (Erie County)					
	WOTR 1955	1370 500-D	Olivia T. Rennekamp Berger Bldg. Pittsburgh, Pa. Atlantic 1-1365	KBS	Olivia T. Rennekamp, p John Wellenhofer, co-gm, pd Paul Carlson, co-gm, cm Betty Rizzo, pmm, wd David Hubertz, ce Jack Carr, nd Guy Davis, fd Howard Bycroft, sd
COUDERSPORT (Potter County)					
	WFRM 1953	600 500-D	Farm & Home Bcstg. Co. 9 N. Main St. 611		C. H. Simpson, p John A. Fay, gm James F. Ponder, cm Richard Bennett, pd, nd Richard Smith, pmm, fd F. Kenyon Reed, ce Robert Glarner, sd Lynn Caulkins, wd
	WFRM-FM 1955	Ch. 244 (A) 96.7mc 0.11kw			
DOYLESTOWN (Bucks County)					
	WBUX 1946	1570 250-D	Charles M. Meredith Hart Bldg. 220	KBS Quaker Indie Sales	Charles M. Meredith, p William A. Lynch, gm, cm Robert Fretz, pd, nd, sd Richard A. Alliger, pmm R. Robert Wright, ce
DuBOIS (Clearfield County)					
	WCED 1941	1420 5,000-D 500-N DA-2	Tri County Bcstg. Co. 80 N. Park Place 1700	CBS Quaker McGillvra	H. T. Gray, p J. S. Gray, gm George Williams, cm Ken Johnston, pd Sam King, pmm, nd Burrell Morris, ce Marv Bloom, sd Betty Lee, wd
	WCED-FM 1948	Ch. 271 (B) 102.1mc 3.3kw			

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

EASTON

(Northampton County)

WEEX (CP)	1230 250	Easton Publishing Co.				
WEEX (FM) 1948	Ch. 252 (A) 98.3mc 1kw	Easton Publishing Co. 6155		J. L. Stackhouse, p	Nelson S. Rounsley, gm	Robert Francett, ce
WGLV-TV 1936	1400 250	Associated Bcstrs. Inc. 516 Northampton St. 6131	NBC Meeker	Clair R. McCollough, sta exec Theodore Pierce, sm	J. Robert Gulick, gen slm Eugene Bethman, pd	Paul I. Woodland, pmm J. E. Mathiot, tech dir
WEST-FM 1948	Ch. 300 (B) 107.9mc 11kw					

EMPORIUM

(Cameron County)

WEMR 1954	1340 100	Kenneth E. Rennekamp Berger Bldg. Pittsburgh, Pa. Atlantic 1-1365	KBS	Kenneth E. Rennekamp, p gm	James Agnello, cm Clyde Robinson, pd, nd	Richard Rosse, pmm, fd, sd James Saltzman, ce
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EPHRATA

(Lancaster County)

WGSA 1955	1310 500-D DA-D	Garden Sport Bcstrs. P. O. Box 419 3-2226	KBS	Samuel R. Youse, co-mgr, ce George Kienzle, co-mgr	John Wells, pd, sd Pat Bange, prom dir, nd	Dick Ballou, adv, fd Joan Root, wd
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ERIE

(Erie County)

WERC 1941	1260 5,000 DA-2	Presque Isle Bcstg. Co 121 W. 10th St 4-6367	ABC Quaker Weed	Jacob A. Young, co-o, p E. Walker Sennett, co-o, vp Arthur M. Ingram, gm	Robert Yochim, cm J. Jacob Young, pd Kenneth L. Hestor, ce	Ralph Wheeler, nd, fd Jay Young, sd Jeanne Caldwell, wd
WERC-FM 1941	Ch. 260 (B) 99.9mc 9.7kw					
WIKK 1948	1330 5,000 DA-2	Community Service Bcstg. Co. 3514 State St. 23-248	NBC Petry	Edward Lamb, p Ben McLaughlin, gm	Karl R. Nelson, cm Robert Lunquist, pd	Jack Schumacher, pmm Ken Husband, ce
WJET 1948	1400 250	The "Jet" Bcstg. Co. 18th & Ash Sts. 2-6741	Forjoe	Myron Jones, p, gm Pete Coticchia, asst cm Robert F. Conners, pd	Lawrence Jones, pmm John Shreed, ce John Creveling, nd	John Landacre, fd Dick Thompson, sd Tess Willard, wd
WLEU 1933	1450 250	Commodore Perry Bcstg. Service Inc. Commerce Bldg. 22-129	MBS Rambeau	Philip B. Hirsch, p, gm James D. Brownyard, cm	Robert Eaton, pd, nd William Sebenick, ce	Gene Cuneo, sd Helen I. Rhodes, wd

FARRELL

(Mercer County)

WFAF 1954	1470 1,000-D	Sanford A. Schaftiz 4171	KBS	Sanford A. Schaftiz, p, gm, cm Albert Zippay, pd	Arthur Simmers, pmm Virgil Brown, nd	Fred Cole, sd Ginger Rock, wd
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GETTYSBURG

(Adams County)

WGET 1950	1450 250	Times & News Pub. Co. P. O. Box 28 Gettysburg 850	KBS	P. H. Cunningham, gm, cm	E. L. Shoop Jr., pd	L. M. Blair, ce
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GREENSBURG

(Westmoreland County)

WHJB 1934	620 1,000-D 500-N DA-2	Pittsburgh Radio Supply House Inc. 128 N. Pennsylvania Ave. Greensburg 3740		H. K. Brennen, p H. J. Brennen, gm, cm, pmm Glenn Grayson, pd, nd	Lyle Allen, ce Larry Ford, fd	Francis Fisher, sd Toni Lee, wd
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GROVE CITY

(Mercer County)

*WSAJ 1922	1340 100 SH	Grove City College Main & Broad Sts. Grove City 763		Dr. Weir C. Ketler, p	Stanley J. Seiple, pd	Dale O. Smock, ce
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RADIO SELLS ERIE & ERIE COUNTY, PENNA.

WIKK

- Up in Retail Sales
- Up in Food Sales

.....>

- 66,600 Radio Homes in Erie Co.
- 105,000 Radio Homes in

WIKK Coverage

ERIE,
PA.

5,000 WATTS 1330 KC

An NBC Affiliate

General Manager, Ben McLaughlin . . . an EDWARD LAMB Enterprises Station

Represented by the Edward Petry Co.

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	License Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations
HANOVER (York County)						
WHVR 1949	1280 1,000-D 500-N DA-N	Radio Hanover Inc. P. O. Box 268 3831		John D. Bare, p, gm, cm Ned Rutledge, pd, nd	Ed John, pmm Philip A. Rohrbaugh, ce	John Kratzert, fd
HARRISBURG (Dauphin County)						
WCMB 1948	1460 5,000 DA-2	Rossmoyne Corp. 228 Court St. Cedar 4-3005	MBS Gill-Perna	Ed K. Smith, gm Henry Traugh, cm Ed Gonzalez, pd	J. Howard Blair, ce John Eisenauer, nd John A. Smith, fd	Gordon Jones, sd Peggy Glenn, wd
WHGB 1945	1400 250	Kendrick Bestg. Co. 112 Market St. Cedar 4-4988	ABC Quaker Net. Pearson	Herbert Kendrick, p, gm Ralph Hartman, cm Jack Hooper, pd, sd	Jean Sneider, pmm William O. Kuntz, ce	Vince Murphy, nd, fd Lillian Mickley, wd
WHP 1924	580 5,000 DA-N	WHP Inc. 216 Locust St. Cedar 4-3211	CBS Bolling	A. K. Redmond, gm, cm Beatrice M. Potteiger, sls serv dir	Dick Redmond, pd E. Daniel Leibensperger, ce John Price, nd	George Wirt, fd Ed Gundaker, sd
WHP-FM 1946	Ch. 247 (B) 97.3mc 1.55kw					
WHYL 1952	(See Carlisle listing)					
WKBO 1922	1230 250	Keystone Bestg. Corp 31 North 2nd St Cedar 4-0191	NBC Meeker	Clair R. McCollough, sta exec W. Eugene Garman, sm	J. Robert Gulick, gen slm Thomas Weitzel, pd	Paul I. Woodland, pmm J. E. Mathiot, tech dir
HAZLETON (Luzerne County)						
WAZL 1932	1490 250	Hazleton Bestg. Co. 708 Hazleton Natl. Bank Bldg. Gladstone 43-531	MBS NBC Raymer	Victor C. Diehm, p, gm Bob Sacco, cm Bill Graham, pd, sd	Pepsita Karvounis, pmm Elwood Tito, ce	Paul Cerula, nd Nancy North, wd
WAZL-TV (CP)						
WAZL-FM 1947	Ch. 250 (B) 97.9mc 2.6kw					
HOMESTEAD (Allegheny County)						
WHOD 1948	660 250-D	Steel City Bestg. Corp 105 E. 7th Ave Homestead 1-0712	Natl. Negro Net. Forjoe	Anthony S. Ortale, p Leonard Walk, sm, cm	Sid J. Dickler, pmm James Herbert, ce	Mal Goode, nd Toki Johnson, wd

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SAYS NORT WYNER: "RAPID AND STRONG CONSUMER RESPONSE HAS MADE WHYL A KEY HARRISBURG AREA RADIO BUY FOR BOTH RAYCO AND MANISCHEWITZ"



Nort Wyner, Emil Mogul Company, says Sponsor Magazine, "Has direct knowledge of and feeling for many markets . . . to many account men a station is just a series of call letters . . . To Wyner it is an individual entity with definite personality, known strengths and weaknesses."

WHYL is mighty proud of the judgment displayed by Nort Wyner who buys **WHYL**, Carlisle for Harrisburg coverage. Perhaps the **WHYL** record had something to do with his decision . . .

- WHYL** is yet to lose any Result-Per-Dollar expenditure test with any media in the market.
- WHYL** gives better coverage of the Harrisburg trading area than three of the four Harrisburg stations. Primary coverage 630,000; secondary coverage over 2,000,000.

Nort Wyner, Emil Mogul's Manischewitz Wine Company, Account Executive, Rayco Auto Seat Cover Company, Account Supervisor visits Rayco markets and works closely with stores and stations. "Certain stations," he says in Sponsor Magazine, "are no good for your purpose . . . similarly . . . some stations are sales powerhouses." Wyner buys **WHYL** as the sales powerhouse for Harrisburg coverage.

WHYL CENTRAL PENNSYLVANIA'S BIG COVERAGE MUSIC STATION

Write, wire or phone Carlisle 1785 collect for availabilities. Winslow T. Porter, General Manager . . . Richard Field Lewis, Jr., President

HUNTINGDON
(Huntingdon County)

WHUN 1947	1150 1,000-D	Joseph F. Biddle Publishing Co. 400 Washington St 1291	KBS Laurel Quaker	John H. Biddle, p William E. Germann, gm, pmm	James Ishler, cm Susan H. Germann, pd Earnest A. Craig, ce	Donald M. Stuller, nd Robert S. Clark, fd William A. Engle, sd
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INDIANA
(Indiana County)

WDAD 1945	1450 250	WDAD Inc. 637 Philadelphia St 3-5511	CBS KBS Laurel	W. K. Ulerich, p W. J. Thomas, gm Jonas Termin, sm, cm, pmm	Clifford Porter, pd Stanley J. Graziadio, ce Winston Hoehner, nd	Bill Cochran, fd Roger Wood, sd Ruth Piquignot, wd
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JOHNSTOWN
(Cambria County)

WARD 1946	1490 250	Central Bcstg. Co. Porch Bldg 8-1216	CBS Quaker Weed	Geo. D. Gartland, vp, gm	Stewart W. Phillips, sm	Millard C. Coleman, ce
WARD-TV 1948	Ch. 221 (A) 92.1mc 0.285kw					
WCRO 1947	1230 250	Century Bcstg. Corp. Fort Stanwix Hotel 9-1187	MBS Radio-Tv Reps.	John J. Keel, p Henry Gladstone, vp Lloyd W. Dennis, sec-treas	John Pallottini, gm Frank Dell, cm, sd	John Dohoda, ce Gary Hagerich, nd
WJAC 1925	1400 250	WJAC Inc. 329 Main St 5-1262	NBC Young	Walter W. Krebs, p Park Claycomb, sm	Ronald Stephenson, pd, nd	Theodore Campbell, ce
WJAC-TV 1948	Ch. 238 (B) 95.5mc 8.3kw					

KANE
(McKean County)

WADP 1954	960 500-D	Northern Allegheny Bcstg. Co. Penn-Kane Hotel 1520		Ray Barlow, sm	Richard Feit, cm	Jack Sandstrom, pd
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KITTANNING
(Armstrong County)

WACB 1948	1380 1,000-D	Armstrong County Bcstg. Corp. 325 Market St. 43-1381	KBS Rambeau	S. W. Pruett, p Chas. M. Erhard Jr., vp, gm Harold H. Stoops, mgr, pd	Robert Chemelli, ce Robert Crose, nd, sd	Sam Sherk, fd Ethel Bechtel, wd
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IN PENNSYLVANIA Vic RADIO PROFIT Diehm Says:

WAZL

To get 70% of the audience in lower Luzerne and adjacent counties of Carbon, Schuylkill and Columbia you need . . .

HAZLETON, PA. NBC-MBS

WHLM

With full time power, covering a retail buying area better than \$175,000,000 and farm dollars that exceed . . . \$25,000,000 you can't afford to pass up . . .

BLOOMSBURG, PA.

WHOL

For radio coverage in the prosperous industrial market of Allentown-Bethlehem you need . . .

ALLENTOWN, PA. CBS



WAZL Hazleton, Pa. NBC-MBS **WHOL** Allentown, Pa. CBS **WHLM** Bloomsburg, Pa. **WIDE** Biddeford-Saco, Me. MBS-Yankee **WVDA** Boston, Mass. ABC
(All Stations Represented by Paul H. Raymer Company)

PENNSYLVANIA

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations	Coml. Mgr. cm; Sales Mgr.
LANCASTER (Lancaster County)							
	WGAL 1922	1490 250	WGAL Inc 8 West King St. 7-5251	NBC Meeker	Clair R. McCollough, p Kenneth L. Kreider, sm	J. Robert Gulick, gen slm Paul I. Woodland, pmm	J. E. Mathiot, tech dir
	WGAL-TV WGAL-FM 1944	Ch. 267 (B) 101.3mc 3.8kw					
	WLAN 1946	1390 1,000 DA-N	Peoples Bcstg. Co 252 N. Queen St. 4-7261	ABC MBS Headley-Reed	Frank H. Altoerffer, p Samuel M. Altoerffer, gm J. Stanley Baker, cm	Karl F. Scheying, pd, nd Robert O. Welsh, pmm Ramon T. Sherman, ce	Edward Miller, fd Guy Barry, sd Dorothy Stevens, wd
	WLAN-FM 1949	Ch. 245 (B) 96.9mc 6.7kw					
LANSFORD (Carbon County)							
	WLSH 1952	1410 1,000-D	Miners Bcstg. Service Box D 1440	Everett- McKinney	Joseph L. Maguire, p	John W. Angst, sm	
LATROBE (Westmoreland County)							
	WAKU 1951	1570 1,000-D	Clearfield Bcstrs. Inc. P. O. Box 208 Keystone 7-7744	KBS	William Ulerick, p William J. Thomas, gm	Warren A. Koerbel, sm, pd, sd Manuel Alvarez, ce	John McFadden, nd
	WTRA (CP)	1480 500-D	Latrobe Bcstrs. 917 Ligonier St.		Henry J. Mahady, ptrn Paul W. Mahady, ptrn	L. Kenneth Harkins, ptrn Louis Rosenberg, ptrn	Kenneth E. Rennejamp, ptrn
LEBANON (Lebanon County)							
	WLBR 1946	1270 1,000 DA-N	Lebanon Bcstg. Co. 8th & Cumberland Sts. 2-7651	Quaker Burn-Smith	H. Raymond Stadiem, p Lester P. Etter, mgng dir, dir natl sls	Philip J. Reilly, slm, pmm Henry Homan, pd, nd, fd M. Leonard Savage, ce	Howard Van Voorhis, sd Mary Ellen Kurtz, wd
	WLBR-TV (CP)						
	WLBR-FM 1948	Ch. 261 (A) 100.1mc 0.72kw					
LEWISTOWN (Mifflin County)							
	WKVA 1949	920 1,000-D	Central Pennsylvania Bcstg. Co. 19 S. Wayne St. 6771	Gill-Perna	Robert L. Wilson, p, gm Ted Heppburn, cm Lynn Bloom, pd	Robert Hyle, pmm Robert Steltzer, ce Reed Gray, nd	Zeke Appleby, fd Adrian Franosan, sd Vera Snook, wd
	WMRF 1941	1490 250	Lewiston Bcstg. Co. 5 W. Market St. 6757	NBC Burn-Smith	J. S. Woods, p T. W. Metzger, gm, cm James Keyes, pd, pmm, nd	Kenneth Callahan, ce Don Raffensberger, fd	Dale Smith, sd Thekla Leeper, wd
LOCK HAVEN (Clinton County)							
	WBPZ 1946	1230 250	Lock-Haven Bcstg. Corp. 132 1/2 E. Main St. 4038	MBS Quaker McGillvra	Donald C. Welch, p Harris Lipez, gm, cm	Dave King, asst m, pd, pmm, nd	Kenneth Caum, ce
McKEESPORT (Allegheny County)							
	WEDO 1946	810 1,000-D	Tri-City Bcstg. Co. 547 Fifth Ave. North 4-7167	Industrial Bcstg. Sys. Rambeau	Edward J. Hirshberg, p, gm Earl Buncher, cm, fd Chuck Moyer, pd, sd	Sam Spatter, pmm Wilks Hurley, ce	Merle Pollis, nd Ruth Young, wd
	WMCK 1947	1360 1,000 DA-N	Mon-Yough Bcstg. Co. 516 Market St. Orchard 8-8888	Cooke	Robert M. Cox, p Samuel R. Vidnovic, opr mgr E. A. Kline, cm	Francis P. Haley, pd Charles W. White, ce Stephen Chontos, nd	C. P. Campbell, sd Sally Mossman, wd
MEADVILLE (Crawford County)							
	WMGW 1947	1490 250	Meadville Bcstg. Service Inc. First Natl. Bank Bldg. 46-723	ABC	H. C. Winslow, p Robert Trace, gm, cm	James Strickler, pd Eugene Phillips, ce	Fred Quinn, nd James Nicholson, sd
	WMGW-FM 1948	Ch. 262 (B) 100.3mc 10kw					
MEXICO (Juniata County)							
	WJUN 1955	1220 250-D	Juniata Perry Bcstg Co. P. O. Box 97 Mifflintown, Pa. Mifflintown 64	Burn-Smith	J. S. Woods, p T. W. Metzger, gm Ralph Parker, sm	Charles Moore, pd Don Lorenz, pmm, fd	Kenneth Callahan, ce Mary Stewart, wd
MILTON (Northumberland County)							
	WARC (CP)	1380 1,000-D	Williamsport Radio Bcstg. Assoc. Inc. c/o W. W. Ott 330 Government Place		Harry J. W. Kiessling, p		
	WMLP 1955	1570 1,000-D	WMLP Inc. 220 Norland Ave. Chambersburg, Pa.		John S. Booth, o		
	WMLP-FM 1955	Ch. 257 (A) 99.3mc 0.34kw					

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MONTROSE

(Susquehanna County)

*WPEL 1250
1953 1,000-D

Montrose Bcstg. Corp.
Locust St.
397

W. Douglas Roe, p, gm, pd,
nd
William M. Farley, pmn

Richard J. Gage, ce
Edward Dieffenbach, fd

William P. Ohman, sd
Ruth M. Ohman, wd

NANTICOKE

(Luzerne County)

WHWL 730
1946 1,000-D

Radio Anthracite Inc.
Woolworth Bldg.
1332

Forjoe

Henry W. Lark, o
Milton Laughlin, mgr

Charles R. Petrie Jr., opr mgr
Cary Williams, nd

Bill Jones, sp events dir
Eve Allen, wd

NEW CASTLE

(Lawrence County)

WKST 1230
1938 1,000
WKST-TV DA-N

WKST Inc.
Cathedral Bldg.
Oliver 4-5501

MBS
Everett-
McKinney

S. W. Townsend, p
Harley M. West, sm

George McGary, loc slm
Harry W. Reith, pd, sd

Donald Dout, ce
Ruth Ray, wd

NEW KENSINGTON

(Westmoreland County)

WKPA 1150
1940 250-D

Allegheny Kiski Bcstg.
Co.
810 Fifth Ave.
Edison 7-3588

Continental

C. Russell Cooper, p
Melvin A. Goldberg, gm

Michael Felock, pd, nd, fd
W. W. Neeley, ce

Fritz Klingensmith, sd
Laura Yohe, wd

NORRISTOWN

(Montgomery County)

WNAR 1110
1946 500-D

Norristown Bcstg. Co.
115 W. Main St.
Norristown 8-7600

N. Joe Rahall, p
O. R. Davies, gm
John M. Banzhoff, sm, natl
slm

Woodward W. White, loc slm
Buddy Brode, pd, sd
C. Frank Cordaro, tech sup

Anthony DeSola, ce
James M. Nellany, nd

OIL CITY

(Venango County)

WKRZ 1340
1946 250

WKRZ Inc.
Fair Bldg.
4-1280

KBS

Kenneth E. Rennekamp, p,
gm
Olivia Rennekamp, cm

John Remus, pd
Carl Phillips, pmn
James Saltzman, ce

Ed Erickson, nd
Glenn Henderson, fd
Ver Lupton, wd

PHILADELPHIA

(Philadelphia County)

WCAU 1210
1922 50,000
WCAU-TV

WCAU Inc.
City Line & Monument
Rd. (31)
Greenwood 7-8300

CBS
CBS Radio
Spot Sales

Donald W. Thornburgh, p,
gm
Joseph L. Tinney, evp
John S. deRussy, sls dir

Joseph T. Connolly, vp, pd
Robert N. Pryor, vp, dir pub
rel
John G. Leitch, vp, ce

Charles Shaw, nd
Amos Kirby, fd
Bill Campbell, sd

WCAU-FM Ch. 251 (B)
1941 98.1mc
10kw

WDAS 1480
1922 1,000
DA-2

Max M. Leon Inc.
Belmont Ave. & Edgely
Rd. (31)
Trinity 8-2000

Forjoe

Max M. Leon, p
Robert A. Klein, gm

M. Leonard Matt, asst gm
Jerry Grove, pd

William H. Vogt, loc slm
Frank Unterberger, ce

WFIL 560
1922 5,000
WFIL-TV DA-2

Triangle Publications
46th & Market Sts.
Evergreen 2-4700

ABC
Quaker
Blair

Walter H. Annenberg, p
Roger W. Clipp, gm
George A. Koehler, sm
Kenneth W. Stowman, gen
slm

William B. Dothard, asst gen
slm
Joe Zimmerman, prom dir
Henry E. Rhea, ce
Felix Meyer, pd

Gunnar Back, nd
Howard Jones, fd
Tom Moorehead, sd
Mary Jones, wd

WFIL-FM Ch. 271 (B)
1941 102.1mc
10kw

WFLN (FM) Ch. 239 (B)
1949 95.7mc
20kw

Franklin Bcstg. Co.
8200 Ridge Ave. (28)
Ivyridge 2-6000

Good Music
Bcstrs.

Lawrence M. C. Smith, p
Raymond S. Green, vp, gm

John P. Culver, opr mgr
Michael E. O'Donnell, pd

David N. Carson, ce



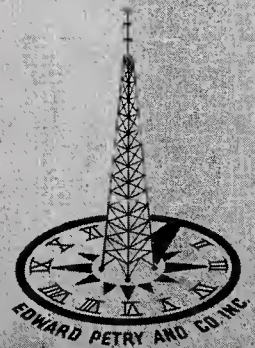
Buy PENNSYLVANIA Radio Today!
WIP - PHILADELPHIA } Best Buys
WIKK - ERIE

Idea stations with
real impact.
Excellent merchandising
and promotional
cooperation.

Contact Petry
for current
availability!!!
Buy tickets
for show
with arrivals on
1:30 plane.

EDWARD PETRY & CO., INC.

NEW YORK CHICAGO ATLANTA DETROIT
LOS ANGELES ST. LOUIS SAN FRANCISCO



PHILADELPHIA (Cont.)

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	License Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
PHILADELPHIA	WHAT 1925	1340 250	Independence Bcstg. Co. Conshohocken & Winermere Ave. Trinity 8-1500	Indie	William A. Banks, p, gm, cm Dolly Banl's, sm Charles O'Donnell, pd, nd Len Stevens, pmm Chas. Lehmann, ce Art Lane, sd Mary Mason, wd
PHILADELPHIA	WHAT-FM 1950	Ch. 287 (B) 105.3mc 20kw			
PHILADELPHIA	WIBG 1925	990 10,000 DA-2	Seaboard Radio Bcstg. Corp. 1425 Walnut St. Rittenhouse 6-2300	Radio-TV Reps.	Paul F. Hannon, p Edward D. Clery, gm John R. Mahoney, slm Douglas Arthur, pd Rupe Weling, prod mgr, pmm John H. Henninger, tech dir George Hooper, ce Ray Walton, nd, sd Joe Niagra, fd
PHILADELPHIA	WIBG-FM 1948	Ch. 231 (B) 94.1mc 20kw			
PHILADELPHIA	WIP 1922	610 5,000 DA-1	Penna. Bcstg. Co. 35 S. 9th St. Walnut 2-6800	MBS Petry	Benedict Gimbel Jr., p, gm Raf Erent, vp, sls dir Clyde Spitzner, loc cm Varner Paulsen, pd Paul Martin, dir sls pmm Clifford C. Harris, ce Reginald K. Harris, asst ce Sam Ettinger, nd Jim Leaming, sd Wendy Phillips, wd
PHILADELPHIA	WIP-FM 1942	Ch. 227 (B) 93.3mc 20kw			
PHILADELPHIA	WJMJ 1948	1540 1,000-D	WJMJ Bcstg. Corp. 2043 Locust St. Locust 4-2300		Patrick J. Stanton, p, gm Charles Stahl, cm Michael Deegan, pd James Rubenstone, pmm Alec Felton Iles, ce Joan Norris, wd
PHILADELPHIA	WPEN 1929	950 5,000 DA-N	William Penn Bcstg. Co. 2212 Walnut St. Locust 4-6000	Gill-Perna	William Sylk, p William B. Casky, gm Murray Arnold, asst sm, pd Erwin Rosner, gen slm John E. Surrick, loc slm Sam Elber, pmm, nd Charles W. Burtis, ce Matt Guokas, sd
PHILADELPHIA	WRCV 1921	1060 50,000 DA-1	National Bcstg. Co. 1610 Walnut St. (3) Locust 4-3700	NBC NBC Spot Sales	Robert W. Sarnoff, p Lloyd E. Yoder, vp, gm Alexander W. Dannenbaum, asst gm Stan Lee Broza, pd Ed Wallace, pm
PHILADELPHIA	WPEN-FM 1942	Ch. 275 (B) 102.9mc 20kw			
PHILADELPHIA	WTEL 1925	960 250-D	Foulkrod Radio Engineering Co. 4312 N. Broad St. Davenport 4-4310	Rosary Hour Net. Webb NBC	E. Douglass Hibbs, p, pd Henry N. Cocker, gm Theodora Key, wd

PITTSBURGH

(Allegheny County)

PITTSBURGH	KDKA 1920	1020 50,000	Westinghouse Bcstg. Co. Grant Bldg. (19) Grant 1-4200	NBC Free & Peters	Donald H. McGannon, p Harold Lund, vp L. R. Rawlins, gm John G. Stilli Jr., cm Tom Bennett, pd June L. Buzzelli, asst pmm T. C. Kenney, ce James Snyder, nd Bert Hutchison, fd
PITTSBURGH	KDKA-FM 1942	Ch. 225 (B) 92.9mc 47kw			
PITTSBURGH	KQV 1922	1410 5,000 DA-2	Allegheny Bcstg. Corp. Chamber of Commerce Bldg. Atlantic 1-9100	CBS Raymer	Earl F. Reed Sr., p Gunnar O. Wiig, evp James F. Murray, sm John D. Gibbs, pd Owen S. Simon, prom dir James J. Schultz, ce Jack Henry, nd Pie Traynor, sd
PITTSBURGH	WCAE 1922	1250 5,000 DA-N	WCAE Inc. 550 Grant St. (19) Atlantic 1-6900 (See Homestead Listing)	Katz	Leonard Kapner, p R. Clifton Daniel, gm Alan Trench, cm William Thieman, pmm James H. Greenwood, ce Richard McCarthy, nd Gloria Abdou, wd
PITTSBURGH	WHOD 1948				
PITTSBURGH	WILY 1955	1080 1,000-D	Pittsburgh Bcstg. Co 220 N. Highland Ave. Emerson 1-5000	Stars Natl.	John Kluge, p Ernie Tannen, gm John Pieper, cm Victor G. Klein, ce Earsley Kincaid, wd
PITTSBURGH	WJAS 1921	1320 5,000 DA-N	Pittsburgh Radio Supply House Inc. Chamber of Commerce Bldg. Grant 1-4860	ABC H-R Reps.	H. K. Brennen, p, gm John Buchheit, cm William Babcock, pd Caley E. Augustine, pmm Walter W. McCoy, ce Herbert O. Morrison, nd Chuck Reichblum, sd Jane Ellen Ball, wd
PITTSBURGH	WJAS-FM 1921	Ch. 259 (B) 99.7mc 24kw			
PITTSBURGH	WKJF (FM) 1948	Ch. 239 (B) 93.7mc 40kw	Agnes J. Reeves Greer 1715 Grandview Ave. (11) Hemlock 1-7826		Agnes J. Reeves Greer, p Thomas J. Daugherty, mgr Alfred R. Ritz, slm Frank Maruca, pd Peter E. Pappas, ce
PITTSBURGH	WKJF-TV (CP)				
PITTSBURGH	WPIT 1947	730 1,000-D	WPIT Inc. 213 Smithfield St. Atlantic 1-1900		John J. Laux, p Don Ioset, vp, gm, cm Clifford Charles, pd, pmm Michael Komichak, ce Bob James, nd, sd Dick Norwick, fd
PITTSBURGH	WWSW 1932	970 5,000 DA-2	WWSW Radio Inc Hotel Sherwyn (22) Grant 1-5200	Blair	Oscar M. Schloss, p, gm Ben W. Muros, sm Phil Davis, pmm Henry R. Kaiser, ce Ray Schneider, nd Joe Tucker, sd
PITTSBURGH	WIIC (TV) (CP)				
PITTSBURGH	WWSW-FM 1941	Ch. 233 (B) 94.5mc 20kw			

PITTSSTON

(Luzerne County)

PITTSSTON	WPTS 1955	1340 1,000-D	Midway Bcstg. Co. Newrose Bldg. Olympic 4-3388	Indie	Angelo W. Fiorani, co-o, p, gm R. E. Florey, cm Joseph Tipton, pd Charles Mantione, pmm John P. McGoldrick, ce Don Taylor, nd, fd Frank Silva, sd Eleanor Pagnotti, wd
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POTTSTOWN

(Montgomery County)

POTTSTOWN	WPAZ 1951	1370 1,000-D	Pottstown Bcstg. Co. 247 High St. 5000	Quaker Indie	Herbert Scott, p, gm Royal Worth, cm William Gregory, pd Stanley Jones, pmm Ralph Mellon, ce Jack Gartland, nd Shorty Long, fd Robert Eppenhimer, sd Virginia Dee, wd
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POTTSVILLE

(Schuylkill County)

POTTSVILLE	WPAM 1947	1450 250	Miners Bcstg. Service P. O. Box 629 5050	MBS Everett- McKinney	Joseph L. Maguire, p James K. Stock, gm Frank Tamulonis, cm Horace J. Richards, asst mgr, pd John Gallagher, pmm Milton Seltzer, ce Jim Stock, nd Bob Todd, fd Al Cooper, sd Romaine Scott, wd
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Data corrected to Dec. 15, 1955. If executives or services for FM are same as AM affiliate, names are not repeated.
 FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

POTTSVILLE (Cont.)

WPPA 1946	1360 1,000-D 500-N DA-N	Pottsville Bcstg. Co 212 S. Centre 4744	A. V. Tidmore, o, gm Ralph L. Price, cm Ed Romance, pd, sd	William P. Tidmore, ce Jim Thompson, nd	Sydney McClerain, fd Vivian Price, wd
WPPA-FM 1948	Ch. 270 (B) 101.9mc 2.8kw				

**PUNXSUTAWNEY
(Jefferson County)**

WPME 1953	1540 1,000-D	Punxsutawney Bcstg. Co 103 N. Gilpin St. 1221	Quaker Rambeau	Sheridan W. Pruett, p Charles M. Erhard Jr., vp, gm, pmm Charles M. Erhard Sr., cm	W. O. Carlton, pd Joseph A. Pelletier, ce Sidney Carlton, nd	Dale Morley, fd Clifton Crosbie, sd Mary Jane Falger, wd
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**READING
(Berks County)**

WEEU 1932	850 1,000 DA-N	Hawley Bcstg. Co 433 Penn St. 6-7335	ABC Quaker Headley-Reed	Hawley Quier, p K. Richard Creitz, asst mgr, sis dir George Carroll, pd, sd	Jane E. Winne, pmm Robert S. Guldin, dir tech opr	Jack P. Gounder, nd Samuel M. Black, fd Betty Morgan, wd
WHUM 1946	1240 250	Eastern Radio Corp. Berkshire Hotel 6-3987	CBS H-R Reps.	Humboldt J. Greig, p, gm Alan Lane, cm Earl Henry, pd	Joseph Risse, ce Paul Barclay, nd	Ted Rickenbach, fd Jack Ryan, sd
WRW 1922	1340 250	Reading Bcstg. Co. 19 North 5th St. 6-7173	NBC Meeker	Clair R. McCollough, sta exec Robert S. Reider, sm	J. Robert Gulick, gen slm Saul Miller, pd	Paul I. Woodland, pmm J. E. Mathiot, tech dir

**RED LION
(York County)**

WGCB 1950	1440 1,000-D	John M. Norris P. O. Box 88 3-3471		John M. Norris, p John H. Norris, gm	Vincent Freeman, cm Geary Russell, ce
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**ROARING SPRING
(Blair County)**

WKMC 1955	1370 500-D	Cove Bcstg. Co. 690	KBS Allegheny Mountain Net.	Gerald J. Collins, p Charles E. Ritchey, gm, pd Norman A. Boland, cm	Sheldon F. Horton, pmm, fd C. Irvin Metzger, ce Merle Ebersole, nd	J. Kenneth Stern Jr., sd Jane Dougherty, wd
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**ST. MARYS
(Elk County)**

WKBI 1950	1400 250	Elk-Cameron Bcstg. Co 41 Erie Ave. 4-2821	MBS Quaker Allegheny Mountain Net.	C. H. Simpson, gm R. H. Knouse, slm H. F. Martin, pd Anson F. King, pmm	Bess Kallas, off mgr Gilbert H. Wogan, ce E. A. Robison, bus mgr Dean L. Close, nd	Blair Shore, fd Gibby Hoffman, sd Becky Smith, wd
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PENNSYLVANIA

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Erec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
SAYRE (Bradford County)					
WATS 1950	960 1,000-D	Thompson K. Cassel 110 N. Elmer Ave. Turner 2-2401	Indie	Thompson K. Cassel, p Walter D. Knowles, gm, cm William J. Miller, pd	Benjamin A. Franklin, ce Charles L. Snyder, nd Jay Arthur, sd Jean Larkin, wd
SCRANTON (Lackawanna County)					
WARM 1940	590 5,000 DA-2	Union Bcstg. Co. 333 Madison Ave. Diamond 3-1245	ABC Hollingsbery	Martin F. Memolo, p William M. Dawson, gm Samuel Feigenbaum, cm Arthur Bolln, pd	Jane O'Hara, pmm Roswell J. Parker, ce John Von Bergen, nd Jessie Landenberger, fd John Guinan, sd Janet Miller, wd
WEJL 1923	630 500-D	Edward J. & Elizabeth R. Lynett 149 Pennsylvania Ave. Diamond 2-9151	Rural Meeker	Edward J. Lynett, co-o Elizabeth R. Lynett, co-o Cecil Woodland, gm Hugh J. Connor, prog mgr	Bill Pierce, pmm Guy Rauer, ce Warren Jones, nd Paul McNamara, fd Jack Griswold, sd Tony Martell, wd
WGBI 1926	910 1,000-D	Scranton Bcstrs. Inc. 1000 Wyoming Ave. Diamond 2-7634	CBS Blair	Mrs. M. E. Megargee, p Mrs. Douglas Holcomb, vp George D. Coleman, gm, cm	Jack Nedell, loc cm Frank Monaghan, pd Douglas Holcomb, pmm K. R. Cooke, ce Tom Powell, nd James Dull, sd
WGBI-TV 1949	Ch. 267 (B) 101.3mc 1.8kw				
WICK 1954	1400 250	Scranton Radio Corp. 717 Linden St. Diamond 6-1202	Walker	Joseph W. Dobbs, p, gm Albert Soma, cm	Joseph J. Silva, pd James D. Pettinato, ce
WSCR 1947	1320 1,000-D 500-N DA-N	Lackawanna Valley Bcstg. Co. 116 Adams Ave. Diamond 7-3388	NBC Headley-Reed	David M. Baltimore, p, gm Barry Sherman, sm, sd	Robert L. McHale, pd, nd Willard Shimski, ce Jess Landenberger, fd Betty Parks, wd
SHAMOKIN (Northumberland County)					
WISL 1943	1480 1,000 DA-N	Radio Anthracite Inc. Rock & Sunbury Sts. 8-6831	MBS Forjoe	Henry W. Lack, p Chas. R. Petrie, gm, cm, pmm	Dick Owens, pd Ray Willard, ce
SHARON (Mercer County)					
WPIC 1938	790 1,000-D	Sharon Herald Bcstg. Co. P. O. Box 541 4113	Young	John Fahnline Jr., p, gm	Harold R. Smith, pd A. C. Heck, ce
WPIC-FM 1947	Ch. 275 (B) 102.9mc 26kw				
SOMERSET (Somerset County)					
WVSC 1951	990 250-D	Somerset Bcstg. Co. P. O. Box 231 4186	Indie	T. H. Opegard, ptrn, gm, cm Carl R. Lee, ptrn, sm, ce	Elwood Thompson, pd Charles Boyle, nd Robert L. French, fd, sd Yvonne Kaufman, wd
STATE COLLEGE (Centre County)					
WMAJ 1945	1450 250	Centre Bcstrs. Inc. P. O. Box 888 Adams 7-4959	MBS KBS Laurel Net.	W. K. Ulerich, p Mrs. W. K. Ulerich, gm	Milton J. Bergstein, sm, sd John A. Dame, slm Mary Anne Beezer, traffic mgr
STROUDSBURG (Monroe County)					
WVPO 1947	840 250-D	Pocono Bcstg. Inc. 578 Main St. 1101	Radio-TV Reps.	James H. Ottaway, p Merle C. Ostrum, gm Chester S. Miller, sm	Joseph Webster, pd, nd Edward J. Somers, slm Ernest Transue, ce Joseph Whalen, sd
SUNBURY (Northumberland County)					
WKOK 1933	1240 250	Sunbury Bcstg. Corp. 1150 N. Front St. Atlantic 6-5838	CBS Quaker	Harry H. Haddon, p Homer R. Smith, gm C. Donald Walther, cm	M. J. Kane, pd Malcolm E. Arter, pmm, nd John W. Keller Jr., ce Jerry D. Moore, sd Ethel A. Riegel, wd
WKOK-TV (CP)					
WKOK-FM 1948	Ch. 231 (B) 94.1mc 4.4kw				
TITUSVILLE (Crawford County)					
WTV 1955	1290 500-D	Crawford County Bcstg. Corp. Commerce Bank Bldg. 7-2255		Robert Z. Morrison Jr., p Robert H. Sauber, vp, mgr, ce	Myron Jones, sec-treas Paul Rutton, slm Walt Broadhurst, pd Marlene Burchfield, wd
TYRONE (Blair County)					
WTRN 1955	1290 500-D	Tyrone Bcstg. Co. 1006 Logan Ave 1304	Allegheny Mountain Net.	C. H. Simpson, p John A. Fay, vp Lee C. Ray, sm E. A. Robison, bus mgr	John W. Eschbach, pd Mike Boslet, ce Blair Shore, pmm Arnold Kuhn, nd Gerald R. Woodring, fd Herb Werner, sd
UNIONTOWN (Fayette County)					
WMBS 1937	590 1,000 DA-N	Fayette Bcstg. Corp. Fayette Natl. Bank Bldg. Geneva 8-3900	CBS Meeker	Joseph C. Burwell, p, gm James F. Gismondi, mgr, pd, sd	Frederick David, cm William Henzly, ce Rex Carter, fd Hester Nagy, wd

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WARREN

(Warren County)

WNAE 1946	1310 1,000-D	Northern Allegheny Bcstg. Co. 210 Second Ave. 3032	A. David Potter Jr., gm James W. Potter, cm W. LeRoy Schneck, pd	Homer M. Haines, ce Allen Anderson, nd Dick Bove, fd	Frank Filesi, sd Olive Hoff, wd
WRRN (FM) 1948	Ch. 222 (B) 92.3mc 3kw	(WNAE, Am Affiliate)			

WASHINGTON

(Washington County)

WJPA 1942	1450 250	Washington Bcstg. Co. 4870	MBS McGillivra	A. Boyd Siegel, mgng dir John L. Merdian, gm, cm, pd, pmm	Robert Kark, ce Mitchell Gray, nd Lysle Carter, fd	Peter Stanton, sd Lynn Carter, wd
WJPA-FM 1946	Ch. 232 (B) 104.3mc 4.0kw					

WAYNESBORO

(Franklin County)

WAYZ 1953	1380 1,000-D	Richard Field Lewis Jr. of Waynesboro Inc. 23 W. Main St. 1900		Richard Field Lewis Jr., p Samuel Hanshaw, gm, cm	Jack Geiger, pd, sd Howard Green, pmm, nd	Fred Brabandt, ce Robert Rider, fd
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WELLSBORO

(Tioga County)

WNBT 1955	1490 250	Farm & Home Bcstg. Co. 89 Main St.	Allegheny Mt. Net.	C. H. Simpson, p John A. Fay, vp, gm	Robert Kahle, sm Henry Washburn, slm	Dave Castlebury, ce
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WILKES-BARRE

(Luzerne County)

WBAX 1922	1240 250	Anna Stenger 85 W. Union St. Valley 3-0196	MBS Burn-Smith	Anna Stenger, p John H. Stenger, gm, cm Edward Kuzma, pd	Danny Stenger, pmm Milan Krupa, ce Jim Hutchison, fd	Bob Whitehead, sd Nancy Jackson, wd
WBRE 1924 WBRE-TV	1340 250	WBRE Radio Inc. 62 S. Franklin Valley 3-3101	NBC Headley-Reed	David M. Baltimore, p, gm Ernest Lewis, cm	Franklin D. Coslett, opr dir, nd Charles Sakoski Sr., ce	Jim McCarthy, sd Rory Miles, wd
WBRE-FM 1947	Ch. 253 (B) 98.5mc 2.3kw					
WILK 1947 WILK-TV	980 5,000-D 1,000-N DA-N	Wyoming Valley Bcstg. Co. 88 N. Franklin St. Valley 4-4666	ABC Quaker Net. Avery-Knodel	Mitchell Jenkins, p Roy E. Morgan, evp Luther Strifmutter, cm	Tom Bigler, pd, nd Nancy Lynch, pmm Ted French, ce	Jim Hutchinson, fd Chuck Whittier, sd Ruth Shulman, wd
WYZZ (FM) (CP)	Ch. 277 (B) 103.3mc 3.1kw	Richard G. Evans 156 Prospect St.		Richard G. Evans, o		

WILLIAMSPORT

(Lycoming County)

WLYC 1951	1050 1,000-D	Lycoming Bcstg. Co. 331 Pine St 2-4676	KBS Quaker	J. T. Keliher, p W. Richard Carlson, vp, gm Vincent Campana, cm Vernon Hester, pd	Edward Kirchman, pmm Norman Briggs, ce Robert Karnon, nd	Paul Rothrock, fd Jack Schoch, sd Norah Carlson, wd
WLYC-FM 1949	Ch. 286 (B) 105.1mc 1kw					
WRAK 1930 WRAK-TV (CP)	1400 250	WRAK Inc. 1559 W. 4th St. 2-6116	NBC Everett- McKinney	George E. Joy, p, gm J. Wright Mackey, cm, sm	Irving A. Berndt Jr., pd Everett Rubendal, pmm	Glenn Sherman, ce Marian Antes, wd
WRAK-FM 1947	Ch. 262 (B) 100.3mc 3.2kw					
WWPA 1949	1340 250	Williamsport Radio Bcstg. Assoc. Inc. 330 Government Pl. 7119	CBS Burn-Smith	Harry J. W. Kiessling, p Woodrow W. Ott, gm Philip D. Lane, cm Louis C. Cate, pd	Albert Decker, pmm Carl Steinbacher, ce Gordon Thomas, nd	Pete Farrell, fd Bill Gardner, sd Gertrude Madden, wd

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

for FRESH, NEW FEATURES

that make Radio Sales Click in '56!

you **KNOW** the market prosperous southeastern pennsylvania. included in primary (5mv/m) coverage is york-harris-burg-lancaster comprising the nations twenty second population center . . . retail sales \$550,000,000.

our listeners **KNOW** the solid signal (non-directional 1,000 watts 1250 kc) from central pennsylvania's tallest radio tower (385 foot) commands highest random tune-in throughout the ten county area.

retailers **KNOW** they get results with "customized" commercials done by WNOW personalities. WNOW is the station used by more york retailers than any other . . . retailers insist on results!

time buyers **KNOW** the voice and choice of southeastern pennsylvania is *always* the best cost-per-thousand buy with top ratings in many time segments . . . check October, 1955 Conlan.

everyone **KNOWS** music, sports and news is now radio's favorite listening. WNOW is the only independent in york-harris-burg or lancaster . . . the only station with share of audience increase (Conlan, April 1954 to Oct. 1955 . . . an increase of 37.5%).

agencies **WNOW** discount plans and promotion offer maximum penetration at lowest cost. New 1955 national rates (less sales agree **WNOW** commission) are the same as eight years ago . . . minute participations only \$6.25 (52-time).

WNOW NOW YORK'S BEST BUY! CONTACT ROBERT S. KELLER

PENNSYLVANIA

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner a; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations
YORK (York County)						
WNOW 1948	1250 1,000-D	Best. Division, Helm Coal Co, 25 S. Duke St. 82-911	KBS Keller	Lowell W. Williams, gm Jacques S. Schmitt, cm H. E. Daugherty, pd, sd	Glenn Winter, ce James Wetzel, nd	Luther Fincher, fd Ruth Holland, wd
WNOW-FM 1948	Ch. 289 (B) 105.7mc 1.5kw					
WORK 1932	1350 5,000-D 1,000-N DA-N	Associated Bcstrs. Inc. 13 S. Beaver St. 6629	NBC Meeker	Clair R. McCollough, sta exec Clare I. Miller, sm	J. Robert Gulick, gen slm George M. Trout, pd	Paul I. Woodland, pmm J. E. Mathiot, tech dir
WRZE (FM) 1948	Ch. 253 (B) 98.5mc 8kw	White Rose Bcstg. Co. 31 E. King St. 8-2873		C. M. Gitt, p M. B. Rebert, gm	E. S. Cannon, cm Stephen West, pd	Clark E. Wise, ce
WSBA 1942	910 1,000	Susquehanna Bcstg. Co. P. O. Box 910 2-5521	ABC MBS Quaker Young	Louis J. Appell Jr., p Philip K. Eberly, cm, pmm Robert Shipley, pd	Llewelyn Jones, ce Otis Morse, nd Herman Stebbins, fd	Dennis Kaye, sd Ethel Grey, wd
WSBA-TV	DA-2					

RHODE ISLAND

MARKET DATA BY COUNTIES

County	Population 1950	Radio				Passenger Cars 1954	County	Population 1950	Radio				Passenger Cars 1954
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)				Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	
Bristol	29,079	8,400	\$22,761	\$ 8,150	\$ 905	*258,309	Washington	48,542	14,390	43,273	14,013	9,890	
Kent	77,763	25,700	76,319	22,647	2,191								
Newport	61,539	16,900	60,487	22,253	2,225								
Providence	574,973	170,400	652,200	169,810	21,804								
* State wide total.							Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed; automobiles supplied by state.						

DIRECTORY OF AM AND FM STATIONS

NEWPORT
(Newport County)

WADK 1948	1540 1,000-D	The Aquidneck Bcstg. Corp. P. O. Box 367 1540	Walker	Milton E. Mitler, p, gm Frank Booth, cm George McNamara, pmm	Luigi Bianco, ce Jack Stewart, nd	Joe Hyder, sd Dona March, wd
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PAWTUCKET
(Providence County)

WPAW 1950	550 1,000-D	Roger Williams Bcstg. Co. Inc. 34 North Union St. Dexter 1-7444	KBS Kirby	Dominick A. Hysko, p Allen Jones, gm	Noel C. Breault, sm Robert Batchelder, pd	Alice M. Breault, pmm James Bonney, ce
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ENCOMPASSES THESE THREE MAJOR METROPOLITAN
MARKETS — PROVIDENCE, FALL RIVER, NEW BEDFORD

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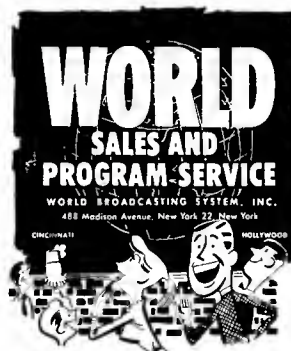
WPRO

AM and FM
5000 Watts 630 Kilocycles
PROVIDENCE, RHODE ISLAND

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
PROVIDENCE (Providence County)				
WEAN 1922	790 5,000 DA-2	Providence Journal Co. 75 Fountain St. (2) Dexter 1-0600	MBS Yankee Venard, Rintoul & McConnell Borgatti	George P. Metcalf, p H. William Koster, gm Hervey C. Carter, cm Don Morton, pd Arthur E. Lathrop Jr., pmm George W. Sharpe, ce Harry V. McKenna, nd Sue Bailey Reid, wd
WPJB-FM 1948	Ch. 286 (B) 105.1mc 20kw			
WHIM 1947	1110 1,000-D	Inter-City Bcstg. Co. 144 Westminster St. Union 1-4211	Relay, Headley-Reed Kettell-Carter	Robert T. Engles, p, gm Gerson R. Parmet, cm C. George Taylor, pd Carroll A. Philbrook, ce
WICE 1947	1290 500-D	Narragansett Bay Bcstg. Co. 1111 N. Main Jackson -6565		Louis A. R. Pieri, p John F. Crohan, gm, cm Sherman A. Strickhouser, pd George Duffy, pmm, sd Oliver Adams, ce Steve May, nd Joan Spect, wd
WJAR 1922 WJAR-TV	920 5,000 DA-2 (CP-DA-N)	The Outlet Co. Dept. Store 176 Weybosset St. Gaspee 1-8255	NBC New England Weed	George O. Griffith, vp, treas David J. Shurtleff, sm Arthur Gordon, cm Thomas J. C. Prior, ce
WPFM (FM) 1955	Ch. 238 (B) 95.5mc 3.2kw	Plantations Bcstg. Co. 108 State St. Plantations 1-3170		Donald A. Silverman, p, pd Karl S. Kritz, treas, gm Robert Schoolskey, sm Kenneth Bickford, ce
WPRO 1924 WPRO-TV	630 5,000 DA-N	Cherry & Webb Bcstg. Co. 24 Mason St. Plantations 1-9776	CBS Blair	William S. Cherry Jr., p Arnold F. Schoen Jr., gm Kenneth M. Curto, cm John A. Owen Jr., pd John V. Ferri, ce
WPRO-FM 1948	Ch. 222 (B) 92.3mc 15kw			
WRIB 1947	1220 1,000-D	Rhode Island Bcstg. Co. Water St. East Providence 1-1899	Indie	Frank Rao, p Antonio Pace, gm Edward McBride, cm Don Rogers, pd Frederick Weiss, ce
WESTERLY (Washington County)				
WERI 1949	1230 250	Radio Westerly Inc. 34 Main St. 2263	Walker	William F. Malo Jr., p, gm, cm Armand Bernard, pd Phil Costello, pmm Charles Austin, ce
WEST WARWICK (Kent County)				
WWRI (CP)	1450 250	W. Paul Oury 557 Potowomut Rd. East Greenwich, R. I.		W. Paul Oury, o
WOONSOCKET (Providence County)				
WNRI 1954	1380 1,000-D	Friendly Bcstg. Co. Inc. 814 Diamond Hill Rd. 600		Joseph Britt, p, gm, ce John Thomas, vp, cm, pd Gerard Nault, pmm Lew Rogers, nd Steve May, fd Tracy Garneay, sd
WWON 1946	1240 250	Woonsocket Bcstg. Co. 99 Main St. Poplar 9-1240	Webb Borgatti	Millicent S. Palmer, p Gene Rousseau, gm Gene Mailloux, cm Patricia Byrne, pmm Harold Belknap, ce Gene O'Neill, nd, sd Rory Graziani, wd
WWON-FM 1949	Ch. 288 (A) 106.3mc .39kw			

Data corrected to Dec. 15, 1955. If executives or services for FM are same as AM affiliate, names are not repeated.
 FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

over
1000 Subscribers
 can't be wrong!



1st
 with
Women's
Service
Features!

MARKET DATA BY COUNTIES

County	Radio					Passenger Cars 1955	County	Radio					Passenger Cars 1955
	Population 1950	Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)			Population 1950	Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	
Abbeville	22,456	5,400	\$11,460	\$ 3,510	\$ 400	5,776	Horry	59,820	13,600	37,606	8,304	1,358	13,796
Aiken	53,137	22,300	34,540	10,979	758	26,292	Jasper	10,995	2,500	5,029	1,139	94	2,269
Allendale	11,773	3,000	5,620	1,731	183	2,545	Kershaw	32,287	7,300	16,811	5,047	459	8,224
Anderson	90,664	23,400	65,444	15,961	1,809	30,798	Lancaster	37,071	8,800	25,770	6,809	704	10,130
Bamberg	17,533	3,800	9,275	2,019	238	3,731	Laurens	46,974	11,400	26,471	7,454	753	11,927
Barnwell	17,266	6,000	8,800	2,293	294	4,933	Lee	23,173	4,500	7,550	2,331	292	4,501
Beaufort	26,993	6,400	12,874	3,621	281	6,535	Lexington	44,279	12,100	22,618	7,902	671	16,426
Berkeley	30,251	6,400	8,825	3,131	129	4,878	McCormick	9,577	2,000	3,323	953	77	1,757
Calhoun	14,753	3,100	4,728	1,435	147	2,781	Marion	33,110	7,500	20,870	4,805	744	6,479
Charleston	164,856	47,800	146,522	39,004	4,640	46,168	Marlboro	31,766	7,100	16,405	4,534	428	6,712
Cherokee	34,992	8,300	18,152	5,180	457	8,551	Newberry	31,771	8,000	21,815	5,930	710	8,920
Chester	32,597	7,700	20,426	6,631	534	7,263	Oconee	39,050	9,200	20,280	5,002	452	10,530
Chesterfield	36,236	7,900	19,446	4,256	595	7,896	Orangeburg	68,726	15,700	38,271	9,522	1,124	15,974
Clarendon	32,215	6,400	10,782	2,702	310	4,878	Pickens	40,058	10,100	21,143	6,826	715	13,105
Colleton	28,242	6,900	14,660	2,812	604	6,073	Richland	142,565	40,500	170,359	32,056	5,391	52,609
Darlington	50,016	11,900	32,296	8,688	775	12,550	Saluda	15,924	3,600	5,367	1,138	133	4,513
Dillon	30,930	6,500	16,153	4,256	426	6,356	Spartanburg	150,349	40,000	130,285	30,250	3,076	43,615
Dorchester	22,601	5,500	11,092	3,521	393	5,132	Sumter	57,634	13,600	36,806	9,349	1,057	16,356
Edgefield	16,591	3,600	7,631	2,107	241	4,036	Union	31,334	7,400	17,746	5,498	643	6,873
Fairfield	21,780	4,500	8,855	2,233	252	4,246	Williamsburg	43,807	8,700	19,078	4,868	403	6,807
Florence	79,710	19,500	65,300	15,316	1,493	19,885	York	71,596	18,500	59,475	15,966	1,490	20,064
Georgetown	31,762	7,500	19,320	5,875	628	6,399							
Greenville	168,152	49,000	174,225	37,621	5,157	63,632							
Greenwood	41,628	10,800	38,157	9,167	1,322	13,128							
Hampton	18,027	4,200	7,714	1,896	249	3,731							

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

DIRECTORY OF AM AND FM STATIONS

ABBEVILLE

(Abbeville County)

WABV (CP) 1590 1,000-D	Abbeville Bcstg. Co. P. O. Box 1482 Tryon, North Carolina	Mildred Allen, ptrn	Edithe Mooneyham, ptrn
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AIKEN

(Aiken County)

WAKN 1952 990 1,000-D	Aiken Electronics Advertising Corp. P. O. Box 811 77-4242	KBS Savannah Valley Net.	John Mare, p W. Randall Davidson, gm, cm, sd	Wayne Mashburn, pd, nd Ronald Martin, pmm, fd	Allen Askins Jr., ce
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ANDERSON

(Anderson County)

WAIM 1935 1230 250 WAIM-TV	Wilton E. Hall 321 Kingsley Rd. Canal 6-1511	CBS Headley- Reed	Wilton E. Hall, o Glenn P. Warnock, gm	G. Paul Browne, cm, pmm Marshall H. Gaillard, pd	John H. Willis, ce Al Joseph, sd
WCAC (FM) 1947 Ch. 266 (B) 101.1mc 6.4kw	(WAIM, Am Affiliate)				
WANS 1949 1280 1,000 DA-N	Carolina Bcstrs. Inc. P. O. Box 211 Canal 4-3424	MBS KBS Devney	C. R. Johnson Sr., p, gm Joseph H. McLeskey, cm	Charles M. Martin, pd	Alfred W. Pratt, ce

BARNWELL

(Barnwell County)

WBAW 1953 740 250-D	Blue Ridge Bcstg. Co. Inc. 3507	KBS Savannah Valley Net. Interstate United Newspapers	J. A. Gallimore, p Joe Wilder, gm, fd Frank Harmon, asst mgr, nd	Bill Hollingsworth, pmm Bill Polk, ce	Bill Cain, sd Carrie Stevens, wd
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BATESBURG

(Lexington County)

WBLR (CP) 1410 1,000-D	James Olin Tice Jr. 30 East 81st St. New York, New York	James Olin Tice Jr., O
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BEAUFORT

(Beaufort County)

WBEU 1954 960 1,000-D	Beaufort Bcstg. Co. Inc. 812	KBS	John M. Trask, p W. C. Bochman, gm, cm, sd	Hugh Ward, pd, nd Don Shannon, ce	Robbie Bochman, wd
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BELTON

(Anderson County)

WHPB 1955 1390 500-D	Community Bcstg. Co. 7511	Cleatus Brazzell, co-o Otto McDonald, co-o, ce	James B. Childress, gm Jim Brownell, cm, sd	Charles Smith, pd, nd, fd Grace M. Briskey, pmm, wd
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BENNETTSVILLE

(Marlboro County)

WBSC 1946 1550 10,000-D 5,000-N DA-N	Atlantic Coast Life Insurance Co. 1080	MBS Indie	Y. W. Scarborough Jr., evp, treas	Neil Terrell, gm, cm, pd, pmm, nd, fd, sd	John Gronert, ce Eleanor Moore, wd
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BISHOPVILLE

(Lee County)

WAGS 1954 1380 1,000-D	Lee County Bcstg. Co. P. O. Box 168 1380	KBS Interstate United Newspapers	James F. Coggins, ptrn Edward L. B. Osborne, ptrn	Joe Morris, gm, pd, pmm Dallas L. Mackey, cm	Jesse E. Parker, ce John Martin, fd, sd
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CAMDEN

(Kershaw County)

WACA 1948 1590 1,000-D WACA-TV (CP)	Camden Bcstg. Corp. Hemlock 2-2311	Haygood S. Bowden, p Tom Richards, gm, cm	Angelo A. Amodio, pd, ce	Betty Blackwell, pmm
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City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone	Network Representative	Owner o; slm; News, Farm, Sports or Women's Dir.	Executive Abbreviations Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; nd, fd, sd, wd.	
CHARLESTON (Charleston County)						
WCSC 1930 WCSC-TV 1948	1390 5,000 DA-N Ch. 245 (B) 96.9mc 36kw	WCSC Inc. 485 East Bay 2-7611	CBS Free & Peters	John M. Rivers, p, gm John B. Hearne, cm Robert S. Tamblyn, pd, fd	Annie Lee Small, pmm Wilbur R. Albee, ce Harry Gianaris, nd	George Norwig, sd Alma Davis, wd
WHAN 1945	1340 250	Charleston Bcstg. Co. 152 Market St. 3-1643	ABC Walker	Harry C. Weaver, p, gm William P. Birchfield, cm, ce	Ray Thomas, pd Allen Richards, nd	Cecil Keels, sd Joann Daley, pmm, wd
WPAL 1947	730 1,000-D	Palmetto Bcstrs. Inc. 149 Wentworth St. 3-6428	Forjoe	George G. Weiss, p L. P. Moore, gm	Bob Chrystie, cm Louise E. Withrock, pd	G. E. Sundeen Jr., ce
WQSN 1943	1450 250	Low County Bcstg. Co. 42 Tenth Avenue 2-2652	MBS Pearson	Sol Panitz, p Barry Winton, vp, cm E. H. Keown, gm	Alice Ray, pd, wd Paul Stevens, pmm Gordon Knight, ce	Lee Herbert, nd Nolly Sams Jr., sd
WTMA 1939	1250 5,000-D 1,000-N DA-N	Atlantic Coast Bcstg. Corp. 133 Church St. 2-2961	NBC Hollingbery	Charles E. Smith, p, gm Ralph J. Shade, asst mgr, cm Bill Walton, pd	Chester E. Pike, pmm David Jeffries, ce Bill Evenson, nd	Jack Leland, fd Jack Gale, sd Nancy Rutledge, wd
WTMA-FM 1945	Ch. 236 (B) 95.1mc 10kw					
CHERAW (Chesterfield County)						
WCRE 1953	1420 1,000-D	Chesterfield Bcstg. Co. Inc. P. O. Box 631 7500		Marvin J. Peterson, p Fred A. Staples, gm, pd, sd	Ralph Haneman, ce, fd Wendell Baxter, nd	Barbara Grant, wd
CHESTER (Chester County)						
WGCD 1948	1490 250	Dispatch Publishing Co. 128 Main St. 2171	McGillvra	Joe S. Sink, p John T. Cashin, gm, pd	Bill Taylor, cm, ce Jim Kennedy, pmm, sd	Freddie Newton, nd Carolyn McWatters, wd
COLUMBIA (Richland County)						
WCOS 1939 WCOS-TV	1400 250	Radio Columbia Inc. Cornell Arms 2-2177	ABC Central S. C. Radio Net. Headley-Reed	Charles W. Pittman, p J. Wayne Poucher, sm	John C. Ropp, asst mgr Robert D. Lambert Jr., ce	Bob Truere, nd, fd
WCOS-FM 1951	Ch. 250 (B) 97.9mc 5.3kw					
WIS 1930 WIS-TV	560 5,000 DA-N	The Bcstg. Co. of the South 1111 Bull St. 3-6431	NBC Free & Peters	E. Calhoun Hipp, p G. Richard Shafto, gm J. Dudley Saumenig, mgng dir	Daniel H. Burns, slm Ray M. Stanfield, pd, nd, sd Maria Brethes, pmm	Joe Davenport, trans eng John W. Evans, fd Kay Collins, wd
WIS-FM 1948	Ch. 233 (B) 94.5mc 1.3kw					
WMSC 1945	1320 1,000 DA-N	WMSC Radio Corp. 1127 Lady St. 2-8659	CBS H-R Reprs. Ayers	C. Wallace Martin, p, gm, cm Gray Olive, pd Nancy M. Martin, pmm	C. E. Stone Jr., ce Ned Threet, nd	Bill Brown, sd Ruth Gottlieb, wd
WNOK 1947 WNOK-TV	1230 250	Palmetto Radio Corp. 1811 Main St. 3-9401	Raymer	H. Moody McElveen Jr., vp, gm Gerald Quick, cm	Bill Routh, pd, sd Charlton W. Bowers, ce	Don Robertson, nd Jack Cook, fd
WOIC 1954	1470 1,000-D (CP-5,000-D)	Speidel-Fisher Bcstg. Corp. 3300 Main St. 6-1551	Forjoe Dora- Clayton	Albert T. Fisher Jr., p Joe Speidel III, sec-treas Russell George, gm, cm	William McKinley Bowman, pd William Bridges, ce	Lewis Sommers, sd Ethyl Tailor, wd

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Cover the cream of the crop with WIS RADIO

Below are percentage changes for 1955 over 1954, comparing WIS Radio's 29 counties* and the state of South Carolina. (*Nielsen, April 1953)

	WIS Radio area (29 counties)	All of South Carolina (46 counties)
Population	+11.8% (1,160,700)	+1%
E. B. I.	+15.8% (\$1,061,191,000)	+3%
Retail Sales	+ 4.6% (\$696,295,000)	-4%
Food Sales	+ 8.6% (\$174,669,000)	-2%
Gen. Mdse. Sales	+ 2.4% (\$83,132,000)	-5%

WIS RADIO
5000 W
560 KC
NBC



G. Richard Shafto, General Manager
J. Dudley Saumenig, Managing Director

Represented nationally by Free & Peters.

Sell the richest, most progressive part of South Carolina via WIS Radio
 . . . lowest cost per family reached of all media in the area.

CONWAY
(Horry County)

WLAT 1944	1490 250	Coastal Bcstg. Co. P. O. Box 799 340	MBS S. C. State Net. McGillvra	L. M. Hawley, co-o, gm H. L. Hanks, co-o, cm	Jack E. Hawley, pd, ce Jim Brazzell, nd	E. M. Johnson, fd P. W. Smith, sd
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DARLINGTON
(Darlington County)

WPFD 1955	1350 500-D	Blue Ridge Bcstg. Co. 14½ Public Square 1398	Best	J. A. Gallimore, p C. C. Beck, gm, cm, pd, pmm	Bob James, ce Graham Caddell, nd, fd	Herb Price, sd Margaret Tunstall, wd
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DILLON
(Dillon County)

WDSC 1946	800 1,000-D	Border Bcstg. Co. Hwy. 301 470	ABC Gill-Perna Dora-Clayton	L. B. Hyman, o Joseph Martin, p, gm Lee Lumpkin, cm	Dave Rush, p, sd Johnny Quick, pmm, nd H. C. Sanford, ce	Jim Murff, fd Dorothy Fleming, wd
WDSC-FM 1950	Ch. 226 (B) 92.9mc 3.8kw					

EASLEY
(Pickens County)

WELP 1951	1360 1,000-D	Pickens County Bcstg. Co. P. O. Box 522 9388	KBS Indie	Cleatus O. Brazzell, p, gm David L. Sherrill, cm	Betty McDonald, pd, wd Henry O. McDonald Jr., ce, nd	Hal Smith, fd, sd
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FLORENCE
(Florence County)

WJMX 1955	970 5,000-D 1,000-N DA-N	Atlantic Bcstg. Co. P. O. Box 1211 6351	ABC Walker Dora-Clayton	Eugene E. Stone, p Paul H. Benson Jr., gm, cm, pd, pmm	Gordon Purvis, ce Ervin Melton, nd, fd	Dave Rogers, sd
WOLS 1937	1230 250	Florence Bcstg. Co. Inc 151 S. Dargan St. 2-3271	KBS	Melvin Purvis, p A. P. Skinner, gm, cm	John L. Cooper, ce Doug Williams, nd	Frank McLeod, sd

GAFFNEY
(Cherokee County)

WFGN 1948	1570 250-D	Cherokee Radio Co. Inc. P. O. Box 759 4795	KBS	A. Ray Godshall, p Morton E. Green, gm, nd V. Gertz, cm	B. R. Gibbons, pd, sd J. Hambricht, pmm M. Green, ce	Bob Turbeville, fd Bettye Blayke, wd
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GEORGETOWN
(Georgetown County)

WGTN 1949	1400 250	Georgetown Bcstg. Co. Inc. 216 S. Fraser 3-3431	MBS Cooke	J. B. Delzell, p, gm, nd Al Wester, cm, sd	M. A. Delzell, pd, wd Vincent Hayes, pmm, fd	Don Delaney, ce
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GREENVILLE
(Greenville County)

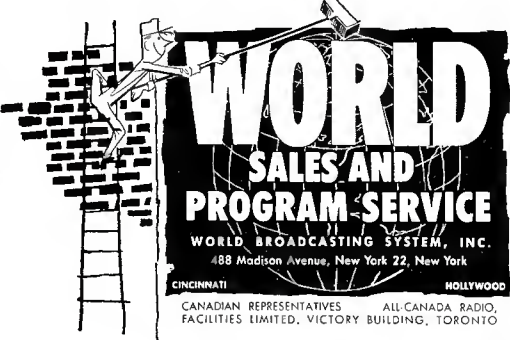
WESC 1947	660 5,000-D	Greenville Bcstg. Co. Inc. 1 College St. 2-8241	Rambeau Brown	Christie K. Meade, p James G. Meade, gm J. Davenport, asst gm J. W. Ingram, cm	L. Wayne Davis, pd, nd Betty Jo McGuire, pmm J. Harold White, ce	Joe Jones, fd Wally Mullinax, sd Margaret Bennett, wd
WESC-FM 1948	Ch. 223 (B) 92.5mc 12.5kw					

W O I C	5000 WATTS (soon) COLUMBIA	<i>in South Carolina ... a one-two combination hard to beat!</i>	W Q O K	5000 WATTS GREENVILLE
	No. 1 & Independent Population 690,650 Retail Sales \$551,232,000			CBS Population 550,600 Retail Sales \$455,251,000
	Represented in Southeast by DORA-CLAYTON			Represented in Southeast by DORA-CLAYTON
	Nationally by FORJOE Russell George - Manager			Nationally by WALKER REPRESENTATION James Whitaker - Manager
	SPEIDEL-FISHER BROADCASTING CORPORATION Donald Mitchell-Gen. Sales Mgr.			

City County	Call Letters Established TV Affiliate	Chan. or Freg. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp. evp; slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
GREENVILLE (Cont.)						
WFBC 1935	1330 5,000 DA-N	WMRC Inc. 505 Rutherford St. 9-1321	NBC Avery-Knodel	R. A. Jolley Sr., p Kenneth Beachboard, gm Keener Garrett, cm	Bruce Buchanan, pd Lidie Walters, pmm, wd Bill Garrison, ce	Monty DuPuy, nd Ben Leonard, fd Bob Shelley, sd
WFBC-TV 1947	Ch. 229 (B) 93.7mc 10.5kw					
WMRB 1954	1490 250	Paramount Bcstg. Co. 400 Mayberry St. 3-2751	ABC MBS Cooke	C. F. Cope, p, gm Jack M. Charlotte, cm Wm. T. Arrington, pd, ce	Betty Davidson, pmm Max E. Mace, nd	L. F. Poole Jr., fd Jim D. Thomas, sd
WMUU 1949	1260 1,000-D	Bob Jones University Wade Hampton Blvd. 2-6711	Continental	Dr. Bob Jones Jr., p R. K. Johnson, gm Jim Ryerson, sm Glen Schunk, cm	David Yearick, pd Jack Buttram, prod dir Robert Devine, ce	Elmer L. Rumminger, nd George Sprout, fd Velma Eubanks, wd
WQOK 1950	1440 5,000 DA-2	Piedmont Bcstg. Co. 3 College St. 5-7406	CBS Walker Dora-Clayton	Albert T. Fisher Jr., co-o, p Joe Spidel III, co-o, sec- treas James K. Whitaker, gm	Donald Mitchell, gen slm Jerry Mostellar, pd William Freeman, pmm Palmer Greer, ce	Bill Dawson, nd Inez Anders, fd Lake Sealy, sd Nancy Barrone, wd
GREENWOOD (Greenwood County)						
WCBS 1941	1450 250	Greco Inc. P. O. Box 868 9-1300	NBC Clark Ayers	Douglas Featherstone, p Dan Crosland, gm, pd, pmm	Ralph Norman, cm Charles M. Sparks, ce	Fred Heckman, nd Carroll Sexton, sd
WCBS-FM 1948	Ch. 239 (B) 95.7mc 5kw					
WGSW 1953	1350 1,000-D	Radio Greenwood Inc. Edward Arms 9-7372	MBS KBS Indie	W. C. Woodall Jr., p George B. Cook Jr., gm, cm Ben H. Dekle, pd, nd	Olyn L. Gee, pmm, sd Robert K. James, ce	Ed Smith, fd Patsy Gary, wd
GREER (Greenville County)						
WCKI 1955	1300 1,000-D	Greer Radiocasting Co. Box 52 1800		Vernon T. Fox, co-o, gm Al Robinson, cm	James Roper, pmm	S. Gibson Bruce Jr., co-o
WEAB 1946	800 250-D	Greer Bcstg. Co. P. O. Box 151 1057	KBS	E. A. Burch, p, gm John K. Williams, cm, nd	Gene Sills, pd Cecil Sills, ce	Betty Beers, wd John L. Goggin, fd, sd
HARTSVILLE (Darlington County)						
WHSC 1946	1450 250	Hartsville Bcstg. Co. 1306 College Ave. 1450	MBS KBS	Raymond Caddell, vp, gm, nd Oby B. Lyles, cm, fd, sd	Eleanor Flowers, pmm, wd	Donald A. Brienen, ce
KINGSTREE (Williamsburg County)						
WDKD 1949	1310 5,000-D	Palmetto Bcstg. Co. 6761		E. G. Robinson Jr., gm Arnold Graham, cm Carroll Godwin, pd, pmm	Dan Owen, ce Glenn French, nd, fd	Charlie Walker, sd Margaret Sullivan, wd
LAKE CITY (Florence County)						
WJOT 1953	1260 1,000-D	Lake Bcstg. Corp. 10 S. Acline Ave. 7631	Cooke	James Olin Tice Jr., p, gm Harry Hyman, cm, pmm, nd Frances M. Tice, pd	Walter Turner, ce Marion Fowler, fd	Ashby Ward, sd Betty Jo Brown, wd
LANCASTER (Lancaster County)						
WLCM 1951	1360 1,000-D	Royal Bcstg. Co. 103 S. Catawba St. 2051	KBS	Chas. K. Conolley, p Garry Coble, gm, sd J. Paul Wade, cm	Jo Ann McManus, pd, wd Robert Shickenjanski, ce	Allen H. Hill, nd F. W. Cannon, fd
LAURENS (Laurens County)						
WLBG 1948	860 250-D	Scotland Bcstg. Co. Radio Center 2-2331	KBS	Edwin Pate, p C. W. Hogan, gm, cm, sd	Paul Wynn, pd Jack Taylor, ce	Jack Bishop, nd C. B. Cannon, fd
MULLINS (Marion County)						
WJAY 1949	1280 1,000-D	Mullins & Marion Bcstg. Co. Hwy 76 3901	KBS	W. G. Smith, p James F. Ramsey, mgr, cm	Kenneth Gasque, pd George Magera, ce	Dwight Snyder, nd, sd Mamie Lee Smith, wd

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Leading Radio Stations PUSH-UP PROFITS with



WORLD

SALES AND
PROGRAM SERVICE

WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue, New York 22, New York

CINCINNATI HOLLYWOOD

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

1st with
Seasonal and
holiday features!

GREENVILLE—1st Market in South Carolina

There are three big markets in South Carolina—the Piedmont, with Greenville as center; the mid-state, with Columbia as center; and the coastal, with Charleston as center.



Each market consists of six counties, like this:

GREENVILLE—Greenville, Anderson, Laurens, Oconee, Pickens, Spartanburg.

Columbia—Richland, Calhoun, Fairfield, Kershaw, Lexington, Sumter.

Charleston—Charleston, Beaufort, Berkeley, Colleton, Dorchester, Georgetown.

HERE'S HOW S.C.'s 3 MARKETS RANK:

	POPULATION	INCOMES	RETAIL SALES
GREENVILLE	557,000	\$697,232,000	\$437,843,000
Columbia	339,400	379,610,000	260,177,000
Charleston	327,400	342,773,000	213,933,000

All figures from SALES MANAGEMENT May 10, 1955, Survey of Buying Power.

WFBC—1st Radio Station in S.C.'s 1st Market

Established in 1933, as Greenville's first radio station, WFBC was first with 5,000-watts power, first in programming, and first in local and national advertising. This NBC affiliate has consistently led all other Greenville radio stations in listenership.

New Home of WFBC-Radio and TV



Newest, Most Modern Radio and Television Facilities in the South!

WFBC outranks the other four radio stations in Greenville in length-of-service, as well as in volume of business, both local and national. It is the largest station in facilities and in size of staff. We invite you to contact us for the latest PULSE SURVEY, and for other evidences that WFBC IS THE FIRST STATION IN SOUTH CAROLINA'S FIRST MARKET.

For rates, information and assistance, contact us or our representatives, Avery-Knodel, Inc.



WFBC

5,000 WATTS • 19 HOURS DAILY

AFFILIATED WITH WFBC-TV

GREENVILLE, S. C.

SOUTH CAROLINA

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
MYRTLE BEACH (Horry County)					
	WMYB 1953	1450 250	Coastal Carolina Bcstg. Corp. 28 Ave. at Oak St. 7123	NBC KBS Cooke	James Olin Tice Jr., p John G. Kenworthy, gm, pmm Phil Rice, cm, nd Hamp Smith, pd, fd, sd Dennis O'Malley, ce Bonnie Smith, wd
NEWBERRY (Newberry County)					
	WKDK 1946	1240 250	Newberry Bcstg. Co. 11 Radio Drive 143	MBS Central S. C. Radio Net. Interstate United Newspapers	James F. Coggins, o, p, gm, sd Emory Bedenbaugh, cm, fd Marcia Coggins, pd, wd Steve Hood, pmm, nd Ernest R. Gilliam, ce
ORANGEBURG (Orangeburg County)					
	WDIX 1946	1150 5,000-D 500-N DA-2	WDIX Inc. Whitman St. Extension 1150	ABC MBS Central S. C. Net. Devney Holman Clark	Frank B. Best, o, gm Norman Matthews, cm, sd Frank B. Best Jr., pd Gus Browning, ce Betty Hydrick, wd
	WTND 1948	920 1,000-D	WTND Inc. 1 Memorial Plaza Jefferson 4-1301 (WTND, Am Affiliate)		J. I. Sims, p, gm, cm L. Richard Rhame, pd, pmm, nd, fd Larry Styles, co-eng Perry Herrington, co-eng Doug Donehue, sd
	WORG-FM 1952	Ch. 274 (B) 102.7mc 4.6kw			
ROCK HILL (York County)					
	WRHI 1944	1340 250	York County Bcstg. Co. Rock Hill Natl. Bank Bldg. 2077	MBS KBS Textile Net. McGillvra	James S. Beaty Jr., ptrn, gm, ce William C. Beaty, ptrn, sm, pd Harper S. Gault, ptrn, cm, pmm Connie Morton, sd
	WRHI-FM 1944	Ch. 252 (A) 98.3mc 0.65kw			
	WTYC 1949	1150 1,000-D	Tri-County Bcstg. Co. P. O. Box 1091 3175	Indie	T. Lamar Simmons, p E. L. Burwell, gm A. E. Baynard, cm, fd Hershell Barbour, pd, pmm E. A. Roberts, ce Jack Howe, nd Joanne Shedd, wd
SENECA (Oconee County)					
	WSNW 1949	1150 1,000-D	Blue Ridge Bcstg. Co. Box 443 8234	KBS Blue Ridge Best	J. A. Gallimore, p, gm Virginia F. Gallimore, pd
SPARTANBURG (Spartanburg County)					
	WJAN 1953	1400 250	Spartanburg Bcstg. Co. Schuyler Bldg. 3-1400	ABC MBS KBS	W. Ennis Bray, p, gm C. B. Goodyear, cm Ray Starr, pd W. Reed Bray, pmm Clyde J. McClure, ce William D. Peters, nd Nolen Wall, fd Jim Turner, sd Mavorine Clary, wd
	WORD 1940	910 1,000 DA-2	WORD Inc. P. O. Box 1808 3-2711	NEC Textile Radio Group Raymer	Irwin Kahn, p Edward G. Gardner, gm Charles B. Parham, cm Oles C. Womick, pd James L. Tate, ce Jim Partain, nd, sd Helen Beeley, wd
	WDXY (FM) 1948	Ch. 263 (B) 100.5mc 9.2kw	(WORD, Am Affiliate)		
	WSPA 1929	950 5,000 DA-N	Spartan Radiocasting Co. 224 E. Main St. 3-3621	CBS Hollingbery	Walter J. Brown, p Roger A. Shaffer, mgr Ross M. Holmes, cm James J. Hobbs Jr., pd Jane Dalton, pmm, wd Harold R. Beckholt, ce Charles Newcomb, nd Cliff Gray, fd Bill Goodrich, sd
	WSPA-TV (CP)				
	WSPA-FM 1946	Ch. 255 (B) 98.9mc 49kw			
SUMTER (Sumter County)					
	WFIG 1940	1290 1,000 DA-N	Radio Station WFIG Inc. Radio Center Bldg. Spruce 3-7305	MBS KBS Central South Carolina Net. McGillvra	F. B. Creech Sr., p T. Doug Youngblood, gm Fulton B. Creech Jr., vp, cm Paul T. Reidy, pd Jeannine Adkins, pmm Richard L. Elam, ce John Sherman, nd Tommy Bowen, fd Sheridan Lynn, sd Katherine Gaillard, wd
	WSSC 1953	1340 250	Radio Sumter Inc. E. Calhoun St. 3-7369	ABC Best	J. A. Gallimore, p C. Edward Damron, gm Harry W. Fowler, cm Lillian Davis, pd Charles Ballard, pmm, sd Wallace Clark, ce Sam Paul Combs, nd Alton Evans, fd Mrs. Frank Merritt, wd
UNION (Union County)					
	WBCU 1949	1460 1,000 DA-N	Bcstg. Co. of Union Inc. 210 E. Main St. 1200	MBS Interstate United Newspapers	Edward L. B. Osborne, p, gm, fd David Ward, cm Noel Belue, pd, nd, sd Walker Carver, ce Elize Osborne, wd
WALTERBORO (Colleton County)					
	WALD 1947	1220 1,000-D	Walterboro Bcstg. Co. P. O. Box 833 3861	MBS	R. M. Jeffries, p Louis M. Neale Jr., gm, pmm, ce John I. Seigler, cm, fd, sd Mary Alice Seigler, pd, wd Emerson Isler, nd
	WALD-FM 1952	Ch. 292 (A) 196.3mc 0.59kw			
YORK (York County)					
	WYCL (CP)	1580 250-D	York-Clover Bcstg. Co. c/o C. C. Sigmon P. O. Box 202 Lincolnton, North Carolina		G. B. Sigmon, ptrn C. C. Sigmon, ptrn

Data corrected to Dec. 15, 1955. If executives or services for FM are same as AM affiliate, names are not repeated.
 FM's in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

MARKET DATA BY COUNTIES

County	Population 1950	Radio				Passenger		County	Population 1950	Radio				Passenger	
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954	Families July 1955			Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954		
Armstrong							Jerauld	4,476	1,200	3,734	866	128	1,539		
Aurora	5,020	1,300	\$ 2,795	\$ 398	\$ 103	1,642	Jones	2,281	800	2,958	324	23	754		
Beadle	21,082	6,700	27,272	5,298	589	7,723	Kingsbury	9,962	2,700	9,511	1,727	181	3,610		
Bennett	3,396	800	2,866	539	47	1,105	Lake	11,792	3,000	13,003	2,118	226	4,411		
Bon Homme	9,440	2,500	9,971	1,259	282	3,528	Lawrence	16,648	4,700	18,329	4,726	830	5,785		
Brookings	17,851	5,200	19,649	4,307	443	6,326	Lincoln	12,767	3,600	12,294	2,369	265	4,974		
Brown	32,617	10,100	52,178	8,048	1,254	11,469	Lyman	4,872	1,100	3,075	665	38	1,381		
Brule	6,076	1,700	8,524	2,099	283	2,138	McCook	8,828	2,400	7,751	1,011	173	3,280		
Buffalo	1,615	400	215	147		367	McPherson	7,071	1,700	5,514	795	39	2,292		
Butte	8,161	2,400	11,827	2,151	306	2,925	Marshall	7,835	2,100	6,661	1,207	119	2,427		
Campbell	4,046	900	1,940	555	23	1,201	Meade	11,516	3,000	7,492	2,106	151	3,188		
Charles Mix	15,558	4,500	16,892	3,641	478	4,328	Melleite	3,048	800	1,187	233	23	795		
Clark	8,369	2,500	6,991	1,118	180	2,815	Miner	6,268	1,700	5,224	870	201	2,112		
Clay	10,993	3,300	8,468	1,633	303	3,643	Minnehaha	70,190	22,900	104,772	18,187	3,111	27,055		
Codington	18,944	5,900	29,351	4,022	496	7,276	Moody	9,252	2,400	7,087	1,125	139	3,171		
Corson	6,168	1,400	2,910	654	33	1,443	Pennington	34,053	15,900	57,938	8,558	1,628	16,026		
Custer	5,517	1,500	4,601	1,211	43	1,854	Perkins	6,776	1,800	7,919	1,129	43	1,991		
Davison	16,522	5,200	30,257	3,679	676	6,152	Potter	4,688	1,300	5,488	947	151	1,626		
Day	12,294	3,200	11,249	1,856	246	3,817	Roberts	14,929	3,600	10,783	1,680	207	4,567		
Deuel	7,699	1,800	4,494	1,071	59	2,648	Sanborn	5,142	1,400	3,872	900	40	1,775		
Dewey	4,916	1,200	3,404	849	134	1,127	Shannon	5,689	1,000	778	348	27	861		
Douglas	5,636	1,200	3,644	762	141	1,924	Spink	12,204	3,200	10,452	1,862	225	3,841		
Edmunds	7,275	1,700	5,802	665	69	2,157	Stanley	2,055	400	1,186	340	802			
Fall River	10,439	3,000	10,063	2,396	560	3,786	Sully	2,713	800	2,832	550	23	918		
Faulk	4,732	1,500	5,158	854	47	1,669	Todd	4,758	1,000	942	390	998			
Grant	10,233	2,600	7,835	1,697	177	3,569	Tripp	9,139	2,300	9,648	1,500	142	3,063		
Gregory	8,556	2,400	6,199	1,212	162	2,787	Turner	12,100	3,400	12,568	2,699	364	4,612		
Haakon	3,167	700	3,984	729	166	1,186	Union	10,792	3,100	9,936	1,559	445	4,121		
Hamlin	7,058	2,000	6,796	960	51	2,373	Walworth	7,848	2,100	9,868	1,644	257	2,490		
Hand	7,149	1,800	6,447	991	282	2,559	Washabaugh	1,551	200	202	59	293			
Hanson	4,896	1,300	2,664	704	45	1,541	Yankton	16,804	4,100	18,577	2,979	303	6,172		
Harding	2,289	700	964	269	18	752	Zieback	2,606	700	1,413	377	22	590		
Hughes	8,111	2,300	14,950	3,067	390	3,235									
Hutchinson	11,423	3,100	10,986	1,623	236	4,093									
Hyde	2,811	700	2,628	455	32	920									
Jackson	1,768	500	2,330	379	47	590									

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

DIRECTORY OF AM AND FM STATIONS

ABERDEEN

(Brown County)

KABR 1952	1220 250-D	Aberdeen Bcst. Service Route 2, Box 173 2686	Upper Midwest Bcstg. Sys.	Delbert T. Hunt, p, ce Virginia M. Hunt, pd	Jerry Zastrow, nd	Peter Bonesteel, sd
KSDN 1948	930 1,000 DA-N	Aberdeen News Co. 12 3rd Ave. S.E. 4573	ABC Weed	Henry J. Schmitt, p Byron J. McElligott, gm, pmm Russ Osborne, slm	E. C. Pieplow, prog mgr George Crocker, ce Pete Lowe, nd	Tom Mack, fd Dick Doyle, sd Helen Holgate, wd

BROOKINGS

(Brookings County)

KBRK 1955	1430 500-D	Brookings Bcstg. Co. 320 Fourth St. 477	KBS	Robert J. Reimers, co-o, gm, ce, fd Louis J. Dublon, co-o, cm, pd	Eugene J. Platek, co-o, nd, sd	Beverly Trapp, wd
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DEADWOOD

(Lawrence County)

KDSJ 1947	980 1,000 DA-N	Heart of the Black Hills 745 Main St. 186	Holman	John Daniels, ptrn	Eli Daniels, ptrn, gm, ce	Harry Daniels, ptrn, cm
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HURON

(Beadle County)

KIJV 1947	1340 250	James Valley Bcstg. Co. 1726 Dakota Ave. So. 765	NBC	Maxwell F. Staley, p, gm Dwight Coursey, cm Dale Larsen, pd	Lydell J. Smith, ce Dale Holt, nd	Bill Tredway, sd Rita Engel, wd
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MITCHELL

(Davison County)

KORN 1947	1490 250	Mitchell Bcstg. Assn. 217-219 N. Main St. 621	MBS	Ray V. Eppel, gm, pd Monroe Johnson, cm, pmm, sd	John Doherty, ce	Gary Altman, nd
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PIERRE

(Hughes County)

KGFX 1916	630 200-D	Estate of Dana McNeil 203 West Summit Ave. 2351	KBS	Ida A. McNeil, p, gm, cm, pd, pmm, nd, wd	Hugo Conrath Jr., ce	
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RAPID CITY

(Pennington County)

KOTA 1936	1380 5,000	Black Hills Bcstg. Co. 1819 West St. Joe Fillmore 2-2000	CBS Headley-Reed	Helen S. Duhamel, p Leo Borin, gm Jack Crowley, cm Norman Heffron, pd	Al McDonald, pmm Robert Musfeldt, ce Stuart Steele, nd	Gene Taylor, fd Harley Hanson, sd Polly Weedman, wd
KRSD 1953	1340 250	Heart of the Black Hills 816 Kansas City St. Filmore 2-6050	Holman	John Daniels, p Eli Daniels, gm, ce Stan Leiberman, cm	Joe Kopp, pd George Zeiter, pmm Bob Fell, nd	Ed Denslow, fd Ed Mueller, sd

SIOUX FALLS

(Minnehaha County)

KELO 1937	1320 5,000	Midcontinent Bcstg. Co. Phillips at 8th St. 4-5841	NBC H-R Reprs. Bulmer & Johnson	Joe Floyd, p Evans A. Nord, gm, cm Will Carlson, pd	Jack Townsend, pmm Les Froke, ce Bill Wigginton, nd	Les Harding, fd Jim Burt, sd Clare Home, wd
KIHO 1946	1270 1,000 DA-1	Big Sioux Bcstg. Co. 218 So. Main Ave. 4-7736	MBS Pearson	Dr. John D. Conner, p David J. Kempkes, gm	Frederick W. Schweikher, cm	Paul Beckstrand, pd
KISD 1948	1230 250	KISD Inc. W. 12th St. 4-5571	KBS Cooke	Verl Thomson, p, gm, pd Ernie Thomas, cm, sd	David Herman, pmm Roy Thorson, ce	Jerry Barnhart, nd Ralph Carrell, fd
KSOO 1926	1140 10,000-D 5,000-N DA-N	Sioux Falls Bcstg. Assn. 317 South Phillips Ave. 4-5601	ABC Avery-Knodel	Morton H. Henkin, p George R. Hahn, vp, gm	Charles J. Vais, gen slm	Max Pierce, ce

SOUTH DAKOTA

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	
VERMILLION (Clay County)						
*KUSD 1922	690 1,000-D DA-D	University of South Dakota Union Bldg. 923		I. D. Weicks, p Edward J. Slack, gm Martin Busch, pd	James E. Prusha, ce Kent Slocum, nd Gaylord Ayers, fd	Jack Stokesbury, sd Ruth Adkins, wd
WATERTOWN (Codington County)						
KWAT 1926	950 1,000 DA-N	Midland Natl. Life Insurance Co. 5777	MBS Gill-Perna	John Ehrstrom, p Ross E. Case, gm, cm Gene Brantner, pd	Warren McCormick, pmm Francis Alwin, ce Max Witcher, nd, fd	Mark Sheil, sd Dorothy Johnson, wd
YANKTON (Yankton County)						
KYNT 1955	1450 250	Yankton Bcstg. Co. 214 W. 3rd St. 3623	KBS	William M. Smith, p William E. Johnson, sm, cm, pd, sd	James L. Cope, ce LeRoy Okerlund, nd	Alice Horlyk, wd
WNAX 1923	570 5,000 DA-N	Cowles Bcstg. Co. 3rd & Mulberry Sts. 442	CBS Katz	Luther Hill, p Robert Tinchler, gm Chris Mack, asst mgr Donald Sullivan, adv dir	Roland Peterson, pd Clair W. Giles, bus mgr George Greenwood, pmm Cliff Todd, ce	Chet Randolph, fd Les Davis, sd Wynn Speece, wd

Data corrected to Dec. 15, 1955. If executives or services for FM are same as AM affiliate, names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

TENNESSEE

County	Population 1950	Radio				Passenger Cars 1954	County	Population 1950	Radio				Passenger Cars 1954
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)				Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	
Anderson	59,407	14,900	\$39,933	\$14,958	\$2,291	22,535	Lewis	6,078	1,400	3,520	916	60	1,593
Bedford	23,627	6,500	18,216	4,434	448	7,182	Lincoln	25,624	6,500	14,543	3,455	401	5,403
Benton	11,495	2,900	5,703	1,518	150	2,810	Loudon	23,182	6,100	16,751	5,180	574	7,577
Bledsoe	8,561	1,600	2,623	731	87	1,135	McMinn	32,024	8,100	36,452	9,237	1,003	9,044
Blount	54,691	14,800	36,535	10,312	1,280	18,730	McNairy	20,390	5,000	8,305	1,857	142	4,078
Bradley	32,338	8,500	27,593	6,788	617	12,200	Macon	13,599	3,400	2,631	705	37	2,875
Campbell	34,369	7,900	16,646	5,453	394	6,252	Madison	10,128	16,600	49,669	10,786	1,119	15,791
Cannon	9,174	2,100	3,322	664	36	1,883	Marion	20,520	4,800	11,546	3,112	351	4,606
Carroll	26,553	7,300	15,194	4,496	375	6,327	Marshall	17,768	5,000	12,236	2,960	354	5,155
Carter	42,432	10,700	22,262	5,769	645	10,290	Mauery	40,368	10,700	28,321	6,389	723	12,052
Cheatham	9,167	2,000	4,045	1,014	66	2,340	Meigs	6,080	1,200	1,569	614	46	1,282
Chester	11,149	2,000	4,664	1,330	154	2,616	Monroe	24,513	5,400	11,879	3,123	384	5,385
Claiborne	24,788	5,300	6,037	911	77	3,242	Montgomery	44,186	11,200	39,874	9,911	1,139	12,658
Clay	8,701	1,900	1,730	313	27	1,117	Moore	3,948	1,100	775	265	25	1,149
Cocke	22,991	5,100	10,546	2,966	124	4,993	Morgan	15,727	3,000	3,375	1,099	30	3,052
Coffee	23,049	6,800	21,236	5,184	442	6,582	Obion	29,056	7,900	19,599	4,504	491	7,141
Crockett	16,824	4,000	7,964	2,375	247	3,118	Overton	17,566	3,800	5,058	1,010	180	2,581
Cumberland	18,877	4,300	10,531	2,871	96	4,155	Perry	6,462	1,400	1,754	442	1,059	
Davison	321,758	96,300	388,109	83,948	11,237	102,999	Pickett	5,093	900	1,085	236	30	675
Decatur	9,442	2,300	3,373	698	78	1,065	Polk	14,074	2,900	7,711	1,392	170	2,485
De Kalb	11,680	2,600	3,826	876	69	2,164	Putnam	29,869	7,700	15,365	3,375	419	6,976
Dickson	18,805	5,000	10,064	2,778	443	4,414	Rhea	16,041	3,700	9,667	2,683	420	5,189
Dyer	33,473	8,800	28,180	6,766	582	8,283	Roane	31,665	8,100	17,863	4,914	643	10,040
Fayette	27,535	5,600	8,302	2,281	152	3,966	Robertson	27,024	6,800	14,498	4,114	575	5,951
Fentress	14,917	3,100	4,813	832	71	1,768	Rutherford	40,696	10,800	29,566	7,322	728	12,391
Franklin	25,431	6,000	14,590	3,201	408	6,194	Scott	17,362	3,800	5,509	880	2,663	
Gibson	48,132	13,600	31,995	7,046	1,249	12,449	Sequatchie	5,685	1,200	2,053	500	32	1,990
Giles	26,961	6,800	13,448	2,790	351	5,466	Sevier	23,375	5,400	14,696	4,342	425	5,750
Grainger	13,086	2,700	2,717	562	40	2,731	Shelby	482,393	144,500	619,118	116,895	17,602	150,984
Greene	41,048	10,300	22,765	4,898	521	10,900	Smith	14,098	3,600	5,846	959	138	3,161
Grundy	12,558	2,700	3,986	1,324	40	1,767	Stewart	9,175	1,900	2,704	534	70	1,579
Hamblen	23,976	6,700	23,394	5,229	508	8,848	Sullivan	95,063	27,700	89,197	17,804	2,577	32,396
Hamilton	208,255	60,200	263,520	60,437	7,915	60,112	Sumner	33,533	6,700	16,594	5,070	499	8,863
Hancock	9,116	1,800	1,404	195	59	1,297	Tipton	29,782	7,100	16,155	3,734	429	6,197
Hardeman	23,311	4,800	8,061	2,530	194	3,565	Troutdale	5,520	1,500	2,313	492	56	1,704
Hardin	16,908	3,900	8,597	1,901	97	3,325	Unicoi	15,886	3,700	7,128	1,532	73	3,894
Hawkins	30,494	7,300	12,394	3,121	285	6,348	Union	8,670	1,800	1,314	437	2,696	
Haywood	26,212	5,800	13,063	4,154	317	4,025	Van Buren	3,985	800	547	241	23	563
Henderson	17,173	4,100	7,963	1,756	221	3,715	Warren	22,271	6,300	16,095	4,143	400	5,444
Henry	23,828	6,500	14,070	3,494	450	5,983	Washington	59,971	15,100	54,260	9,546	1,440	17,342
Hickman	13,353	2,900	4,905	835	72	2,691	Wayne	13,864	3,100	5,468	1,655	126	2,280
Houston	5,318	1,100	1,573	515	72	1,065	Weakley	27,962	7,600	13,175	3,518	515	4,215
Humphreys	11,030	2,700	5,904	1,609	200	2,397	White	16,204	3,800	8,567	2,239	320	3,525
Jackson	12,348	2,500	1,917	319	64	1,603	Williamson	24,307	5,800	13,415	3,536	345	6,441
Jefferson	19,667	4,800	8,867	2,514	309	5,030	Wilson	26,318	7,400	18,417	3,848	493	5,890
Johnson	12,278	2,600	3,974	961	106	2,177							
Knox	223,007	63,500	245,139	52,457	7,031	66,287							
Lake	11,655	2,600	6,698	1,698	209	2,419							
Lauderdale	25,047	6,200	13,724	3,717	491	4,774							
Lawrence	28,818	7,000	16,175	3,424	286	6,164							

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

YOUR STATION +
1st with timely
selling aids!

WORLD
SALES AND
PROGRAM SERVICE
WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue, New York 22, New York
CINCINNATI HOLLYWOOD

= MORE REVENUE!



Big Aggie is Queen

over Big Aggie land

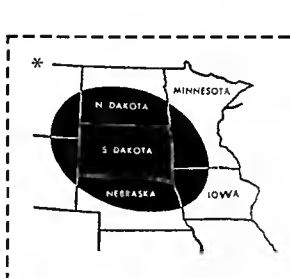


And TV means "Taint Visible" in most of her domain . . . that rich 5-state area of the Great Upper Missouri Valley. WNAX-570 is undisputed ruler within its broad borders, and here's why.

- Only 22% of these homes have television sets according to the latest count, and many counties have no TV at all.
- 80% of the homes hear WNAX-570 3 to 7 times a week.
- A recent survey in the heart of the area gave WNAX-570 66.4% of the sets in use. (Share of audience over 52 other stations).

No question about it, WNAX-570 Radio is solidly enthroned as the basic media in this well-to-do farm land.

Your Katz representative will introduce you to Big Aggie's court.



BIG AGGIE LAND

SAMS Families660,950
Population2¼ million
Effective buying income\$2.8 billion
Total retail sales\$2.2 billion



WNAX-570

Yankton, South Dakota

CBS Radio

A Cowles Station.

Under the same management as

KVTY Channel 9, Sioux City —

Iowa's second largest market.

Don D. Sullivan, Advertising Director.

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp. evp; sim; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. Prom. Mgr. pmm; Prod. Mgr. pdm;
ATHENS (McMinn County)					
WLAR 1946	1450 250	Athens Bcstg. Co. 148 N. Jackson 1450	MBS	Lowell F. Arterburn, p Buell J. Charles, gm	E. Max Robinette, cm William Atkins, pd, pmm, nd Winston Turner, ce Ed Dodson, sd
BRISTOL (Sullivan County)					
WCYB WPHG WOPI 1929		(See Bristol, Va., listing) (See Bristol, Va., listing) Radiophone Bcstg. Station WOPI Inc. 310 State St. South 3730	NBC Tennessee Valley Net. Burn-Smith	W. A. Wilson Sr., p, gm, pd James C. Wilson, cm W. A. Wilson Jr., pmm	George Guertin, ce Harold Henley, nd Rocky Stone, sd Judy Weston, wd
WOPI-FM 1946	Ch. 245 (B) 96.9mc 9.7kw				
CENTERVILLE (Hickman County)					
WHLP 1955	1570 1,000-D	Tri-County Bcstg. Co.		J. Gil Thompson, p	
CHATTANOOGA (Hamilton County)					
WAGC 1945	1450 250	WAGC Bcstg. Co. Hotel Patten 7-1128	MBS Walker	Prentiss E. Furlow, p Cliff Bowers, gm Bill Carrigan, pd	Charles Quinton, pmm George McMurtrie, ce Hank Weller, nd Harry Thornton, sd Lee Kendler, wd
WAPO 1936	1150 5,000-D 1,000-N DA-N	WAPO Bcstg. Service Read House 6-6141	ABC Avery-Knodel	R. G. Patterson, p Helen Patterson, cm, pmm Frances Harley, pd	B. B. Barnes, ce Lee Jackson, nd J. D. Cliett, fd Gus Chamberlain, sd Farol Faye, wd
WDEF 1941	1370 5,000 DA-N	WDEF Bcstg. Co. Volunteer Bldg. 7-3393	NBC Branham	Carter M. Parham, p Ken Flenniken, gm, cm Kenn Early, pd	Warren Herring, pmm B. C. Baker, ce Mort Lloyd, nd Jim Hill, fd Drue Smith, wd
WDEF-TV 1925	1310 5,000 DA-N	WDOD Bcstg. Corp. Hamilton Nat'l Bank Bldg. 6-5117	CBS Raymer	Earl W. Winger, p Norman A. Thomas, vp & gm Frank Hubbs, pd	Bryan J. Bush, gen. slm Jack C. Fiedler, local slm J. E. Walker, ce John Gray, nd Lee Barger, fd Jane Stuart, wd Lee Sheridan, sd
WDOD-FM 1949	Ch. 243 (B) 96.5mc 42kw				

Data corrected to Dec. 15, 1955. If executives or services for FM are same as AM affiliate, names are not repeated.
 FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.



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RADIO

NBC AFFILIATE IN CHATTANOOGA, TENN.

CARTER M. PARHAM, President

KEN FLENNIKEN, General Manager

CHATTANOOGA (Cont.)

WDXB 1948	1490 250	WDXB Inc. Done Bldg. 6-1114	Forjoe	Joseph Bloom, p David Cohen, vp David T. Pritchard, sec, gm Lela Gaddis, asst mgr, wd	Carl Harden, cm Cliff Parman, pd Marc Leon, pmm Everett East, ce	Gaylord McPherson, fd Thomas Reynolds, sd Lloyd Payne, nd	
WMFS 1951	1260 1,000-D	WMFS Inc. 835 McCallie Ave. 6-4145	Pearson	B. F. J. Timm, p Fred J. Webb, gm, pd, pmm A. A. Burke Jr., loc cm	Glen Channels, ce Sid Wood, natl nd Dave Oliver, loc nd	Clarence Steger, sd Evelyn Cato, wd	
CHURCH HILL (Hawkins County)							
WMCH 1954	1260 1,000-D	Wallace Bcstg. Co Elgin 7.2601		Thales E. Wallace, p F. R. Gentry, cm	Bettye Jo Creasy, pd Harold Dougherty, ce	Eddie Skelton, nd Leroy W. Alley, sd	
CLARKSVILLE (Montgomery County)							
WDXN 1954	540 250-D	Clarksville Bcstg. Co. Bailey Bldg. 2411	Burn-Smith	Aaron B. Robinson, p J. M. Cecil, gm, cm	James F. McDonough, sm, ce Russ Honeyman, nd	Plummer Hodges, fd	
WJZM 1941	1400 250	Campbell & Sheftall 411 Madison St. 6414	MBS Rambeau	J. P. Sheftall, p John H. Bailey, gm, ce Charles E. Malone, cm	Bill Bumpus, pd Tom Dolan, pmm Tom Breene, nd	Ernest Simmons, fd Earl Walton, sd Gladys W. Campbell, wd	
CLEVELAND (Bradley County)							
WBAC 1945	1340 250	Rounsaville of Cleveland Inc. 180 Central Ave. N.E. 62	MBS Gill-Perna Dora-Clayton	R. W. Rounsaville, p Thad F. Fitch, gm Bland Sells, cm	Paul Kirksey, pd, nd, sd Hal Green, pmm Paul Cram, tech dir	Bill Stuart, ce John Thomas, fd Jeanette McCroy, wd	
WCLE (CP)	1570 1,000-D	Southeastern Enterprises c/o Carl J. Hoskins					
COLUMBIA (Mauzy County)							
WKRM 1946	1340 250	Middle Tennessee Bcstg. Co. P. O. Box 71 1340	MBS KBS Walker	R. M. McKay Jr., p, gm, cm Jim Keiran, pd Melvin Dugger, pmm	Cameron McKay, ce Bill Fraser, nd, fd	Shelton Fowler, sd Nell Cheek, wd	
COOKEVILLE (Putnam County)							
WHUB 1940	1400 250	WHUB Inc. 315 E. Spring St. 789	CBS Continental	M. L. Medley, p, gm Stacey Mott, sta dir, pd	Ed Zegarske, pmun, sd Claude Haston, ce	Tom Harris, fd Betty Birdwell, wd	
COVINGTON (Tipton County)							
WKBL 1954	1250 1,000-D	Tipton County Bcstg. Co. P. O. Box 289 9635		Charles K. Sparks, co-o, gm, fd R. William Hoffman, co-o, cm, ce	Charles C. Watts Jr., pd, pmm Ray McGinnis, nd	Reece Corder, sd Millie Smith, wd	
CROSSVILLE (Cumberland County)							
WAEW 1952	1330 1,000-D	WAEW Inc. 10th & School Sts. 333	KBS	Arthur Wilkerson, p, gm	Clarence Stinnett, sm, cm	Eddie Lane, ce	
DICKSON (Dickson County)							
WDKN 1955	1260 1,000-D	Dickson County Bcstg. Co. 101 N. Main St. 2852	KBS	William A. Potts, p, gm, pmm Warren G. Medley, cm, sd	Howell Smith, pd, nd Richard Essner, ce	Marshall Field, fd Ruth Forehand, wd	
DYERSBURG (Dyer County)							
WDSG 1946	1450 250	State Gazette Bcstg. Co. Highway 51 North 2903	KBS	Russell Bruce, p Robert W. Ward, gm, sd Ronald Butler, cm	Shirley Jones, pd Pinkney Cole, pmm M. D. Ross, ce	William Bryant, nd Ed O'Neill, fd Martha Parmenter, wd	
ELIZABETHTON (Carter County)							
WBEJ 1946	1240 250	Elizabethton Bcstg. Co. Radio Bldg. 2-1241	MBS Gill-Perna Dora-Clayton	R. W. Rounsaville, p William R. Wagner, mng dir Frazier Cochrane, gm	Glenn Hathaway, cm Bill Hale, pd, sd Paul Cram, tech dir	Condon Bowers Jr., ce Jim O'Donnell, nd, fd Ruth Ritchie, wd	
ERWIN (Unicoi County)							
WEMB (CP)	1420 1,000-D	Unicoi Bcstg. Co. c/o Max M. Blakemore P. O. Box 218 Richlands, Virginia		Max M. Blakemore, o			
ETOWAH (McMinn County)							
WCPH 1955	1220 1,000-D	Morgan Bcstg. Co. 109 9th St. 3401		Harry J. Morgan, p, gm, cm, nd	Ray C. Hobbs, pd, fd John S. Bailey, ce	Geraldine Morgan, wd	
FAYETTEVILLE (Lincoln County)							
WEKR 1948	1240 250	Fayetteville Bcstg. Co. P. O. Box 625 1240	MBS KBS	John R. Crowder, ptrn, gm James Porter Clark, ptrn, sd Jim Tate, sm	Teddy Barnes, pd, fd Charles W. Shewry, pmm, nd	Ernest J. Tucker, ce Josephine M. Owen, wd	
FRANKLIN (Williamson County)							
WAGG 1953	950 1,000-D	Williamson County Bcstg. Co. Mallory Rd. 982		E. F. Jones Jr., gm, ce Jean B. Haynes, cm, wd	John Haeberle, pd Wayne Hannah, pmm, nd, sd	H. Y. Beeler, fd	
GALLATIN (Sumner County)							
WHIN 1948	1010 1,000-D	Sumner County Bcstg. Co. P. O. Box 811 1010	KBS	A. B. Perkins, p J. B. Thomas, gm, pd	Charles W. Brewer, cm	Lee Raines, ce	

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	
GREENEVILLE (Greene County)						
WGRV 1946	1340 250	Radio Greenville Inc. P. O. Box 243 4147	MBS	Paul O. Metcalfe, p, gm Hugh Picken, cm	Pete Luttrell, pd Laile Hampton, ce	Charles Phillips, sd
WGRV-FM (CP)	Ch. 235 94.9mc 4.6kw					
HARRIMAN (Roane County)						
WHBT 1946	1230 250	Harriman Bcstg. Co. Crescent & Devonia Sts. 661	KBS Continental	F. L. Crowder, p, gm	Walter Scarbrough, cm	Reggie Honey, ce
WHBT-FM	Ch. 237 (A) 95.3mc 0.87kw					
HUMBOLDT (Gibson County)						
WIRJ 1949	740 250-D	Gibson County Bcstg. Co. 210 N. 22nd Ave. 740	KBS	J. Frank Warmath, p Howard E. Byrum, gm Carroll Wilson, cm, sd	Bill Carter, pd Claude Bolton, ce	Curtis White, nd Ted Gee, fd
JACKSON (Madison County)						
WDXI 1948	1310 5,000-D	Dixie Bcstg. Co. Williams Bldg. 7-9611	MBS Dixie Net. Burn-Smith	Aaron B. Robinson, p, gm Bill Winsett, sm Jack Murphy, cm	Jim Hoppers, pd John Knight, pmm, nd James S. Thomas, ce	Tom Williams, fd Lance Russell, sd Dorothy Midyett, wd
WDXI-TV	1,000-N DA-N					
WJAK 1954	1460 1,000-D	Jackson Bcstg. Co. 416 Poplar St. 7-7436	Best	Dr. Alexander Leech, ptrn William E. Leech, ptrn Robert Blow, gm Mike Freeman, cm	Winston C. Martindale, pd Gerald Beilke, pmm Henry Lesh, ce Frances Burnett, nd	Roland Porter, fd A. T. McFadden, sd Oziele Drain, wd
WTJS 1931	1390 1,000 DA-N	The Sun Publishing Co. 104 E. Baltimore St. 7-3316	ABC Branham	Albert A. Stone, vp, gm Frank S. Proctor, mgr Leslie R. Brooks, asst mgr	Vincent Tapler, pd, nd, fd James Ellzey, ce	Darrell Hicks, sd Dorothy Smith, pmm, wd
WTJS-FM 1947	Ch. 281 (B) 104.1mc 50kw					
JOHNSON CITY (Washington County)						
WETE 1947	790 1,000-D	Press Inc. 204 W. Main St. 2993	McGillvra	Carl A. Jones, p Arthur M. Kelsey, gm, cm	Berney Burleson, pd E. B. Jones, ce	Bill Miller, sd Mary Lib Perry, wd
WJHL 1938	910 5,000-D	WJHL Inc. 145 W. Main St. 2780	CBS Pearson	W. Hanes Lancaster Sr., p W. Hanes Lancaster Jr., vp, gm Ken Marsh, sm, cm	Herbert Howard, pd, fd W. A. MacDonald, pmm, nd Roland Medler, co-ce	Al Renfro, co-ce Richard Ellis, sd Margaret Schurtz, wd
WJHL-TV	1,000-N DA-N					
WJHL-FM 1948	Ch. 264 (B) 100.7mc 8.1kw					
KINGSPORT (Sullivan County)						
WKIN 1951	1320 5,000-D	Radio Station WKIN Market & Wexler Sts. 6-8131	KBS	Cy N. Bahakel, p Phillip J. Bahakel, mgr	Chuck Foster, pd, sd Eddie Walters, ce	Bill Austin, nd, fd Dia Bahakel, wd
WKPT 1940	1400 250	Kingsport Bcstg. Co. Inc. 222 Commerce St. Circle 5-4161	NBC Burn-Smith	C. P. Edwards Jr., p Paul L. Overbay, gm Phil J. Weaver, cm	Martin Karant, pd, nd James E. Davis, pmm Thomas Phillips, ce	Ike N. Upchurch, fd Richard H. Brattin, sd Joanne A. Davis, wd
WKPT-FM 1948	Ch. 253 (B) 98.5mc 10kw					
KNOXVILLE (Knox County)						
WBIR 1941	1240 250	Radio Station WBIR Inc. 618 S. Gay St. 4-3321	ABC Gill-Perna	John P. Hart, p, gm, cm Neal W. Branch, pd, pmm	J. Rex Horton, ce Robert Agee, nd, sd	Ellie Moore, wd
WBIR-TV (CP)						
WBIR-FM 1949	Ch. 227 (B) 93.3mc 2.85kw					

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



**1st with
Big Audience
Quiz Shows**

KNOXVILLE (Cont.)

WIVK 1953	860 1,000-D	Dick Bestg. Co. 319 N. Gay St. 4-3693	Forjoe	James A. Dick, p, gm T. C. Hooper, cm	J. P. Hess Jr., pd, pmm, fd Milton Jones, ce	Mrs. W. White, wd
WKGN 1947	1340 250	WKGN Inc. P. O. Box 750 4-0766	MBS Rambeau	George Mooney, p Guy L. Smith III, gm Glynn W. Theg, cm	Stanley Vainrib, pmm Robert L. Goodman, ce	Bob Smith, sd Mildred Smith, wd
WKXV 1954	900 1,000-D	Knoxville Ra-Tel Inc. 411½ W. Main St. 4-9866	KBS Southern Radio Net. Stars Natl. Tele Bcstrs.	H. Scott Killgore, p, gm	Marvin I. Thompson, cm	Willie C. Day, pd
WNOX 1921	990 10,000 DA-N	Scripps-Howard Radio 4400 Whittle Springs Rd. N.E. 3-3171	CBS Blair	Jack R. Howard, p R. B. Westergaard, gm O. L. Smith, cm	C. A. McMahon, pd Gene Miller, pmm Ray Evans, ce	Joe B. Long, nd Cliff Allen, fd Phil Sutterfield, sd
WROL 1927	620 5,000	Mountcastle Bcstg. Co. 612 Gay St. S.W. 2-7111	NBC Avery- Knodel	Paul Mountcastle Sr., p W. H. Linebaugh, gm J. T. McCloud, cm	J. H. Reese, pd H. W. Hudson, pmm F. M. Andrews, ce	Bill Johnson, nd Mary Starr, wd
WATE (TV)	DA-2					

LaFOLLETTE
(Campbell County)

WLAJ 1953	1450 100	LaFollette Bcstg. Co Piedmont Hotel 1060	MBS KBS	E. F. Wheeler, p Marvin L. Paul, gm, pd, ce	Smith Rea Jr., cm, sd Pete Williams Jr., nd	Denny Walker, fd Aita Allen, wd
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LAWRENCEBURG
(Lawrence County)

WDXE 1951	1370 1,000-D	Lawrenceburg Bcstg. Co. Locke Bldg. 4411	Dixie Burn-Smith	Aaron B. Robinson, p James K. Marston, gm, cm Harris T. Sawyer, pd, fd	Bryan F. Bellar, pmm, sd Philip Kemper, ce	Mrs. Edward Taylor, nd Mrs. Leonard Staggs, wd
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LEBANON
(Wilson County)

WCOR 1949	900 250-D	Lebanon Bcstg. Co. Inc Trousedale Ferry Pike 1540	KBS	Theo F. Ezell Jr., p, gm Jack Hendrickson, cm, pmm, sd	Walter Dillard, pd, nd William Johnston, ce	Leslie Vanhook, fd Freddie Russell, wd
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LENOIR CITY
(Loudon County)

WLIL 1950	730 1,000-D	WLIL Inc. 406 E. Broadway 1095	KBS	Arthur Wilkerson, p, gm	Thomas Tuck, cm, pmm	
WLIL-FM 1950	Ch. 262 (B) 100.3mc 8.8kw					

LEWISBURG
(Marshall County)

WJMJ 1947	1490 250	Louis D. Lingner P. O. Box 20 780	MBS KBS Best	Louis D. Lingner, p, gm R. A. Davidson, cm, nd, sd	Wyona Clark, pmm, wd	R. C. Wiley, ce
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LEXINGTON
(Henderson County)

WDXL 1954	1490 250	Lexington Bcstg. Service Inc. WDXL Bldg. 3500	MBS Dixie Net. Burn-Smith	Guy B. Amis, p Neal B. Bunn, gm B. L. Enochs, cm, pmm, ce	Everett Flagg, pd Earl Carney, nd	Charles Hendrix, sd Ann Flagg, wd
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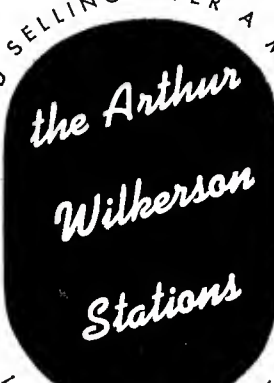
MARYVILLE
(Blount County)

WGAP 1947	1400 250	Aluminum Cities Bcstg. Co. 316 Court St. 5500		Frank H. Corbett, p, gm Horace B. McGill, cm	Ken Kribbs, pd, sd, co-fd Henry McDonald, ce	Tom Mayhew, nd, co-fd Marion Artman, wd
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McKENZIE
(Carroll County)

WHDM 1954	1440 500-D	Tri-County Bcstg. Co. Hotel McKenzie 3371	Clark	Earl S. Nolting, p, gm Gladys Nolting, sec-treas, wd	Irene Morgan, cm Lance Beard, pd, nd, fd	Martin Dill, ce Kent Jones, sd
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SERVING AND SELLING OVER A MILLION PEOPLE IN SEVEN STATES



WLIL 1,000 WATTS 730 KC LENOIR CITY
ARTHUR WILKERSON, Gen. Mgr.

WLIK 5,000 WATTS 1270 KC NEWPORT
IRA CRISP, Mgr.

WAEW 1,000 WATTS 1330 KC CROSSVILLE
CLARENCE STINNETT, Mgr.

write for rate card

2 or 3 station package discount

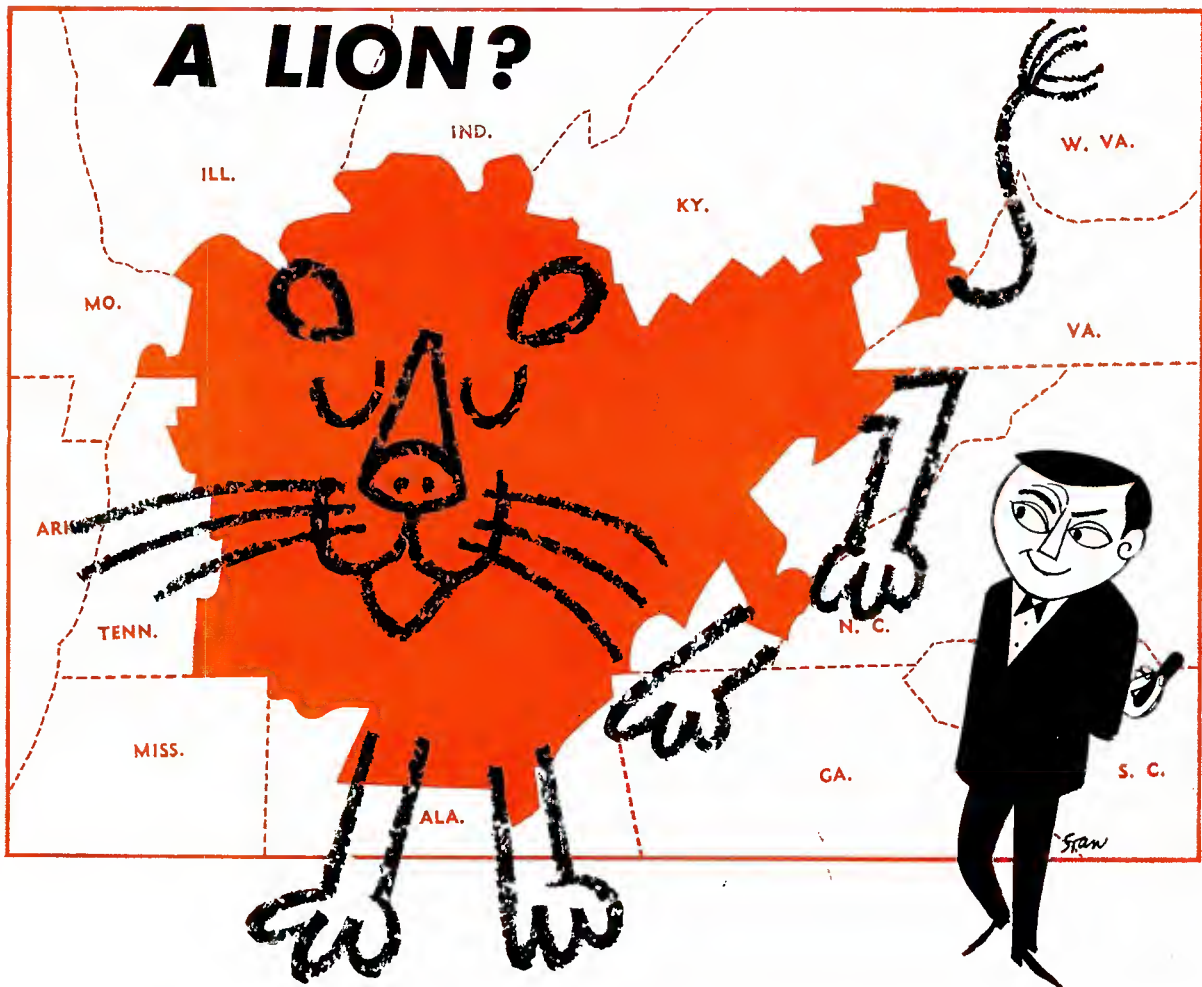
ARTHUR WILKERSON
General Manager
Lenoir City, Tennessee

WLIL

TENNESSEE

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner; Pres. p; Exec. vp, evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations
McMINNVILLE (Warren County)						
	WBMC 1955	960 500-D	Cumberland Valley Bestg. Co. P. O. Box 270 2104		Dr. W. W. Davis, p	Franklin H. Brown, gm, cm Joyce Knowles, pd
	WMMT 1947	1230 250	McMinnville Bestg. Co. N. Chancery St. 2223	MBS	Sam J. Albritton, p Royce E. Richards, gm W. A. Gracey, cm	Roy Crocker, pd, sd Richard Davis, pmm Roy Pearsall, ce Joe Matyas, nd Barbara Grimes, wd
MEMPHIS (Shelby County)						
	KWEM 1946	990 1,000-D	KWEM Inc. 64 Buntyn St. 48-3311	Stars Natl.	E. D. Rivers Jr., p Kurt Alexander, gm E. Spencer Bedsole Jr., cm, pmm	Dick Stuart, pd, nd John Hollingshead, ce Tom Roane, fd Ree Lee, wd
	WDIA 1947	1040 50,000-D 5,000-N DA-2	Bluff City Bestg. Co. 2074 Union Ave. Broadway 6-2703	Pearson	John R. Pepper, p Bert Ferguson, gm Harold F. Walker, cm David James, prod dir	Don Kern, publicity dir Henry Fones, ce Marie Wathen, nd Ernest Brazzle, fd Frank Armstrong, sd Willa Monroe, wd
	WHBQ 1925 WHBQ-TV 1947	560 5,000-D 1,000-N DA-2	RKO Teleradio Pictures P. O. Box 176 Jackson 5-6306	ABC H-R Reps.	Thomas F. O'Neil, p John H. Cleghorn, gm Stan Torgerson, sls serv dir, sd	Max Michel Jr., cm Dick Covington, pd Jack Starr, pmm Walton Roy, ce Gene Roper, nd Ed Jones, fd Dorothy Lester, wd
	WHER 1955	1430 1,000-D	Tri State Bestg. Service 972 St. Third St. Jackson 5-6831		Sam C. Phillips, p, gm Bob R. Way, cm	Doty Abbott, asst mgr, pd Dorothy Fisher, nd Bobbie Stout, sd Marion Keisker, wd
	WHHM 1946	1340 250	Mid-South Bestg. Corp. 433 Sterick Bldg. 37-4422	Young Melville	P. E. Furlow, p C. K. Beaver, vp, gm	Allan Avery, cm Jay Black, pd, nd William Marsh, ce George Mooney, sd
	WMC 1923 WMCT (TV) 1947	790 5,000 DA-N	Memphis Publ. Co. 3rd & Madison 8-7464	NBC Branham	Enoch Brown, p H. W. Slavick, gm Richard Voorhis, sm Harlan Judkins, pd	Olivia Browne, wd Walter E. Frase, pmm E. C. Frase Jr., ce Robert Pigue, nd Walter Durham, fd Robert Keuhner, sd
	WMCF (FM) 1947	Ch. 259 (B) 99.7mc 300kw				
	WMPS 1925	680 10,000-D 5,000-N DA-N	WMPS Inc. 112 Union Ave. 5-2663	ABC	H. R. Krelstein, p, gm Charles T. DeVols, sm, pmm	Gene Plumstead, pd, nd J. G. Deaderick, ce
	WOKB 1952	1480 1,000-D	Chickasaw Bestg. Co. 378 Beale St. Jackson 5-7545	KBS Dora-Clayton	W. M. H. Smith, gm John E. Stewart, asst to mgr Robert F. Bartusch, cm	Richard M. Cole, pd James S. Jacobs, pmm B. E. Jones, ce Wyn Richards, nd, sd Frankelle Wand, wd
	WREC 1922 WREC-TV 1947	600 5,000 DA-2	WREC Bestg. Service Hotel Peabody Bldg. 5-1313	CBS Katz	Hoyt B. Wooten, o & gm Hollis R. Wooten, cm	Jack Michael, pd Wilson Raney, ce Russ Hodge, nd & sd
MILAN (Gibson County)						
	WKBJ 1955	1600 1,000-D	West Tennessee Bestg. Co. 550	Tenn. Volunteer Net.	Dr. H. E. Williams, p Jack Merrill, cm, cm	Jim Haney, pd, nd, sd J. C. Dunphy, pmm James Soyk, ce, fd Robbie Evans, wd
MORRISTOWN (Hamblen County)						
	WCRK 1947	1450 250	Cherokee Bestg. Corp. Radio Center 1450	MBS KBS Holman	Herbert S. Walters, p Howell Ashford Jr., gm	John F. McCrary, cm John Redwine, pd James A. Redden, ce Englebert Patterson, wd
	(CP)	1150 1,000-D	Clifford G. Frost 505 High St. Sevierville, Tenn.			
MURFREESBORO (Rutherford County)						
	WGNS 1947	1450 250	WGNS Inc. P. O. Box 456 1450	KBS Holman Devney	Cecil Elrod Jr., o, gm Neil Lancaster, co-cm Ray Duffy, co-cm, sd	Helen Houghland, pd Carl Berg, pmm Paul Howell, ce Hal Christianson, nd David Moore, fd Mrs. Cecil Elrod Jr., wd
	WMTS 1953	860 250-D	Arthur D. Smith Jr. 112 N. W. Broad 1202		Arthur D. Smith Jr., p Virgil K. Trimm, gm, pmm Chas. Snoddy, cm	E. A. Blankenship, pd Roy Clark, ce Lewis Penuell, nd Clyde Major, fd Lee Blaine, sd Evonnie Mingie, wd
NASHVILLE (Davidson County)						
	WKDA 1947	1240 250	Capitol Bestg. Co. 4th & Union Sts. Alpine 4-0511	Pearson	John W. Kluge, p Harvey L. Glascock, vp, gm, pmm	Blackstone Dozier, cm Charles F. Walker, pd, fd Oscar Griffin, ce Randy Towry, nd Charles Dougherty, sd Genevieve H. Glascock, wd
	WLAC 1926 WLAC-TV 1947	1510 50,000 DA-N	WLAC Inc. Third Natl. Bank Bldg. Alpine 6-0161	CBS Katz	F. C. Sowell, vp, gm E. G. Blackman, cm Paul Oliphant, pd	Jerry Glaser, pmm F. D. Binns, ce Jim Miller, nd Herman Grizzard, sd Mary Manning, wd
	WMAK 1948	1300 5,000 DA-N	Volunteer State Bestg. Corp. Maxwell House Hotel Alpine 4-3411		Howard D. Steere, p Robert Lyons, gm, cm	William D. Montgomery, pd, pmm Homer Coles, ce George W. Williams, nd, sd
	WNAH 1949	1360 1,000-D	Hermitage Bestg. Corp. James Robertson Hotel Alpine 4-7611	KBS Continental	Van T. Irwin Jr., p, gm Mrs. V. T. Irwin, exec dir	Herman Rippy, cm Dave Lyman, pd Webber Parrish, pmm, nd Howard Woodward, ce
	WSIX 1927 WSIX-TV 1947	980 5,000 DA-N	WSIX Inc. Nashville Trust Bldg. Alpine 5-5431	ABC Hollingbery	R. D. Stanford Jr., p, gm John M. Savage, cm	Bob Larimer, pd, nd Charlie Duke, ce Larry Munson, sd Faye Sandefur, wd
	WSM 1925 WSM-TV 1947	650 50,000	WSM Inc. 7th & Union Alpine 4-5656	NBC Blair	E. W. Craig, chmn of bd John H. DeWitt Jr., p, gm Irving Waugh, asst to pres, cm	Jack Stapp, pd William R. McDaniel, pmm George Reynolds, ce Harold Baker, nd John A. McDonald, fd Dick Shively, sd
	WSOK 1951	1470 1,000-D	Nashville Ecstg. Co. Inc. 400 Davidson St. Chapel 2-0489	McGillvra Dora- Clayton	H. C. Young Jr., p, gm, pd Norman Stewart, cm, pmm	I. D. Byars, ce Louise Fletcher, wd
	WHCY (FM) 1953	Ch. 290 (B) 105.9mc 3.1kw	(WSOK, Am Affiliate)			

Data corrected to Dec. 15, 1955. If executives or services for FM are same as AM affiliate, names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.



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This market is probably the only one in the entire country that's covered by just one medium—and that's WSM Radio in Nashville. If you attempt to cover the Central South with a combination of other radio stations or with a combination of newspapers in the area, the coverage would still be incomplete—and the cost would be three to 15 times greater than that of a WSM custombuilt program. Try to cover it by TV and you discover that all TV viewers in the market put together still represent less than half the market's buying power!

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650 KC **WSM** RADIO

BOB COOPER, Sales Manager

JOHN BLAIR AND COMPANY, National Advertising Representatives

Nashville - Clear Channel - 50,000 Watts

Coleman	15,503	4,000	13,346	2,942	465	5,712	Martin	5,541	1,300	2,825	758	64	2,193
Collin	41,692	12,000	30,441	8,994	832	13,178	Mason	4,945	1,500	3,815	872	180	1,684
Collingsworth	9,139	2,200	8,923	2,079	283	2,401	Matagorda	21,559	6,300	25,601	6,280	844	7,491
	3,122	2,200	2,922	2,079	283	2,401		1,000	1,000	1,000	1,000	1,000	1,000

TENNESSEE

City County	Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. up. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	
NEWPORT (Cocke County)						
WLKJ	1270 1954	5,000-D	WLKJ Inc. Knoxville Hwy. 3095	Arthur E. Wilkerson, p, gm Ira B. Crisp, sm, cm, pmm	Aileen J. Evans, pd, wd Kenneth Shelton, ce, fd Fred Pelle, sd	
OAK RIDGE (Anderson County)						
WATO	1490 1948		WATO Inc. 5-3535	MBS Brown	Ross Charles, p, gm Samuel P. Thrower Jr., cm David Jacobs, pmm Owen J. McReynolds, p J. E. Boudin, gm	Harold Tompkins, ce William Hoopes, nd Harry Deitrick, sd Ruth Jamieson, wd Willard Ramsey, ce Jet Wilkerson, wd
WOKE	1290 1951	1,000-D 500-N DA-N	Air Mart Corp. Oak Terrace Grove Center 5-1333		O. E. O'Bleness, cm John H. Carr, pd, sd	
PARIS (Henry County)						
WTPR	710 1945	250-D	Paris Bcstg. Co. Davis Bldg. 1700	MBS KBS Dixie Net. Burn-Smith	A. B. Robinson, p, gm Will W. Coker, sm	B. C. Kilgore, cm Sue Jackson, pd, pmm Donald M. Somerville, ce
WTPR-FM	Ch. 250 (B) 1953	97.9mc 9kw				
PULASKI (Giles County)						
WKSR	1420 1947	1,000 DA-N	Richland Bcstg. Co. So. First St. 1066	ABC Clark	John R. Stephens, o, gm Mrs. John R. Stephens, cm George M. Martin, pd	Nobel G. Morgan, ce Helen Abernathy, nd Nathan Street, pmm, fd Dee Leo Hoover, sd Patricia B. Cox, wd
RIPLEY (Lauderdale County)						
WTRB	1570 1954	250-D	West Tennessee Radio Bcstrs. 113 W. Washington St 1060	KBS	Hobson H. Daws, ptrn, gm, pmm, sd	Harold L. Baker, ptrn, cm Shirley Pickard, pd, wd James E. Weston, ce
ROGERSVILLE (Hawkins County)						
WRGS	1370 1955	1,000-D	Rogersville Bcstg. Co. Burem Pike 6491	Best	John E. Beal, p, gm Charles Beal, cm Ivan Jameson, pd	George Beal, pmm Fred Berry, ce, fd Harry A. Wilson, nd, sd Pat Beal, wd
SEVIERVILLE (Sevier County)						
WSEV	930 1955	1,000-D	Smoky Mountain Bcstg. Corp. 2844	KBS	A. J. King, p Clay Cline, gm, cm, pd Peggy Shanton, pmm, wd	Robert Carr, ce Robert Johnson, nd Gene Robertson, fd Hugh Trotter, sd
SHELBYVILLE (Bedford County)						
WHAL	1400 1946	250	Shelbyville Bcstg. Co. P. O. Box 241 1400	MBS	Charles Christian, vp, gm, cm, pd, sd	Bud Rick, pmm Timothy Marsh, ce Dan Smith, nd, fd Sue Brown, wd
SOUTH PITTSBURG (Marion County)						
WEPG	910 1954	500-D	Marion County Bcstg. Service Railroad St.		Eaton P. Govan Jr., p, gm, cm & pmm, fd	Vinette B. Govan, pd & wd William H. Dunn, ce Thomas N. Hoge, nd & sd

TEXAS

MARKET DATA BY COUNTIES (Cont.)

County	Population 1950	Radio				Passenger Cars 1954	County	Population 1950	Radio				Passenger Cars 1954
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)				Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	
Val Verde	16,635	4,000	15,769	3,446	474	Williamson	38,850	10,500	33,442	8,105	887	12,988	
Van Zandt	22,593	5,800	12,828	3,140	430	Winkler	14,672	3,200	8,365	1,147	327	3,721	
Victoria	31,241	9,600	37,949	8,571	639	Wise	10,064	3,700	12,707	3,722	538	4,796	
Walker	20,163	4,200	13,776	3,758	462	Wood	16,141	4,500	11,347	3,404	264	5,312	
Waller	11,961	2,900	9,530	1,777	260	Yoakum	21,308	5,500	17,244	3,601	501	6,409	
Ward	13,346	4,200	15,671	3,843	532	Young	4,339	1,100	2,721	879	94	2,310	
Washington	20,542	5,200	15,427	3,616	401	Zapata	16,810	4,900	19,081	3,747	537	6,729	
Webb	56,141	13,400	52,583	12,273	1,753	Zavala	4,405	900	1,154	544	40	436	
Wharton	36,077	9,700	36,041	8,349	804		11,201	2,500	7,415	1,406	235	2,211	
Wheeler	10,317	2,500	11,783	2,705	433								
Wichita	98,493	32,100	130,843	24,315	4,279								
Willbarger	20,552	5,900	23,456	5,194	705								
Willacy	20,920	5,900	21,553	6,769	480								

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

DIRECTORY OF AM AND FM STATIONS

ABILENE (Taylor County)							
KRBC	1470 1936	5,000-D	Abilene Radio & Tv Co. 4510 S. 14th St. 2-8491	ABC Texas State Net. Pearson	Dale Ackers, p Bro Mings, gm, pd Steve Cowan, cm	Forest Lane, pmm Troy Mallon, ce Don Wilson, nd	Harry Holt, fd Larry Fitzgerald, sd Dorothy Imholz, wd
KWKC	1340 1948	250	Citizens Bcstg. Co. Inc. 2500 Butternut 3-2545	MBS Venard, Rintoul & McConnell	W. P. Wright, p A. C. Etter, gm, pmm Tyler Stewart, cm	Forest Tipton, ce Bill Shannon, nd, fd	Robert Chappell, sd Melba White, wd
ALICE (Jim Wells County)							
KBKI	1070 1947	1,000 DA-N	Alice Bcstg. Corp. P. O. Box 731 4-4234	MBS Pearson	Givens A. Parr, p Bob Grimes, gm Jack Collins, cm J. Allen Frye, pd	Ruth Norris, pmm S. L. Spencer, ce Charles Vandergrift, nd	Les Brandes, fd Chuck Farkas, sd Irma Salas, wd
ALPINE (Brewster County)							
KVLF	1240 1947	250	Big Bend Bcstrs. 2144	MBS KBS Cactus State Net. Southwestern Radio	Jack Hawkins, p Gene Hendryx, vp, gm, cm, gm, pd, sd	John Nelson, pd Sherman Newsom, ce	Bill Williams, ranch dir Lucille Hendryx, wd

MARKET DATA BY COUNTIES

County	Population 1950	Radio				Passenger		County	Population 1950	Radio				Passenger	
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954	Families July 1955			Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954		
Anderson	31,875	8,200	\$21,764	\$ 6,861	\$ 655	8,123	Irion	1,590	500	1,057	296	63	491		
Andrews	5,002	2,400	5,743	2,067	167	3,190	Jack	7,755	2,100	6,032	1,462	236	2,803		
Angelina	36,032	10,400	32,967	8,202	1,040	10,459	Jackson	12,916	3,600	9,937	2,776	356	4,547		
Aransas	4,252	1,100	3,173	1,171	215	1,663	Jasper	20,049	5,200	18,874	4,670	575	5,070		
Archer	6,816	1,800	3,514	1,257	141	2,890	Jeff Davis	2,090	500	900	315	66	422		
Armstrong	2,215	600	1,329	271	27	779	Jefferson	195,083	62,700	260,232	59,469	8,356	74,936		
Atascosa	20,048	4,600	11,932	2,883	300	4,977	Jim Hogg	5,389	1,500	3,525	994	144	1,209		
Austin	14,663	4,100	13,227	2,997	257	4,769	Jim Wells	27,991	7,200	29,540	6,972	1,020	8,672		
Bailey	7,592	2,100	9,158	2,302	312	2,776	Johnson	31,390	9,700	26,418	7,026	789	11,620		
Bandera	4,410	1,200	3,820	1,347	160	1,546	Jones	22,147	6,500	23,959	5,839	637	7,736		
Bastrop	19,622	5,100	12,023	3,969	801	4,390	Karnes	17,139	3,300	15,294	3,483	360	4,440		
Baylor	6,875	2,100	7,555	1,581	68	2,425	Kaufman	31,170	7,400	22,968	5,601	591	8,700		
Bee	18,174	4,800	16,638	3,887	572	5,482	Kendall	5,423	1,600	5,679	1,419	211	2,458		
Bell	73,824	22,400	63,917	15,931	2,189	25,159	Kenedy	632	100	90	90	111	111		
Bexar	500,460	140,400	554,353	126,960	17,828	172,684	Kent	2,249	500	1,048	363	51	631		
Blanco	3,780	1,300	3,650	1,268	47	1,482	Kerr	14,022	4,200	18,459	3,832	466	5,858		
Borden	1,106	200	40	10	286	407	Kimble	4,619	1,100	3,848	1,053	125	1,405		
Bosque	11,836	3,200	8,762	2,123	202	4,537	King	870	200	240	81	215	548		
Bowie	61,966	19,100	58,848	16,195	4,047	10,196	Kinney	2,668	500	1,376	279	57	789		
Brazoria	46,549	15,600	55,029	16,118	1,667	21,617	Kleberg	21,991	7,000	22,923	7,012	532	7,809		
Brazos	38,390	10,800	38,057	8,882	1,233	12,058	Knox	10,082	2,600	8,273	2,248	395	2,942		
Brewster	7,309	1,800	7,086	1,789	292	1,896	Lamar	43,033	11,900	35,193	8,417	1,279	10,603		
Briscoe	3,528	900	3,171	825	68	1,135	Lamb	20,015	5,900	24,002	6,374	903	7,941		
Brooks	9,195	2,500	10,697	2,701	325	2,019	Lampasas	9,929	2,900	9,760	1,704	266	3,681		
Brown	28,607	8,600	26,476	6,442	1,208	9,390	La Salle	7,485	1,800	5,179	673	35	1,294		
Burleson	13,000	3,000	7,545	2,502	201	2,830	Lavaca	22,159	5,700	11,533	4,364	219	6,907		
Burnet	10,356	2,800	6,515	1,333	225	2,999	Lee	10,144	2,500	7,864	1,766	165	2,812		
Caldwell	19,350	4,900	17,508	3,596	392	6,827	Leon	12,024	2,800	5,234	1,788	218	2,255		
Calhoun	9,222	2,900	8,275	2,287	193	3,947	Liberty	26,729	7,600	29,039	7,873	771	8,597		
Calahan	9,087	2,400	5,001	1,808	248	3,232	Limestone	25,251	6,100	14,525	4,256	601	6,202		
Cameron	125,170	36,500	122,181	27,721	3,241	28,910	Lipscomb	3,658	1,100	5,918	1,217	260	1,386		
Camp	8,740	2,400	4,888	1,604	56	2,413	Live Oak	9,054	2,000	6,253	1,474	174	2,314		
Carson	6,852	1,900	6,458	1,337	266	2,728	Llano	3,377	1,700	5,862	1,378	199	1,832		
Cass	26,732	6,300	17,353	3,147	504	6,151	Loving	277	100	134	50	76	76		
Castro	5,417	1,600	4,896	1,042	56	2,184	Lubbock	101,048	38,800	175,079	26,903	6,613	43,094		
Chambers	7,871	2,200	6,296	1,749	64	3,245	Lynn	11,030	2,800	9,011	2,078	322	3,809		
Cherokee	38,694	9,200	25,945	7,787	881	8,469	McCulloch	11,701	3,100	11,761	2,652	322	4,517		
Childress	12,123	3,500	15,436	3,808	305	3,593	McLennan	130,974	39,000	166,077	36,950	4,583	45,449		
City	9,896	2,600	5,922	1,601	200	3,658	McMullen	1,187	300	1,387	63	82	372		
Cochran	5,928	1,600	5,278	1,862	152	1,773	Madison	7,996	1,900	6,336	1,460	182	2,305		
Coke	4,045	1,100	2,937	877	77	1,590	Marion	10,172	2,400	5,092	1,508	186	1,955		
Coleman	15,503	4,000	13,346	2,942	465	5,712	Martin	5,541	1,300	2,825	758	64	2,193		
Collin	41,692	12,000	30,441	8,994	832	13,178	Mason	4,945	1,500	3,815	872	180	1,684		
Collingsworth	9,139	2,200	8,923	2,079	283	2,401	Matagorda	21,559	6,300	28,601	6,260	844	7,491		
Colorado	17,576	5,100	22,487	4,703	373	5,798	Maverick	12,292	2,800	13,736	3,958	539	2,745		
Comal	16,357	5,100	20,145	4,227	526	7,284	Medina	17,013	4,400	11,507	2,305	313	6,173		
Comanche	15,516	4,100	12,102	2,706	553	4,475	Menard	4,176	1,100	4,686	829	63	958		
Concho	5,078	1,500	4,197	864	90	1,445	Midland	25,785	11,900	42,395	8,789	1,978	19,468		
Cooke	22,146	6,100	22,376	5,019	765	8,766	Milam	23,585	5,900	18,655	5,119	646	7,654		
Coryell	16,284	4,500	9,114	2,829	258	7,767	Mills	5,999	1,600	4,057	804	92	1,648		
Cottle	6,099	1,400	6,308	1,658	192	1,444	Mitchell	14,357	4,000	12,370	3,262	313	4,299		
Crane	3,965	1,400	4,171	937	77	2,062	Montague	17,070	4,800	15,432	3,414	475	6,394		
Crockett	3,981	1,100	4,918	1,177	181	1,319	Montgomery	24,504	6,900	19,002	4,882	508	6,742		
Crosby	9,582	2,500	9,623	2,664	226	3,604	Moore	13,349	5,900	18,196	5,734	543	5,395		
Culberson	1,825	500	2,408	494	54	722	Morris	9,433	2,500	5,242	1,893	239	3,107		
Dallam	7,640	2,300	12,788	2,859	374	2,714	Motley	3,963	1,100	4,217	1,135	146	1,013		
Dallas	614,798	226,150	1,035,663	200,279	49,841	294,181	Nacogdoches	30,526	7,500	21,867	6,827	650	8,650		
Dalworth	19,113	4,700	25,941	5,710	761	5,710	Navarro	39,916	10,700	31,602	9,210	897	11,198		
Deaf Smith	9,111	3,000	14,779	3,511	393	4,304	Newton	10,832	2,300	3,775	1,646	108	1,854		
Delta	8,964	2,000	5,535	1,644	65	2,052	Nolan	19,808	6,100	24,975	5,338	1,184	7,330		
Denton	41,365	10,700	36,691	8,645	1,356	14,347	Nueces	165,471	54,400	232,223	52,048	7,811	65,681		
De Witt	22,973	6,300	25,447	6,133	651	8,144	Ochiltree	6,024	1,900	13,009	3,167	590	2,373		
Dickens	7,177	1,700	7,111	1,540	185	1,908	Oldham	1,672	400	1,548	149	32	602		
Dimmit	10,654	2,200	5,687	1,650	153	2,206	Orange	40,567	14,300	42,530	14,501	1,246	14,392		
Donley	6,216	1,600	5,827	1,440	206	1,901	Palo Pinto	17,154	5,800	16,311	3,993	534	7,837		
Duval	15,643	3,100	7,940	2,915	372	3,008	Panola	19,250	4,400	12,731	2,716	376	4,322		
Eastland	23,942	7,900	26,862	7,240	799	9,004	Parker	21,528	6,800	18,489	3,812	348	8,609		
Ector	42,102	17,000	68,184	16,883	2,101	25,577	Parmer	5,787	1,800	5,494	1,254	141	2,745		
Edwards	2,908	800	1,589	625	60	545	Pecos	9,939	2,500	10,914	2,491	389	3,527		
Ellis	45,645	12,300	37,219	11,403	1,125	14,119	Polk	16,194	3,900	10,623	3,271	338	3,299		
El Paso	194,968	58,400	241,551	52,915	8,744	66,360	Potter	73,366	29,200	152,160	25,805	5,303	37,935		
Erath	18,434	5,300	16,237	2,960	450	6,271	Presidio	7,354	1,500	6,192	1,402	221	1,366		
Falls	26,724	6,700	21,278	5,119	538	6,497	Rains	4,266	900	1,454	370	57	1,004		
Fannin	31,253	8,200	17,861	5,772	715	8,159	Rendall	13,774	5,900	12,042	2,194	391	7,468		
Fayette	24,176	6,100	20,391	4,121	603	7,770	Reagan	3,127	900	5,609	1,263	183	1,472		
Fisher	11,029	3,000	7,405	2,012	276	2,767	Real	2,479	700	2,009	472	65	531		
Floyd	10,535	3,000	11,215	2,473	342	4,405	Red River	21,851	5,500	11,260	3,497	425	4,254		
Foard	4,216	1,100	3,800	773	62	1,156	Reeves	11,745	3,800	17,623	4,809	414	4,471		
Fort Bend	31,056	7,400	29,629	5,736	438	11,426	Refugio	10,113	2,600	8,475	2,539	401	3,397		
Franklin	6,257	1,600	3,254	620	59	1,575	Roberts	1,031	300	781	129	52	433		
Freestone	15,696	3,800	8,907	2,517	310	3,654	Robertson	19,908	4,900	13,584	4,166	488	5,019		
Frio	10,357	2,500	7,272	2,117	179	1,982	Rockwall	6,156	1,400	4,078	1,365	114	2,843		
Gaines	8,909	2,400	12,103	2,452	359	4,400	Runnels	16,771	4,600	14,715	3,701	420	6,181		
Galveston	113,066	37,800	154,397	35,855	6,078	38,199	Rusk	44,648	10,600	28,103	7,000	863	10,612		
Garza	6,281	1,400	6,243	1,530	154	2,042	Sabine	8,568	1,900	3,134	1,071	64	1,643		
Gillespie	10,520	3,100	11,507	2,465	211	3,768									

MARKET DATA BY COUNTIES (Cont.)

County	Population 1950	Radio					Passenger Cars 1954	County	Population 1950	Radio					Passenger Cars 1954
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Families July 1955				Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)			
Val Verde	16,635	4,000	15,789	3,446	474	5,786	Williamson	38,850	10,500	33,442	8,105	887	12,988		
Van Zandt	22,593	5,800	12,828	3,140	430	7,013	Wilson	14,672	3,200	8,365	1,147	327	3,721		
Victoria	31,241	9,600	37,949	8,571	639	14,605	Winkler	10,064	3,700	12,707	3,722	538	4,796		
Walker	20,163	4,200	13,776	3,758	462	3,789	Wise	16,141	4,500	11,347	3,404	264	5,312		
Waller	11,961	2,900	9,530	1,777	260	3,185	Wood	21,308	5,500	17,244	3,601	501	6,409		
Ward	13,346	4,200	15,671	3,843	532	4,641	Yoakum	4,339	1,100	2,721	879	94	2,310		
Washington	20,542	5,200	15,427	3,616	401	5,706	Young	16,810	4,900	19,081	3,747	537	6,729		
Webb	56,141	13,400	52,583	12,273	1,753	11,746	Zapata	4,405	900	1,154	544	40	436		
Wharton	36,077	9,700	36,041	8,349	804	11,753	Zavala	11,201	2,500	7,415	1,406	235	2,211		
Wheeler	10,317	2,500	11,783	2,705	433	3,200									
Wichita	98,493	32,100	130,843	24,915	4,279	42,140									
Wilbarger	20,552	5,800	23,456	5,194	705	7,378									
Willacy	20,920	5,900	21,553	6,769	480	3,863									

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

DIRECTORY OF AM AND FM STATIONS

ABILENE

(Taylor County)

KRBC	1470	Abilene Radio & Tv Co.	ABC	Dale Ackers, p	Forest Lane, pmm	Harry Holt, fd
1936	5,000-D	4510 S. 14th St.	Texas State	Bro Mings, gm, pd	Troy Mallon, ce	Larry Fitzgerald, sd
KRBC-TV	1,000-N	2-8491	Net.	Steve Cowan, cm	Don Wilson, nd	Dorothy Imholz, wd
	DA-N		Pearson			
KWKC	1340	Citizens Bestg. Co. Inc.	MBS	W. P. Wright, p	Forest Tipton, ce	Robert Chappell, sd
1948	250	2500 Butternut	Venard, Rintoul	A. C. Etter, gm, pmm	Bill Shannon, nd, fd	Melba White, wd
		3-2545	& McConnell	Tyler Stewart, cm		

ALICE

(Jim Wells County)

KBKI	1070	Alice Bestg. Corp.	MBS	Givens A. Parr, p	Ruth Norris, pmm	Les Brandes, fd
1947	1,000	P. O. Box 731	Pearson	Bob Grimes, gm	S. L. Spencer, ce	Chuck Farkas, sd
	DA-N	4-4234		Jack Collins, cm	Charles Vandergrift, nd	Irma Salas, wd
				J. Allen Frye, pd		

ALPINE

(Brewster County)

KVLF	1240	Big Bend Bcstrs.	MBS	Jack Hawkins, p	John Nelson, pd	Bill Williams, ranch dir
1947	250	2144	KBS	Gene Hendryx, vp, gm, cm,	Sherman Newsom, ce	Lucille Hendryx, wd
				pmm, nd, sd		
				Cactus State Net.		
				Southwest Net.		
				Best		

AMARILLO

(Potter County)

KAMQ	1010	Top of Texas Bcstg. Co.	MBS	R. D. Houck, ptrn, gm	Doyle Henry, cm	Stewart Parsons, ce
1947	5,000-D	1301 Polk St.	Forjoe	H. H. Houck, ptrn	Webb Smith, pd, sd	Keith Brown, nd
	500-N	Drake 2-6543		B. M. Houck, ptrn	L. Hunter, pmm	Joe Barnes, fd
	DA-2					
KFDA	1440	Amarillo Bestg. Co.	ABC	Gene L. Cagle, p	Dan Hayslett, cm, pmm	Doug Rains, sd
1933	5,000-D	P. O. Box 1400	H-R Reps	Ed Moore, gm	Bill Spiller, ce	Liz Merchant, wd
KFDA-TV	1,000-N	Drake 4-5343	Brown	George Oliver, sm	Bill Johns, nd	
	DA-N					
KGNC	710	Plains Radio Bestg. Co.	NBC	B. E. Walker, p	Larry Filkins, pd	Bob Izzard, nd
1922	10,000	2000 N. Polk St.	Texas	Wesley S. Izzard, gm	Leon Bert, pmm, sd	J. Garland Smith, fd
KGNC-TV	DA-2	Drake 4-4601	Quality Net.	Aubrey Jackson, asst gm	W. H. Torrey, ce	
			Katz	Ken Duke, sm		
KLYN	940	Plains Empire Bestg.	CBS	R. G. Hughes, p	John Heetland, cm, sd	Gene Fennimore, ce
1949	1,000	Co. Inc.	Blair	Kenyon Brown, dir	J. Stinson Ramay, pd, fd	Pat Flynn, nd
	DA-1	1014 W. 7th		Willard L. Kline, vp, gm	Mrs. Virgil Nelson, pmm	Alma Thomas, wd
		Drake 2-6773				
KRAY	1380	Raymond D.	Melville	Raymond D. Hollingsworth,	Ralph B. Henry, sm, cm, pd	Nita Krupp, wd
1955	500-D	Hollingsworth		p, gm		
		Paramount Bldg.				
		Drake 4-5235				
KZIP	1310	Panhandle Bestg. Co.	Best. Time	Dave Pinkston, p	Oleta Brown, pd	Ralph Newton, fd
1955	1,000-D	P. O. Box 2273	Sales	Ray Winkler, gm	Tom Atkins, ce	Evelyn Kvarnstrom, wd
		Drake 4-3796		Jess T. Richardson, cm	Dean Kelly, nd, sd	

ANDREWS

(Andrews County)

KACT	1360	Joseph E. Young		Joseph E. Young o, mgr, cm,	Jacqui Young, pd, pmm, wd
1954	500-D	P. O. Box 638		ce, nd, sd	
		1360			

ATHENS

(Henderson County)

KBUD	1410	Henderson County		J. M. McNutt Jr., o, gm, cm,
1948	250-D	Bestg. Co.		pd, pmm, ce
		P. O. Box 309		
		2277		

ATLANTA

(Cass County)

KALT	900	Ark-La-Tex Bestg. Co.	Best	Herman H. Wommack, p	George Wommack, pd	N. W. Stuckey, sd
1950	1,000-D	P. O. Box 289		David A. Wommack, gm	James L. Waites, ce	Jeanne Wommack, wd
		900		Alvis N. Dowd, cm		

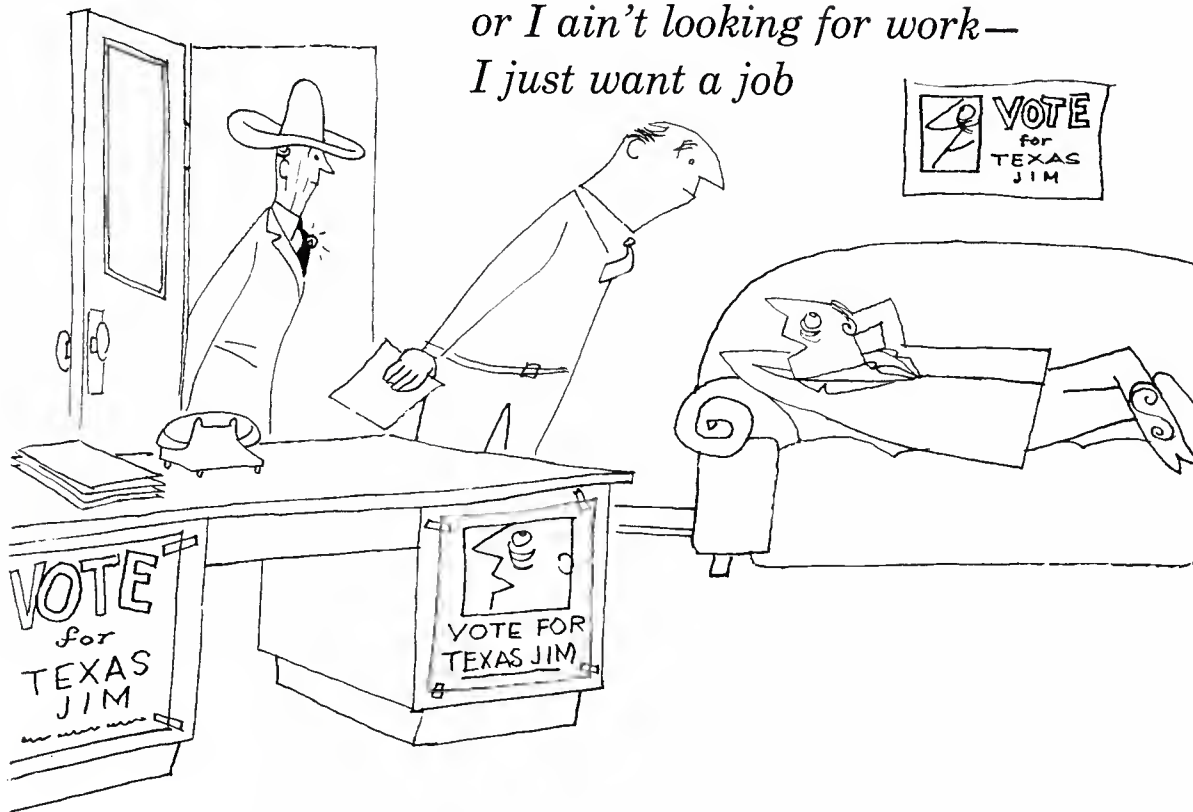
AUSTIN

(Travis County)

KHFI (FM)	Ch. 252 (A)	J. E. Moore Jr.		J. E. Moore Jr., o		
(CP)	93.3mc	P. O. Box 538				
	0.320kw					
KNOW	1490	Pioneer Bestg. Co. Inc.	ABC	Wendell Mayes, p	Marion Coleman, cm	J. E. Lewis, ce
1927	250	Capital Natl. Bank Bldg.	Texas State Net.	Louis R. Cook, gm	Harvey R. Boyd, pd, nd	Jim Gober, sd
		2-6213	Pearson			

Data corrected to Dec. 15, 1955. If executives or services for FM are same as AM affiliate, names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

SUBOURBON LIFE



*or I ain't looking for work—
I just want a job*

The manager of a candidate for county office, so a Texas story goes, awakened his charge from an afternoon nap and said, "Tex, according to a story making the rounds, you ain't taken a sober breath since Thanksgiving. How'm I going to get you elected judge with that kind of conduct?" "You etcetera," the man answered, "you wake me up for that? I can't pay no mind to talk like that—I'm spending all my waking hours fighting *false* rumors."

The rumor that our ten thousand watt a.m. signal covers New York is false. The fact that it covers 78 counties with a population of approximately 2 million is true. The rumor that Amarillo is first in the nation in retail sales per household is true.



AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the Katz Agency

AUSTIN (Cont.)

KTBC 1939 KTBC-TV	590 5,000-D 1,000-N DA-N	Texas Bestg. Corp. P. O. Box 717 Greenwood 2-2424	CBS Raymer	Claudia T. Johnson, p J. C. Kellam, vp, gm O. P. Bobbitt, slm	Richard Pryor, pd Charles Brown, pmm Ben Hearn, ce	Paul Bolton, nd Dave Shanks, fd Linda Lee, wd
KTXN 1949	1370 1,000-D	Radio KTXN Inc 1211 E. 6th St. Greenwood 7-4476	Sombrero Net. Oakes Dora-Clayton O'Connell	Robert Pinkerton, p Edgar B. Pool, gm, pmm	Cal Adams, cm Lilia Guzman, pd	Paul Lindhorn Jr., ce Margarita Munoz, wd
KVET 1946	1300 1,000 DA-N	Austin Bestg. Co. Inc. P. O. Box 1116 Greenwood 8-8521	MBS Forjoe	Willard Deason, p, gm H. W. Dunlop, cm	Dave Smith, pd Willis B. Morter, ce	Glenn Brown, sd

BALLINGER

(Runnels County) KRUN 1947	1400 250	Runnels County Bestrs. P. O. Box 351 3151	Best Melville	Walter G. Russell, p	Robert F. McGarvey, gm	W. C. Kelley, ce
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BAY CITY

(Matagorda County) KIOX 1947	1270 1,000 DA-N	Bay City Bestg. Co. P. O. Box 1391 Circle 5-4642	MBS Best	J. G. Long, p	Bryan Powell, mgng dir	Harry L. Becker, mgr, cm
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BAYTOWN

(Harris County) KRCT 1947	650 250-D	Bay Bestg. Co. Cedar Bayou Rd. 8251	KBS Best	W. D. Christmas, p John H. Touchstone, gm	Harris P. Touchstone, cm Herberta Taylor, pd	Randy Rohden, ce Marge Collie, wd
KREL 1947	1360 1,000 DA-2	Tri-Cities Bestg. Co. P. O. Box 419 8211	Interstate United News- papers	J. B. Blayton Sr., p J. B. Blayton Jr., vp	Robert Brisendine, sm	Albert H. Saddler, gen slm
KREL-FM 1949	Ch. 221 (A) 92.1mc 0.82kw					

BEAUMONT

(Jefferson County) KFDM 1924 KFDM-TV 1948	560 5,000 DA-N 1380 1,000-D	Beaumont Bestg. Corp. 1420 Calder Ave. 2-7758 KPBX Bestg. Co P. O. Box 2673 2-0201	ABC Free & Peters Forjoe	D. A. Cannan, p C. B. Locke, gm, cm Walter L. Rubens, gm, cm	Dave Rusell, pd, nd H. F. Caldwell, pmm L. C. Davis, ce	H. W. Bartlett, ce Dick McAdoo, fd
KRIC 1938	1450 250	The Enterprise Co. 3130 Blanchette 4-9421	Branham	O. E. Davis, p E. C. Davis, vp R. M. Frost, gm	Jim Saxon, cm Gordon Clark, pd, nd	M. J. Eaterwood Jr., ce Ed Ditter, sd
KRIC-FM 1948	Ch. 248 (B) 97.5mc 14kw					
KTRM 1947	990 1,000 DA-1	KTRM Inc. 230 Orleans St. 2-8478	Young	Jack Neil, p, gm, nd Roy D. Shotts, sm, natl cm Luther K. Woods, loc cm	Bonnie Adams, pd Mary Bond Belk, pmm Ben F. Hughes, ce	Charles Schmucker, fd Tommy O'Brien, sd Virginia Moon, wd

THERE'S *Real Buying Power* IN THE RICH . . .

K F D M

**BEAUMONT, TEXAS
... THREE-CITY MARKET • PORT ARTHUR & ORANGE, TEXAS**

Oil
 Ship Building
 Chemicals
 Lumber
 Rice
 Cattle

CONCENTRATE ON THIS STRONG, DIVERSIFIED-INCOME MARKET

- 1,093,300 — Combined Population, including 12 Counties in Texas and 12 Parishes in Louisiana
- \$814,900,000 — Retail Sales
- \$1,163,108,000 — Net Effective Buying Income

Figures compiled by Sales Management
far 1954 Survey of Buying Power

**AFFILIATED WITH
AMERICAN BROADCASTING
COMPANY**

REPRESENTED BY
FREE & PETERS

STUDIOS IN BEAUMONT
5000 watts • 560 kilocycles

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
BEEVILLE (Bee County)							
	KIBL 1949	1490 250	Bee Bcstg. Co P. O. Box 650 1490		John D. Rossi, ptrn, gm V. L. Rossi, ptrn James M. Goodman Jr., cm, sd	Bill Bennett, pd H. E. Bertram, ce	James V. Rossi, nd Paul Russell, fd
BIG SPRING (Howard County)							
	KBST 1936 KBST-TV	1490 250	Big Spring Bcstg. Co. 702 Johnson St. 4-6391	ABC Texas State Net. Pearson	William J. Wallace, p, gm William L. Cox, cm J. N. Young Jr., pd, pmm, nd	Andrew M. Jones, ce Bruce Frazier, fd	Jack Wallace, sd Dorothy Henderson, wd
	KTXC 1949	1400 100	Big State Bcstg. Co City Park 4-4201	MBS KBS Best Melville	V. T. Anderson, p, gm		
BONHAM (Fannin County)							
	KFYN 1947	1420 250-D	Charles L. Cain 903 W. 4th 781		Charles L. Cain o, gm, cm, ce Jessie Mae Cain, pd, pmm, wd	Joe Keene, nd, sd	Sammy Barr, fd
BORGER (Hutchinson County)							
	KHUZ 1947	1490 250	Radio Station KHUZ P. O. Box 110 Broadway 3-3744	MBS	R. G. Hughes, p Jack Roberts, mgr, pd	A. R. Robertson, cm H. E. Kreiger, ce	Ray Boyd, nd, fd, sd Janet Parker, wd
BRADY (McCulloch County)							
	KNEL 1935	1490 250	Mrs. G. L. Burns 7777	KBS Best	Mrs. G. L. Burns, p Gene M. Burns, gm, pmm	John S. Sloane, cm, pd, nd Cecil R. Nelin, ce	John Holcombe, fd
BRECKENRIDGE (Stephens County)							
	KSTB 1947	1430 1,000-D	Stephens County Bcstg. Co. Inc. Miller Bldg. 1430	KBS Best	R. W. Chapman, p, gm, cm, ce	Elizabeth Chapman, pd, wd Roy Meador, nd	Bryan Swain, fd Jay Thompson, sd
BRENHAM (Washington County)							
	KWHI 1947	1280 1,000-D	Tom S. Whitehead 108½ Main St. 3655		Tom S. Whitehead, p, gm J. C. Price, cm	Lonnie Schlottmann, ce J. W. Stufflebeme Jr., fd	Tommie Blake, sd
BROWNFIELD (Terry County)							
	KTFY 1949	1300 1,000-D	Terry County Bcstg. Co. P. O. Drawer 1032 2111	KBS	Mike A. Barrett, o, gm, cm J. Richard Aker, pd, nd	E. Crawford Taylor, pmm, fd, sd	Joe H. Morgan, ce
BROWNSVILLE (Cameron County)							
	KBOR 1949	1600 1,000 DA-2	Brownsville Bcstg. Co. P. O. Box 472 Lincoln 2-5677	ABC Best	Minor J. Wilson, p, gm, pmm Vance C. Wilson, cm	Sally Hays, pd Willis A. Wilson, ce	Jim Fox, nd Connie Green, wd
	XEO		(See Mexico listing)				
BROWNWOOD (Brown County)							
	KBWD 1941	1380 1,000-D 500-N	Brown County Bcstg. Co. 800 Hawkins St. 2401	MBS Texas State Net. Pearson	Wendell Mayes, p, gm Bill Jamar, cm	Wendell Mayes Jr., pd Barbara Taylor, pmm	W. O. Stewart, ce
	KEAN 1953	1240 100	Lyman Brown Enter- prises 2220 Fisk Ave. 4372	Best Melville	Lyman C. Brown, p, gm, cm, nd	Bessie E. Brown, pd Sammy Walk, pmm, sd	Max Donnell Jr., ce Bill Cole, fd
BRYAN (Brazos County)							
	KORA 1947	1240 250	Bryan Bcstg. Co. 310 E. 25th St. 3-1240	MBS Best	David C. Jones Jr., o, gm Mike Mistovich, sm, sd Ed L. Teer, cm, pmm	Cora Garth, traffic mgr James L. Harvey, ce	Sonny George, fd Joyce Pollard, wd
CAMERON (Milam County)							
	KMIL 1955	1330 500-D	Milam County Bcstg. Service P. O. Box 832 457	Best	E. Glenn Abercrombie, gm, ce Joe Liber, cm	Mrs. E. Glenn Abercrombie, pd Milton F. Brown Jr., nd	Hugh Hall, sd Annette Abercrombie, wd
CARRIZO SPRINGS (Dimmit County)							
	KBEN 1955	1450 250	Ben L. Parker P. O. Box 722 434	KBS Best	Ben L. Parker, p, gm Walter Herbort, cm, ce	Jerry Petty, pd, fd Tom Everitt, pmm	Lee W. Smith, nd

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

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations
CARTHAGE (Panola County)						
	KGAS 1955	1590 1,000-D	Carthage Bcstg. Co. 107½ N. St. Mary 876		Thomas Alford, co-o, gm F. E. Barr, co-o, cm	Jack Bell, pd, pmm, sd Dalton Sanders, ce Edd Tillery, nd, fd Mrs. J. T. Jones, wd
CENTER (Shelby County)						
	KDET 1949	930 1,000-D	Center Bcstg. Co. 205 Austin St. 1199	East Texas Net. Gill-Perna Brown	Tom E. Foster, p, gm, cm Tolbert Foster, pd	Harlan E. Riley, ce Charles Hancock, nd Charlie Slate, fd Mrs. Rex Payne, wd
CHILDRESS (Childress County)						
	KCTX 1947	1510 250-D	Golden West Bcstg. Co. Inc. 200 Main St. Webster 7-2041	MBS KBS Best	R. M. Hagan, p, gm	Clyde Austin, ce
CLARKSVILLE (Red River County)						
	KCAR 1955	1350 500-D	Texo Bcstg. Co. P. O. Box 609 58	Melville Best	Robert Wagner, p, gm, ce Marion Wagner, cm, wd	Leon McCartney, pd, nd Benard Burmeister, pmm Shirley Lecate, fd, sd
CLEBURNE (Johnson County)						
	KCLE 1947	1120 250-D	Marti Inc. 919 N. Main St. 5-6643		George W. Marti, p, gm John Marti, cm D'Voe Lee, pd	J. Monroe Coston, pmm Walter C. Lacy, ce E. E. Meazell, nd C. A. Munsch, fd Frank E. Woodruff, sd Dolores Farris, wd
	KCLE-FM 1949	Ch. 232 (A) 94.3mc 0.325kw				
CLEVELAND (Liberty County)						
	KVLB 1954	1410 500 DA-2	Harvard C. Bailes Plum Grove Road 692		Harvard C. Bailes, p, gm, cm, sd	Cal McAdams, pd, nd Al Strong, ce Lewis Dickey, fd
COLEMAN (Coleman County)						
	KSTA 1947	1000 250-D	Coleman County Bcstg. Co. P. O. Box 432 8406	KBS Melville	H. H. Jackson, p Floyd Shelton, gm, pd, nd, fd, sd	Paul Johnson, cm, pmm J. D. Larson, ce Joann Harriss, wd
COLLEGE STATION (Brazos County)						
	WTAW 1922	1150 1,000-D	Agricultural & Mechan- ical College of Texas 6-8724	KBS	Richard L. Webb, gm Elsie Patranello, cm	John Scogin, pd, nd Brent Mount, ce Dick Hicherson, fd James Johnson, sd
COLORADO CITY (Mitchell County)						
	KVMC 1950	1320 500-D	Colorado City Bcstg. Co. P. O. Box 990 Randolph 8-3320	KBS Best	Eldon B. Mahon, p, gm Jim Wilkes, cm, pmm	Walter Grubbs, pd, nd, sd Porter Richardson, ce Mrs. Johnnie Gorman, wd
CONROE (Montgomery County)						
	KMCO 1951	900 500-D DA-D	Montgomery County Bcstg. Co. Inc. Pleasant 6-4466	Best	Reagan Smith, p D. L. Oglesby, gm, cm	J. C. Dorrell, pd, fd Lee Meredith, pmm, nd, sd John Neathery, ce Maurine Fenley, wd
CORPUS CHRISTI (Nueces County)						
	KANN 1954		(See Sinton listing)			
	KCCT 1954	1150 1,000-D DA-D	International Radio Co. 401 S. Staples Tulip 4-42426	O'Connell	Hector DePena, p Mike Ferdin, gm, ce	Francisco Grajales, pd Miguel Betancourt, nd Consuelo Bringas, wd
	KCCT-FM 1954	Ch. 238 (B) 95.5mc 2kw				
	KEYS 1941	1440 1,000-D 500-N DA-N	Nueces Bcstg. Co. Center Theatre Bldg Tulip 2-7411	CBS MBS Raymer	Allan Dale, sm E. C. Hughes, gm Bill Keck, cm Al Heacock, pd	Joann Mahoney Childress, pmm Harold Griffith, ce Lynn Penteny, nd T. Frank Smith Jr., pmm Donald E. Morris, ce Paul Young, nd Dick Lahm, fd Don Reed, sd Ruth Delmar Sullivan, wd
	KRIS 1927	1360 1,000	Gulf Coast Bcstg. Co. P. O. Box 840 Tulip 4-5203	NBC Texas Quality Net. Free & Peters	T. Frank Smith, p, gm W. M. Eikner, vp, cm Charles Nethery, pd	Jack Lozier, fd Hugh Gray, sd Kay Fry, wd
	KRIS-TV (CP)					
	KSIX 1947	1230 250	Corpus Christi Bcstg. Co. Inc. Show Room Bldg. Tulip 2-9242	ABC Texas State Net. Forjoe	Vann M. Kennedy, p, gm Charles R. Manning, cm Charles M. Looper, pd, fd	Claude Allen, pmm Charles Cummins, ce J. K. Wright, nd Jack Moran, sd Mary L. Kennedy, wd
	KUNO 1950	1400 250	KUNO Inc. P. O. Box 4286 Tulip 4-5203	Everett- McKinney	Leslie C. Smith, p, gm Herb Garrett, cm Hector Elpidio Barrera, pd	Homer Worley, pmm John H. Mayberry, ce Luis Colsa, nd Eleno Gonzalez, fd Jimmie Johnson, sd Adela Gonzalez, wd
	KWBU 1943	1030 50,000-D	Texas Baptist Convention 402 S. Chaparral Tulip 4-5258	Branham	Carr P. Collins Sr., chmn of bd Harry H. Hayes, gm, cm, pmm	Bob Allen, pd, fd Paul Waller, ce Jimmy Bell, nd Ray Redd, sd Liz Bailey, wd
CORSICANA (Navarro County)						
	KAND 1937	1340 250	Alto Inc. State Natl. Bank Bldg. 4-7421	MBS Branham	R. E. Lee Glasgow, o	Luther A. Johnson Jr., gm

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CROCKETT*(Houston County)*

KIVY 1949	1290 500-D	The Pioneer Bcstg. Co P. O. Box 670 222	KBS East Texas Net.	James H. Gibbs, p, gm, pd, nd	William Carter, cm, pmm, ce	Mabel Arledge, wd
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CUERO*(DeWitt County)*

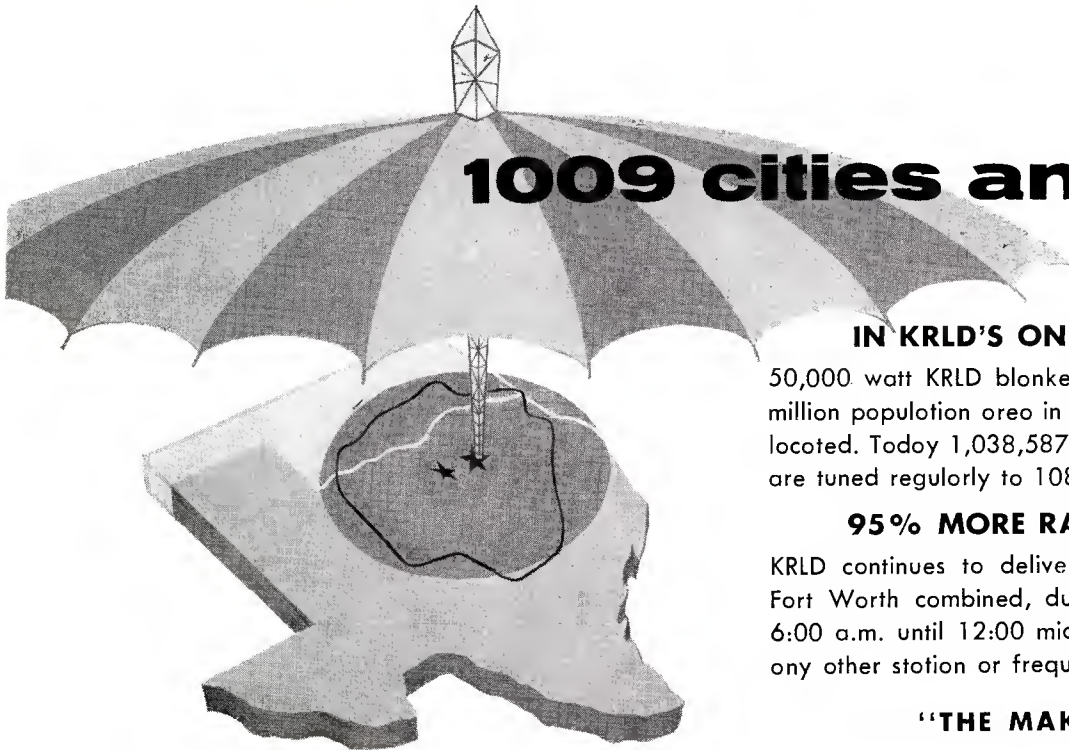
KCFH 1949	1600 500-D	A. M. Respondek 5-3430	Best	A. M. Respondek, p, gm, ce Frank Notzon, cm, pmm	Don Rhea, pd, nd, fd	Jim Kennington, sd
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DALHART*(Dallam County)*

KXIT 1948	1410 500-D	Dalhart Bcstrs. Hwy. 51 North 740	KBS Best	Robert J. Beller, co-o, p, gm, ce	Leonard J. Beller, co-o, pd, sd	Carl M. Cumming, fd
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DALLAS*(Dallas County)*

KGKO 1953	1480 1,000-D 500-N DA-2 (CP-5,000-D 500-N DA-2)	Lakewood Bcstg. Co. P. O. Box 11747	Forjoe	W. L. Pickens, co-o H. H. Coffield, co-o Buddy Harris, gm	Jack Howard, cm Hal Bakke, pd	Gordon Sanders, pmm, nd Gordon Vaughn, ce
KIXL 1947	1040 1,000-D	Variety Bcstg. Co. 1401 S. Akard St. Riverside 4521	Good Music Bcstrs. Webb Pearson	Lee Segall, p Charles F. Payne, gm Cliff Hahne, cm	Don Robinson, pd Bob Putnam, pmm Bob Tripp, ce	Ricky Cox, nd, sd Meg Healy, wd
KIXL-FM 1947	Ch. 283 (B) 104.5mc 25kw					
KLIF 1947	1190 5,000-D 1,000-N DA-N	Trinity Bcstg. Corp. 2104 Jackson St Randolph 7121	H-R Reps.	Barton R. McLendon, p Gordon B. McLendon, gm Cecil Hobbs, cm	Bruce Hayes, pd Glenn Callison, ce	Jack Peart, nd Dick Richmond, sd
KRLD 1926	1080 50,000 DA-N	KRLD Radio Corp. Herald Square Randolph 6811	CBS Texas Bcstg. Sys. Branham	Clyde W. Remberl, p William A. Roberts, gm, cm Ted Parrino, pd	Bill Honeycutt, ce Larry Rasco, nd A. B. Jolley, fd	Bill Mercer, sd Sandra Weatherly, wd
KRLD-FM 1926	Ch. 223 (B) 92.5mc 40kw					
KSKY 1941	660 1,000-D	Sky Bcstg. Service Stoneleigh Hotel Randolph 6193	Radio-Tv Reps.	A. L. Chilton, p R. G. Terrill, gm	R. L. Kanatzar, cm Leonard Holland, pd, nd, sd	Morris M. Ming, ce



1009 cities and towns

IN KRLD'S ONE-COST COVERAGE AREA

50,000 watt KRLD blankets of one cost or more than 3.5 million population area in which 68 secondary stations are located. Today 1,038,587 radios within KRLD's 0.5 Mv line are tuned regularly to 1080.

95% MORE RADIO HOMES SINCE 1940

KRLD continues to deliver more audience in Dallas and Fort Worth combined, during the cumulative hours from 6:00 a.m. until 12:00 midnight, seven days a week, than any other station or frequency.

April-May Dallas Pulse

"THE MAKE SENSE BUY"

KRLD

OWNERS AND OPERATORS OF KRLD-TV, CHANNEL 4, MAXIMUM POWER
THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE
THE DALLAS TIMES HERALD STATIONS

Exclusive Representative: THE BRANHAM COMPANY

John W. Runyon, Chairman of the Board

Clyde W. Remberl, President

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
DALLAS (Cont.)					
WFAA 1922	820 50,000	A. H. Belo Corp. 1122 Jackson St. Riverside 9631	ABC NBC Texas Quality Net. Petry	E. M. Dealey, p Alex Keese, gm George Utley, cm Karl Lambertz, pd	Stan Radominski, pmm Jim Webb Cooper, ce Bob Tripp, nd Murray Cox, fd Ralph Widman, sd Rosemary Johnson, wd
WFAA-TV 5,000 DA-2 ST-WBAP					
WRR 1920	1310 5,000 DA-N	City of Dallas, Texas Fair Park Tenison 6101	MBS Texas State Net. Blair	Durward J. Tucker, gm, ce Dixie Gibeau, cm Richard Weeks, pd	Charles Frauman, pmm John Gilbert, nd Eddie Hill, sd Louise Vollmer, wd
WRR-FM 1948	Ch. 266 (B) 101.1mc 68kw				
DEL RIO (Val Verde County)					
KDLK 1946	1230 250	Don R. Howard P. O. Box 1162 5-2431	KBS	Don R. Howard, p, sd Julius Sadowsky Jr., pd, nd	Roy Herbort, ce, fd Mary Hayes, wd
XERF 1947		(See Mexico listing)			
DENISON (Grayson County)					
KDSX 1948	950 500 DA-2	KDSX Inc. Hotel Denison, Denison M & P Bldg Sherman Denison 3-400 Sherman 650	Melville	B. V. Hammond Jr., p L. L. Hendrick, gm W. A. Jaco, cm	Joseph D. Knight, ce Dick Wood, nd Nick Owen, fd Bill Edwards, sd
KRRV 1936		(See Sherman listing)			
KTAN 1947		(See Sherman listing)			
DENTON (Denton County)					
KDNT 1938	1440 1,000-D 500-N DA-N	Harwell V. Shepard Radio Center Bldg. Central 4144		Harwell V. Shepard, p, gm,	
KDNT-FM 1945	Ch. 292 (A) 106.3mc 0.764kw				
DUMAS (Moore County)					
KDDD 1948	800 250-D	North Plains Bcstg. Corp. North Dumas Ave. 2-5000	KBS Best	Lucian W. Spencer, p Tom Shaw, gm, ce Ken Bishop, cm, pmm	Bob Mattox, pd, fd Bill Riggan, nd Harold Shepard, sd Dolly Roberts, wd
EASTLAND (Eastland County)					
KERC 1953	1590 500-D	Tri-Cities Inc. 109½ S. Seaman St. 7	KBS Hill	Hugh Neeld, p	Grover Lee, pd Dale Chick, ce
EDINBURG (Hidalgo County)					
KURV 1947	710 250 DA-N	KURV Inc. P. O. Box 480 Dudley 3-2777		Rogers Kelley, p J. M. McDonald, gm C. B. Conley, cm	Robert F. Dodson, pd, fd Irvan D. Williams, ce Harrold Flood, nd Malcolm Walker, sd
EL CAMPO (Wharton County)					
KULP 1947	1390 500-D	Wharton County Bcst. Co. Inc. P. O. Box 1390 1390		Culp Krueger, p V. Frank Jones, gm, cm Jerry Werilla, pd	Joe H. Miller, ce Chuck Schwartzkopf, nd Vernon Schwarz, fd, sd Helen Werilla, wd

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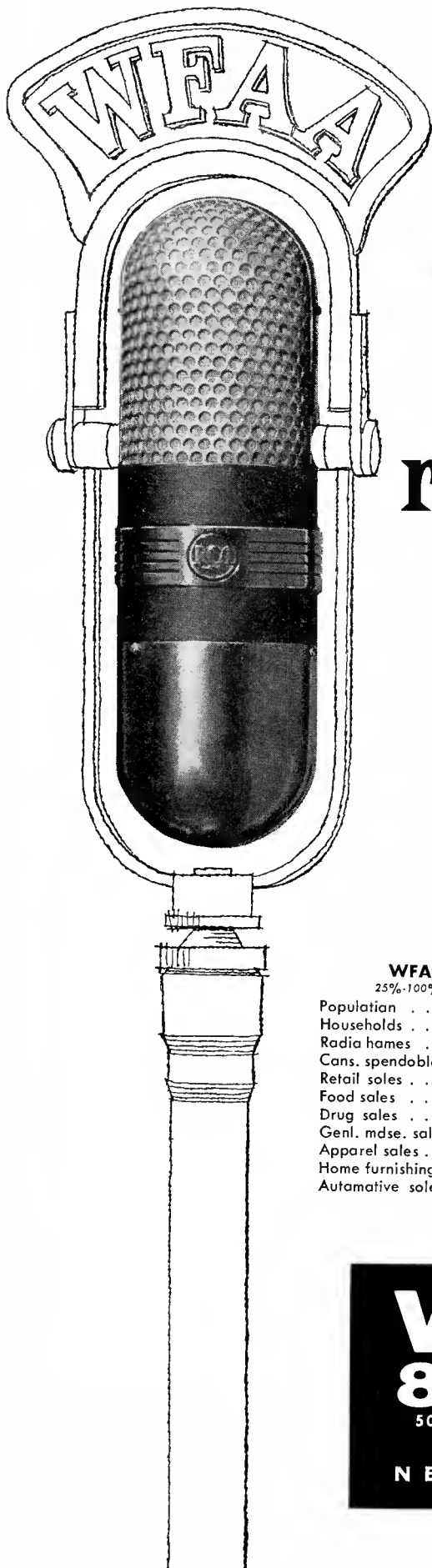
Prosperous Radio Stations
 get **MONEY-MAKING
 IDEAS** from

WORLD
 SALES AND
 PROGRAM SERVICE
 WORLD BROADCASTING SYSTEM, INC.
 488 Madison Avenue, New York 22, New York
 CINCINNATI HOUSTON

**1st with BIG-NAME
 STARS and MUSIC**

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





Only BIG radio is BIG enough to reach BIG Texas...

Texans are where you find 'em!

In selling Texas you don't look down your nose at folks with rural addresses. Bless them, they make up 35% of Texas' 8½-million population.

Any plan of advertising that touches only Texas' widely separated big cities does some powerful hop-skip-and-jumping, but *omits* a heap of good people who are able to get their entertainment and information *only* by Radio!

In selling Texans you've got to go BIG with radio — to reach them wherever they are . . . in the cities, the towns, the villages, or the wide open spaces.

Any mass selling of Texas begins with big WFAA's 98% coverage of the largest, richest market area in the Southwest — or the tail is wagging the cow.

WFAA-820 MARKET

25%-100% NCS Area — SAMS, 1952

Population	4,259,500
Households	1,302,550
Radio homes	1,276,460
Cons. spendable income . . .	\$5,420,526,000
Retail sales	\$4,489,567,000
Food sales	\$ 996,882,000
Drug sales	\$ 137,145,000
Genl. mdse. sales	\$ 609,665,000
Apparel sales	\$ 200,181,000
Home furnishings	\$ 227,102,000
Automotive sales	\$1,144,213,000

WFAA-570 MARKET

25%-100% NCS Area—A. C. Nielsen, 1952

Population	2,603,100
Households	804,520
Radio homes	792,110
Cons. spendable income . . .	\$3,395,811,000
Retail sales	\$2,888,483,000
Food sales	\$ 612,416,000
Drug sales	\$ 87,891,000
Gen. mdse. sales	\$ 440,714,000
Apparel sales	\$ 129,619,000
Home furnishings	\$ 149,780,000
Automotive sales	\$ 687,399,000

(Source: SRDS: 1954 CM)

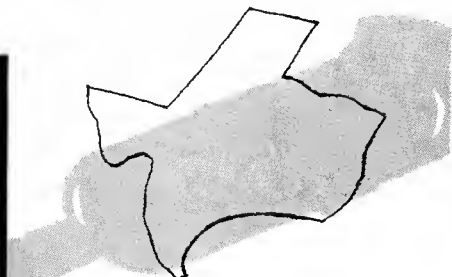
WFAA

820 • 570

50,000 WATTS 5000 WATTS

DALLAS

NBC • ABC • TON



ALEX KEESE, Station Manager
 GEORGE K. UTLEY, Commercial Manager
 EDWARD PETRY & COMPANY — National Representative
 RADIO SERVICE OF THE DALLAS MORNING NEWS

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
EL PASO (El Paso County)						
KELP 1947 KOKE (TV)	920 1,000-D 500-N DA-N	Trinity Bcstg. Corp. 4530 Delta 3-3658	H-R Reps.	Gordon B. McLendon, p Joe Roddy Jr., gm	Gordon Lloyd, cm Edward Winton, pd	David L. Mott, ce Ray Miller, nd
KEPO 1948	690 10,000 DA-2	KEPO Inc. P. O. Box 3368 5-2731	ABC Texas State Net Pearson	W. B. Pratt, p John Thomas, gm, cm, fd	Bill Gordon, pd, pmm, nd Augustus Cavaldon, ce	Jim Foster, sd Margery Koffroth, wd
KROD 1940 KROD-TV	600 5,000 DA-N	El Paso Times Inc. P. O. Box 1799 2-6551	CBS Southwest Net. Branham	Dorrance D. Roderick, p Val Lawrence, vp, gm	Tom Wiseheart, cm Ted Hunt, pd	Ken McClure, pmm E. E. Talbott, ce
KSET 1949	1340 250	Rio Grande Bcstg. Co. 904 Magoffin St. 3-2693	McGillivra	Fred Hervey, p Ed Sullivan, gm, ce	Warren Pullen, cm Jim Hughes, fd	Ken Houker, sd
KTSM 1929 KTSM-TV	1380 1,000-D 500-N	Tri State Bcstg. Co. 801 N. Oregon 2-5423	NBC Hollingbery	Karl O. Wyler, p Karl O. Wyler Jr., adm asst Roy T. Chapman, cm	Jack Chapman, pd John Phelan, pmm, sd	Ken J. Walton, ce Conrey Bryson, nd
XEJ		(See Mexico listing)				
FALFURRIAS (Brooks County)						
KBLP 1954	1260 500-D	Radio Station KBLP Ltd. N. St. Mary's 555	KBS	Bob G. Hicks, p, gm Hayward Armstrong, cm Ray Lee, pd, fd	Mrs. R. Martinez, pmm H. Gomez, ce Joe Hayward, nd	Bill Hayes, sd Gloria Hicks, wd
FLOYDADA (Floyd County)						
KFLD 1951	900 250-D	West Texas Bcstrs. Inc. P. O. Box 955 900	KBS Continental	B. A. Robertson, p Carl L. Minor Jr., gm, cm, nd	Glen Amburn, pd, sd W. M. Highfill, ce, fd	Alma Holmes, wd
FT. STOCKTON (Pecos County)						
KFST 1953	860 250-D	Clyde E. Thomas Springhirst Hotel 690	KBS Best	Clyde E. Thomas, p Ernest A. Stodghill, gm Bill Dotson, cm	Joan Whitman, pd Don Anderson, ce	Ernie Allen, nd Nolan Conner, sd

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El Paso *Faster Than* Growing Like a Beanstalk among nation's top 30 in Rate of growth

- 5th Metropolitan Area in Size in America's Biggest State... and growing faster and sounder all the time.
- 19th in Food Sales Growth in the U.S.A.
- 23rd in Population Growth in the U.S.A.
- 21st in General Merchandise Sales Growth in the U.S.A.
- 16th in Effective Buying Income Growth in the U.S.A.
- 17th in Automotive Sales Growth in the U.S.A.
- 22nd in Total Retail Sales Growth in the U.S.A.
- 23rd in Drug Sales Growth in the U.S.A.

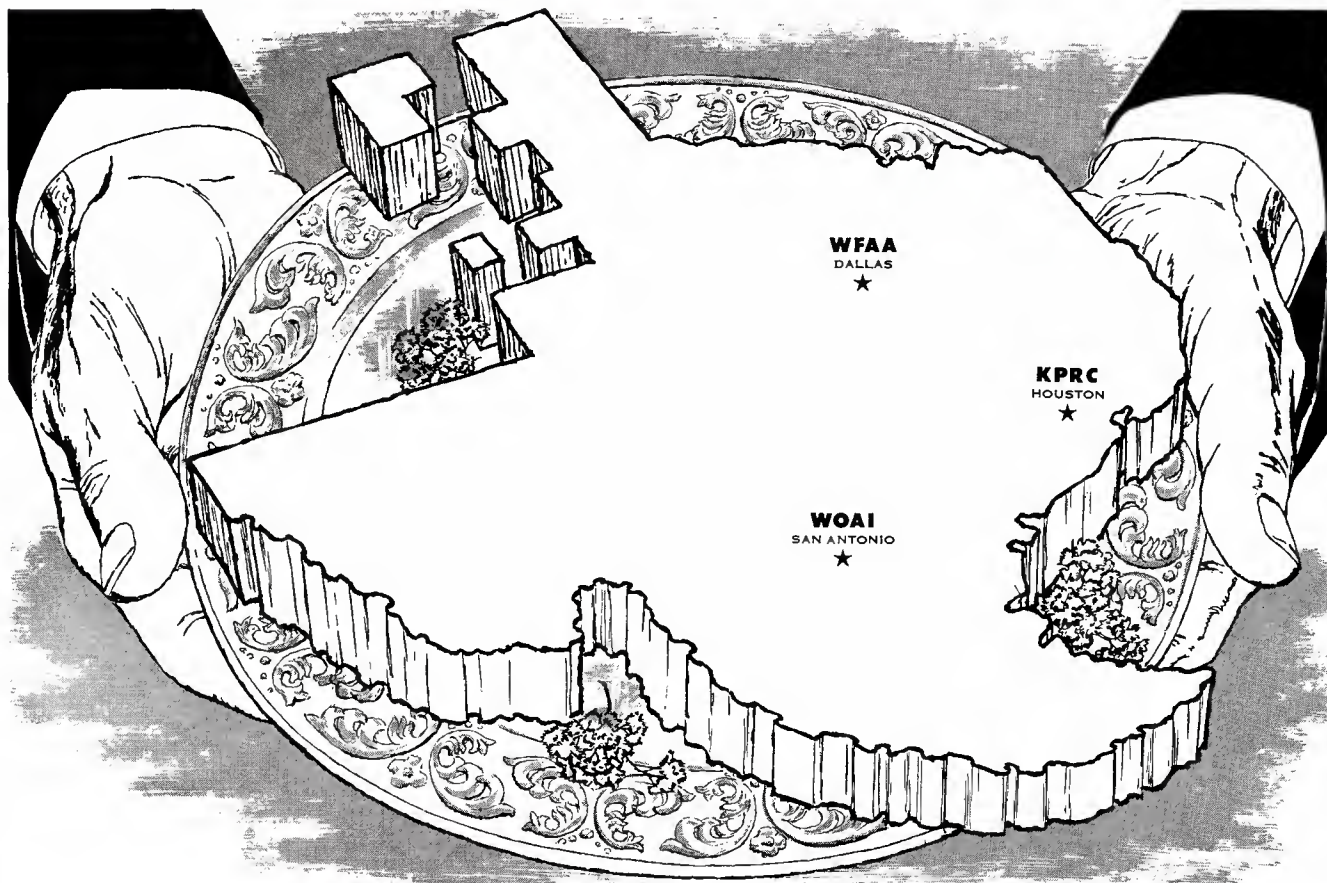
AND THIS METROPOLITAN AREA REPRESENTS LESS THAN HALF THE TOTAL MARKET REACHED BY KROD AND KROD-TV

Sales Management figures were for the El Paso Metropolitan area only. They DID NOT include the rich, growing Southern New Mexico market with 105,400 potential customers... 150,000 in Juarez, Mexico and over 25,000 in Military Personnel, all of whom are in KROD-TV's coverage area. Nor did it include the population and buying power of the 10 additional West Texas counties and the 16 New Mexico counties covered by KROD radio.

YOU NOT ONLY BUY EL PASO —
YOU BUY THE EL PASO SOUTHWEST

when you buy **KROD-TV** and **KROD**
Roderick Broadcasting Company
Dorrance D. Roderick, Pres.
Val Lawrence, Vice-Pres. and Gen. Mgr.

CHANNEL 4 CBS-ABC • CBS RADIO 600 KC 5,000 WATTS
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY



You Get 87% of TEXAS*

WHEN YOU BUY THE

TQN

G R O U P P L A N

Texas' largest radio audience is yours when you buy WFAA-Dallas, KPRC-Houston, and WOAI-San Antonio under the Texas Quality Network Group Plan. For both program and spot advertisers, the TQN Group Plan offers the only medium which gives such tremendous Texas coverage at the lowest possible cost per thousand.

The TQN "Big Three," each consistently first in its own coverage area, reach 87% of Texas radio homes PLUS 14,760 radio homes in bordering states.

If you are interested in Texas, you can tell your story best, and sell your product best by using the Texas Quality Network Group Plan.

*Radio homes—Nielsen 1952 SAMS 1952

NATIONALLY REPRESENTED BY EDWARD PETRY & COMPANY

WFAA

DALLAS

820

570

KPRC

HOUSTON

950

WOAI

SAN ANTONIO

570

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
FT. WORTH (Tarrant County)					
KCNC 1946	870 250-D	Blue Bonnet Bcstg. Corp. 2212 E. 4th St. Fortune 7175		J. H. Speck, p, gm Jim Bradley, cm	Walt Jones, pd Chester Grubbs, ce
KCUL 1946	1540 10,000-D 1,000-N DA-2	Dalworth Bcstg. Co. 3607 Camp Bowie Blvd. Sunset 6555	Best	Kurt A. Meer, p	E. D. Rivers, treas
KFJZ 1922 KFJZ-TV	1270 5,000 DA-1	Tarrant Bcstg. Co. 4801 W. Freeway Edison 3474	MBS Texas State Net. H-R Reprs.	Gene L. Cagle, p, gm Clyde D. Pemberton, cm	Hazel Riley, pd James T. Peterson, ce
KNOK 1946	970 1,000-D	Associated Bcstrs. Inc. 3601 Kimbo Road Valley 1278	Gill-Perna	John J. Flood Jr., p J. R. Pipes, gm Jerome Thomas, pd	M. A. Cardona, pmm Robert Christian, ce Dell Cook, nd
KXOL 1947	1360 5,000-D 1,000-N DA-N	KXOL Inc. 3004 W. Lancaster Edison 1448	Forjoe	Wendell Mayes, p Earle Fletcher, gm, pmm C. Hewel Jones, loc sim	Jerry Hahn, pd John Crouse, ce
WBAP 1922 WBAP-TV	820 50,000 570 5,000 DA-2 ST-WFAA	Carter Publications Inc. 3900 Barnett Lockwood 1981	ABC NBC Free & Peters	Amon Carter Jr., p George Cranston, gm Roy Bacus, cm	A. M. Woodford, pd Margaret McDonald, pmm R. C. Stinson, ce
WBAP-FM 1949	Ch. 242 (B) 96.3mc 52kw				James A. Byron, nd W. A. Ruhmann, fd W. C. Sherman, sd
FREDERICKSBURG (Gillespie County)					
KNAF 1947	1340 250	Gillespie Bcstg. Co. P. O. Box 311 311	MBS Best	Arthur Stehling, p Norbert A. Fritz, gm, cm, ce	Alene Fritz, pd, nd, co-fd, wd Charlie Stone, co-fd
FREEPORT (Brazoria County)					
KBRZ 1952	1460 500-D	Radio Station KBRZ P. O. Box 1077 3-2655	KBS Best	Kelly Bell, p Kenneth Ferguson, evp, gm Clifford Holloway, cm	Robert Dickson, pd, sd Vivian Just, pmm Paul Wagonschein, ce Thelma Willis, nd Noble F. Stover, fd Betty Freeman, wd
GAINESVILLE (Cooke County)					
KGAF 1947	1580 250-D	Gainesville Bcstg. Co. 204 E. California St. Howard 5-5546	KBS Melville	Joe M. Leonard Sr., p Joe M. Leonard Jr., gm Earl Leonard, cm, nd	Frank Fancher, pd, sd Cordell Martin, ce Tommy Tomlinson, fd Zella Allen, wd
GALVESTON (Galveston County)					
KGBC 1947	1540 1,000-D 250-N DA-N	Galveston Bcstg. Co. 715 Marine 3-4329	Pearson	James W. Bradner Jr., o, gm John Speciale, cm, sd	Bob Savage, pd, nd Luke Stripling, ce Frances Kay Harris, wd
KLUF 1922	1400 250	KLUF Bcstg. Co. 6002 Broadway 5-6676	Rambeau	Geo. Roy Clough, p, gm	Braden E. Clough, cm, pd, pmm Lee D. Clough, ce
GLADEWATER (Gregg County)					
KSIJ 1949	1430 1,000-D	Gladewater Bcstg. Co. P. O. Box 1426 2181	East Texas Net. Best	C. A. Lee, p Tom Perryman, gm, cm	Dal Bushnell, pd Tig Willeford, pmm Lloyd Johnson, ce Shirley Graham, wd
GONZALES (Gonzales County)					
KCTI 1947	1450 250	Gonzales Bcstg. Co. 425 St. George St. 770	KBS Cooke	Lawrence M. Walshak, ptrn, gm	Frank Wilson Jr., ptrn, cm, pd, pmm, ce David Walshak, nd, fd, sd
GRAHAM (Young County)					
KSWA 1948	1330 500-D	Southwestair Inc. P. O. Box 1050 1200	Melville	Clay E. Thompson, p H. V. Newsom, gm, cm, ce	D. J. Chandler, pd, nd, fd Lonnie Williams, sd Claris Stephens, wd
GREENVILLE (Hunt County)					
KGVL 1946	1400 250	Radio Station KGVL 1400 Wolfe City Hwy. Gladstone 5-1400	MBS KBS Texas State Net Pearson	Truett Kimzey, o Leo Hackney, p, gm, cm James D. Jones, pd	Paul D. Robinson, asst mgr Paul Daniels, ce Jimmy Jones, nd Frank Melton, fd Bill Rust, sd June Williams, wd
HAMILTON (Hamilton County)					
KCLW 1948	900 250-D	C. M. Hatch & Coy Perry P. O. Box 592 500	KBS Melville	C. M. Hatch, co-o, gm Coy Perry, co-o Cecil Lee Boykin, cm, fd	Carl Knelly, pd, ce, nd Al Scott, pmm Bobby Swinson, sd Helen Townsend, wd
HARLINGEN (Cameron County)					
KGBT 1940 KGBT-TV	1530 50,000-D 10,000-N DA-N	Harbenito Bcstg. Co. P. O. Box 711 Garfield 3-3910	CBS Sombrero Net. H-R Reprs. Brown	McHenry Tichenor, p Troy McDaniel, gm Bob McDonald, mgr Sam Sitterle, pd	Otis Shumate, slm S. Harold Jones, ce Jerry Fisher, nd Dick Griffith, fd Dan Keough, sd Sue Schneider, wd
HENDERSON (Rusk County)					
KGRI 1947	1000 250-D	Henderson Bcstg. Corp. P. O. Box 311 4528	Best	Roy B. Cannon, p W. C. Crawford, gm, cm	John T. Cauley, pd, pmm, nd, fd, sd John Bolin, ce
KWRD (CP)	1470 500-D	Wes Dean & Co. P. O. Box 219		Wesley R. Dean, ptrn	Wilton W. Freeman, ptrn Lynn J. Roy, ptrn

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FIRST

- ★ On the air in the Southwest
- ★ With COLOR, in Texas
- ★ With full power, tall tower (1113 ft.)
- ★ With city grade service in both cities

DAILY COLORCASTING

"TEXAS LIVING" — attractive Margret McDonald gives latest fashion, food, beauty tips — a top-ranking women's show!

"THE JONES PLACE" — a tremendously popular western-style show, starring Neal Jones. Just two examples of local color programming for introducing and testing new products in dramatic color presentation.

"NBC MATINEE" — full hour of top dramatic entertainment each day, in vivid network color! Available only on WBAP-TV, Channel 5 — now in its 3rd year of colorcasting!

WBAP-TV

CHANNEL

5

THE STAR-TELEGRAM STATION • ABC-NBC • FORT WORTH, TEXAS

AMON CARTER
Founder

AMON CARTER, JR.
President

HAROLD HOUGH
Director

GEORGE CRANSTON
Manager

ROY BACUS
Commercial Manager

FREE & PETERS, Inc. — National Representatives

HEREFORD

(Deaf Smith County)

KPAN 1948	860 250-D	Marshall Formby P. O. Box 868 860	Best	Marshall Formby, p Clint Formby, gm	Stewart Bean, cm, ce Forrest Friedley, pd	Peggy Albright, nd Louise Kalka, wd
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HILLSBORO

(Hill County)

KHBR 1948	1560 250-D	Nelson W. Galle P. O. Box 317 2-3431	KBS Best Melville	Nelson W. Galle, o, gm J. K. Lane Jr., cm, fd, sd	Gordon Guest, pd	William F. Jones, ce, nd
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HOUSTON

(Harris County)

KCOH 1948	1430 1,000-D	Call of Houston Inc. 1 Main St. Charter 1888	Nat'l Negro Net. Gill-Perna O'Connell	William A. Smith, chmn of bd	Robert C. Meeker, p, gm	Robert E. Mulvey, cm
KLBS 1948	610 5,000 DA-2	Howard Bestg. Corp. Milby Hotel	KBS Walker Rep.	Howard W. Davis, p Howard L. Burris, vp	Glenn Douglas, gm	Bill Pelham, pd
KNUZ 1948	1230 250	Veterans Bestg. Co. P. O. Box 2135 Jackson 3-2581	Forjoe	Max H. Jacobs, p Dave Morris, gm	Bruno Leonardt, cm Ken Grant, pd, pmm, sd	Ed Martin, ce Bill Crawford, nd
KPRC 1925	950 5,000 DA-N	Houston Post Co. P. O. Box 1234 Madison 3-9271	NBC Texas Quality Net. Petry	W. P. Hobby, p Jack Harris, gm Jack McGrew, cm	Lee Norton, pd Kirt Harriss, pmm Harvey Wheeler, ce	Pat Flaherty, nd George Roesner, fd Bruce Layer, sd
KPRC-FM 1946	Ch. 275 (B) 102.9mc 48kw					



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JIM HAM

One of Houston's top newsmen, Jim is Night News Editor of K-NUZ.

WALT COLVIN

Walt, who started his radio career back in the mid-thirties, is a widely respected newsman.

BILL CRAWFORD

Youthful appearing, bass-voiced Bill Crawford is News Editor of K-NUZ.

JAY OLIVER

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GENE ECHOLS

Gene—the newest arrival on our staff—has a long-time background as a metropolitan radio newsman.

"BIG MIKE"

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HOUSTON'S 24-hour Music and News

National Representative
FORJOE AND CO.

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DAVE MORRIS

KPRC

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FOR
30 YEARS**

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FIRST IN PUBLIC SERVICE

FIRST IN LOCAL NEWS

FIRST IN LOCAL TALENT

FIRST IN FARM NEWS

FIRST IN FACILITIES

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950
HOUSTON
ON YOUR DIAL

NBC and TQN on the Gulf Coast

JACK HARRIS
Vice President and General Manager

Nationally Represented by
EDWARD PETRY AND COMPANY

Executive Abbreviations

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

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive	Abbreviations
HOUSTON (Cont.)							
	KTHH 1944	790 5,000 DA-2	Texas Radio Corp. 4005 Travis St. Jackson 3-5535	MBS Raymer	Robert D. Straus, p Sam H. Bennett, gm, cm Johnny Goodman, pd	Andy White, pmm O. B. Johnson, ce Tim Osborne, nd	Ted Nabors, fd Loel Passe, sd Deen Rembert, wd
	KTRH 1930	740 50,000 DA-1 (CP-DA-2)	KTRH Bcstg. Co. Rice Hotel Capital 7-4361	CBS Texas Bcstg. Sys. Texas State Net Blair	E. F. Orr, p William C. Bryan, gm Ray Bright, asst mgr, slm	Tom Jacobs, pd Helen Bender, pmm Tom Hiner, co-ce	Lester Mullian, co-ce John E. Smith, nd, sd Dewey P. Compton, fd
	KTRH-FM 1947	Ch. 266 (B) 101.1mc 29.5kw					
	KXYZ 1941	1320 5,000	Shamrock Bcstg. Co. Gulf Bldg. Capitol 2-6151	ABC Avery-Knodel	Glenn H. McCarthy, p Fred Nahas, evp, gm Ted Hills, mgr Ken Bagwell, cm	Ken Duran, pd Philip R. Snyder, pmm Gerald R. Chinski, ce	Roland Baker, nd Guy Savage, sd Joy Mladenka, wd
	KXYZ-TV 1947	1590 5,000 DA-N	KYOK Inc. 412 Main St. Preston 3108	Pearson	Jules J. Paglin, co-o Stanley W. Ray Jr., co-o John Watkins, sm	Bob Mabry, cm Lou Grunewald, pd, nd	Dave Schaeffer, pmm Charles Hoge, ce
HUNTSVILLE (Walker County)							
	KSAM 1938	1490 250	Huntsville Bcstg. Co. P. O. Box 312 30	MBS KBS East Texas Net.	M. B. Cauthen, p Roy Greer, gm, cm, pmm, sd	Jack Nichols, pd, ce I. J. Waldon, nd	Wesley Sherrill, fd
JACKSONVILLE (Cherokee County)							
	KEBE 1947	1450 250	Billy A. Laurie P. O. Box 1071 2211	KBS East Texas Net.	B. A. Laurie, o, gm Jerry D. Spencer, cm	Bill Laurie, pd, nd, fd Mrs. Emo Laurie, pmm, wd	Dave Schmidt Jr., ce Ben Erle Laurie, sd
JASPER (Jasper County)							
	KTXJ 1948	1350 1,000-D	Jasper Bcstg. Co. P. O. Box 8090 580	East Texas Net. Best	Joe J. Fisher, co-o Joe H. Tonaill, co-o Harold G. Pendergast, gm Lynn G. Robinson, cm	James Brasher, pd Wiley K. Poston, pmm Fred B. Smith, ce, nd	Charlie Slate, fd Carl E. Morgan, sd Jimmie Lee Yeates, wd
JUNCTION (Kimble County)							
	KMBL 1951	1450 250	Kimble Co. Bcstg. Flat Rock Lane 70	KBS Hill	Farrell M. Brooks, p, gm, cm, ce, nd, fd, sd	Norma Sue Brooks, pd, wd	
KENEDY (Karnes County)							
	KENN 1954	990 250-D	Charles W. Balthrope P. O. Box 990 990	Pearson Melville	Charles W. Balthrope, p Ed C. Balthrope, gm	Chuck Martin, pd Bill Porter, ce	Clyde Echols, fd
KERMIT (Winkler County)							
	KERB 1950	600 1,000-D DA-D	KERB Inc. Hwy. 302 3481		Paul B. Greenwood, p Bert Webb, cm	Jane Stein, pd	R. H. Hemphill, ce
KERRVILLE (Kerr County)							
	KERV 1948	1230 250	Kerrville Bcstg. Co. P. O. Box 791 900	Best	A. G. Rodgers, o, gm Wanda Oster, pd Clyde Jones, ce	Bill Crawford, nd Guy Powell, fd	Gary Gossett, sd Neil Lenard, wd
KILGORE (Gregg County)							
	KOCA 1936	1240 250	Radio Station KOCA P. O. Box 989 2001	KBS East Texas Net.	Roy G. Terry, p H. A. Deagney, gm Wayne Douglas, cm, sd	Fred Smart, pd, fd John Cook, pmm, nd	Karem Soule, ce Daisy McNeal, wd
KILLEEN (Bell County)							
	KLEN 1955	1050 250-D	Highlite Bcstg. Co. P. O. Box 24 1-6361		A. W. Stewart, p, gm, cm, ce Herb Jepko, pd, nd	Sue Levens, pmm Commie Neal, sd	Carole Dillar, wd
KINGSVILLE (Kleberg County)							
	KINE 1948	1330 1,000-D	Radio Sta. KINE Inc. 205 E. King Ave. 2-2822	Best	James H. Clement, p Ben A. Glusing, gm	Eston R. Pace, cm & sm	R. T. Whitaker, ce
LAMESA (Dawson County)							
	KPET 1947	690 250	Lamesa Bcstg. Co. P. O. Box 30 2404	KBS	R. O. Parker, p Bob Bradbury, gm Paul Crow, cm	Geneva Crutcher, pd Gene Campbell, pmm Roland Ouellette, ce	Hal Fees, nd Walter Buckel, sd Bettye Campbell, wd
LAMPASAS (Lampasas County)							
	KCYL 1948	1450 250	Lampasas Bcstg. Corp. Box 149 1000	Best	V. Dean Turner, p, gm & cm, nd		
LAREDO (Webb County)							
	KVOZ 1952	1490 250	Border Bcstrs. Inc. P. O. Box 1498 3-4396	MBS KBS Pearson	E. J. Harpole, p Burney Jones, gm	Neil Gilligan Jr., cm Margarita Flores, pd	John Snyder, pmm Frank Manuel, ce

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

LEVELLAND
(Hockley County)

KLVT 1230
1949 250

Forrest Weimhold
P. O. Box 866
1030

Forrest Weimhold, p
Joe Garrison, gm, sd

Bobo Johnson, cm
Gil Patschke, pd, ce

Bob Allen, nd
Artie Forehand, fd

LITTLEFIELD
(Lamb County)

KVOW 1490
1947 250

J. C. Rothwell, Ruth
Rothwell & J. B.
McShan
P. O. Box 192
400

KBS

J. C. Rothwell, ptrn, p
J. B. McShan, ptrn, gm, cm

Othell Whitson, pd
J. R. Potts, ce

Merton Pierce, nd
Lloyd Spencer, sd

LONGVIEW
(Gregg County)

KFRO 1370
1935 1,000
DA-N

Voice of Longview
Curtis Bldg.
Plaza 3-4461

ABC
KBS
Texas State Net.
Cooke

James R. Curtis, p

John Allen, cm

KLTI 1280
1948 1,000-D

Letourneau Radio Corp.
P. O. Box 1866
Plaza 8-4496

MBS
Humble Net.
Pearson

R. G. Letourneau, p
James W. McClain, gm, cm
Bill Rogers, pd, sd

George Warwick, pmm
Clement Femelat, ce

Duane Fisher, nd
Beth McClain, wd

LUBBOCK
(Lubbock County)

KCBD 1590
1946 1,000
KCBD-TV DA-2

Caprock Bcstg. Co.
P. O. Box 1507
Sherwood 4-1414

NBC
Texas State Net.
Texas Quality
Net.
Raymer
Pearson

Joe H. Bryant, p
Robert L. Snyder, asst gm
Charles Diegel, cm, pmm

Al Goodnight, pd
Frank Lee, ce

Keith Fuller, nd
Bill Womack, sd

KDAV 580
1953 500-D
DA-D

KDAV Ltd.
P. O. Box 1319
Sherwood 4-4567

Branham

D. P. Pinkston, p, gm
Ralph Cercy, cm

Walt Lawson, pd, ce
Gerald Sanders, pmm

Corwin Riddell, nd
Ace Ball, fd

KDUB 1340
1955 250

Texas Telecasting Inc.
7400 College Ave.
Sherwood 4-2345

Branham

W. D. Rogers, p
John Kreiger, gm

John W. O'Brien, cm, pd, sd
W. H. Shipley, pmm

Rudy Starnes, ce
Jack McElrath, nd

KFYO 790
1927 5,000-D
1,000-N
DA-2

Plains Radio Bcstg. Co.
914 Ave. J
Porter 5-5567

CBS
Katz

W. B. Walker, p
Gordon Thompson, gm, cm
Bob Nash, pd, nd

Dan Tarpley, pmm
W. S. Bledsoe, ce
Bob Stephens, fd

Jack Dale, sd
Anita Pope, wd

KLLL 1460
1953 500-D
(CP-1,000-D)

KLLL Inc.
Great Plains Life Bldg.
Porter 3-1911

Indie

R. B. McAlister, p, gm
Ernest E. Mark, sm

Glenn Smith, ce
Robert Curtain, nd

Bill Metzger, sd

KSEL 950
1946 1,000-D
500-N
DA-N

Lubbock Bcstg. Co.
1916 Avenue Q
Porter 3-0484

ABC
Rambeau

Walter G. Russell, p
M. M. Rochester, gm, pmm
Bob Hughes, cm

Don Opheim, pd
Roger Hively, ce
H. I. Kiefer, nd

Roy Custer, fd
Jay Drennan, sd
Betty McCraney, wd

LUFKIN
(Angelina County)

KRBA 1340
1938 250

Darrell E. Yates
120 Cotton Square
3-6661

ABC
KBS
East Texas Net.
Continental

Darrell E. Yates, o, gm, pmm
Dennis Brown, cm

Shirley Yates, pd
Basil Barbee, ce

Joe Mainz, nd, sd

KTRE 1420
1947 1,000
KTRE-TV DA-N

Forest Capital Bcstg.
Co.
P. O. Box 701
3-7771

MBS
Venard,
Rintoul &
McConnell
Melville

R. W. Wortham Jr., p
Richman Lewin, vp, gm
Royce Christenson, cm

Boyd Porter Jr., pd, nd
Fred C. Hill, ce
Hampton Keathley, fd

Murphy Martin, sd
Elizabeth Calloway, wd

MARLIN
(Falls County)

KMLW 1010
1953 250-D

KMLW Inc.
Waco Hwy.
6-2551

Charles E. Reagan, p
Hugh M. McBeath, gm

Duane W. Ramsey, cm, nd

Jerry S. Hughes, pd

1956
THURSDAY
8

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KPRC - HOUSTON } TQN = Best Buy ✓ @

WOAI - SAN ANTONIO } TQN = Best Buy ✓ @

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Harriet

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LOS ANGELES ST. LOUIS SAN FRANCISCO

EDWARD PETRY AND CO. INC.

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp, evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
MARSHALL (Harrison County)					
	KMHT 1947	1450 250	Harrison County Bcstg. Co. Marshall Natl. Bank Bldg. 5-7826	KBS Texas State Net.	E. W. Mahone Jr., p Virgil Stone, gm H. A. Bridge, opr dir Don Shepard, ce Sam Stringfellow, nd
McALLEN (Hidalgo County)					
	KRIO 1947	910 1,000 DA-1	Valley Bcstg. Co. 500 E. Beaumont Murray 6-5454	ABC MBS Texas State Net. Everett-McKinney	Gene L. Cagle, p Charles B. Jordan, vp George C. Breeding Jr., gm Normand Mann, pd C. T. McKasson, pmm Bill Meiners, ce Don Mallory, nd, sd
McCAMEY (Upton County)					
	KCMR 1954	1450 250	Sprayberry Bcstg. Co. 101 E. 5th St. 412	MBS Cactus State Net. KBS	Jack Hawkins, p Gene Hendryx, vp & gm
McKINNEY (Collin County)					
	KMAE 1947	1600 1,000-D	McKinney Air Enterprises Inc. 218 E. Virginia St. 2-2651		George W. Smith Jr., p, gm Melvin Belew, cm Denise Adkins, pd, wd C. W. Rampy, ce H. D. Mouzon, nd, sd
MEXIA (Limestone County)					
	KBUS (CP)	1590 500-D	Bi-Stone Bcstg. Co. P. O. Box 309 Athens, Tex.		J. E. McNutt Jr., o
MIDLAND (Midland County)					
	KCRS 1935	550 5,000-D 1,000-N DA-2	Clarence Scharbauer Jr. & Ruth Scharbauer P. O. Box 1072 2-4393	ABC Texas State Net. Pearson	Clarence Scharbauer Jr., co-o Ruth Scharbauer, co-o Wallace R. Jackson, gm Eleanor McDonald, cm Dean Orton, pd John Drummond, pmm, nd Tom Yates, ce Joe Talley, fd Dean Baker, sd
	KJBC 1950	1150 1,000-D	Jack Cecil P. O. Box 1658 4-5152	KBS Best	Jack Cecil, o, gm, ce Naomi Boswell, cm Keith Ward, pd George Kuhn, pmm Don Luttrell, nd Evelyn Lines, wd
MINERAL WELLS (Palo Pinto County)					
	KORC 1946	1140 250-D	KORC Bcstg. Co. P. O. Box 31 319	KBS Continental	J. Elroy McCaw, p Harry A. Riley Jr., gm, cm Ruth Lee, pd Olie Carriker, pmm, nd William McCreary, ce Leo Burch, fd, sd Thelma Doss, wd
MONAHANS (Ward County)					
	KVKM 1947	1340 250	Monahans Bcstrs. Inc. P. O. Box 1118 439	MBS Cactus State Net. Best	J. Ross Rucker, p, gm, nd, fd G. C. Greenlee, cm Patsy A. Smith, pd Goldie Lowrimore, pmm, wd William R. Mettler, ce Ken Rutledge, sd
MT. PLEASANT (Titus County)					
	KIMP 1948	960 1,000-D	Mt. Pleasant Bcstg. Co. P. O. Box 990 Parkview 4-4726		Winston O. Ward, o, mgr, ce Derral Tucker, cm Ruby Stanley, pd, wd Rusty Reynolds, fd Charles Monk, sd
MULESHOE					
	KMUL (CP)	1380 500-D	David W. Ratliff P. O. Box 1123 Stamford, Tex.		
NACOGDOCHES (Nacogdoches County)					
	KELS (FM) (CP)	Ch. 261 (A) 100.1mc 0.33kw	Lee Scarborough P. O. Box 248		Lee Scarborough, o
	KOSF 1949	1230 250	Kelly Bell P. O. Box 8 4-4633	ABC KBS East Texas Net.	Kelly Bell, p J. C. Stallings, gm, cm Bob Atherton, pd Ed Rice, pmm Frank Murray, ce
	KSFA 1947	860 1,000-D	Nacogdoches Bcstg. Co. 2107 North St. 4-3723		Wilbur C. Fouts, p, gm, cm Sarah Jane Moon, pmm, wd Royce C. Smith, ce J. W. Mitchell, nd
NEW BRAUNFELS (Comal County)					
	KGNB 1950	1420 1,000-D	Comal Bcstg. Co. 184 S. Castell St. 1612	KBS	Charles W. Scruggs, p Frank T. Wilson, vp, gm, cm, pd, pmm, nd, sd Bob Stewart, ce
ODESSA (Ector County)					
	KECK 1947	920 1,000-D 500-N DA-N	Ector County Bcstg. Co. 120 W. 3rd St. FE 6-5791	Forjoe	Ben Nedow, o, gm Roy Elsner, cm Dan Kalenak, pd Jim Scott, pmm, nd David Williams, ce Norman White, fd Wynn Alby, sd Mrs. Carroll Lee, wd
	KOSA 1947	1230 250	Odessa Bcstg. Co. 115 W. 6th 6-4301	CBS Southwest Net. Branham	Cecil Trigg, p, gm Doyce R. Elliott, sm Lou Lindsey, cm John McGowan, pd Royce Collier, pmm Jim Simpson, ce
	KRIG 1946	1410 1,000 DA-N	Oil Center Bcstg. Co. P. O. Box 231 6-6871	MBS Cactus State Net. Best	R. O. Canon, p Jack Hawkins, gm Marguerite LaRue, sm Jim Simon, pd Hal Whatley, ce Paul Singer, nd, sd

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ORANGE
(Orange County)

KOGT 1947	1600 1,000 DA-N	Sabine Area Bestg. Corp. Best 8-4381		M. L. Jacobs, p Ed Lovelace, evp, gm	John C. Derrick, cm Ralph Ramos, pd, nd, sd	Dean Durham, ce
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PALESTINE
(Anderson County)

KNET 1936	1450 250	Palestine Bestg. Corp. P. O. Box 649 8686	MBS KBS East Texas Net. Falter	Allen E. Vinson, p, gm Milton M. Evans, cm	Marvin Crain, co-pd, ce, nd Don Norton, co-pd, sd	Errol Coker Jr., pmm Joy Rhodes, wd
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PAMPA
(Gray County)

KPAT 1951	1230 250	Pampa Bestg. Co. P. O. Box 1779 4-2551	KBS Melville	R. O. Parker, ptrn Bob Bradbury, ptrn W. J. Beckham, ptrn	Bob Harris, gm, nd Dale Dawson, cm, ce Delores Cooper, pd, wd	Bob Carney, fd Jim Terrell, sd
KPDN 1936	1340 250	Top O'Texas Bestg. Co. Hughes Bldg. 4-7461	MBS Best	Coy C. Palmer, ptrn, gm, pmm Warren L. Hasse, ptrn, pd, sd	Kay L. Fancher, cm William Spiller, ce	Henry S. Gordon, nd Jack K. Scott, fd

PARIS
(Lamar County)

KFTV 1950	1250 500-D	Lamar Bestg. Co. First Natl. Bank Bldg. 4-6676	KBS Best	D. W. Brawner, p James F. Hendrix, vp, gm	Elzie B. Parker Jr., asst mgr	Ross Babigan, ce
KPLT 1936	1490 250	North Star Bestg. Co. P. O. Box 235 3-3311	ABC Texas State Net. Pearson	Fred Kincaid, p, gm Dick Eben, cm	Larry Sanville, pd, sd Virginia Wesseee, pmm	Jeff Methven, ce Margie Lou Hubbard, wd

PASADENA
(Harris County)

KLVL 1950	1480 1,000-D 500-N DA-N	Felix H. Morales 2903 Canal St. Houston, Texas Capital 5-3208	Oakes	Felix H. Morales, p, gm Johnny P. Hernandez, cm, pmm	Joe M. Morales, pd Don L. Gulihur, ce Juan Martinez, nd, fd	Oscar Hernandez Durante, sd Anglina V. Morales, wd
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PECOS
(Reeves County)

KIUN 1935	1400 250	Jack W. Hawkins & Barney H. Hubbs KIUN Bldg. Hickory 5-2497	MBS KBS Cactus State Net. Best Brown	Jack W. Hawkins, ptrn Barney Hubbs, ptrn David Martin, sm	Don Boston, cm, nd, sd Frank Cummings, pd	Harry Boehnemann, ce Lois Burleson, wd
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PERRYTON
(Ochiltree County)

KEYE 1948	1400 250	Great Plains Bestg. Co. P. O. Box 917 5771	MBS	Carl Ellis, p Irvin R. Buchanan, gm, cm	Max McLarty, pd, nd G. K. Rupprecht, pmm	Coy Thompson, ce Mrs. Irvin R. Buchanan, wd
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PLAINVIEW
(Hale County)

KVOP 1944	1400 250	KVOP Inc. 1100 W. 24th Capitol 4-2771	MBS	W. J. Harpole, p Kermit Ashby, gm Tut Tawwater, cm, sd	Wes Carpenter, pd, nd Jack Griggsby, pmm Hugh Smith, ce	Perry Bowser, fd Sue Mathes, wd
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PLEASANTON
(Brooks County)

KBOP 1953	1380 1,000-D	Ben L. Parker P. O. Box 247 4871	KBS Best	Ben L. Parker, p, gm, nd Tom Everitt, cm, pmm	W. H. Hilburn, pd Mona Parker, ce	Dale Frieberger, fd Mary E. Parker, wd
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PORT ARTHUR
(Jefferson County)

KOLE 1947	1340 250	Port Arthur Bestg. Co. P. O. Box 1126 Yukon 2-9436		Socs Vratis, co-o, gm, nd, sd Mary A. Petru, co-o, sm, wd	Bob Tucker, cm Lulu Belle Davis, pd	Glen Hewitt, pmm Ray Hughes, ce
KPAC 1932	1250 5,000-D 1,000-N DA-N	Port Arthur College 1515 Lakeshore Drive Yukon 5-7458	MBS Pearson	J. W. Williams, p Marjorie R. Vickers, gm George Crouchet Jr., cm	Corinne Enos, pd, pmm Morris Glenn Boatright, ce Glenn Earle, nd	George Crouchet, fd Lester Ledet, sd Letha Lee Capland, wd

POST
(Garza County)

KRWS 1955	1370 500-D	Wallace Simpson P. O. Box 1383 550	KBS	Wallace Simpson, p Bob Garrison, gm, cm, nd, fd, sd	Lou Garrison, pd, wd Weldon Kidd, pmm	Jerry White, ce
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QUANAH
(Hardeman County)

KOLJ 1951	1150 500-D	Orville L. Jenkins P. O. Box 566 Montrose 3-2572	KBS Best	Orville L. Jenkins, p, gm, ce		
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ROSENBERG
(Ft. Bend County)

KFRD 1948	980 1,000-D	Ft. Bend Bestg. Co. P. O. Box 832 Northfield 2-3776		Jim Hairgrove, gm, cm, pmm Bill Sloan, loc slm	Paul Collins, pd, sd Frank Wood, ce	Morgan Jeffrys, nd Bob Nutter, fd
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RUSK
(Cherokee County)

KTLU 1955	1580 500-D	E. H. Whitehead P. O. Box 111 533	Best	E. H. Whitehead, p Bob Stabler, gm, ce	Art Holt, cm, pd, pmm Perrin Willis, fd	O. M. Walker, sd Meiba Campbell, wd
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City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	
SAN ANGELO (Tom Green County)						
KGKL 1928	960 5,000-D 1,000-N DA-N	Angelo Bcstg.- Telecasting Inc. P. O. Box 850 6715	ABC Texas State Net. Pearson	Lewis O. Seibert, p, gm Ernie Allen, cm	Franklin Rainey, pd, pmm, nd	William Poteet, ce Robert Milburn, wd
KPEP 1954	1420 1,000-D	Concho Bcstg. Co P. O. Box 1350 2-4524	Best	D. P. Pinkston, co-o C. H. Treadway, co-o, gm Klomah Shipman, asst mgr	Clayton Jay, cm, pmm, fd, sd John Line, pd, nd	Dale Litzman, ce Sandra Palmer, wd
KTXL 1947 KTXL-TV	1340 250	Westex Bcstg. Co. P. O. Box 1271 7183	MBS Venard Rintoul & McConnell	Armstead D. Rust, p J. Harley Hubbard, gm Sealy Smith, cm, pd, pmm, sd	Robert Benson, ce Neil Baird, nd	Al Cobb, fd Odene Crawford, wd
KWFR 1954	1260 1,000-D	Solar Bcstg. Co. P. O. Box 1269 2-3388	Brown	Walton A. Foster, p, gm, nd M. W. Hinds, cm Josh Hardin, pd, pmm	Arthur Henderson, ce W. D. Reese, fd	Don Adkins, sd Pearl Morgan, wd
SAN ANTONIO (Bexar County)						
✓KCOR 1947 KCOR-TV	1350 5,000-D 1,000-N DA-2	KCOR Inc. 111 Martinez St. Capitol 5-2751	Sombrero Net. O'Connell Dora-Clayton	Raoul A. Cortez Sr., p Nathan Safir, gm Bill Lamar, cm Oscar Arguendo, pd	Raoul A. Cortez Jr., pmm Marvin E. Fiedler, ce Carlos Garcia, nd	Rogelio Frias, fd Guillermo Lozano, sd Lydia de Garay, wd
KENS 1926 KENS-TV	680 50,000-D 10,000-N DA-N	Express Publishing Co. Ave. E. & Third Sts. Capitol 7-8151	CBS Texas Bcst. System Free & Peters	Frank G. Huntress Jr., p Albert D. Johnson, gm Bill Joekel, cm Harold Carr, pd	Robert W. Miller, pmm Bill Jackson, ce Ford Mitchell, nd	Bill Shomette, fd Jim Wiggins, sd Monette Shaw, wd
✓KEXX 1953	1250 500-D	Leal Bcstg. Co. 403 N. Flores St. Capitol 7-6373	McGillvra	Manuel D. Leal, p, gm Louie M. Muro, asst gm Manuel Davila, cm	Rafael Alberto Ronquillo Chavez, pd Jose de Arratia, producer, wd	Charles F. Harris, ce Jose Barrios, nd, sd
KITE 1947	930 1,000-D	Radio KITE Inc. 310 Transit Tower Capitol 6-0335	Pearson	Charles W. Balthrope, p Alex A. Coe, gm Kelly Wofford, cm	Stanley Nelson, pd Glen Krueger, pmm	John Siercovich, ce Coit Butler, nd
KITE-FM 1951	Ch. 247 (B) 97.3mc 8.3kw					
KIWW 1948	1540 250-D	Good Neighbor Bcstg. Co. 518 W. Houston St. Capitol 6-5254	Natl. Time Sales Oakes	Joe Olivares, p James F. Anderson, gm	Lola Spitz, asst mgr, wd Salvador Zatarain Rubio, pd	Gustavo A. Rangel, nd Fradera Brunet, sd

Data corrected to Dec. 15, 1955. If executives or services for FM are same as AM affiliate, names are not repeated.
 FM's in *italic* *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

GREATEST COVERAGE IN TEXAS

- 105 counties in the .5 Millivolt area of KENS
- 4,271,400 people within the KENS coverage
- 1,171,100 families earn their living within KENS' range
- \$5,845,696,000 is the annual buying power for the KENS audience

Ask Free & Peters for complete information

KENS
680 CBS
50,000 WATTS 10 KW NIGHTS
SAN ANTONIO, TEXAS
EXPRESS-NEWS STATION

SAN ANTONIO (Cont.)

KMAC 1926	630 5,000 DA-2	The Walmac Co. 222-24 W. Commerce St. Capitol 3-6211	NBC KBS Texas State Net. Walker	Howard W. Davis, p, gm, cm A. S. Bessan, pd, pmm	Al Knight, ce Bill Atkins, nd	Ted Johnson, sd Peggy McWhorter, wd
KISS (FM) 1946	Ch. 258 (B) 99.5mc 12.87kw	(KMAC, Am Affiliate)				
KONO 1927	860 5,000-D 1,000-N DA-N	Mission Bestg. Co. 317 Arden Grove Capitol 6-5171	H-R Reps. Brown	Eugene J. Roth, p James M. Brown, gm Bob A. Roth, cm	A. J. Lewis, pd Jack Roth, pmm George W. Ing, ce	Raymond Hunt, nd, sd Blake McCreless, fd
KONO-FM 1948	Ch. 225 (B) 92.9mc 4.4kw					
KTSA 1928	550 5,000 DA-N	Sunshine Bestg. Co. 1130 Broadway Capitol 7-1251	ABC MBS Raymer	O. R. Mitchell, p Charles D. Lutz, gm W. G. Egerton, ce	Bill Lee, co-nd H. G. Vincent, co-nd Bill Borom, fd	Les Miller, sd Leona Bender, wd
KTSA-FM 1949	Ch. 268 (B) 101.5mc 15kw					
WOAI 1922 WOAI-TV	1200 50,000	Southland Industries 1031 Navarro St. Capitol 7-4221	NBC Texas Quality Net. Petry	Hugh A. L. Half, p James M. Gaines, gm Rex Preis, cm	Robert Reed, pd Bill Yancey, pmm Charles Jeffers, ce	Henry Howell, nd Billy McReynolds, fd Randall Clay, sd

SAN MARCOS

(Hays County)

KCNY 1948	1470 250-D	Central Bestg. Co. P. O. Box 32 Export 2-3545	KBS Best	Lawerence Walshak, p Frank T. Wilson Jr., vp, ce	Thadis W. Box, gm, cm, fd Edward Ruffin, pd, wd	Cathy Walls, nd Travis Gray, sd
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SEMINOLE

(Gaines County)

KSML 1955	1250 1,000-D	Seminole Bcstrs. 402 South Main St. 3798		Clint Formby, co-o	Marshall Formby, co-o	W. H. Blymiller, gm, cm
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SEQUIN

(Guadalupe County)

KWED 1948	1580 1,000-D	Seguin Bestg. Co. 200 S. Camp St. 1580	Best	Garfield Kiel, p Stan McKenzie, sm, pmm David Haines, asst cm	Henry Lehnhoff, pd, nd Louis Sowders, ce	John Traeger, sd Faye Chessher, wd
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SEYMOUR

(Baylor County)

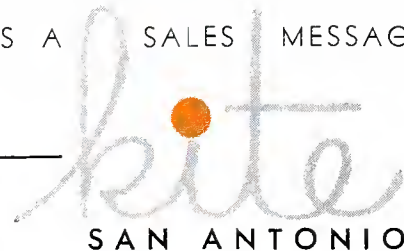
KSEY 1950	1230 250	William C. Moss P. O. Box 1191 2525	KBS	William C. Moss, p, gm, cm Elizabeth Moss, pd, wd	Gordon Guest, pmm Richard O. Dorimer, ce	Norman Donoho, nd, fd J. R. Chism, sd
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While Texas husbands are away....

**WE SPEND
MANY PLEASANT HOURS
WITH THEIR WIVES!**

THE EASIEST WAY TO A WOMAN'S HEART IS A SALES MESSAGE ON



And the husbands know it---so they check us to hear the good music, fast news, and time-temperature reports every 3 minutes!

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
SHAMROCK (Wheeler County)					
	KEVA 1949	1580 250-D	Shamrock Texas Bcstg. Co. P. O. Box 21 620	KBS Best	Albert Cooper, p Lester Campbell, gm Bill Day, pd Wayne Johnson, ce
SHERMAN (Grayson County)					
	KDSX KRRV 1936	910 1,000 DA-1	(See Denison listing) Red River Valley Bcstg. Corp. P. O. Box 94, Denison P. O. Box 665, Sherman Denison 423 Sherman 201	MBS Texas State Net. Pearson	Tom E. Spellman, p, gm Fred Cook, cm, (Sherman) Don Traphagen, cm (Denison), fd Earl Ellington, pd, nd Loe Etta Johnson, pmm Tom John, ce Walter Vaughn, sd Dorothy Cox, wd
	KTAN 1947	1500 250-D	Stephenville Bcstg. Co. P. O. Box 661 3366	KBS Best	Galen O. Gilbert, co-o J. R. Kincaid, co-o Jack R. Reeves, gm, cm Carroll A. Wynn, pd, sd James T. Shelton, ce, fd Mary Paul Reeves, nd Mary M. Claycomb, wd
SINTON (San Patricio County)					
	KANN 1954	1590 1,000-D DA-D	San Patricio Bcstg. Co. P. O. Box 1061 84		Tom C. Fleet, p, gm Hugh Danaceau, cm Ernie Wood, pd, ce, nd Princess J. Fleet, pmm Bart Boyd, fd Tom Fleet, sd Ruth Cheek, wd
SNYDER (Scurry County)					
	KSNY 1949	1450 250	Snyder Bcstg. Co. P. O. Box 1468 3-5451	MBS KBS Continental	J. T. Hughes, p, gm Mel Zane Gilbert, cm Zeb Williams, pd, nd, sd Jim Pilant, ce
STAMFORD (Jones County)					
	KDWT 1947	1400 250	David W. Ratliff 1400	MBS Melville	David W. Ratliff, p, gm, cm Tom Hughes, pd, fd George Morey, pmm, ce, sd Judge Cherry, nd Ellen Head, wd
STEPHENVILLE (Erath County)					
	KSTV 1947	1510 250-D	Galen O. Gilbert & J. R. Kincaid P. O. Box 102 Lindsey 3141		Galen O. Gilbert, p, gm, cm, fd John Dyer, pd, sd Jim Farr, pmm Floyd Jeter, ce Bill Bentley, nd Wanda Pack, wd
SULPHUR SPRINGS (Hopkins County)					
	KSST 1947	1230 250	Hopkins County Bcstg. Co. Radio Road Gladstone 5-3111	MBS KBS	W. E. Bradford Jr., p, gm Clovis Finlon, cm Janice Maddox, pd, wd Delray Funderburke, pmm Bill Bradford, ce Margaret Thomas, nd Jim Anderson, fd, sd
SWEETWATER (Nolan County)					
	KXOX 1939	1240 250	Radio and News Inc. P. O. Box 570 4655	MBS Best Melville	J. S. McBeath, o Charles W. Stewart, gm, nd Henry A. Dupree, slm Bob D. Billingsley, pd, prom dir Bishop F. Kelly, ce Donald R. Brooks, fd Ed Alexander, sd
TAYLOR (Williamson County)					
	KTAE 1948	1260 1,000-D	KTAE Inc. 121 E. 2nd St. Elwood 2-3631	KBS	G. G. Conoley, p, gm John M. Wehby, cm Dick Chaney, pd, nd, fd, sd Harry Gaines, pmm Gordon Rainey, ce Karine Gilstrap, wd
TEMPLE (Bell County)					
	KTEM 1936	1400 250	Bell Bcstg. Co. 17 S. 3rd Prospect 3-5252		Frank W. Mayborn, p Dale S. Phares, gm D. H. Drier, nd Tom Matts, fd John Brazell, sd Lynn Cater, wd
TERRELL (Kaufman County)					
	KTER 1949	1570 250-D	Terrell Bcstg. Corp. P. O. Box 431 4-4497		Paul Wnorowski, p, gm Chick Franklin, cm, pmm Dean Tiller, pd Martin Pitts, ce M. H. Whitt, nd Paul Rusky, fd Bill Collins, sd Mary Whitt, wd
TEXARKANA (Bowie County)					
	KCMC 1932 KCMC-TV	1230 250	KCMC Inc. 315 Pine St. 3-6151	ABC Texas State Net. Venard, Rintoul & O'Connell	C. E. Palmer, p Frank O. Myers, gm Harvey Robertson, ce
	KCMC-FM 1945	Ch. 251 (B) 98.1mc 1.4kw			
	KOSY 1951	790 1,000-D 500-N DA-N	Gateway Bcstg. Co. P. O. Box 1318 22-3771	MBS Arkansas Net. Razorback Net. Pearson	A. L. Davis, ptrn Dr. W. Decker Smith, ptrn Tom Dillahunt, gm Herman Cecil, cm Walter Richardson, pd, sd George Lester, pmm Charles Mathis Jr., ce Bill Gill, nd Ernest Hackworth Jr., fd Carol Nethery, wd
	KTFS 1946	1400 250	KTFS Inc. 4325 N. Stateline 3-5123	KBS Dora-Clayton Falter Indie	Robert S. Bieloh, o, gm Les Eugene, pd, pmm, fd John Harmon Crawford, ce George Dobson, nd, sd Margaret McDonnell, wd
TEXAS CITY (Galveston County)					
	KTLW 1947	920 1,000-D	Texas City Bcstg. Service Show Boat Bldg. 54418	KBS	J. G. Long, p Roy E. Hanson, sm Joanne Gilliam, pd, pmm, wd

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TULIA*(Swisher County)*

KTUE 1954	1260 1,000-D	Tulia Bestrs. 110 N. Armstrong 5-3531	Clint Formby, co-o Marshall Formby, co-o	Tommy C. Hulsey, gm Norman Holiday, cm	Robert G. Purrington, ce Ernest Thrasher, sd
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TYLER*(Smith County)*

KGKB 1935	1490 250	Lucille Lansing P. O. Box 1459 2-3873	MBS Pearson	Lucille Lansing, p Gerry Lansing, gm	Sam Matthews, cm Ed Smith, pd	Hudson Collins, ce John Lenox, sd
KTBB 1947	600 500-D 1,000-N DA-N	Blackstone Bestg. Co. 311 N. Broadway 4-7278	ABC Texas State Net. Venard, Rintoul & McConnell Melville	Mrs. C. N. Clyde, p M. E. Danboin, gm W. L. Whitworth, cm	Arthur Skupsky, pd David H. Bothwell, pmm R. A. Wileman, ce	Bob Murdoch, fd Al Turner, sd
(CP)	1330 500-D	Dana W. Adams 1323 E. 6th St.		Thomas B. Moseley, o		
(CP)	690 250-D DA-D	Tyler Bestg. Co. 6114 Northwood Rd. Dallas, Tex.				

UVALDE*(Uvalde County)*

KVOU 1947	1400 250	E. J. Harpole & W. J. Harpole P. O. Box 758 717	E. J. Harpole, p, gm Jack Senter, cm, pmm	Bill Woods, pd Al Mason, ce, nd, fd, sd	Sally Robinson, wd
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VERNON*(Wilbarger County)*

KVWC 1939	1490 250	Northwestern Bestg. Co. 1813½ Wilbarger St. 2-6221	Clark Melville	James E. Doyle, p, co, gm, cm	
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VICTORIA*(Victoria County)*

KNAL 1949	1410 500 DA-N	Victoria Bestg. Co. Inc. P. O. Box 642 Hilcrest 3-9176	Best	A. B. Alkek, p James A. Traber, gm Warren Dentler, cm Robert J. Smith, pd	R. Frank Nance, pmm Douglas Smith, ce Armand Baker, nd	C. R. Lewis, fd Robert Cosgrove, sd Vina Burris, wd
KVIC 1939	1340 250	KVIC Bestg. Co. Inc. P. O. Box 725 3-9171	MBS	John G. Long, p William C. Burks, gm, cm Bill Jackson, pd	Ross Fillion, pmm Vic Boldt, ce Pat Reed, nd	Cliff Berkman, fd Dick Mulligan, sd Winnie Hepburn, wd

WACO*(McLennan County)*

KWTX (1946) KWTX-TV	1230 250	KWTX Bestg. Co. P. O. Box 3128 3-7331	MBS Pearson	M. N. Bostick, mgng dir C. L. Hinkle, gm Mack Brinegar, cm Joe Saragusa, pd	Tom Cabaniss, pmm William Moore, ce Bill Stinson, nd	Johnny Watkins, fd Frank Fallon, sd Marvel Russell, wd
WACO 1922	1460 1,000 DA-N	WACO Bestg. Corp. P. O. Box 3158 2-6571	ABC Texas State Net. Weed	Wendell Mayes, p R. E. Lee Glasgow, gm	Jack Vinson, ce Goodson McKee, sd	Mary Holiday, wd

WAXAHACHIE*(Ellis County)*

KBEC 1955	1390 500-D DA-D	Ellis County Bestg. Service Hwy. 287 E. 1197	Melville	W. Richard Tuck Jr., p, gm Gene Stanley, cm Ernie Burgin, music dir	Fred Weaver, ce Charles Wallace, nd Joe Love, fd	Cecil Burton, sd Faye Tuck, wd
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WEATHERFORD*(Parker County)*

KWFB (CP)	1220 250-D	Weatherford Bestg. Co. 1099 Waterford Drive Dallas, Texas		Edward E. McLemore, ptrn	Roy Thomas Gibson, ptrn
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WESLACO*(Hidalgo County)*

KRGV 1927 KRGV-TV	1290 5,000 DA-N	Taylor Radio & TV Corp. 201 Border 375	NBC Pearson	O. L. Taylor, p Brad Smith, gm Kenneth E. Markel, cm	Johnny Roark, pd Ted Cressner, pmm Lewis Hartwig, ce	Harry VanSlycke, nd, sd Charlie Rankin, fd Sallye Jones, wd
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YOUR STATION +**1st with timely
selling aids!**

WORLD
SALES AND
PROGRAM SERVICE
WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue, New York 22, New York
CINCINNATI HOLLYWOOD

= MORE REVENUE!CANADIAN REPRESENTATIVES ALL CANADA
FACILITIES LIMITED, VICTORY BUILDING, TORONTO

WICHITA FALLS
(Wichita County)

KSYD 1947 KSYD-TV	990 10,000-D 1,000-N DA-2	Grayson Enterprises 904 Travis 2-6959	ABC Venard, Rintoul & McConnell Brown	Sydney A. Grayson, p, sd George Craig, gm	Bob Cain, cm Bill Richie, pd, nd	Dorothy Dooley, pmm, wd Mark Webb, ce
KTRN 1949	1290 5,000-D 1,000-N DA-N	Texoma Bestg. Co. of Wichita Falls 917½ Scott St. 2-5214	MBS Pearson	A. Boyd Kelley, p, gm Robert A. Pritchard, cm Bill Edgar, pd	Robert Harmon, ce Glenn Shelton, fd	Jack Britton, sd Yolanda Morrison, wd
KWFT 1939	620 5,000 DA-N	Kenyon Brown P. O. Box 420 3-4181	CBS Blair	Kenyon Brown, p		

UTAH


MARKET DATA BY COUNTIES

County	Population 1950	Radio				Passenger Cars 1954	County	Population 1950	Radio				Passenger Cars 1954
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)				Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	
Beaver	4,856	1,300	\$ 4,075	\$ 764	\$ 166	1,292	Rich	1,673	500	902	285	437	
Box Elder	19,734	5,600	22,282	3,793	396	6,157	Salt Lake	274,895	87,000	353,621	74,895	11,636	104,654
Cache	33,536	9,500	35,908	6,220	1,044	9,889	San Juan	5,315	900	1,719	328	963	
Carbon	24,901	7,100	27,910	5,720	542	6,914	Sampete	13,891	3,800	10,491	1,790	367	3,744
Daggett	364	100	118	55	56	Sevier	12,072	3,200	14,456	1,995	271	3,777
Davis	30,867	10,000	25,782	8,499	636	13,590	Summit	6,745	1,700	4,860	1,233	147	2,078
Duchesne	8,134	2,000	7,572	1,432	76	2,023	Tooele	14,636	5,100	14,190	3,943	593	6,347
Emery	6,304	1,300	2,462	372	61	1,632	Uintah	10,300	2,700	9,820	1,061	290	2,746
Garfield	4,151	900	2,311	262	34	815	Utah	81,912	23,400	79,945	18,130	2,127	26,001
Grand	1,905	500	1,079	411	25	1,223	Wasatch	5,574	1,300	5,722	742	65	1,701
Iron	9,642	2,500	15,378	2,477	438	3,146	Washington	9,836	2,600	8,504	1,453	185	2,432
Juab	5,981	1,500	5,937	1,429	160	1,699	Wayne	2,205	300	951	124	26	565
Kane	2,299	600	1,753	139	57	534	Weber	83,319	27,200	103,550	22,534	3,121	31,942
Millard	9,387	2,400	9,610	1,009	247	2,530	Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed; automobiles supplied by state.						
Morgan	2,519	600	2,410	246	63	1,058							
Piute	1,911	500	656	105	455							

DIRECTORY OF AM AND FM STATIONS


BRIGHAM CITY
(Box Elder County)

KBUH 1948	800 250-D	Revella M. Bone 948 West Forrest 948	KBS	Wade M. Ebeling, p, gm, nd Art Fishler, cm, fd	Conrad Rosenthal, pd, sd Audrey Nelsen, pmm, wd	Sam Stephens, ce
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KSYD

WHEN BUYING WICHITA FALLS



KSYD

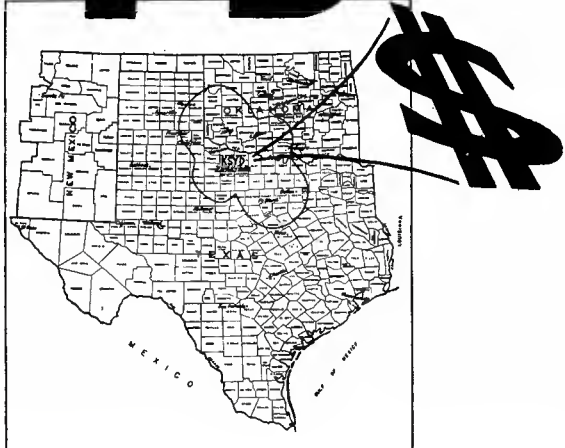
BUY KSYD

ABC

990 KC

Because :

1. A. B. C. Network.
2. 10,000 Watts.
3. Serving over 1,000,000 radio listeners since 1947 with tops in both local and nat'l. news and sports.
4. 15 hours of music daily.
5. Promotion and merchandising staff at your disposal.



SYD GRAYSON
Pres.

GEORGE CRAIG
Gen. Mgr.

VENARD, RINTOUL & McCONNELL
Nat'l. Sales Rep.

CLARKE BROWN CO.
Southern Rep.

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp. evp; slm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
CEDAR CITY (Iron County)						
	KSUB 1937	590 1,000 DA-N	Southern Utah Bcstg. Co. 189 N. Main St. 590	CBS Bonneville Net.	Ivor Sharp, p Arthur L. Higbee, mgr Walter V. Lowe, slm	E. Mauray Payne, pd, sd Richard N. Gunn, ce Robert L. Heyborne, nd, fd Fern Johnson, wd
LOGAN (Cache County)						
	KLGN ¹³ / 1954	1390 1,000-D	Atlas Engineering Co. 1870 Atkin Ave. 2600	Great Western Net. Weed	Obed C. Haycock, p, gm Mel Richardson, cm, pd, nd, sd	Dee Jensen, pmm Merlin Bowen, ce
	KVNU 1938	610 1,000 DA-N	Cache Valley Bcstg. Co. 1393 N. Main St. 1400	MBS Intermountain Avery-Knodel	Herschel Bullen, p Reed Bullen, sec-treas, gm, pmm, nd, fd	W. W. Kirkland, cm Morgan White, pd Belmont Olesen, ce Wed Bastian, sd Maye Porter, wd
MOAB (Grand County)						
	KURA (CP)	1450 250	R. L. McAlister 5125 Wichita St. Ft. Worth, Tex.			
MURRAY (Salt Lake County)						
	KMUR 1948	1230 250	Oral J. Wilkinson 4646 South State Elgin 5-7464		Oral J. Wilkinson, o Howard W. Pingree, gm	Ted Rogers, cm, nd Mitzi Bailey, asst mgr, pd, wd
OGDEN (Weber County)						
	KLO 1924	1430 5,000 DA-1	Interstate Bcstg. Corp. Hotel Ben Lomond 5721	MBS Intermountain Avery-Knodel	Mrs. Edris A. Glasmann, p	Cecil L. Heftel, sm Lynn L. Meyer, natl slm
	KOPP 1947	730 1,000-D	KOPP Inc. West 12th St. 4-3476	KBS	Wm. L. Lindsey, p	Robert K. Hansen, vp, gm Roger D. Thomsen, cm Frank Hancock, ce
	KVOG 1948	1490 250	United Bcstg. Co. 1538 Gibson St. 2-7535	Tri-City Net. Webb	Arch G. Webb, p, gm, pmm Clifford Pomeroy, cm	Joe Critchlow, pd, sd Warren Angwin, ce David B. Affleck, nd

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KWFT
 WICHITA FALLS, TEX.
 620 KC
 5,000 WATTS

KLYN
 AMARILLO, TEX.
 940 KC
 1,000 WATTS

TWO TOP CBS STATIONS
TWO BIG SOUTHWEST MARKETS
ONE LOW COMBINATION

WHEN you're making out that schedule for the Southwest don't overlook this sales-winning pair of CBS stations. For availabilities and rates, write, phone or wire our representatives.

NATIONAL REPRESENTATIVES JOHN BLAIR & CO.

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp, evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
PRICE (Carbon County)						
KOAL 1936	1230 250 (CP-DA-N)	Eastern Utah Bcstg. Co. P. O. Box 591 200	MBS, KBS Intermountain Avery-Knodel	Jack Richards, p, gm, cm	Carl P. Wolfrom, pd, pmm	Leo E. Reid, ce
PROVO (Utah County)						
KEYY 1949	1450 250	Mid-Utah Bcstg. Co. 172 West Center Franklin 3-2174	KBS	D. Spencer Grow, p Edwin A. Niehay, gm, pmm	Dave Weiser, cm, nd, sd Hal Parkes, pd	Lovell Killpack, ce Donna Gosar, wd
KLXX 1947	1400 250	Central Utah Bcstg. Co. Inc. P. O. Box 550 Franklin 3-3336	ABC Webb Hollingbery	Frank A. Van Wagenen, co-o, p, cm Harold E. Van Wagenen, co-o, gm, pd, pmm	Francis O. Boyer, ce Henry Cameron, nd Ford Harmon, fd	Linn Rockwood, sd JoAnn Zabriskie, wd
KOVO 1939	960 5,000-D 1,000-N DA-N	KOVO Bcstg. Co. 18 East 300 North Franklin 3-8550	MBS Intermountain Avery-Knodel	Clifton A. Tolboe, p L. H. Curtis, gm, cm	James H. Lawrence, pd, sd, wd	Wayne Carle, pmm, nd, fd Kenneth O. Hansen, ce
RICHFIELD (Sevier County)						
K SVC 1947	980 1,000 DA-N	Sevier Valley Bcstg. Co. 620	Intermountain Avery-Knodel	Homer R. Bandle, p Arthur R. Tucker, gm, cm	Hal Edwards, pd, nd Sylvia Stewart, pmm	Ralph Ross, ce, sd Sally Hansen, wd
SALT LAKE CITY (Salt Lake County)						
KALL 1945	910 1,000 DA-1 (CP-DA-N)	Salt Lake City Bcstg. Co. Inc. 146 South Main St. Empire 4-3561	MBS Intermountain Avery-Knodel	George C. Hatch, p, gm Thomas H. Anderson, cm Ronnie J. McCoy, pd	Clark Lobb, pmm W. D'Orr Cozzens, ce Jim Peterson, nd	Stan Farnsworth, fd Mal Wyman, sd Gordon Owen, wd
KDYL 1922	1320 5,000	Intermountain Bcstg. & Tv Corp. 130 Social Hall Ave. Davis 2-5681	NBC Great Western Net. Katz	G. Bennett Larson, p, gm Glenn C. Shaw, cm	Del Leeson, pmm Allen L. Gunderson, ce	Jack Goodman, nd
KDYL-FM 1948	Ch. 254 (B) 98.7mc 1.2kw					
KLUB 1938	570 5,000 DA-1	Utah Bcstg. & Tv Co. 179 Social Hall Ave. Davis 2-2505	Hollingbery	Frank C. Carman, p, gm	Allan Thomas, cm	

Data corrected to Dec. 15, 1955. If executives or services for FM are same as AM affiliate, names are not repeated. FM's in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

IN SALT LAKE CITY IT'S RADIO

... AND KNAK IS 7 st.*

**YOUR
TICKET
SIR...**

**1280
KNAK**

YOU REACH 7 OUT OF 10 FAMILIES AT LOWEST COST PER LISTENER

This ticket entitles you to a profitable ride through the Utah market—a market only slightly smaller than Washington D. C., Boston or San Francisco and larger than Pittsburgh, Milwaukee or Houston.

YOU REACH 7 OUT OF 10 FAMILIES AT LOWEST COST PER LISTENER

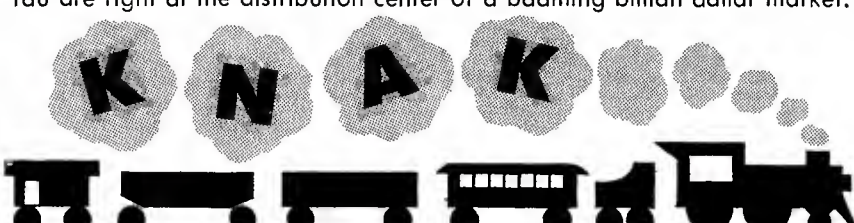
**1280
MUSIC
NEWS
5000
WATTS**

***Hooper Rating**
(12:00 Noon to 6:00 P.M. Average)

Station KNAK (Independent) ..	27.8
Station "A" ..	27.2
Station "B" ..	14.6
Station "C" ..	13.7
Station "D" ..	7.2

Represented nationally by Farjæ & Co., Inc.
1042 So. 6th West, Salt Lake City, Utah
*Hooper, February, 1955—12 Noon-6 P.M.

When you ride with KNAK you're an the number one station in the Salt Lake market* . . . 24 hours a day far music, news and sparts. You are right at the distribution center of a baaming billion dallar market.



SALT LAKE CITY (Cont.)

KNAK 1945	1280 1,000-D 500-N DA-N (CP-5,000-D 500-N DA-N)	Granite District Radio Bestg. Co. 1042 S. 6th West Empire 4-3685	Forjoe	Howard D. Johnson, p, ce William E. Wright, gm, cm	Mildred Baker, pd, wd	Joe Lee, nd, sd
KSL 1922 KSL-TV	1160 50,000	Radio Service Corp. of Utah 10 South Main St. Elgin 5-4641	CBS Bonneville CBS Radio Spot Sales	J. Reuben Clark Jr., p Ivor Sharp, evp Eugene M. Halliday, vp, mgr Frank B. McLatchy, sls dev mgr	Joseph A. Kjar, slm J. Allen Jensen, pd A. Richard Robertson, pmm Vincent E. Clayton, ce	Rulon L. Bradley, nd Elvon W. Orme, fd El Dean Bennett, sd
KSL-FM 1946	Ch. 262 (B) 100.3mc 5.9kw					
KSOP 1955	1370 1,000-D	Seagull Bestg. Co. P. O. Box 2557 HU 4-4435	Gill-Perna	Ralph Elwood Winn, p M. H. Hilton, gm, cm	King Harmon, pd Sam Moll, pmm	Larry Steppe, ce
KWHO 1955	860 1,000-D	William W. Phillips 343 South State St. Elgin 9-0191		William W. Phillips, p	Ray Servatius, pd, pmm	Carl Spencer, ce

VERNAL
(Utah County)

KVEL 1947	1340 250	Utah Bestg. & Tv Co. 120 E. Main 494	Intermountain	Frances Felch, p Lee Walker, gm, pd	Grant Parry, cm, sd	Wallace D. Raker, ce, nd, fd
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VERMONT

MARKET DATA BY COUNTIES

County	Population 1950	Radio		Passenger			County	Population 1950	Radio		Passenger		
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954			Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1955
Addison	19,442	4,900	\$16,160	\$ 4,673	\$ 364	*111,201	Orange	17,027	4,400	13,799	2,881	363	
Bennington	24,115	7,400	25,895	7,702	543		Orleans	21,190	5,500	20,423	4,134	397	
Caledonia	24,049	6,900	26,820	6,269	508		Rutland	45,905	12,700	54,258	14,226	1,010	
Chittenden	62,570	17,600	76,954	20,234	1,618		Washington	42,870	11,500	44,262	12,769	635	
Essex	6,257	1,700	3,332	1,720	79		Windham	28,740	8,100	32,419	9,082	710	
Franklin	29,894	8,000	30,315	9,195	636		Windsor	40,885	12,100	42,573	11,518	899	
Grand Isle	3,406	800	2,123	880			<i>Note: Population 1950 U. S. Census; radio families estimated as of July 1955, A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed; automobiles supplied by state.</i>						
Lamoille	11,388	2,800	9,466	3,040	292								

* State wide total.

DIRECTORY OF AM AND FM STATIONS

BENNINGTON

WBTV 1953	1370 500-D	Catamount Bcstrs. Inc. 6321	McGillvra Kirby	J. Gordon Keyworth, o, p, ce	Benjamin A. Hubley, sm	Ross Wilson, nd
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BRATTLEBORO

WTSB 1950	1450 250	Tri-State Area Bestg. Corp. P. O. Box 819 Alpine 4-4567	ABC Walker	Theodore Feinstein, p Phillips G. Terhune, gm, cm, pmm	Paul Kelly, pd Edward Simes, ce, fd Robert Douglas, nd	Robert Farson, sd Clara Antonetti, wd
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BURLINGTON

WCAX 1931	620 5,000	WCAX Radio Inc. 135 Main St. 2-5761	CBS Weed	C. P. Hasbrook, p C. W. Grinnell, sm James W. Tierney, ce	John A. Sullivan, nd W. C. Dow, fd	Tony Adams, sd Carol King, wd
WCAX-TV 1954	DA-2 1400	WDOT Corp. 109 S. Winooski Ave. 2-5776	McGillvra Walker	Val Carter, p, gm Vincent J. D'Acuti, cm	Don Bartlett, pd, pmm, nd, sd	Roger Laroche, ce Paula Dame, wd
WJOY 1946	1230 250	Vermont Bestg. Corp. 633 Main St. 4-5774	ABC Everett-McKinney Kettell-Carter	David W. Howe, p A. E. Spokes, gm, cm	Frank Balch, pd, pmm Donald Wheatley, ce	Wynne Casey, wd

THE NORTH COUNTRY STATIONS OF VERMONT

Main Office: Concord Avenue, St. Johnsbury, Vermont

Telephone: PI 8 - 2344

WTWN

ST. JOHNSBURY

DATA

	U.S. & CANADA Within 0.5 MV/M Contour	U.S. Within 0.1 MV/M Contour	CANADA TOTAL Within 0.1 MV/M Contour
Audience Population	123,670	232,900	110,600
Households	40,160	70,660	28,950
With AM Radio	38,920	67,800	27,400
TOTAL RETAIL SALES	140,590	242,400	73,100

"VERMONT'S
MOST LISTENED
TO STATIONS"

WIKE

NEWPORT

WNIX

SPRINGFIELD

1 TIME SPOT RATE—\$13.50

Represented nationally by:

JOSEPH HERSHEY MCGILLVRA, INC.

THE WALKER REPRESENTATION CO. — BOSTON

INDEPENDENT

PROGRESSIVE

EFFECTIVE

VERMONT

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
MONTPELIER (Washington County)					
WSKI 1947	1240 250	Paul J. Perreault 94 Main St. Capital 3-5275	ABC Grant	Harry C. Perrigo, gm, cm Robert J. Bannon, pd, fd	Gerard L. Marcotte, ce Stanley Ryan, nd Eliot A. Page, sd Ruth Schlanger, wd
NEWPORT (Orleans County)					
WIKE 1952	1490 250	Memphremagog Bcstg. Co. Inc. P. O. Box 586 832	McGillvra Walker	E. Dean Finney, p Donald A. Thurston, vp, mgr, ce	William Graham, pd Donald J. Barry, nd William Diamond, sd Helen Bowman, wd
RUTLAND (Rutland County)					
WHWB 1949	1000 1,000-D	Central Vermont Bcstg. Corp. P. O. Box 591 Prospect 3-3200	Gill-Perna Kirby	John J. Carusone, p John H. Bennett, gm Clarence L. Jasmin, cm	Dorcas Hart, pd Frank McCormack, pmm Kenneth J. Pockett, ce George Cameron nd, sd David J. Corey, fd Teri L. Bennett, wd
WSYB 1930	1380 1,000 DA-N (CP-5,000-D 1,000-N DA-N)	Philip Weiss Music Co. 35 Washington St. Prospect 3-8140	MBS, KBS Yankee Walker McGillvra	Philip Weiss, p	J. H. Weiss, sm
ST. ALBANS (Franklin County)					
WWSR 1941	1420 1,000-D	Vermont Radio Corp. 75 North Main St. 1390	Yankee Walker	Lloyd E. Squier, p, gm Richard W. Hill, cm, pmm Robert Leavitt, pd	Theodore Boisvert, ce Stuart Perry, nd, fd A. Warren Clapp, sd Claire Hill, wd
ST. JOHNSBURY (Caledonia County)					
WTWN 1949	1340 250	Twin State Bcstrs. Inc. Concord Ave. Pioneer 8-2344	Vermont State McGillvra Walker	E. Dean Finney, p, gm Tom Kibbe, sm, pd, pmm	John Byrne, cm James Edgerton, ce Elby Stevens, nd, sd Shirley Kibbe, wd
SPRINGFIELD (Windsor County)					
WNIX 1954	1480 1,000-D	Connecticut Valley Bcstg. Co. Inc. 106 Park St. Turner 5-4514	Vermont State McGillvra Walker	E. Dean Finney, p, gm Kenneth Greene, mgr John Byrne, cm	Al Davis, pd Gerry Wells, ce, sd Lloyd Howe, nd Kitty Gompertz, wd
WATERBURY (Washington County)					
WDEV 1931	550 1,000 DA-2	Lloyd E. Squier 9 Stowe St. Cherry 4-7321	MBS Yankee Everett-McKinney	Lloyd E. Squier, o, gm Craig S. Parker, cm, pd Warren C. Chase, ce	Tom Dodd, nd Harold Grout, fd Ted Powers, sd Connie Graves, wd

VIRGINIA

MARKET DATA BY COUNTIES

County	Population 1950	Radio		Passenger		County	Population 1950	Radio		Passenger		
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)			Cars 1954	Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)
Accomack	33,832	9,600	\$26,098	\$ 7,208	\$.....	*962,026	Frederick	17,537	9,100	41,277	8,186	1,251
Albemarle	26,662	13,100	62,642	13,295	Fredericksburg**	12,518
Alexandria**	61,787	Giles	18,956	4,900	16,182	4,189	568
Alleghany	23,139	7,500	27,537	6,190	Gloucester	10,343	2,700	7,048	1,406	72
Amelia	7,908	1,500	3,119	345	Goochland	8,934	1,600	2,222	1,080
Amherst	20,332	4,100	4,841	2,724	Grayson	21,379	5,500	16,042	2,256	313
Appomattox	8,764	1,800	4,171	681	Greene	4,745	1,000	1,147	508
Arlington	135,449	69,300	254,139	76,048	Greensville	16,319	3,500	12,619	2,779	428
Augusta	34,154	17,100	57,244	13,389	Halifax	41,442	9,100	22,330	4,846	740
Bath	6,296	1,400	3,148	966	Hampton**	5,966
Bedford	29,627	7,200	12,736	3,404	Hanover	21,985	5,400	9,824	3,007	115
Bland	6,436	1,300	1,887	339	Harrisonburg**	10,810
Botetourt	15,766	3,800	5,181	2,303	Henrico	57,349	85,000	412,817	86,951	14,869
Bristol**	15,954	Henry	31,219	12,000	41,909	9,604	866
Brunswick	20,136	4,100	11,234	1,860	Highland	4,069	800	979	324
Buchanan	35,748	7,700	15,934	2,621	Hopewell**	10,219
Buckingham	12,288	2,400	4,337	864	Isle of Wight	14,906	3,300	9,378	2,250	190
Buena Vista**	5,214	James City	6,317	2,500	12,902	2,990	42
Campbell	28,877	20,600	90,056	17,911	King and Queen	6,299	1,200	1,821	1,040
Caroline	12,471	2,500	6,065	2,102	King George	6,710	1,700	2,171	1,010
Carroll	26,695	6,700	7,475	1,786	King William	7,589	1,700	7,386	2,303	31
Charles City	4,676	800	721	550	Lancaster	8,640	2,100	7,148	1,628	160
Charlotte	14,057	2,900	4,576	907	Lee	36,106	7,800	12,813	2,297	338
Charlottesville**	25,969	Loudoun	21,147	5,000	16,796	4,786	505
Chesterfield	40,400	13,100	11,929	4,421	230	Louisiana	12,826	2,800	6,303	1,772	128
Clarke	7,074	1,700	4,341	1,385	205	Lunenburg	14,116	3,200	8,712	1,761	219
Clifton Forge**	5,795	Lynchburg**	47,727
Colonial Heights**	6,077	Madison	8,273	1,900	2,412	964	33
Craig	3,452	800	1,217	242	28	Martinsville**	17,251
Culpeper	13,242	3,100	13,667	2,332	313	Mathews	7,148	1,700	4,162	922	68
Cumberland	7,252	1,400	1,455	287	68	Mecklenburg	33,497	7,600	24,610	5,090	477
Danville**	35,066	Middlesex	6,715	1,700	4,384	609	73
Dickenson	23,393	4,900	8,491	1,681	110	Montgomery	29,780	10,100	34,737	8,143	1,130
Dinwiddie	18,639	13,000	52,818	12,568	1,941	Nansemond	25,238	9,500	33,017	7,228	1,195
Elizabeth City**	55,028	Nelson	14,042	3,000	4,234	1,413	37
Essex	6,530	1,300	5,174	1,348	67	New Kent	3,995	900	2,188	41,417	5,106
Fairfax	98,557	31,800	42,431	14,543	1,316	Newport News	42,358	161,966	112,013
Falls Church**	7,535	Norfolk	99,937	126,600	451,533
Fauquier	21,248	5,100	18,421	4,050	412	Norfolk (city)	213,513	4,097	273
Fluvanna	7,121	1,600	2,575	1,148	68	Northampton	17,300	4,300	12,585	931	66
Franklin	24,560	5,500	11,337	1,933	290	Northumberland	10,012	2,300	4,792	3,236	609
							Nottoway	15,479	4,100	15,120	2,062	389

MARKET DATA BY COUNTIES (Cont.)

County	Population 1950	Radio				Passenger		County	Population 1950	Radio				Passenger	
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954	Families July 1955			Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954		
Orange	12,755	2,900	11,623	1,843	273		South Norfolk	10,434							
Page	15,152	3,700	9,110	1,843	273		Spotsylvania	11,920	6,300	33,683	6,853	988			
Patrick	15,642	3,400	4,814	1,154	36		Stafford	11,902	3,000	3,389	1,816	38			
Petersburg**	35,054						Staunton	19,927							
Pittsylvania	66,096	25,900	90,229	20,685	2,687		Suffolk	12,339							
Portsmouth**	80,039						Surry	6,220	1,400	2,202	446	68			
Powhatan	5,556	1,100	2,524	431			Sussex	12,785	2,500	8,482	1,869	193			
Prince Edward	15,398	3,500	12,727	2,175	457		Tazewell	47,512	11,200	35,915	8,285	993			
Prince George	19,679	6,800	16,923	5,280	566		Warren	14,801	4,200	15,715	4,218	531			
Prince William	22,612	5,100	16,926	4,123	564		Warwick	39,875	44,400						
Princess Anne	42,277	12,000	30,890	9,233	932		Washington	37,536	12,900	45,803	9,266	1,449			
Pulaski	27,758	7,300	18,829	4,994	639		Waynesboro**	12,357							
Radford**	9,026						Westmoreland	10,148	2,500	7,607	1,317	219			
Rappahannock	6,112	1,300	1,461	181			Williamsburg**	6,735							
Richmond	6,189	1,300	4,173	730			Winchester**	13,841							
Richmond (city)	230,310	38,600	166,411	38,709	4,748		Wise	56,336	13,200	44,580	9,833	1,047			
Roanoke	41,486						Wythe	23,327	5,700	19,717	3,767	435			
Roanoke (city)	91,921						York	11,750	3,100	3,716	1,411	74			
Rockbridge	23,359	7,000	19,897	5,171	1,352										
Rockingham	35,079	12,200	46,321	5,276	1,061										
Russell	26,818	5,900	12,144	1,634	117										
Scott	27,640	6,500	7,246	1,292	175										
Shenandoah	21,169	5,600	15,757	3,590	338										
Smyth	30,187	7,100	18,862	3,543	618										
Southampton	26,522	5,900	15,780	4,203	491										

* State wide total.
** Independent city.

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

DIRECTORY OF AM AND FM STATIONS

City County	Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
ALEXANDRIA (Fairfax County)					
WPIK 1945	730 1,000-D		Potomac Bcstg. Corp. Virginia Theatre Bldg. Overlook 3-3000	Webb	Carl L. Lindberg, o, p, gm, ce Jack Moran, cm, pd
ARLINGTON (Arlington County)					
WARL 1946	780 1,000-D		Northern Virginia Bcstns. Inc. 5232 Lee Hwy. Kenmore 6-9000		Cy Blumenthal, p Ray Armand, gm George Crump, cm John Galloway, pd
WARL-FM 1946	Ch. 286 (B) 105.1mc 2.9kw				George Henning, pmm James Petty, ce Robert Sandin, nd
WEAM 1947	1390 5,000 DA-2		Arlington Fairfax Bcstg. Inc. P. O. Box 9314 Republic 7-7161		Harold Thoms, p Sidney Magelof, gm, cm
BEDFORD (Bedford County)					
WBLT 1950	1350 1,000-D		Bedford Bcstg. Corp. P. O. Box 406 8245		James E. Synan, p, gm Douglas B. Catlin, cm
BIG STONE GAP (Wise County)					
WLSB 1953	1220 1,000-D		Gap Bcstg. Co. P. O. Box 244 960		W. H. Wren Jr., p, gm, cm Mark Pritchard, pd, pmm, nd, sd
BLACKSTONE (Nottoway County)					
WKLV 1947	1490 250		Blackstone Bcstg. Corp. P. O. Drawer 192 478	KBS Interstate United Newspapers	Harris L. Umstead, p, gm Cosby A. Draper Jr., ce
BRISTOL (Washington County)					
WCYB 1946	690 10,000-D		Appalachian Bcstg. Corp. Front & Cumberland Sts. North 3560	Gill-Perna	Robert H. Smith, p, gm J. Fey Rogers, vp, slm James D. Thomas, pd
WFHG 1947	980 5,000-D 1,000-N DA-N		Bristol Bcstg. Co. Inc. Valley Drive North 3620	MBS Walker	W. L. Nininger, gm Jack Martin, cm, sd
WOPI 1929			(See Bristol, Tenn. listing)		Basil Saffer, pd, nd John Hughlett Jr., ce
WOPI-FM 1946			(See Bristol, Tenn. listing)		

**1st with special
campaigns and
jingles that sell,
Sell, SELL!**

**WORLD
SALES AND
PROGRAM SERVICE**
WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue, New York 17, New York
CINCINNATI HOLLYWOOD

**brings you the
BIG NAMES that draw
BIG AUDIENCES and
BIG BUSINESS!**

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
CHARLOTTESVILLE (Albemarle County)					
WFY (CP)	1010 250-D	Lawrence Lee Kennedy 1009 Wertland		Lawrence Lee Kennedy, o	
WCHV 1933	1260 1,000 DA-N	Barham & Barham Rose Hill Drive 2-5121	ABC Clark	Charles Barham Jr., o Robert C. Walker II, gm, cm R. G. Sketchley Jr., pd, pmm	Kenneth Colby, ce Norman Kelsey, nd, fd Cris Cramer, sd Jo Anne Foster, wd
WINA 1949	1450 (CP-1400) 250	Charlottesville Bcstg. Corp. 4th & Main 2-6177	MBS KBS	Donald G. Heyne, p, gm Thomas M. Behrendt, cm Edmond M. Desmond, pd	Lawrence L. Kennedy, ce Ira Hull, nd, fd Ray Rushton, sd Barbara Brown, wd
WINA-FM 1954	Ch. 237 (A) 95.3mc 0.8kw				
CHRISTIANSBURG (Montgomery County)					
WBCR 1955	1260 1,000-D	Montgomery Bcstg. Co. P. O. Box 96 Evergreen 2-4063	Indie	Dr. Vernon H. Baker, p, ce Durwood Powell, gm, pmm John H. Thompson Jr., cm	Frank Starling, pd, sd Tony Sargent, nd Rex Wayne, fd Mrs. Verlon Leonard, wd
CLIFTON FORGE (Alleghany County)					
WCFV 1950	1230 250	Clifton Forge Bcstg. Corp. 2147		C. H. Lawler, p T. V. Stevens, gm, cm, pd, pmm, nd, fd, sd	Donald H. Walker, ce Mrs. T. V. Stevens, wd
COLONIAL HEIGHTS (Chesterfield County)					
WCLA 1955		(See Petersburg listing)			
COVINGTON (Alleghany County)					
WKEY 1941	1340 250	Earl M. Key P. O. Box 710 8351	ABC Devney	Earl M. Key, p, gm Kenney Bryant, cm, pmm, fd, sd	John Lee Davis, pd, nd Grover K. Fulk, ce
CREWE (Nottoway County)					
WSVS 1947	800 1,000-D	Southern Virginia Bcstg. Corp. 7811	Interstate United Newspapers	Calvin S. Willis, p John E. Sadler, gm Frank Watkins, sm	Freeman Stewart, cm Bob Richards, pd, pm C. E. Wilson, ce Don Greene, nd, fd, sd
WSVS-FM 1949	Ch. 284 (B) 104.7mc 14kw				
CULPEPER (Culpeper County)					
WCVA 1949	1490 250	Culpeper Bcstg. Corp. Radio Lane 8338	MBS KBS Indie	Len T. Preston, p John T. Rogers, gm, cm Mark Anders, pd, pmm, nd	Walt Wilkerson, ce Marvin Bates, fd Jim Stover, sd Ann W. Rogers, wd
DANVILLE (Pittsylvania County)					
WBEM 1930	1330 5,000-D	Piedmont Bcstg. Corp. 710 Grove St. 2350	ABC Gill-Perna	L. N. Dibrell, p Milton N. Adams, mgr George J. Lund, cm Anthony Naylor, pd	Eddie Allgood, pmm Lyle C. Motley, ce Leon Smith, nd Charles Lingafelt, fd Hal Hamrick, sd Sally Bendall, wd
WBEM-TV (CP)	1,000-N DA-N				
WDVA 1947	1250 5,000-D 1,000-N DA-N	Virginia-Carolina Bcstg. Corp. American Natl. Bank Bldg. 5300	MBS Tobacco Net. Keller Burn-Smith	John D. Pruitt, p Emerson J. Pryor, vp, gm Stover J. Morris Jr., cm Dick Campbell, pd	Jeff Waugh, pmm Howard Clendenon, ce Charles Craig, nd Homer Thomasson, fd William Howard, sd Milli Willeford, wd
EMPORIA (Greensville County)					
WEVA 1952	860 1,000-D	Stone Bcstg. Corp. Cor. Washington & Delaware 2133	KBS	Maxey E. Stone, p Al Drew, sm, pd, nd	Sally Whitlock, cm, wd Dennie Perkinson, pmm, fd, sd Elton A. Short Jr., ce
FAIRFAX (Fairfax County)					
WFRC 1955	1310 500-D	OK Bcstg. Co. c/o Arthur Kellar 984 Radcliffe Dr. Alexandria, Va.		Arthur Kellar, ptrn	George E. Oleson, ptrn
FALLS CHURCH (Fairfax County)					
WFAX 1948	1220 500-D	Lamar A. Newcomb Tower Square Jefferson 2-0900	KBS	Lamar A. Newcomb, p, gm Jack James, cm	Genevieve Main, pd, pmm Richard J. Fanning, nd, ce Warren H. Orr, sp Dorine Barbash, wd
FARMVILLE (Prince Edward County)					
WFLO 1947	870 1,000-D	Colonial Bcstg. Co. 118 W. 3rd St. 870	Clark	Carla B. Keys, o John D. Wilson, gm John C. Calhoun, pd	Charles K. Chrismon, ce Roger Keller, nd Reginald Speir, fd Al Smith, sd
FREDERICKSBURG (Spotsylvania County)					
WFA 1939	1230 250	Fredericksburg Bcstg. Corp. P. O. Drawer 269 Essex 3-7721	ABC KBS	Richard Field Lewis Jr., evp John Carl Morgan, gm, ce, cm	Jack Tucker, pd, nd Arch Harrison, pmm Earl Copp, sd

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FRONT ROYAL*(Warren County)*

WFTR 1948	1450 250	Sky-Park Bcstg. Corp. P. O. Box 192 750	MBS KBS	J. Gruver Hillidge, p Kenneth Gordon, gm, cm, sd	Thomas H. Gibson, pd, nd Stanley J. Karas, pmm	J. William Poole, ce, fd Drayton Norcom, wd
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GALAX*(Carroll County)*

WBOB 1947	1360 1,000-D	Carroll-Grayson Bcstg. Corp. Poplar Knob Rd. 2921	MBS KBS	R. V. Morris, p Joe P. Crockett, gm J. Brice Parks, cm	Muriel M. Bell, pd, wd Marguerite Vass, pmm Edward Boyer, ce, fd	Paul S. Hill, nd David A. Lehman, sd
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GRUNDY*(Buchanan County)*

WNRG 1955	1250 1,000-D	Va-Ky Bcstg. Co. Inc. P. O. Box 1072 Webster 5-7581		Herman G. Dotson, p David B. Jordan, gm, ce	Aubry Garber, asst mgr, sd Froud Sutphin, nd	Marge Jordan, wd
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HAMPTON*(York County)*

WVEC 1948 WVEC-TV	1490 250	Peninsula Bcstg. Corp. 1930 Pembroke Ave. 6332	NBC Avery-Knodel	Thomas P. Chrisman, p, gm Harrol A. Brauer Jr., vp, s/s dir	L. W. Kliewer, opr mgr, sd Wip Robinson, nd Dick Kidney, pd	Pete Franklin, pmm William C. King Jr., ce Lewis T. Jester, nd
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HARRISONBURG*(Rockingham County)*

WSVA 1935 WSVA-TV	550 5,000-D 1,000-N DA-N	Shenandoah Valley Bcstg. Corp. Rawley Pike 4-4431	NBC Pearson	Frederick L. Allman, p, gm Howard C. Evans, cm, pmm Alvin Mullinax, pd	Warren L. Braun, ce Homer Quann, fd	Conrad Phillips, sd Virginia Lindamood, wd
WSVA-FM 1945	Ch. 264 (B) 100.7mc 7.2kw					

HOPEWELL*(Prince George County)*

WHAP 1948	1340 250	Hopewell Bcstg. Co. P. O. Box 621 801	KBS Southern Virginia Net. Indie	C. S. Willis, p William R. Craig, sm Billy R. Krohn, ce	Steve H. Keiss, nd Harry Gentry, fd	Robert Peterson, sd Faith Heckel, wd
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LEXINGTON*(Rockbridge County)*

WREL 1948	1450 250	Rockbridge Bcstg. Corp. 925 Church St. P. O. Drawer 902 6000	NBC KBS Indie	Marshall L. Wilmer, p Milton B. Henson, evp, gm J. B. Trainer, cm	Joe Lynn Jr., pd James I. Bray Jr., ce Lewis Minter, nd	Joe Knakals, sd Louise Oder, co-wd Annabelle Minter, co-wd
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LYNCHBURG*(Campbell County)*

WBRG (CP) WLVA 1930 WLVA-TV	1050 1,000-D 590 1,000 DA-2	Harry A. Epperson Sr. Ararat, Va. Lynchburg Bcstg. Corp. 925 Church St. 2-1242	ABC Hollingbery	Harry A. Epperson Sr., o Edward A. Allen, p Philip P. Allen, gm, cm	Warren Uttal, pd, pmm John T. Orth, ce	Wayne Tyler, nd, fd Rod Lea, sd
WVOD 1947	1390 5,000-D 1,000-N DA-N	Lynchburg Independent Bcstrs. Inc. P. O. Box 1300 2-3441	NBC Walker	Cy N. Bahakel, p Frank Tirico, asst gm	Henry Hughes, cm William Donehower, pd	Don Neil, pmm Forest Pinkerton, ce
WVOD-FM 1948	Ch. 261 (A) 100.1mc 0.94kw					

MARION*(Smyth County)*

WMEV 1948	1010 1,000-D	Mountain Empire Bcstg Corp. Park Blvd. & Route 737 3-9001	ABC KBS Indie	Robert C. Wolfenden, p, gm, cm, pmm	Mrs. Robert C. Wolfenden, pd, wd	Edward Surface, ce Bryan McMurry, nd, fd, sd
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MARTINSVILLE*(Henry County)*

WHEE 1954	1370 500-D	Mecklenburg Bcstg. Corp. 9811	Stars Natl.	John W. Shultz, p, gm Charles F. Adams, cm, nd Grace P. Uram, pd, wd	Thomas W. Patterson, pmm T. E. Tatum, ce	Jim Eanes, fd Lewis Compton, sd
WMVA 1941	1450 250	Martinsville Bcstg. Co. Chatham Heights 2152	NBC KBS Grant	H. Grady Moore, p Maynard E. Dillaber, evp, gm, nd Lester L. Williams, cm	Barbara H. Zimmerman, sec- treas, pd, wd John Bouldin, pmm	B. Edward Boyer, ce Lee Gilbert, fd Paul E. Zimmerman, sd
WMVA-FM 1950	Ch. 242 (B) 96.3mc 2.7kw					

MOUNT JACKSON*(Shenandoah County)*

WSIG 1954	790 1,000-D	Richard Field Lewis Jr WSIG Bldg. 790		Richard Field Lewis Jr., p H. T. VanDerwerker, gm, cm, pmm	Shorty King, pd Phil Whitney, ce	Ed Maddon, nd, sd Van Thomas, fd
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NARROWS*(Giles County)*

WNRV 1953	990 1,000-D	Giles Bcstg. Co. Route 100 Park 1150		H. J. Romanus, p H. Tom Hicks, gm	John M. Holland, cm Lew Kurtz, pd	Washington Elitchko, ce
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NEWPORT NEWS*(Elizabeth City County)*

WACH 1947 WACH-TV	1270 1,000-D	Eastern Bcstg. Corp. 114 24th St. 3-1631	Walker	John Doley, p H. A. Seville, gm Jerry Foster, cm	Ted Totar, pd, nd Ted Crutchfield, pmm	Sanford Willis, ce, fd Shirley Daniels, wd
WGH 1928	1310 5,000 DA-1	(See Norfolk listing)				

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NORFOLK (Norfolk County)					
WBOF 1954	1600 1,000-D	(See Virginia Beach listing)			
WACH 1947	1270 1,000-D	(See Newport News listing)			
WCMS 1954	1050 1,000-D	Cy Blumenthal Helena Bldg. Madison 5-0525		Cy Blumenthal, p Roy LaMere, gm Charles Bentz, cm	Art Berrett, pd Ted Spivey, ce Theodore Crutchfield, nd
WGH 1928	1310 5,000 DA-1	Hampton Rds. Bcstg. Corp. 739 Boush St. Madison 2-3353	ABC Forjoe	William R. VanBuren Sr., p Edward E. Bishop, gm Dan E. Hydrick Jr., vp, sm	Jack Whitehead, cm Ambert Dail, pd, pmm
WGH-FM 1947	Ch. 247 (B) 97.3mc 36kw				Mrs. B. LaMere, wd
WLOW 1947	1400 250	(See Portsmouth listing)			
WNOR 1949	1230 250	Norfolk Bcstg. Corp. 1019 Boissevain Ave. Madison 2-7071	Weed	Louis H. Peterson, p Earl Harper, gm, cm	Allan G. McLellan, pd, pmm, nd Howard Sheets, ce Josh Barry, sd
WRAP 1952	850 1,000 DA-2	Rollins Bcstg. of Virginia Inc. Portlock Bldg. Madison 7-8307	Rollins Pearson	O. Wayne Rollins, p James H. Mayes Jr., sm	Al Lynn, loc slm Libby Taylor, pd
WRVC (FM) 1948	Ch. 273 (A) 102.5mc 8.5kw	Larus & Bro. Co. 2712 Colley Ave. Madison 7-1100		John B. Tansey, mgr Norman C. Wilcox, cm	C. G. Massie Jr., pd H. R. Long, ce
WTAR 1923	790 5,000	WTAR Radio Corp. 720 Boush St. Madison 5-6711	CBS Petry	Campbell Arnoux, p, gm John C. Pepper, asst gm Robert M. Lambe, gen slm	Harold Solding, gen pd Jack Black, loc slm Richard L. Lindell, ce
WTAR-TV 1955	DA-N				Gil McLeod, nd Blair Eubanks, sd Mildred Alexander, wd
NORTON (Wise County)					
WNVA 1946	1050 1,000-D (CP-1350 5,000-D)	Blanfox Radio Co. Inc. 700	MBS, KBS Burn-Smith	R. B. Helms, p Jack T. Helms, gm, cm, pmm	Jack Darnell, pd, nd, sd Gene Tommerdahl, ce
WNVA-FM 1955	Ch. 299 (B) 107.7mc 4.6kw				James True Jr., fd
ORANGE (Orange County)					
WJMA 1949	1340 250	James Madison Bcstg. Corp. P. O. Box 271 Orange 7263	MBS	Welford A. Sherman Jr., p	Joe E. Cole, gm, cm, ce
PETERSBURG (Dinwiddie County)					
WCLA 1955	1290 1,000-D	Harry A. Epperson Jr. P. O. Box 87 Regent 2-3478		Harry A. Epperson Jr., p, gm, ce Norman Ragsdale, cm	Olive P. Epperson, pd Ray Frazier, pmm
WSSV 1945	1240 250	Southside Virginia Bcstg. Corp. 112 West Tabb St. Regent 3-4567	MBS	Louis H. Peterson, p Ray L. Moss, gm Ed Vaughn, cm N. W. Andrews, pd	Katherine Nunnally, pmm, wd Jerome Dvorachek, ce
PORTSMOUTH (Norfolk County)					
WAVY 1943	1350 5,000 DA-2	Portsmouth Radio Corp. Professional Bldg. Export 7-3488	NBC Burn-Smith	Hunter C. Phelan, p Carl J. Burkland, gm Howard Stanley, cm, pmm	Edward G. Sheridan Jr., pd William Manrov, ce Frank Facenda, nd
WLOW 1947	1400 250	Winston-Salem Bcstg. Co. 21st & Manteo Norfolk, Va. Madison 7-5877	MBS Forjoe	James W. Coan, p W. M. Carpenter, gm	Robert G. Drepperd, pd Howard Hatcher, ce
PULASKI (Pulaski County)					
WPUV 1945	1580 5,000-D	Southwest Bcstg. Co. P. O. Box 351 3-3931	KBS	Mason C. Deaver, p L. R. Schoenfeld, cm	J. A. Columbus, ce Bob Kent, nd, fd

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RADFORD

(Pulaski County)

WRAD 1950	1460 5,000-D (CP-5,000-D 500-N DA-N)	Highlands Bcstg. Inc. 2461	Zimmer	Perry E. Gresham, co-o Aleece C. Gresham, co-o Wendell H. Siler, gm, cm	Lee Mills, pd, ce Ben Johnson, pmm Robert Bradford, nd	Tom Gannaway, fd Bob Mitchell, sd
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RICHLANDS

(Tazewell County)

WRIC 1951	540 1,000-D	Clinch Valley Bcstg. Corp. P. O. Box 218 450		Lindy Mack Seamon, gm, ce Harry David Taylor, pd, pmm	Herbert Chaffin, nd Russell Ward, fd	Peter J. Ward, sd Betty Altizer, wd
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RICHMOND

(Henrico County)

WANT 1951	990 1,000-D	United Bcstg. Co. of Virginia Inc. 513 E. Main St. 3-8368	Oakes	Richard Eaton, p Arthur A. Snowberger, evp Silas Bell, sm, ce	Wilbur D. Lewis, pd William A. Gibbon, pmm	Tom Mitchell, nd, sd Betty Harris, wd
*WBBL 1924	1480 5,000 DA-2 ST. WLEE	Grace Covenant Pres- byterian Church 1627 Monument Ave 84-2463		C. H. Liesfeld, gm, co-pd	A. P. Aaroe, co-pd	R. W. Raabe, ce
WLEE 1945	1480 5,000 DA-2	Lee Bcstg. Corp. 6200 Broad St. Rd. 88-2837	NBC ForJoe	Thomas G. Tinsley Jr., p Irvin G. Abeloff, vp, mgng dir	Harvey L. Hudson Jr., sm, cm Lud Sterling, pd, nd	Thomas J. Kita, ce Joe Mason, sd Virginia Lee, wd
WLEE-FM 1948	Ch. 275 (B) 102.9mc 21.5kw					
WLLY 1955	1320 1,000-D	WLLY Inc. Hotel Raleigh 3-0007	Stars Natl.	Louis Adelman, p Melvin E. Whitmire, gm	Jean Creasey, pd Joe Murray, nd	Lawrence Taylor, ce
WMBG 1926 WTVR (TV)	1380 5,000 DA-N	Havens & Martin Inc. 3301 W. Broad St. 5-8611	Bolling	Wilbur M. Havens, p, gm Walter A. Bowry Jr., cm Frank S. Wilson, pd, pmm	James W. Kyle, ce Roy Roman, nd	John V. Shand, fd Dallas Burnette, sd
WCOD (FM) 1944	Ch. 251 (B) 98.1mc 34kw	(WMBG, Am Affiliate)				
WRNL 1937	910 5,000 DA-N	Richmond Newspapers 111 N. Fourth St. 3-3436	ABC Petry	D. Tennant Bryan, p E. S. Whitlock, mgr Frank Soden, gen slm Howard Hamrick, pd	Fan Cox, pmm E. V. Wolstenholme Jr., ce Roger Mudd, nd	Bob DeBardelaben, fd Frank Messer, sd Polly Daffron, wd
WRNL-FM 1949	Ch. 271 (B) 102.1mc 50kw					
WRVA 1925	1140 50,000 DA-1	Larus & Brother Co. Inc Hotel Richmond 3-6633	CBS CBS Radio Spot Sales	C. T. Lucy, vp John B. Tansey, gm Wm. B. Preston, asst gm J. L. Stone Jr., pmm	Harold Barre, slm Raymond L. Kennedy, pd Rudolph Raabe, ce	W. R. Bishop, pub rel dir George W. Passage, nd, sd Alden Aaroe, fd
WRVA-TV (CP)						
WRVB (FM) 1948	Ch. 233 (B) 94.5mc 25.5kw	(WRVA, Am Affiliate)				
WXGI 1947	950 1,000-D	Radio Virginia Inc. 100 W. Franklin St. 7-4684	Burn-Smith	D. H. Robertson, p	David M. Wilburn, gm, cm	Charles Charnesky, ce

1956
THURSDAY
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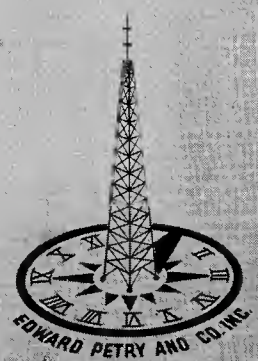
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Executive Abbreviations

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

City County	Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations
ROANOKE (Roanoke County)						
	WDBJ 1924 WDBJ-TV	960 5,000 DA-N	Times-World Corp. 124 W. Kirk Ave. 5-8131	CBS Free & Peters	M. W. Armistead III, p Ray P. Jordan, mgng dir John W. Harkrader, asst mgng dir	Frank E. Koehler, slm Paul E. Reynolds, pd Dexter Mills, prog mgr Katherine Griffey, pmm J. Edward Newman, tech dir Robert Crowley, ce Don Murray, nd, sd
	WDBJ-FM 1948	Ch. 235 (B) 94.9mc 41kw				
	WRIS 1953	1410 5,000-D	Roanoke Independent Bcstrs. Inc. P. O. Box 702 2-3131		Cy N. Bahakel, p Frank Tirico, asst gm	Coleman Austin, sm Louise Lucado, pd Roy E. Giles Jr., ce
	WROV 1946	1240 250	WROV Bcstrs. Inc. 15th St. at Cleveland 3-4444	ABC Burn-Smith	Burton Levine, p, gm, pd Raymond Bentley, cm Muriel Levine, pmm	Steve Hart, ce Sid Tear, fd Lan Singer, sd Barbara Felton, wd
	WROV-FM 1948	Ch. 279 (B) 103.7mc 2.3kw				
	WLSL 1940 WLSL-TV	610 1,000 DA-2	Shenandoah Life Stations Inc. Third St. & Church Ave. S.W. 4-9227	MBS NBC Avery-Knodel	Paul C. Buford, p James H. Moore, evp Horace Fitzpatrick, asst mgr, cm George W. Chernaunt Jr., prog mgr	Fred L. Corstaphney, prom dir, adv dir Charles R. Garrison, sls prom dir J. P. Briggs, ce T. S. Wright, inf dir Glenwood Howell, fd Edward Thomas, sd Betty Bond, wd
	WLSL-FM 1947	Ch. 256 (B) 99.1mc 10.6kw				
SALEM (Roanoke County)						
	WBLU (CP)	1480 1,000-D	Southeastern Enterprises c/o R. B. Helms Harlan, Ky.		R. B. Helms, ptrn	Jack T. Helms, ptrn Carl J. Hoskins, ptrn
SOUTH BOSTON (Halifax County)						
	WHLF 1947	1400 250	Halifax Bestg. Co. 2-9988	ABC	John L. Cole Jr., o, gm, cm Ella L. Poindexter, pd, wd	Ralph Walker, pmm Art Moran, ce Roy Marsh, nd, sd
SOUTH HILL (Mecklenburg County)						
	WJWS 1953	1370 1,000-D	Old Belt Bestg. Corp. Chase City Hwy. 230		C. B. Pennington Jr., p W. B. Hoffer, gm, cm A. W. Walthall, pd, pmm	C. E. Brown, ce Augie Bender, nd Jim Larkin, fd Tubby Walthall, sd Meriam Ingram, wd
STAUNTON (Augusta County)						
	WAFC 1954	900 1,000-D	American Home Bestg. Corp. P. O. Box 396 6-0100	Clark	Willard F. Ganoe, p J. Luther McFarland, gm, pmm	Lewis Brumfield, cm Ed Moore, pd, nd, sd Claude Jones, ce Kenny Doll, fd
	WTON 1946	1400 250 (CP-1240)	Charles P. Blackley Morrison Bldg. 5-5555	ABC	Charles P. Blackley, p, gm Charles E. Seebeck, cm, pmm	James H. Wooddell, pd Rex C. Houser, ce

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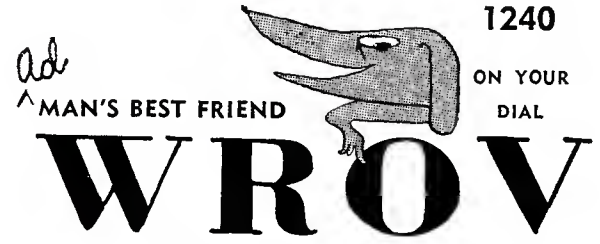
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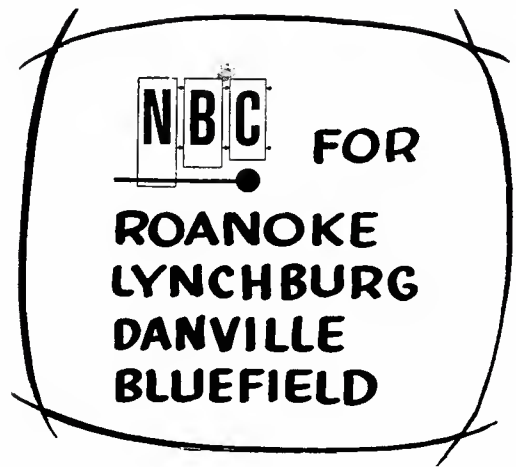


**Burton Levine, President
ROANOKE, VIRGINIA**

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- WINDOW DISPLAYS AT RADIO-TELEVISION CENTER

WSLS SHOWS ITS WARES TO THE PASSERBY

SHOW WINDOWS rivaling those of the most modern department store are a unique feature of the new million-dollar Radio & Television Center of Shenandoah Life Stations' WSLS-AM-TV Roanoke, Va.

Crowds of spectators visiting the center for the first time are finding much of interest in the smartly-designed, well-equipped building,

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VIRGINIA

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
SUFFOLK (<i>Nansemond County</i>)				
WLPM 1940	1450 250	Suffolk Bcstg. Corp. Radio Bldg. 2394	ABC KBS	Fred L. Hart, p, gm L. Earl Hundley, cm Varyl Rupp, ce L. E. Pettyjohn, fd
VIRGINIA BEACH (<i>Princess Anne County</i>)				
WBOF 1954	1600 1,000-D	Virginia Beach Bcstg. Corp. P. O. Box 36 1217 Norfolk, Madison 2-8989		Leo Hoarty, p, gm J. G. Carden Jr., cm Wade Williams, pd, pmm Thane S. Garrison, ce John Keyes, nd Bruce Miller, fd Dick Kazmaier, sd Jean Miller, wd
WARRENTON (<i>Fauquier County</i>)				
WKTF (CP)	1420 5,000-D	Old Dominion Bcstg. Co.		Oliver M. Presbrey, co-o Martha Rountree Presbrey, co-o
WARSAW (<i>Richmond County</i>)				
WNNT 1949	690 250-D	Northern Neck & Tide- water Bcstg. Co. Edgewater 3-6900	KBS	Grayson Headley, p, gm, pd, pmm Ruth R. Rouzie, cm Dean Loudy, ce, sd Bill Allison, nd Sherry Campbell, fd Pat Parker, wd
WAYNESBORO (<i>Augusta County</i>)				
WAYB 1947	1490 250	Waynesboro Bcstg. Corp. 526 W. Main St. 6066	MBS Cooke	N. Wilbur Kidd, p, gm, cm Al Charles, pd, sd Donald C. Curtis, ce Helen M. Huffman, wd
WINCHESTER (<i>Frederick County</i>)				
WINC 1941	1400 250	Richard F. Lewis Jr. Inc. of Winchester P. O. Drawer 605 Mohawk 2-4855	ABC KBS	Richard F. Lewis Jr., p James B. Holder, gm, cm Phil Potter, pd Wally Hankin, pmm, sd Philip B. Whitney, ce Marion Park wd
WRFL (FM) 1946	Ch. 223 (B) 92.5mc 14kw			
WYTHEVILLE (<i>Wythe County</i>)				
WYVE 1949	1280 1,000-D	Wythe County Bcstg. Co. Grubb Bldg. Capitol 8-3185	KBS	Arthur M. Kates Jr., co-o, gm Frank Fox Lindamood, pd, nd, fd, wd W. Jack Fleming, ce George Mizelle, sd

Data corrected to Dec. 15, 1955. If executives or services for FM are same as AM affiliate, names are not repeated. FM's in *italic*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

WASHINGTON

MARKET DATA BY COUNTIES

County	Radio				Passenger			County	Radio				Passenger		
	Population 1950	Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cors 1955	Population 1950		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cors 1955		
Adams	6,584	2,400	\$12,185	\$ 1,763	\$ 232	3,003	Lincoln	10,970	3,200	15,527	2,579	343	4,063		
Asotin	10,878	3,600	6,182	2,222	96	4,172	Mason	15,022	5,100	13,122	3,760	154	5,832		
Benton	51,370	20,500	66,558	18,534	3,659	21,860	Okanogan	29,131	8,700	24,909	6,861	875	9,229		
Chelan	39,301	12,800	64,613	15,441	2,146	14,878	Pacific	16,558	5,400	14,906	4,586	319	5,221		
Clallam	26,396	8,400	33,156	9,502	738	9,844	Pend Oreille	7,413	2,400	6,161	1,993	232	2,505		
Clark	85,307	28,100	71,842	19,808	1,788	32,436	Pierce	275,876	89,300	271,723	67,188	7,465	83,353		
Columbia	4,860	1,400	4,760	1,061	140	1,861	San Juan	3,245	1,200	2,301	651	37	1,161		
Cowlitz	53,369	17,900	61,587	13,985	1,562	19,680	Skagit	43,273	13,500	51,645	12,913	1,000	17,133		
Douglas	10,817	3,500	8,898	2,096	59	5,462	Skamania	4,788	1,500	2,187	1,051	39	1,575		
Ferry	4,096	800	2,060	754	52	1,066	Snohomish	111,580	42,600	129,733	34,292	2,990	43,775		
Franklin	13,563	6,600	33,936	7,487	1,155	9,752	Spokane	221,561	78,500	288,232	58,156	8,680	82,443		
Garfield	3,204	900	3,878	424	114	1,190	Stevens	18,580	5,500	13,891	3,364	348	5,893		
Grant	24,346	9,000	39,491	11,593	1,186	11,208	Thurston	44,894	15,300	44,125	11,125	29	1,139		
Grays Harbor	53,644	17,200	59,693	15,015	1,327	18,084	Wahkiakum	3,835	900	1,652	658	29	13,612		
Island	11,079	4,000	10,749	3,390	284	5,128	Walla Walla	40,135	12,600	51,015	9,908	1,508	25,189		
Jefferson	11,618	3,200	7,603	2,662	101	3,026	Whatcom	66,733	21,900	98,033	20,838	2,228	9,809		
King	732,992	260,500	957,316	218,039	27,804	273,294	Whitman	32,469	8,900	32,791	7,368	1,182	9,809		
Kitsap	75,724	28,300	80,403	24,525	2,828	28,647	Yakima	135,728	43,400	155,642	36,297	4,304	47,578		
Kittitas	22,235	6,500	23,399	5,460	467	7,164	Note: Population 1950 U. S. Census; radio families estimated as of July 1955. A. C. Nielsen Co.; food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed; automobiles supplied by state.								
Klickitat	12,049	3,600	11,494	3,048	279	4,774									
Lewis	43,755	13,900	51,176	11,828	1,217	14,770									

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FACILITIES LIMITED, VICTORY BUILDING, TORONTO

DIRECTORY OF AM AND FM STATIONS

ABERDEEN

(Grays Harbor County)

KBKW 1950	1450 250	KBKW Inc. 701 E. Heron 1015	ABC Paschall Feltis	Archie Taft, Jr., p Mahlon Taft, gm, cm, pmm	Dale Gunderson, pd Jack Fleury, ce	Stan Craft, nd, sd
KXRO 1927	1320 1,000 DA-N	KXRO Inc. 207½ E. Market 4098	MBS, KBS Don Lee Walker Moore & Lund	Harry R. Spence, p Fred G. Goddard, gm Roy Johnson, cm Phillip M. Wacker, pd	Monte V. Cook, pmm Philip True, ce William P. Koski, nd	Heston Wyrick, fd Robert Hoonan, sd Vivian McKiernan, wd

ANACORTES

(Skagit County)

KAGT (CP)	1340 250	Skagit Bcstg. Co. c/o C. H. Fisher 904 Commercial Ave.		C. H. Fisher, ptrn	Edna E. Fisher, ptrn	
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BELLINGHAM

(Whatcom County)

KPUG 1948	1170 1,000 DA-1	KPUG Inc. P. O. Box 655 1170	MBS, KBS Don Lee Headly-Reed Moore & Lund	Jessica L. Longston, p James L. Hamstreet, gm John DiMeo, cm	Robert Concie, pd Donald R. Pinney, ce Ed Triplett, nd	Dick Thompson, fd Charles Sheppard, sd Dorothy Jacobson, wd
KVOS 1927 KVOS-TV	790 1,000 DA-N	KVOS Inc. 1151 Ellis St. 790	ABC Forjoe	Rogan Jones, p Alex de Schweinitz, gm, cm Haines Fay, pd, pmm, sd	Ernest Harper, ce Al Weeks, nd	Hal Reeves, fd Elaine Horn, wd

BREMERTON

(Kitsap County)

KBRO 1947	1490 250	Bremerton Bcstg. Co. 205 Washington Avenue Essex 7-3995	Feltis	Bruce Bartley, o Linc Perry, gm Randy Archer, cm	Bill Luckhurst, pd Bruce Perry, pmm Wally Ritchie, ce	Jack Rogers, nd Al Showalter, assoc nd
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CAMAS

(Clark County)

KRIV (CP)	1480 1,000-D	Camas Washougal Radio c/o Gene R. Johnsick General Delivery Redmond, Ore.		Gene R. Johnsick, o		
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CENTRALIA-CHEHALIS

(Lewis County)

KELA 1937	1470 1,000	Central Bcstg. Corp. P. O. Box 720, Centralia P. O. Box 827, Chehalis Centralia, Pershing 6-3321 Chehalis, Sherwood 8-3321	MBS, KBS Don Lee McGavren O'Connell Moore & Lund Walker	Elroy McCaw, p Mabel A. Gwinn, sec-treas Joe Chytil, gm, cm	Donald Younghans, pd William Tilton, pmm Lloyd Hannah, ce	Jerry Robinson, nd, sd Don Berry, fd Evelyn Barry, wd
KITI 1954	1420 1,000-D	KITI Corp. 804 Market St. Sherwood 8-3379	Best, Tracy Moore Feltis, Cox	Donald F. Whitman, p, gm, pd, pmm, nd Mark F. DeLaunay, asst mgr	Donald M. Heinen, cm Harold C. Singleton, ce Edward Kelley, eng sup, sd	Doc Watson, fd Kiti Lewis, wd

COLFAX

(Whitman County)

KCLX 1949	1450 250	Adrian De Vries Almota Road 780	KBS Best	Adrian de Vries, o, gm, cm Betty de Vries, pd	Ross Pellerin, pmm, fd	Ernie McVay, ce
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COLVILLE

(Stevens County)

KCVL 1955	1480 1,000-D	Colville Bcstg. Co. P. O. Box 208 990	KBS Best	Merle B. Peterson, o, gm, pd, ce John P. Esvelt, cm	James E. Lundberg, nd Ed Reeves, fd	Donald P. McKinnis, sd Sally Tuttle, wd
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EDMONDS

(King County)

KGDN 1954	630 1,000-D	Garden of the King Enterprises Inc. Seattle 33, Wash. Lincoln 3131		A. B. Martin, dir A. Orville Helgeson, mgr	Gerald M. Swanson, prog dir	Bob Nichols, ce
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ELLENSBURG

(Kittitas County)

KXLE 1946	1240 250	Central Washington Bcstrs. Inc. P. O. Box 600 2-1488	McGillvra	Goodwin Chase Jr., p Joe Kendall, gm, cm	Robert Sampson, ce	Ron Forsell, nd, sd
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EPHRATA

(Grant County)

KULE 1951	730 1,000-D	Columbia Basin Bcstg. Co. 118 "B" St. N. W. Skyline 4-4686		R. E. Billingsley, p Bob Moore, gm	Bob Osland, cm, pmm, sd Dorothy McCue, pd, wd	Len Brown, ce, fd Weymeth Simpson, nd
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EVERETT

(Snohomish County)

KRKO 1922	1380 1,000 DA-N	Everett Bcstg. Co. Inc. P. O. Box 916 Cedar 1144	MBS Don Lee McGillvra Moore & Lund	William R. Taft, p, gm Warren R. Johnson, slm	Nancy M. Spaeth, traffic dir David S. Foley, ce	Shirley K. Bartholomew, nd
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GRAND COULEE

(Grant County)

KFDR 1950	1400 250	Ralph Andrew Nachtmann P. O. Box 395 140	KBS Best	Ralph A. Nachtmann, o, mgr	Alcuin Theisen, pd	Raymond Groff, ce
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KELSO

(Cowlitz County)

KLOG 1949	1490 250	Northwest Public Services Inc. P. O. Box 90 Garden 3-4900	Best Ayres	Roscoe A. Day Jr., p John F. Carlson, gm	Lowell Gibson, pd, fd Paul Johnson, ce	Warren Kemper, sd
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KENNEWICK

(Benton County)

KWIE 1949	610 5,000 DA-2	KWIE Inc. 11 S. Cascade St. Justice 2-5115	CBS Meeker	Harold A. Clark, p, gm C. J. McCredie, cm, ce	Mar Jean Matthews, pd Bob Anderson, fd	Ron McDonald, sd
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WASHINGTON

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prop. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations
KIRKLAND (King County)						
	KNBX 1948	1050 1,000-D	Eastside Bcstg. Co. Vandyke 1201	KBS	L. N. Ostrander, co-o W. A. Chamness, co-o John G. Joachims, cm	George A. Wilson, gm William S. McMillan, pd Anita Busek, pmm Don Bevilacqua, ce Marguerite Warburton, wd
LONGVIEW (Cowlitz County)						
	KBAM 1955	1220 1,000-D	Altru Bcstg. Co. P. O. Box 31 Hamilton 3-1210		John Truhan, co-o W. Gordon Allen, co-o Arne G. Peterson, gm	Lowell Bryan, cm Jim Jones, pd, sd Frank Link, pmm
	KWLK 1938	1400 250	Twin City Bcstg. Corp. Natl. Bank of Commerce Bldg. 1500	MBS Den Lee KBS Grant Moore & Lund	John McClelland Jr., p Bob L. Moran, gm, nd	Donald L. Edwards, cm Kenneth Vancel, ce Charles Nelson, nd Jesse Hoftzyer, wd Lee Hammond, ce
MOSES LAKE (Grant County)						
	KSEM 1947	1450 250 (CP-1,000 DA-N)	KSEM Inc. P. O. Box 276 RO 5-3441		Jessica L. Longston, p James Schroeder, gm Roy Robinson, cm	Fran King, pd Bill Utsunomiya, pmm, fd Earl Bayne, ce Bob Walker, nd, sd Margaret Lordan, wd
	KWIQ (CP)	1260 1,000-D	Central Basin Bcstg. Co. c/o Robert S. McCaw 6533 57th Avenue South Seattle 8, Washington			
MOUNT VERNON (Skagit County)						
	KBRC 1946	1430 1,000-D 500-N DA-N	Beckley Radio Co. P. O. Box 240 Garfield 4-2430	McGillvra Moore & Lund	Leo H. Beckley, p, gm Frank Snyder, cm	Joe Army, pd, fd, sd Walt Bjerke, ce Dick Buffum, nd Dolores Healey, wd
OLYMPIA (Thurston County)						
	KGY 1922	1240 250	Tom Olsen Rockway-Leland Bldg. Fleetwood 6-6636	MBS, KBS Walker O'Connell	Tom Olsen, p, gm Elmer J. Holmberg, cm Don Jones, pd	Sam Crawford, pmm Charles Roark, ce Bob Cummings, nd Bob McKay, fd Lyman Hopkins, sd
OMAK (Okanogan County)						
	KOMW 1947	680 1,000-D	KOMW Inc. P. O. Box 151 00		R. L. McNett, p Dean Nichols, gm Jerry Weaver, cm	Carolyn Treese, pd L. H. Fleisher, ce Stan Pennington, nd Orpha Jaquish, wd
OPPORTUNITY (Spokane County)						
	KZUN 1955	1270 1,000-D	The Voice of the Spokane Valley c/o Robert L. Swartz E. 3811 9th Spokane 31, Wash.		Robert L. Swartz, ptrn	Arthur R. MacKelvie, ptrn Howard G. Olsen, ptrn
OTHELLO (Adams County)						
	KADM (CP)	1450 100	Othello Radio c/o R. E. Pollock 10426 N.E. 15th Bellevue, Wash.		K. B. Brownlow Ward, ptrn	R. E. Pollock, ptrn
PASCO (Franklin County)						
	KALE 1950		(See Richland listing)			
	KALE-FM 1950					
	KPKW 1945	1340 250	Western Radio Corp. Chase & A Sts. Liberty 7-3337	ABC	V. Barne Kenworthy, p Walter Mott, gm, cm Robert Rockne, pd, ce	Jerry Hawkins, pmm Dick Wood, nd Jim Willis, fd Tom Wood, sd Della Hanks, wd
PORT ANGELES (Clallam County)						
	KONP 1945	1450 250	Radio Pacific Inc. 313 West First St. 4200	KBS Moore & Lund	C. N. Webster, p, gm Keith Patterson, sm, pmm	J. C. Frits, cm, pd Frederick Fields, ce Howard Chapman, sd
PULLMAN (Whitman County)						
	KOFE 1950	1150 1,000-D	J. Ronald Bayton & Maynard F. Hicks P. O. Box 356 1-5251	Ayres Best	J. Ronald Bayton, ptrn, mgr	John R. Puckett, cm B. J. Bayton, pmm, ce
	*KWSC 1922	1250 5,000 ST-KTW	State College of Washington 9021		C. Clement French, p Allen Miller, gm Burt Harrison, sm	Hugh Rundell, prod mgr Mark Munn, pmm Robert Baird, ce Tom Hougan, fd Cal Watson, sd Carol Huckfeldt, wd
PUYALLUP (Pierce County)						
	KAYE 1951	1450 250	Puyallup Valley Bcstg. Co. P. O. Box 271 5-7711	KBS	Henry Perozzo, p, ce Warren Peterson, gm, cm, pmm	Edna Perozzo, pd, wd Allan MacDonald, nd, sd Jerry Lange, fd
RAYMOND (Pacific County)						
	KAPA 1950	1340 250	Pacific Bcstg. Corp. P. O. Box 626 1010	Moore & Lund O'Connell Walker, McGavren	Joe Chytil, p Lee Stottlemire, gm, cm	Clayton Stewart, pd, nd Harold Nugent, ce Bryan, Johnson, sd

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

RENTON
(King County)

KLAN 1947	1230 250 (CP-910 1,000 DA-1)	Interlake Bcstg. Corp. N. 7th & Park Ave. Olive 8245		Ralph Sanders, p Clifford H. Hansen, gm Raymond Pounder, cm, sd	Jack Tregellas, pd, nd James McGavick, ce	Jack Spencer, fd Robert Adkins, wd
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RICHLAND
(Benton County)

KALE 1950	960 1,000 DA-N	KALE Inc. P. O. Box 767 Pasco, Wash. Liberty 7-3388	O'Connell Kinkaid	J. Elroy McCaw, p	L. G. Dix, gm	Joe Muench, ce
KALE-FM 1950	Ch. 280 (A) 103.9mc 0.58kw					

SEATTLE
(King County)

KAYO 1926	1150 5,010-D 1,000-N	Washington Telecasters Inc. 2939 4th Ave. South Eliot 2480		Jessica Longston, p R. E. Pollock, vp, gm Rod McArdle, sm	Charles Sullivan, cm Ted Bell, opr dir Ben Harkins, pmm	Tad Jones, ce Bob Engler, nd, sd
KING 1927	1090 50,000	King Bcstg. Co. 320 Aurora Ave. Mutual 3555	ABC Blair	Mrs. A. Scott Bullitt, p Otto P. Brandt, vp, gm John H. Eichhorn, asst to gm Frederick Von Hofen, sm, slm	James R. French, opr mgr Melvin A. Anderson, pmm James L. Middlebrooks, eng dir	Charles Herring, nd Bill O'Mara, sd Elizabeth Leonard, wd
KING-TV 1947	DA-1					
KING-FM 1947	Ch. 251 (B) 98.1mc 15kw					
KIRO 1926	710 50,000 DA-N	Queen City Bcstg. Co. 1530 Queen Anne Ave. Alder 9800	CBS Free & Peters	Saul Haas, p Lincoln W. Miller, asst to pres William F. Tucker, cm Warren McCloy, pd	John Shield, pmm James Upthegrove, ce Art Primm, nd	Don Courtmay, sd Judith Lane, wd
KIRO-FM 1951	Ch. 264 (B) 100.7mc 4.5kw					
KISW (FM) 1950	Ch. 260 (B) 99.9mc 2.1kw	Ellwood W. Lippincott 9201 Roosevelt Way (15) Plaza 6255		Ellwood W. Lippincott, p	Harvey H. Manning, cm	Clifford Perry, pd
KJR 1923	950 5,000 DA-N	Mt. Rainier Radio & Tv Bcstg. Corp. 2600 26th Ave., S.W. Holly 5100	Branham McGavren	Lester M. Smith, p, gm Gaylen S. Blackford, cm	Homer Pope, pd Donald M. Anderson, ce	Lou Gillette, nd Jack Bradley, sd
KOL 1925	1300 5,000 DA-N	Seattle Bcstg. Co. 100 W. Florida (4) Main 2312	Bolling	Marie Storm Taft, p Archie G. Taft Jr., gm	Gil Bond, cm Phyllis O. Miller, pd	Perry C. Lind, ce Rod Belcher, nd, sd
KOMO 1926	1,000 50,000 DA-N	Fisher's Blend Station Inc. 100 4th Ave. North Seneca 6000	NBC NBC Spot Sales	O. W. Fisher, p W. W. Warren, evp, gm King Mitchell, cm Dave Crockett, mgr prgmng	Fred Patterson, prog mgr C. E. Miller, ce Merrill Ash, co-nd	Millard Ireland, co-nd Katherine Wise, wd
KOMO-TV 1926	DA-N					
KTIX (CP)	1590 5,000-D	W. Gordon Allen 260 Hansen Ave. Salem, Ore.				
KTW 1922	1250 1,000 ST-KWSC	First Presbyterian Church of Seattle Seventh Ave & Spring St. Mutual 1250		James S. Ross, gm, ce Don J. Bevilacqua, cm, pd	Bill Lehnhoff, pmm	Neil Burmester, nd
KVI 1928	570 5,000	Puget Sound Bcstg. Co. 1619 9th Ave. Seneca 4848	MBS Don Lee H-R	Mrs. Vernice D. Irwin, p, gm Earl T. Irwin, slm	Harry Long, pd	D. M. McDonough, ce
KXA 1926	770 1,000-D L-WJZ	KXA Inc. 327 Second Ave. West Alder 8800	Meeker	Wesley I. Dumm, p	Hugh A. Smith, vp, gm	John H. Dubuque, ce

SHELTON
(Mason County)

(CP)	920 500-D	Mason County Bcstg. Co. 529 Birch St.		Roy C. McConkey, o		
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SPOKANE
(Spokane County)

KGA 1926	1510 50,000 DA-N	Banker's Life & Casualty Co. 6228 S. Regal Keystone 0631	ABC Venard, Rintoul & McConnell	John McCarther, p Richard H. Godon, gm	Robert Liddle, pd, nd	Val Strange, ce
KHQ 1922	590 5,000	KHQ Inc. Radio Central Bldg. Madison 5131	NBC Katz	R. O. Dunning, p, gm J. Birney Blair, cm William A. Neilson, pd	Rex R. Gerlach, pmm Al Sparling, ce Patrick Cullen, nd, sd	Tom Templeton, fd Patricia McKeivitt, wd
KHQ-TV 1947	790 5,000 DA-N	Inland Empire Bcstg. Co. 57th & Helena Keystone 9363	MBS Don Lee Weed	Burl C. Hagadone, p, gm C. E. Rodell, sm Wayne E. Olsen, asst mgr Richard J. Wright, pd	Vincent L. Hoffart, ce Warren Desmond, co-nd Robert Carmichael, co-nd Kenneth Hutcheson, co-fd	Ernie Jorgenson, co-fd D. Larry Lester, sd LaRene Haberman, wd
KREM 1946	970 5,000-D 1,000-N DA-N	Louis Wasmer 4103 S. Regal Keystone 0466	Forjoe	Louis Wasmer, p Robert Temple, gm, cm	Ed Mosley, pd Hommer Mead, ce	Dick Barrett, nd
KREM-TV 1954	Ch. 225 (B) 92.9mc 4.8kw					
KSPO 1921	1340 250	D. Gene Williams & Delbert Bertholf Realty Bldg. Riverside 8033	Paschall	D. Gene Williams, p, gm, pmm Ray Bennett, cm, sd	Delbert Bertholf, pd, fd Ryder Chronic, ce	Bob Fleming, nd Irmgard Buerger, wd
KXLY 1922	920 5,000	Northern Pacific Radio Corp. W. 315 Sprague Ave. Madison 1218	CBS Avery-Knodel Moore & Lund	Norman Alexander, p Joseph Harris, chmn of bd Richard E. Jones, vp, gm	James Agostino, cm George Anthony, pd Robert J. Moore, pmm	George Langford, ce Jim Butler, nd Martin Koschmann, sd
KXLY-TV 1947	DA-N					

SUNNYSIDE
(Yakima County)

KREW 1950	1230 250	Cole E. Wylie 638 Decatur St. 7-2277	McGillvra	Cole E. Wylie, p Don G. Bennett, gm, cm Jean Runyon, pd	Clifford F. Nelson, pmm John P. Berg, ce	Bill Gasman, nd, fd Allen Bell, sd
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TACOMA
(Pierce County)

KMO 1926	1360 5,000	Tacoma Radio Corp. 914 1/2 Broadway Fulton 1581	Branham	J. Archie Morton, p, gm R. T. McKenzie, cm	Clair Weidenaar, pd Gene Dryden, pmm	John Rybon, ce Duane Bock, nd
KTAC 1942	850 1,000 DA-N	Tacoma Bcstrs. Inc. Winthrop Hotel Broadway 2241	Gill-Perna Tracy Moore	Jerry Geehan, p, gm John Condon, asst mgr, pmm Dick Weeks, pd	Dick Velo, ce Bud Bond, nd Gene Wagner, spec evts dir	Clay Huntington, sd Vera Sadler, wd

WASHINGTON

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp. evp; slm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. mgr; Prom. Mgr. pmm; Prod. Mgr. pdm;
TACOMA (Cont.)						
KTNT 1952	1400 250		Tribune Publishing Co. S. 11th & Grant Sts. Fulton 2561	Weed	Len Higgins, gm John Upham, cm	Don St. Thomas, pd Max Bice, ce
KTNT-TV						
KTNT-FM 1948	Ch. 247 (B) 97.3mc 10kw					
TOPPENISH (Yakima County)						
KENE 1954	1490 250		Radio Bcstrs. Inc. P. O. Box 350 5-7272		Jack R. Woodrooffe, co-o, p Paul A. Schumacher, co-o, vp, ce	Verne E. Sawyer, sm, prod mgr Jack E. Everhart, slm Bob White, pd
VANCOUVER (Clark County)						
KHFS 1954	1150 1,000-D		Western Bcstg. Co. 5500 Fourth Plain Rd. Oxford 3-2565	KBS	Ralph C. Weagant, p, gm Ernest Crater, cm	Jack Nino, pmm Bryce Howard, ce
KVAN 1939	910 1,000		KVAN Inc. P. O. Box 610 Oxford 4-3325	Bolling	Sheldon F. Sackett, p Jack Irvine, gm, cm Bob Davis, slm	Isabel Hoyt, pd Candy Irvine, pmm Leo Erickson, ce, nd C. Hecox, fd Fern Hayes, wd
KVAN-TV (CP)	DA-1 (CP-DA-N)					
WALLA WALLA (Walla Walla County)						
KTEL 1946	1490 250		Walla Walla Bcstg. Co. Book Nook Bldg. 4103	ABC Grant	Jack Keating, p, gm, nd Donald W. Harris, cm	Everett Skubinna, pd, pmm Beven Roth, ce Adaline Bussard, fd, wd Vern Kinsinger, sd
KUJ 1928	1420 5,000 DA-N		KUJ Inc. 55 E. Main 1230	MBS Don Lee Forjoe	H. E. Studebaker, p Tom Haveman, gm, cm LaVerne Russell, pd, sd	Sam Kelly, pmm Milton McLafferty, ce Ted Beauchamp, nd Harold Garrett, fd Gladys Rice, wd
WENATCHEE (Chelan County)						
KPQ 1929	560 5,000 DA-N		Wescoast Bcstg. Co. 2nd & Columbia Normandy 3-5121	ABC NBC Forjoe	Rogan Jones, chmn of bd James W. Wallace, p, gm Pat O'Halloran, cm, pmm	Dorothy Lee, prog mgr, wd Dale Woods, prod mgr George Frese, ce Bill Denton, nd, sd Wynn Cannon, fd
KWNW 1948	1340 250		Wenatchee Bcstrs. P. O. Box 1510 Normandy 2-7135	MBS McGillivra Feltis	Stuart Maus, co-o	Mark Sorley, co-o Warren Brown, ce
YAKIMA (Yakima County)						
KIMA 1944	1460 5,000 DA-N		Cascade Bcstg. Co. P. O. Box 702 6104	CBS Weed Moore & Lund	A. W. Talbot, p Thomas C. Bostic, vp, gm William B. Hansen, radio mgr	Charles C. Cartony, radio slm Harry Helm, ce Don White, pd John Knievel, nd John Stenkamp, sd
KIT 1929	1280 5,000-D 1,000-N		KIT Inc. 414½ E. Yakima Ave. 8115	NBC KBS Branham	Carl E. Raymond, o, p James A. Murphy, gm Jack H. Goetz, cm, pmm	Wm. Bainter, pd H. B. Murphy, ce Peder Wick, nd, fd LeRoy Desilet, sd Catherine May, wd
KUTI 1954	900 1,000-D		Independent Bcstrs. P. O. Box 261 2-6900	Forjoe	Walter N. Nelskog, p Paul M. Crain, gm	Richard R. Fleming, cm James McAdam, pd, pmm Phil Parker, nd, sd
KYAK 1947	1390 1,000-D 500-N DA-N		Yakima Bcstg. Corp. P. O. Box 172 2-7143	MBS NBC Don Lee	Robert S. McCaw, p Richard J. Passage, gm, fd Anthony W. Maucione, asst. mgr, cm	Laurence Campen, pd Stan Kramien, prom dir Don E. Gardner, ce Howard Shuman, nd, sd Marie Searles, wd

Data corrected to Dec. 15, 1955. If executives or services for FM are same as AM affiliate, names are not repeated.
 FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day, DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

WEST VIRGINIA

MARKET DATA BY COUNTIES

County	Population 1950	Radio				Passenger Cars 1954	County	Population 1950	Radio				Passenger Cars 1954
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)				Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	
Barbour	19,745	4,700	\$ 6,938	\$ 2,607	\$ 176	3,133	Mingo	47,409	10,700	36,384	8,333	864	5,475
Berkeley	30,359	8,200	24,535	6,804	828	3,509	Monongalia	60,797	15,700	47,807	13,561	1,327	11,364
Boone	33,173	7,500	17,527	5,217	343	5,139	Monroe	13,123	2,900	4,764	1,358	150	1,958
Braxton	18,082	3,600	7,632	2,068	244	1,921	Morgan	8,276	2,200	3,729	1,520	38	2,180
Brooke	26,904	7,000	15,738	5,585	374	6,050	Nicholas	27,696	6,500	13,595	4,601	175	4,236
Cabell	108,035	33,100	123,779	26,250	3,813	27,138	Ohio	71,672	21,000	98,943	21,833	2,278	16,876
Calhoun	10,259	2,100	2,333	687	67	1,538	Pendleton	9,613	1,900	3,235	372	83	1,554
Clay	14,961	3,100	4,689	574	39	1,757	Pleasants	6,369	1,500	4,383	1,300	75	1,367
Doddridge	9,026	2,000	3,369	1,042	32	1,129	Pocahontas	12,480	2,700	5,001	1,204	68	1,983
Fayette	82,443	19,100	54,714	11,908	1,018	12,213	Preston	31,399	7,400	12,304	3,375	358	5,315
Gilmer	9,746	2,100	2,601	1,132	62	1,207	Putnam	21,021	5,000	7,064	1,776	86	4,136
Grant	8,756	2,100	7,205	1,189	72	1,688	Raleigh	96,273	22,900	60,950	12,645	854	13,496
Greenbrier	39,295	9,300	27,656	7,124	724	7,458	Randolph	30,558	7,000	18,200	4,645	485	5,287
Hampshire	12,577	2,900	6,182	1,414	78	1,439	Ritchie	12,535	3,000	5,484	1,538	153	2,399
Hancock	34,388	8,900	23,988	8,833	850	9,775	Roane	18,408	3,900	7,537	1,935	69	2,401
Hardy	10,032	2,200	5,376	759	77	1,847	Summers	19,183	4,400	8,910	2,888	230	2,514
Harrison	85,296	22,700	78,448	19,597	1,798	18,532	Taylor	18,422	4,500	9,514	3,299	383	3,212
Jackson	15,299	3,600	8,553	2,087	153	2,480	Tucker	10,600	2,400	4,034	1,387	89	1,423
Jefferson	17,184	4,300	12,502	3,195	420	4,416	Tyler	10,535	2,600	4,389	1,636	139	1,320
Kanawha	239,629	65,400	246,243	61,122	6,058	55,609	Upshur	19,242	4,800	10,394	3,001	438	3,322
Lewis	21,074	4,800	11,991	3,181	365	4,066	Wayne	38,696	8,100	10,791	3,773	387	4,311
Lincoln	22,466	4,700	7,760	2,740	77	2,483	Webster	17,888	3,800	6,828	1,575	111	2,050
Logan	77,391	17,800	53,862	10,467	957	10,390	Wetzel	20,154	4,800	13,351	4,016	316	4,104
McDowell	98,887	21,400	59,220	13,463	1,133	12,460	Wirt	5,119	1,200	1,276	220	34	728
Marion	71,521	19,700	54,099	15,165	1,311	15,900	Wood	66,540	19,100	67,018	16,397	1,977	17,676
Marshall	36,893	9,100	20,944	9,333	594	7,773	Wyoming	37,540	8,700	16,717	4,596	294	5,683
Mason	23,537	6,000	13,307	3,894	116	4,388							
Mercer	75,013	18,600	62,856	13,945	1,992	13,243							
Mineral	22,333	5,800	11,694	3,722	347	4,879							

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

DIRECTORY OF AM AND FM STATIONS

BECKLEY

(Raleigh County)

WJLS 1939	560 5,000-D 500-N DA-N	Joe L. Smith Jr. Inc. WJLS Bldg. 7111	CBS Weed	Joe L. Smith Jr., p Virginia N. Cooper, gm	Robert R. Brown, cm Dallas Boyd, pd, fd	A. J. Ginkel, ce Gary Dent, sd
WJLS-FM 1946	Ch. 258 (B) 99.5mc 34kw					
WWNR 1946	620 1,000-D 500-N DA-N	Rahall Bcstg. Co. 1565 Harper Road 9300	Everett- McKinney	N. Joe Rahall, p Richard H. Booth, gm Eugene J. Morehouse, cm, sd	C. Phil Vogel, pd Shirley D. Walker, pmm Anthony P. Gonzalez, ce	C. P. Vogel Jr., nd Dennis Hollandsworth, fd Nannie Ellen Tucker, wd

BLUEFIELD

(Mercer County)

WHIS 1928	1440 5,000 DA-N	Daily Telegraph Printing Co. Municipal Bldg. 7114	NBC Katz	H. I. Shott Jr., vp, gm P. T. Flanagan, exec dir Mel Barnett, sm, pd	John Carey Shott, cm Janie Marie Lambert, pmm John Byers, ce	Bill Hickok, nd, sd Jackie Oblinger, wd
WKQY 1948	1240 250	WKQY Inc. West Virginian Hotel Bldg. Davenport 5-1785	MBS Devney Holman Dora-Clayton	J. Lindsey Alley, p, gm J. Robert Alston, cm, sd	Carolyn Wolfe, pd Roy Hill Yost, ce	Bertie Irving, wd

CHARLESTON

(Kanawha County)

WCAW 1946	1400 250	Capitol Bcstg. Corp. Kanawha Hotel 3-7503	Clark	Wm. D. Stone, p Selma D. Pierson, gm	O. O. Pierson, cm Al Walker, pd	Rex Barney, pmm, sd Frank Allender, ce
WCHS 1927	580 5,000 DA-N	The Tierney Co. 1111 Virginia St. East 2-8131	CBS Branham	Lewis C. Tierney, p John T. Gelder Jr., vp, gm Robert M. Sinclair, slm	Joe Farris, pd Phil Sheridan, pmm William E. Dixon, ce	Ross Edwards, nd Tom Neale, sd
WGKV 1939	1490 250	Kanawha Valley Bcstg. Co. 210 Dickinson St. 3-7541	NBC Katz	Lawrence H. Rogers, p William R. Murray, gm	Gilbert D. Brooks, cm Robert A. Entley, pd	Howard A. Martin, ce
WKNA 1946	950 5,000-D 1,000-N DA-2	Joe L. Smith Jr. Inc. 804½ Kanawha Blvd. E. 3-5575	ABC Weed	Joe L. Smith Jr., p Willard S. Jackson, gm J. Kent Hackleman, cm Don O. Hays, pd	J. J. Herget, pmm Lester Lovejoy, ce John Davis, nd	Charles Coleman, fd Jack Tennant, sd Pearl Richardson, wd
WKNA-FM 1948	Ch. 248 (B) 97.5mc 9.1kw					
WTIP 1947	1240 250	Chemical City Bcstg. Co. Capitol at Fife Sts. 23-136	MBS Forjoe	Gus Zaharis, p Berton Sonis, gm Mel S. Burka, cm	Bob Bower, pd, pmm, nd, sd	Paul Sullivan, ce Shirley Spradlin Wolfe, wd

CLARKSBURG

(Harrison County)

WBLK 1937	1400 250	Ohio Valley Bcstg. Corp. 444½ W. Pike St. 4-7571	NBC Branham	Austin Wood, p George Clinton, gm Carl Loose, sm C. A. Gaylord, cm	Don McWhorter, pd Wilda McCarty, pmm V. Glenn Brooks, ce	Ben Homel, fd Robert Toothman, sd Jean Panatta, wd
WHAR 1947	1340 250	WHAR Inc. 1200 E. Pike St. 4-6425	ABC MBS	Walter Patterson, p, gm Edwin R. Huse, vp	Frank T. Gregg, cm James Harper, pd, nd, sd	Beryl Snyder, ce
WPDX 1947	750 1,000-D	Clarksburg Bcstg. Corp. 339 W. Main St. 4-5525		R. C. Warden, evp, treas Joseph M. Larosa, gm, cm	Dewitt Wyatt, sm, pd, fd	Robert D. Hough, ce

ELKINS

(Randolph County)

WDNE 1948	1240 250	Marja Corp. 446 Spruce Morgantown, W. Va. Elkins 1300	MBS KBS	John P. Carr, p Grady Guye, cm	Ed Doyle, pd Ann Steever, pmm	James Phares, ce
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FAIRMONT

(Marion County)

WMMN 1928	920 5,000 DA-N	Peoples Bcstg. Corp. 208 Adams Street 3100	CBS H-R Reps.	Herbert E. Evans, vp, gm A. G. Ferrise, mgng dir Frank J. Lee, asst mgr, sd	Francis T. Lauzau, pd, fd Howard Haid, pmm Harry W. Jackson, ce	Jim Bartley, nd Helen Bickel, wd
WTCS 1947	1490 250	Fairmont Bcstg. Co. Radio Park 5000	ABC KBS Gill-Perna	Connie B. Gay, p Donald J. Tucker, vp Robert E. Cobbins, cm, pmm	Millicent Tucker, pd, wd Ed Lenaway, ce	Hal Denny, nd, fd Nick Fantasia, sd

FISHER

(Hardy County)

WELD (CP)	600 500-D	Richard Field Lewis Jr.				
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HUNTINGTON

(Cabell County)

WCMI 1935		(See Ashland, Kentucky listing)				
WHTN 1947	800 1,000-D	Greater Huntington Radio Corp. Radio Center 3-3453	MBS Indie	S. J. Hyman, chmn of bd Fred Weber, p John S. Phillips, gm	Curtis Clark, cm George Marshall, pd, nd	Harold Sturm, ce Bud Gumm, sd
WHTN-FM 1947	Ch. 263 (B) 100.5mc 53kw					
WPLH 1946	1470 5,000-D	Huntington Bcstg. Corp. 1105 4th Avenue 3-3421	KBS Walker	Cy N. Bahakel, p N. S. Tweel, gm, cm	Charles W. Krause, pd, nd, fd, sd	Lindell Grauer, pmm, wd Alvin V. Jayne, ce

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp, evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations
HUNTINGTON (Cont.)						
	WSAZ 1923 WSAZ-TV	930 5,000-D 1,000-N DA-N	WSAZ Inc. 201 Ninth St. 38-401	ABC NBC Katz	Col. J. H. Long, p L. H. Rogers, gm C. Tom Garten, sm	Bos Johnson, pd Nick Basso, pmm, nd Leroy Kilpatrick, ce W. D. Click, fd Jim Thacker, sd Mary E. Kercheval, wd
KEYSER (Mineral County)						
	WKYR 1953	1270 5,000-D	WKYR Inc. P. O. Box 231 3011		Robert K. Richards, p Walter Patterson, vp, gm Edwin R. Huse, vp	Thomas B. Butscher, mgng dir Gene Bowen, pd F. Arnett Swisher, ce Bob Kerr, nd, fd
LOGAN (Logan County)						
	WLOG 1940	1230 250	Clarence H. Frey & Robert O. Greever 445 Stratton St. 540	MBS	Clarence H. Frey, ptrn. co-gm	Robert O. Greever, ptrn. co-gm
	WLOG-FM 1949	Ch. 277 (B) 103.3mc 2.7kw				
	WVOW 1952	1290 5,000-D 1,000-N DA-2	Logan Bcstg. Corp Bus Terminal Bldg 2356	KBS	Dr. H. H. Farley, p William P. Becker, gm Martha Jane Becker, cm, co-pmm	Audie Albright, pd, co-pmm, wd John Lamont, ce Jack Mallin, nd Ed O'Hare, sd
MARTINSBURG (Berkeley County)						
	WEPM 1946	1340 250	Martinsburg Bcstg. Co. Peoples Trust Co. Bldg. 5252	MBS KBS McGillvra	C. Leslie Golliday, ptrn, gm C. M. Zinn, ptrn	George N. O'Brien, cm Eunice J. Schneider, pd, wd Fred Siffrin, ce Edward Dockeney, nd, fd, s
	WEPM-FM 1948	Ch. 232 (A) 94.3mc 0.81kw				
MATEWAN (Mingo County)						
	WHJC 1951	1360 1,000-D	Three States Bcstg. Co. 4771	KBS	J. R. Pickering, p Fred Morningstar, co-o, gm, cm, pmm	James Pelley, pd, sd Leonard Dykema, ce Eva Watkins, wd
MONTGOMERY (Fayette County)						
	WMON 1946	1340 250	Fayette Associates Inc 1028 1st Avenue Hillside 2-2191	MBS	Arnold M. Vickers, p Andrew W. Vickers, p	Richard A. Rhodes, pd, nd J. C. Craver, ce Fred Holcomb, sd Min Johnson, wd
MORGANTOWN (Monongalia County)						
	WAJR 1940	1230 250	West Virginia Radio Corp. 446 Spruce Street 9488	MBS KBS	Agnes J. Reeves Greer, p Richard E. Nason, gm James Redmond, cm	Robert Connelly, pd Ann Walker, pmm Al Novak, ce Bill Harrington, nd Jack Fleming, sd
	WAJR-FM 1948	Ch. 257 (A) 93.3mc 1kw				
	WCLG 1954	1300 1,000-D	Morgantown Bcstg. Co. Farmers & Merchants Bank Bldg. 2-2222		C. Leslie Golliday, p John Johns, sm Richard C. Sinsel, cm	Terry Duane, pd Edward Barbe, ce John Floyd, nd, sd Hilda Whiteley, wd
MOUNDSVILLE (Marshall County)						
	WMOD 1955	1370 1,000-D	Robert W. Munn 507 Seventh St. 1729	KBS Clark	Robert W. Munn, p John T. Taylor, gm, cm, pmm	Helen B. Flowers, pd, wd J. W. Jones, ce Rudy Moro, nd, sd Jim Herink, fd

Data corrected to Dec. 15, 1955. If executives or services for FM are same as AM affiliate, names are not repeated.
 FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

**TO REACH TWO CITIES
YOU NEED TWO STATIONS**

**WSAZ 930 KC HUNTINGTON
WGKV 1490 KC CHARLESTON**

SEE YOUR NEAREST KATZ MAN

NEW MARTINSVILLE*(Wetzel County)*

WETZ 1953	1330 1,000-D	Magnolia Bcstg. Co. P. O. Box 391 1000	KBS Miracle Valley Gill-Perna	Harry C. Bright, p, gm George K. Eubanks, cm	Harold Showman, pd	Warren Cunningham, ce
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OAK HILL*(Fayette County)*

WOAY 1947	860 10,000-D	Robert R. Thomas Jr. P. O. Box 251 651	Pearson	Robert R. Thomas Jr., p, gm Curtis Horton, ce	Bud Gentry, nd Chuck Balding, fd, sd	Gloria Rich, wd
WOAY-TV 1948	Ch. 231 (B) 94.1mc 14.5kw					

PARKERSBURG*(Wood County)*

WCEF 1954	1050 1,000-D	Clarence E. Franklin 234 Ft. Boreman Ave. Garfield 2-1844	Miracle Valley Clark	C. E. Franklin, o, gm, ce Paula Carr, sm, pd, wd	Robert Sadler, cm, sd Robert O'Brien, pmm	Fred Stevens, nd Ray Lentz, fd
WCOM 1947	1230 250	Parkersburg Bcstg. Co. 317 Ninth St. Hudson 5-4491	ABC McGillvra	Joseph M. Handlan, p Aud N. Archer, gm, cm	W. E. Collins, pd, ce Jack See, nd, fd	Patricia Mehen, wd
WPAR 1935	1450 250	Ohio Valley Bcstg. Corp. 211½ Fifth St. Hudson 5-5475	CBS Branham	George H. Clinton, vp, gm, cm	Sherman Grimm, pd, nd Laurence V. Murphy, pmm	Vilah G. Brooks, ce Ruth McGeary, wd
WPAR-FM 1948	Ch. 293 (B) 106.5mc 8.9kw					

PINEVILLE*(Wyoming County)*

WWYO 1949	970 1,000-D	Wyoming Bcstg. Co. P. O. Box 184 2711		R. D. Bailey, p, gm E. D. Hawley, cm Elaine Taylor, pd, wd	Jack D. Mullens, pmm, fd William D. Stone, ce	Carl M. Brown, nd Hank Frye, sd
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PRINCETON*(Mercer County)*

WLOH 1947	1490 250	Mountain Bcstg. Co. GA 5-2151	ABC KBS	Robert L. Harrison, p, pmm Al Rich, pd, nd, sd	Rod Arkell, ce Ted Harhal, fd	Polly Ellison, wd
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RONCEVERTE*(Greenbrier County)*

WRON 1947	1400 250	Blake Bcstg. Co. Shanklin Bldg. 300	NBC West Va. Net. McGillvra	William E. Blake, p, gm	Gladys Livesay, cm, wd	
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ST. ALBANS*(Kanawha County)*

WKLC 1955	1300 1,000-D	Raymond I. Kandel 109 Sixth Avenue		Raymond I. Kandel, o, gm	H. Diefenbach, cm	Harry Bowen, ce
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WEIRTON*(Hancock County)*

WEIR 1950	1430 1,000 DA-2	Tri-State Bcstg. Co 3992 Main St. 2814	Rambeau	Harold A. Bangert, p E. J. Hirshberg, gm Robert E. Badger, sm	James Mark, ce Louis Serra, nd Oliver Johnston, fd	Gordon Bishop, sd Millie Martin, wd
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WELCH*(McDowell County)*

WELC 1950	1150 1,000-D	Pocahontas Bcstg. Co. 1150	McGillvra	Sam Sidote, p, gm, cm Josephine Cullop, pd, pmm Alice Shein, p	Howard R. King, ce Johnnie Villani, nd, sd	Marilyn Morrison, wd
WMCD 1955	1340 100	Williamson Bcstg. Corp. Second Ave. at Court St.				

WESTON*(Lewis County)*

WHAW 1948	1450 250	Central W. Va. Service Corp. Harrison Avenue 1555	MBS KBS	Francis Andrew, co-o Richard Ralston, co-o	George W. Yazell, gm, cm	James E. McEwuen, ce
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WHEELING*(Ohio County)*

WHLL 1949	1600 5,000-D	Wheeling Bcstg. Co. P. O. Box 989 6700	Gill-Perna	Kenneth H. Forney, p, ce Arch M. Hazlett, gm	Paul N. Miles, cm	James O. Smith, pd
WKWK 1941	1400 250	Community Bcstg. Inc. 16th & Market St. 5320	ABC Weed	John B. Reynolds, p, gm Elsie M. Cook, cm Dale Schussler, pd, sd	John B. Reynolds Jr., pmm James W. Jones, ce	Ray Vingi, nd Evelyn Haden, wd
WKWK-FM 1948	Ch. 247 (B) 97.3mc 16kw					
WTRX 1947		(See Bellaire, Ohio listing)				
WWVA 1926	1170 50,000 DA-N	Storer Bcstg. Co. Hawley Bldg. 5383	CBS Blair	George B. Storer, p Paul J. Miller, vp, mgng dir Andrew F. Hofman, cm	Paul A. Myers, pd Howard W. Meagle, pmm Edwin L. Keim, ce	Frank Stevens, nd Hardrock Gunter, fd Lew Clawson, sd
WWVA-FM 1947	Ch. 254 (B) 98.7mc 7.4kw					

WILLIAMSON*(Mingo County)*

WBTH 1939	1400 250	Williamson Bcstg. Corp. 5½ E. 2nd Ave. 1241	MBS	Clarence Lovitch, co-o	Alice Shein, co-o, gm, cm	
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MARKET DATA BY COUNTIES

County	Population 1950	Radio			Passenger		County	Population 1950	Radio			Passenger	
		Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954-55			Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Cars 1954-55
Adams	7,906	2,400	\$ 5,131	\$ 971	\$ 37	2,630	Marinette	35,748	10,100	34,223	9,069	631	10,653
Ashland	19,461	5,200	22,189	5,699	506	4,774	Marquette	8,839	2,600	7,779	1,479	122	2,983
Barron	34,703	10,100	44,621	7,664	1,009	10,709	Milwaukee	871,047	269,200	1,186,131	279,656	31,636	271,100
Bayfield	13,760	3,700	7,476	1,880	230	3,626	Monroe	31,378	8,400	25,588	5,627	623	8,841
Brown	98,314	28,500	118,317	24,889	3,072	32,236	Oconto	26,238	7,100	21,943	4,001	249	7,783
Buffalo	14,719	4,200	10,441	1,724	250	4,194	Oneida	20,648	6,300	26,593	7,399	727	6,904
Burnett	10,236	2,800	7,287	1,649	151	2,994	Outagamie	81,722	24,100	100,294	20,793	2,045	26,285
Calumet	18,840	5,300	20,897	3,412	333	5,949	Ozaukee	23,361	7,400	27,843	5,792	555	9,942
Chippewa	42,839	11,500	45,641	7,650	802	12,035	Pepin	7,462	2,000	7,605	1,729	67	2,253
Clark	32,459	8,800	31,516	4,328	581	9,260	Pierce	21,448	6,100	20,952	5,184	428	6,621
Columbia	34,023	10,300	44,152	8,022	389	12,288	Polk	24,944	7,300	26,900	5,074	731	7,820
Crawford	17,652	4,800	13,922	3,369	288	4,641	Portage	34,858	9,000	31,499	7,382	821	10,186
Dane	169,357	50,600	209,587	41,916	7,659	58,465	Price	16,344	4,400	14,915	2,714	275	4,434
Dodge	57,611	16,800	53,648	11,883	1,009	17,707	Racine	109,585	34,700	143,644	36,584	3,939	38,578
Door	20,870	6,400	23,237	5,441	545	7,354	Richland	19,245	5,200	20,936	4,381	465	5,591
Douglas	46,715	13,800	47,136	13,353	1,209	12,197	Rock	92,778	29,700	124,796	30,260	3,016	33,595
Dunn	27,341	7,600	25,717	4,918	491	8,075	Rusk	16,790	4,300	15,478	3,038	234	4,404
Eau Claire	54,187	16,700	67,371	15,035	1,984	17,063	St. Croix	25,905	7,500	27,154	4,931	501	8,284
Florence	3,356	1,200	2,407	636	28	1,115	Sauk	38,120	11,600	44,017	9,272	1,032	12,580
Fond du Lac	67,829	19,900	84,389	16,869	2,367	22,536	Sawyer	10,323	2,700	9,510	2,033	318	2,957
Forest	9,437	2,200	6,607	1,379	157	2,285	Shawano	35,249	9,400	28,737	6,287	483	10,284
Grant	41,460	12,100	46,413	8,363	839	12,452	Sheboygan	80,631	24,700	94,350	19,800	1,966	26,330
Green	24,172	7,400	37,449	8,819	967	8,308	Taylor	18,456	4,500	13,833	2,308	212	4,901
Green Lake	14,749	4,500	20,182	3,838	281	5,279	Trempealeau	23,730	6,700	21,489	3,700	352	7,017
Iowa	19,610	5,500	15,486	3,421	299	5,848	Vernon	27,906	7,600	21,987	5,754	591	8,113
Iron	8,714	2,400	7,512	2,401	62	2,491	Vilas	9,363	2,800	12,610	3,719	69	3,386
Jackson	16,073	4,700	14,573	2,268	216	4,602	Walworth	41,584	13,900	58,687	12,650	1,519	16,748
Jefferson	43,069	13,100	55,263	12,105	1,052	15,872	Washburn	11,665	3,100	11,254	3,292	395	3,299
Juneau	18,930	5,300	18,535	4,165	377	5,587	Washington	33,902	10,400	41,797	8,800	650	12,858
Kenosha	75,238	24,300	98,330	26,441	2,499	27,179	Waukesha	85,901	27,600	89,960	24,301	2,189	37,204
Kewaunee	17,366	4,600	15,440	2,414	249	5,523	Waupaca	35,056	10,300	45,813	8,344	879	11,560
La Crosse	67,587	20,400	86,826	21,272	1,830	20,872	Waushara	13,920	4,000	13,624	2,127	175	4,789
Lafayette	18,137	5,100	18,283	3,685	251	5,472	Winnebago	91,103	28,100	1,079,925	28,142	2,537	29,935
Langlade	21,975	5,900	25,037	5,843	368	6,129	Wood	50,500	14,600	58,901	13,563	1,122	16,368
Lincoln	22,235	6,400	24,886	6,461	651	6,757							
Manitowoc	67,159	20,000	76,781	18,995	1,145	22,005							
Marathon	80,337	22,400	86,757	16,824	1,506	24,977							

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

DIRECTORY OF AM AND FM STATIONS

City	County	Call Letters	Chan. or Freq.	Established	Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations		
ANTIGO (Langlade County)										
WATK		900		1947	250-D	Antigo Bcstg. Co. 3-4124	Artemus F. Berner, p, gm	Robert E. Fowler, ce		
APPLETON (Outagamie County)										
WAPL		1570		1952	1,000-D	Bartell Bcstrs. Inc John Balliet Hotel Regent 4-2609	Gill-Perna	Gerald A. Bartell, p Morton J. Wagner, evp	Connie Forster, gm Bob Culp, cm	Rex Munger, pd, nd, sd Ev Fliegel, ce
WHBY		1230		1923	250	WHBY Inc. 600 S. Law St. 3-6639	MBS Wisconsin Net. Meeker	Lewis J. Process, gm, cm Orion Samuelson, pd Chris Schneider, pmm	George Merkle, ce John Flynn, nd Clyde Downing, fd	Bob Lloyd, sd Marion Hauert, wd
ASHLAND (Ashland County)										
WATW		1400		1940	250	Upper Michigan-Wisconsin Bcstg. Co Northern State Bank Bldg. 1680	MBS KBS Wisconsin Net. Walker	William L. Johnson, p, gm Arnold J. Peterson, cm, nd	Nancy Anno, pd, wd Les Patten, ce	Joe Huber, fd Jim Footit, sd
AUBURNDALE (Wood County)										
*WLBL		930		1922	5,000-D	State of Wisconsin Radio Hall Madison Wisc. Alpine 5-2988		Harold B. McCarty, dir William G. Harley, pd Harold A. Engel, pmm	John H. Stiehl, ce Roy Vogelman, nd Maurice White, fd	Karl Schmidt, prod mgr Aline Hazard, wd
BEAVER DAM (Dodge County)										
WBEV		1430		1951	1,000-D	Beaver Dam Bcstg. Co Radio Park Turner 5-4439	KBS Holman	William E. Walker, p	Charles R. Dickoff, vp, gm	George Reese, cm
BELOIT (Rock County)										
WBEL		1380		1948	5,000-D DA-D	Beloit Bcstrs. Inc. P. O. Box 839 Emerson 5-5525	Gill-Perna	Russ Salter, p Robert O. Moran, gm Joseph E. Moen, sm, cm	Irv Andreoni, pmm Leo Wilson, ce Robert K. Brown, nd	Bob Scholz, fd Bob Noe, sd Christie Thomsen, wd
WGEZ		1490		1948	250	Beloit Bcstg. Co. Hotel Hilton Emerson 5-8665	MBS Wisconsin Net. Everett-McKinney	Sidney H. Bliss, p Vern Williams, gm Bill Bessire, cm	Tom Anderson, sm, sd Wayne Clay, ce	Dick Blanchard, nd Pat Nutley, wd
CHIPPEWA FALLS (Chippewa County)										
WCHF		1150		1954	1,000-D	Chippewa Falls Bcstg. Co 108 Bridge St. Park 3-4476	KBS Clark	Walter F. Kean, p Russ Salter, sec	Kern Stevens, gm, ce, nd Harry Lundstrom, cm, fd	Russ E. Brennen, pd, sd Maryan L. Smith, wd

Data corrected to Dec. 15, 1955. If executives or services for FM are same as AM affiliate, names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

EAU CLAIRE*(Eau Claire County)*

WBIZ 1947	1400 250	WBIZ Inc. 609 Cameron St. Temple 5-5111	MBS Pearson	Howard G. Bill, p, gm	Harold Jahnke, pd, ce, nd	L. G. Kassera, sd
WEAU 1937	790 5,000	Central Bcstg. Co. 2415 So. Hastings Way 2-3474	NBC Arrowhead Net. Hollingbery Bulmer & Johnson	W. C. Bridges, p, gm	Leo Howard, sm	
WEAU-TV 1945	Ch. 231 (B) 94.1mc 60kw					
WRFW 1948	1050 1,000-D	Chippewa Valley Radio & Television Corp. Rudolph Rd. 2-1620		Thomas K. Werner, p	Jack Kelly, gm, pd, nd, fd	

FOND du LAC*(Wisconsin County)*

KFIZ 1922	1450 250	KFIZ Bcstg. Co. 18 W. First St. 356	MBS Wisconsin Net. Holman	Emery W. Martin, evp Lynn N. Fairbanks, gm	Lucille A. Fairbanks, pd Wendel S. Meyers, ce	Joe Goeser, sd
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GLENDALE*(Monroe County)*

WFMR (FM) (CP)	Ch. 243 (B) 96.5mc 11kw	High Fidelity Bcstg. Corp. 2563 N. Summit Ave. Milwaukee 11, Wis.		Hugo Koeth Jr., p		
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GREEN BAY*(Brown County)*

WBAY 1922	1360 5,000 DA-N	Norbertine Fathers 115 South Jefferson Hemlock 2-3331	CBS Weed	Rev. M. J. Beemster, mgng dir Haydn R. Evans, gm Joe DeYoung, cm	Rog Mueller, pd Bob Meister, pmm Wallace Stangel, ce	Clair Stone, nd Bob Parker, fd Bud Witte, sd
WDUZ 1947	1400 250	Green Bay Bcstg. Co. 225 N. Adams St. Hemlock 5-5331	ABC	Ben A. Laird, p, gm Allen H. Embury, sm	Robert A. Vandersteen, cm Leo C. Westerman, ce	Robert A. Houle, nd Donald A. Weitendorf, sd
WJPG 1947	1440 5,000-D 500-N DA-2	Green Bay Newspaper Co. P. O. Box 620 Hemlock 5-7575	MBS Wisconsin Net. Burn-Smith	A. B. Turnbull, p John M. Walter, sm Glen R. Holznecht, cm	Charles Gourlie, pd William McCarthy, pmm Elmo Reed, ce	Les Sturmer, fd Tony Flynn, sd Mary Ann Bartelt, wd

HARTFORD*(Washington County)*

WTKM 1951	1540 500	Kettle Moraine Bcstg. Co. 600	KBS	Walter G. Zastrow, p Don K. Zastrow, gm, fd Thomas Schmidt, cm, pmm	Tom Kriege, pd, nd George Dodge, ce Redd Hall, sd	Lynn Karel, wd Pat Shanahan, music dir
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JANESVILLE*(Rock County)*

WCLO 1930	1230 250	Southern Wisconsin Radio Inc. 200 E. Milwaukee St. Pleasant 4-3316	MBS Wisconsin Net. Everett-McKinney	Sidney H. Bliss, p Vern W. Williams, gm, nd Bill Bessire, cm	Ralph Schroeder, pd, pmm Wayne Clay, ce Bob Walker, fd	Don Boyd, sd Pat McJoynt, wd
WCLO-FM 1947	Ch. 260 (B) 99.9mc 15.5kw					

KENOSHA*(Kenosha County)*

WLIP 1947	1050 250-D	Kenosha Bcstg. Co. 637 57th St. Olympic 7-6162	Everett-McKinney	William L. Lipman, o, gm Hugh L. Gately, sm Jerry Golden, pd	Steve Kelly, asst pd Cassy Lubanski, ce V. Taylor, co-nd	M. Zicarelli, co-nd Armin Ranyan, sd Irene Nelson, wd
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LA CROSSE*(La Crosse County)*

WKBH 1923	1410 5,000 DA-N	WKBH Inc. 141 S. 6th 2-4678	NBC Wisconsin Net. H-R Reps.	Howard Dahl, p, gm Robert Z. Morrison, cm	Berniece Callaway, pd Leonard G. Anderson, pmm	Al Leeman, ce
WKTY 1948	580 1,000 DA-1	Lee & Associates Inc. 112 N. 4th 2-6042	ABC Everett-McKinney Bulmer & Johnson	Herbert H. Lee, p Donald F. O'Brien, gm	Charles Kearns, pd, sd	Milo G. Knutson, nd
WL CX 1947	1490 250	Phillippe Bcstg. Corp. Rivoli Bldg. 4-4521	MBS KBS Sears & Ayer	R. L. Phillippe, p Gene W. Phillippe, gm, nd Robert A. Gaumer, cm	Catherine Guillaume, pd William E. Bruring, ce Kenneth Gribi, fd	Robert Mikkalson, sd Carol Phillippe, wd

LADYSMITH*(Rusk County)*

WLDY 1948	1340 250	Flambeau Bcstg. Co. Hwy. 8 West 584	KBS Clark	Charles H. Nelson, o, gm Joe Blake, cm	James Girard, pd	Raymond Bohnert, ce
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WORLD BROADCASTING SYSTEM, INC.
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dramatic
stars!**

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp. evp; slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm;	
MADISON (Dane County)						
*WHA 1919	970 5,000-D	University of Wisconsin Radio Hall Alpine 5-2988		E. B. Fred, p Harold B. McCarty, dir William G. Harley, pd	Harold A. Engel, pmm John H. Stiehl, ce Roy Vogelmann, nd	Maurice White, fd Karl Schmidt, prod mgr Aline Hazard, wd
WIBA 1925	1310 5,000 DA-N	Badger Bestg. Co. 3800 Regent St. Cedar 3-5311	NBC Avery-Knodel	William T. Evjue, p Kenneth F. Schmitt, gm Howard A. Johnson, cm	Robert N. Dick, pd Norman Hahn, ce Jack Newman, nd	Frank Mayfield, fd Betty Cass, wd
WIBA-FM 1948	Ch. 268 (B) 101.5mc 45kw					
WISC 1948	1480 1,000 DA-1	Radio Wisconsin Inc. Commercial State Bank Bldg. Alpine 7-2588	ABC MBS Arrowhead Net. Hollingbery	Ralph Immell, p Ralph O'Connor, gm Richard Nickeson, cm	Beverly White, pd Lee Wesner, pmm, fd W. M. Greely, ce	Clifford Conohan, nd Richard Sherman, sd Barbara Lane, wd
WISC-TV (CP)						
WISC-FM 1948	Ch. 251 (B) 98.1mc 1kw					
WKOW 1948	1070 10,000-D 5,000-N DA-2	Monona Bestg. Co. 215 W. Washington Ave. Alpine 7-2261	CBS Headley-Reed	Stewart Watson, p Ben F. Howel, gm Paul Enright, sm Robert Wickhem, co-ce	Hale Blakely, co-ce Jack Davis, co-nd Ray Streeter, co-nd	Roy Gumtow, fd Rudy Ploc, sd Luella Mortenson, wd
WKOW-TV						
WMFM (FM) 1948	Ch. 281 (B) 104.1mc 7.5kw	Earl W. Fessler 2047 Winnebago St. CH 4-2847		Earl W. Fessler, p, gm, ce Gene Edwards, cm Audrey Powers, pd	Bob Titton, pmm Ben Beneditti, nd	Rod Gallagher, sd Donna Lou, wd
MANITOWOC (Manitowoc County)						
WOMT 1926	1240 250	Francis M. Kadow Radio Bldg. 6015	MBS Wisconsin Net. Holman	Francis M. Kadow, p, gm, cm George H. Erdman, pd L. J. Splitt, pmm	Hubert Willis, ce G. H. Todd, nd Mordecai Morgan, fd	L. J. Mangin, sd Donna Wodak, wd
WWOC 1952	980 1,000-D	Manitowoc Bestg. Co 2500 N. 10th Ave. 7763	McGillivra	Edward D. Allen, co-o, gm, pmm	Edward W. Jacker, co-o, cm, ce	Donn Reed, pd, nd, fd, sd Dolores Allen, wd
MARINETTE (Marinette County)						
WMAM 1939	570 250-D	M & M Bestg. Co. Radio-TV Park 2-6631	NBC Wisconsin Net. Northern Net. Venard, Rintoul & McConnell	William E. Walker, p Joseph D. Mackin, gm Howard L. Emich, gm Wallace N. MacBrier Jr., pd	Lois Wilkowski, pmm Alister S. Alexander, ce Thomas J. Reading, nd	John Bell, fd William Liegeois, sd Marjorie E. Simms, wd
WMBV-TV	100-N					
MARSHFIELD (Wood County)						
WDLB 1947	1450 250	Dairyland's Bestg. Service Inc. 1710 N. Central Ave 1450	Schmitz	Lloyd L. Felker, p Robert W. Behling, gm Roger D. Thomsen, cm Du Wayne Allen, pd	Jack Thornton, pmm Jerry Boos, ce Glenn Brown, nd	Chuck Lilligren, fd Bob Johnson, sd Marilyn Peterson, wd
WDLB-FM 1948	Ch. 280 (A) 103.9mc 0.25kw					
MEDFORD (Taylor County)						
WIGM 1941	1490 250	M and N Bestg. Co P. O. Box 59 255	MBS Clark	Paul Allman, p Joe Dahlvig, vp, gm Raymond Bohnert, sec, ce	Harold R. Murphy, treas, pd Galen Brunner, nd Dick Johnson, fd	Don Seehafer, sd Joan Kalmon, wd
MENOMONIE (Dunn County)						
WMNE 1951	1360 1,000-D	Menomonie Bestg. Co 603½ Broadway 1156	KBS	Dr. Wendell Hansen, p Douglas Weikle, gm, nd Thor Edgeberg, cm	Warren Weikle, pd Everett Lindgren, ce Howard Kuhn, fd	Denton Fender, sd Margaret Brandenburg, wd
MERRILL (Lincoln County)						
WLIN (FM) 1947	Ch. 264 (B) 700.7mc 9.7kw	Alvin E. O'Konski Enter- prises Inc. Fourth & Scott Sts., Wausau Wausau 2-2111		Alvin E. O'Konski		
MILWAUKEE (Milwaukee County)						
WEMP 1935	1250 5,000 DA-2	Milwaukee Bestg. Co 710 N. Plankinton Ave Broadway 1-7722	Headley-Reed	A. M. Spheris, p Hugh K. Boice Jr., vp, gm John C. Gagliano, cm	Tom Shanahan, pd Rolland E. Paske, ce	Don O'Connor, nd Earl Gillespie, sd
WEMP-FM 1948	Ch. 227 (B) 93.3mc 50kw					
WFOX 1945	860 250-D	Business Management Inc. 208 E. Wisconsin Ave. Broadway 2-1272	KBS	Joseph A. Clark, p, gm Viola E. Wilson, sm, pd	Edward T. Flynn, cm Robert Mayer, ce	John Anthony, sd Jo Boyd, wd
WFOX-TV (CP)						
WISN 1922	1150 5,000 DA-1	Hearst Corp. 540 N. Plankinton Ave. Broadway 1-4644	ABC CBS Petry	D. L. Provost, vp L. E. Showerman, sm L. A. Larson, asst mgr J. Grant Sandison, cm	Patt Barnes, pd Charles J. Lanphier, pmm Lou Riepenhoff, pub mgr Donald A. Weller, ce	Joseph Sergio, bus mgr Milt Brandl, nd, fd Bill Kersey, sd Mary Ann LeMay, wd Gino Monaco, ce
WISN-TV						
WMIL 1947	1290 1,000-D	Cream City Bestg. Co 2625 W. Wisconsin Ave. West 3-1290	Everett-McKinney	Gene Posner, p Neil Searles, gm	Gene Emerald, prog co- ordinator, nd	
WOKY 1947	920 1,000 DA-1	Bartell Bestrs. Inc. 522 W. Wisconsin Ave. Broadway 1-8480	Bolling	Gerald A. Bartell, p Morton J. Wagner, evp Melvin Bartell, gm	John A. Reddy, pd, sd Miltzi Shio, pmm Ralph Evans, ce	Bob Berringer, nd Barry Grant, fd Rosa B. Evans, wd
WRIT 1955	1340 250	Trinity Bestg. Corp. 5407 W. Martin Dr. Bluemound 8-9321	H-R Repts Brown	Gordon B. McLendon, p Bill Weaver, gm Bill Baldwin, asst mgr	Elmer Francke, cm Gene Edwards, pd Ralph Ingraham, ce	Jack Warren, nd Gerry Grainger, sd
WTMJ 1927	620 5,000 DA-N	The Journal Co. 720 E. Capitol Dr. (12) Broadway 1-6000	NBC Christal	Walter J. Damm, vp, gm R. C. Winnie, asst gm George Comte, sm	Neale V. Bakke, slm George Nicoud, asst to mgr Don Loose, prod mgr	Phillip B. Laeser, eng mgr Bruce Wallace, pmm

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

MONROE

(Greene County)

WEKZ 1260
1951 1,000-D

Green County Bestg. Co.
Schuetze Bldg.
1260

Willard Schuetze, ptr
Edwin Schuetze, ptr
Kenneth Stuart, ptr
Doran Zwygart, ptr

Grant A. Ritter, gm, cm, fd
Stan Neuberger, pd
Joe Urban, asst mgr
Rex Eyster, ce

Charles Booth, nd
George McKeown, sd
Eileen Steensrud, wd

NEENAH-MENASHA

(Winnebago County)

WNAM 1280
1946 1,000
DA-N

Neenah-Menasha Bestg Co
Pearson
P. O. Box 602
Parkway 2-6471

S. N. Pickard, p
Don C. Wirth, gm

W. C. Porsow, cm
Harry R. Hill, ce

Tom Collins, sd

OSHKOSH

(Winnebago County)

WOSH 1490
1941 250

Oshkosh Bestg. Co.
1235 Bowen St. Rd.
Stanley 4580

ABC
Pearson
William F. Johns Jr., p
William L. McDonald, gm, cm
Robert Hasselman, pd

Donald Zuehlke, ce
Roland McBain, nd

Jack McKone, sd
Jessie Miller, wd

PARK FALLS

(Price County)

WPFF 1450
1953 250

Northland Bestg. Co.
Clark
262

Gene Halker, p
Gordon Schluter, sec-treas

Gordon Locke, pd
Robert Senne, ce

Dan Creighton, sd
Lois Hickey, wd

PLATTVILLE

(Grant County)

WSWW 1590
1955 1,000-D

Southwest Wisconsin Co.
Radio Park
2775

John F. Monroe, p

Robert J. Bodden, gm, cm,
prog mgr, pmm, nd

Raymond Skinner, ce

PLYMOUTH

(Sheboygan County)

WPLY 1420
1954 500-D

KBS
Eastern Wisconsin
Bestg. Co. Inc.
P. O. Box 222
3-3661

Arthur J. Gerber, p
John R. Saxe, gm
Donald Harrington, cm

Walter Kalata, pd, nd
Lew Wendlandt, pmm, fd, sd

Eugene Capelle, ce
Irene Schmeling, wd

PORTAGE

(Columbia County)

WPDR 1350
1952 1,000-D

Portage Bestg. Co.
P. O. Box 142
1350

W. T. Comstock, p
William Felton, gm, nd, sd
Les Peterson, cm

Berwyn, Ableman, pd, fd
Frank Haas, pmm

Oliver Jones, ce
Carol Mork, wd

POYNETTE

(Columbia County)

WIBU 1240
1925 250

WWCF (FM) Ch. 135 (B)
1948 94.9mc
37kw

Wm. C. Forrest
98
(WIBU, Am Affiliate)

KBS
Wisconsin Net.

Wm. C. Forrest, p, gm, cm

Sarah Forrest, pd

Leonard Doese, ce

PRAIRIE du CHIEN

(Crawford County)

WPRE 1280
1952 500-D

Prairie Bestg. Co.
441 Main St.
P. O. Box 36
637

Holman

W. C. Schlaugat Jr., gm
Thomas Multerer, cm, pmm
Jerry Key, pd

Edwin Pugh, ce
Don Green, nd
Eldon Schmidt, fd

Tom Morgan, sd
Toni Panka, wd

RACINE

(Racine County)

WRAC 1460
1949 500-D

WRJN 1400
1926 250

WRJN-FM Ch. 264 (B)
1948 100.7mc
15kw

WRAC Inc.
Arcade Bldg.
2-1627

Racine Bestg. Corp.
441 Main St.
Melrose 4-3311

KBS
Sears & Ayer

ABC
Wisconsin Net.
Walker

George Gorton, II, p

Harry R. LePoidevin, gm
Harold J. Newcomb, sm
Gerald D. Nelson, cm

William J. Priaux, vp, gm,
pmm

Lyman Merens, pd, nd
Amelia French, pmm
Stanley D. Fisher, ce

William Gumm, sd
Helen Thomas, wd

1956 THURSDAY 8

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LOS ANGELES ST. LOUIS SAN FRANCISCO

City County	Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations
REEDSBURG (Sauk County)						
	WRDB 1953	1400 250	William C. Forrest Poynette, Wisc. 98	Wisconsin Net.	William C. Forrest, p Mike Flaherty, gm Larry Durand, pd	Richard Ingwell, ce Ed Reilly, nd Jim Gates, sd Helen Kohlmeier, wd
RHINELANDER (Oneida County)						
	WOBT 1947	1240 250	Oneida Bcstg. Co. Route 2 1240	MBS McGillvra	James Cleary, p George F. Thoma, gm Howard Koenitzer, cm	Wendell Porter, pd William Anderson, ce John Wadd, nd Todd McEldowney, sd
RICE LAKE (Barron County)						
	WJMC 1938	1240 250	WJMC Inc. 550	MBS Arrowhead Net. Wisconsin Net. Hollingbery	W. C. Bridges, p Russell J. Brown, gm, cm, pd, pmm	Carl Klauss, nd Robert Kolsky, ce Betty Rich, wd
	WJMC-FM 1947	Ch. 242 (B) 96.3mc 15.5kw				
RICHLAND CENTER (Richland County)						
	WRCO 1949	1450 250	Richland Bcstg. Corp. P. O. Box 192 1000	Wisconsin Net.	Hala D. Peebles, p, gm, pd Gerald Cook, cm Peter Athanas, ce	Joseph Koelsch, nd Orlie T. Baker, fd Bob Kane, sd Mildred McIntyre, wd
SHAWANO (Shawano County)						
	WTCH 1948	960 1,000 DA-N	Shawano County Leader Pub. Co. 107 E. Green Bay St. 666	KBS Best	Jeanne P. Donald, gm	R. Gruetzmacher, sm
SHEBOYGAN (Sheboygan County)						
	WHBL 1926	1330 1,000-D 250-N	WHBL Inc. Hotel Foeste Glencourt 8-2107	ABC Wisconsin Net Venard, Rintoul & McConnell	Charles E. Broughton, p Paul Skinner, gm	Ed Hagen, cm Christ Bauer, ce Chuck Fisher, nd Jim Siegel, sd
	WHBL-FM 1948	Ch. 262 (B) 100.3mc 63kw				
	WSHE 1955	950 500-D DA-D	Lake Shore Bcstg. Co. 1210 North 8th St. Glencourt 2-4671	Sears & Ayer	David A. Bensman, o, p, gm John H. Gardiner, cm Clifford Derby, pd	Rose S. Bensman, pmm Jack Brookbank, ce Lawrence E. Foreman, nd Sue Brookbank, wd
SPARTA (Monroe County)						
	WLJ 1951	1290 1,000-D	Sparta-Tomah Bcstg. Co. 124½ S. Water St. 3307	KBS Best	John D. Rice, p, gm, nd Thomas M. Price, cm Eddie Cary, pd, fd	Richard M. Hubbell, pmm Roger L. Belke, ce Bill Lahm, sd Mary Hoogenhous, wd
STEVENS POINT (Portage County)						
	*WLBL 1954	930 5,000-D	State of Wisc. Radio Council			
	WSPT 1948	1010 250-D	Stevens Point Bcstg. Co. 414 Main St. 2744	Holman	W. F. Johns Jr., p Peter A. Barnard, vp, gm	Dave Silverman, cm Tom Lund, pd, nd Garth Bowker, ce Gordon Blacketer, sd
STURGEON BAY (Door County)						
	WDOR 1951	910 500-D	Door County Bcstg. Co. 15th & Utah 593	McGillvra	Edward Allen Jr., p, gm, pmm, fd	William O. Warnkey, cm Dolores Allen, pd, wd Joseph J. Genovese, ce, sd Verneille Haen, nd
	WOKW 1951	1260 1,000-D	Door County Radio Co. 1260	KBS Best	Howard R. Peters, p, gm Frank Ullsperger, slm Jack Schaefer, pd	Robert Egeland, ce Chandler F. Harris, vp, nd Leonard Koskubar, fd Robert Baum, sd Eleanor Schultz, wd
SUPERIOR (Douglas County)						
	KDAL 1936		(See Duluth, Minn. listing)			
	WDSM 1939	710 5,000	WDSM Inc 921 Tower Ave. EX 4-4451	ABC MBS Free & Peters	Robert E. Ridder, p Rodney A. Quick, gm Carlo Anneke, cm	Tony Marta, pd Gerald Baumann, ce Siinto Wessman, nd Robert Junkert, sd
	WDSM-TV	DA-N				
TWO RIVERS (Manitowoc County)						
	WTRW 1951	1590 1,000-D	Two Rivers Bcstg. Co. 1817 Washington St. 324	KBS	Wendell Hansen, p Howard J. Luebke, gm	Stanley Greene, cm Elmer Johnson, ce
WATERTOWN (Jefferson County)						
	WTTN 1950	1580 250-D	Watertown Radio Inc. 104 W. Main St. 2215	KBS	Carl V. Kolata, p, gm Douglass Beaudoin, ce	Willard James, nd William Lister, sd Florence Herold, wd
WAUKESHA (Waukesha County)						
	WAUX 1947	1510 250-D	Waukesha Bcstg. Co. 319 W. Main St. Liberty 2-6636	KBS Holman	N. E. Schley, co-o, p Mig Figi, co-o, gm Charles Williams, co-o, cm	Donald Froehlich, pd, fd Adin Randall, ce Allan Williams, nd R. Shannahan, sd Nota Jean Magers, wd

Data corrected to Dec. 15, 1955. If executives or services for FM are same as AM affiliate, names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

WAUPACA

(Waupaca County)

WAPC 1320 Chain O'Lakes Bcstg. Corp.
(CP) 1,000-D c/o Harry E. Vose
322 Elmwood Ave.
Oshkosh, Wisc.

WDUX 800 Dorothy J. Laird
(CP) 500-D 2355 S. Webster
Green Bay, Wisc.

Harry E. Vose, vp

Dorothy J. Laird, o

WAUSAU

(Marathon County)

WHVF 1230 Lakeland Bcstg. Co.
1953 250 1110 E. Wausau Ave.
2-1188

WOSA 550 Alvin E. O'Konski
1948 5,000 Enterprises, Inc.
DA-2 Thorp Finance Bldg.
2-2111

WSAU 1400 Wisconsin Valley Tv
1937 250 Corp.
WSAU-TV 714 Fifth St.
2-1021

Indie

ABC, MBS
Rambeau
Bulmer & Johnson

NBC
Wisconsin Net.
Meeker

Hilding V. Foreen, p, ce
R. H. Topinka, gm, cm, sd

Alvin E. O'Konski, p
Arthur Linn, gm
Dan Turner, cm

J. C. Sturtevant, p
George T. Frechette, gm
Richard D. Dudley, asst gm

Joe Lenoci, pd
Dick Doede, nd

Carol Green, pd
Leon Gabriel, pmm
Werner Weiss, ce

George Bundner, sm, sd
James W. Frey, cm
Don DeByle, pd, pmm

Harold Golding, fd
Florence Frodl, wd

Charles Summers, fd
Mark Zelich, sd
Miriam Semling, wd

Roland W. Richardt, ce
Howie Gernetske, nd
Buck Leverton, fd

WEST BEND

(Washington County)

WBKV 1470 West Bend Bcstg. Co.
1950 500-D Federal 4-2344

August C. Berkholtz, p
Roy Ambrose, sm

Paul Mueller, cm
Ray Kessenick, pd

Paul Ripple, ce

WISCONSIN RAPIDS

(Wood County)

WFHR 1340 William F. Huffman
1948 250 Radio Inc.
143 W. Grand Ave.
1340

MBS
Wisconsin Net.
Devney

Louise F. Huffman, p
George T. Frechette, gm,
pmm

L. J. Zurawski, cm
James S. Tighe, pd, nd
Gordon Miller, ce

Arnie Strophe, fd
Ed Hanson, sd
Bernardine Speltz, wd

WFHR-FM Ch. 277 (B)
1947 103.3mc
2.1kw

WYOMING

MARKET DATA BY COUNTIES

County	Radio						County	Radio					
	Population 1950	Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Passenger Cars 1954		Population 1950	Families July 1955	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)	Passenger Cars 1954
Albany	19,055	5,900	\$22,458	\$ 5,292	\$ 497	7,271	Park	15,182	5,200	21,681	4,835	635	5,828
Big Horn	13,176	3,500	12,232	2,803	545	4,171	Platte	7,925	2,300	9,038	1,975	378	2,809
Campbell	4,839	1,300	6,450	1,192	211	1,809	Sheridan	20,185	6,300	25,837	5,973	769	7,398
Carbon	15,742	4,800	18,361	3,673	584	5,554	Sublette	2,481	800	3,119	492	209	969
Converse	5,933	1,600	9,100	1,893	249	2,470	Sweetwater	22,017	6,300	27,070	5,326	805	6,715
Crook	4,738	1,100	4,432	859	103	1,450	Teton	2,593	800	6,231	1,182	75	1,440
Fremont	19,580	5,800	28,905	6,134	951	6,654	Uinta	7,331	1,600	8,598	1,666	204	2,414
Goshen	12,634	3,500	14,583	2,661	344	4,629	Washakie	7,252	2,000	13,210	2,602	351	3,243
Hot Springs	5,250	1,700	8,583	2,230	409	2,258	Weston	6,733	2,300	12,921	2,853	608	4,015
Johnson	4,707	1,300	5,928	1,359	120	2,144	Yellowstone						
Laramie	47,662	15,400	63,590	13,079	1,749	20,193	Natl. Park	353	100	2,575	45		
Lincoln	9,023	2,300	9,265	2,119	302	2,780							
Natrona	31,437	12,800	64,515	9,850	1,774	17,323							
Niobrara	4,701	1,100	8,055	1,207	176	1,902							

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

DIRECTORY OF AM AND FM STATIONS

BUFFALO

(Johnson County)

KBBS 1450 Northern Wyoming
(CP) 250 Bcstg. Corp.
P. O. Box 822
Sheridan, Wyo.

Donald J. Grimes, p

CASPER

(Natrona County)

KSPR 1470 Donald Lewis Hathaway
1930 5,000-D P. O. Box 930
1,000-N 3-5777

KATI 1400 John L. Breece
(CP) 250 P. O. Box 436
Lander, Wyo.

CBS
Walker
Tracy Moore

Donald Lewis Hathaway,
p, gm

John L. Breece, o

Marcus R. Nichols, asst mgr

KVOC 1230 KVOC Bcstg. Co.
1946 250 P. O. Box 2090
2-4512

ABC
MBS
Intermountain
Wyo. Cowboy
McGillivra

William F. Shutts, co-o, gm
I. E. Shahan, co-o, cm
Duane Simons, co-o, ce

Jim Baker, pd
Fred Meeks, nd

Warren Carlson, sd
Marj Hileman, wd

CHEYENNE

(Laramie County)

KFBC 1240 Frontier Bcstg. Co.
1940 250 2923 E. Lincoln Way
4-4461

ABC
Intermountain
Wyo. Cowboy
Avery-Knodel

Robert S. McCracken, p
William C. Grove, gm, ce
Charles P. Cahill, cm

Betty Keyes, pd
Carman Shuster, pmm
Kirk Knox, nd

Larry Birleffi, sd
Margie O'Brien, wd


City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations <i>Owner o; Pres. p; Exec. vp, evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.</i>		
CHEYENNE (Cont.)						
KVWO 1952	1370 1,000-D	Great West Co. P. O. Box 926 2-6433	MBS McGillvra Briley	William T. Kemp, p, gm Bill Anderson, sm Ruth Dorr, slm	Mellie Barnett, pd Miles Greenfield, nd Jack Duane, sd	Jo Ann Sandler, wd Harold M. Roberts, ce Tom Drake, pmm
CODY (Park County)						
KODI 1947	1400 250	Park Bcstrs. Inc. P. O. Box 762 444	McGillvra	Dr. R. B. Croft, p Robert B. Beall, sec-treas, bus mgr	Wayne E. Killmer, vp, cm Kay Decker, traffic mgr, nd, wd	Owen Allen, pd Hal Bowen, ce, fd Gabby Barrus, sd
EVANSTON (Uinta County)						
KLJK 1953	1240 250	Advertising Enterprises P. O. Box 198 700	MBS KBS Intermountain Avery-Knodel	Edwin L. Bullis, p Al Pyatt, gm, cm, fd	Ellen Wheelers, pd Harry Albers, ce	Laura Marie Pyatt, wd
LANDER (Fremont County)						
KOVE 1948	1330 1,000 DA-N	Edward J. Breece P. O. Box 436 488	MBS KBS Intermountain Continental	Edward J. Breece, p Jack L. Breece, gm, pd Dorothy L. Reed, cm	Louise York, pmm Gary Fehlauer, ce James Fitzgerald, slm	Robert W. Allen, nd, sd Harriet Bagley, wd
LARAMIE (Albany County)						
KOWB 1948	1340 250	Snowy Range Bcstg. Co. P. O. Box 972 4888	MBS KBS Intermountain Avery-Knodel	John Alexander, co-o George Dent, co-o Harry D. Peck, gm, cm	Linn Smith, pd, ce Pat Wilson, pmm Johnny Steele, nd, sd	Britt Davis, fd Kay Shelton, wd
NEWCASTLE (Weston County)						
KASL 1953	1240 250	Newcastle Bcstg. Co. P. O. Box 967 Sherwood 6-2721	ABC Wyo. Cowboy McGillvra	Floyd L. Sparks, gm Roy D. Schmidt, ce	Phil Atkisson, nd Dick Shivlock, sd	Dorothy Accola, wd
POWELL (Park County)						
KPOW 1941	1260 5,000-D 1,000-N DA-N	Albert J. Meyer Elder Bldg. 222	MBS KBS Intermountain Avery-Knodel	Albert J. Meyer, p, gm Kenneth Meyer, cm	Agnes Fields, pd	J. S. Kilness, ce

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KVWO

... WONDERFUL WYOMING'S SUPER-SALESMAN!

**Covering
More
People
Than Any
Other**



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Box 926
Cheyenne,
Wonderful
Wyoming
Ph. 2-6433

**Selling Northern Colorado, Western Nebraska,
too! It's the GIANT economy package of
Wyoming, Nebraska, and Colorado!**

JOS. HERSHEY MCGILLVRA, INC.
New York, Chicago, Atlanta
Los Angeles, San Francisco

in Wonderful Wyoming

Wonderful

**WYOMING'S TOP
HOOPER STATION!**

RAWLINS

(Carbon County)

KRAL 1947	1240 250	Rawlins Bestg. Co. P. O. Box 385 1003	ABC MBS Intermountain McGillvra	Tracy McCracken, p Jack C. Vagner, gm, cm, sd	Newton K. Fenney, pd Robert Williams, ce	Gene McMillen, nd, fd Romona Nelson, wd
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RIVERTON

(Freemont County)

KWRL 1949	1450 250	Joseph P. Ernst Worland, Wyo. 733	MBS Intermountain Wyo. Cowboy	Joseph P. Ernst, p Jim Meredith, gm, cm, pd, sd	Bill Ross, ce, nd, fd	Jeanne Brown, wd
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ROCK SPRINGS

(Sweetwater County)

KVRS 1938	1360 1,000-D 500-N DA-N	Wyoming Bestg. Co P. O. Box 1062 Empire 2-3793	MBS KBS Intermountain	D. G. Richardson, p Dwight A. Fisher, gm, sd	Laurel H. Mosbey, cm Imogene Parr, pd, nd	John Cormana, ce
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SHERIDAN

(Sheridan County)

KWYO 1934	1410 1,000-D 500-N	Big Horn Bestg. Co 21 N. Main 601	MBS Intermountain Avery-Knodel	Jim Carroll, p, gm Don Tannehill, cm	Bob Wilson, pd, nd Bob Crosthwaite, ce	Jim Spracklin, sd
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THERMOPOLIS

(Hot Springs County)

KRTR 1955	1490 250	Mildred V. Ernst 500 Broadway 800	MBS Intermountain	Mildred Ernst, ptrn, gm J. P. Ernst, ptrn, nd	Olin Pike, cm Philip Ernst, ce	Jack Beard, sd
KTHE 1955	1240 250	Thermopolis Bestg. Co c/o H. Scott Taylor 228 Klink Bldg.				

TORRINGTON

(Goshen County)

KGOS 1950	1490 250	J. P. Ernst P. O. Box 271 567		J. P. Ernst, o, gm		
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WORLAND

(Washokie County)

KWOR 1946	1340 250	Joseph P. Ernst P. O. Box 409 733	MBS Intermountain	Joseph P. Ernst, p, ce Mildred V. Ernst, gm, cm	Jerry Fay, pd, sd Lillian Wells, pmm	Jim Lambrose, nd Ava Johnson, wd
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ALASKA

ANCHORAGE

KBYR 1949	1240 250 (CP-1270 1,000)	Radio Anchorage Inc. P. O. Box 1960 5-8201		E. Pournelle, gm Wesley Burton, cm	David L. Dodd, ce Jack Wandell, nd	Ed Stevens, sd
KENI 1948	550 5,000	Midnight Sun Bestg. Co. P. O. Box 1160 20301	ABC, MBS, NBC Fletcher Day	Austin Cooley, p Alvin O. Bramstedt, gm	Claire O. Banks, sm Wm. Stewart, cm	Ralph Walker, ce
KENI-TV 1924	730 10,000	William J. Wagner Securities Bldg. Seattle 1, Wash. Seneca 6333	CBS Alaska Bestg. Sys. Alaska Radio-TV Sales	William J. Wagner, p, gm Ernest Spink, sm Elmer Emery, pd	Edward L. Carter, pmm William E. Duck, ce George Patterson, nd	Edward Mack, sd Audrey Davies, wd

CORDOVA

KLAM 1954	1450 250	Northern Light Bestg. Corp. P. O. Box 278	Day Fletcher	Charles L. Buck, p, gm, ce, nd	Dona Buck, pd Vince Addington, sd	Phyllis Carlson, wd
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FAIRBANKS

KFAR 1939	660 10,000	Midnight Sun Bestg. Co. Box 910 2803	ABC, MBS, NBC Fletcher Day	Austin G. Cooley, p Alvin O. Branmstedt, gm	John Grin, cm Richard Greuel, pd	Robert Franzke, ce
KFRE 1948	900 10,000	William J. Wagner Securities Bldg. Seattle 1, Wash. Seneca 6333	CBS Alaska Bestg. Sys. Alaska Radio-TV Sales	William J. Wagner, p, gm, ce Jack Hauser, sm	Ruth Bagwell, pd Lawrence M. Laby, pmm	Joel Buffington, nd, sd Val Greuel, wd

JUNEAU

KINY 1935	800 5,000	William J. Wagner Securities Bldg. Seattle 1, Wash. Seneca 6333	CBS Alaska Bestg. Sys. Alaska Radio-TV Sales	William J. Wagner, p, gm James B. Lawson, sm Richard Peter, pd, nd	Joseph B. Mangan, pmm Gordon Burnett, ce	Robert Pegues, sd Margaret Metcalf, wd
KJNO 1952	630 1,000-D 500-N	Midnight Sun Bestg. Co. Box 140 508	ABC, MBS, NBC Fletcher Day	Austin G. Cooley, p Robert A. Wells, sm Joseph Mangan, sm	Jim Douglas, pd Dorothy Wheeler, pmm, wd	Royal O'Reilly, ce Steve Brody, nd, sd

KETCHIKAN

KABI 1952	580 1,000-D 500-N	Midnight Sun Bestg. Co. P. O. Box 1459 3124	ABC, MBS, NBC Fletcher Day	Austin G. Cooley, p Donald G. Andon, sm	R. E. Moul, cm Douglas Walker, pd	Richard M. Nicholas, ce
KTKN 1942	930 1,000	William J. Wagner Securities Bldg. Seattle 1, Wash. Seneca 6333	CBS Alaska Bestg. Sys. Alaska Radio-TV Sales	William J. Wagner, p, gm Robert C. Mehan, sm Michael P. Quinn, pd	Roderick D. Falconer, pmm Alvin Lavanaway, ce	Roall Erickson, nd Irene Soule, wd

SEWARD

KBH 1948	1340 250	William J. Wagner Securities Bldg. Seattle 1, Wash. Seneca 6333	CBS Alaska Bestg. Sys. Alaska Radio-TV Sales	William J. Wagner, p, gm Donald R. Hanlin, sm	William E. Duck, ce Lloyd D. Early, nd	Elsie J. Shingleton, wd
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SITKA

KFW 1949	1230 250	William J. Wagner Securities Bldg. Seattle 1, Wash. Seneca 6333	CBS Alaska Bestg. Sys. Alaska Radio-TV Sales	William J. Wagner, p, gm Harry C. Lanz, sm	DeWayne Sharp, ce	Alvin B. Larson, nd
KSEW 1954	1400 250	Voice of Sheldon Jackson Inc.				

GUAM

AGANA

KUAM 1954	610 1,000	Radio Guam P. O. Box 68 72-365	NBC Young	Harry M. Engel Jr., p H. Richard Maguire, mgr Donald C. Brown, opr mgr	Gary R. Fuller, pd Walter R. Gambell, ce	Robert A. Jordan, sd Melba Shriver, wd
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HAWAII

HILO

(Hawaii County)

KHBC 1936	970 1,000	Hawaiian Bcstg. Sys. P. O. Box 1476 4616	CBS Hawaiian Free & Peters	J. Howard Worrall, p C. Richard Evans, vp, gm C. T. Thrumston, sm	Roger H. Coryell, pd Harold L. Marques, ce Wayne L. Collins, nd	Frank Valenti, sd Amy C. Izumi, wd
KHBC-TV						
KILA 1951	850 1,000	James Emile Jaeger P. O. Box 1595 4372	MBS Inter-Island Net. Hollingbery	James E. Jaeger, o, gm Bey Nabara, cm Sam Nakamura, pd	Bill Meyers, pmm Rikia Doi, ce	Ed Mundy, nd Carlos Rivas, sd
KIPA 1947	1110 1,000	Big Island Bcstg. Co. P. O. Box 1602 2177	NBC Aloha Bcstg. Co.	Ira Mercer, p Jack Lanakila Brandt, gm, cm, pmm, nd	Kuihelani Mahikoa Brandt, pd, wd	R. Waldemar Jaderstrom, ce Max L. Nicholson, fd

HONOLULU

(Honolulu County)

KAIM (CP)	870 1,000	Christian Bcstg. Assn 1136 12th Ave. Kaimuki, Honolulu 72-4005		Theis Reynertson, p		
KAIM-FM 1953	Ch. 238 (B) 95.5mc 5.7kw			Theis Reynertson, p Cornelius Keur, gm	J. Robert Jensen, cm Donald Lowther, pd	Edward Castle Schoen, ce
KGMB 1939	590 5,000	Hawaiian Bcstg. Sys. 1534 Kapiolani Blvd. 9-2011	CBS Free & Peters	J. Howard Worrall, p C. Richard Evans, vp, gm Ralph H. Davison Jr., slm	Robert Costa, pd John T. Quinlan, prom dir Dan Hunter, ce	Art Hansen, nd Frank Valenti, sd
KGMB-TV						
KGU 1922	760 2,500	Advertiser Pub. Co. P. O. Box 3110 5-2977	NBC All Islands Radio Net. NBC Spot Sales	Lorin F. Thurston, p William O. Faine, gm George Mansfield, cm	Lee Hirschland, pd Vincent Priore, pmm Sakae Kimata, ce	Robert R. Roberts, nd Gene Good, sd
KONA (TV)						
KHON 1945	1380 5,000	Aloha Bcstg. Co. P. O. Box 1380 9-5295	Bolling	Ira G. Mercer, p, gm	Drew Kay, gen slm	
KIKI 1951	860 250 (CP-830)	KIKI Ltd. 230 Ward Ave. 6-3456		Royal V. Howard, p, ce	Angelo J. Rossi, evp, gm, cm, pd, pmm	
KPOA 1946	630 5,000	Radio Hawaii Inc. 575 Kamoku St. 9-5236	MBS Inter-Island Net. Hollingbery	John M. Shaheen, p Fin Hollinger, evp, gm, cm	Carlos Rivas, pd, sd Robert H. Lang, ce	Ed Mundy, nd Barbara Bishop, wd
KULA 1947	690 10,000	Television Corp. of America 1290 Ala Moana Blvd. 6-3666	ABC Young	Richard C. Simonton, p Jack Burnett, evp, gm M. Franklin Warren, cm Alan Miller, pd	Paul Yamamoto, pmm Ronald T. Miyahira, ce Gordon Thompson, nd	Kimo Wahl, sd Jo Esser, wd
KULA-TV						

KANEOHE

(Honolulu County)

KANI 1953	1150 1,000 DA-1	Windward Bcstg. Co. P. O. Box 697 KAI 24-3882		Merril K. Riley, p Don Carter, mgr, pd	Patt Patterson, slm, pmm	John Ellingson, ce
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LIHUE

(Kauai County)

KTOH 1940	1490 250	Garden Island Pub. Co. 2021	NBC All-Islands Net.	Charles J. Fern, gm	Martin H. Sebastian Jr., mgr	Katashi Nose, ce
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WAILUKU

(Maui County)

KMVI 1947	550 1,000	Maui Publishing Co. P. O. Box 374 33-981	NBC All-Islands Net NBC Spot Sales	J. Walter Cameron, p Ezra J. Crane, gm Frank Kovacic, cm Alan J. Delpech, pmm	Richard E. Mawson, asst gm, pd George Tam, ce	Earl I. Tanaka, nd Wilson P. Cannon, sd Nora Cooper, wd
KMVI-TV						

WAIPAHAU

(Honolulu County)

KAHU 1950	920 1,000	Rural Bcstg. Co. P. O. Box 1007 Honolulu 27-3136		Dr. Timothy Wee, p Harry En Chu, gm	Robert Miller, pd, nd	Jackson McBride, pmm
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PUERTO RICO

AGUADILLA

WABA 1951	850 250	Hector Reichard P. O. Box 188 241		Hector Reichard, o F. Bonnet Velez, gm Wilfredo Almodovar, cm G. Ramos Ferreri, p	Alejandro Aviles, pd Raul Santiago, pmm	Antolin Jimenez, ce E. Cruz Velez, nd
WGFR (CP)	1340 250	Jaicoa Bcstg. Corp. P. O. Box 863				

ARECIBO

WCMN 1947	1280 1,000	Caribbean Bcstg. Corp Antonio Barcelo St. 589		A. Esteva Vidal, p Nabal Barreto, gm	Frank Lopez Oronoz, cm Frank Lopez Inserni, pd	Jose Soler, ce
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BAYAMON

WENA 1947	1560 250	Bayamon Bcstg. Corp. P. O. Box 157 161		Dr. A. Diaz Atilas, p	D. Diaz Alejandro, gm	
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CAGUAS

WNEL 1947	1450 250	Inter American Radio Corp. Celis Aguilera eq Corchado 678		Eduardo Biascochea, p, gm, ce	John W. Rodriguez, cm C. Miner, pd, pmm	Miguel A. Candelario, sd Patria Rijos, wd
WVJP 1947	1110 250	Borinquen Bcstg. Co. P. O. Box 207 789		Hector Pereira, ptnr, mgr Jorge Luis Arzuaga, cm J. Colon Santiago, pd	Pedro Luis Jimenez, ce L. Cruz Iglesias, nd	Victor Fernandez Reguero, sd

FAJARDO

WMDD 1947	1490 250	WMDD Inc. Munoz Rivera-Barcelo Sts. 132		Jose R. Madrazo, p Agustin R. Camunas, gm, cm	Lucy Calderon, pd Herbert K. Honness, ce	Francisco A. Baez, nd Reinaldo Moreira, sd
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GUAYAMA

WXRF 1948	1590 1,000	Rafael Fuster P. O. Box 615 243		Rafael Fuster, p Charles Cordero, gm, cm	Jose Colon Melendez, pd	Julius Conesa, ce
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MAYAGUEZ

WAEL 1948	1400 250 (CP-1,000 DA-1)	Mario Acosta 12 Iglesia St.		Mario Acosta, o, gm		
WKJB 1946	710 1,000-D 500-N	Jose A. Bechara Jr. P. O. Box 1293 983	El Mundo Inter American Publications	Jose A. Bechara Jr., p, gm Jaime Sanjurjo, cm A. Basora, pd, nd	A. Cortes, pmm Henry Fisckback, ce	Nelson Cotina, sd Dieguita Rivera, wd
WORA 1955 WORA-TV	1150 1,000	Radio Americas Corp. Darlington Bldg. 1151	Young	Alfredo R. de Arellano Jr., p Chester F. Owens, vp Reinaldo M. Dupont, sec, asst mgr George A. Mayoral, evp	Rodolfo Hernandez Lopez, prog mgr J. A. Aviles, co-ce J. A. Petrik, co-ce	Enrique Alvarez Vicente, nd German Velez, fd Mario Quintero, sd Blanca L. DeMartinez, wd
WPRA 1937	990 10,000 DA-1	WPRA Inc. P. O. Box 869 869		Andres Camara, p, fd Ederlinda Camara de Ramos, gm Virginia Di Cristina, cm	Pedro Ojeda, pd Ismael Torrellas, pmm Juan S. Sepulveda, ce	E. Rosado Baez, nd Benjamin Cole, sd Natty Lopez, wd
WTIL 1951	1300 1,000	Mayaguez Radio Corp. P. O. Box 1346 1290		William G. Mamary, p Patricio R. Fermaint, gm Rafael Colon Diaz, pd	Gilbert Mamary, cm, pmm, nd Aristides Zapata, ce	Salvador E. Pabon, fd Gabriel Castro, sd Gladys Mamary, wd

PONCE

WISO 1953	1260 1,000	South Puerto Rico Bcstg. Corp. P. O. Box 2023 137		Andres Grillasca Salas, p Luis E. Freyre, gm, ce	Nilda P. Freyre, cm Luis Felipe Rodriguez, pd	Federico Ruiz Bermudez, nd Radames Mayoral, sd
WPAB 1940	550 5,000-D 1,000-N	Portorican American Bcstg. Co. 164 Villa St. 783	Inter-American Pub. Inc.	A. Gimenez-Aguayo, p, gm Radames Mayoral, cm	Eliseo Borrero, pd Pedro E. Conesa, ce	Juan B. Roman, sd
WPRP 1936	910 5,000 DA-N	Voice of Puerto Rico Inc. P. O. Box 430 1015	P.R. Blue Net. Young	Alfredo Ramirez de Arellano, p, gm	Antonio Miro, cm, pmm Carlos R. Teissonniere, pd	Francisco Bauza, ce

RIO PIEDRAS

WRIO 1949	1320 5,000-D 1,000-N	Master Bcstg. Corp. Gomez Bldg., Stop 35 1096		Isidro Quinones Vidal, p	Julio Morales Ortiz, vp, sm	
WWWW 1949	1520 250	Frank A. Gandia P. O. Box 935 1098		Frank A. Dandia, p, gm		

SAN JUAN

WAPA 1947 WAPA-TV	680 10,000	Jose Ramon Quinones 357 Ponce de Leon Ave. 3-3000	Caribbean Net.	Jose Ramon Quinones, o, gm Segismundo Quinones, cm	Harold Zayas Torres, pd Jose Arzuaga, ce	Pedro Vazquez, sd
WHA 1954	1400 250	Continental Bcstg. Corp. P. O. Box 4938 2-3187	KBS	William R. Anthony, p, gm	Walter Scott Priest, pd	
*WIPR 1949 *WIPR-TV (CP)	940 10,000 DA-1	Department of Education		Francisco Arrivi, gm	Pedro Luis Jimenez, ce	
WITA 1948	1140 500	Electronic Enterprises Comercio St. 450 3-4719	Internatl. Newspapers	Antonio Ayuso Valdivieso, p Grimaldi G. Graw, gm, cm Luis Prado Martorell, ce	Cristobal Rodriguez, nd Rafael Carriles, fd	Felix Pomaes, sd Lucy Otero, wd
WKAQ 1922 WKAQ-TV	580 5,000	El Mundo Bcstg. Corp. Stop 11 Miramar, P.R. 2-2023	CBS NBC Inter-American Publications	Angel Ramos, p V. Lamas Jr., gm	C. Vizcarrondo, cm Esther Pales, pd	J. Ortiz Jimenez, nd H. Marin, sd
WKVM 1951	810 25,000 DA-1	American Colonial Bcstg. Corp. 1000 Ponce de Leon Ave. 2-1278	Pan American Bcstg.	Ralph Perez Perry, p, gm Gloria Haney, cm	Gina Rivera, pd Diaz Velazquez, pmm, ce, nd	Bebe Cabrera, sd Flor Vazquez, wd

SANTURCE

WIAC 1947	740 10,000 DA-1	Radio Station WIBS Inc. P. O. Box 4504		Tomas Muniz, gm Boliver Perez Rios, asst mgr		
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VIRGIN ISLANDS

CHARLOTTE AMALIE

(St. Thomas) WSTA 1950	1340 250	William N. Greer P. O. Box 538 489	Young	William N. Greer, o, ce	Nellie Greer, cm, wd	Larry Bryan, sd
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CHRISTIANSTED

(St. Croix) WJUS (FM) (CP)	Ch. 261 (A) 100.1mc 0.780kw	West Indies-Caribbean Radio Kingshill P. O. Columbus Bay		Mary Louise Vickers, o	Edw. M. Vickers, gm, ce	
WIVI 1952	1230 250	Radio American West Indies Inc.	Pan-American Bcstg. Co.	Hazel M. Vickers, p, gm cm, pmm, wd Floyd K. Foster, vp	James O. Neil, pd, sd Raymond E. Higdon, ce	Pedro Encarnacion, nd Alva McFarlane, fd

CRUZ BAY

(St. John) WICR (CP)	1180 500	West Indies-Caribbean Radio Kings Hill Postoffice St. Croix, V. I.		Mary Louise Vickers, o	Edw. M. Vickers, gm, ce	
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