

# Directory of AM, FM and TV STATIONS OF THE UNITED STATES

AP—Associated Press.

INS—International News Service.

TP—Transradio Press.

UP—United Press.

## ALABAMA

City	Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations 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.	Transc. Library News Service Transmitter	
<b>ALBERTVILLE</b>							
	WAVU 1948	630 500-D	Sand Mountain. Bcstg. Service 630		Pat M. Courington, p, g & cm Annette Abercrombie, pd & wd Joe Jackson, pmm	Glenn Abercrombie, ce Jesse Culp, fd	Wld. AP G
	WAVU-FM 1949	Ch. 286 (B) 105.1mc 4.7kw					..... WE
<b>ALEXANDER CITY</b>							
	WRFS 1947	1050 1,000-D	Piedmont Service Corp. 12 Main St. 1050	Sears & Ayer	James L. Coley, p Lem Coley, g, c & pmm, fd. sd & wd	Bob McKinnon, pd J. W. Whately, ce Jim Murphy, nd	Thes. UP Ray.
	WRFS-FM 1949	Ch. 291 (B) 106.1mc 4.6kw					..... REL
<b>ANDALUSIA</b>							
	WCTA 1946	1340 250	Andalusia Bcstg. Co. Inc. Sanford Rd. 844	MBS	J. Dige Bishop, evp & cm Christine Hardage, pd Wm. E. Bates, ce	Tom Minard, fd John Harmon, sd	Wld. UP RCA
	WCTA-FM 1950	Ch. 251 (B) 98.1mc 10.5kw					..... Col.
<b>ANNISTON</b>							
	WHMA 1938	1450 250	Anniston Bcstg. Co. Radio Bldg. 2380	ABC Sears & Ayer	Harry M. Ayers, p Malcolm Street, gm Lurline Smollon, cm Robert Sanders, pd Fletcher Walker, pmm	James Hudson, ce Dewitt Carmichael, nd A. S. Mathews, fd Lou Garris, sd	Wld. UP Col.
	WHMA-FM 1947	Ch. 263 (B) 100.5mc 4.5kw					..... GE
	WSPC 1949	1390 1,000 DA-1	Model City Bcstg. Co. Jefferson Davis Hotel 1850	MBS Walker	Stanton B. Ingram, p W. S. Weatherly, gm Walter Rankin, cm Mary E. Rosenberg, pd	Sara B. Jackson, pmm T. Atkins, ce Lon Garris, sd	St. AP Col.
<b>ATHENS</b>							
	WJMW 1948	1010 250-D	Athens Bcstg. Co. Inc. Hine St. 565	Schepp-Reiner	Homer F. Dunnivant, p, g & cm Robert V. Dunnivant, pd & pmm Wm. G. Mitchell, ce	Bob Dunnivant, nd, fd & sd Virginia Miller, wd	Cap. AP G
<b>ATMORE</b>							
	WATM 1949	1580 250-D	Southland Bcstg. Co. Main St.		John B. McCrary, p Cyril W. Reddoch, gm Herbert R. Weston, pd		..... UP
<b>AUBURN</b>							
	WAUD 1947	1230 250	Auburn Bcstg. Co. Box 350 1240	LBS	Elmer G. Salter, p, g & cm & sd Ted Bellon, ce	Earl Andrews, pd, pmm, nd & fd Lynn Grund, wd	Wld. AP G
<b>BESSEMER</b> (Birmingham)							
	WBCO 1950	1450 250	Bessemer Bcstg. Co. 1720 Third Ave. 4880		J. E. Lanier, p & gm W. L. Jarrard, cm Lloyd Williams, pd	Jack Warden, ce	L-W INS Ray.
	WJLD 1942	1400 250	Johnston Bcstg. Co. P. O. Box 147 2300		George Johnston Jr., p & gm Clay Coe, cm James E. Connolly, sm & pd Jane Martingale, wd	Maurice McKinney, ce Ganus Scarborough, nd & fd Otis Dodge, sd	..... AP G
	WJLN(FM) 1948	Ch. 284 (B) 104.7mc 23kw	6-6172 (WJLD, AM Affiliate)				..... RCA
<b>BIRMINGHAM</b>							
	WAPI 1922	1070 5,000 DA-N	Voice of Alabama Inc. 701 Protective Life Bldg. 3-8116	CBS Radio Sales	Ed Norton, chmn. of bd. Thad Holt, p & gm C. P. Persons Jr., cm Lionel Baxter, m of opers., pmm & nd Norman S. Hurley, ce	James L. Evans, ce E. H. Mitchell Jr., bus. m John McCune, fd	Wld. UP WE
	WAFM(FM) 1947	Ch. 258 (B) 99.5mc 515kw	(WAPI, AM Affiliate)				.....
	WAFM-TV 1949	Ch. 13 210-216mc 13.6kw-aur.; 26kw-vis.	(WAPI, AM Affiliate)	ABC CBS			..... INS RCA
	WBRC 1925	960 5,000 DA-N	Birmingham Bcstg. Co. 1727½ 2nd Ave. N. 4-7741	NBC Raymer	Eloise S. Hanna, o & p G. P. Hamann, gm & tech. d D. D. Campbell, cm W. H. McCain, pd & nd	J. T. Orr, pmm Don Norman, fd Richard Hawley, sd Mary Badham, wd	St. L-W AP INS RCA
	WBRC-TV 1949	Ch. 4 66-72mc 7.5kw-aur.; 15kw-vis.		DuMont	M. D. Smith III, pd		..... DuM
	WEDR 1949	1220 1,000-D	Magic City Bcstg. Co. 1417 4th Ave. N. 4-0925		J. E. Reynolds, p John A. Thompson, secy-treas. & co-m Leah L. Doss, vp (Mrs.) Claudia Jackson, pd	John F. Cram, ce W. E. Daniels Jr., nd J. E. Chambers, sd (Mrs.) R. J. Pope, wd	..... UP Ray.
	WJLN(FM)	(See Bessemer, Ala. Listing)					

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

ALABAMA—(Continued)

Executive Abbreviations

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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.	Transc. Library News Service Transmitter
<b>BIRMINGHAM—(Continued)</b>					
WKAX 1946	900 1,000-D	Courier Bcstg. Service 216½ N. 21st St. 54-2541	Holman	Glenn V. Tingley, p, g & cm Jimmy Kirby, pd H. N. Tingley, pmm	Stanley Hawkins, ce Stanley Vainrib, nd Ed Royfield, sd UP G
WSGN 1927	610 5,000-LS 1,000-N DA	The Birmingham News Co. Radio Park, 4-3434	ABC Alabama Headley-Reed	Henry P. Johnston, mgng. d J. Harry Callaway, m gen. adv. Craig Lowe, prog. & prod. d	J. V. Sanderson, ce Bill Ward, sd Agnes Parrish, wd AP RCA
WSGN-FM 1947	Ch. 229 (B) 93.7mc 510kw				
WTNB 1946	1490 250 CP: 5,000	Pilot Bcstg. Co. WTNB Bldg. 4-4511	MBS Taylor	Jerry Irwin, m Charles White McGehee, pd	SES., Wld. AP
WVOK 1947	690 50,000-D	Voice of Dixie Inc. P. O. Box 2468 6-2924	Radio Reps	Iralee W. Bennis, p & gm C. M. Brennan, vp William J. Brennan, c & pmm & ce Ira Leslie, pd	W. E. Bennis Jr., secy-treas. Dan Brennan, nd & sd Fred Wamble, fd E. Tully, wd Cap. UP
<b>BREWTON</b>					
WEBJ 1947	1240 250	Brewton Bcstg. Co. Brewton 1000	MBS ABS	W. Emmett Brooks, p & gm Charles E. Land, pd Wm. E. Brooks Jr., vp & sd	R. D. Craig, ce Bolling Brooks, nd Assoc., SES. AP G
<b>CLANTON</b>					
WKLF 1947	980 1,000-D	Southeastern Bcstg. Co. P. O. Box 546 449	KBS Clark	Dr. J. Kelley Robinson, p Robert E. Taber, g, c & pmm Paul E. Reid, pd & sd	Lester Carter, ce Al Haack, nd Helen Parrish, wd Wld. AP G
<b>CULLMAN</b>					
WFMH 1950	1300 1,000-D	The Voice of Cullman			
WFMH-FM	Ch. 265 (A) 100.9mc 0.43kw				
WKUL 1946	1340 250	Cullman Bcstg. Co. P. O. Box 211 863	KBS, LBS ABS	Hudson C. Millar Jr., p & gm Herb Carnathan, cm Lon Waters, pd, pmm & fd Art Bachmann, ce	Jay Aldredge, nd Bud Pratt, sd Betty Carnathan, wd Wld. AP WE
<b>DECATUR</b>					
WHOS 1948	800 1,000-D	North Alabama Bcstg. Co. 212 Jackson St. 991		Claudia E. Kinney & D. T. Kinney, ptrns. Louis C. Blizzard, g & cm & nd	Jack Gray, pd, fd & sd George Rose, pmm & wd Ed Massey, ce Cap. UP WE
WMSL 1938	1400 250	Tennessee Valley Bcstg. Co. Mutual Savings Life Bldg. 802	MBS KBS	Frank Whisenant, p & gm Cletus Quick, pd & pmm J. V. Roser, ce	Bob Gleason, nd Wayne Sims, sd Wld. AP G
<b>DEMOPOLIS</b>					
WXAL 1947	1400 250	Demopolis Bcstg. Co. Radio Bldg. 400	MBS, ABS	W. M. Jordan } T. H. Gaillard } co-o W. P. Thielens } W. M. Jordan, g & cm Leo Hart, pd	Buddy Bley, pmm John T. Larkin, ce Nan Jordan, traffic clerk Austin Caldwell, sd Wld. AP RCA
<b>DOTHAN</b>					
WAGF 1933	1320 1,000 DA-N	Dothan Bcstg. Co. 204½ E. Main St. 2-9100	MBS, ABS McGillvra	Julian C. Smith, gm Fred C. Moseley, cm Arthur Creamer, pd & sd Jess Swicegood, gm	Lamar Trammell, pmm John T. Hubbard, ce James Acree, nd Wld. AP G
WDIG 1947	1450 250	Houston Bcstrs. 107 E. Adams St. 2480	ABC Cummings		L-W
WOOF 1948	560 1,000-D	Dowlander Bcstg. Co. 110½ S. Foster St. 2-5600	KBS Sears & Ayer	R. A. Dowling, p & gm Johnny LaCarter, cm Willard Wilkes, pmm	Agatha Barnes, office m UP G
<b>ENTERPRISE</b>					
WIRB 1948	1230 250	The Wiregrass Bcstg. Co. Dothan Highway 30			
<b>EUFAULA</b>					
WULA 1948	1240 250	Alabama-Georgia Bcstrs. Radio Bldg. 745	KBS, MBS Southeastern Dodson	Lee S. Bullis, g, c & pmm, nd & pd	Hugh G. Chastain, ce Wld. UP Col.
<b>FAYETTE</b>					
WWWF 1949	990 1,000-D	Bankhead Bcstg. Co. Jasper 200	Tri-W	W. W. Bankhead, p Jack Black, g, c & pmm & pd	Oral Herman, ce UP Col.
<b>FLORENCE</b>					
WJOI 1946	1340 250	Florence Bcstg. Co. Inc. 850 South Court St. 2608	ABC ABS	Joe T. Van Sandt, p & gm Dorothy Lester, cm Paul Shannon, ce	Harry Hearst, pd, pmm, nd & fd Pete Bingham, sd UP G
WMFT 1945	1240 250	Tri-Cities Bcstg. Co. 800 Cypress Mill Rd. 42	LBS	Milton S. Killen, p James L. Garrett, gm Charles H. Dickson, cm Len Hensel, pd & nd	Theda C. England, pmm Lee B. Malone, ce Tom York, sd Kathryn Robbins, wd AP G
<b>FORT PAYNE</b>					
WFPA 1950	1400 250	Killian Bcstg. Co. Stallworth Bldg. 850	MBS, ABS	J. Louis Killian, p & gm Jim Bell, cm	INS Col.
WZOB 1950	1250 1,000-D	Ft. Payne on the Air P. O. Box 255 1096		Glenn M. Gravitt, g & cm Lester Haston, pd Jess R. Moore, ce, nd & fd	Ted Kirby, sd Olive A. Plunkett, wd Thes. UP WE

Data corrected to Dec. 6, 1950. If executives or services for FM or TV 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, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.





DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

ALABAMA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library News Service Transmitter
<b>LANETT</b>						
WRLD	1490 250	(See West Point, Ga.)				
<b>MOBILE</b>						
WABB 1950	1480 5,000 DA-N	The Mobile Press Register Inc. 304 Government St. 3-1551	ABC Branham	R. B. Chandler, p W. J. Hearin Jr., evp Carl G. Haug, pd Dewey H. Long, g & cm	Phillip Forrest, pmm William H. Murphree, ce J. Bitterman, nd & sd Betty Mitchell, wd	SES., Wld. AP WE
WABB-FM 1948	Ch. 267 (B) 102.5mc 51kw					
WALA 1930	1410 5,000 DA-N	Pape Bcstg. Co. Inc. 210 Government St. 3-3756	NBC Headley-Reed	W. O. Pape, p H. K. Martin, gm Al Treadway, cm	Al Holman, pd & nd R. B. Hurley, ce	St. AP RCA
WKAB 1947	840 1,000-D	Pursley Bcstg. Service 354 St. Francis St. 24561	LBS IMS	Louise P. Pursley, p & gm R. H. Moore, cm J. T. Jackson, pd	J. H. Johnson, pmm Gene Miller, ce	St. .....
WKRK 1946	710 1,000-LS 250-N-DA	Giddens & Rester P. O. Box 1184 2-6789	CBS Young	F. E. Busby, gm John E. Waller, cm Richard M. Cole, ce	Walter Turner, pd, nd & fd Max Anderson, sd	L-W AP RCA
WKRK-FM 1947	Ch. 260 (B) 99.9 mc 3kw					..... WE
<b>MONTEVALLO</b>						
WNDI (CP)	730 250-D	Shelby County Bcstg. Co.				
<b>MONTGOMERY</b>						
WAPX 1950	1600 1,000 DA-N	United Bcstg. Co. 116 Catoma St. 3-7569	ABC Walker	Thomas E. Martin, p & gm Hoke S. Williford, c & pmm James Reed, pd Owen Lehr, ce	Leland Childs, nd Bob Chisholm, fd Dave Manners, sd	L-W, SES. UP RCA
WCOV 1939	1240 250	Capitol Bcstg. Co. Exchange Hotel 5781	CBS Taylor	Hugh M. Smith, gm Joe Petranka, cm Walter Spiro, pd & sd	W. D. Weatherly, ce John McCune, nd Dorothy Armand, wd	Assoc. UP Col.
WCOV-FM 1948	Ch. 233 (B) 94.5mc; 4.1kw					..... GE
WJJJ 1948	1170 10,000-LS 1,000-N DA-2	Southern Bcstg. Co. Inc. 115½ Commerce St. 3-4471	MBS Weed	Joseph G. Mathews, p John C. Hughes, m	E. Caldwell Stewart, pd	Thes. .....
WMGY 1946	800 1,000-D	Dixie Bcstg. Co. 4 S. Perry St. 3-8098	LBS Meeker	Dr. S. D. Suggs, p Thomas W. Sewell, gm & secy-treas. (Mrs.) Thomas W. Sewell, vp Frank Montealeone, pd	E. B. Ingle, cm John D. Lamar, ce Crawford Rocquemore, fd Hugh Webb, sd	Wld. ..... G
WSFA 1930	1440 1,000 DA-N	Montgomery Bcstg. Co. Inc. P. O. Box 1031 8361	NBC Headley-Reed	Howard E. Pihl, p David E. Dunn, gm Wm. W. Hunt, cm Lee Gooch, pd & fd Alice Mayfield, pmm	Cliff Shelkofsky, ce Julia Loooney, nati. slm J. A. Wolf, nd Charley Zeanah, sd	St. AP Col.
<b>MUSCLE SHOALS</b>						
WLAY 1933	1450 250	Muscle Shoals Bcstg. Corp. P. O. Box 230 Sheffield, Ala. 1450	MBS Devney	Frank M. Farris Jr., p & co William A. Reeves Jr., gm & nd Eulus O. Whitehead, cm	James H. Voorhies, pd & sd Melvin G. Hunt, act. ce Grace Vaughn, wd	..... UP G
<b>OPELIKA</b>						
WJHO 1940	1400 250	Opelika-Auburn Bcstg. Co. 1400 Auburn Rd. 856	MBS KBS	F. M. Hyatt, gm Jim Ownby, cm		
<b>ROANOKE</b>						
WELR 1949	1360 1,000-D	Roanoke Bcstg. Co. 801 Main St. 410	ABS, KBS Dodson	J. W. Buttram, p, g & cm John Hodges, pd, nd & fd Dick Killebrew, pmm	James McKay, ce Leverne Foster, sd	..... UP WE
<b>RUSSELLVILLE</b>						
WWWR 1949	920 1,000-D	Bankhead Bcstg. Co. Jasper, Ala. Jasper 100		Walter W. Bankhead, p Hal Kirby, g & cm & sd James W. Elliott, pd & nd	James E. Reese, m of opers. Charles G. McLellan, ce & fd	..... UP Col.
<b>SCOTTSBORO</b>						
WCRI 1950	1050 250-D	Pat M. Courington Box 394 123		Pat M. Courington, p Eaton P. Govan Jr., g & cm	Halene Green, pd & wd R. C. Payne, ce, nd, sd & fd	Wld. AP G
---- CP	1330 1,000-D	Rose M. Kirby				
<b>SELMA</b>						
WGWC 1946	1340 250	Capitol Bcstg. Co. North Broad St. 2746	CBS Taylor	John F. Townshend, gm & ce (Mrs.) Marie Luker, pd		..... G
WHBB 1935	1490 250	Selma Bcstg. Co. Inc. 209 Washington St. 1233	MBS Sears & Ayer	Bascom H. Hopson, p Julien Smith Jr., g & cm	W. Carroll Ward, pd Thomas F. Kelly Jr., ce	
<b>SYLACAUGA</b>						
WFEB 1945	1340 250	Alabama Bcstg. Co. 527 North Broadway 160	MBS KBS ABS	George W. Carr, g & cm Billy W. Oaks, pd Leonard Scott, ce	Lee Blaine, sd Conrad Pickren, fd	..... UP
WMLS 1948	1290 1,000-D	Marble City Bcstg. Co. P. O. Box 511 1290	LBS	James S. Stowers Jr., p Curtis O. Liles, gm Henry J. Darden Jr., cm	Robert M. Duck, pd & pmm James A. Fitts, ce	Cap. AP Ray.

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day, DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations 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.	Transc. Library News Service Transmitter
<b>TALLADEGA</b>					
WHTB 1945	1230 250	Voice of Talladega Inc. Sylacauga Highway 3733	MBS ABS	Robert A. Davidson, p & gm Myron T. Snoddy, cm	(Mrs.) Lillian S. Davidson, pd John Lester Fisher, ce AP Col.
<b>TROY</b>					
WTBF 1947	1490 250	Troy Bcstg. Corp. College Dr. 980	MBS KBS	J. Roy Crow, p Wm. C. Needham, gm & nd Robert Tolbert, cm & sd	Jesse Jordan, pd & pmm Joe W. Gilchrist, ce Wld. SES. AP WE
<b>TUSCALOOSA</b>					
WJRD 1936	1150 5,000-LS 1,000-N DA	Estate of James R. Doss Jr. First Nat'l Bank Bldg. 4464	Walker	(Mrs.) Wilhelmina Doss, co Dick Biddle, asst. m Lehman Mayer, cm Charlie Welsh, pd & nd	Mamie Kimbrell, pmm J. G. Cobble, ce LeRoy Paul, sd Nellie Griffin, wd Wld. UP G
WTBC 1946	1230 250	Tuscaloosa Bcstg. Co. City Hall Bldg. 5523	MBS KBS Sears & Ayer	Bert Bank, gm John C. Cooper Jr., cm Una King, pd & wd	T. H. Todd, ce Gabby Bell, sd Thes. AP RCA
<b>ARIZONA</b>					
<b>BISBEE</b>					
KSUN 1933	1230 250	Carleton W. Morris Drawer C 9	MBS Don Lee Ariz. Net. Blair	Carleton W. Morris, p Jack Murphy, g, c & pmm Ray Helgesen, pd, nd & sd	John Gann, ce Wld. .....
<b>CLIFTON</b>					
KCLF 1950	1400 250	Saguaro Bcstg. Co. 15 Park Ave. 320		Chet Darwin, gm Bob Vache, sm	..... UP .....
<b>COOLIDGE</b>					
KCKY 1948	1150 1,000 DA-N	Gila Bcstg. Co. Roosevelt & Main Sts. 4451	CBS Ariz. Trio	Louis F. Long, p William F. Parady, sm & sd Ken Hooker, cm & nd Jim Murdock, pd	Bob Harbison, pmm Earl Hickman, ce Bea Bryce, wd SES., Assoc. UP WE
<b>DOUGLAS</b>					
KAWT 1946	1450 250	Carleton W. Morris Douglas 173	NBC Ariz. Bcstg. Raymer	Dusty King, m	.....
<b>FLAGSTAFF</b>					
KCLS 1950	1340 250	Charles J. Saunders Box 1677 988-J		Charles J. Saunders, o, m, g, c & pmm & pd Charles McNeill, ce	Dorothy B. Saunders, office m & wd Irvin Feinberg, nd & fd Baron Von Diegle, sd L-W UP Ray.
KGPH 1950	1230 250	Flagstaff Bcstg. Co. Weatherford Hotel 51		A. S. Holm, gm E. C. Phillippi, cm & tech d.	Mary Phillippi, pd Alan J. Gardiner, ce Thes. AP .....
<b>GLOBE</b>					
KWJB 1938	1240 250	Gila Bcstg. Co. Globe-Miami Highway 41	NBC Ariz. Bcstg. Raymer	Louis F. Long, p Willard Shoecraft, gm Eric Manola, cm	Herbert Hanes, ce St. INS .....
<b>KINGMAN</b>					
KGAN 1949	1230 250	J. James Glancy P. O. Box 871 Blue 462		J. J. Glancy, p, g & cm Kathlene Covarrubias, pd Don Cummings, ce	SES. UP RCA
<b>MESA</b>					
KTYL 1948	1310 1,000-LS 500-N-DA	Sun Valley Bcstg. Co. P.O. Box 885 5737		Dwight Harkins, p & gm Lorenzo K. Lisonbee, cm Jack Harris, pd & nd	Dick Gilbert, pmm William Harrison, ce Ben Smith, fd St. UP G
KTYL-FM 1950	Ch. 284 (B) 194.7mc 50kw				
<b>NOGALES</b>					
KNOG 1948	1340 250	Border Bcstg. Co. Inc. Rancho Grande Hotel 770		Robert Marcus, p Sam Marcus, vp & secy.	Wld. UP .....
<b>PHOENIX</b>					
KJFN 1949	860 250-D	Western Bcstg. Co. P. O. Box 430 3-6155	Walker	Frank P. Redfield, p & gm John K. Redfield, cm Joe Alvarado, pd	Edgar B. Pool, ce SES. UP G
KOOL 1947	960 5,000 DA-N	Maricopa Bcstrs. Inc. Adams Hotel 21748	CBS Hollingbery	Gene Autry, p Charles H. Garland, gm George Agnew, cm Miles Reed, pd & pmm Miles Shepherd, ce	Lew Lowry, pdm & sd Hal McWilliams, nd Warren Chandler, fd Dee Junker, wd St. UP .....
KOY 1922	550 5,000-LS 1,000-N	Salt River Valley Bcstg. Co. 836 N. Central Ave. 4-4144	MBS Don Lee Ariz. Net Blair	John L. Hogg, p & cm Albert D. Johnson, m & pmm John R. Williams, pd Richard J. Smith, ce William J. Lester Jr., pdm	Burton LaDow, slm Paul Gribben, nd Bill Close, sd Ernie Douglas, fd Wld. UP WE
KPHO 1940	910 5,000 DA-N	Phoenix Bcstg. Co. Inc. KPHO Bldg. 4-7367	ABC Petry	John C. Mullins, p & gm V. M. Hamilton, m A. M. Rau, pd Lee Kerry, pmm	Cliff Baker, ce Wayne Center, nd Bill Lewis, sd L-W INS WE
KPHO-TV 1949	Ch. 5 76-82mc 8.7kw-aur.; 17.5kw-vis.		ABC, CBS, NBC DuMont	Roland C. Oxford, m & pd Gil Lee, cm George L. McClanathan, ce	..... ..... DuM
KRIZ 1950	1230 250	Howard M. Loeb 2345 Buckeye Rd. 4-8436	LBS Burn-Smith	Howard M. Loeb, o & gm Arnold Gregory, cm Larry Jonas, pd James Murray, pmm & sd	James E. Groll, ce Sheldon Engel, nd John S. Wise, fd Margaret Strickland, wd GE
KRUX 1947	1340 250	Radio Arizona Inc. Hotel Westward Ho 2-2371	Cooke	Renee Cushman, p Richard H. Voorhis, gm Robert Capps, pd	Marvin Edwards, ce Frank James, nd Ed de Forest, sd Assoc. ..... Col.

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

ARIZONA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. up exp; 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.	Tranc. Library News Service Transmitter	
<b>PHOENIX—(Continued)</b>						
KTAR 1922	620 5,000 DA-N	KTAR Bcstg. Co. 711 Heard Bldg. 4-4161	NBC Arizona Bcstg. Raymer	John J. Louis, chmn. of bd. Richard O. Lewis, p & gm E. W. Harvey, vp & cm J. Howard Pyle, vp & pd Robert Pollard, pmm	A. C. Anderson, vp & ce B. R. Fulbright, secy-treas. John Snow, nd Rol Laughner, fd	Thes., St., Cap. AP WE
<b>PRESCOTT</b>						
KYCA 1940	1490 250	Southwest Bcstg. Co. E. Gurley St. 244	NBC Arizona Bcstg. Raymer	Harold F. Ritter, gm		
<b>SAFFORD</b>						
KGLU 1938	1480 1,000	Gila Bcstg. Co. 1218 Sixth Ave. 15	NBC Arizona Bcstg. Raymer	Louis F. Long, p Paul Merrill, gm Edward E. Furman, cm Lester McBride, pd & nd	Harl G. Barnett, pmm William E. Scharlach, ce Otis E. Whelan, fd & sd Robert Kempton, wd	Wld. AP, UP, INS WE
<b>TUCSON</b>						
KCNA 1947	1340 250 CP: 580 5,000-LS 500-N DA	Catalina Bcstg. Co. Box 2348 2-4664	ABC Hollingbery	Erskine Cladwell, p Wayne Sanders, m Harry B. Chambers, cm	Bill Rider Jr., pd Thomas W. Epperson, ce Freda S. Botkin, wd	..... AP RCA
KOPO 1947	1450 250	Old Pueblo Bcstg. Co. 115 W. Drachman 4-0431	CBS Ariz. Net. Forjoe	H. C. Tovrea, p E. S. Mittendorf, gm S. J. Kossack Jr., cm Matt Lemen, pd & nd Paul Yeazell, pmm	Vernard Cimmiotti, ce Paul Plunkett, sis pmm Cliff Stillinger, sd Virginia Benoit, wd	..... AP Ray.
KTKT 1950	1490 250	Thomas J. Wallace 500 West Elm 3-7549	LBS	Tom Wallace, o Gail Hummel, g & cm Bill Warren, pd John McShane, pmm & nd	Ken Ferguson, ce Bernie Perlin, sd Hilde Clark, wd	L-W UP G
KTUC 1929	1400 250	Tucson Bcstg. Co. 900 E. Broadway 2-3344	MBS Ariz. Net. Blair	Lee Little, p & gm John Crowley, bus. m Bud Murphy, pd & pmm Cliff Livingston, ce	Lou Eaton, nd Peter Tufts, sd Mary Herweg, wd	Assoc., Wld. UP WE
KVOA 1929	1290 1,000	Arizona Bcstg. Co. 48 E. Broadway 3-2555	NBC Arizona Bcstg. Raymer	R. B. Williams p & gm Harper M. Phillips, bus. m Jack Underwood, cm Ben L. Slack Jr., pd Fred J. Gerletti, pmm	Ray H. Holsclaw, ce George T. Callison, nd James W. Hays, sd Kathryn Kay, wd	Cap., Thes. AP RCA
<b>YUMA</b>						
KYMA 1950	1400 250	Salt River Valley Bcstg. Co. 699 South Ave. B. Yuma Bcstg. Co. 1901 First St. 88	MBS Don Lee Blair	Albert Johnson, vp William L. Lindsey, gm		..... UP WE
KYUM 1940	1240 250 DA-N CP: 560 1,000		NBC Arizona Bcstg. Raymer	R. N. Campbell, p Ray C. Smucker, gm Roy Jorgensen, cm Paul Dawson, pd Robert Jones, pmm	Leavenworth Wheeler, ce Len Burkland, slm & sd Glen Edwards, nd Maurice Higgins, fd	Thes. AP, UP, INS RCA

ARKANSAS

<b>ARKADELPHIA</b>						
KVRC 1947	1240 250	Arkadelphia Bcstg. Co. 511 Main St. 789	MBS, KBS Razorback	Cecil Cupp, o J. M. Moore, gm Edward Hall Summers, ce	Bill Deaton, pd, pmm, nd, fd, sd & wd	Wld. AP RCA
<b>BATESVILLE</b>						
KBTA 1950	1340 250	White River Valley Bcstg. 307 Main St. 1109	MBS Razorback Arkansas	J. E. Treuathan, p William R. Smith, g & cm William A. Smith, pd & ce	Andrew Wright, nd Jerry Otwell, sd	..... AP RCA
<b>BLYTHEVILLE</b>						
KLCN 1922	900 1,000-D	Harold L. Sudbury Sudbury Bldg. 2093	Arkansas Pearson	Harold L. Sudbury, gm J. T. Sudbury, pmm	Ernest Simmons, pd	
KLCN-FM 1948	Ch. 241 (B) 96.1mc 21kw					
<b>CAMDEN</b>						
KAMD 1946	1450 250	Camden Radio Inc. P. O. Box 5859 6791	MBS Razorback Arkansas	W. E. Hussman, p David Crockett, gm Donald Cathey, cm Frank O. Myers, directing m	Callis Carter, pd & sd Dorris C. Hunter, ce Martha Butler, wd	Cap. AP RCA
<b>CONWAY</b>						
KCON 1950	1230 250	Conway Bcstg. Co. Ark. State Teachers Campus 189		J. E. Clayton, p & gm Jean Ford, pd Herman Stermer, ce		Thes. UP Col.
KOWN(FM) (CP)	Ch. 249 (A) 97.7mc 0.97kw	(KCON, AM affiliate)				
<b>CROSSETT</b>						
KAGH (CP)	1240 100	Ashley County Bcstg. Co.		J. H. Fleet, gm		
<b>EL DORADO</b>						
KDMS 1950	1290 1,000-D	Cotton Belt Bcstg. Co.				
KELD 1935	1400 250	Radio Enterprises Inc. Home Finance Bldg. 3-8126	ABC Razorback Continental	W. N. McKinney, p & pd Leon M. Sipes, vp, g & cm J. R. Duerson, pmm	John Long, ce Ed Hall, nd & sd Ann Theilan, wd	Wld. AP Col.
<b>FAYETTEVILLE</b>						
KGRH 1946	1450 250	Fayetteville Bcstg. Co. Inc. 922 Leverett St. 862	MBS Razorback Ra-Tel	Hayden McIlroy, p Fred J. Stevenson, gm Edwin G. Gideon, cm Wallie Ingalls, pd & sd	George W. Dotson, ce Richard Evans, nd Mary Ingalls, wd	SES. AP G

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



# Bigger BY the DAY

## Market-wise, too!

Arizona's Grand Canyon is being widened and deepened at the rate of more than a 1,000,000 tons of silt a day...

The length and breadth of the Arizona market is expanding similarly...

\*Population 1940.....500,000  
 1950.....750,000  
 (Phoenix and Maricopa County 1940.....185,000  
 1950.....330,000)

\*Income 1940.....\$175,000,000  
 1950.....\$700,000,000  
 (Agriculture 1940.....\$ 53,000,000  
 1950.....\$250,000,000)

The 7 line connected NBC Stations of the Arizona Broadcasting System are delivering this rich market to hundreds of successful advertisers. There's business here for you, too!

\*Research Department—Valley National Bank

KTAR...Phoenix  
5000 W-620 KC

KVOA...Tucson  
1000 W-1290 KC

KYUM...Yuma  
1000 W-560 KC

KGLU...Safford  
1000 W-1480 KC

KWJB...Globe  
250 W-1240 KC

KYCA...Prescott  
250 W-1490 KC

KAWT...Douglas  
250 W-1450 KC



# KTAR

Representative  
PAUL H. RAYMER CO.

• NEW YORK • CHICAGO • DETROIT • BOSTON • ATLANTA • SAN FRANCISCO • LOS ANGELES

PHOENIX, ARIZONA



ARKANSAS—(Continued)

City	Call Letters	Chan. or Freq.	Name of Licensee	Network	Owner	Executive Abbreviations	Tran. Library
Established	Power		Headquarters Address	Representative	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.		News Service Transmitter
<b>FORREST CITY</b>							
KXJK	950		Forrest City Bestg. Co. Inc.	KBS	William Fogg, p & gm	Charlie Sims, pd, nd & fd	L-W
1949	1,000-D		Nat'l Bank of Eastern Ark. Bldg. 950	Razorback Continental	David James, cm Morris Cofer, ce	Jim Hutchison, sd	AP G
<b>FORT SMITH</b>							
KFPW	1230		Southwestern Hotel Co.	MBS	(Mrs.) John A. England, p	Willard E. Kunkel, ce	Wld.
1936	250		2917 Rogers Ave. 4105	Razorback Walker	John R. England, g & cm Dorothy Gibson, pd J. E. Garner, pmm, nd & fd	Joe Ropollo, sd Florence Floyd, wd	AP, UP .....
KFPW-FM	Ch. 235 (B)						
1947	94.9mc 14kw						
KFSA	950		Southwestern Pub. Co.	ABC	Donald W. Reynolds, p	Pat Porta, fd	.....
1947	1,000-LS 500-N DA		920 Rogers Ave. 3126	Razorback Taylor	Weldon Stamps, g & cm & pd Robert W. Platt, ce	Ken Ray, sd	UP Col.
KFSA-FM	Ch. 296 (A)						.....
1948	107.1mc 0.32kw						.....
KWHN	1320		KWHN Bestg. Co. Inc.	LBS	Parkman R. Feezor, sta. d & cm	H. S. Nakdimen, secy-treas.	St.
1947	5,000 DA-N		421 Garrison Ave. 8967		Glenn O'Neal, pd & nd Bill Hinz, pmm Frank Tate, ce	Ronald Whitlow, fd Mel Harrison, sd (Mrs.) E. Harvey, wd	AP, UP WE
<b>HARRISON</b>							
KHOZ	1240		Harrison Bestg. Corp.	KBS, MBS	Roy Milum, p	Pat Goolsby, cm, pd, nd & fd	St., SES.
1946	250		Radio City Addition 1240	Razorback	Robert S. Wheeler, gm Bruce Washburn, pmm & sd	Fred Ward, ce	UP G
<b>HELENA</b>							
KFFA	1260		Helena Bestg. Co.	MBS	Sam W. Anderson, p & gm	L. A. Sabo, ce	L-W
1941	1,000 DA-N		215 York St. Main 59	Continental	Bill Bigley, cm Hugh Smith, pd & pmm	Rick Hanna, nd Murray Schroyer, sd	AP G
<b>HOPE</b>							
KXAR	1490		Hope Bestg. Co.	MBS	A. H. Washburn, p	George Frazier, pd	.....
1947	250		P. O. Box 131 508	Razorback	L. E. Tooley, gm & ce Wesley Ninemire, cm	John McLeod, sd Aiene Tidwell, wd	AP Col.
<b>HOT SPRINGS</b>							
KTSH	1090		Radio Bestg. Inc.	ABC	John D. Ewing, p	Ed C. Appler, loc. slm	L-W
1924	10,000-LS 1,000-N		135 Benton St. 1160	Branham	John J. Wolever, gm Jon F. Karber, pd	Cecil L. Suitt, ce	UP .....
KWFC	1340		SPA Bestg. Co. Inc.	MBS	Frank A. Browne, gm	Tom M. Wilson, ce	.....
1940	250		819½ Central Ave. 412	Razorback Sears & Ayer	Robert Choate, cm Arthur Burnham, pd	Walter Ebel, nd	AP WE

Data corrected to Dec. 6, 1950. If executives or services for FM or TV 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, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

*With the C. B. S. top shows to lead the way - and with new personnel - new programming - new promotional techniques - new technical equipment - there's a new TOPBUY\* in the Arkansas market - that's*

# KLRA

*"Arkansas's Listening Habit"*

**1010 KC. -- 10 KW DAY -- 5 KW NIGHT**

**CBS FOR ARKANSAS  
LITTLE ROCK**

Represented Nationally by The O. L. Taylor Company

\*Since July, 1950, 12 national spot and 15 local accounts have switched to KLRA! 21 network shows have switched since February, 1950!

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transc. Library News Service Transmitter
				Owner or Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
<b>JONESBORO</b>						
KBTM 1930	1230 250	Regional Bcstg. Co. 603 Madison St. 5597	MBS, KBS Razorback	Jay P. Beard, p, g & cm		Wld., SES. AP G
KBTM-FM 1948	Ch. 270 (B) 101.9mc 8.1kw					
KNEA 1950	970 1000-D	Radio Jonesboro Inc. Hotel Nobel 8381	Razorback Sears & Ayer	Dick Crane, vp & gm Harold Gregson, cm & fd Charles Quinton, pmm Neal Bunn, pd	Wesley Bell, ce Phil Moss, nd Bill Comb, sd Murray Funk, wd	Assoc. UP RCA
<b>LITTLE ROCK</b>						
KARK 1928	920 5,000 DA-N	Arkansas Radio & Equipment Co. 112-14 East Capitol Ave. LD 99	NBC Arkansas Southcentral Petry	T. H. Barton, chmn. of bd. T. K. Barton, gm Julian F. Haas, cm Douglas J. Romine, pd A. C. Dowden, pmm	Dan L. Winn, ce Paul King, nd Bob Buice, fd Jim Terrell, sd	St. AP, UP RCA
KGHI 1927	1250 1,000-LS 500-N DA	KGHI Bcstg. Service 306 W. 3rd St. 9166	ABC Hollingbery	A. L. Chilton L. H. Chilton } ptrns. S. C. Vinsonhaler S. C. Vinsonhaler, mgng. ptrnr.	Kermit Richardson, cm Virginia Ewing, pd & wd Barbara Hencke, pmm V. O. Van Dusen, ce	..... ..... Ray.
KLRA 1928	1010 10,000-LS 5,000-N DA	Arkansas Bcstg. Co. Gazette Bldg. 2-5427	CBS Taylor	J. N. Heiskell, p W. V. Hutt, gm R. J. Myers, adm. asst. Harris Owen, pd	Oscar Alagood, pmm Kermit Tracy, ce Mark Weaver, nd Deno Nichols, sd	L-W, St. AP, UP RCA
KVLC 1948	1050 1,000-D	Southwestern Bcstg. Co. Southern Nat'l Bldg. 5-5321	LBS Arkansas Radio Rep.	Leonard Coe, gm Robt. Harrison, cm Marshall Hendrix, pd Glenn Robertson, pmm	William Miller, ce Ernest Howard, nd & fd Bob Lawrence, sd	Wld. UP G
KVLC-FM 1949	Ch. 238 (B) 95.5mc 390kw					
KXLR 1946	1450 250	Arkansas Airwaves Co. 217 East 3rd St. 4-8928	MBS Razorback Pearson	John F. Wells, p Emil J. Pouzar, gm Melton Lancaster, cm Roy Nichols, pd	Earl Butler, ce Bobbie Forster, nd Bob Fulton, sd	St. UP G
<b>MAGNOLIA</b>						
KVMA 1948	630 1,000-D	Magnolia Bcstg. Co. 212 N. Jefferson St. 630	MBS Arkansas Razorback	C. A. Bill Humbert, g & pmm Ray Wells, ce Paul Byram, nd	Tom Cochran, fd Tom Talbot, sd Lois Gene Greer, wd	Wld. AP Ray.
<b>MENA</b>						
KENA 1950	1450 250	R. B. Bell S. Reine St. 878		R. B. Bell, p, g, c & pmm Tommy Longfellow, pd & nd Enon W. Clements, ce		St. UP Col.
<b>NEWPORT</b>						
KNBY 1949	1280 1,000-D	Newport Bcstg. Co. Newport 749	LBS Razorback	Charles W. Craft, p Dick Wiethan, gm, nd, fd & sd	Gene Howe, cm J. C. Clayton, ce	St. UP RCA

KARK—The BIG PLUS In  
Little Rock and Arkansas!

No Other Station In  
Arkansas—Only

**KARK**

Delivers  
At 50-100% Level, Daytime BMB\*  
42 ARKANSAS COUNTIES  
whose 1949  
RETAIL SALES  
totaled  
**\$689,663,000**  
That's MORE than the 1949 combined  
total retail sales in  
VERMONT and  
WYOMING!

\*BMB,  
Spring,  
1949

T. K. BARTON  
Gen'l. Mgr.  
JULIAN F. HAAS,  
Comm'l. Mgr.  
National Representative  
EDWARD PETRY AND CO., INC.

Furthermore—In These 42 Counties

## FOOD STORE SALES

totaled

**\$ 1 3 5 , 5 4 0 , 0 0 0 . 0 0**

That's MORE than the combined total Food Store Sales in  
Albany, N. Y.; Salt Lake City, Utah; and Wilmington, Del.!

—AND—

## DRUG STORE SALES

totaled

**\$ 2 2 , 0 0 9 , 0 0 0 . 0 0**

That's MORE than the combined total Drug Store Sales in  
Trenton, N. J.; Glendale, Calif.; Tacoma, Wash.; Racine, Wisc.;  
and Austin, Texas!

—PLUS—

KARK also delivers a BIG BONUS of 25 Arkansas and 3 Louisi-  
ana Counties at 10-49% BMB Level!\*

Write Us or Phone Your Nearest Petry Man for Full Details!

TO SELL THE BEST PART OF  
ARKANSAS... BUY

**KARK** dial  
920  
5000 WATTS  
Arkansas Preferred Station  
LITTLE ROCK, ARKANSAS

ARKANSAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Tranac. Library News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
<b>OSCEOLA</b>						
KOSE 1949	860 1,000-D	Osceola Bcstg. Corp. P. O. Box 311 860	Arkansas Razorback	H. F. Ohlendorf, p Ted Woods, gm, nd & sd Betty G. Woods, cm	Leon Little, pd Harold M. Jones, ce Ann Edrington, wd	St. AP RCA
<b>PARAGOULD</b>						
KDRS 1947	1490 250	Progressive Bcstg. Co. P. O. Box 491 627	KBS Razorback	Ted Rand, co-o & gm T. M. Self, co-o & bus. m Ray Dexter, pd & sd D. F. Bateman, slm	Walt Lawson, ce & fd Wilma Wheelis, traffic m Rus Schwamb, nd Ruby Houston, wd	..... G
<b>PINE BLUFF</b>						
KCLA 1947	1400 250	Radio Engineering Service P. O. Box 752 1900	ABC Razorback	Ken Kesterson & Charles Penix, pnrs. Ken Kesterson, gm	Clyde Martin, cm Maxine Prickett, wd	L-W AP G
KOTN 1934	1490 250	Universal Bcstg. Corp. 505½ Main St. 721	MBS, KBS	B. J. Parrish, p, gm & ce Joe Wallace, cm	Louis Sloan, pd R. W. Etter, asst. & pmm	Thes., Cole AP RCA
<b>POCAHONTAS</b>						
KPOC 1950	1420 1,000-D	Pocahontas Radio Inc. P. O. Box 250 500		Adrian L. White, p, g & cm Rudy Pylant, pd & pmm	Earl Hodges, ce & fd Bill Nicholson, nd & sd Martha White, wd	Thes. UP G
<b>RUSSELLVILLE</b>						
KXRJ 1947	1490 250	Valley Bcstrs. Inc. Box 191 786	MBS	C. R. Horne, gm Randall McCarrell, cm Leon L. Bryan, pmm & sd	William C. McKenney, pd & ce Ora Mae Lee, traffic m	..... AP Ray.
<b>SILOAM SPRINGS</b>						
KUOA 1923	1290 5,000-D	KUOA Inc. Siloam Springs 77	MBS Razorback	John E. Brown Sr., p Storm Whaley, m Clinton Fowler, asst. m Ralph C. Kennedy, pd	Cecil Smith, ce Charles Hoke, fd Ida Mae Adolphson, wd	Wid., SES. UP WE
KUOA-FM 1947	Ch. 289 (B) 105.7mc 2.6kw					..... GE
<b>SPRINGDALE</b>						
KBRS 1949	1340 250	Southwestern Pub. Co. Highway 71 675	ABC Taylor	Walcott A. Wyllie, sm		

Data corrected to Dec. 6, 1950. If executives or services for FM or TV 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, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



If you want  
Quick Response

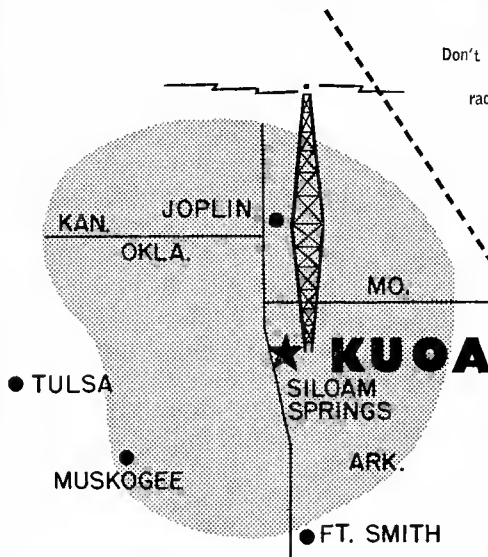
IN ARKANSAS BUY KVLC, where response is quick. Progressively programmed and powerfully promoted, KVLC gives listeners what they want. Consequently your sales message on KVLC produces dollars and cents results at once. Anyway, that's what our clients say . . . and we'll be glad to prove it to you. Try us. You'll find KVLC gives quick response—at low cost!

National Representatives  
Radio Representatives, Inc.  
New York • Los Angeles • San Francisco • Chicago





# There's more than a **TOWER** to a station's **POWER\***



Don't overlook KGER—the 5,000 watt independent that has pioneered radio in the important, concentrated, Southern California Market!

Our dependable reputation for supplying the programs that our listeners want has built a loyal audience which we can

deliver at a lower cost per thousand. KGER —

"The Station of the American Home"—influential in the education, home life and buying habits of the \$400,000,000 Long Beach Market since 1926.

#### AREA OF GOOD COVERAGE (.5 MV.)

Radio homes (1949).....	1,308,700
Retail Sales (Est. 1950)....	\$5,421,700,000.00
Retail Sales Index (1949)...	365
National Retail Sales Index...	318
Ratio .....	115%

**16.9% MORE SPONSORED PROGRAMS ON KGER IN 1950 THAN IN 1949**

#### "PROOF OF THE PUDDING"

"... We are dumbfounded at the excellent results we have received through inquiries regarding automobiles . . . and increase in service business . . . which we trace to our Newscast. . . . Your station has a tendency to bring people in from nearby communities which we have not had . . . through other media heretofore.

FREEMAN A. MacKENZIE, INC.  
Long Beach, California

WITHIN	KUOA'S	BMB	AREA
Radio Homes (1949)			52,700
Retail Sales* (Est. '49)	\$124,030,000.00		
Retail Sales Index* ('49)		430	
National Retail Sales Index ('49)		318	
KUOA's Rsi (division sign) National RSI		135%	

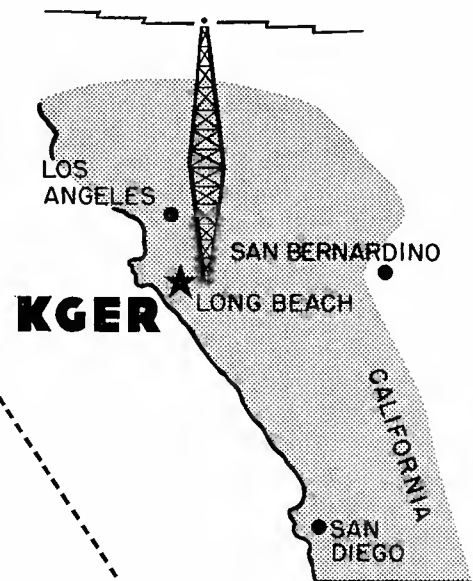
\* Consumer Markets 50-51

#### AREA AUDIENCE DATA\* October, 1949

	Morning	Afternoon
KUOA	36.3%	35.1%
Station X	8.8	10.9
Station Y	19.9	23.4
Station Z	6.3	7.0
Others	28.7	23.6

\* Robert S. Conlon Co. Area Survey

The "Voice of KAMO-LAND" for 28 years, KUOA, is located at the Crossroads of the Southwest in the rich, four-state Ozark region you can't afford to by-pass! KAMO-LAND's many sources of income —poultry, dairy, cattle, vegetables and fruit, oil, lead, zinc and coal—add up to a \$200,000,000 annual buying power. Put YOUR sales message on KUOA — the only 5,000 watt station in the entire coverage area. Affiliated with Mutual Broadcasting System.



## \*Broadcasting **POWER**—Selling **POWER** in Markets with Big Buying **POWER!**

5000 WATTS **K U O A** 1290 K. C.

5000 WATTS **K G E R** 1390 K. C.

OWNED BY THE  
JOHN BROWN SCHOOLS

Operated with  
**ARKANSAS' FIRST FM  
STATION—KUOA-FM**

The Station of  
**THE AMERICAN HOME**

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

ARKANSAS—(Continued)

City	Chan. or Freq.	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations 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; From. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Transc. Library News Service Transmitter	
<b>STUTTGART</b>						
KWAK	1240	Stuttgart Bcstg. Corp. Box 271 842	MBS	Beloit Taylor, p Melvin P. Spann, gm C. C. Lee, cm	June Spann, pd Frank Newbery, ce	St. UP G
<b>TEXARKANA</b>						
KCMC	1230	(See Texarkana, Tex. listing)				
<b>WEST MEMPHIS</b>						
KWEM	1,000-D	West Memphis Bcstg. Corp. 229 Broadway 463	LBS Ra-Tel	Clyde B. Gray Jr., gm & sd Hugh Murphy, sta. d, fd & wd Jerry Smith, cm	Bill Edwards, pd & nd Ed Beck, ce	L-W UP G

CALIFORNIA

<b>ALHAMBRA</b>						
KSJW(FM) (CP)	Ch. 296 (A) 107.1mc 0.37kw	Alhambra Bcstrs. Inc.				
<b>AUBURN</b>						
KDLA	1490	Charles E. Halstead Diamond H Ranch 1178		Charles E. Halstead Jr., p, g & cm, pd, pmm, ce, nd, fd & sd	(Mrs.) Charles Halstead, wd	..... G
<b>BAKERSFIELD</b>						
KAFY	550	Bakersfield Bcstg. Co. 2013 Chester Ave. 4-6421	MBS Don Lee Grant	George B. Crome, p Sheldon Anderson, gm Frank Wilbur, sm Glenn Rinker, cm Naum Healy, pd	Martin Smyth, pmm Ted Froming, ce Harl Mannes, nd George Day, fd Bill Elliott, sd	..... UP Col.
KBIS	970	Marmat Radio Co. 957 Oak St. 21465		James L. McDowell, g & pmm James E. Rennie, sta. & cm Guy Marchetti, asst. gm	George Crofford, pd Richard Sampson, ce	Cap. UP Col.
KMAR(FM)	Ch. 223 (B) 92.5mc 4.7kw	(KBIS, AM affiliate)				
KERN	1410	McClatchy Bcstg. Co. Elks Bldg. 8-8431	CBS Raymer	Eleanor McClatchy, p Walter Bazluk, sm Luverne Shatto, tech. chief	Virginia Tracy, traffic m Philip Waterhouse, news editor Herbert Arrasmith, farm editor	Cap., Wld. AF, UP, INS ..... GE
KERN-FM	Ch. 231 (B) 94.1mc 9.8kw					
KERO	1230	Paul R. Bartlett 1420 Truxtun Ave. 44548	NBC Avery-Knodel	Paul R. Bartlett, o Gene DeYoung, gm Ed Urner, cm Warren Mead, pd & fd	Robert Gleason, pmm Ken Croes, nd Jon Hackett, sd	St. UP RCA
KPMC	1560	Pioneer Mercantile Co. 1532 20th St 8-8581	ABC Hollingbery	F. G. R. Schamblin, p L. A. Schamblin, gm L. P. Jarvis, ce	C. C. Sturm, c, pmm & pd P. R. Biermann, nd	Thes. UP RCA
<b>BANNING</b>						
KPAS	1490	Pass Bcstg. Co. 4425 W. Ramsey 515	Cooke	Carlton R. Anderson, m		Wld. AP .....
<b>BARSTOW</b>						
KWTC	1230	Mojave Valley Bcstg. Co. P. O. Box 1230 4001	Cooke	W. T. Brown, p Harry White, gm & pd Jim Harvey, cm	Fred Fulwood, ce	Wld. UP WE
<b>BERKELEY</b>						
KPFA (FM) (CP)	Ch. 285 (A) 104.9 mc 1kw	Pacifica Foundation				
KRE	1400	Central Calif. Bcstrs. Inc. 601 Ashby Ave. 3-7115		Arthur Westlund, p & gm Don Hambly, cm		St. AP WE
KRE-FM	Ch. 275 (B) 102.9mc 7kw					
<b>BEVERLY HILLS</b>						
KSRT(FM) (CP)	Ch. 292 (A) 106.3mc 1kw	School of Radio Arts				
<b>BLYTHE</b>						
KYOR	1450	Bcstg. Corp. of America P. O. Box 668 2231	LBS Western	W. L. Gleeson, p Herb Booth, sm Dick Wonsler, cm	Howard Bokovoy, ce Beverly O. Booth, wd	..... UP .....
<b>BRAWLEY</b>						
KROP	1300	Bcstg. Corp. of America Del Rio Dr. 1300	LBS Pac. Reg. Wannamaker	W. L. Gleeson, p William Sinor, gm & sd John Chandler, cm Drew Walker, pd	Don Dotson, ce Lynn Thomas, nd Trudy Ruane, wd	..... UP Col.
<b>BURBANK</b>						
KWIK	1490	Burbank Bcstrs. Inc. 20 W. Burbank Blvd. Charleston 02111	Pac. Reg.	Leslie S. Bowden, trustee Paul T. Sutton, gm Robert S. Marshall, cm Duke Norton, pd & nd	Rolf D. Weglein, ce Lippy Duckat, sd Belle Martell, wd	L-W AP WE
<b>CALEXICO</b>						
KICO	1490	Charles Love P. O. Box 786 918	Continental			
<b>CHICO</b>						
KHSL	1290	The Golden Empire Bcstg. Co. Inc. 336 Broadway 237	MBS Grant	Mickey McClung, p M. F. Woodling, gm J. A. Pero, cm Jack Mitchell, pd & fd	Ira Hume, pmm Russell B. Pope, ce Henry Hanna, sd Dottie Locke, wd	L-W UP RCA
KVCI (FM)	Ch. 266 (B) 101.2mc 11kw	(KHSL, AM Affiliate)				
KXOC	1150	KXOC Inc. Radio Lane 3200	CBS Pearson	Lincoln Dellar, p Herb Ferguson, gm Donald J. Quinn, m	Neil McIntyre, pd Ewald W. Berger, ce Dean Mell, nd	St., Assoc. UP Col.
<b>COALINGA</b>						
KBMX	1470	Pleasant Valley Radio Co. Box 868 136		Benjamin M. Bowman, ptrn. & p Rea B. Bowman, ptrn., gm & sd Alexandro Medina, cm	Faye M. Bowman, pd & wd Don Daniels, ce, nd & fd	L-W, SES. UP G

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in *italics*. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.





LOS ANGELES OUTLET FOR THE LIBERTY BROADCASTING SYSTEM

*The West's Greatest Independent*

**K M P C**

50,000 WATTS 10,000 NIGHT

**LOS ANGELES**

**GEORGE A. RICHARDS**  
Chairman of the Board

**ROBERT O. REYNOLDS**  
Vice President & Gen. Mgr.

**JOHN PATT**  
President

**H-R REPRESENTATIVES, INC.**



DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

CALIFORNIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp exp; 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.	Tranc. Library News Service Transmitter
<b>CORONA</b>					
KBUC 1948	1370 500 DA-N	American Pacific Radio Bestg. Co. Box 111 1370	Pac. Reg. McGillvra	John G. Bucknum, ptrn. Elmer J. Bucknum, ptrn. & gm Mary Bucknum, cm Chap Rollins, sm, sd & pd	Mac., L-W UP GE
<b>CRESCENT CITY</b>					
KCRE (CP) 1947	1400 250	De Norte Bestg. Co.			
<b>DELANO</b>					
KCHJ (CP) 1947	1010 1,000-D	Charles Herman Johnes P. O. Box 262 9411		Charles H. Johnes, p, gm & ce James Colo, cm & fd	SES. UP
KHAD (CP) 1947	1340 250	George F. Haddican P. O. Box 367 2931		George F. Haddican, o L. W. Brammer, gm Richard M. Clark, pd & sd	St. AP RCA
<b>DINUBA</b>					
KRDU 1946	1240 250	Radio Dinuba Co. 110 North L. St. 500	LBS	Egon A. Hofer, p, g & cm Ruby Thiesen, pd Russ Friend, ce	L-W AP
<b>EL CENTRO</b>					
KXO 1927	1230 250	Valradio Inc. P. O. Box 140 1100	MBS Don Lee Raymer	Paul A. Jenkins, p Riley R. Gibson, gm Belle Hovey, cm F. J. Wineriter, pd, nd & fd	Thes. UP RCA
<b>EUREKA</b>					
KHUM 1947	1240 250	Carroll R. Hauser Vance Hotel 3900	ABC, LBS Pearson	Carroll R. Hauser, p, g & cm Hal Davis, pd, pmm, nd & fd Dean Elliott, ce	Cap. AP Col.
KIEM 1933	1480 5,000 DA-1	Redwood Bestg. Co. Inc. Radio Center 4000	MBS Don Lee Blair	Wm. B. Smullin, p & gm Don Telford, cm Paul Corbin, pd Bob Stach, pmm John Bauriedel, tech. d	Geo. Thomson, office m Newton Stewart, nd Eddie Arnold, fd Will Gamble, sd Mary Lou Stuart, wd
KRED (FM) 1947	Ch. 242 (B) 96.3mc 4.6kw	(KIEM, AM Affiliate)			
<b>FORT BRAGG</b>					
KDAC 1948	1230 250	Edward Mertle 2100 East Oak St. 5671	Forjoe	Edward Mertle, p Paul L. Singer, g, c & pmm, pd & sd Dean Kiner, ce	Pat Patterson, nd Gabriel Tumin, fd Eloise Keller, wd

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

if...

California—the nation's Second Retail State — is your market . . .

and . . . you recognize that **SUCCESSFUL** RADIO ADVERTISING demands local tie-in **MERCHANDISING** . . .

you...

**ABSOLUTELY CANNOT OVERLOOK** the Pacific Regional Network, your Best Salesman in California . . .

because..

the Pacific Regional Network, the nation's most flexible sales and merchandising radio station network . . .

. . . offers to advertisers (1) network time purchase of any or all of 49 separate California AM radio stations; (2) outstanding programming; and (3) **LOCAL** radio sales promotion in all its ramifications . . . at substantial savings in time, effort and money.

For details write, wire, or phone

**PACIFIC REGIONAL NETWORK**  
6540 SUNSET BOULEVARD • PHONE Hillside 7406 • HOLLYWOOD 28, CALIFORNIA

**BROADCASTING**  
TELECASTING

**BROADCASTING**  
The Newsweekly of Radio and Television  
TELECASTING

SOL TAISHOFF  
Editor & Publisher

September 27, 1950

NATIONAL PRESS BLDG  
WASHINGTON 4 D C

Mr. Harry Maizlish  
President and General Manager  
Radio Station KFVB  
5833 Fernwood Avenue  
Hollywood 28, California

Dear Harry:

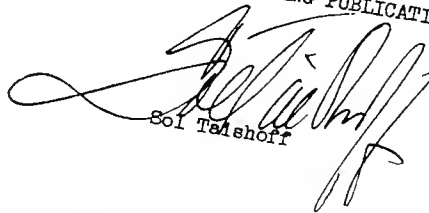
We rejoice with your host of friends in congratulating you on the acquisition of KFVB by your new company, just authorized by the Federal Communications Commission. To almost everybody in the radio fraternity -- broadcasters, advertisers and their agencies -- KFVB for almost two decades has been synonymous with Harry Maizlish.

We know we bespeak the sentiments of all in radio in wishing you and your new associates every success. That is because it is recognized that KFVB will continue operations in the same high tradition.

All good wishes.

Sincerely,

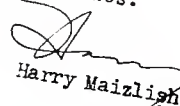
BROADCASTING PUBLICATIONS, INC.



Sol Taishoff

ST:CLH

Thanks, Sol, for all your good wishes.



Harry Maizlish



CALIFORNIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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.	Transc. Library News Service Transmitter	
<b>FRESNO</b>						
KARM 1938	1430 5,000 DA-1	KARM, The George Harm Station 1333 Van Ness Ave. 4-2966	ABC Petry	Hattie Harm, p Clyde F. Coombs, gm Ed Ropolo, pd	Eldora Roth Cooney, pmm Elbert H. Dean, ce Robert Franklin, nd, fd & sd	St. AP, INS RCA
KARM-FM 1948	Ch. 270 (B) 101.9mc 7.4kw					..... GE
KFRE 1936	940 50,000 DA-2	Calif. Inland Bestg. Co. T. W. Patterson Bldg. 4-5001	CBS Avery-Knodel	Paul R. Bartlett, p & gm Keith L. Mealey, asst. m & tech. d Ed J. Frech, pd	Noyes Alexander, nd Wally Erickson, fd	Wld. UP GE
KRFM (FM) 1947	Ch. 227 (B) 93.7mc 70kw	(KFRE, AM Affiliate)				.....
KGST 1949	1600 1,000-D	Delle Bestg. Co. Farmers Market 6-6526	LBS Forjoe	Sidney A. Mandel } Morris Mindel } Milton Gerloff }	Sidney A. Mandel, gm Morris Mindel, cm Milton Gerloff, ce	..... UP Col.
KMJ 1922	580 5,000	McClatchy Bestg. Co. 1559 Van Ness Ave. 3-6277	NBC Raymer	Eleanor McClatchy, p Hal Brown, sm Coyle Chambers, slm Bill Wallace, ce Joseph Tomes, prog. m	Andrew D. Patterson, traffic m Bill Sanford, nd Ed Sturgeon, farm editor Joe Drilling, sp. events m	Cap. AP, UP RCA
KMJ-FM 1949	Ch. 250 (B) 97.9mc 7.3kw					..... WH
KYNO 1947	1300 1,000 DA-N	Schuler, Anderson, Chenault & Williamson Hotel Fresno 2-6141	MBS Don Lee Pearson Hollingbery	Robert Schuler, p Gene Chenault, gm Joe Hinman, cm Leo Goldman, pd	Wanda Woods, pmm Bert Williamson, ce Bob Clare, nd Ross Franklin, sd	..... UP Ray.
<b>GLENDALE</b>						
KIEV 1933	870 250-D	Cannon System Ltd. 102 N. Glendale Blvd. Citrus 1-1133		David H. Cannon, p Cal Cannon, gm		.....
KUTE (FM) (CP)	Ch. 270 (B) 101.9mc 10kw	Robert P. Adams 1644 Idlewood Rd. Citrus 1-7918		Robert P. Adams, p		..... Fed.
<b>HANFORD</b>						
KNGS 1948	620 1,000 DA-N	Samuel & Harriett Beaubaire P. O. Box 620 620	O'Connell	Samuel M. Beaubaire, p Don C. Reeves, gm & ce Gene Williams, cm	E. C. Balthis, pd	Wld., Assoc. UP, INS Ray.
<b>HOLLYWOOD (See Los Angeles Listing)</b>						
<b>INDIO</b>						
KREO 1946	1400 250	Bestg. Corp. of America P. O. Box 707 73403	Sears & Ayer	W. L. Gleeson, p & gm Stanley Reynolds, sm		Assoc., St., Wld. AP
<b>INGLEWOOD</b>						
KEFM (FM) (CP)	Ch. 224 (A) 92.7mc 0.33kw	Centineta Valley Bestg.				.....
KHOA (FM) (CP)	Ch. 283 (A) 105.5mc 0.75kw	Wm H. Haupt				.....
<b>LAGUNA BEACH</b>						
KTED 1949	1520 1,000-LS DA-2 250-N	Tom E. Danson 424 Glenneyre 1520	Western Radio Continental	Tom E. Danson, p, g & pmm James Aloyesus Matheny, cm	Donald K. Ross, pd Gaye Stone, ce	Thes. AP Col.

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in *italics*. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

# KARM

## Fresno, California

*ABC's Station for Central California*

Represented Nationally By

EDWARD PETRY & CO., Inc. New York — Chicago — Detroit — St. Louis — Los Angeles — San Francisco



City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transc. Library News Service Transmitter
				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.		
<b>LANCASTER</b>						
KAVL 1950	1340 250	Antelope Bestg. Co. P. O. Box 1192 1000		W. B. Carter, p & gm H. L. Comstock, cm James French, ce	Joe White, sd Wilma Lewis, wd	Wld. UP RCA
<b>LODI</b>						
KCVR 1946	1570 1,000-D	Central Valley Radio P. O. Box 600 1700	KBS, LBS	Herbert W. Brown, & David A. Brown, ptrns. Bill Bauer, ce Ted Ejerke, nd	Harry Tatarian, fd John Ferm, sd Lois Veit, wd	St. UP Ray.
<b>LONG BEACH</b>						
KFOX 1924	1280 1,000	Nichols & Warinner Inc. 220 E. Anaheim 672-81	Burn-Smith	Hal G. Nichols, p L. W. McDowell, cm		UP .....
KFOX-FM (CP)	Ch. 272(A) 102.3mc 1kw					.....
KGER 1926	1390 5,000 DA-N	John Brown Schools of Calif. Inc. 3745 Atlantic 407-907		John E. Brown, p Galen O. Gilbert, gm William George, pd Luther Crumbaugh, ce	Finis Bell, nd Fred Hessler, sd Irene Cook, wd	..... AP RCA
KNOB (FM) 1949	Ch. 276 (A) 103.1mc 0.32kw	The Cerritos Bestg. Co. 1120 Pine Ave. 855-19		Jay E. Tapp, gm John W. Doran, cm Raymond B. Torian, pd & ce	Walt Abbott, pdm Gary Floyd, sp events & pub. rel. d	..... Ray.
<b>LOS ANGELES</b>						
KECA 1929	790 5,000 DA-1	American Bestg. Co. Inc. ABC Television Center Normandy 33311	ABC ABC Spot	Robert E. Kintner (ABC), p Frank Samuels, vp & gm Edward B. Hullinger, publ. m Ernest Felix, asst. treas.	Amos T. Baron, slm John I. Edwards, pd Rollo Hunter, asst. pd Phillip G. Caldwell, tech. opers. m	L-W AP, UP, INS RCA .....
KECA-FM 1947	Ch. 238 (B) 95.5mc 4.75kw					..... GE
KECA-TV 1949	Ch. 7 174-180mc 14.7kw aur.; 29.4kw vis.			William K. McDaniel, slm E. Carlton Winckler, pdm Richard A. Moore, asst. gm	George K. Boggs, film d	..... GE
KFAC 1931	1330 5,000 DA-N	Los Angeles Bestg. Co. Inc. 645 South Mariposa Ave. Dunkirk 4-1231		Calvin J. Smith, p, g & cm Howard Rhines, pd & pmm Ron Oakley, ce	Murray Boggs, nd Lucile Blake, traffic m	Assoc., SES. AP RCA
KFAC-FM 1948	Ch. 238 (B) 104.3mc 8.8kw					.....
KFI 1922	640 50,000	Earle C. Anthony Inc. 141 N. Vermont Ave. Dunkirk 2-2121	NBC Petry	Earle C. Anthony, p George A. Whitney, gm Kevin Sweeney, gen. sls. & pmm Pat Kelley, pd	H. L. Blatterman, co-engr. Curtis W. Mason, co-engr. Pat Bishop, nd Nelson McIninch, fd	Cap., Wld. AP, UP RCA .....
KFI-FM 1947	Ch. 290 (B) 105.9mc 16.5kw					..... GE
KFI-TV 1948	Ch. 9 186-192mc 15.7kw aur.; 31kw vis.			Haan J. Tyler, m John Bradley, cm Kenneth Higgins, pd		.....

# LONG HAIR MUSIC IS OUR BUSINESS

And business is a pleasure—because our audience forms an important segment of an important market—served exclusively in the field of better music by KFAC.

## PULSE\* REPORTS PROGRESS

The progressively growing appeal of fine music, beamed twenty-four hours daily at 5—12% of the audience—in the nation's third largest market.

Check our cost per listener—one of the country's lowest.

**KfAC**  
5 KW

AM—FM

*The Music Station*  
FOR SOUTHERN CALIFORNIA

1330 KC

LOS ANGELES BROADCASTING CO., INC.  
645 MARIPOSA, LOS ANGELES 5

For Information, phone or wire collect

\* THE PULSE, INC.  
110 Fulton St.,  
N. Y. 7, N. Y.



**YOU CAN'T BEAT LOCAL  
SELLING IN PACIFIC COAST  
NETWORK RADIO, EITHER!**

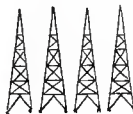
THE LAWS OF NATURE AND LOGIC are all in favor of local selling on the Pacific Coast. Great distances between markets, mountain ranges (5,000 to 14,495 feet high), and low ground conductivity make it advisable to place network stations within each of the many vital marketing areas. The best, most economical coverage for the Pacific Coast is obtained with these local network radio outlets.

Only Don Lee is especially designed for the Pacific Coast. Only Don Lee has a local network station in each of 45 important markets (nearly as many as the other three networks *combined*). Thus, only Don Lee offers advertisers all the advantages of local selling and local influence. That's important in selling, and it's an exclusive Don Lee

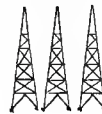
LEWIS ALLEN WEISS, *Chairman of the Board* • WILLET H. BROWN, *President* • WARD D. INGRIM, *Vice-President in Charge of Sales*  
1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA • *Represented Nationally by JOHN BLAIR & COMPANY*

### Of 45 Major Pacific Coast Cities

**ONLY 10**  
have stations  
of all 4  
networks



**3**  
have Don Lee  
and 2 other  
network stations



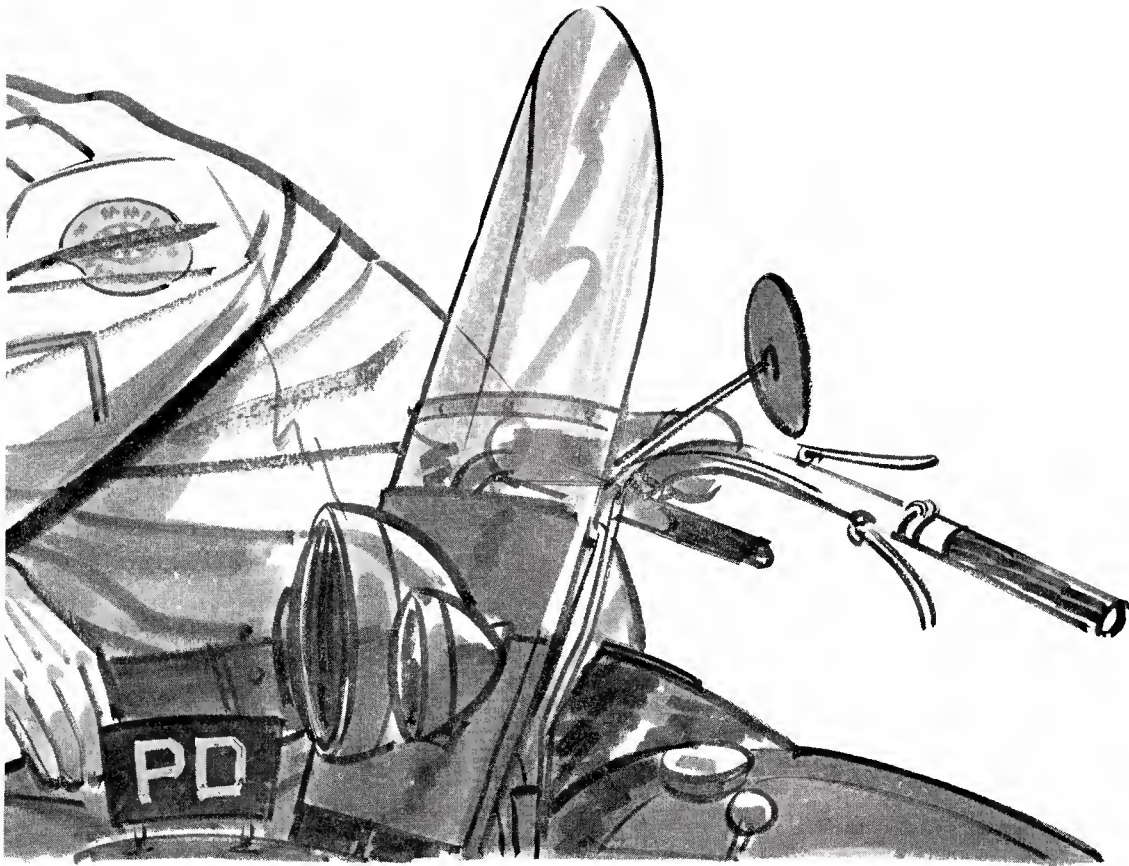
**8**  
have Don Lee  
and 1 other  
network station



**24**  
have Don Lee  
and **NO** other  
network station







Network selling advantage.

With Don Lee, you write your own ticket to meet your specialized marketing problems. You buy coverage to fit your distribution. No waste. You buy what you need.

Only Don Lee can broadcast your sales message to all the Pacific Coast radio families from a local network station broadcasting where they live—where they spend their money. It's the most logical, the most economical—the “sellingest” coverage you can get for the Pacific Coast.

That's why Don Lee consistently broadcasts more regionally sponsored programs than any other Pacific Coast network.

## *The Nation's Greatest Regional Network*



DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

CALIFORNIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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.	Transc. Library News Service Transmitter
<b>LOS ANGELES—(Continued)</b>					
KFMV (FM) 1948	Ch. 234 (B) 94.7mc 58kw	Union Bcstg. Corp. of Calif. 6540 Sunset Blvd. Hillside 7406	Pac. Reg. Sears & Ayers	Cliff Gill, gm Ted MacMurray, cm Dan Russell, pd	Sam Margolin, ce Assoc. AP RCA
*KFSG 1924	1150 2,500-LS 1,000-N S-KRKD	Echo Park Evangelistic Assn. 1100 Glendale Blvd. Dunkirk 1141 (KFSG, AM Affiliate)		Dr. Rolf K. McPherson, p M. D. Buchen, gm & pd C. Harvey Haas, ce	..... ..... GE
KKLA (FM) 1948	Ch. 246 (B) 97.1mc 58kw			M. D. Buchen, cm	Assoc. ..... Col.
KFVD 1925	1020 5,000 L-KDKA	Standard Bcstg. Co. 338 S. Western Ave. Dunkirk 8-2345	McGillvra	J. Frank Burke, p & gm Vern Lindblade, cm Toni Reeder, pd	Leonard Reeves, ce George Sanders, sd Violet Schram, wd
KFWB 1925	980 5,000	Werner Bros. Bcstg. Corp. 5833 Fernwood Ave. Hemsted 5151	Rambeau	Harry Maizlish, p & gm Theola R. Sanders, asst. to p Wm. V. Ray, pd	Harry Myers, ce Albert Gordon, nd Ed Lyon, sd
KGFJ 1926	1230 250	Ben S. McGlashan 6314 Sunset Blvd. Hollywood Hillside 0201		Ben S. McGlashan, o Thelma Kirchner, gm James Strain, cm	Homer Obuchon, ce Assoc. UP WE
<sup>1</sup> KHJ 1922	930 5,000 DA-1	Thomas S. Lee Enterprises Inc. 1313 N. Vine St. Hudson 2-2133	MBS Don Lee Blair	Willet H. Brown, p & gm Donn Tatum, vp & gen counsel Patrick Campbell, vp & sta. rel. d Ward D. Ingram, vp chg. sts Leon Wray, slm	J. Carlton Adair, pd Herbert H. Sonnenburg, pmm Walter Carruthers, vp chg. engrg. A. M. Quinn, secy.-treas.
KHJ-FM 1941	Ch. 216 (B) 101.1mc 2.5kw				
KTSL (TV) 1931	Ch. 2 54-60mc 6.0kw-aur.; 9.3kw-vis.	(KHJ, AM affiliate)	DuMont Blair-TV	Charles Glett, vp chg. TV Robert Hoag, slm Cecil Baker, exec. prod.	Harold Jury, ce Don Hine, prod. d Harry R. Lubcke, d TV research
KLAC 1946	570 5,000-LS 1,000-N	KMTR Radio Corp. 1000 N. Cahuenga Blvd. Hollywood Hudson 2-7311	Young	(Mrs.) Dorothy Schiff, o & p Don Fedderson, evp & gm Dave Lundy, gen. slm C. G. Renier, pd	Jim McNamara, nd R. W. Conner, d of engrg. Sam Balter, sd
KLAC-TV 1948	Ch. 13 210-216mc 14.8kw aur.; 28.1kw vis.		Katz	Fred Henry, pd	Cap., SES. UP, INS RCA
KMAU(FM) (CP)	Ch. 262(B) 100.3mc 72kw	Marantha Bcstg. Co.			
KMGM (FM) 1948	Ch. 254 (B) 98.7mc 49kw	Metro-Goldwyn-Mayer Studios Inc. MGM Studios Culver City Texas 03311		Frtram Lebhar, exec. d Wm. F. MacCrystall, gm Rex R. Morrow, ce	Robert Caldwell, slm Barbara Waters, traffic m
KMPC 1927	710 50,000-LS 10,000-N-DA CP-50,000 DA-N	The Station of the Stars Inc. 5939 Sunset Blvd. Hollywood Hollywood 9-5341	H-R Reps.	G. A. Richards, o John Patt, p Robert O. Reynolds, gm John Baird, prod. sup.	Loyd C. Sigmon, ce Jim McCulla, nd Charles Stone, fd Bob Kelley, sd
KNBH (TV) 1949	Ch. 4 66-72mc 8kw aur.; 15kw vis.	National Bcstg. Co. 1500 N. Vine, Hollywood Hollywood 9-6161	NBC	Thomas B. McFadden, gm Donald A. Norman, slm Robert V. Brown, pd Robert W. Clark, ce	Richard R. Eisiminger, adv. & pmm Robert Guggenheim Jr., m film opers.
KNX 1924	1070 50,000	Columbia Bcstg. System 6121 Sunset Blvd., Hollywood Hollywood 9-1212	CBS Columbia Pac. Radio Sales	Merle S. Jones, gm Edwin W. Buckalew, slm George W. Allen, pd Ralph Taylor, pmm Wayne Steffner, cm	Les Bowman, ce Jack Beck, nd Robert Wilson, fd Tom Harmon, sd
KNX-FM 1948	Ch. 226 (B) 93.1mc 60kw				
KPOL (CP)	1540 5,000-D	Coast Radio Bcstg. Corp. 877 S. Tremaine Ave. Wyoming 8081		Hugh R. Murchison, p	..... ..... WE
KRKD 1927	1150 5,000-LS 1,000-N S-KFSG	Radio Bcstrs. Inc. 312 Spring Arcade Bldg Tucker 7111		Ned Connor, g & cm Charles Slifker, pd & sd	Doug Douglas, pmm Willis O. Freitag, ce
KRKD-FM 1949	Ch. 242 (B) 96.3mc 15kw				..... ..... WE
KTLA (TV) 1942	Ch. 5 76-82mc 15kw aur.; 30kw vis.	Paramount Television Productions Inc. 5451 Marathon St. Hudson 2-2301	Raymer	Paul Raibourn, p Klaus Landsberg, vp & gm Harry Y. Maynard, cm Charles Theodore, studio opers. sup.	J. Gordon Wright, prod. coordinator Gordon Minter, sr. d Raymond M. Moore, sr. engrg.
KTTV (TV) 1949	Ch. 11 198-204mc 13.6kw aur.; 31.5kw vis.	KTTV Inc. 5746 Sunset Blvd. Hudson 2-7111	CBS Radio Sales	Norman Chandler, p Harrison M. Dunham, gm Frank G. King, cm	Robert M. Purcell, pd Joseph Conn, ce John Vrba, pmm
<b>MARYSVILLE</b>					
KMYC 1940	1450 250	Marysville-Yuba City Bcstrs. Inc. Box 631 2-2396	MBS Don Lee Grant	H. E. Thomas, p & nd Joe D. Carroll g & cm & sd	William R. Cleveland, pd Loyd McQueary, ce
KMYC-FM 1947	Ch. 261 (B) 99.9mc 4.7kw				..... ..... GE
<b>MERCED</b>					
KYOS 1936	1480 5,000 DA-N	Merced Bcstg. Co. P. O. Box 717 1430	MBS Don Lee Grant	(Mrs.) Hugh McClung, p & gm Charles H. Kinsley Jr., sm A. J. Krisik, cm B. K. Krisik, pd & wd	Rob O'Harra, pmm Malcolm Beavers, ce Clare Coffman, nd, fd & sd
KVME(FM) 1948	Ch. 248 (B) 97.5mc 8.9kw	(KYOS, AM affiliate)			..... ..... UP RCA
<b>MODESTO</b>					
KBEE (FM) 1948	Ch. 277 (B) 103.3mc 11.5kw	McClatchy Bcstg. Co. 14th & Eye Sts. 2644	Raymer	Eleanor McClatchy, p William T. Endicott, sm James B. Hancock, chief tech.	Cap. AP, UP RCA

<sup>1</sup>These stations awaiting FCC approval of transfer.  
Data corrected to Dec. 8, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated.  
FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



CHANNEL  
5

# KTLA

**THE BEST ADVERTISING BUY IN LOS ANGELES**

## HOOPER TELEVISION AUDIENCE INDEX

SEPTEMBER-OCTOBER 1950 SHARE OF TELEVISION AUDIENCE

TIME	TV SETS- IN-USE	TV Station "A"	TV Station "B"	TV Station "C"	TV Station "D"	KTLA	TV Station "E"	TV Station "F"	OTHER TV
SUNDAY AFTERNOON 12:00 NOON-6:00 P.M.	26.8	7.6	17.0	20.5	15.6	36.3	-	2.9	
SATURDAY DAYTIME 8:00 A.M.-6:00 P.M.	15.8	2.9	6.8	8.4	1.3	56.0	-	23.9	0.6
EVENING SUN. THRU SAT. 6:00 P.M.-10:00 P.M.	46.7	17.3	5.4	9.7	13.7	35.9	8.3	9.5	0.2

850,000 TV Receivers in Los Angeles area, December 1, 1950



KTLA Studios • 5451 Marathon St., Los Angeles 38 • HOLLYWOOD 9-6363  
Eastern Sales Office • 1501 Broadway, New York 18 • BRYANT 9-8700

**KEY STATION OF THE PARAMOUNT TELEVISION NETWORK**

Paul H. Raymer Company, Inc., National Representatives

CALIFORNIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transc. Library News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
<b>MODESTO—(Continued)</b>						
KMOD 1950	1360 1,000-DA-N	Radio Modesto Inc. P. O. Box 941 3838	ABC	John H. Schacht, o & gm Ron Sweeney, cm Gene D'Accardo, pd, nd & sd	Robt. Harrell, ce Chas. Packard, fd Sylvia Gamble, wd	Wld. AP GE
KTRB 1933	860 5,000-LS 1,000 N-DA	KTRB Bcstg. Co. Inc. P. O. Box 593 774	Grant	Wm. H. Bates Jr., p, gm & ce James Van Parks, cm Milton Hibdon, pd & sd	Chas. McEwen, nd Eldon Barrick, fd Hilda Higbee, wd	St., Cole, L-W UP, INS GE
KTRB-FM 1949	Ch. 281 (B) 104.1mc 4.7kw					
<b>MONTEREY</b>						
KMBY 1949	1240 250	Monterey Bcstg. Co. Hotel San Carlos 2-4541	KBS	L. John Miner, gm Emil Trojak, ce Ford Warner, nd		Wld., Assoc. UP RCA
<b>MT. SHASTA</b>						
KWSD 1947	1340 250	Shasta Cascade Bcstg. Corp. East Alma St. 2124	Western	David Rees & Arthur Adler, co-o Iola Huntingdon, pd	Donald Keys, ce	St. AP RCA
<b>NAPA</b>						
KVON 1947	1440 500 DA-1	Napa Bcstg. Co. Inc. Foster Rd. 6-2023	LBS	Luther E. Gibson, p & gm David Bous, cm H. B. Vanderbeek, act. ce	George W. Grayson, pd, pmm, nd & fd Joe Barbour, sd Betty Lee, wd	Assoc., Wld. AP Col.
<b>OAKLAND</b>						
KLX 1922	910 1,000 CP: 5,000 DA-1	Tribune Bldg. Co. Tribune Tower Glencourt 1-0660	Burn-Smith	J. R. Knowland Jr., p Glenn Shaw, gm J. Milton Seropan, cm Jerry Morton, pd	Roswell S. Smith, ce John K. Chapel, nd Alan Ward, sd Earl Phillips, office m	Wld. AP, UP WE
KLX-FM 1948	Ch. 267 (B) 101.3mc 20kw					..... GE
KROW 1925	960 1,000 CP: 5,000 DA-1	KROW Inc. 464 19th St. Twinoaks 3-9600	Ra-Tel	Sheldon F. Sackett, p Alan L. Torbet, gm David M. Sacks, cm Russ C. Coughlan, pd	Paul E. Leake, ce William Winter, nd Vern Loudon, sd	St. UP .....
KWBR 1920	1310 1,000	Warner Brothers 327 21st St. Higate 4-1212		Stafford W. Warner, ptrn. & gm Eugene N. Warner, ptrn. F. Wellington Morse, cm	Wanda Ramey, pd Paul Gregg, ce George Oxford, nd	L-W UP RCA

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

**BROADCAST • TELEVISION • RECORDING ENGINEERS**

INTERNATIONAL BROTHERHOOD OF ELECTRICAL WORKERS  
LOCAL UNION 45

1591 Cross Roads of the World

Hollywood 28, Calif.

Gladstone 8889

To All Advertising Agencies:

WHETHER YOU ARE SELLING IN LOS ANGELES COUNTY OR  
SELLING TO THE WORLD, WE HAVE IT

FILMS FOR TV FROM KTTV

CINEMASCOPE RECORDING BY KLAC-TV

KINESCOPE RECORDING BY CBS

FOR THE HOTTEST SELLING TV SHOWS SEE

KTTV — KLAC-TV — KTSL

All Southern California Listens to

KNX—KNX-FM—THE COLUMBIA BROADCASTING SYSTEM

KHJ—KHJ-FM—THE DON LEE BROADCASTING SYSTEM

KMPC—HOLLYWOOD

KRKD—LOS ANGELES

KFOX—LONG BEACH

KFMV—HOLLYWOOD

KGFJ—LOS ANGELES

KGER—LONG BEACH

KFWB—HOLLYWOOD

KFVD—LOS ANGELES

KIEV—GLENDALE

KFAC—LOS ANGELES

KALI—PASADENA

KWIK—BURBANK

KMGM—LOS ANGELES

KXLA—PASADENA

KGIL—SAN FERNANDO

KWKW—PASADENA

UNIVERSAL RECORDERS

6000 SUNSET RADIO-TELEVISION CENTER

Sincerely, ROY TINDALL, Business Manager

Local Union 45

I.B.E.W.



## POPULATION

In 10 years  
the Pacific Coast has grown  
48.7% BIGGER

1940... 9,733,262

1950... 14,846,527

9.7%  
of the Nation's  
total population

Source: 1940-1950 U. S. Census

## RETAIL SALES

In 10 years  
the Pacific Coast has grown  
253.6% BIGGER

1939... \$ 4,298,759,000

1949... 15,205,643,000

11.9% of the total  
National Retail Sales

Source: 1941-1950 Sales Management

## EFFECTIVE BUYING INCOME

In 10 years  
the Pacific Coast has grown  
238.8% BIGGER

1940... \$ 6,243,315,000

1950... 21,154,281,000

11.3% of the Nation's  
total buying income

Source: 1940-1950 Sales Management

## GROWTH BY FAMILIES

In 10 Years Pacific Coast  
Families have increased 48.2%

*Radio Families Have Grown  
Even Faster*

53.8% since 1940

1940... 2,836,820

1950... 4,362,050

TODAY—98.0% of all Pacific Coast  
Families have radios... a higher  
percentage than any other section of  
the nation\*

\*except New England with 98.2%

Source: 1940 U. S. Census  
1949 B. M. B.

WASHINGTON

OREGON

CALIFORNIA

THE **BIG**  
**PACIFIC COAST**

**MARKET IS**

**BIGGER**

**THAN YOU**

**THINK**

**NBC IS THE LEADING NETWORK WITH  
THE LARGEST AUDIENCE IN ALL RADIO**

On the Pacific Coast, NBC leads with...

DAYTIME AUDIENCE 3,450,550

79% of Pacific Coast Radio Families

NIGHTTIME AUDIENCE 3,778,700

87% of Pacific Coast Radio Families

Source: 1949 B. M. B. Study No. 2



**THE PACIFIC COAST'S  
NUMBER ONE  
ADVERTISING MEDIUM**

CALIFORNIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transc. Library News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
<b>ONTARIO</b>						
KOCS 1947	1510 250-D	The Daily Report Co. 222 E. B St. 627-54	Pac. Reg. Western	Carlton Appleby, gm Wally Seidler, cm & nd Louisa Miller, pd & wd	Floyd Hall, ce Hal Morelli, sd	Assoc. UP GE Cap. UP .....
<i>KEDO (FM)</i> 1947	<i>Ch. 228 (A)</i> 93.5mc 0.31kw	(KOCS, AM affiliate)				.....
<b>OROVILLE</b>						
KDAN 1948	1340 250	Mercury Bestg. Co. Box 231 1340	Biddick	Dan L. Beebe Sr., p Ray L. Partridge, gm & ce		L-W UP RCA
<b>PALM SPRINGS</b>						
KCMJ 1946	1340 250	Palm Springs Bestg. Co. P. O. Box KK 2253	CBS Pearson	Dick Joy, p Roland B. Vaile, gm, pd & sd Harry Davis, cm	Donald C. McBain, ce Paul Grannis Jr., nd	..... UP .....
<b>PALO ALTO</b>						
KIBE 1949	1220 250-D	J. B. Rhodes Palo Alto Airport Davenport 3-1341	Scott	James Blaine Rhodes, p Jay B. Rhodes, gm Walter Grau, cm John Egan, pd	Dave Wortman, ce Robert Seaman, nd Ray Hammett, sd	St. UP .....
<b>PASADENA</b>						
KALI 1950	1430 1,000 D-DA	John H. Poole 425 E. Green St. Sycamore 6-5327	Schepp-Reiner	Aubrey H. Ison, gm		Cap. UP .....
*KPPC 1924	1240 100 SH	Pasadena Presbyterian Church Inc. 585 E. Colorado St. Sycamore 3-2191		Dr. Eugene Carson Blake, p Leon Hall, gm & pd Clayton Blake, ce		..... Col. .....
KWKW 1942	1300 1,000 DA-N	S. California Bestg. Co. 800 Sierra Madre Villa Ryan 1-6744	Forjoe	Marshall S. Neal, p William J. Beaton, g & cm Bill Gart, pd Claire Hughes, pmm	Paul W. Spargo, ce Bob Knouse, nd Gordon Baker Lloyd, fd Bob Wilson, sd	UP RCA .....
KWKW-FM (CP)	Ch. 252 (A) 93.3 mc 0.33 kw					..... GE .....
KXLA 1942	1110 10,000 DA-2	Pacific Coast Bestg. Co. 1401 S. Oak Knoll Ave. Ryan 1-6991		Loyal K. King, p, g & cm Richard Scofield, pd Jack Reeder, ce Carl Saunders, nd	Dr. LeRoy Smith, fd Alex Cooper, sd Lena Goromi, wd	Wild. AP WE
<b>PASO ROBLES</b>						
KPRL 1946	1230 250	Leslie H. Hacker 32nd & Oak Sts. 204	MBS KBS Don Lee Grant	Leslie Henry Hacker, o & gm Jack B. Wasson, c & pmm Dale Schwartz, ce	Arthur J. Hapgood, pd, nd, fd, sd & wd	St. ..... RCA
<b>PETALUMA</b>						
KAFP 1950	1490 250	Petaluma Bestrs. Inc. Box 480 183	PBS	Harold A. Sparks, p, g & cm Forrest W. Hughes, ce Ted Kenessey, nd & sd	Catherine E. Sparks, pd, pmm & wd Bob Bishop, fd	Thes. UP G

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

# KROY

Sacramento, California

Columbia's Basic Station for California's Capital

Represented Nationally By

AVERY-KNODEL, Inc. New York — Chicago — San Francisco — Los Angeles



City Call Letters Established	Chan. or Freq. Power	Name of Licensor Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transc. Library News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
<b>PITTSBURG</b> KECC 1949	990 1,000 DA-N	KECC Inc. 235 Railroad Ave. 2-2964	West Coast Radio Sales	Mel D. Marshall, gm John C. MacFarland, cm Harry Osborne, pd	Merlin W. Haag, ce Fred Knop, nd Herb Markall, sd	Wld., L-W UP WE
<b>POMONA</b> KPMO 1947	1600 500	Dean Wickstrom 1240 E. Holt Ave. Lycoming 2-1293	Pac. Reg.	Dean H. Wickstrom, p, g & cm Florence Wickstrom, pd Marjorie Negus, pmm & wd Buck Rogers, ce	Jack Morris, fd Bruce Twerrell, sd	Wld. Ray.
<b>PORTERVILLE</b> KTIP 1947	1450 250	J. F. Tighe P. O. Box 1312 1450	Cooke Gene Grant	Ward E. Fritch, gm F. Robinson Brown, pd & sls pmm		Wld. UP
<b>RED BLUFF</b> KBLF 1946	1490 250	Tehama Bcstg. Co. 346 Oak St. 354	LBS Moore	Arvo Haapanen, p & gm Robert Byrne, pd & sd Howard Parsons, ce	George Flansburg, fd	Wld. UP G
<b>REDDING</b> KVCV 1939	600 1,000 DA-1	Golden Empire Bcstg. Co. Redding 1646	MBS Grant	(Mrs.) Hugh McClung, p Fred M. Stuelpnagel, gm H. E. McCarty, cm Lyle Mathys, pd Robert Hoskins, pmm	Russell Pope, ce Teed Dooley, nd Vincent Lambert, fd Charles Castor, sd Fran Bruce, wd	Wld. UP RCA
<b>REDFREIGHT</b> KVCV (FM) 1948	Ch. 230 (A) 103.9mc, 1kw	(KVCV, AM Affiliate)				
<b>REDLANDS</b> KZYZ (CP)	990 1,000-D	Orange Empire Bcstg. Co. 208½ Orange St.				
<b>RIVERSIDE</b> KPRO 1941	1440 1,000	Bcstg. Corp. of America P. O. Box 987 6290	LBS Pac. Reg. Continental	W. G. Gleeson, p & gm James F. Cox, cm Red Blanchard, pd Paul Melchert, ce Pat Shreeder, office m	Carl Kupfer, nd Jim Russo, sd Tom Lehnion, fd Anna Barnes, wd	Wld. AP, UP Col.
<b>RIVERSIDE</b> KPRO (FM) 1946	Ch. 243 (B) 97.5mc 20kw	(KPRO, AM Affiliate)				GE
<b>SACRAMENTO</b> KCRA 1945	1320 1000 DA-1	KCRA Inc. 1010 11th St. Gilbert 2-0758	NBC Meeker Grant	Ewing C. Kelly, p & gm John Dupell, cm Irma Davis, pd & pmm W. Herbert Hartman, ce	Jack Matranga, nd Dick Wood, fd Steve George, sd Frances Paige, wd	Wld. AP, UP WE
<b>SACRAMENTO</b> KCRA-FM 1947	Ch. 241 (B) 96.1mc, 15kw					GE
<b>SACRAMENTO</b> KFBK 1922	1530 50,000 DA-1	McClatchy Bcstg. Co. 703 Eye St. Gilbert 3-1745	ABC Raymer	Eleanor McClatchy, p Keith B. Collins, sm Ferry M. Nelson, slm Richard S. Erickson, prog. m	Stan Sronce, ce Howard Evanson, traffic m Victor Blanks, news editor Raymond Rodgers, farm editor	Cap. AP, UP

# KCRA

## SACRAMENTO CALIFORNIA



Carries more "Retail Grocery Business"  
than all other Sacramento stations  
combined!

Ask about the KCRA  
merchandising plan



SACRAMENTO RANKS

- 48th in FOOD SALES
- 55th in DRUG SALES
- 57th in GENERAL MERCHANDISING
- 52nd in RETAIL SALES
- 11th in PER CAPITA EFFECTIVE BUYING INCOME

**REPRESENTATIVES:**  
**ROBERT MEEKER & ASSOCIATES**  
**PACIFIC COAST - W. S. GRANT CO.**

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

CALIFORNIA—(Continued)

City Established	Call Letters	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations 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.	Transc. Library News Service Transmitter
<b>SACRAMENTO—(Continued)</b>						
	KFBK-FM 1947	Ch. 245 (B) 96.9mc, 5.4kw				..... RCA
	KROY 1947	1240 250	Harmco Inc. Sacramento Hotel Gilbert 3-2525	MBS Avery-Knodel	Clyde F. Coombs, gm William J. Ratcliff, pd & asst. m William Karpisek, ce	Henry Thornley, nd & sd Scotty Mortland, fd ..... UP, INS WE
	KXOA 1945	1470 1,000 DA-1	Sacramento Bcstrs. Inc. P. O. Box 94 Hickory 9-3576	MBS Pearson	Lincoln Dellar, p Herb Ferguson, gm I. Earle Russell Jr., pd	Ewald W. Berger, ce Hal Laffoon, nd ..... Assoc. UP Ray.
	KXOA-FM 1947	Ch. 300 (A) 107.9mc, 12.5kw				..... GE
<b>SALINAS</b>						
	KDON 1935	1460 5,000 DA-1	(See Santa Cruz listing)			.....
	KSNI (FM) 1948	Ch. 233 (B) 94.5mc 3.2kw	Salinas Newspapers Inc. 123 W. Alisal St. 6451 (KDON, AM affiliate)	Calif. FM Grant	Gilbert V. Baymiller, gm Lawrence B. Butler, cm Omer Wright, ce	..... Wld. ..... GE
	KSBW 1947	1380 1,000 DA-1	Salinas Bcstg. Corp. P. O. Box 1651 8071	MBS Western Burn-Smith	Dr. Harry Morgan, p & gm W. M. Oates, cm Donald Wells, pd & sd James R. Oliver, pmm	Robert K. Cobb, ce Ray Wilson, nd & fd Barbara Weppener, wd ..... St. AP RCA
<b>SAN BERNARDINO</b>						
	KCSB 1947	1350 500-DA-N	Essie Binkley West 770 Mill St. 822-45	Forjoe	Essie Binkley West, p T. F. Whyte, gm Leo Logan, cm	Everett Carson, ce Lyle Kilgore, nd & fd Charles Bennett, sd ..... Thes. AP WE
	KFXM 1929	590 1,000 DA-2	Lee Bros. Bcstg. Corp. 512 5th St. 4761	MBS Don Lee Blair	J. Clifford Lee, p Gene W. Lee, gm Don Cummings, cm Erna Jones, pd	C. Lowell Smith, pmm George W. Ewing, ce Jim O'Leary, nd Howard Baichly, fd ..... Wld. UP RCA
	KITO 1947	1290 5,000 DA-2	KITO Inc. 569 4th St. 7807	ABC Pac. Reg. Hollingbery	J. J. Flanigan, p & gm Charles Foll, cm Arnold Beaman, pd & pmm	Ted Binder, ce Marjorie Sharpe, wd ..... UP RCA
	KRNO 1948	1240 250	Western Empire Bcstrs. Inc. 990 Colton Ave. 8-2771	Cooke Western	Van C. Newkirk, co James W. Gerrard, p & cm Norman H. Rogers, vp & gm	Bob Stone, pd George W. Brock, vp & ce ..... RCA
<b>SAN BRUNO</b>						
	KSBR (FM) 1948	Ch. 263 (B) 100.5mc 250kw	Radio Diablo Inc. 798 San Mateo Ave. Juno 8-1465	Calif. FM	Orrin H. Brown, p Franklin Evans, gm Arthur Arrigoni, ce	..... St. .....
<b>SAN DIEGO</b>						
	KCBQ 1946	1170 5,000-LS DA-1 1,000-N	Charles E. Salik 1405 Fifth Ave. Franklin 1315	CBS Col. Pac. Hollingbery	Charles S. Salik, p & gm Graham H. Moore, cm Grady Edney, pd William Houser, pmm Charles J. Sherburne, ce	Robert Regan, nd Howard Keddie, fd Dick Boynton, sd Izetta Jewel, wd ..... L-W, St. UP RCA
	KFMB 1941	550 1,000 DA-1	Jack Gross Bcstg. Co. 1375 Pacific Blvd. Main 2114	ABC Branham	Jack Gross, p & gm W. O. Edholm, cm John Bainbridge, pd	Thornton W. Chew, ce ..... Cap. AP GE
	KFMB-TV 1949	Ch. 8 180-186mc 20.2kw-aur.; 20kw-vis.		ABC CBS NBC	Bill Fox, pdm Al Flanagan, pd	..... AP, INS
	KFSD 1926	600 5,000 DA-1	Airfan Radio Corp. Ltd. 326 Broadway Franklin 6353	NBC Raymer	Thomas E. Sharp, p John C. Merino, sm & traffic d Fred T. Foster, acct. exec.	..... Wld. UP RCA
	KFSD-FM 1948	Ch. 231 (B) 94.1mc 33kw				.....
	KGB 1927 (See note 1 on page 88)	1360 1,000	Don Lee Bcstg. System 1017 1st Ave. Franklin 6151	MBS Don Lee Blair	F. D. Ide, m Hobby Myers, cm	..... Wld. UP
	KSDO 1947	1130 5,000 LS 1,000-N DA-2	San Diego Bcstg. Co. 1029 Second Ave. Main 2041	LBS Sears & Ayer	Jack Heintz, vp & gm Wilson Edwards, pd	..... Assoc. AP, UP
	KSON 1947	1240 250	Studebaker Bcstg. Co. 630 F St. Franklin 5175 (KSON, AM Affiliate)	Forjoe	Fred Rabell, vp & gm Gordon Studebaker, treas. & cm	Dorothy Johnson, secy., pd & wd Warren Williamson, ce & sd ..... Assoc. INS RCA
	KWFM (FM) 1948	Ch. 284 (B) 104.7mc 0.96kw				..... AP G
<b>SAN FERNANDO</b>						
	KGIL 1947	1260 1,000 DA-1	San Fernando Valley Bcstg. Co. 4919 Van Nuys Blvd. Sherman Oaks State 4-6291		F. J. Smalley Jr., p & gm Howard P. Gray, cm Allan McKee, pd	Jay Rice, ce ..... UP RCA
<b>SAN FRANCISCO</b>						
	KCBS 1912	740 5,000 DA-1 CP: 50,000 DA-2	Columbia Broadcasting System Inc. Palace Hotel Yukon 2-7000	CBS Col. Pac. Radio Sales	Frank Stanton (CBS), p Arthur Hull Hays, vp & gm Jules Dundes, c & pmm Fred Ruegg, pd Alan Cormack, ce	William Cullenward, publ. d Grant Holcomb, nd Gordon Roth, fd Carrol Hansen, sd Jane Todd, wd ..... St. AP, UP WE
	KCBS-FM 1948	Ch. 279 (B) 103.7mc 44kw				.....
	KDFC (FM) 1924 (See Sausalito, Calif. Listing)	610 5,000	Don Lee Bcstg. System 1000 Van Ness Ave. Prospect 6-0500	MBS Don Lee Blair	William D. Pabst, gm Merwyn L. McCabe, cm Mel Venter, pd Dink Templeton, pmm & sd E. G. Underwood, ce	Enes Canata, sls. traffic m W. D. Nietfeld, nd Bert Buzzini, fd Josephine Martin, wd ..... Wld. AP, INS
	KGO 1924	810 50,000 DA-1	American Bcstg. Co. 155 Montgomery St. Exbrook 2-6544	ABC ABC Spot	Robert Kintner (ABC), p Gayle V. Grubb, gm Vincent Francis, cm Bloyce Wright, pd	A. E. Evans, ce Maury Baker, adv., prom. & publ. m Vice Reed, nd ..... Assoc., Cap., St. AP, UP, INS
	KGO-FM 1947	Ch. 291 (B) 106.1mc 50kw				..... GE
	KGO-TV 1949	Ch. 7 174-180mc 13kw-aur.; 27kw-vis.				..... GE

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in *italics*. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transc. Library News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
<b>SAN FRANCISCO—(Continued)</b>						
KGSF (FM) 1947	Ch. 247 (B) 97.3mc 10kw	Warner Bros. (KWBR) 327 21st St. Higate 4-1212		Stafford W. Warner, p F. Wellington Morse, sm Wanda Ramey, pd	Paul Gregg, ce	L-W UP GE
KJBS 1925	1100 1,000 L-WTAM	KJBS Bcstrs. 1470 Pine St. Ordway 3-4148	Headley-Reed	E. P. Franklin, p & gm Stanley G. Breyer, cm Charles F. Pendleton, pd & pmm	Wayne Berthold, ce George Ensign, nd Ruth Thompson, wd	L-W, St., Assoc., Mac UP, INS WE
KJBS-FM 1946	Ch. 255 (B) 98.9mc 35kw					
KNBC 1922	680 50,000	National Bcstg. Co. 420 Taylor St. Graystone 4-8700	NBC NBC Spot	Joseph H. McConnell (NBC), p Lloyd E. Yoder, gm Alfred W. Crapsey, cm Paul Speegle, pd Randy Smith, pmm George Greaves, asst. gm	Curtis Peck, ce John Thompson, news & pub. aff., press & sp. events m Henry Schacht, fd Hal Wolf, sd Dorothy Rankin, wd	Assoc., Thes. AP, UP, INS RCA
KNBC-FM 1949	Ch. 259 (B) 99.7mc 45kw					
KPOO (CP)	1010 1,000-D	Grant R. Wrathall Rt. 2, Box 260 Aptos, Calif. 3352		Grant R. Wrathall, p, g & cm, pd, pmm & ce		..... RCA
KRON (FM) 1947	Ch. 243 (B) 96.5mc 44kw	The Chronicle Pub. Co. 901 Mission St. Garfield 1-1100		George Cameron, p Charles Thieriot, gm Norman Louvau, cm	Lansing Bailey, pd R. A. Isberg, ce	Assoc. AP RCA
KRON-TV 1949	Ch. 4 66-72mc 7.7kw aur.; 14.5kw vis.		NBC Free & Peters	Patrick Crafton, pd Harold P. See, d of TV		Telenews .....
KSAN 1922	1450 250	Golden Gate Bcstg. Co. 1355 Market Market 1-8171	Western	S. H. Patterson, p Lee Mikesell, g & cm Clint Sherwood, pd & pmm	Norwood Patterson, ce Frank Arthur, nd & sd Susan Alex, wd	L-W AP, UP RCA
KSFH (FM) 1947	Ch. 235 (B) 94.9mc 15.3kw	Pacific Bcstg. Co. 690 Market St. Garfield 1-0104		C. A. Gibson, p P. N. Gibson, gm W. T. Selsted, ce		Assoc. ..... RCA
KSFO 1925	560 5,000-LS 1,000-N	The Associated Bcstrs. Inc. Mark Hopkins Hotel Exbrook 2-4567	Rambeau	Wesley I. Dumm, p Philip G. Lasky, vp & gm John G. Campbell, cm Robert Hansen, pd	Kay Mulvihill, pmm A. E. Towne, d. of engrg. Herb Kennedy, fd Faye Stewart, wd	St. Wld. UP, INS WE
KPIX (TV) 1948	Ch. 5 76-82mc 15.4kw aur.; 29.9kw vis.	KPIX Inc. (KSFO, AM Affiliate)	CBS DuMont Katz	Colin Selph, vp chg. sls. Lou Simon, cm Sanford Spillman, pd		..... RCA
KYA 1926	1260 5,000-LS 1,000-N	Palo Alto Radio Station Inc. Fairmont Hotel Douglas 2-2536	LBS Hollingbery	J. Elroy McCaw & John Keating, co-o J. G. Paltridge, g & pmm & pd	Paul Beck, ce Art Primm, nd Bob Fouts, sd Katherine Kerry, wd	..... UP RCA

# ACES IN THE SAN FRANCISCO AREA



San Francisco's  
leading  
independent  
radio station

San Francisco's  
pioneer  
television  
station

Represented by  
WM. G. RAMBEAU CO.

Represented by  
THE KATZ AGENCY

ONE NOB HILL CIRCLE • SAN FRANCISCO • CALIFORNIA • TELEPHONE EXBROOK 2-4567

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

CALIFORNIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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	Transc. Library News Service Transmitter
<b>SANGER</b>						
KSGN 1947	900 1,000-D	Radio Sanger Co. P. O. Box 247 490	Moore	Edward L. Terry, gm Danny Whitney, pd		Cap., Wld. UP
<b>SAN JOSE</b>						
KEEN 1947	1370 1,000 DA-1	United Bcstg. Co. Inc. Hotel De Anza Cypress 4-0344	Grant	George M. Mardikian, p Floyd Farr, gm Bob Blum, cm	George Snell, pd Lee Johnston, ce Trula Hart, wd	UP Ray.
KLOK 1946	1170 5,000-D	Valley Bcstg. Co. 40 W. San Antonio Cypress 3-3445	Pearson	E. L. Baker, p & gm R. E. Ryan, cm Ruth Poindexter, pd	Billy Cunningham, ce H. McKenzie, fd Jane Towne, wd	AP RCA
KSJO 1946	1590 1,000-LS 500 N-DA	Santa Clara Bcstg. Co. P. O. Box 995 Cypress 3-8030	LBS Forjoe	Patrick H. Peabody, co & p Charles F. Mallory, gm Richard W. O'Donnell, cm Norman Paul, pd, pmm & nd	Walter Scott, ce Bob Blackburn, sd Sue Parsons, wd	Wld. UP WE
KSJO-FM 1946	Ch. 237 (A) 95.3mc 1kw					GE
KXRK 1948	1500 1,000 DA-1	San Jose Bcstg. Co. P. O. Box 167 Cypress 2-5080	Western	Joe E. Levitt, p & gm Gordon Graham, cm Margaret Ring, pmm	Frank Glass, ce Frank Kilpatrick, nd & pd Jack Lund, sd	UP RCA
<b>SAN LUIS OBISPO</b>						
KMNS 1949	1340 250	Pacific Bcstg. Co. P. O. Box 700 3171		Marc H. Spinelli, p (Mrs.) Leslie Gurnee, pd Charles W. Kohlenberger, ce		UP
KVEC 1937	920 1,000-LS 500-N	Valley Electric Co. 851 Higuera St. 1100	MBS, KBS Don Lee Grant	Christina M. Jacobson, p Les Hacker, gm & nd Joe Shuttleworth, cm Robert S. Wilton, pd Steve Lamkin, pmm	Dale Schwartz, ce Andy Kasperian, fd Ted Davies, sd Grace Adler, wd	St. AP RCA
<b>SAN MATEO</b>						
KSMO 1947	1550 1,000 DA-N	Amphlett Printing Co. 811 So. B St. Diamond 4-2594	Grant	J. Hart Clinton, p Howard J. Smiley, gm Bill Delmar, pd	H. Neil Black, ce	AP, UP Ray.
KVSM 1950	1050 250-D	Hugh H. Smith 279 Baldwin Ave. Diamond 4-2541	PBS Sears & Ayer	Hugh H. Smith, p Charles E. Morin, gm Gilbert L. Bond, cm	Merwyn F. Planting, ce	UP
<b>SAN RAFAEL</b>						
KTIM 1947	1510 1,000-D	Marin Bcstg. Co. Inc. 1117 5th Ave. 1510	Western	Roy A. Brown, p Hugh Turner, gm & ce Clifford Trotter, cm	Peter Miller, pd Kitty Oppenheimer, wd	AP Ray.
<b>SANTA ANA</b>						
KVOE 1926	1480 1,000 DA-1	The Voice of the Orange Empire Inc. Ltd. 105 East 5th St. Kimberly 3-8321	MBS Don Lee Cooke	Ernest L. Spencer, p & gm James Buryl Lottridge, cm Deane S. Long, pd & sd Art Spierherd Jr., pmm & nd	Stanley G. Guenther, ce J. Leslie Fox, nat'l slm Donner P. Spencer, loc. slm	St. Mac. UP RCA
KVOE-FM 1948	Ch. 244 (A) 96.7mc 1kw					GE
<b>SANTA BARBARA</b>						
<sup>1</sup> KDB 1921	1490 250	(See note <sup>1</sup> on page 88) Don Lee Bcstg. System Radio Square 4131	MBS Don Lee Blair	Willet H. Brown, p Edward K. Kemble, gm James S. Blomfield, cm	Donald C. Roberts, pd & nd Richard Collins, pmm Forrest T. Choate, ce Ken Pascoe, fd	Wld. UP WE
KIST 1946	1340 250	Radio KIST Inc. Balboa Bldg. 3991	NBC Hollingbery	Harry C. Butcher, p Mary Ann Casey, pd	Michael J. McKeogh, pmm Stanley S. Saueressig, ce Robert Sevey, sd	UP RCA
KTMS 1937	1250 1,000 DA-2	News Press Pub. Co. de la Guerra Plaza 3925	ABC Raymer	T. M. Storke, p C. A. Storke, vp Al Albinger, gm Ed Sprague, pd	Cliff Badger, pmm Albert A. Nicolay, ce Graham Alexander, nd Johnny Willis, sd	L-W AP
<b>SANTA CRUZ</b>						
KDON 1935	1460 5,000 DA-1	Salinas Newspapers Inc. 123 W. Alisal St. Salinas, Cal. 6451	LBS Pac. Reg. Grant	Merritt C. Speidel, p Gilbert V. Baymiller, gm Lawrence B. Butler, cm	Orel Phillips, pd Omer Wright, ce Irene Sweet, wd	Wld., Cole UP WH
KSCO 1947	1080 1,000-LS 500-N DA	Radio Santa Cruz P. O. Box 1080 1080		C. Vernon Berlin, mgng. ptrn., g & cm & ce Ann Thomas, wd		St., Thes. AP RCA
<b>SANTA MARIA</b>						
KCOY 1947	1400 250	News-Press Pub. Co. 114 W. Cook St. 5-2463	ABC Raymer	T. M. Storke, ptrn. Charles A. Storke, ptrn. Jo. W. Benes, gm	Tony Kent, pd Sam Taylor Jr., sd Bobby Lee Davis, wd	L-W AP Ray.
KSMA 1945	1240 250	John H. Poole 510 W. Morrison St. 5-2582	KBS, LBS O'Connell	J. H. Poole, p W. W. Phreaner, sta. & cm Gale Brady, ce		Wld. UP RCA
<b>SANTA MONICA</b>						
KOWL 1947	1580 5,000-D	Arthur H. Croghan Pico at Ocean Exbrook 46761		Arthur H. Croghan, p, g & cm Warren Deem, pd	John Morecroft, ce	Assoc. UP WE
<b>SANTA PAULA</b>						
KSPA 1948	1400 250	Santa Paula Bcstrs. Inc. 110 North Middle Rd. 940		Bob Funnell, sm		Wld.
<b>SANTA ROSA</b>						
KSRO 1937	1350 1,000 DA-1	Finley Bcstg. Co. Cor. Finley & Fresno 110	LBS Grant	(Mrs.) Ruth Finley, p Charles P. Scott, gm & fd Lee Flemming, cm Russ Siner, pd & nd	Verne Hassett, ce Bud Magrini, sd Harriett Barnes, wd	St. AP RCA
<b>SAUSALITO</b>						
KDFC (FM) 1948	Ch. 271 (B) 102.1mc 33kw	Sundial Bcstg. Corp. Box 33 1400		Wm. R. Crocker, gm Edward Davis, c & pmm Edward G. K. Deverill, pd		Assoc. AP

Data corrected to Dec. 6, 1950. If executives or services for FM or TV 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-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transc. Library News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
<b>SONORA</b>						
KROG 1949	1450 250	Mother Lode Bcstg. Co. P. O. Box 996 426		Ianthe Densmore, p & gm Neal Edmundson, cm Casper Tressel, pd, ce & nd	Robert A. Hartley, sd Dorothy Hunt, wd	St., SES. AP Ray.
<b>STOCKTON</b>						
KGDM 1926	1140 5,000 DA-N	E. F. Peffer 519 E. Market St. 4-4551	CBS Blair	E. F. Peffer, p Edith Smith, g & cm V. Swan, pd Bill Hill, pmm & nd	M. Bey Greene, ce Bell Lange, fd Irv. Schwartz, sd Elsie Flower, wd	Wld. INS WH
KGDM-FM 1946	Ch. 225 (B) 92.9mc 1kw					
KSTN 1949	1420 1,000 DA-1	San Joaquin Bcstg. Co Hotel Clark 47338	Hollingbery	D. M. Greene, gm Ellis Lind, pd Carl McGee, ce		..... UP Col.
KWG 1921	1230 250	McClatchy Bcstg. Co. 612 East Market 5-5728	ABC Raymer	Eleanor McClatchy, p Howard L. Bailey, sm James E. Longe, prog. m	Marian Hough, traffic m John Mackenzie, farm editor	Cap. AP, UP .....
KXOB 1947	1280 1,000 DA-N	Valley Bcstg. Co. Beyer Lane 4-7313	MBS Western Pearson	Lincoln Dellar, p Herb Ferguson, gm Grant Pollock, m Homer Van Derwerker, pd	Ewald Berger, ce Eugene Williams, nd Bob O'Brien, sd	Assoc. UP Ray.
<b>SUSANVILLE</b>						
KSUE 1948	1240 250	Hallowell & McKahan Chestnut & Weatherlow 354-B	Calif. Net. Moore	Nolan Hallowell, g & pmm & nd Zeke White, cm Dale Dwelley, pd	Hal Houston, ce & fd Les McLarrin, sd Gwen Waltz, wd	Wld. UP .....
<b>TAFT</b>						
KTKR 1948	1310 500-D	Taft Bcstg. Co. P. O. Box "WW" 5-3101	LBS Pac. Reg.	Kenneth Aitken, p, g & cm & ce Mary Edwards, pd	Jack Smith, pmm George Tschumy Jr., sd	..... UP .....
<b>TULARE</b>						
KCOK 1945	1270 1,000 DA-N	Herman Anderson P. O. Box 119 6-2866	MBS Western Grant	Herman Anderson, p Sheldon Anderson, gm J. Alan Rinehart, c & sm Richard Martin, pd & nd	Dan Corrigan, pmm James C. Morrison, ce Bob Lee, sd Jean Hixon, wd	..... UP Col.
<b>TURLOCK</b>						
KTUR 1947	1390 1,000 DA-N	Turlock Bcstg. Corp. P. O. Box 526 4-5827	PBS Pac. Reg. O'Connell	Wallace Lindskoog, p H. A. McMillen, gm Aisie Iris Thorp, traffic m S. E. Simmons, pd & fd	Maxon B. Sayre, ce Donald C. Burns, nd Clare Rampton, sd	L-W, SES. UP Ray.
<b>UKIAH</b>						
KUCA (CP)	1340 250	Mendocino Bcstg. Co.				
KUKI 1950	1400 250	Bartley T. Sims P. O. Box 638 1400	Western	Bartley Sims, p & gm Gene Dietrich, cm John Olivera, pd	Adria Merrill, pmm Stanley Ryno, ce William Sweet, nd	St. AP RCA
<b>VALLEJO</b>						
KGWY 1947	1190 250-D	Calif.-Nev. Bcstg. Co. 3627 Sonoma Blvd. 3-5687		H. Q. Joucken, ptrn. David McKay, ptrn. & gm Ralph Stillings, sm Vic Paulsen, pd & nd	William L. Roberts, ce Hal Engbretson, sd Olive Fowles, wd	..... UP .....
<b>VENTURA</b>						
KVEN 1948	1450 250	Coast Ventura Co. P. O. Box 1611 Miller 3-8675	Pac. Reg. Western Cooke	Charles Stuart, p Mort Werner, gm Harry Engel, cm Dana Marble, pd, pmm & nd	Fred Hall, ce Jack Powell, fd John McCormick, sd	Cap. UP Col.
KVVC 1947	1590 1,000 DA-1	KVVC The Voice of Ventura County P. O. Box 1411 Miller 3-6185	KBS Grant	Larry S. Nicholson, sm		St. INS .....
<b>VICTORVILLE</b>						
KVRV (CP)	960 5,000-D	Francisco Rental Co.				
<b>VISALIA</b>						
KKIN 1946	1400 250	KKIN Inc. P. O. Box 1589 4-5811	PBS Forjoe	Lyman A. Treaster, gm & ce Albert F. Blain, c & pmm Irv Terrell, fd	Wilson Monroe, nd Jerry Pomerance, sd	St. UP .....
<b>WASCO</b>						
KWSO 1950	1050 250-D	Maple Leaf Bcstg. Co. P. O. Box 366 4152		E. J. Peters, p Theo. G. Heinrichs, gm & pd Eldon Easter, cm Elward Robertson, ce	Mary Ann Wiens, pd Orval Brown, sp. events & sd Bob Bann, nd	L-W UP G
<b>WATSONVILLE</b>						
KHUB 1937	1340 250 DA-N	Luther E. Gibson P. O. Box 349 4-5641	Forjoe	Luther E. Gibson, p Charles F. Mallory, gm George Edmondson, ce	Jack Daugherty, pd, nd, fd & sd Kay Hubbard, wd	L-W AP GE
<b>YREKA</b>						
KSYC 1947	1490 250	Siskiyou County Bcstg. Co. Inc. Lawrence Lane & South Oregon 624	LBS Moore	E. G. Millbourn, p Jack R. Wagner, cm & m Daren Lane, pd, nd & sd	Wm. Maginnis, ce Dick Cooke, fd	Wld. AP RCA
<b>YUBA CITY</b>						
KUBA 1947	1600 1,000-LS 500-N DA	Peachbowl Bcstrs. Inc. Box 309 3-7309	LBS Pac. Reg. Radio Sales	Chester V. Ullom, p Roger R. Hunt, sm Clyde L. Goodnight, c & pmm William K. Noethens, pd & wd	Roy D. Swanson, ce Ambrose G. Roy, nd Wyn A. Pope, fd Lloyd Klemp, sd	St., Cap. AP G

## COLORADO

<b>ALAMOSA</b>						
KGIW 1929	1450 250	E. L. Allen P. O. Box 179 26	KBS, LBS	E. L. Allen, p & gm Lloyd Allen, cm, pd, nd & fd	Charles Dynes, pmm & sd Jim McFadden, ce	SES. UP G
<b>BOULDER</b>						
KBOL 1947	1490 250	Boulder Radio KBOL Inc. 1617 Pearl St. 1490	Columbine	Herb Hollister, p Russel Shaffer, vp, g & cm Bob Butz, pd & nd	Blair Dobbins, ce Earl Hicks, sd Marge Macgavren, wd	St. AP Col
<b>CANON CITY</b>						
KRLN 1947	1400 250 SH	Royal Gorge Bcstrs. Inc. 1615 Central Ave. 1100	KBS	Raymond M. Beckner, p, gm & nd Guy C. Underhill, pd	O. J. Birdsong, ce Austin Schneider, sd	Cole, St. UP .....

COLORADO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. <i>vp</i> 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.	Transc. Library News Service Transmitter	
<b>COLORADO SPRINGS</b>						
KRDO 1947	1240 250	Pikes Peak Bcstg. Co. Alta Vista Hotel Main 1125	Columbine Western Radio	Joseph H. Rohrer, p, g & pmm Harry W. Hoth, cm Jean Gitz, pd & wd	Richard Fitzmorris, ce Bill Totten, nd Bob Burghart, sd	L-W, St. AP RCA
KVOR 1923	1300 1,000	Voice of the Rockies Inc. Exchange Nat'l Bank Bldg. Main 278	CBS Katz	James D. Russell, p, g & cm Cozine Strang, ce Morrison Parker, pd & pmm	Cecil Seavey, sd Ralph Conner, nd & fd Helen Elliott, wd	Wld. UP WE
<b>CRAIG</b>						
KRAI 1948	1230 250	Northwestern Colorado Bcstg. Co. P. O. Box 1027 707		Norman Winder, p Phillip Donn, gm Richard S. Fox, cm	John W. Deakins Jr., pd Cy Harley, ce	SES. ..... WE
<b>DENVER</b>						
KFEL 1923	950 5,000 DA-1	Eugene P. O'Fallon Inc. Albany Hotel Alpine 4681	MBS Blair	Gene O'Fallon, gm Frank Bishop, mng. d W. H. Conklin, cm Dale Morgan, pd	Gene O'Fallon Jr., pmm Thomas G. Morrissey, ce Jack L. Fitzpatrick, nd & sd Gus Swanson, fd	Assoc., SES. INS WE ..... WH
KFEL-FM 1948	Ch. 247 (B) 97.3mc 23.5kw					..... WH
KLZ 1922	560 5,000 DA-N	Aladdin Radio & Television Co. Shirley-Savoy Hotel Main 4271	CBS Katz	Harry E. Huffman, p Hugh B. Terry, gm Main Morris, cm Charles Roberts, pd John Connors, pmm	Harvey Wehrman, ce Sheldon Peterson, nd Lowell Watts, fd Larry Varnell, sd	St. AP, INS RCA, WE
KLZ-FM 1945	Ch. 231 (B) 94.1mc 5.3kw					..... WH
KMYR 1941	1340 250	KMYR Bcstg. Co. 1626 Stout St. Main 4161	LBS Columbine Rambeau	F. W. Meyer, p A. G. Meyer, gm Ed Koepke, cm Lowell Switzer, pd	Dick Leonard, pmm & nd Wm. Warren Reed, sd Glen James, ce Hazelle Beaver, wd	Wld. AP WE
KOA 1924	850 50,000	National Broadcasting Co. 1625 California St. Main 6211	NBC NBC Spot	Joseph H. McConnell, (NBC) p Duncan A. McCall, slm Earle C. Ferguson, prog. m	C. M. Penley, prom. sup. Robert H. Owen, ce & asst. gm Wm. R. Day, m of news, sp. events, press & pub. aff.	Assoc., Thes. AP, UP, INS GE ..... RCA
KOA-FM 1948	Ch. 239 (B) 95.7mc 43kw					..... RCA

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in *italic*. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day, DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

# G ALLUCCI BROTHERS . . . and ASSOCIATES



J. G. GALLUCCI  
President



N. T. GALLUCCI  
Gen'l Manager



L. W. GALLUCCI  
Sales Manager



JO GALLUCCI  
Secretary

## America's NUMBER ONE SPECIAL RADIO FEATURES

Backed by OVER ONE MILLION DOLLARS in radio station time sales

727 Meriden Road  
Waterbury, Connecticut



P. O. Box 1224  
Denver, Colorado

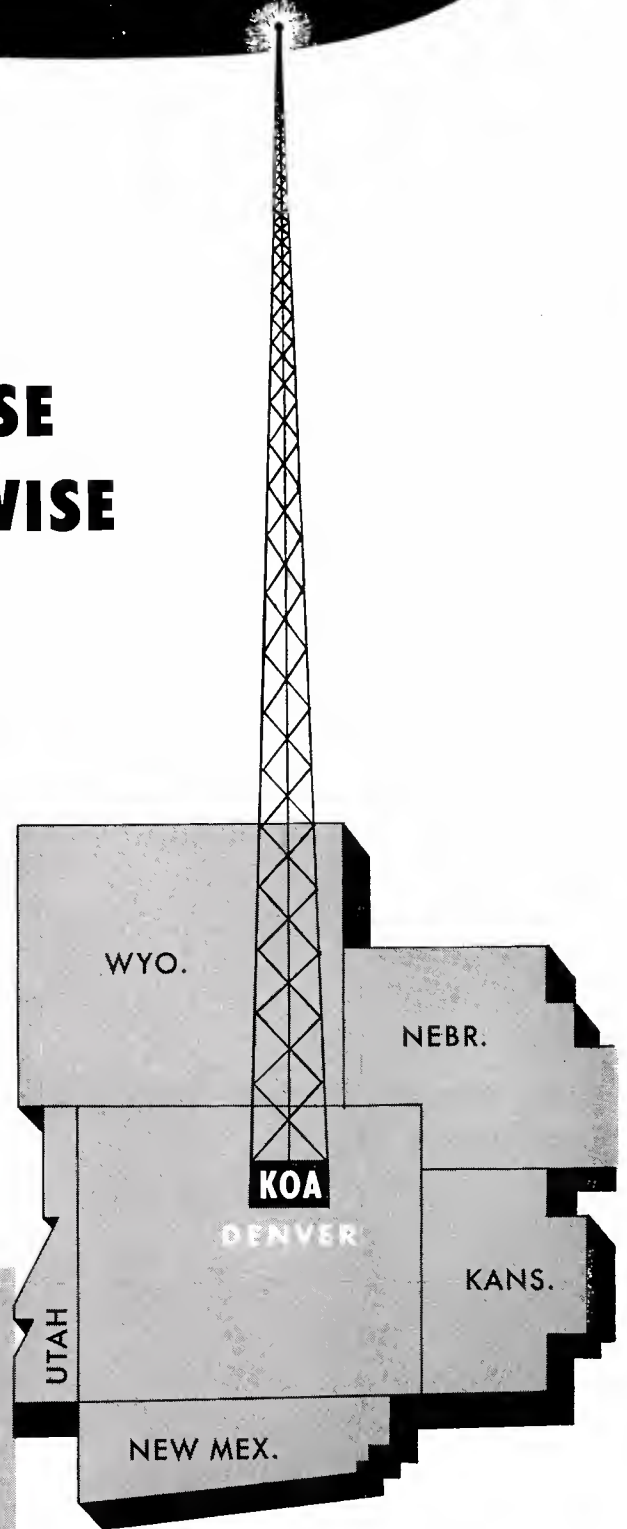


# 50,000 Watt KOA

The biggest single advertising medium in the Mountain-Plains States

- **POWER-WISE**
- **PROGRAM-WISE**
- **PROMOTION-WISE**
- **SALES-WISE**

**KOA** is the West's Greatest Salesman reaching the most people at the lowest cost-per-listener.



REPRESENTED BY **NBC Spot Sales**

# KOA

The **ONE AND ONLY 50,000 WATT** Station Serving Colorado & Wyoming

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

COLORADO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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.	Transc. Library News Service Transmitter
<b>DENVER—(Continued)</b>					
*KPOr 1928	510 5,000-LS 1,000-N SH	Pillar of Fire 1845 Champa St. Tabor 3733		Arthur K. White, p Kathleen M. White, gm L. Ray Sharpe, pd	Paul H. Schissler, ce
KTLN 1948	990 1,000-D	KTLN Bcstg. Co. Park Lane Hotel Race 4636	LBS Radio Reps.	Leonard Coe, o John L. Buchanan, sm Mike Spar, cm	Jack Helling, pd Oran Kelley, ce Paul Blue, nd
KVOD 1925	630 5,000 DA-1	Colorado Radio Corp. 1022 Midland Savings Bldg. Tabor 2291	ABC Free & Peters	Wm. D. Pyle, p & gm T. C. Ekrem, sm	UP G Assoc., Cole L-W UP
<b>DURANGO</b>					
KIUP 1935	930 1,000 DA-N	San Juan Bcstg. Co. P. O. Box 799 117	Clark	M. L. Cummins, p R. E. O'Brien, gm & nd T. Ralph Bennett, cm Don Hoover, pd & sd	John Merrell, pmm Lew VanderLinden, ce Mike Broomell, fd (Mrs.) Lee O'Brien, wd
<b>FORT COLLINS</b>					
KCOL 1947	1410 1,000 DA-N	Northern Col. Bcstg. Co. 1600 La Porte Ave. 2600	Columbine Headley-Reed	J. Herbert Hollister, p Ellis Atteberry, m Dave Schlothauer, cm Jack Hitchcock, pd, pmm & sd	Harold G. Austin, ce Russ Rountree, nd Bill Paxton, fd Shirley Kiefer, wd
<b>FORT MORGAN</b>					
KFTM 1949	1260 500-D	Ft. Morgan Bcstg. Co. P. O. Box 431 1000	Columbine	Robert H. Dolph, p & gm John Emery, cm Tenna Paynter, pd	Robert LaRue, ce Helen Cudworth, nd
<b>GLENWOOD SPRINGS</b>					
KGLN 1950	1240 250	Western Slope Bcstg. Co Silver Spruce Lodge 777	MBS Holman	Rex Howell, p Charles Howell, co Hal Reed, g & cm & nd Earl Davies, pd	Marilyn Anderson, wd Carl Anderson, ce Joy Biggs, fd Gene Curtiss, sd
<b>GRAND JUNCTION</b>					
KEXO 1948	1230 250	Voice of Western Colorado, Inc. 2208 North Ave. 1230	Columbine Oakes	D. Spencer Grow, p H. Abbott Tessman, g, c & pmm Robert Collins, pd D. E. Towne, ce	Bill Metcalf, fd Gene Wilburn, nd & sd Muriel Hammer, wd
KFXJ 1926	920 1,000-LS 500-N	Western Slope Bcstg. Co. Hillcrest Manor 1300	MBS Holman	Rex Howell, p E. Anson Thomas, gm Jack Goetz, cm Ed Lewis, pd & sd Rosa Lee Samuels, asst. m	Charles Hay, ce Charles Howell, secy-treas. Lester Schlangan, nd William Warner, fd
<b>GREELEY</b>					
KFKA 1921	1310 1,000 DA-N	Mid-Western Radio Corp. 620 8th Ave., 450	Holman	Francis Price, p & gm Everett Shupe, sls d Jack Redus, pd Harry Brewer, ce	Cooper Welch, nd Carl Jordan, fd Bob Oakley, sd Lois Ann Wathan, wd
KYOU 1948	1450 250	Meroco Bcstg. Co. 2424 6th Ave. 3275	LBS Columbine McGillvra	Elwood H. Meyer, p & gm Frank S. Thomas, cm	Betty L. Wickam, traffic d Paul F. Emrich, ce
<b>LA JUNTA</b>					
KOKO 1936	1400 250	Southwest Bcstg. Co. Box 485 42	LBS Columbine Gene Grant Clark	Douglas D. Kahle, p Reggie Shirk, gm Bill McConnell, cm Bev Watson, pd	Walter Sichelka, ce Melba Zorn, fd & wd Bob Pegg, sd

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

**YOUR BEST BUY IS  
KTLN Denver**

1000 Watts  
the independent station  
most often listened to  
by Colorado housewives



**coverage**

KTLN Denver is the most penetrating independent station in the area it serves. KTLN Denver is listened to by 240,000 radio families daily.

**year round audience**

KTLN Denver serves not only the cream of the Rocky Mountain area but the rich winter and summer play and vacation land. The Denver Convention and Visitors Bureau reports travel and resort spending in Colorado was \$211,780,000 in 1949.

**sales potential**

KTLN Denver is heard in homes that spent \$655,000,000 in retail sales in 1949

**results and cost**

At a cost of \$672, one promotion\* pulled over 4,500 responses which in turn produced 1,150 direct sales totaling \$11,569.

\*client name & details on request.

**mail and phone pull**

KTLN Denver receives hundreds of thousands of letters and phone calls annually. Its Joe "Upsy Doisy" Flood program alone pulls over 4,000 phone calls weekly.

for availabilities wire, phone or write  
Radio Representatives, Inc. or  
New York, Chicago, John Buchanan  
Los Angeles, Park Lane Hotel  
San Francisco, Denver



City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transc. Library News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
<b>LAMAR</b>						
KLMR 1948	1340 250	Southeast Colorado Bcstg. Co. P. O. Box 232, 804	LBS	Ralph Eaton, p Justin B. Bradshaw, gm Dorothy Shaffer, cm Orth Bell, pd	Donald Stephens, pmm, nd & sd Edwin Wood, ce Phyllis St. John, wd	Wld. AP GE
<b>LEADVILLE</b>						
KLVC (CP)	1230 250	Vir N. James				
<b>LONGMONT</b>						
KLMO 1949	1050 250-D	Longmont Bcstg. Co. 301 Main 1050		Jack P. Dubberley, ptrn. & m Pellon Reed Walker, cm Willis Evans, pd	Curtis Christensen, pdm Robert R. Blanchard, ce	L-W UP G
<b>MONTROSE</b>						
KUBC 1947	1240 250 CP: 1260 1,000-LS 500-NDA	Uncompaghre Bcstg. Co. P. O. Box 279 199	KBS Columbine	F. J. Hartman, p George Cory, gm Bob Hale, slm	Martin Begley, pd Robert Sidwell, ce Lilli Mae Di Julio, wd	..... UP Ray.
<b>PUEBLO</b>						
KCSJ 1947	590 1,000 DA-N	Star Bcstg. Co. 211 W. 5th St. 8522	MBS Columbine Taylor	Dale W. Scott, gm		
KDZA 1947	1230 250	Pueblo Radio Co. Inc. 3011 Elizabeth 1255	LBS Cooke	Dee B. Crouch, p & pd Maxson I. Bevans, sm Jack Lundquist, ce	Jay Novak, sd Kathleen Thompson, wd	St. AP G
KGHF 1928	1350 5,000-LS 1,000-N DA	Colorado Bcstg. Co. Inc. Pueblo Savings & Trust Co., Bldg., 3877	ABC McGillvra	Gifford Phillips, p Robert D. Ellis, gm William Bruce, pd Kenneth Russell, c & pmm	Willis Shanks, ce Irwin M. Cunningham, fd Mildred Elkins, wd	Wld., SES. INS G
<b>SALIDA</b>						
KVRH 1950	1340 250	Vir N. James Salida 30	KBS, LBS Columbine Clark	Vir N. James, p, g & cm & ce Clo James, wd	Frank Allen, pd, pmm, nd & fd Jack Diehl, sd	..... UP RCA
<b>STERLING</b>						
KGEK 1925	1230 250-D	Elmer G. Beehler Fleming Rd. 679	KBS	Elmer G. Beehler, p, ce & fd Al Ross, cm & nd Frank Morrell, pd & sd		Cole, Mac. SES. UP G
<b>TRINIDAD</b>						
KCRT 1948	1240 250	Mel-Bert Bcstg. Co. South Country Club Drive 338	KBS, LBS Continental	Earnest M. Cooper, gm & ce Margurite Spurr, pd Rembert O. Coyle, cm & nd	John M. O'Connor, sd (Mrs.) Lynn Winters, wd	L-W UP G
KSTR 1946	1280 1,000-LS 500-N	James E. Blair P. O. Box 787 414	MBS Forjoe			
<b>WALSBURG</b>						
KPHC 1947	1450 250	Walsenburg Bcstg. Corp. 10th & Main Sts. 78		Tom G. Bank Jr., p D. E. Towne, gm & sd Rose Mary Towne, pd & wd	Henry M. Long, ce W. D. Osborne, nd	

## CONNECTICUT

<b>BRIDGEPORT</b>						
WICC 1928	600 1,000-LS DA-1 500-N	Radio Station WICC 144 Golden Hill 6-1121	MBS Yankee Petry	Robert L. Kennett, gm Charles W. Parker, cm & sta. sup. James W. Evans, pd & pmm Roger Holt, ce	Robert Maguire, nd Wes Hobby, sd May Bradshaw Hays, wd	Assoc. AP WE
WLIZ 1947	1300 1,000-D	Bridgeport Bcstg. Co. 114 State St. 5-4144	Young	Philip Merryman, p & gm Manning Slater, cm & sd Wallace Dunlap, pd	James Gaffney, nd Jane Quinn, wd Sol Robinson, slm	Thes. AP Ray.
WNAB 1941	1450 250	Harold Thomas 991 Broad St. 3-3112	ABC Conn.-State Rambeau	Harold Thomas, p & ce Levon Thomas, gm Phillips G. Terhune, cm E. G. Dahlby, pd & nd	Jean O'Shea, traffic m R. Colonari, pdm. Phil Peterson, sd	..... UP Col.
<b>BRISTOL</b>						
WBIS 1948	1440 500-D	The Bristol Bcstg. Corp. 183 Main St. 9265		Frederick W. Beach, p Cal E. Kolby, act, gm & pd Lan Gordon, cm	Amleto Ciccarella, pmm Richard A. Ricci, ce Grace Galvin, wd	..... UP G
<b>DANBURY</b>						
WLAD 1947	800 250-D	Berkshire Bcstg. Corp. 207 Main St. 8-3565		Robert J. Doran, p John P. Previdi, gm J. Thomas Mathers, cm	Jerry Arthur, pd & pmm Eleanor Kemble, wd	SES. UP .....
<b>GREENWICH</b>						
WGCH(FM) 1948	Ch. 240(A) 95.9mc 0.46kw	Greenwich Bcstg. Corp. 25 Greenwich Ave. 8-4200		W. S. Lemmon, p & gm Charles J. Hines, pd Caspar Olfers, ce		Assoc. UP Ray.
<b>HARTFORD</b>						
WCCC 1947	1290 500-D	Greater Hartford Bcstg. Hotel Bond 5-6648		William M. Savitt, p Max M. Savitt, secy-treas.	Syd Byrnes, asst. & prog. m John Rameika, ce	..... UP GE
WDRC 1922	1360 5,000 DA-1	Conn. Bcstg. Co. 750 Main St. 7-1188	CBS New England Nutmeg Raymer	Franklin M. Doolittle, p & treas. Walter Haase, sm Wm. Malo, c & pmm	Harvey Olson, pd, nd, fd & wd Italo Martino, ce Jack Smith, sd	..... UP WE
WDRC-FM 1939	Ch. 229 (B) 93.7mc 7kw					..... REL.
WONS 1935	1410 5,000 DA-2	Yankee Network Inc. 54 Pratt St. 7-9131	MBS Yankee H-R Reps.	William O'Neil, p Robert L. Kennett, g, c & pmm Ralph Klein, pd	Rogers B. Holt, ce Claire Gibson, wd Milton Berkowitz, nd & sd	Assoc. UP WH
WTHT 1936	1230 250	The Hartford Times 555 Asylum St. 2-0237	ABC Conn-State McKinney	F. S. Murphy, p C. Glover DeLaney, gm L. R. Schoenfeld, c & pmm Phil Becker, pd	L. S. Masini, ce S. B. Gammell, nd R. K. Blackburn, asst. m & tech.d M. C. Betters, sd	..... AP RCA

CONNECTICUT—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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.	Transc. Library News Service Transmitter	
<b>HARTFORD—(Continued)</b>						
WTIC 1925	1080 50,000 DA-N	Travelers Bcstg. Service Corp. 26 Grove St. 2-3181	NBC New England Weed	Paul W. Morency, vp & gm Walter Johnson, asst. gm chg. sls Irwin Cowper, asst. slm.	Bernard Mullins, d pub. rel. Leonard J. Patricelli, prog. m Herman D. Taylor, plant m	L-W AP, INS WH
WTIC-FM 1940	Ch. 243 (B) 96.5mc 8kw					REL.
<b>MERIDEN</b>						
WMMW 1947	1470 1,000-D	Silver City Crystal Co. 8½ West Main St. 5-5747		Carl A. Schultz, p, g & sta. m Gustav A. Kruttschnitt, cm Arthur J. Borgesen, pd & nd James Woodburn, pmm	Gabriel Langfelder, ce Ken Berns, sd Dorothy Coleman, wd	Wld., L-W UP
WMMW-FM 1947	Ch. 239 (B) 95.7mc 7kw					G
<b>MIDDLETOWN</b>						
WCNX 1948	1150 500-D	Middlesex Bcstg. Co. 462 Main St. 7-2565	Devney	Richard J. O'Brien & Wm. J. O'Brien, mgng. d	Lou Brooks, prod. chief	Assoc. UP
<b>NEW BRITAIN</b>						
WHAY 1949	910 5,000 DA-2	Central Conn. Bcstg. Co. 22 Grove Hill 3-2721		William F. Turner, office m Carl Flower, pdm Walter Semrau, slm Hillis W. Holt, ce	Jane Jestone, traffic m Carl Clements, sd Leo Borin, asst. pdm	Cap., L-W UP RCA
WKNE 1946	840 1,000-D	The New Britain Bcstg. Co. 213 Main St. 3-3603	Forjoe	Julian Gross, p Peter B. Kenney, c & gm Ray Neilan, pd Sam Balnius, ce	Erwin Forbush, fd Joe Brush, nd & sd Susan Foster, wd	Wld. AP Ray.
WFHA(FM) 1947	Ch. 279 (B) 103.7mc 20kw	(WKNE, AM Affiliate)		Joe Brush, pd John Donahue, ce		GE
<b>NEW HAVEN</b>						
WAVZ 1947	1260 1,000-D	WAVZ Bcstg. Corp. 152 Temple St. 7-0171	Keller	Victor W. Knauth, co-o & p Daniel W Kops, co-o, vp, g & pmm Richard J. Monahan, cm	Robert H. Gillespie, pd Ernest S. Gellman, ce Thomas W. Bentley, nd & fd George A. Duffy, sd	Thes. AP, UP Ray.
WAVZ-FM 1947	Ch. 236 (B) 95.1mc 20kw					G

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

# 27.1%

of our broadcast day is devoted to

## NEWS

# WAVZ

1000 W      1260 K C

NEW HAVEN, CONN.

72 Barrow Street  
New York 14, N.Y.  
Robert S. Keller, Inc.

"THE NEWSPAPER OF THE AIR"

152 Temple Street  
New Haven 10, Conn.  
Daniel W. Kops, Gen. Mgr.

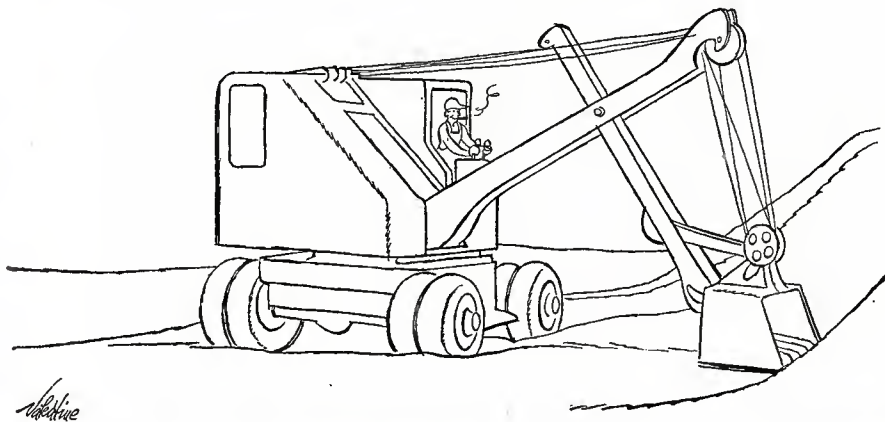
To reach the greatest number of listeners in New Haven BUY news adjacencies on WAVZ

First edition 7:30 am  
Second " 8:30 am  
Milford " 10:30 am  
Midday " 12:30 pm  
Final " 4:15 pm  
Headlines on the hour  
Summaries on the ½ hr.





There is always a most efficient way to do a job . . .



For your SELLING job in this top U. S. market use WTIC . . .

*because*

**WTIC** DOMINATES  
THE PROSPEROUS SOUTHERN  
NEW ENGLAND MARKET

WTIC's 50,000 Watts represented nationally by Weed & Co. • Paul W. Morency, Vice-Pres.—Gen. Mgr., Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.

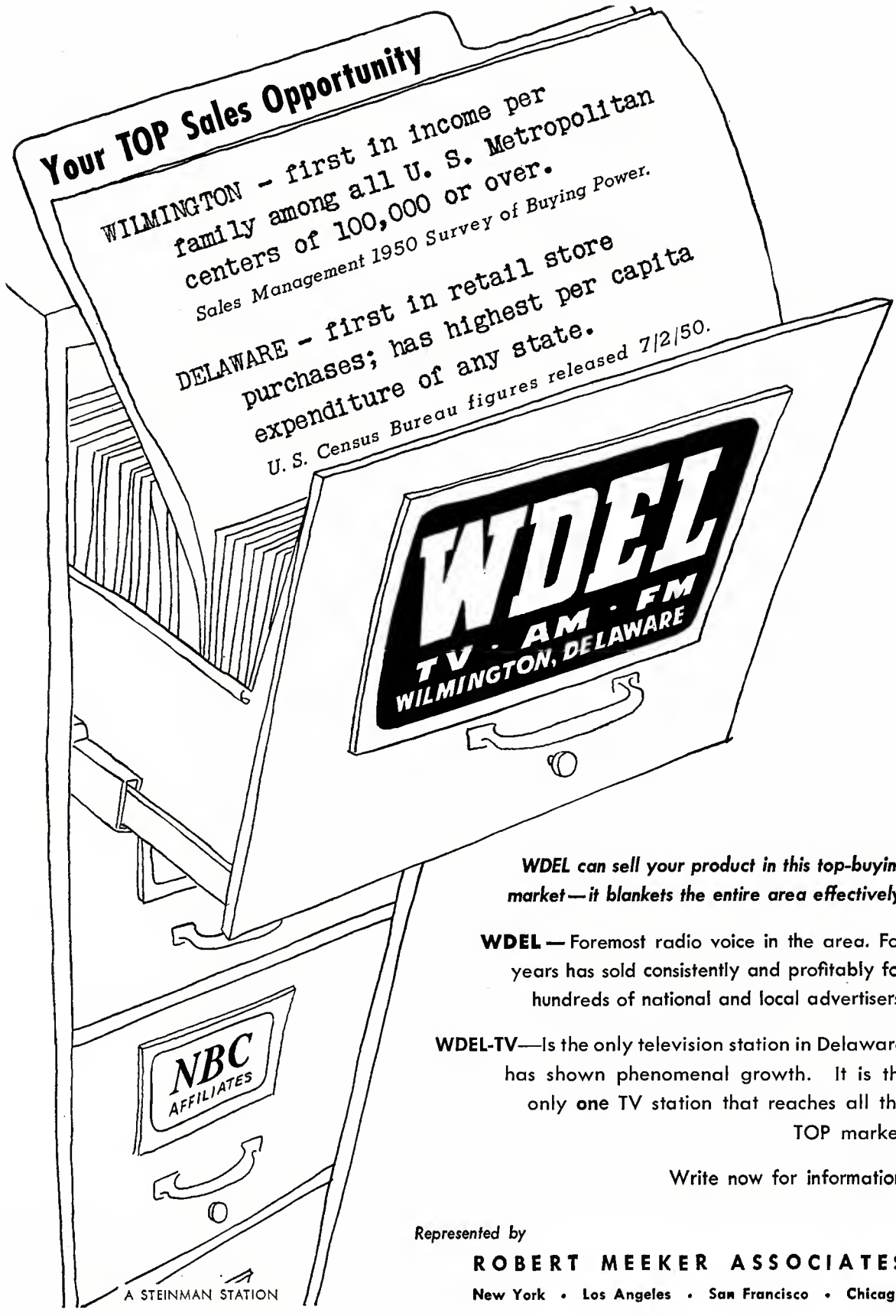
DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

CONNECTICUT—(Continued)

City	Chan. or Freq.	Name of Licensee	Network	Owner; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library News Service Transmitter
<b>NEW HAVEN—(Continued)</b>						
WBIB(FM) 1947	Ch. 264 (B) 100.7mc 20kw	Colony Bcstg. Corp. 157 Church St. 5-5413		Samuel Botwinik, p Sol D. Chain, g & cm & pd	Michael Leipner, ce	GE
WELI 1935	960 1,000 DA-N	Conn. Radio Foundation Inc. 221 Orange St. 8-1133	ABC Nutmeg Headley-Reed	Harry C. Wilder, p Richard W. Davis, gm Edwin Schweitzer, cm Charles H. Wright, pd	Rudy Frank, pmm Fred King, ce Robert McKernan, nd Jeanne Porter, wd	L-W UP RCA
WELI-FM 1948	Ch. 300 (B) 107.9mc 20kw					GE
WNHC 1944	1340 250	Elm City Bcstg. Corp. 1110 Chapel St. 6-9826	Conn. State Katz	Patrick J. Goode, p Aldo De Dominicis, secy-treas. James T. Milne, gm Vincent Callanan, cm	Walter Neilson, pd & pmm Vincent Del Laurentis, ce Garo W. Ray, vp in chg. of engrg. John Quinn, nd	Wld. AP, INS Col.
WNHC-FM 1947	Ch. 256 (B) 99.1mc 20kw					GE
WNHC-TV 1948	Ch. 6 42-88 mc .910 kw-aur.; 1.82 kw-vis.		ABC, NBC, CBS&DuMont	Michael J. Goode, pub. rel. d Kit Adler, film d	Sam Mastro, office m	DuM
<b>NEW LONDON</b>						
WNLC 1936	1490 250	The Thames Bcstg. Corp. Mohican Hotel 2-4365	MBS Yankee Conn. State	Roderick L. Morey, vp Gerald J. Morey, p, gm, pd & ce Mary Jane Chapman, pmm Leo Keegan, cm	Nelson Brown, asst. pd & nd Patricia Neilan, fd & wd James McEnaney, sd	UP Col.
<b>NORWALK</b>						
WNLK 1948	1350 500-DA-N	Norwalk Bcstg. Co. Main & Wall Sts. 8-5566	McGillvra	Benjamin Ginzburg, p, g & cm Rose Ginzburg, pd Charles W. Winter Jr., ce	Adrian Conway, nd Mike Errico, sd Nora Walker, wd	Assoc. UP Ray.
<b>NORWICH</b>						
WICH 1946	1400 250	Eastern Conn. Bcstg. Co. 91 Main St. 7-1613		John Deme, p & gm Noel C. Breault, cm Robert L. Silverberg, pd	Alexander Dubenetsky, ce Jack Purrington, nd Ann Purrington, wd	Wld. AP
<b>STAMFORD</b>						
WSTC 1941	1400 250	Western Conn. Bcstg. Co. 270 Atlantic St. 4-7575	ABC Conn.-State McKinney	Kingsley Gillespie, p Julian Schwartz, gm & nd Wharton Ford, cm	Frank Delfino, pd Edward A. Faubel, ce	Wld. UP RCA
WSTC-FM 1947	Ch. 244 (A) 96.7mc 0.65kw					
<b>TORRINGTON</b>						
WLCR 1947	990 1,000-D	Litchfield County Radio Corp. 23 Main St. 4173	Sears & Ayer Devney	J. Richard Dobbins, p & gm George Phillips, pd Wm. C. Franklin, c & sm Alfred Pallokot, ce	Pete Stoner, nd Ray Atherton, fd Jack Leinhardt, sd Peg Graham, wd	Wld. UP RCA
WTOR 1948	1490 250	Torrington Bcstg. Co. 93 Main St. 4181	ABC Conn.-State Rambeau	Harold Thomas, p Edmund Waller, m	John J. Morris, cm Richard Kilbourn, pd & sd	AP G
<b>WATERBURY</b>						
WATR 1924	1320 1,000 DA-1	The WATR Co. Inc. 440 Meadow St. 3-5161	ABC Conn.-State Rambeau	Harold Thomas, p Samuel Elman, g & cm Wally King, pd Wallace Gordon, pmm	Russell Jensen, ce Joseph C. Callan, nd Al Vestro, sd Miriam Hurlburt, wd	UP Col.
WBRY 1934	1590 5,000 DA-1	American-Republican Inc. 136 Grand St. 3-1125	CBS Nutmeg Avery-Knodel	Wm. J. Pape, p J. Maxim Ryder, g & pmm Harry A. Devorken, cm Walter O. Howard, pd & fd	Frank B. Hales, ce E. Christy Erk, nd John A. Cluney, sd Maybelle Hinton Osborne, wd	Wld. AP RCA
WWCO 1946	1240 250	Mattatuck Bcstg. Co. 119 West Main St. 45141	MBS Yankee	Milton H. Meyers, p & gm Gustave Nathan, cm Robert Crager, pd & sd James Logan, pmm	Eugene Fleisher, ce William Mill, nd Beti Doyle, wd	AP Col.
<b>DELAWARE</b>						
WDOV 1948	1410 1,000-D	Delaware State Capital Bcstg. Corp. Bradford & Loockerman Sts. 5816	Rambeau	Cecil F. Freed, p & co Mildred Carroll, gm, pd & wd William S. Freed, cm	Chet Smith, pmm & nd Ralph Gallow, ce Bill Gregory, fd & sd	AP G
<b>GEORGETOWN</b>						
WJWL(FM) (CP)	Ch. 268 (B) 101.5mc 20kw	Rollins Bcstg. Inc.				
<b>WILMINGTON</b>						
WAMS 1947	1380 1,000 DA-1	Wilmington Tri-State Bcstg. Co. Inc. 414 French 4-8881	MBS Hollingbery	E. R. Dalton, gm Wm. S. Ewing, cm		St.
WAMS-FM 1948	Ch. 241 (B) 96.1mc 20kw					
WDEL 1922	1150 5,000 DA-2	WDEL Inc. 10th & King Sts. 7268	NBC Meeker	Clair R. McCollough, sta. exec. J. Gorman Walsh, gm J. Robert Gulick, gen. slm	Harvey Smith, pd Richard Aydelotte, pmm J. E. Mathiot, tech. d	Wld. UP
WDEL-FM 1950	Ch. 227 (B) 93.7mc 20kw					
WDEL-TV 1949	Ch. 7 174-180mc. .5kw-aur.; 1kw-vis.			James Adshead, pd		
WILM 1922	1450 250	Delaware Bcstg. Co. 920 King St. 4-7771	ABC Bolling	Ewing B. Hawkins, p & gm Jack Lee, cm Robert J. McFann, pd & pmm H. Edwin Kennedy, ce	Harry Thernal, nd Richard L. Bair, fd Bob Kelley, sd Marjorie Price, wd	Wld. UP WE
WTUX 1947	1290 500-D	Port Frere Bcstg. Co. Inc. 1326 Market St. 5-8821	Forjoe	Gordon K. MacIntosh, p Howard R. Robinson, gm Sidney Schulman, cm	Waneda L. Clark, pd Wayne C. Neuhaus, ce Fred Heckman, nd & fd	Thes. AP Ray.

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliates names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day, DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.





**Your TOP Sales Opportunity**

WILMINGTON - first in income per family among all U. S. Metropolitan centers of 100,000 or over.  
Sales Management 1950 Survey of Buying Power.

DELAWARE - first in retail store purchases; has highest per capita expenditure of any state.  
U. S. Census Bureau figures released 7/2/50.

**WDEL**  
TV - AM - FM  
WILMINGTON, DELAWARE

**NBC**  
AFFILIATES

A STEINMAN STATION

*WDEL can sell your product in this top-buying market—it blankets the entire area effectively.*

**WDEL** — Foremost radio voice in the area. For years has sold consistently and profitably for hundreds of national and local advertisers.

**WDEL-TV**—Is the only television station in Delaware, has shown phenomenal growth. It is the only one TV station that reaches all this TOP market.

Write now for information

Represented by

**ROBERT MEEKER ASSOCIATES**  
New York • Los Angeles • San Francisco • Chicago

DISTRICT OF COLUMBIA

City	Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations 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.	Transc. Library News Service Transmitter
<b>WASHINGTON</b>						
<b>WARL (AM-FM)</b>			(See Arlington Va. listing)			
<b>WASH (FM)</b> 1945	<b>Ch. 246 (B)</b> 97.1mc 15kw	<b>Everett L. Dillard</b> 1319 F St. NW District 1336	<b>Continental</b> MBS	<b>Everett L. Dillard, p &amp; gm</b> Hudson Eldridge, cm	<b>Nelson Griggs, pd</b>	<b>St. TP</b> RCA
<b>WBCC (AM-FM)</b>			(See Bethesda-Chevy Chase, Md. listing)			
<b>WBUZ (FM)</b>			(See Bradbury Heights, Md. listing)			
<b>WCFM (FM)</b> 1948	<b>Ch. 258 (B)</b> 99.5mc 20kw	<b>Cooperative Bcstg. Assn.</b> 1120 Connecticut Ave. NW REpublic 8688		<b>Wallace J. Campbell, p</b> George A. Bernstein, gm Sid W. Stappay, cm	<b>(Mrs.) Imogene Putnam, pd</b> Warren E. McDowell, ce	<b>Wid. UP</b> Fed.
<b>WEAM</b>			(See Arlington, Va. listing)			
<b>WFAK</b>			(See Falls Church, Va. listing)			
<b>WGAY (AM-FM)</b>			(See Silver Spring, Md. listing)			
<b>WGMS</b> 1947	<b>570</b> <b>1,000-D</b>	<b>Radio Station WQQW</b> Inc. 1125 Vermont Ave., NW Executive 8676		<b>Morris Rodman, p</b> M. Robert Rogers, gm V. F. Callahan, cm	<b>Pierson Underwood, pd</b> Robert B. Martin, ce	<b>Assoc. AP</b> Col.
<b>WGMS-FM</b> 1948	<b>Ch. 278 (B)</b> 103.5mc 20kw					
<b>WINX</b> 1941	<b>1340</b> <b>250</b>	<b>Banks Independent</b> Bcstg Co. 8th & Eye Sts. NW REpublic 8000	<b>Young</b>	<b>William A. Banks, p, g &amp; cm</b> Dolly Banks, asst. gm & wd William L. Hedgepeth, pd & pmm	<b>Ralph Cannon, ce</b> Jack Rowzie, sd Frank Blandin, office m	<b>UP</b> RCA
<b>WMAL</b> 1925	<b>630</b> <b>5,000 DA-1</b>	<b>Evening Star Bcstg. Co.</b> 724 14th St. NW NAtional 5400	<b>ABC</b> ABC Spot	<b>S. H. Kauffmann, p</b> K. H. Berkeley, vp & gm Ben B. Baylor Jr., cm Charles Kelly, pd	<b>Howard Bell, pmm</b> Frank Harvey, ce William Neel, nd James Gibbons, sd	<b>St. Wid. AP, UP</b> RCA
<b>WMAL-FM</b> 1948	<b>Ch. 307 (B)</b> 107.3mc 20kw					
<b>WMAL-TV</b> 1947	<b>Ch. 7</b> 174-180mc 12kw sur.; 22kw vis.					

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in *italics*. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

## AN OPEN LETTER TO TIMEBUYERS

There are more than 114,000 FM sets in the WASHINGTON Metropolitan District (American Research Bureau—October 1950). This is important for three reasons:

- 1 Many of these are FM-TV combinations (No AM Band).
- 2 Many of these are FM-only sets. The volume of custom-built WASHINGTON home sound systems employing FM tuners reached an unprecedented high in 1950—one dealer alone doing a third of a million dollars of this business the past year.
- 3 Thousands of WASHINGTON listeners no longer tune in, or rarely tune in AM for, in addition to FM's better reception qualities, the FM listeners have found a wider selection of entertainment on the FM band than on the AM band, particularly at night when there are more FM stations on the air in WASHINGTON than there are AM stations.

For Real FM Results in WASHINGTON, D. C. buy

# WASH—FM

Mutual FM Outlet for the Nation's Capital and  
Key Station of the Continental FM Network

Hudson Eldridge, Bus. Mgr.

Everett L. Dillard, Gen. Mgr.

Studios in the International Building

DI 1356

WASHINGTON, D. C.

1319 F Street, N.W.





## IT'S GREAT UP HERE!

Yes, WRC salesmen are feeling fine, thank you. That situation reflects a happy condition on the part of all WRC advertisers. Here are two good reasons for that broad, beaming smile!

**WRC LISTENING IS HIGHER THAN EVER.**

**WRC IS PROUD TO STATE THAT BUSINESS HAS NEVER BEEN BETTER.**

By any measurement WRC is a long-standing leader in this major market. Through the years, time buyers have shown a definite preference for WRC programming and sales results. In any consideration of the peak markets of America, bear in mind that WRC proves its power with sales.

It's a tried but true statement that your sales message produces more for the dollar on WRC. Listeners and clients provide the proof, year in and year out.



## YOUR BEST BUY IN THE NATION'S CAPITAL

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

DISTRICT OF COLUMBIA—(Continued)

City	Call Letters	Chan. or Freq.	Name of Licensee	Network	Executive Abbreviations	Transc. Library
Established	Power	Telephone Number	Headquarters Address	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.	News Service Transmitter
<b>WASHINGTON—(Continued)</b>						
WOL	1450	Peoples Bcstg. Corp.	LBS	Murray D. Lincoln, p	Harold Reed, ce	St.
1924	250	1000 Connecticut Ave., N.W.	Taylor	Fred A. Palmer, gm	George Campbell, nd	AP
		MEtropolitan 0010		Edgar Parsons, asst. c & pmm	Arthur McArthur, nd	WE
				Allan Filippis, pd	Bob Roth, sd	
WOL-FM	Ch. 254 (B)					
1948	98.7mc					
	20kw					
WOOK	(See Silver Spring, Md., listing)					
WPIK	(See Alexandria, Va., listing)					
WRC	980	National Bcstg. Co.	NBC	William R. McAndrew, gm	Donald Cooper, ce	Thes., St.
1923	5,000 DA-N	Trans-Lux Bldg. REpublic 4000	NBC Spot	Mahlon A. Glascock, cm	Cassius M. Keller, nd	AP, UP, INS
				Kenneth French, pd	Arthur Bergman, sd	RCA
				Thomas Geoghegan, press, adv. & pmm	Nancy Osgood, wd	
WRC-FM	Ch. 230 (B)					
1947	93.9mc					
	20kw					
WNBW (TV)	Ch. 4	(WRC, AM Affiliate)		Charles de Lozier, cm	Charles H. Colledge, TV tech.	
1947	66-72mc			Ralph Burgin, pd	oper. sup.	
	10.5kw aur.;			Samuel E. Newman, sta. engr.	John Ghilain, adv. & pmm	
	20.5kw vis.					
WTOP	1500	WTOP Inc.	CBS	Philip L. Graham, p	Cody Pfanstiehl, pmm	AP, UP, INS
1932	50,000 DA-2	Warner Bldg. MEtropolitan 3200	Radio Sales	John S. Hayes, vp & gm	Clyde Hunt, ce	WE
				George Hartford, cm	Granville Klunk Jr., asst. ce	
				Hazel Markel, pd	Ted Koop, nd	
WTOP-FM	Ch. 242 (B)					
1949	96.3mc					
	20kw					
WTOP-TV	Ch. 9			Edwin Halbert, pd		REL
1950	186-192mc			L. A. Wilkinson, engr. in chg.		
	14.2kw aur.;			of TV opers.		RCA
	27.3kw vis.					
WTTG (TV)	Ch. 5	Allen B. DuMont Labs. Inc.	DuMont	Allen B. DuMont, p	Roger M. Coelos, pd	TP
1947	76-82mc	12th & E Sts. NW	H. R. & P	Walter Compton, gm	M. M. Bureson, ce	DuM
	10.5kw aur.;	STERling 5300		Perry P. Walders, cm		
	17.5kw vis.					
WWDC	1260	Capital Bcstg. Co.	Forjoe	Joseph Katz, p	Ross H. Beville, ce	St., L-W
1924	5,000 DA-1	1627 K St., N.W. Sterling 3800		Ben Strouse, vp & gm	Irv Lichtenstein, publ. & pmm	AP, UP
				Herman M. Paris, gen. slm	Ray Morgan & Bob Wolfe, sd	WE
				Norman Reed, pd		
WWDC-FM	Ch. 266 (B)		Transit Radio	Helen K. Moberley, cm		WH
1947	101.1mc					
	20kw					

FLORIDA

<b>BELLE GLADE</b>						
WSWN	900	Seminole Bcstg. Co.	Best	Tom Watson Jr., p, gm & nd	Conrad S. Clemans, ce	Wld., Assoc.
1947	1,000-D	Scarborough Bldg. 2063		(Mrs.) Mary Foy, cm & wd	Bill Eggleston, sd	UP
				Tom Lloyd, pd & fd		G
<b>BRADENTON</b>						
WDHL	1490	Manatee Bcstg. Co.	KBS, LBS	Lou Jacobson, p & gm	Carmen Greenlaw, traffic m & wd	Assoc.
1946	250	Memorial Pier 37-561	Best	Dave Sherrill, pd, pmm & nd	Ed Ayres, fd	AP
				Doug Rabin, ce	Bill McKechnie, sd	G
<b>CLEARWATER</b>						
WPIN	680	Florida West Coast Bcstrs. Inc.	Holman	Arthur Mundorff, p, cm & pd	Lloyd Wyngarden, nd & sd	AP
1947	1,000-D	Royal Palm Hotel St. Petersburg 7-0511	IMS	Manly St. Jean, ce	George Gardiner, fd	G
				Herb Anderson, g & pmm		
WTAN	1340	Clearwater Radio Bcstrs. Inc.	LBS	Otis E. Pruitt, p	Charles Adams, pd & pmm	Cap.
1948	250	P. O. Box 1109, 33084	McGillvra	James E. Huffman, vp	Vinson A. Coker, ce	UP
				(Mrs.) Margaret Pulley, secy-treas.	Howard Hartley, nd	Col.
				Frank L. Parker, g & cm	Robert L. Weatherly, sd	
<b>CORAL GABLES</b>						
WTTT	1490	Atlantic Shores Bcstg. Inc.	McGillvra	Richard Endicott, p	Walter E. Kinney, ce	Assoc.
1949	250	350 Aragon Ave. 83 4683		Lee Phillips, g & cm	Coach Menicoff, sd	UP, TP
				Noah Tyler, pd & nd		RCA
WVCG	1070	Peninsular Bcstg. Corp.		George W. Thorpe, p & gm	Lawrence C. Mennitt, ce	Assoc.
1947	1,000-D	223 Aragon Ave. 48-7411		Robert S. Stevens, pd & nd	Cy Russell, sd	AP
				Barbara L. Binns, pmm	Jackie Pierce, wd	RCA
<b>CRESTVIEW</b>						
WCNU	1010	Gulf Shores Bcstg. Co.	KBS, LBS	D. Grady O'Neal, ptrn, p & slm	Everette McCrary, cm	L-W
1949	1,000-D	P. O. Box 518 3511	Best	H. French Brown Sr., ptrn, gm & secy-treas.	Tom C. Miniard, ce	AP
				Sam F. Townsend, pd		
<b>DAYTONA BEACH</b>						
WMFJ	1450	W. Wright Esch	ABC	W. Wright Esch, o	John S. Pitts, cm	SES.
1935	250	444 N. Beach St. 6491	McGillvra	Billie B. Esch, gm	Walter Strouse, traffic d & pmm	INS
				Ray Clancy, sm, nd & sd	Webster K. Ellenwood, ce	RCA
WNDB	1150	News-Journal Corp.	Perry	Jerry Stone, gm	Fred F. Moore, ce	Wld., St.
1948	1,000-D	128 Orange Ave. 2-0531		John H. Cummins, cm	Sam Aro, sd	AP
				Helen Traeger, pd	Kay Todd, wd	GE
				Lloyd Smith, pmm		
WNDB-FM	Ch. 233 (B)					
1947	94.5mc					
	8.5kw					
WROD	1340	Daytona Beach Bcstg.	MBS	E. J. Sperry, p	Amy Lewis, fd	Assoc.
1947	250	Wilder Blvd. & S. Beach 4626	Best	Lee Menard, pd & ce	Dick Fellows, sd	UP
				Ted Wilds, nd	Ruth Mosak, wd	Col.
<b>DeLAND</b>						
WJBS	1490	John B. Stetson	MBS	Dr. J. Ollie Edmunds, p	Robert H. Walton, pd	Thes.
1948	250	University Box 808 1490		C. L. Menser, gm	Dick Pearce, nd & sd	AP
				Lauren Mickle, sm & ce	James B. Tillis, fd	Col.
				M. M. Davis, cm	Ona Barfield, wd	

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



# W G M S

MEANS

*Washington* — the **Good Music Station**

WHERE 199,000 MUSIC LOVERS\*  
ARE TUNED EVERY WEEK

4 Years old and still growing  
— the Washington medium with  
the TELEVISION-PROOF formula.  
Daytime and Nighttime ratings

GOING UP!

FIRST ON THE AM DIAL AT 570 WITH 1000 WATTS  
BIG ON THE FM DIAL AT 103.5 WITH 20,000 WATTS

\*Prosperous adults, members  
of the purchasing class.

M. ROBERT ROGERS  
Vice-President & General Manager  
Executive 8676 • 1125 Vermont Ave., N. W.  
Washington 5, D. C.

FLORIDA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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.	Transc. Library News Service Transmitter
<b>FT. LAUDERDALE</b>					
WBRD 1950	1580 250-D	Broward Bcstg. Co. P. O. Box 78 2-2563		L. C. Judd, p Robert Standart III, g & cm Frank W. Hainey, pd, fd & pmm John D. Miller, ce	Bert Wills, nd Jack Childs, sd Sue Hainey, wd ..... UP WE
WFTL 1946	1400 250	Gore Pub. Co. 100 E. Las Olas Blvd. 3-2511	LBS Sears & Ayer	R. L. Bowles, p & pd William T. Burghart, cm Merle Sanford, ce	Orville Revelle, nd Jack Swart, sd Betty Dickens, wd ..... Wld. UP Col. ..... GE
WGOR (FM) 1950	Ch. 293 (B) 106.5mc 9.26kw	(WFTL, AM Affiliate)			
<b>FORT MYERS</b>					
WINK 1939	1240 250	Fort Myers Bcstg. Co. 54 E. First St. 4-1341	CBS, KBS Cooke	Arthur B. McBride, p Daniel Sherby, vp A. J. Bauer, gm, pd & nd Dan Harlacher, cm	Elizabeth Black, pmm & wd James Lacy, ce & fd Bob Nash, sd ..... AP RCA
<b>FORT PIERCE</b>					
WIRA 1946	1400 250	Indian River Bcstg. Co. 1400 Melody Lane 870	MBS	Douglas deY Silver, p, gm, & nd James Sowinski, ce Marjorie E. Silver, pd & wd	J. Kingsley Butt, cm Gwinna McIntosh, traffic m Anne Wilder, fd William Strickland, sd ..... St. UP G
<b>GAINESVILLE</b>					
WGGG 1948	1230 250	Alachua County Bcstg. Co. Inc. 1230 Waldo Rd. 5791	Best	R. M. Chamberlin, p & gm L. E. Mims, cm Sally Drew, pd & wd	Clint Wills, ce W. F. Ferguson, nd Dave Blount, pmm & sd ..... Assoc. AP .....
WRUF 1928	850 5,000 DA-N	U. of Florida Radio Station WRUF 3261	MBS Burn-Smith	Garland Powell, d John Dunnivant, cm Ray Dantzler, pd Sewell Brown, pd	Ovid Gano, ce Clyde Beale, fd Otis Boggs, sd ..... L-W AP RCA ..... WE
WRUF-FM 1948	Ch. 281 (B) 104.1mc 12kw				
<b>JACKSONVILLE</b>					
WIVY 1948	1050 1,000-D	WIVY Inc. 135 Riverside Ave. 4-7722		Edward J. Oberle, p & gm James Stephans, ce Alexander Kiersey, cm & pd Claude Taylor, nd	Bob Booker, fd Earl Wood, sd Tom Carswell, wd ..... INS G
WJAX 1925	930 5,000 DA-N	City of Jacksonville 1 Broadcast Pl. 4-1681	NBC Blair	John T. Hopkins III, gm & ce J. W. Douglas, cm	Marion Trowell, pd & pmm ..... Thes. AP WE
WJAX-FM 1948	Ch. 236 (B) 95.1mc 11.5kw				

Data corrected to Dec. 31, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

VACATION LAND SUMMER AND WINTER

**W M F J**

FIRST RADIO STATION IN

**DAYTONA BEACH, FLA.**

Affiliated with the American Broadcasting Company

JOSEPH HERSHEY McGILLVRA, INC.  
NATIONAL REPRESENTATIVES

ROBERT S. KELLER  
AGENCY COORDINATOR

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transc. Library News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
<b>JACKSONVILLE—(Continued)</b>						
WJHP 1948	1320 5,000 DA-N	The Metropolis Co. 500 Laura St. 4-7711	MBS Perry	John H. Perry, p Reggie B. Martin, g & cm Jim Underwood, pd & nd Jocelyn Brown, pmm	Beecher Hayford, ce Fred Schilling, sd Alice Withee, wd	L-W UP RCA
WJHP-FM 1948	Ch. 245 (B) 96.9mc 32kw		Transit Radio	W. L. Chesman, m Martin Bowin, pd Jeraldine Puncóchar, traffic m		
WMBR 1927	1460 5,000 DA-N	Florida Bcstg. Co. 605 S. Main St. 9-4477	CBS Avery-Knodel	Frank King, p Glenn Marshall Jr., secy.-treas. Chas. M. Stone, cm Roger VanDuzer, pd Ted Chapean, pmm	Ernest Vordermark, ce Larry Scarborough, nd Harry Talbert, sd Kay Stanley, wd	Wld. UP, INS Col.
WMBR-FM 1948	Ch. 241 (B) 96.1mc 63kw					..... WE
WMBR-TV 1949	Ch. 4 86-72mc 7.4kw-aur.; 14.8kw-vis.		ABC, CBS DuMont NBC	Glenn Marshall Jr., secy.-treas. & cm Bernie Adams, pd John Sever, pdm		..... GE
WOBS 1948	1360 1,000-D	Southern Radio & Equipment Co. 10 E. Forsyth St. 6-4231	Forjoe	J. R. Sharpe, p Jim Macri, g & cm Wayne Farrell, pd, pmm & nd	Wm. F. Askew, ce Jack Harrell, fd Lamar D. Morgan, sd	..... INS G
WPDQ 1942	600 5,000 DA-N	Jacksonville Bcstg. Corp. Gulf Life Bldg. 4-4421	ABC Katz	James R. Stockton, p Robert R. Feagin, gm Frank Taylor Jr., cm James O. Hardin Jr., pd & fd	Evelyn Cooper, pmm James R. Donovan, ce Hugh Batey, nd John MacLean, sd	St. AP RCA
WRHC 1950	1400 250	WRHC Inc.				

**JACKSONVILLE BEACH**

WJVB 1947	1010 250-D	Jacksonville Beach Bcstg. Co. Penman Rd. 3674	Best	H. A. Prather, p Lester M. Combs, gm P. Comes, cm	Rick Hollister, pd A. T. Kindell, ce (Mrs.) Marian Virtuoso, wd	..... Ray.
--------------	---------------	--	------	---	---	---------------

**KEY WEST**

WKWF 1945	1600 500	John M. Spottswood Stock-Island 510	MBS Perry	John M. Spottswood, g & cm Mary S. Spottswood, pd H. E. Day, nd	Audrey Blom, wd	..... UP RCA
--------------	-------------	---	--------------	---	-----------------	--------------------

**LAKE CITY**

WDSR 1946	1340 250	Deep South Radioways 126 N. Marion St. 525		Alfred H. Temple, ce, g & cm Bruce E. Singleton, ce Owen W. Parnacott, pd & fd	Peter Winn, sd Ruth Roy, wd	Assoc. AP .....
--------------	-------------	--	--	--	--------------------------------	-----------------------

**FIRST  
IN LISTENER PREFERENCE  
IN  
FABULOUS FLORIDA'S  
FIRST  
CITY OF YEAR-ROUND SALES, AND  
FIRST  
IN COVERAGE IN NORTH FLORIDA AND SOUTH GEORGIA**

**W - J - A - X**

930 kc — 5,000 watts

**W - J - A - X - F M**

95.1 mc

**JACKSONVILLE, FLORIDA'S MUNICIPAL STATIONS**

J. D. Kennedy, Commissioner in Charge

John T. Hopkins III, Manager

AN **NBC** AFFILIATE

NATIONAL REPRESENTATIVES: JOHN BLAIR & CO. — SOUTHEAST: HARRY E. CUMMINGS



FLORIDA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transc. Library News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
<b>LAKELAND</b>						
WLAK 1936	1430 1,000	Lakeland Bcstg. Corp. P. O. Box 1211 2127	NBC Pearson	S. O. Ward, co, p, treas. & gm Powell Adams, cm William P. Lee, asst. pmm & ce	Charlotte Humphreys, pd Earl Rahrer, sd Jean Parrish, wd	Assoc. UP RCA
WONN 1949	1230 250	Coastal Bcstg. Co. New Florida Hotel 5117	MBS Cooke	Robert S. Taylor Ted Covington } co-o Duane F. McConnell } Robert S. Taylor, p & gm	Thomas R. Barber, cm Ted Covington, pd Duane F. McConnell, ce Pattie Bowers, sd	L-W AP G
<b>LAKE WALES</b>						
(CP)	1280 1,000-D	Imperial Polk Bcstg. Corp. P. O. Box 389		Sarkes Tarzian, p Steve W. Keen, vp G. Max Kimbrel, gm & ce	Joan Galloway, pd & wd	AP G
<b>LAKE WORTH</b>						
WEAT 1948	1490 250	James Robert Meachem P. O. Box 791 4422	NBC Pearson	James Robert Meachem, p, g & pmm James Knox, cm William Schoocraft, pd & nd	Andrew Keicher, ce Robert Mackey, sd Aina Carlson, wd	AP Ray
<b>LEESBURG</b>						
WLBE 1949	790 1,000 DA-1	WLBE Inc. 1240 Floradel Ave. 552	KBS, LBS Best	Eleanor Hunter, p, nd & wd Bob Clinton, gm J. McCarthy Miller, cm Glenn Weber, pd	Larry Curran, pmm & sd J. A. Brimmer, ce & fd Pat Sulen, traffic m	L-W AP Col.
<b>LIVE OAK</b>						
WNER 1949	1450 250	Live Oak Bcstg. Co. P. O. Box 655 1450		John A. Boling, p Norman O. Protsman, g & cm, nd & fd	James M. Crosley, pd, sd & wd Clarence S. Parker, ce	SES. UP RCA
<b>MARIANNA</b>						
1340 1948	WTYS 250	John H. Phipps P. O. Box 565 650	Schepp-Reiner	John H. Phipps, p L. Herschel Graves, gm H. C. Harris Jr., cm		Thes. AP
<b>MELBOURNE</b>						
WMMB 1947	1050 250-D	Melbourne Bcstg. Corp. Front St. 575	Best	A. V. Catterton, gm Joseph A. Peters, cm Victoria C. Martin, pd	Kenneth R. Waltz, ce	Cap. UP Col.
<b>MIAMI</b>						
WFEC 1949	1220 250-D	Howard D. Steere 350 N. E. 71st St. 89-7534	Best	Howard D. Steere, p Robert Lyons, sm Norman Stewart, sls. rep.	Calvert Carter, pd & nd Wm. Reeder, ce Doris Kadlec, traffic m	UP G
WGBS 1939	710 50,000-LS-DA-2 10,000 N	The Fort Industry Co. 1605 Biscayne Blvd. 9-2401	CBS Katz	George B. Storer, p Stanton P. Kettler, gm Miller N. Babcock, cm Ewald Kockritz, pd & nd	Frank Jaffe, pmm Albert W. Shropshire, ce Harley Lucas, fd Stan Ornest, sd	L-W UP, INS RCA

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

# exclusive coverage of south florida's gold coast

**HITS A DOUBLE TV BULLSEYE!** WTVJ-Miami... Florida's FIRST television station... offers advertisers exclusive penetration of South Florida's phenomenally mushrooming market! One of the fastest-growing in the U. S. today!

Reach South Florida's 750,000 permanent residents (and the more than 2,000,000 visitors we entertain annually) over Greater Miami's only TV station! Your sales message has **IMPACT** over WTVJ, channel 4, Miami!

WTVJ features live telecasts of famed Florida sports and the finest films. Complete remote equipment...full studio and production facilities. Affiliated with WOMETCO THEATERS, Miami's progressive movie circuit.

**NBC - CBS - ABC - DUMONT**

**WTVJ**

channel 4  
**MIAMI**

17 N. W. 3rd ST., MIAMI, FLORIDA

Represented by  
**FREE & PETERS, INC.**

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transc. Library News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
<b>MIAMI—(Continued)</b>						
WGBS-FM 1948	Ch. 242 (B) 96.3mc 27kw					..... WE
WIOD 1926	810 5,000 DA-2	Isle of Dreams Bcstg. Corp. 600 Biscayne Blvd. 3-6444	NBC Hollingbery	Daniel J. Mahoney, p J. Leonard Reinsch, mgng. d James M. LeGate, gm Robert L. Fidar, cm Scott Bishop, pd	Martha Henriquez, pmm Milton Scott, ce Eugene Strul, nd Morris McLemore, sd Billie O'Day, wd	St. Assoc. AP, UP, INS WE
WIOD-FM 1946	Ch. 248 (B) 97.3mc 54kw					..... RCA
WMIE 1948	1140 10,000-LS DA-2 5,000-N	Sun Coast Bcstg. Corp. Biscayne Blvd. & N.E. 3rd St. 3-5556	Forjoe	J. Allen Brown, p Robert G. Venn, gm William Van der Busch, cm Ted Anthony, sm & pd	Roland Jones, pmm Russell Bennett, ce Bill Sheetz, sd	Assoc. UP, INS, TP RCA
WQAM 1920	560 5,000-LS 1,000-N	Miami Bcstg. Co. 1723 duPont Bldg. 2-6121	ABC Blair	John S. Knight, p Owen F. Uridge, gm E. Harry Camp, cm Don Fischer, pd	Marjorie Christopher, pmm & wd Gene Rider, ce John T. Bills, nd Marshall Parsons, sd	Wld. AP GE
WQAM-FM 1946	Ch. 235 (B) 94.9mc 60kw					.....
WTVJ(TV) 1949	Ch. 4 66-72mc 1.1kw-aur.; 2.2kw-vis.	Wometco Theatres 17 N. W. 3rd St. 82-6671	ABC, CBS DuMont NBC Free & Peters	Mitchell Wolfson, p Lee Ruwitch, vp & gm John S. Allen, bus. & cm	Clyde Lucas, pd Earl W. Lewis, ce Lynn Morrow, publ. & pmm	..... UP GE
WWPB 1947	1450 250	Paul Brake 414 S. W. 2nd Ave. 3-7405	LBS Cooke	Paul Brake, p, g & cm Bill Johns, pd M. L. Carter, asst. & pmm & wd	Charles Cox, ce Carl Hall, nd & sd Jim Bryant, fd	..... AP WE
WWPB-FM 1948	Ch. 268 (B) 101.5mc 8.5kw					..... WH
<b>MIAMI BEACH</b>						
WINZ 1946	940 1,000 DA	Hollywood Bcstg. System 304 Lincoln Rd. 58-73-11	LBS Perry	Jonas Weiland, p & gm Jules Lillienthal, c & pmm Dennis Kirwan, pd, nd & sd	John Reynolds, ce Ruth Kalin, traffic m	..... TP
WKAT 1937	1360 5,000-LS 1,000-N	WKAT Inc. 1759 Bay Rd. 5-5711	MBS Weed	A. Frank Katzentine, p John I. Prosser, evp, gm & pd Walter A. Callahan, vp in chg. of sls	Arthur P. Smith Jr., ce C. A. Wampler, bus. m Jeanne M. Walzer, traffic m John Price, nd	St., Cole UP WE
WKAT-FM 1947	Ch. 226 (B) 93.1mc 285kw					.....
WLRD (FM) 1948	Ch. 230 (B) 93.9mc 13kw	Mercantile Bcstg. Co. 420 Lincoln Rd. 58-6334		Alan H. Rosenson, p & ce Al Spears, cm	Marshall Simmons, sm & pd	L-W, Cap. AP WE
WMBM 1950	800 1,000-D	Biscayne Bcstg. Co. MacArthur Causeway Terminal 5-5586	Rambeau	Kenneth S. Keyes, p J. Lyle Williams, g & cm & sd Arnold Kaufman, pd & nd Dick Parker, pmm	Charles A. Hartwick Jr., ce Doris Forsythe, traffic m Lloyd Beckworth, fd Martha Chase, wd	St., Cap. UP Col.
<b>NEW SMYRNA</b>						
WNSA (CP)	1230 100	Beach Bcstg. Co.				.....
<b>OCALA</b>						
WTMC 1939	1290 1,000 DA-N	Ocala Bcstg. Co. Inc. Anthony Rd. & Henry St. 128	MBS Perry	John H. Perry, p T. S. Gilchrist Jr., gm C. J. Rinehardt, cm Ruth Whitley, pd & wd	Art Steddum, pmm Beecher Hayford, ce James Smith, nd & fd John Nicholson, asst. gm & sd	L-W UP Col.
<b>ORLANDO</b>						
WDBO 1924	580 5,000 DA-N	Orlando Bcstg. Co. Inc. 30 S. Ivanhoe Blvd. E. 6181	CBS Blair	Harold P. Danforth, p & gm Wm. G. McBride, sls. & pd James E. Yarbrough, ce	Carter Scofield, nd & fd Don McAllister, sd Bill Berry, wd	Wld., Thes., Assoc. AP, UP ..... WE
WDBO-FM 1949	Ch. 222 (B) 92.3mc 34kw					.....
WHOO 1947	990 10,000-LS 5,000-N DA	Orlando Daily News- papers Fort Gatlin Hotel 9900	ABC Ra-Tel	Martin Anderson, p Clarence H. Bracey, g & pmm Carl F. Hallberg, cm Clarence D. Daniel, pd Hal Suit, pd	Gene Dashiell, ce Josephine Bledsoe, traffic d Phil Gaines, nd Ruth Smith, wd	St. AP RCA
WHOO-FM 1948	Ch. 243 (B) 96.5mc 59kw					Wld. ..... Fed.
WLOF 1940	950 5,000 DA-N	Hazlewood Inc. Angebilt Hotel Bldg. 8163	MBS Raymer	William Joe Sears, p J. Allen Brown, evp, g & cm (Mrs.) Ruth Donahue, pd & wd Pat Kerr, pmm	W. Dodd Daniel, ce Paul Marlowe, nd Bob Keith, fd (Mrs.) Louise Grant, office m	L-W UP RCA
WORZ 1947	740 1,000 DA-2	Central Fla. Bcstg. Co. 740 N. Orange Ave. 2-2451	NBC Weed	James Dandelake, p Will O. Murrell, secy.-treas. Eugene D. Hill, g & cm Sam Roen, pmm	John Lofton, nd Lou Kennedy, fd Marcia Roen, wd	Thes., St. AP .....
<b>PALATKA</b>						
WWPF 1947	800 250-D	Palatka Bcstg. Co. 900 River St. 3-5-4	LBS Best	J. E. Massey, ptrn. L. C. McCall, ptrn., gm & ce Herb Young, cm	Johnny Gillis, pd Wally Luce, pmm	L-W, SES. UP Col.
WWPF-FM 1950	Ch. 252 (A) 98.3mc 0.97kw					.....
<b>PALM BEACH</b>						
WWPG 1941	1340 250	Palm Beach Bcstg. Corp. 3000 S. Ocean Blvd. 2-1515	ABC Perry	Charles E. Davis, p & gm Donald S. Greenleaf, cm	Florence Hicks, pd Clyde Walkden, ce	Wld., L-W UP G
WWPG-FM 1946	Ch. 250 (B) 97.9mc 22kw					..... Fed.



DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

FLORIDA—(Continued)

City	Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. op 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	Transc. Library News Service Transmitter
<b>PANAMA CITY</b>							
	WDLP 1940	590 1,000 DA-N	Panama City Bcstg. Co. Inc. West Beach Dr., 31777	MBS Perry	John H. Perry, p C. B. Kelly, gm John Thomas, pd & pmm	Davis Wilson, ce John Hiedema, sd Don Brookins, nd	Wid. UP Ray.
	WDLP-FM (CP)	Ch. 255 (B) 98.9mc 8.2kw					
	WPCF 1949	1400 250	Bay County Bcstg. Co. 300 E. 15th St. 6176	ABC	E. L. DuKate, p & gm Eleanor Whitelaw, pd & wd E. G. Holmes, ce	Elizabeth Giraudo, traffic m Geo. Rowe, nd Ray Hardin, sd	Thes. AP Col.
<b>PENSACOLA</b>							
	WBSR 1946	1450 250	WBSR Inc. Box 1351 6173	CBS	Patt McDonald, p Don Lynch, vp & gm Boris Mitchell, pd & sd	G. E. Meade, ce Dick Carey, nd	L-W AP .....
	WCOA 1926	1370 5,000 DA-N	Pensacola Bcstg. Co. Box 1669 4111	NBC Perry	John H. Perry Sr., p J. Holliday Veal, gm Irving Welch, cm Russell Hersch, pd & pmm	Harold Heath, ce Don Griffith, sd Sally Henderson, wd	Wid. UP RCA
	WEAR 1947	1230 250	Gulfport Bcstg. Co. Inc. 2nd & Heyer St. 8-4449	ABC Pearson	Earle Fletcher, p Mel Wheeler, g & pmm Joe Kingry, cm Roger Nash, pd	Raymond Carter, ce Frank Pericola, nd & sd Ann Martin, wd	..... AP G
<b>PLANT CITY</b>							
	WPLA 1949	1570 250-D	W. A. Smith Hopewell Rd. 526	Best	W. A. Smith, p Leon Lloyd, g & cm Elyse Shuman, pd & wd	Jim Cruickshank, ce J. J. Wilson, nd	Cole UP .....
<b>QUINCY</b>							
	WCNH 1948	1230 250	Quincy Bcstg. Corp. Box 190 300	Best	Richard J. Gardner, p A. B. Letson, gm, ce & sd Jerry Melvin, cm Norm Keller, pd	William L. Brown, nd Dewey C. Newton, fd Betty Barnes, wd	L-W AP WE
<b>ST. AUGUSTINE</b>							
	WFOY 1936	1240 250	Fountain of Youth Bcstg. Co. Magnolia Ave. 1622	CBS Avery-Knodel	J. C. Bell, p John E. Bernhard Jr., g & cm & nd (Mrs.) Frankye Walker, pd, pmm & wd	Ernest Raistrick, ce Bob Sheppe, fd Julian Fant, sd	..... UP WE
<b>ST. PETERSBURG</b>							
	WMLD (FM) (CP)	Ch. 250 (B) 97.9mc 16.5kw	Charles A. Lenz				
	WSUN 1928	620 5,000 DA-N	City of St. Petersburg Recreation Pier	ABC Weed	George D. Robinson, m		
	WTSP 1939	1380 5,000 DA-N	Pinellas Bcstg. Co. Times Bldg. 7-8108	MBS Pearson	Nelson P. Poynter, p F. J. Kelley, vp & gm L. L. Wildman, cm Jack Faulkner, sta. & pd & pmm	W. D. Mangold, ce Dick Bingham, sd Beth McNeely, wd	Wid., Cap. UP RCA
	WTSP-FM 1948	Ch. 273 (B) 102.5mc 37kw					..... WE
<b>SANFORD</b>							
	WIRR 1947	1400 250	Myron A. Reck 1110 E. First St. 999	KBS Best	Myron A. Reck, o, g & pmm Dick Aiken, cm J. Marion Harmon Sr., pd, nd, fd & wd	Emerson W. Browne, ce Dave Martin, sd	..... UP Col.
<b>SARASOTA</b>							
	WKXY 1949	1540 1,000-D	Sarasota Bcstg. Co. P. O. Box 2431 3666	LBS Best	A. G. Fernandez, gm & ce William F. Carey, cm & nd Robert W. Hanesworth, pd & fd	Howard O. Ermisch, sd	Cap. AP G
	WSPB 1939	1450 250	W S P B Inc. P. O. Box 1110 2565	CBS Pearson	R. C. Jones Jr., p John B. Browning, gm David C. Hale, pd & pmm	James E. Grant Jr., ce Dean Fleischman, sd Dottie Mead, wd	Wid. UP RCA
<b>SEBRING</b>							
	WJCM 1950	1340 100	Highlands Bcstg. Co. P. O. Box 233 81811	LBS Best	Henry L. Jollay, p J. R. H. Wilson, g & cm & ce	Jim Hardie, pd	St. UP Ray.
<b>TALLAHASSEE</b>							
	WTAL 1935	1270 5,000 DA-N	John H. Phipps P. O. Box 989 2-1270	CBS, MBS Blair	John H. Phipps, p L. Herschel Graves, gm Joe Hosford, pd, nd, fd, sd & wd	W. A. Snowden Jr., ce	L-W, Wid. AP RCA
	WCSP (FM) 1947	Ch. 280 (A) 103.9mc 0.71kw	(WTAL, AM Affiliate)				
	WTNT 1946	1450 250	Tallahassee Appliance Corp. Hotel Floridan 2-1450	ABC Clark	Frank W. Pepper, p & gm F. W. Hazelton, evp & pmm Tom Dunn, pd	Charles L. Clifton, ce Ned West, sd	Assoc. UP G
<b>TAMPA</b>							
	WALT 1946	1110 1,000-D	Tampa Bcstg. Co. 401 W. Tyler St. 2-7921	LBS Perry	W. Walter Tison, p, g & cm Coburn Gum, pmm Sandy Geer, pd, nd & fd	Boykin Tison, ce Ronald Harpe, sd June Tison, wd	L-W, St., Cole AP RCA
	WDAE 1922	1250 5,000 DA-1	Tampa Times Co. 114 N. Franklin St. 2-2911	CBS Katz	David E. Smiley, p L. Spencer Mitchell, g & cm Kenneth W. Skelton, pd, pmm & nd	William Pharr Moore, ce Mark E. Swingley, fd Sol J. Fleischman, sd K. H. Dowst, wd	Assoc. AP GE
	WDAE-FM 1947	Ch. 289 (A) 105.7mc 26kw					..... WE
	WEBK 1950	1590 1,000-D	Hillsboro Bcstg. Co. 1521 East Broadway 4-3982		E. P. Martin (Mrs.) Alpha Martin } co-o Elmo B. Kitts E. P. Martin, p	(Mrs.) Alpha Martin, vp Elmo B. Kitts, gm (Mrs.) Ann Bowman, pd Angelo Louis Fazzri, ce	..... INS Col.
	WFLA 1925	970 5,000 DA-N	The Tribune Co. P. O. Box 1410 2-7788	NBC Blair	J. C. Council, p Charles G. Baskerville, gm Melvin Myer, cm Paul M. Jones, pd Tom Matthews, pmm	Joseph Mitchell, ce Fred Reiter, nd Mardi Liles, fd Milton Spencer, sd Emily Moody, wd	Thes., L-W UP RCA

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliated names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



# MORE

# PEOPLE BUYING POWER SALES



## IN THE GROWING WFLA MARKET



OF THE 162 METROPOLITAN AREAS IN THE U. S.

THE TAMPA - ST. PETERSBURG MARKET RANKS

**3rd**

IN GENERAL MERCHANDISE STORE SALES GAINS

THE TAMPA - ST. PETERSBURG MARKET RANKS

**14th**

IN TOTAL RETAIL SALES GAINS

THE TAMPA - ST. PETERSBURG MARKET RANKS

**19th**

IN FOOD STORE SALES GAINS

The Tampa-St. Petersburg area is one of the fastest growing markets in America. Only two metropolitan markets in the United States out-gained it percentage-wise in General Merchandise Store Sales in the ten year period, 1940-1950.

WFLA is right in the heart of this rich Florida market where population has increased 50 per cent since 1940. Because of diversified business, industry and agriculture, the WFLA market enjoys a balanced economy — with substantial weekly payrolls building steady buying power right around the calendar. It is a BIG market in all of the factors that produce steady sales.

To reach the big, responsive, able-to-buy audience in the busy Tampa - St. Petersburg market, spot your sales message on WFLA — the station that gives you effective coverage in both city and trade area markets.

NO TV IN THIS MARKET

**NBC AFFILIATE**

# WFLA



NATIONAL REPRESENTATIVE  
**JOHN BLAIR & CO.**

AM *The Tampa Tribune Stations* FM

SOUTHEASTERN REPRESENTATIVE  
**HARRY E. CUMMINGS**  
JACKSONVILLE, FLORIDA

**DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES**

**FLORIDA—(Continued)**

City	Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations Owner; Pres. p; Exec. op 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.	Transe. Library News Service Transmitter
<b>TAMPA—(Continued)</b>						
	WFLA-FM 1925	Ch. 227 (B) 93.3mc 53kw				
	WBHO 1948	1050 250-D	Sulphur Springs Bcstrs. Co. 8122 Nebraska Ave. 33-2251		Harold A. Dunlap, o & gm Ken Weber, cm Ellen Melching, pd Betty Strong, traffic m	Edwin W. Hill, ce Ralph Miller, nd Larry Lane, sd  WH AP G
<b>WEST PALM BEACH</b>						
	WTRK 1947	1290 1,000 DA-2	Ken-Sell Inc. 715 South Flagler Drive 2-1744	MBS Cooke	Joseph S. Field Jr., p, g & cm William P. Heitzman, ce James C. Steele Jr., prog. & pmm James W. Anderson, nd	John Wooten, fd Rome Hartman, sd Patricia Julianelle, wd John Livingston, natl. sls. rep
	WJNO 1936	1230 250	WJNO Inc. 1500 N. Flagler Dr. 2-3638	CBS Meeker	Marshall Hemingway, p Stephen P. Willis, secy, g & cm Elizabeth Miller pd Harry Foster, pmm	Otis C. Wright, ce Ruth Shockley, office m H. V. McMillen, nd Davies Webster, fd  L-W UP RCA
<b>WINTER HAVEN</b>						
	WSIR 1947	1490 250	Citrus Belt Bcstrs. Inc. Southwest Lake Howard Dr. 32-561	MBS	Frederick L. Allman, p Larry Rollins, gm & nd Earl Sturgeon, cm	Richard Eyrich, pd L. Orden Craig, ce  UP Ray.

**GEORGIA**

<b>ALBANY</b>						
	WALB 1941	1590 1,000 DA-N	Herald Pub. Co. Leesburg Rd. 1590	ABC Burn-Smith	James H. Gray, p E. Arthur Tate, g & cm Tommy Stillwagon, pd Charles D. Chandler, ce	Betty Cooper, traffic m Don Ferandou, nd Bill Bowick, fd Harley Bowers, sd  Wld. AP Col.
	WGPC 1933	1450 250	Albany Bcstg. Co. New Albany Hotel 1371	CBS Hollingbery	J. W. Woodruff, p J. W. Woodruff Jr., exec. m L. M. George, sta. & pmm Walter H. Flint, pd, nd & sd	R. A. Carlton, ce Bill Fowler, fd Pat Chandler, wd  Assoc. UP RCA
<b>AMERICUS</b>						
	WDEC 1947	1230 250	The Americus Bcstg. Co. 109½ Windsor Ave. 3681	MBS GALS Continental	James R. Blair, co, p & gm Charles C. Smith, sm & pd Lloyd E. McKinney, ce	Robert V. Rogers, fd Sue Marshall, wd  AP Ray.
<b>ATHENS</b>						
	WGAU 1933	1340 250	J. K. Patrick & Co. Bobbin Mill Rd. 1741	CBS, KBS GALS	C. A. Rowland, p R. Lewis Doster, g & cm	William J. Evans Jr., ce  AP Col.
	WGAU-FM 1949	Ch. 258 (B) 99.5mc 4.4kw				GE
	WRFC 1948	960 1,000-D	Radio Athens Inc. 279½ N. Lumpkin St. 446		L. H. Christian, p & gm Claude Williams Jr., cm & sd Charles A. McClure, pd & pmm L. D. Drewry, ce	H. Randolph Holder, nd R. D. Stephens, fd Mary Anne Martin, wd  Assoc. UP G
<b>ATLANTA</b>						
	WAGA 1937	590 5,000 DA-N	Fort Industry Co. 56 Marietta St. Main 5900	CBS Georgia Trio Katz	George B. Storer Sr., p James E. Bailey, mgng. d Claude Frazier, cm Don Naylor, pd N. A. Cannon, pmm	Rudolph Spivey, ce Dale Clark, nd Jim Woods, sd Enid Day, wd  AP WH
	WAGA-FM 1948	Ch. 277 (B) 103.3mc 50kw				WE
	WAGA-TV 1949	Ch. 5 76-82mc 9.5kw-aur.; 18kw-vis.	1032 W. Peachtree St. Emerson 2541	CBS, DuMont	George B. Storer Jr., gm John W. Collins, cm William Terry, pd	Paul Cram, ce  RCA
	WATL 1931	1380 5,000 DA-N	Atlanta Bcstg. Co. 26 Cain St., N. W. Walnut 4377	LBS Forjoe	J. W. Woodruff, p G. C. Livingston Jr., gm & ce E. A. Wing, cm	E. R. Capral, pd & sd Lee Nance, nd H. W. Fields, fd  St. INS WE
	WATL-FM 1948	Ch. 248 (B) 97.5mc 44kw				GE
	WBGE 1947	1340 250	General Bcstg. Co. Georgian Terrace Hotel Vernon 1194	Burn-Smith	Mike Benton, p David J. Holt, gm & ce Stan Raymond, cm & sd H. S. Langham, pmm  Jewell Camp, traffic m	Gene Marshall, nd Dick Granville, fd Alice Bell, wd  AP GE
	WBGE-FM 1947	Ch. 238 (B) 95.5mc 2kw				WE
	WEAS 1947		(See Decatur listing)			
	WERD 1948	860 1,000-D	Radio Atlanta Inc. 274½ Auburn Ave. N.E. Lamar 0666		J. B. Blayton Sr., p J. B. Blayton Jr., gm A. Kenneth Knight, pd Lemuel M. Wells, pub. rel. & pmm	William F. Kennedy, ce Robert H. Brisendine, sd (Mrs.) Gladys Powell, wd  WE
	WGST 1923	920 5,000-LS 1,000-N	Georgia Institute of Tech. Forsyth Bldg. Walnut 8441	ABC, MBS Blair	Frank M. Spratlin, chmn. of radio committee John Fulton, g & cm Jack Kelley, pd, nd, & sd	Paul Sanford, pmm Ben Akerman, ce Dean Dickens, wd  AP RCA
	WGST-FM 1949	Ch. 231 (B) 94.1mc 340kw				GE

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated.  
 FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



# ATLANTA FIRST

TEST MARKET  
CITIES 250,000  
TO 500,000

(Sales Management Test Market Survey—Nov. 10, 1950)



★ **waga**  
AM • FM TV



★ **FIRST** Network in America **CBS Affiliate**

**FIRST** In Local Spots and Gross Sales—  
WAGA-TV—Local Advertisers Know  
WAGA-TV Sells

★ **FIRST** Weekly Daytime Audience Choice of  
WAGA Radio Family Market of  
\$1,000,000,000

★ **FIRST** Choice for Atlanta Market Broadcast  
Telecost Tests Should Be WAGA—  
WAGA-TV

Represented Nationally By—THE KATZ AGENCY, INC.  
Tom Horker, National Sales Manager, 488 Madison Ave., N.Y. 22





GEORGIA—(Continued)

Executive Abbreviations

City	Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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.	Transc. Library News Service Transmitter
<b>ATLANTA—(Continued)</b>						
WQXI (Buckhead) 1948	790 5,000-D		Robert W. Rounsaville Peachtree at Mathieson Cherokee 2196	Walker	Robert W. Rounsaville, p, gm Harold G. Price, sm & ce Bob Corley, pd Art Selley, pmm	Herb Harris, nd Les Henrikson, sd Doris Poole, wd Wld. UP RCA
WSB 1922	750 50,000		The Atlanta Newspapers Inc. Biltmore Hotel Hemlock 1045	NBC Petry	J. M. Cox Jr., p John M. Outler Jr., gm Frank Gaither, cm Marcus Bartlett, pd Vincent Piano, pmm	C. F. Daugherty, ce J. Leonard Reinsch, mgng. d Walter Paschall, nd Dudley McCaskill, fd Wld. St. AP, UP WE
WSB-FM 1950	Ch. 253 (B) 98.5mc 52kw					..... RCA
WSB-TV 1948	Ch. 8 180-186mc 12.5kw-aur.; 23.8kw-vis.					..... RCA
<b>AUGUSTA</b>						
WBBQ 1947	1340 250		Savannah Valley Bcstg. Co. 515 Jefferson Davis Ave. 4-5441	MBS, KBS GALS Walker	George G. Weiss, p John W. Watkins, g & cm George M. Scott, pd & nd Russell Potet, pmm	Marvin Tarpley, ce Jack Lenz, fd Ed Dunbar, sd Eileen Stulb, wd ..... AP G
WGAC 1940	580 5,000-LS 1,000-N DA		Twin States Bcstg. Co. WGAC Bldg. 22692	ABC Avery-Knodel	A. D. Willard Jr., p & gm D. MacDonald, vp & controller Warren Hites, pd & nd	John Jopling, ce Ed Tacey, fd John Lyon, sd Thes. UP RCA
WJBF 1947	1230 250		The Georgia-Carolina Bcstg. Co. WJBF Bldg. 4-2421	NBC Taylor	J. B. Fuqua, p & gm D. M. Kelly Jr., sm Steve D. Manderson, cm	Tom Hennessy, pd & pmm Ernest G. Swint, ce Wld. UP Ray.
WRDW 1930	1480 5,000 DA-N		Radio Augusta Inc. 8th & Broad Sts. 2-8805	CBS Headley-Reed	Ernest D. Black, p W. R. Ringson, g & pmm Wm. B. Smart, cm Charles H. Pointel, pd & sd	Rabun F. Bobo, ce Frank Hubbs, nd Bob Ruckle, fd L-W UP RCA
<b>BAINBRIDGE</b>						
WMGR 1946	1490 250		S. Marvin Griffin P. O. Box 348 776	MBS, KB'	S. Marvin Griffin, o Ben H. Dekle, g, c & pmm (Mrs.) Barbara J. Tennille, pd & wd	Woodrow Dunlap, ce Bill Townsend, nd & sd Harry Hutto, fd Assoc. AP G
<b>BRUNSWICK</b>						
WGIG 1949	1440 1,000 DA-N		Brunswick Bcstg. Corp. 1514 Union St. 2714	ABC McGillvra	Fred Smith, p Hugh K. Tollison, evp Robert O. Moran, gm	John Lane, cm James Cavanaugh, pd Herman Lange, ce Assoc. AP G
WMOG 1940	1490 250		Coastal Bcstg. Co. Inc. P. O. Box 572 1500	MBS, KBS	(Mrs.) Alma W. King, p Kenneth E. White, vp, g & cm	Sidney Hargraeves, ce L-W UP RCA

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

**WHAT STATION IS THE  
LOWEST COST PER  
THOUSAND TO  
COVER ATLANTA  
THE NATION'S No. 2  
TEST MARKET?**

REPRESENTED  
NATIONALLY BY  
JOHN BLAIR

IN THE  
SOUTHEAST BY  
CHARLES C. COLEMAN

WGST

**ABC  
NET WORK**

**MORE LOCAL  
ADVERTISERS  
THAN ANY OTHER  
ATLANTA STATION**

**COMPLETE  
MERCHANDISING  
STAFF**

**"KNOW - HOW"  
OF LOCAL  
PROGRAMMING**

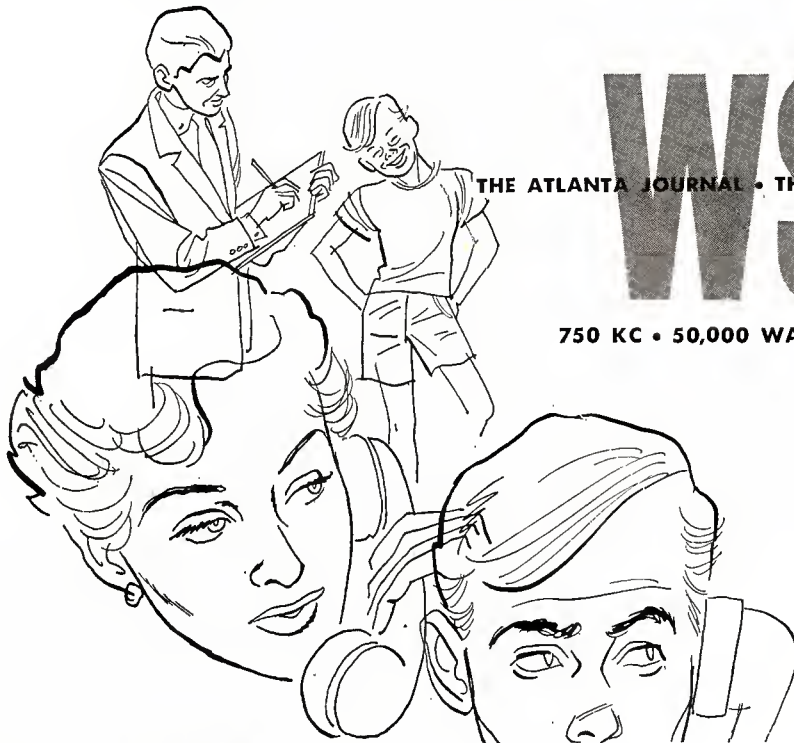
*Atlanta, Ga.*  
**5,000W-920KC**

1000 W NIGHTS



**On every survey\* ever made  
of listener preference  
in the great Atlanta market  
WSB has been FIRST!**

*\*Ask your Petry man to show you the latest ratings*



THE ATLANTA JOURNAL • THE ATLANTA CONSTITUTION

**WSB**

750 KC • 50,000 WATTS • NBC AFFILIATE

**... in this market  
your first television  
choice is WSB-TV**

GEORGIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transc. Library News Service Transmitter
				Owner; Pres. p; Exec. v; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
<b>CAIRO</b> WGRA 1950	1300 1,000-D	Grady-Mitchell Bcstg. Co. Bainbridge Rd. 439		Ed Stevens, p W. C. Woodall Jr., gm Jim Honey, cm & ce Kenneth E. Flynt, pd	Royce A. Jones, pmm & nd Bob Davis, fd Winfred Chason, sd Sarah Pearce, wd	St. UP Col.
<b>CARROLLTON</b> WLBB 1947	1100 250-D	Carroll Bcstg. Co. Peoples Bank Bldg. 980	KBS GALS	Robert D. Tisinger, p Tom K. Vassy, g & pmm Jimmy Dunaway, pd & sd	Chessley Hooper, ce Hiram Bray, nd, fd & prod. m	Thes. UP Ray.
<b>CARTERSVILLE</b> WBHF 1946	1450 250	W. Ryan Frier Cartersville 1200	MBS, KBS GALS	W. Ryan Frier, p & gm Minor Shadburn, cm Martha Sullins, pd & wd	James H. New, pmm & sd J. T. Norton, ce & fd George Boswell, nd	L-W UP G
<b>CEDARTOWN</b> WGAA 1941	1340 250	Northwest Georgia Bcstg. Co. West Theatre Bldg., 777	ABC KBS	Richard J. Roche, m		
WGAA-FM 1948	Ch. 241 (B) 96.1mc 5.5kw					
<b>COLUMBUS</b> WDAK 1943	1340 250	Radio Columbus Inc. Martin Bldg. 5447	NBC Headley-Reed	Allen M. Woodall, p Miles H. Ferguson, m & pmm W. S. Massie, cm Joe Byars, pd	Hudie Brown, ce Ed Snyder, nd & sd Loretta Exum, wd	Wld. AP RCA
WDAK-FM 1948	Ch. 300 (B) 107.9mc 10kw					
WGBA 1947	1460 1,000 DA-1	Georgia-Alabama Bcstg. Corp. 1213½ Broadway 3-3603	ABC, MBS Branham	A. H. Chapman, p Maynard R. Ashworth, vp Walter M. Windsor, gm & sd Ed J. Hennessy, cm	Ridley Bell, pd & nd Hillard Brown, pmm William R. Atkinson, ce	L-W UP RCA
WGBA-FM 1946	Ch. 236 (B) 95.1mc 15.9kw					
WRBL 1928	1420 5,000 DA-N	Columbus Bcstg. Co. 1350 13th Ave. 2-0601	CBS Hollingbery	J. W. Woodruff, co J. W. Woodruff Jr., exec. m B. Ed Johnson, cm George A. Gingell, pd	Nora Brennan, pmm Joseph A. Gamble, ce George Theeringer, nd & sd Douglas Gary, id	..... Col. Assoc. UP, INS WE ..... GE
WRBL-FM 1946	Ch. 227 (B) 93.3mc 46.2kw					

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

**UP AND UP**  
**SHE GOES!**

1939 1949

Facts! Figures! NOT Fancy. Proof that Columbus, Georgia is one of the fastest growing markets in America. Here's what has happened since 1939: Among the 168 official Metropolitan County Areas, Columbus ranks:

**11th in percentage gain Automotive Sales**      **12th in percentage General Merchandise Sales**  
**33rd in percentage gain in Food Sales**      **32nd in percentage gain in Drug Sales**  
**21st in percentage gain Household Furnishings Sales**      **31st in percentage gain in Total Retail Sales**

**REFLECTING DOLLAR and SALES VOLUME\***

But that's not the full story . . . Columbus is Georgia's Second Market . . . a booming market with a Metropolitan County Area population of 170,163. Hundreds of advertisers are using WRBL to sell a PLUS audience of Ft. Benning not reflected in radio homes totals. Ride this rising curve of sales results. Contact WRBL or your nearest Hollingbery man.

\* SM "Survey of Buying Power" Nov. '50

**WRBL** 5000 WATTS 1420 KC  
COLUMBUS, GA.



City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transc. Library News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
<b>CORDELE</b> WMJM 1940	1490 250	Southeastern Bcstg. System 20th Ave. & B St. 666	MBS, KBS GALS	James S. Rivers, p William E. Blizzard Jr., g & pmm & fd	Bryant Lane, pd & nd Bruce Smith, ce & sd	..... UP RCA
<b>COVINGTON</b> WMOC 1946	1490 250	The Covington News Inc. Covington 2724	KBS GALS	Belmont Dennis, p W. Thomas Hay, g & cm W. I. Allgood, pd S. G. Turner, pmm, nd & sd	R. L. White Jr., ce Leo Mallard, fd Wilma O. Turner, wd	SES., Wid. UP .....
<b>DALTON</b> WBLJ 1940	1230 250	Dalton Bcstg. Corp. 111 S. Pentz St. 1180	MBS, KBS GALS	H. C. Kenemer, p William B. Davies, gm Bernice Ewton, pd & wd	John S. Andrews, ce James L. Clark, nd David Hill, sd	Thes. UP G
<b>DAWSON</b> WDWD 1948	990 1,000-D	Dawson Bcstg. Co. Parrott Rd. 416		Ed Stevens, p W. C. Woodall Jr., g & cm & sd Olyn Gee, pd Howard Ravilious, pmm	Joe Stephens, ce John Trueman, nd George Burton Jr., fd Carolyn Wall, wd	St. UP Col
<b>DECATUR</b> (Atlanta) WEAS 1947	1010 10,000-D	E. D. Rivers Jr. 217 W. Ponce De Leon Ave. Dearborn 2521	Pearson	E. D. Rivers Jr., o & gm Warren Roberts, d of pub. rel. & prog.		SES. AP .....
WGLS 1949	970 1,000-D	DeKalb Bcstg. Co. 546 N. McDonough St. Crescent 6471	LBS	Guy W. Rutland Sr., p Sam W. Kane, gm Al Ciraldo, c & pmm & sd	Ruth Kent, pd & wd Sam Dillard, act. ce Tom Nolan, nd	St. UP G
<b>DOUGLAS</b> WDMG 1947	860 1,000-D	WDMG Inc. P.O. Box 590 564	Dodson	Downing Musgrove, p B. F. J. Timm, gm	Wilfrido Nunez, ce	Wid., SES UP Ray.
<b>DUBLIN</b> WMLT 1945	1340 250	Dublin Bcstg. Co. Franklin St. 871	MBS, KBS GALS Continental	Geo. T. Morris, p W. Newton Morris, gm Jack L. Powell, cm	Roy M. Hubbard, pd Charlie R. Lord, ce	..... AP .....
<b>EAST POINT</b> WTJH 1949	1260 1,000-D	James S. & Doris R. Rivers 203 East Point St. Fairfax 4343	KBS	James S. Rivers, p Willard Belote, gm James W. Brown, cm Helene M. Randol, pd & wd	William T. Middlebrook, pmm E. MacFarland, sd William J. Hill III, ce. John Brannon, nd & fd	..... INS RCA

**FIRST in Georgia's third market...**

Georgia's 3rd market is a buying market. 1950 retail sales exceeded \$110 million. 1951 will be greater because of the new \$600 million AEC Hydrogen Bomb Facilities Plant, the Clark's Hill Dam and Camp Gordon operating at full capacity.

**FIRST (power) 5000 W**

WRDW's powerful 5kw signal dominates the Augusta market, day and night. We have figures to prove it. Or ask Headley-Reed for complete information.

**FIRST in selling power...**

**FIRST Hooper-Wise**

According to the latest Hooper Survey, WRDW is first in more 30-minute periods than all other Augusta stations combined. WRDW, with a 30.2 in total rated periods, is a Big First in the market.

**FIRST in the market (oldest station)**

**WRDW**

**CBS for Augusta, Ga.**

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

GEORGIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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.	Transc. Library News Service Transmitter
<b>ELBERTON</b>					
WSGC 1946	1400 250	Elberton Bcstg. Co. Elberton	MBS, KBS Continental	Melvin C. Gorman, m	AP
<b>FITZGERALD</b>					
WBHB 1946	1240 250	Ben Hill Bcstg. Corp. 601 W. Roanoke Dr. 740	MBS GALS	Arthur Carpenter Jr., p Thomas Hanssen, gm & ce Charles Dowdy, cm	Jack Owens, pd & nd Charles Player, sd Elva Snowden, wd UP G
<b>GAINESVILLE</b>					
WDUN 1949	1400 250	Northeast Georgia Bcstg. Co. 217½ South Main St. 2341	GALS, LBS Continental	Paul Plaginos, p John W. Jacobs Jr., gm Gary Arnold, cm & fd Hub Terry, pd & sd	Les Brooks, ce Jimmie Walker, nd Lois Ragan, wd Cap. AP GE
WDUN-FM 1949	Ch. 280 (A) 103.9mc 0.3kw				
WGGA 1941	1240 250	Blue Ridge Bcstg. Co. 2400 Athens Rd. 1600	MBS KBS Dodson	Charles A. Smithgall, p E. F. MacLeod, cm Robert Schwab, pd	James A. Hartley, pmm F. Keith Brown, ce Gus Shaddix, nd UP RCA
<b>GRIFFIN</b>					
WKEU 1933	1450 250	Radio Station WKEU P. O. Box 155 5507	MBS, KBS GALS Sears & Ayer	A. W. Marshall Jr., p & gm G. H. Whitley Jr., cm, pd & ce	UP G
<b>HARTWELL</b>					
WKLY 1947	980 1,000-D	Louie L. Morris Box 189 71	GALS	Louie L. Morris, o & p Max G. Pfaender, evp Broadus McLane, ce Joe Wilder, asst. m, pd, pmm & nd	Vernon Chafin, fd Burch Griffin, sd Virginia Bailey, wd Cap. UP G
<b>JESUP</b>					
WBGR 1949	1370 1,000-D	The Altamaha Bcstg. Co. P. O. Box 147 2444	KBS Dodson	W. Glenn Thomas, p & gm Frederick S. Milikin, cm	D. A. Nichols, ce & fd Fred L. Kea Jr., pd, pmm & nd St. UP Ray.
<b>LaGRANGE</b>					
WLAG 1941	1240 250	LaGrange Bcstg. Co. 305 Broome St. 3505	MBS	Roy C. Swank, p Edwin Mullinax, g & cm & sd John Boggess, pd	J. M. McKay, ce Joe Hawkins, fd Fay Scarborough, wd Wld. UP G
WLAG-FM 1948	Ch. 238 (B) 104.1mc 1.3kw				
<b>MACON</b>					
WBML 1940	1240 250	Middle Ga. Bcstg. Co. 240 Second St. 2728	ABC Taylor	E. D. Black, p E. G. McKenzie, vp Chas. W. Pittman, gm Walter Graham, cm & sd	Mary Hester Richardson, pd Frank Proctor, pmm & nd H. S. Goodrich, ce Annie Laurie Johnson, wd Wld. AP RCA
WBML-FM 1947	Ch. 264 (B) 100.7mc 16kw				
WIBB 1948	1280 1000-D	Peach State Bcstg. Co. Professional Bldg. Ivy 2716		Thomas H. Maxwell, p, gm & ce George W. Patton, cm	Don Frost, pmm UP Ray.
WMAZ 1922	940 10,000 DA-2	Southeastern Bcstg. Co. Bankers Insurance Bldg. 3131	CBS Katz	George P. Rankin, p & ce Wilton E. Cobb, gm Frank Crowther, cm & sd Ed Pendleton, pmm	Albert Sanders, loc. slm Ben Chatfield, nd D. F. Bruce, fd L-W INS RCA
WMAZ-FM 1947	Ch. 256 (B) 99.1mc 3kw				
WNEX 1945	1400 250	Macon Bcstg. Co. Bibb Bldg. 8211	MBS Georgia Branham	Ed M. Lowe, p Alfred Lowe, vp & gm James H. Weathers, cm & pd Charles A. Walker, ce Virginia Flynt, traffic m	H. E. Simmons Jr., nd Raiford Faircloth, fd William E. Riddle, sd Del Ward, wd Assoc. AP WE
WNEX-FM 1948	Ch. 245 (B) 96.9mc 41kw				
<b>MARIETTA</b>					
WPOM 1946	1230 250	Chattahoochee Bcstrs. S. Cobb Dr. 1746		Fred B. Wilson, p Albert L. Jones, gm G. Rogerson, pd Chuck Strauss, ce	Danny Baer, nd Channing Cope, fd Red Sparks, sd Patricia Mason, wd AP Ray.
<b>MILLEDGEVILLE</b>					
WMVG 1946	1450 250	Jere N. Moore Milledgeville 250	MBS, KBS GALS Griffith	Jere N. Moore, o Michael T. Landy, g, c & pmm Josephine Ragsdale, pd	Robbie O. Hattaway, ce Bill Bloodworth, nd Cap. UP G
<b>MOULTRIE</b>					
WMGA 1939	1400 250	John F. Pidcock Moultrie 999	KBS GALS Clark	John F. Pidcock, o & gm Roy F. Zess, sm & pd A. Wandell Murphy, cm & sd	Lamar Beaty, ce Weyman Brooks, fd UP RCA
<b>NEWNAN</b>					
WCOH 1947	1400 250	Newman Bcstg. Co. 11½ Court Sq. 1400	MBS	E. W. Thomasson, p Carl Collins, gm James Thomasson, cm Betty Bonner, pd & wd	Walter O. Welch, ce Jim Gallogly, nd B. T. Brown, fd Johnny Brown, sd Wld. AP Col.
WCOH-FM 1947	Ch. 244 (B) 96.7mc 0.34kw				RCA
<b>QUITMAN</b>					
WKMA 1947	1490 250	Radio South P. O. Box 631 4811		John R. Barlett, o, g & cm David Van Zandt, pd	Ralph Prewitt, ce L. V. Cawley, fd UP RCA

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



**THE GEORGIA PURCHASE**

*the Georgia Trio*

ATLANTA



MACON



SAVANNAH



**WAGA**

**ATLANTA**

5,000w • 590kc

**WMAZ**

**MACON**

10,000w • 940kc

**WTOC**

**SAVANNAH**

5,000w • 1,290kc

(ALL CBS AFFILIATES)

**THE *Trio* OFFERS ADVERTISERS  
AT ONE LOW COST:**

- Concentrated coverage
- Merchandising assistance
- Listener loyalty built by local programming
- Dealer loyalties

— in Georgia's first three markets.

Represented individually and as a group by

**THE KATZ AGENCY, INC.**

NEW YORK • CHICAGO • DETROIT • ATLANTA • DALLAS • KANSAS CITY • LOS ANGELES • SAN FRANCISCO

**ONLY A  
COMBINATION  
OF STATIONS  
CAN COVER  
GEORGIA'S  
FIRST THREE  
MARKETS**



GEORGIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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.	Transc. Library News Service Transmitter	
<b>ROME</b>						
WLAQ 1947	1410 1,000 DA-N	News Pub. Co. 209 Broad St. 7767	KBS	B. H. Mooney Sr., o & p James F. Mann, vp B. H. Mooney Jr., vp L. B. Mowry Jr., sm, nd & sd	Martha Daniel, cm Blair Jesse, pd George Rice, pmm Ed Cole, ce	Cap. AP Ray.
WRGA 1929	1470 5,000 DA-N	Rome Bestg. Co. Nat'l. City Bank Bldg. 2-2411	MBS Walker	Happy Quarles, gm Mather Payne, sm Jim Roberts, pd Pinkie Talley, pmm	Sox Starr, ce Cap Hicks, nd Al Kirby, fd Cecil Kearce, sd	L-W UP WH
WRGA-FM 1947	Ch. 293 (B) 106.5mc 1.4kw					..... GE
WROM 1946	710 1,000-D	Coosa Valley Radio Co. 121 1/2 Broad St. 2-0833	LBS McKinney	Edward McKay, g & pmm Dean Covington, cm Charles Doss, pd & sd Ken Lowry, ce	Harry Steinberg, nd Von Williams, fd Dorothy McKay, wd	..... AP Ray.
<b>SAVANNAH</b>						
WCCP 1946	1450 250	Dixie Bestg. Co. P.O. Box 943 2-4182	MBS Walker	Carter C. Peterson, p & gm Weldon Herrin, sta. & cm Charles Beresford, pd	Al Jennings, pmm & sd William E. Moats, ce Richard Lantz, nd	St. UP G
WDAR 1946	1400 250	WDAR Inc. 34 E. Bryan St. 3-8807	ABC Young	A. C. Neff, p L. H. Thesmar, gm Robert P. Finch, cm Milton Bellah, pd & nd Jimmie Woods, pmm	Howard C. Jewett Jr., ce Jimmy Deer, fd Julian Silver, sd Joy Howden, wd	..... AP WE
WFRP 1946	1230 250	Georgia Bestg. Co. 219 East Charlton St. 3-9642	GALS Clark	Frank R. Pidcock Sr., p John F. Pidcock, gm & pd John G. William, cm E. D. Rivers Jr., o	James M. Wilder, ce Dick McLaughlin, nd & sd	..... AP Ray.
WJIV 1950	900 1,000-D	Eurith Dickinson Rivers Jr. P. O. Box 67 Decatur, Ga.				..... AP Ray.
WSAV 1939	630 5,000 DA-N	WSAV Inc. Liberty Nat'l. Bank Bldg. 3-0234	NBC Georgia Quartet Hollingbery	Harben Daniel, p & gm Don K. Jones, cm Robert Shipley, pd & nd Robert Brett, pmm	Meredith E. Thompson, ce Melvin Peacock, fd Norman Strand, sd Joan Byck, wd	Thes. AP RCA
WSAV-FM 1947	Ch. 262 (B) 100.3mc 15.5kw					..... GE
WTOC 1929	1290 5,000 DA-N	Savannah Bestg. Co. 516 Abercorn St. 2-0127	CBS Katz	William T. Knight Jr., p & gm S. P. Driscoll, vp Ben B. Williams, cm	Dwight J. Bruce, pd & pmm Reeve Owen, ce Alice Carr, wd	Wld., L-W UP RCA
WTOC-FM 1946	Ch. 247 (B) 97.3mc 44kw					..... GE
<b>STATESBORO</b>						
WWNS 1946	1490 250	Statesboro Bestg. System P.O. Box 146 S02	MBS, KBS	R. H. Thompson Sr., co, g, c & pmm Jack V. LoPresti, pd & ce	Jim Watson, sd	Wld. UP Ray.
<b>SUMMERVILLE</b>						
WGTA 1950	950 1,000-D	Tri-State Bestg. Co. Box 213 Summerville 295		E. C. Pesterfield, co-o & p William B. Farrar, co-o, secy.- treas. & gm	Lawrence Keown, pd James S. Stowers Jr., ce	..... UP GE

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in *italics*. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

# WRGA

ROME, GEORGIA

Delivers a

## \$90,000,000 Market

in

### 5 COUNTIES

MARKET DATA

POPULATION .....	0.5 MV/M
RADIO HOMES .....	161,200
RETAIL SALES .....	36,340
FOOD SALES .....	\$91,941,000
DRUG SALES .....	\$23,734,000
GEN'L MDSE. ....	\$2,898,000
RETAIL OUTLETS .....	\$13,653,000
	732

Mutual Broadcasting System

# WRGA

ROME, GEORGIA

5000 W.      FULLTIME      1470 KC.

WRGA-FM operated with continuous duplication

Represented Nationally by the WALKER COMPANY





**DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES**

**IDAHO—(Continued)**

City	Call Letters	Chan. or Freq.	Name of Licensee	Network	Executive Abbreviations	Transc. Library
Established	Power	Headquarters Address	Telephone Number	Representative	Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	News Service Transmitter
<b>BOISE—(Continued)</b>						
	1340	Idaho Bestg. & TV Co.	ABC, KBS	Frank C. Carman, p	Richard Eggelston, ce	Wld.
KGEM	250	Owyhee Hotel	Rocky Mtn.	Milo J. Petersen, gm	Betty Lowery, traffic m	AP
1946	CP:1140	533	Gem	Harry Waterstone, asst. m	Wey Simpson, nd	G, RCA
	10,000 DA-1		Hollingbery	Harold E. Cunningham, pd	Ross Woodward, fd	
	1380	KIDO Inc.	NBC	(Mrs.) Georgia M. Davidson, p	Harold W. Toedtemeier, ce	St.
KIDO	2,500-LS	709 Idaho St.	Blair	Walter E. Wagstaff, gm	Rulon Bradley, nd & fd	AP, UP
1928	1,000-N	660		Hugh Shelley, cm	Herb Everitt, sd	RCA
	CP: 630			James B. McKibben Jr., pd	Mary Neilson, wd	
	5,000 DA-2					
<b>BURLEY</b>						
KBIO	1230	KBIO Inc.	ABC	Jessica L. Longston, p	Duke Yelton, pd & nd	L-W
1946	250	Box 461	Gem	K. Clark, gm	Donald Lockwood, ce	UP
		10	Rocky Mtn.	James M. Schroeder, cm & fd	Dick Nicholson, sd	WE
			Cooke		Barbara Waugh, wd	
<b>CALDWELL</b>						
KCID	1490	Caldwell Bestg. Co. Inc.	Keating	J. T. LaFond, p	Jack J. Link, pd, pmm & fd	Wld.
1947	250	520 So. Kimball Ave.	Biddick	H. R. McCosh, g & cm	Dave Moore, nd	UP
		1950		T. G. Burgess, ce		RCA
<b>COEUR D'ALENE</b>						
KVNI	1240	Coeur d' Alene Bestg.	MBS	Burl C. Hagadone, p	Howard Olsen, ce	L-W
1946	250	Co.	Don Lee	Wayne E. Olsen, g & cm	Lew Gell, sd	.....
		Blackwell Island	Hollingbery	Bernard V. Merriman, pd, pmm,	Barbara Earlin, wd	RCA
		1250		nd & fd		
<b>IDAHO FALLS</b>						
KID	1350	Idaho Bestg. Corp.	MBS	A. W. Schweider, p	Carrol Secrist, ce	Wld.
1928	5,000-LS	Corner Park & E St.	Intermountain	C. N. Layne, gm	Lorin Ward, office m	UP
	500-N	4	Avery-Knodel	Leonard Wasden, cm	Bob Fleming, sd	RCA
				Roy Southwick, pd, pmm, nd & fd		
	1400	Eastern Ida. Bestg. &	ABC	J. M. Brady, p & gm	Hal Simmons, nd	St.
KIFI	250	Telev. Co.	Rocky Mtn.	Dan W. Kelly, cm	David Lewis, fd	AP
1947		339 Broadway	Hollingbery	Tom Wayman, pd	Blaine Bailey, sd	G
		1054		Bill Denton, pmm	Aris Boyle, wd	
				Blair Nelson, ce		
<b>LEWISTON</b>						
KRLC	1350	H. E. Studebaker	MBS	H. E. Studebaker, p	Gene Wilson, ce	Thes.
1935	1,000 DA-N	Lewis-Clark Hotel	Don Lee	Donald Thomas, gm	Jack Clifford, nd	UP
		1950	Grant	Robert Taylor, cm	Irv Faling, fd	RCA
				Bill Dodel, pd	Harry Howard, sd	
				Glenn Speers, pmm		
<b>MOSCOW</b>						
KRPL	1400	Interstate Radio Inc.	KBS	T. R. Farrier, p	Dell R. Schroeder, cm & sd	Cole, SES.
1947	250	P. O. Box 396	Biddick	Bert McAllister, gm, pd, pmm,	H. D. Young, ce	AP
		2283		nd & fd	Ruth McAllister, wd	.....
<b>NAMPA</b>						
KFXD	580	Frank E. Hurt & Son	MBS	Edward Hurt, p	Gilbert Rose, ce	.....
1930	1,000 DA-1	Box 891	Intermountain	Doyle Cain, cm		UP
		1200	Avery-Knodel	Shirl Black, pd		WE
	Ch 270 (B)					Cap., Thes.
KFXD-FM	101.9 mc					.....
1946	2.5 kw					GE
<b>POCATELLO</b>						
KEIO	1440	Eastern Idaho Bestg. &	ABC, KBS	James M. Brady, p	Denzil Musulin, ce	Wld.
1946	1,000 DA-1	TV Co.	Rocky Mtn.	Charles Crabtree, gm	Steve Shepard, sd	AP
		Hotel Bannock	Gem	Don W. Burden, cm	Norma Adamson, wd	.....
		3400	Hollingbery	James VanSickle, pd & pmm		
	1240	Radio & TV Bestg. Co.	MBS	Clayton S. Hale, gm		
KEYY	250	of Ida.	Intermountain			
1946		1140 Yellowstone Ave.	Avery-Knodel			
		1240				
	930	Radio Service Corp.	NBC	O. P. Soule, p	Olive M. Leeney, pmm	L-W, St., Cole
KSEI	5,000 DA-N	Hotel Whitman	Walker	Henry H. Fletcher, g & cm	Charles A. Clerc, nd, fd & sd	UP
1926		4000		Ruthe A. Fletcher, pd & wd	Ellis W. Call, ce	RCA
	Ch. 243(B)					
KSEI-FM	96.5 mc					
1947	1.8 kw					
<b>PRESTON</b>						
KPST	1340	Voice of the Rockies Inc.	KBS	Rulan Dunn, m		Assoc., L-W
1948	250	Preston		N. Pratt Smith, cm		AP
		600				.....
<b>REXBURG</b>						
KRXG	1230	Snake River Radio &				
(CP)	250	TV Co.				
<b>SANDPOINT</b>						
KSPT	1400	Bauer Bestg. Co.	KBS	Norman E. Bauer, p & fd	William Frey, ce	St.
1949	250	Dover Rd.		Jack Hatch, sta. & cm & sd	Dick White, nd	UP
		555		Ione Bauer, pd & wd		WE
<b>TWIN FALLS</b>						
KLIX	1310	Southern Idaho Bestg.	ABC	Frank C. McIntyre, vp, g & pmm	Ed Gish, pdm	Thes., Cap., Mac.
1946	5,000-LS	& TV Co.	Gem, Rocky	Juneau H. Shinn, cm	Don Allen, nd	AP
	1,000-N DA-2	Elizabeth Blvd.	Mtn.	Earl Dahlstrom, pd	Joe Clements, sd	.....
	CP: 1340	2484	Hollingbery	Lloyd James, ce & fd	Carma Haselmire, wd	
	250					
	1270	Radio Bestg. Corp.	NBC	O. P. Soule, p	Marvin Hartley, ce	L-W, St.
KTFI	5,000-LS	241 Main Ave. W.	Weed, Keating	Florence M. Gardner, gm	Bonnie Baird, nd	UP
1928	1,000-N	2400		Kenneth W. Montgomery, cm	Jack Farrar, fd	RCA
				Lenore Parker, pd & pmm	Fred Maltz, sd	
	Ch. 259(B)					
KTFI-FM	99.7 mc					
1947	3 kw					
	1450	Radio Sales Corp.	MBS	Spencer D. Grow, p	Al Lee, pd & pmm	Wld.
KVMV	250	P.O. Box 511	Intermountain	Arch L. Madsen, evp & ce	Jack Hughes, sls. service d & nd	UP
1946		2002	Avery-Knodel	Dewain Silvester, sta. & cm	Don Chandler, sd	Col.
<b>WALLACE (Kellogg)</b>						
KWAL	620	Silver Bestg. Co.	MBS	Robert G. Binyon, gm	G. Turner Dreher, ce	Wld., SES.
1939	1,000 DA-N	Box 930	Don Lee	W. Mondell Spencer, pd	Betty Spencer, wd	.....
		8-2111	Holman			GE
<b>WEISER</b>						
KWEI	1240	Inland Bestg. Co.	KBS	Frank S. Gwilliam, p	Don Jones, pd, ce & nd	L-W, St.
1947	250	P.O. Box 791		Claude W. Cain, gm & sd	Leo Elsworth, fd	AP
		700		Walter Lake, cm	Francis Robinson, wd	WE

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in *italic*. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

ILLINOIS

Executive Abbreviations

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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.	Transc. Library News Service Transmitter
<b>ALTON</b> WOKZ 1948	1570 1,000-D	WOKZ Inc. Hotel Stratford 35506	McGillvra	Edward A. Wheeler, p Harold Fitzgerald, sta. & cm John Coughlin, pd	Virginia Stewart, pmm & wd Wm. Garcia, ce Bob Linn, nd & sd St. AP Col.
WOKZ-FM 1948	Ch. 260 (B) 99.9mc 9.1kw				
<b>AURORA</b> WMRO 1938	1280 250-D	Martin R. O'Brien 184 S. River St. 4215		Martin R. O'Brien, o, m & gm Jeanne M. Doran, pd Vincent G. Cofey, c & pmm & sd	L-W INS RCA
<b>BELLEVILLE</b> WBND (CP)	1260 1,000 DA-N	Belleville News-Democrat			
WIBV 1947	1060 250-D	Belleville Bcstg. Co. 2100 West Main 5000	Holman	Paul A. Wnorowski, gm Clarence J. Keller, c & pmm Russell W. Wagner, pd & nd Marvin M. Mollring, ce	Joseph Wesley, fd Norbert Moore, sd Tru Lafferty, wd John W. Lewis, secy.-treas. Thes., SES. AP .....
<b>BLOOMINGTON</b> WJBC 1924	1230 250	Bloomington Bcstg. Corp. 209 East Washington 5281	ABC Pearson	Loring Merwin, p Harry Swift, cm Fred Muxfeld, pd	Fred L. Bailey, ce R. J. Zehr, fd Gus Grebe, sd L-W UP RCA
WJBC-FM 1947	Ch. 268 (B) 101.5mc 15.3kw				
<b>BLUE ISLAND</b> WRBI (FM) (CP)	Ch. 232 (A) 94.3mc 1kw	South Suburban Bcstg. Co. 12247-49 S. Western Ave. 1234		Felice F. Barbone, p Michael Wollner, gm John Svejda, pd	Michael H. Dyk, ce Nadean McKeever, bus. m
<b>CAIRO</b> WKRO 1942	1490 250	Oscar C. Hirsch Box 311 1490	MBS Pearson	Oscar C. Hirsch, o & ce Merrill C. Currier, g & cm Charles Housewright, pd	..... UP .....
<b>CANTON</b> WBYS 1947	1560 250-D	Fulton County Bcstg. Co. E. Linn St. Limits 1877	KBS Sears & Ayer	H. R. Winsor, p Wm. Richardson, gm Gene Ribas, ce	L-W, Wld. AP G
WBYS-FM 1950	Ch. 265 (A) 100.9mc 0.65kw				
<b>CARBONDALE</b> WCIL 1948	1020 1,000-D	Southern Ill. Bcstg. 219½ W. Main St. 167		Paul F. McRoy, p, gm, pd & ce Walter C. Schafer, cm	Roy Freeman, fd Jim Bolen, sd Cap. AP Col.
<b>CARMI</b> WROY 1948	1480 1,000-D	Carmi Bcstg. Co. 101 S. Walnut St. 4161	KBS Sears & Ayer	Roy Clippinger, p Thomas S. Land, gm Howard M. Rcedy, slm. Garnet Williams, pd Harold Vandament, ce	John Berry, nd Louis Glass, fd Garnet Williams, sd Lou Lindsay, wd L-W UP Col.
WROY-FM 1950 (CP)	Ch. 247 (B) 97.3mc 10.7kw				..... G
<b>CARTHAGE</b> WCAZ 1921	990 1,000-D	Superior Bcstg. Service 502 Wabash Ave. 520	Holman	John Palmer, m Warner Stamper, pd	..... UP G
<b>CENTRALIA</b> WCNT 1946	1210 1,000-D	WCNT Inc. Route 51, North 5151		George F. Isaac, p Merle G. Rogers, cm W. R. O'Donnell, pd & sd	Dwight North, ce Dick Berry, nd St. UP G
WCNT-FM 1948	Ch. 243 (B) 96.5mc 2.45kw				..... RCA

Data corrected to Dec. 6, 1950. If executives or services for FM or TV 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, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

Rockford, Illinois

A \$426,000,000 TRADING AREA

WROK & WROK-FM

Rockford's only Stations

AFFILIATED WITH ABC

H-R REPRESENTATIVES, INC.—NAT'L REPS.





# Remember...

WGN reaches more homes one or more times a week than any other Chicago station . . . AND by a sizable margin.

WGN reaches 260,100 more homes than the next closest station during the daytime\* . . .

And 302,750 more homes per week during the nighttime.\*

. . . That's a lot of homes any way you figure it. And it's figures like these that make WGN the number one major Chicago station in volume of spot business.

\*1949 BMB

*A Clear Channel Station . . .  
Serving the Middle West*

**WGN**

Chicago 11  
Illinois  
50,000 Watts  
720  
On Your Dial



MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.  
West Coast Representatives: Keenan and Eickelberg  
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5  
710 Lewis Bldg., 333 SW Oak St., Portland 4




DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

ILLINOIS—(Continued)

City	Call Letters	Chan. or Freq.	Name of Licensee	Network	Executive Abbreviations	Transe. Library
Established	Power	Address	Telephone Number	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.	News Service Transmitter
<b>CHICAGO—(Continued)</b>						
WEDC	1240 250 SH. WCRW, WSEB	Emil Denmark Inc. 3860 W. Ogden Ave. Crawford 7-4100		Emil Denmark, p Frank J. Kotnour, g & cm Bill Mack, pd, pmm & nd	Thomas F. Korn, ce	UP
WEFM (FM)	Ch. 258 (B) 99.5mc 30kw	Zenith Radio Corp. 6001 W. Dickens Ave. Berkshire 7-7500 (See Cicero)		E. F. McDonald Jr., p Ted Leitzell, gm Violet Kmety, pd	Ross Utter, ce	Thes., St. Zenith
WEHS (FM)	890 50,000 ST-WLS	American Bestg. Co. 20 N. Wacker Dr. Andover 3-7800	ABC	Robert E. Kintner, (ABC) p John Norton Jr., vp in chg. of central div. J. Stirton, gm R. McLaughlin, cm	L. Blair, pd D. Linger, pmm E. Horstman, ce C. O'Dea, nd & sd Beaulah Karney, wd	St. AP, UP, INS RCA
WENR-FM	Ch. 234 (B) 94.7mc 25kw					
WENR-TV	Ch. 7 174-180mc 14kw-aur.; 25kw-vis.			F. Killian, pd		
WFJL (FM)	Ch. 226 (B) 93.1mc 29kw	Lewis College of Science & Tech.				
WGES	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 Ellery Plotts, ce	Assoc. UP WE
WGN	720 50,000	W G N Inc. 441 N. Mich. Ave. SUPERIOR 7-0100	MBS Keenan- Eickelberg	Col. Robert R. McCormick, p Frank P. Schreiber, gm William A. McGuineas, cm Bruce Dennis, pd Tom Elvidge, asst. pd	Charles Wilson, sls. pmm Carl A. Meyers, ce Dave Taylor, d of ops. Jim Hanlon, publ. & pub. rel. d	St. AP, UP ..... GE
WGNB (FM)	Ch. 254 (B) 93.7mc 35kw	(WGN, AM affiliate)				..... GE
WGN-TV	Ch. 9 186-192mc 7.3kw-aur.; 11.2kw-vis.		DuMont	Jay Faraghan, pd Vern Brooks, d of ops. Robt. Hibbard, asst. d of ops. George Pettersen, fac. d	Spencer Alien, newsreel d George Harvey, slm Elizabeth Bain, film librarian	..... GE
WIND	560 5,000 DA-2	Johnson-Kennedy Radio Corp. 400 N. Michigan Ave. Whitehall 4-2170	Katz	John S. Knight, p Ralph L. Atlass, gm John T. Carey, slm	Greta Morgan, pmm H. L. Atlass Jr., pd Kenneth Shirk, ce	AP, UP .....
WJJD	1160 50,000 DA-1 L-KSL	WJJD Inc. 230 N. Michigan Ave. State 2-5466	Avery-Knodel	Marshall Field, p Arthur F. Harre, gm & pd Fred G. Harm, slm	Walter F. Myers, ce	Cap., St., Cole UP .....
WFMF (FM)	Ch. 262 (B) 100.3mc 33kw	(WJJD, AM affiliate)				.....
WLS	890 50,000 ST-WENR	Agricultural Bestg. Co. 1230 W. Washington Blvd. MOnroe 6-9700	ABC Blair	James E. Edwards, p Glenn Snyder, gm Charles M. Freeman, cm Harold Safford, pd & nd	Warren Middleton, pmm Thomas L. Rowe, ce Arthur C. Page, fd John Drake, publ. d	St. AP, UP, TP RCA
WMAQ	670 50,000	National Bestg. Co. Merchandise Mart Superior 7-8300	NBC NBC Spot	Joseph H. McConnell, (NBC) p Harry C. Kopf, vp & gm H. B. Meyers, slm Homer Heck, prog. m John M. Keys, pmm	Howard Luttgens, ce William Ray, nd Paul Visser, fd John Erp, sports editor	St. Thes. AP, UP, INS WH .....
WMAQ-FM	Ch. 266 (B) 101.1mc 24kw	(WMAQ, AM affiliate)				..... RCA
WNBQ (TV)	Ch. 5 76-82mc 11.8kw-aur.; 21.8kw-vis.			John F. McPartlin, cm Arthur Jacobson, prog. m Edwin S. Mills, exec. prod.	Jules Herbuveaux, m of TV ops.	..... RCA
*WMBI	1110 5,000 L-KFAB, WBT	The Moody Bible In- stitute of Chicago 153 Institute Pl. Michigan 2-1570		Dr. Wm. Culbertson, p R. L. Constable, gm Robt. H. Parsons, pd John Raymond, pmm Myron E. Canady, asst. to prog. d H. L. Enstrom, asst. to tech. d	A. Paul Frye, ce Sam Paxton, nd (Mrs.) Frances Youngren, wd	Wld. UP RCA .....
*WMBI-FM	Ch. 238 (B) 95.5mc 46kw					..... WE
WMOR (FM)	Ch. 274 (B) 102.7mc 40kw	Metropolitan Radio Corp. of Chicago, Inc. 138 W. Randolph Andover 3-6050		Art Linick, m Bill Perry, pd Frank Goldstein, ce		Cap., Wld. .....
WOAK (FM)	Ch. 290 (B) 105.9mc 9kw	Gale Bestg. Co. 4000 Washington Blvd. Sacramento 2-6272		Bernard Jacobs, p, g & cm & ce James Wimmer, pd		Wld. ..... GE
WSBC	1240 250 SH WCRW, WEDC	Radio Station WSBC 2400 W. Madison St. Monroe 6-9060	Forjoe	Robert O. Miller, gm & pd Julius Miller, cm Mary V. Baker, wd		SES. UP .....
WXRT (FM)	Ch. 270 (B) 101.9mc 30kw	(WSBC, AM Affiliate)				..... WE
<b>CHICAGO HEIGHTS</b>						
WCHI (FM)	Ch. 240 (A) 95.9mc 0.25kw	Chicago Heights Bestg. Co. 164 E. 23rd St. 7448		Anthony Santucci, p & ce Earl Vieaux, cm Henry E. Bruns, pd	Joe Gansen, sd	..... GE
<b>CICERO</b>						
WHFC	1450 250	WHFC Inc. 2136 South 61st Court Townhall 3-6305		Richard W. Hoffman, p Marie E. Clifford, gm John P. Odell, pd Henry M. Kiertscher, tech. sup.	Elmer P. Hayes, tech. sup.	Cap., L-W UP RCA ..... GE
WEHS (FM)	Ch. 258 (B) 97.9mc 16kw	(WHFC, AM Affiliate)				.....
<b>CLINTON</b>						
WHOW	1520 1,000-D	Cornbelt Bestg. Co. 401½ South Side of Square 305	Lincoln Holman	J. R. Livesay, p Rolland O. Looper, vp, gm & ce	Frank C. Jennings, pd & secy.-treas.	..... UP RCA

Data corrected to Dec. 6, 1950. If executives or services for FM or TV 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, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



**1** Out of Every **10** Dollars  
Spent in the United States  
Is Spent in the WMAQ Area

**... Where more people  
listen daily to WMAQ  
than to any other station**

More than 15 billion dollars a year, or more than a billion dollars a month, are spent for consumer goods in the vast, prospering Midwest area dominated by Station WMAQ. *This is more than 10 per cent of the entire nation's annual consumer sales.*

This great Lake Michigan States area is the home of one out of every 10 families in the United States . . . *owning* one out of every 10 radios in the United States . . . and *earning* one out of every 10 paychecks in the United States.

Top sales medium in this thriving region—the nation's *number two market*—is WMAQ, delivering a daily audience not only larger than that of any other station, but *larger than that of any other advertising medium* . . . an audience of almost 1,300 thousand families.

Guarantee success for your advertising campaign by including WMAQ—*Master of the Lake Michigan States Market*. Contact WMAQ, Merchandise Mart, Chicago, or your nearest NBC Spot Sales Office now for full information in planning a schedule that will mean greater sales of your product in a great market.

Sources: Daily Listening—BMB Study No. 2, 6-7  
Days per Week; No. of Radios—BMB Study No.  
2 and Coldwell-Clements Publishing Co.; All  
Other Statistics—U. S. Bureau of Census.

MASTER OF THE LAKE MICHIGAN STATES MARKET

**WMAQ**  
CHICAGO



DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

ILLINOIS—(Continued)

Executive Abbreviations

Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Svt's 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.

Transc. Library News Service Transmitter

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Svt's 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	Transc. Library News Service Transmitter
<b>DANVILLE</b>						
WDAN 1938	1490 250	Northwestern Pub. Co. 1509 N. Washington Ave. 1700	CBS McKinney	E. C. Hewes, gm Robert J. Burow, c, sta. & pmm T. G. Magin, ce	Honore E. Ronan, pd & wd Max Shaffer, sd	Wld. UP RCA
<b>DECATUR</b>						
WDZ 1921	1050 1,000-D	WDZ Bcstg. Co. 265 S. Park St. 3-9744	Free & Peters	Charles C. Caley, p Frank C. Schroeder Jr., vp & gm Howard G. Bill, cm	William F. Miller, pd A. James Ebel, ce Wick Evans, nd Marty Roberts, fd	Wld., Cap. UP G
WSOY 1925	1340 250	Illinois Bcstg. Co. 351 North Main St. 5371	CBS Weed	F. W. Schaub, p Merrill Lindsay, gm Chas. F. Bruce, c & pmm Bernard J. Johnson, pd	Milburn H. Stuckwisch, tech. d Al Rowe, nd Bob Goben, sd	L-W AP G
WSOY-FM 1946	Ch. 271 (B) 102.1mc 31.2kw					RCA
<b>DE KALB</b>						
WLBK 1947	1360 500-D	De Kalb Radio Studios 153½ N. Third St. 2677		R. C. Brown, m & pd Donald Whitman, slm. Clayton DeWitt, ce		L-W AP RCA
<b>EAST ST. LOUIS</b>						
WTMV 1935	1490 250	WTMV On the Air Inc. Hotel Broadview Bridge 4625	Sears & Ayer	Alvin O. Eades, p Frank J. Frendergast, gm Elmer F. Willrich, asst. m Byron Scott, pd	Erle E. White, ce Gene Clayton, nd Neil Norman, sd Betty Prescott, wd	Wld. UP RCA
WTMV-FM 1949	Ch. 273 (B) 102.5mc 55kw					
<b>EFFINGHAM</b>						
WCRA 1947	1090 250-D	Effingham Bcstg. Co. 110 S. Banker 1090	KBS	Joseph E. MacNaughton, p Joseph M. Sutter, g & cm George S. Kregotis, ce Stuart N. Sanders, pd, pmm & sd	(Mrs.) Zona B. Davis, nd James W. Claar, fd Bettie Cunningham, wd	Cole UP G
<b>ELGIN</b>						
WRMN 1949	1410 500-D	The Elgin Bcstg. Co. 156 Division St. 6930	McGillvra	George A. Ralston, ptrn., g & cm & ce Jerry C. Miller, ptrn.	Lester Boese, pd Bob Ferguson, nd & sd Fern Ralston, wd	L-W UP
<b>ELMWOOD PARK</b>						
WLEY (FM) 1948	Ch. 296 (A) 107.1mc 0.95kw	Elmwood Park Bcstg. Corp. 2526 N. Harlem Ave. Tux. 9-1133		Zeb Zarnack, p & gm Jim Weiss, ce		SES. GE
<b>EVANSTON</b>						
WEAW (FM) 1947	Ch. 286 (B) 105.1mc 36kw	Northshore Bcstg. Co. Inc. 2425 Main St. University 4-4606		Edward A. Wheeler, p & gm Jack Royel, cm Doris Peterson, pd	J. R. Brock, ce Carol Lindner, traffic m	Assoc. UP Col.
WNMP 1947	1590 1,000-D	Evanston Bcstg. Co. 2201 Oakton St. Sheldrake 3-1590		Fred S. Newton, p Angus D. Pfaff, g & cm Walter S. Burr, pd		RCA
<b>FREEPORT</b>						
WFJS (FM) 1946	Ch. 273 (B) 102.5mc 9kw	Freeport Journal-Standard Pub. Co. 217 West Exchange St. State 504		Donald L. Breed, p John D. Holmes, m Charles Englehart, cm	Milton Boyd, pd Floyd E. Linneman, ce	Assoc. AP GE
WFRL 1947	1570 1,000-D	Freeport Bcstg. Co. Inc. 9 N. Chicago Ave. State 436	Sears & Ayer	Vincent S. Baker, p, gm & ce Dave Taylor, cm	Arthur Hanstrom, pd & fd	L-W AP
<b>GALESBURG</b>						
WGIL 1937	1400 250	Galesburg Bcstg. Co. 312 Hill Arcade 4626	Rambeau	(Mrs.) O. N. Custer, p Robert W. Frudeger, gm Roger L. Hoffman, cm Cy Nelson, pd	George Fox Thoma, pmm Douglas Horner, ce A. R. Kemp, fd Marty Mottlo, sd	Thes. UP Col.
<b>HARRISBURG</b>						
WEBQ 1923	1240 250	Harrisburg Bcstg. Co. 100 E. Poplar St. 28	KBS	Inglis M. Taylor, g & cm Norma Alexander, pd Ken Hamilton, pmm & sd Elmer Gladson, ce	Eddie Wise, nd Guy Parish, fd Naomi Rice, wd	UP WE
WEBQ-FM 1947	Ch. 260 (B) 99.9mc 4.2kw					Fed.
<b>HERRIN</b>						
WJPF 1940	1340 250	Orville W. Lyerla P. O. Box 179 362	MBS Pearson	Orville W. Lyerla, o Charles R. Cook, g & cm Fred Simmons, asst. cm Frank Elders, pd	Charles Weber, pmm Ryburn Yandell, ce Chet Townsend, nd	L-W UP RCA
<b>JACKSONVILLE</b>						
WLDS 1941	1180 1,000-D	Edge & Korsmeyer Fox III. Theatre Bldg. 1180	Holman	Milton Edge, ptrn. E. J. Korsmeyer, ptrn., g & cm T. J. Fairburn, pd & nd G. J. Cassens, ce	E. H. Garlich, fd Barney Lewis, sd Virginia Colwell, wd	Thes. UP G
WLDS-FM 1948	Ch. 263 (B) 100.5mc 7.3kw					
<b>JOLIET</b>						
WJOL 1926	1340 250	Joliet Bcstg. Co. 601 Walnut St. 4761	McGillvra	Calvin Wilson, p Robert Thomas, vp Joseph J. Garvey, g & cm Eileen Caron, pd Lester De Costa, ce	Willard Erwin, secy.-treas. Glen Logan, nd Scott Dilworth, fd Robert Philbin, sd Mildred Lawrence, wd	Wld. UP G
<b>KANKAKEE</b>						
WKAN 1947	1320 1,000-D	Kankakee Daily Journal Co. 183 N. Schuyler Ave. 3-6633	Holman	Leslie C. Small, p Burrell L. Small, gm Bruce Brown, sm Orren Allain, pd & sd	Richard Eckles, ce John Allen, nd Sylvia Staebler, wd	Wld., St. AP Ray.
<b>LA GRANGE</b>						
WTAQ 1950	1300 500-D	The LaGrange Bcstg. Co. 613 S. 7th Ave.		Russ Salter, ptrn., gm, pd & ce Charles Sebastain, ptrn., cm, pmm & nd		Col.

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



# How many times have you said,

*"I wonder how the ratings would look if every TV station in Chicago carried the same program at the same time?"*

In 1950, as well as 1949, the World Series provided the answer. You no longer need wonder. WGN-TV again leads all stations by a considerable margin.\*

	Station WGN-TV %	Station B %	Station C %	Station D %
Wednesday, Oct. 4	14.7	9.6	4.7	4.1
Thursday, Oct. 5	16.3	8.6	5.2	3.5
Friday, Oct. 6	12.4	8.8	7.5	2.5

\* Videodex—October, 1950

*Need we say more?*

.....



The Chicago Tribune Television Station

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

ILLINOIS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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.	Transc. Library News Service Transmitter
<b>LASALLE</b>					
WFMX (FM) 1947	Ch. 295 (B) 106.9mc; 13kw 1220 250-D	Radio Bcstg. Corp. 945 Bluff St., Peru, Ill. LaSalle County Bcstg. Corp. P. O. Box 215, 3100		K. L. Braun, p  (Mrs.) Ruth McCormick Miller, p William Holm, g & cm Joseph Terrando, pd Lawrence McCann, ce	Laverne Waltman, nd William Kostelic, fd Glen Johnson, sd Betty Oberto, wd  L-W AP G
<b>LINCOLN</b>					
WPRC 1950	1370 500-D	Prairie Radio Corp. P. O. Box 427 209		Ray F. Knochel, p & ce John H. Deal, cm William Brady, pd Joe Belcher, pdm	Larry Shroyer, nd Lee N. Hamm, pmm Earl Layman, sd  L-W AP Col.
<b>LITCHFIELD</b>					
WSMI 1950	1540 1,000-D	Mid-Illinois Bcstg. Co. Litchfield 100	Lincoln	Hayward L. Talley, p & fd Thomas F. Payton Jr., evp & ce Owen Lackey Jr., studio m	Ed Johnson, sd Evelyn M. Smith, wd  ..... AP RCA
<b>MACOMB</b>					
WKAI 1947	1510 250-D	Macomb Bcstg. Co. 113 E. Carroll 1350	Devney	James C. Bailey, p & co-m Lyle B. Landis, vp & co-m John Meyer, ce	Caryl Carstens, nd John Mason, sd  Thes. UP G
<b>MARION</b>					
WGGH 1949	1150 500-D	Marion Bcstg. Co. P. O. Box 288 824	Sears & Ayer	George W. Dodds, sm Hartly L. Grisham, gm John O. Weaver, pd	Larry Ward, nd Patricia Turnage, wd  Assoc. AP G
<b>MATTOON</b>					
WLBH 1946	1170 250-D	Mattoon Bcstg. Co. 17th & Broadway Ave. 6464	Lincoln Holman	J. R. Livesay L. Paul Harris } co-o R. D. Bills Sr. } J. R. Livesay, p & gm Dwain Bower, cm	L. Paul Harris, vp R. D. Bills Sr., secy. Robert F. LaMere, pd & nd Ray Livesay, ce Alvin Pigg, fd  ..... ..... G
WLBH-FM 1949	Ch. 245 (B) 96.9mc 23kw				
<b>METROPOLIS</b>					
WMOK 1951	920 500-D	Fort Massac Bcstg. Co. National State Bank Bldg. 544		James H. Firmin, g & pmm & nd C. A. Rohl, cm & sd J. R. Wetherington, pd	Stephen C. Wolf, ce Marion C. Firmin, wd  Thes. UP G
<b>MOLINE</b>					
WQUA 1946	1230 250	Moline Bcstg. Corp. 1319 5th Ave.  7000	Rambeau	Dalton LeMasurier, p G. LaVerne Flambo, evp & gm W. John Grandy, cm Vernon K. Glewwe, pd & fd E. P. Davis, pmm	Lawrence J. Lynch, ce Daniel J. Rafferty, nd  Roy L. Dawson, sd Martha E. Cook, wd  Wid. AP Col.
<b>MT. CARMEL</b>					
WVMC 1948	1360 500-D	Mt. Carmel Bcstg. Co. North Cherry St. 937		Charles Vandever, p & gm Irwin Trowbridge, c, pmm & pd Elison Price, ce Julia Houchins, traffic m	Bill Smith, nd & sd Fred Wilkerson, fd Marcia Richardson, wd  Cap. UP G
<b>MT. VERNON</b>					
WMIX 1947	940 1,000-D	Mt. Vernon Radio & Tele. Co. 121½ N. 9th 3500	Pearson	John R. Mitchell, p Richard C. Barnes, g & cm William C. Bailey, pd & nd David K. Berlo, pmm	Neil Westerdale, ce Robert E. Brown, fd James Purser, sd  L-W AP WE
WMIX-FM 1947	Ch. 231 (B) 94.1mc 15.2kw				
<b>OAK PARK</b>					
WOAK (FM) 1948	Ch. 290 (B) 105.9mc; 9.3kw	Mid-Illinois Bcstg. Co. (See listing under Chicago)			Wid. AP .....
WOPA 1950	1490 250	Village Bcstg. Co. 408 S. Oak Park Ave. Vi. 8-5760		William L. Klein, gm Egmont Sonderling, cm Bryan Wright, ce	Assoc. UP Ray.  ..... ..... RCA
WOPA-FM 1950	Ch. 272 (A) 102.3mc; 1kw				
<b>OLNEY</b>					
WVLN 1947	740 250-D	Olney Bcstg. Co. 302½ E. Main St. 935	Holman	Marshall H. Poole, p & gm Edward R. Raasch, cm James H. Butler, pd Adron Miller, pmm & ce	Bert DeBarr, nd & sd Edward J. Barnes, fd Evelyn Runyon, wd  St. AP Col.
<b>PEKIN</b>					
WSIV 1946	1140 1,000-D	Pekin Bcstg. Co. Inc. 15 So. Capitol 1747	Holman	W. Kenneth Patterson, p & gm Robert Schumm, cm Robert Snow, pd George C. Udry, pmm Emil L. Prandoni, ce	Charles Dancy, nd Fern Wilson, fd Phil Strand, sd Lee Kerrick, wd  ..... AP G
<b>PEORIA</b>					
WEEK 1947	1350 1,000 DA-2	West Central Bcstg. Co. 1000 Comm. Natl. Bank Bldg. 3-3688	NBC Headley-Reed	Robert S. Kerr, p Fred C. Mueller, gm Leonard Elliott, pdm George Crameens, pd	Dorothy Klaus, pmm Wayne Lovely, ce Larry Grubb, nd F. D. Hearn, sd  Wid. AP G
WIRL 1948	1290 5,000 DA-2	Illinois Valley Bcstg. Co. 115 N. Jefferson Ave. 4-9239	ABC, MBS Avery-Knodel	Timothy Swain, p Tom Gavin, gm Jack Gordon, pd Jack Lawrence, pmm	Rudy Luukinen, ce Philip Wilson, nd Dick Hearn, fd Hank Fisher, sd  St. UP WH
WMBD 1927	1470 5,000 DA-2	Peoria Bcstg. Co. 212 S. Jefferson Ave. 6-0711	CBS Free & Peters	Charles C. Caley, vp & gm Donald D. Kynaston, sls. d Charles Barnhart, pd Marvin Hult, prom. d	A. James Ebel, d. of engrg. Brooks Watson, nd Emil Bill, fd Jack Quinn, sd  Thes. AP, UP Ray.  L-W UP WE
WMBD-FM 1948	Ch. 223 (B) 92.5mc 16kw				
WPEO 1950	1020 1,000-D	WPEO Inc. P.O. Box 1229	Pearson	T. E. Brewer, m	
WWXL 1947	1590 1,000 DA-N	Central Ill. Radio Corp. Hotel Jefferson 9106	Burn-Smith	Joseph H. Giddan, p Michael Henry, gm Paul M. Enright, asst. m Dodd Boyer, cm	Patricia Zimmerle, pd Charlotte Sutton, pmm Carl Horine, ce Todd Fallon, nd  ..... INS Ray.

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated.  
 FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transc. Library News Service Transmitter
				Owner; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
<b>QUINCY</b>						
WGEM 1948	1440 1,000 DA-2	Quincy Bcstg. Co. Hotel Quincy 6840	ABC Walker	T. C. Oakley, p Joseph S. Bonansinga, gm Paul McClelland, pd & sd	Edmund Derhake, ce Mary Harvey, wd	L-W UP G
WQDI (FM) 1947	Ch. 286 (B) 105.1mc 10kw	(WGEM, AM affiliate) Quincy Newspaper Inc. 1000				
WTAD 1925	930 1,000 DA-N	Lee Bcstg. Co. W.C.U. Bldg. 6200	CBS Weed	Lee P. Loomis, p Walter Rothschild, gm & natl. sim Lloyd Loers, cm	Merritt Milligan, pd John Phillips, pmm Urlin Whitman, ce Don Nicholson, nd	Assoc. AP, UP G
WTAD-FM 1948	Ch. 258 (B) 99.5mc 53kw					..... RCA
<b>ROCKFORD</b>						
WROK 1929	1440 1,000-LS 500-N	Rockford Bcstrs. Inc. Newstower 2-6621	ABC H-R Reps	Albert B. Simms, p Walter M. Koessler, gm John J. Dixon, cm Maurice P. Owens, pd & sd Betty L. Thro, pmm	Wilfred A. Smith, ce Bill Fisher, nd Don Bowton, fd Olga Johannes, wd	St. AP RCA
WROK-FM 1949	Ch. 248 (B) 97.5mc 16kw					
<b>ROCK ISLAND</b>						
WHBF 1925	1270 5,000 DA-N	Rock Island Bcstg. Co. 231 18th St. 6-5441	ABC Avery-Knodel	Ben H. Potter, p Leslie C. Johnson, vp & gm Maurice Corken, cm Forrest W. Cooke, pd	Fern Hawks, pmm Robert J. Sinnett, ce Charles F. Harrison, sp. events & nd	St. UP Col.
WHBF-FM 1947	Ch. 255 (B) 98.9mc 37kw					..... WE
WHBF-TV 1950	Ch. 4 66-72mc 5.5kw-aur.; 11.0kw-vis.		CBS, DuMont	Charles F. Harrison, prod. sup.		..... INS DuM
<b>SPRINGFIELD</b>						
WCVS 1924	1450 250	WCBS Inc. 523 East Capitol 9855	ABC Sears & Ayer	Harold L. Dewing, p C. W. Neeld, g, c & pmm John Geil, pd Richard Ashenfelter, ce	Jim Mitchell, nd & sd Ken Spengler, fd Mary Bruemmer, wd	Wid. AP RCA
WCVS-FM 1947	Ch. 275 (B) 102.9mc 25kw					
WMAY 1950	970 1,000-LS DA-2 500-N	Lincoln Bcstg. Co. 418 Reisch Bldg. 6963	H-R Reps.	Gordon Sherman, gm Syl Binkin, pd Alexander Buchan, pmm & sd	Melvin Feldman, ce Bill Price, fd	Thes. UP RCA
WTAX 1930	1240 250	WTAX Inc. US 66, at E. Cook St. 2-4441	CBS Weed	Oliver J. Keller, p & gm John W. Midgley, pd Shelby T. Harbison, pmm & sd E. C. Swaringen, ce	Glen Farrington, nd Spizz Singer, fd LaVerne Best, wd	L-W UP RCA
WTAX-FM 1948	Ch. 279 (B) 103.7mc 6.7kw					

You Can't Afford to Overlook —

Illinois' Second Market

## SPRINGFIELD AND DECATUR

The two metropolitan districts alone have a population in excess of 230,000 (1950 census). The area served by WTAX and WSOY includes fifteen counties daytime and thirteen counties at night (BMB) with

no overlap. Total population within the half millivolt AM contours of the two stations is 650,700, unduplicated. And both stations provide substantial FM bonus coverage in an FM-conscious area.

**WTAX**  
CBS in Springfield

**WSOY**  
CBS in Decatur

Both stations invite you to check Hooper or Conlan studies to check their dominant listener preference in their home counties. You cannot reach this rich market with retail sales of \$624,000,000 effectively from any outside station. And both are outside the range of any dependable television service. If you want the maximum number of listeners for the most economical cost—you want the WTAX-WSOY combination.

Represented nationally by Weed and Company

ILLINOIS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Transc. Library News Service Transmitter
<b>ST. CHARLES</b>					
WEXI (FM) 1949	Ch. 292 (A) 106.3mc 0.25kw	Greater Illinois Bcstg. Co. P. O. Box 269 2963		Gerald F. Kraus, p, g & cm & pd John A. Schroeder, ce	Bruce Miller, sd  L-W INS Ray.
<b>STERLING</b>					
WSDR 1948	1240 100	Blackhawk Bcstg. Co. 218 1st Ave. Main 3400		Sam Bartlett, co, p, gm & fd (Mrs.) Lillian Bartlett, cm John Rowher, pd Edward Fisher, ce	Bob Edell, nd Bill Schneider, sd Lois Lamb, wd  St. UP G
<b>URBANA</b>					
*WILL 1922	580 5,000-D DA	U. of Illinois 1010 S. Wright St. 7-6611		George D. Stoddard, p Frank E. Schooley, gm Harold E. Hill, pd Robert Campbell, pmm John R. Brugger, ce	Donald E. Brown, nd Jack Murray, fd Myron Walden, sd Jessie Heathman, wd  Assoc. AP, UP RCA
WKID 1948	1580 250-D	Kemper-Fabert Inc. Box 192 7-5431	McGillvra	Elwood Fabert, p Frank L. Strand, gm Jim Strand, sm	Earl Matthews, pd & sd Joseph Swingle, ce Marilyn Holley, wd  UP G
WKID-FM 1950	Ch. 277 (B) 103.3mc 2.4kw				
<b>WAUKEGAN</b>					
WKRS 1949	1220 1,000-D DA	News Sun Bcstg. Co. P. O. Box 500 Ontario 9000	McGillvra	F. Ward Just, p Joseph B. Kirby, gm Palmer Clark, cm	Fritz Sorenson, pd M. D. Hunnicutt Jr., ce  Thes., St. AP
WKRS-FM 1948	Ch. 294 (B) 106.7mc 12kw				
<b>WEST FRANKFORT</b>					
(CP)	1300 1,000-D	Pyramid Radio Bcstg. & Television Co.			
<b>WOODSTOCK</b>					
WILA(FM) 1948	Ch. 221 (A) 92.1mc 1 kw	Northern Ill. Bcstg. Co. Woodstock 1280	Continental	H. Z. Benton, ptnr. & m	Assoc., Wld. UP .....

INDIANA

<b>ANDERSON</b>					
WCBC 1947	1470 1,000-D	Civic Bcstg. Corp. Tower Bldg. 8822	KBS Holman	L. B. Gallimore, p William Travis, g & cm Sid Greib, pd Harry Neff, pmm Kenny Routh, ce	Jim Raines, fd Al Woolridge, nd Charles Laughlin, sd Lorraine Travis, wd  Wld., SES. AP Col.
WCBC-FM 1949	Ch. 292 (A) 106.3mc 0.36kw				
WHBU 1923	1240 250	Anderson Bcstg. Corp. 640 Citizens Bank Bldg. 7791	CBS Boiling	C. Bruce McConnell, p John R. Atkinson, gm E. R. McCord, pd	L. M. Shroyer, ce Chuck Bailey, sd  St. UP G
<b>BEDFORD</b>					
WBIW 1948	1340 250	Radio Bedford Inc. Radio Farm 4421		William C. Smith Jr., p & gm Harold B. Rothrock, vp Louis Gaines, cm James D. Baker, sup. of opers., nd & fd	Carl Finger, ce Darrell Wible, sd Frances Riley, wd  L-W, Cap. AP Col.

Data corrected to Dec. 6, 1950. If executives or services for FM or TV 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, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

To Help your LOCAL Dealer  
In Lake County's Rich Market

Use

1,000  
watts

W K R S

1220  
on your  
dial

WAUKEGAN, ILLINOIS

Lake County's ONLY Radio Station

REPRESENTED BY  
JOSEPH HERSHEY MCGILLVRA

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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.	Transc. Library News Service Transmitter
<b>BLOOMINGTON</b>					
WTOM 1947	1490 250	Radio Station WTOM Inc. North Side of Square 2-2593		Fred O. Grimwood, p Maurice Latimer, gm & fd Paul Lennon, cm & sd George Willeford, pd & wd	John Taylor, pmm Keith Nyfeler, ce Dave Smith, nd Cap. AP G
WTTS 1949	1370 5,000-LS 500-N DA-2	Sarkes Tarzian Inc. 535 South Walnut St. 2-3366	ABC Meeker	Sarkes Tarzian, p Glenn Van Horn, gm Robert Lemon, cm Steve Briggs, pd	Morton Weigel, ce Susan Bartlett, traffic d Max Skirvin, sd Ann Sherman, wd Assoc., Wld. AP Ray, RCA
WTTV(TV) 1949	Ch. 10 192-198mc 3.31kw-aur.; 6.38kw-vis.	(WTTTS, AM affiliate)	ABC, CBS DuMont, NBC	Robert Petranoff, pd Albert Fiscus, film d Lyle Warrick, prog. asst.	
<b>BOONVILLE</b>					
WBNL 1950	1540 250-D	Henry C. Sanderst Norman Hall			
<b>COLUMBUS</b>					
WCSI 1950	1010 250-D	Syndicate Theatres Inc. WCSI Bldg. 3397		Joseph P. Finneran, p Richard L. Pyles, gm Dick Jewell, cm Ernie Kerns, pd Virgil Royer, pmm	Paul Kelley, ce Charles Powell, nd & fd Julian Piercefield, sd Marilyn Smith, wd Assoc., Wld. AP WE
WCSI-FM 1947	Ch. 229 (B) 93.7mc 71kw				..... Fed.
<b>CONNERSVILLE</b>					
WCNB 1948	1580 250-D	The News-Examiner Co. 406 Central Ave. 1950	Burn-Smith	Emmett M. Jackson, g & cm James C. Wulliman, ce Ralph T. Underwood, sd	Alan G. Thompson, pd, pmm & nd Wld., Cap. UP GE
WCNB-FM 1948	Ch. 262 (B) 100.3mc 10kw				
<b>CRAWFORDSVILLE</b>					
WFMU(FM) 1948	Ch. 275 (B) 102.9mc 13kw	Journal-Review Inc. South Blvd. 2500	Hoosier Inland	Foster Fudge, p Robert Wayne Buis, gm Richard Wayne Long, pd	Carl Schlemmer, cm Carl Commons, ce Sue Colwin, wd St. AP WE
<b>ELKHART</b>					
WTRC 1931	1340 250	Truth Pub. Co. Inc. 116 S. Second St. 3-1960	NBC Burn-Smith	Richard W. Holloway, gm Donald McFall, cm Eithel Triggs, pd Dorothy Fleck, pmm	Lester Zellmer, ce Phillip Haines, nd Eldy Lundquist, sd Kay Reed, wd Wld., St. UP RCA
WTRC-FM 1948	Ch. 264 (B) 100.7mc 33kw				
<b>EVANSVILLE</b>					
WEOA 1936	1400 250	WFBM Inc. 24 N. W. Third St. 4-9215	CBS Katz	Harry M. Bitner Jr., p Don Menke, g & cm Bill Fall, pd & wd (Mrs.) Sally Dewes, pmm	William Schultz, ce F. Courtney Smith, nd Eddie Duncan, fd Dick Anderson, sd L-W AP RCA
WGBF 1923	1280 5,000-LS 1,000-N DA	On The Air Inc. 1001 Diamond Ave. 21171	NBC Weed	Clarence Leich, gm Martin L. Leich, opers. m (Mrs.) Pat Roper, pd Del Greenwood, pmm	Erwin Schoeny, ce Fred Rollison, nd Marvin Bates, sd Wld. UP Col.
WMLL(FM) 1941	Ch. 233 (B) 94.5mc 50kw	(WGBF, AM affiliate)	H-R Reps.		
WIKY 1947	820 250-D	South Central Bcstg. Corp. Mt. Ashburn Rd. 48284	IMS	John A. Engelbrecht, p, g & cm, pd & pmm Leighman D. Groues, secy.-treas.	George F. Stoltz, ce John C. Mungler, nd Joe Celania, sd Cap. AP Col.
WIKY-FM 1948	Ch. 281 (B) 104.1mc 20kw				..... Fed.
WJPS 1948	1330 5,000-LS 1,000-N DA-2	WJPS Inc. 206 Main St. 5-2221	ABC Walker	Robert S. Davis, p Robert J. McIntosh, gm Doc Crone, bus. m Joseph Sova, cm	Jack McLean, pd, nd, & sd Betty Sparkman, pmm & wd Gilbert Hoffman, ce Vern Paule, fd St. UP Fed.
<b>FORT WAYNE</b>					
WANE 1948	1450 250	Radio Fort Wayne Inc. 1205 Ft. Wayne Bank Bldg. Anthony 6212	CBS Bolling	C. Bruce McConnell, p Robert B. McConnell, gm Charles E. Kennedy, sm Paul Murphy, pd	Lynn Miller, pmm William Wallace Warren, ce St. AP .....
WGL 1924	1250 1,000 DA-2	The News-Sentinel Bcstg. Co. Inc. 201 W. Jefferson St. Eastbrook 3366	ABC, NBC Headley-Reed	Helene R. Foellinger, p Pierre Boucheron, vp & secy. Henry Page, vp & treas. M. C. Johnson, cm Norman C. Widenhofer, pd	Dick Katt, pmm Don Holzapfel, ce Jack Gust, fd Len Davis, sd Mary McDonald, wd Thes. AP RCA
WKJG 1947	1380 5,000 DA-2	Northeastern Indiana Bcstg. Co. Inc. 220 E. Jefferson St. Anthony 2295	MBS Raymer	Edward G. Thoms, g & c m Colo Mahlock, pd Eugene A. Chase, ce	Hilliard Gates, sd Wld. UP RCA
WKJG-FM 1948	Ch. 291 (B) 106.1mc 30kw				
WOWO 1926	1190 10,000	Westinghouse Radio Stations Inc. 925 S. Harrison St. Anthony 2136	NBC Free & Peters	Walter Evans, p Walter E. Benoit, vp Paul E. Mills, cm Robert G. Duffield, gm Carl W. Vandagriff, pd	Hilda C. Woehrmeyer, pmm Bruce Ratts, ce Jay Gould, fd Jane Weston, wd Thes. UP .....
WOWO-FM 1942	Ch. 241 (B) 96.1mc 16.5kw				..... WH
<b>GARY</b>					
WGRY 1950	1370 500-D	WGRY Inc. 2489 La. St. 3-8516		George Whitney, p & ce Bert Mulroy, gm George Brenard, cm	Don O'Connor, pd UP RCA
WWCA 1949	1270 1,000 DA-1	Lake Bcstg. Co. Inc. Hotel Gary 9171	Holman	Dee O. Coe, p, g & cm Todd Branson, pd & sd Roy G. Parry, pmm Vic Voss, ce	Morrison Schwartz, nd William Poster, fd Kay Adkins, wd St. AP, TP Col.

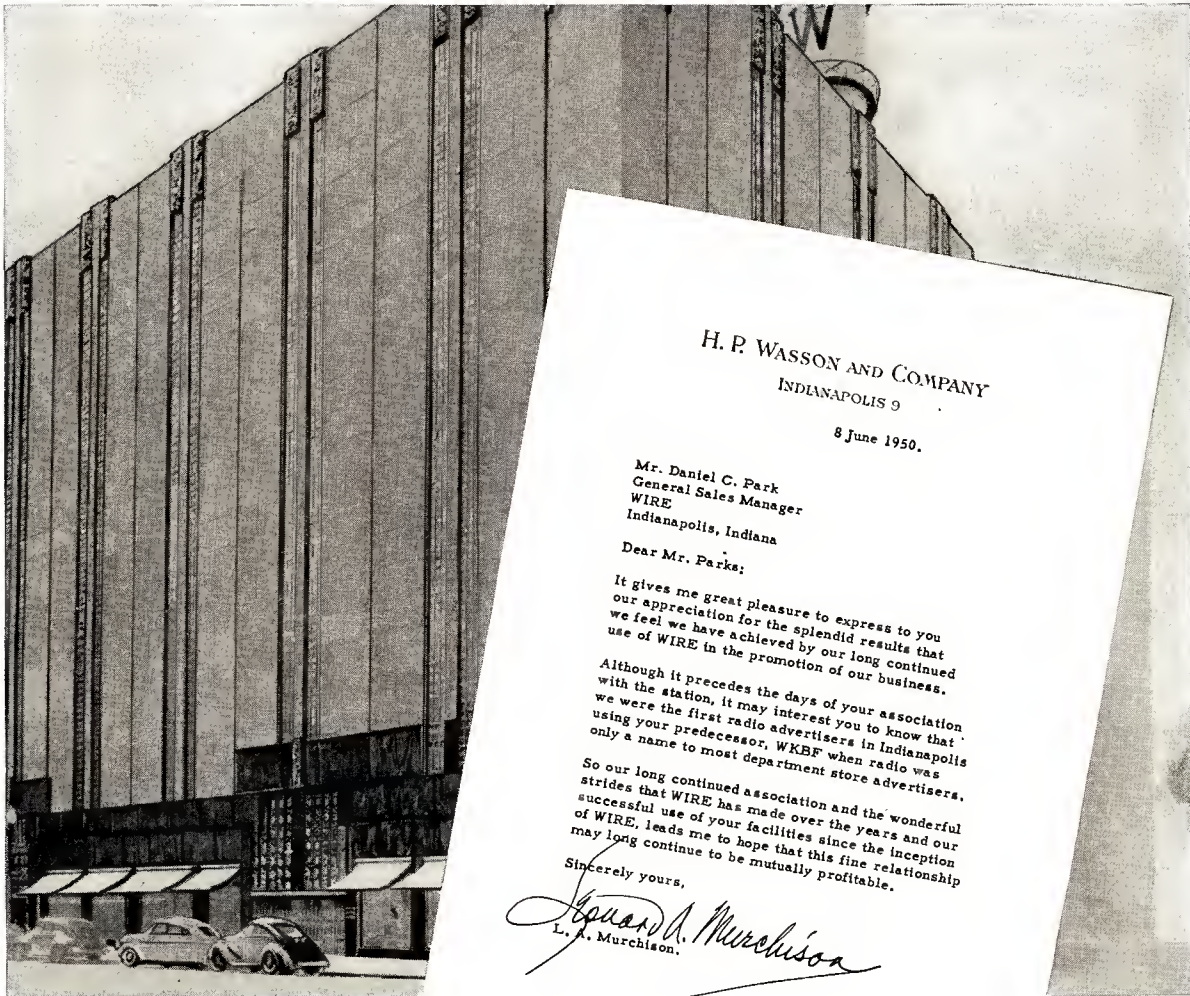


**DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES**

**INDIANA—(Continued)**

City Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transc. Library News Service Transmitter
				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.		
<b>HAMMOND</b>						
WJOB 1928	1230 250	South Shore Bestg. Corp. 449 State St. Sheffield 8400 (WJOB, AM affiliate)	McGillvra	Robert C. Adair, p L. E. Weller, gm Al Halus, cm Wilbert Wobus, pd	Jess Peters, ce Wm. A. Warrick, nd Hugh Hill, sd	Wld., Assoc. UP Ray.
WJIZ(FM) 1948	Ch. 222 (B) 92.3mc 9.3kw					
<b>INDIANAPOLIS</b>						
WFBS 1924	1260 5,000 DA-N	WFBS Inc. 48 Monument Circle Lincoln 8506	CBS Katz	Harry M. Bitner Sr., p Harry M. Bitner Jr., gm William F. Kiley, cm Frank O. Sharp, pd David F. Milligan, pmm	Harold S. Holland, ce Gilbert Forbes, nd Harry Martin, fd Dick Pittinger, sd (Mrs.) Rose dee Farrell, wd	Assoc. AP, INS RCA
WFBS-TV 1949	Ch. 6 32-88mc 18.1kw-aur. 28.2kw-vis.		ABC, CBS DuMont, NBC			
WIBC 1938	1070 50,000-LS 10,000-N DA-2	WIBC Inc. 30 W. Washington St. Lincoln 2305	MBS Blair	R. M. Fairbanks, p Kenneth W. Church, gm William L. Dean, pd Harry E. Adams, ce	Gordon Graham, nd Oscar Cooley, fd Wm. F. Fox Jr., sd Alice Bayne, wd	SES. AP .....
WIRE 1924	1430 5,000 DA-N	Indianapolis Bestg. Inc. 307 N. Pennsylvania St. Riley 1541	NEC Pearson	Eugene C. Pulliam, p Willard C. Worcester, vp & gm Daniel C. Park, cm M. Wayland Fullington, pd	James N. Willingham, pmm Eugene E. Alden, ce Tom Carnegie, sd	Wld. AP, UP RCA
WISH 1941	1310 5,000-LS 1,000-N DA	Universal Bestg. Co. 1440 North Meridian Riley 4595	ABC Free & Peters	Frank E. McKinney, p George J. Higgins, g & cm Wm. E. Frosch, pd Reid Chapman, pmm	Stokes Gresham Jr., ce Robert F. Ohleyer, loc. slm Bill Folger, nd	St. AP RCA
WXLW 1948	1590 1,000-D	Radio Indianapolis Inc. 3003 Kessler Blvd. Highland 6494	IMS	John C. Appel, p Robert D. Enoch, gm Parker Smith, cm	Shirl K. Evans Jr., pd Ed Lockwood, ce Mike Dunn, sd	Cap. UP .....
<b>JASPER</b>						
WITZ 1948	990 1,000-D	Jasper on the Air Inc. Box 187 678		Gilbert E. Metzger, p F. A. Higgins, gm Dennis J. Keller, cm Arno Goethal, pd	Bill Richardson, ce, fd & sd Carl Van Sittert, nd Don Ruyle, traffic m & wd	Assoc. UP .....
<b>KOKOMO</b>						
WTOU 1948	1350 1,000 DA-2	North Central Indiana Bestg. Corp. 212½ N. Main St. 6194	CBS Weed	R. H. Blackledge, p J. C. Jeffrey, vp, g, c & pmm James E. Muse, pd	Chester V. Rector, ce William Randolph, nd Dix Harper, fd	St. AP GE
<b>LAFAYETTE</b>						
WASK 1941	1450 250	WFAM Inc. McCarthy Lane 4300 (WASK, AM affiliate)	MBS Ra-Tel	O. E. Richardson, p E. R. Herkner, m Harry Garba, ce	Dick Fraser, sd Barbara Cors, wd	Wld. UP Ray.
WFAM(FM) 1948	Ch. 236 (B) 95.1mc 12kw					
<b>LaPORTE</b>						
WLOI 1948	1540 250-D	LaPorte County Bestg. Co. Inc. Rumely Hotel 3734	McGillvra	Hoyt H. Scott, p, sta. & cm Dr. Edward Young, gm & secy-treas. Robert F. Coffeen, pd Marie Scanlan, pmm	Ray Mould, ce Cy Parker, nd William Pipher, sd Maxine Ford, wd	Cap. AP Ray.
<b>LEBANON</b>						
WINL(FM) (CP)	Ch 288 (A) 105.5 mc 0.59kw	P. M. McGhee Lebanon Bestg. Co.				
<b>LOGANSPOUT</b>						
WSAL 1949	1230 250	Logansport Bestg. Corp. East Main at Hamilton 4261		John C. Cotner, p Joe Jordan, gm & sd Sam Searfoss, cm	Dick Aker, pd & nd Earl Nelson, ce Ann Ginn, wd	Assoc. AP RCA
<b>MADISON</b>						
WORX(FM) (CP)	Ch. 244 (A) 96.7 mc .32 kw	Pioneer FM Co.		Charles N. Cutler, Glenroie, Donner & Wm. M. Poland ptnrs.		
<b>MARION</b>						
WBAT 1947	1600 500-D	Marion Radio Corp. P.O. Box 309 5500	Holman	John H. Bone, p, g & pmm Kermit A. Botkin, cm Lenore Fuller, pd & wd	Charles Westfall, ce Bill Fowler, nd & sd Guy Harris, fd	Wld. AP WE .....
WMRI(FM) 1948	Ch. 295 (B) 106.9mc 34kw	Chronicle Pub. Co. Inc. 610 S. Adams St. 4059	Hooster Inland	Gardner J. Thomas, p Guy E. Farnsworth, gm George Truesdell, pd		..... WH
<b>MICHIGAN CITY</b>						
WIMS 1947	1420 1,000-D CP-1,000-LS CP-500-N DA	Northern Indiana Bcstrs. Inc. 415 Franklin St. 4980	Ra-Tel	O. E. Richardson, p E. R. Herkner, gm R. S. Olson, pd R. J. Schilling, ce	John H. Gleason, nd Warren C. Ashton, fd Paul R. Schroeder, sd Ruth Bleck, wd	Wld. UP Ray.
WIMS-FM 1949	Ch. 228 (A) 93.5mc 1kw					
<b>MUNCIE</b>						
WLBC 1926	1340 250	Tri-City Radio Corp. Radio Center 4403 (WLBC, AM affiliate)	CBS Walker	W. F. Craig, cm		
WMUN(FM) 1947	Ch. 281 (B) 104.1mc 8.6kw					
<b>NEW ALBANY</b>						
WLRP 1949	1570 1,000-D	Ohio Valley Bestg. Co. P. O. Box 285 4-2235		Roy L. Hickox, p & gm Dwight L. Barr, cm Keith Reising, pd	Joe Gillman, pmm Eugene A. Fischer, ce Jane Lee Parlier, wd	L-W UP Ray.

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



## 19 years on WIRE...

H. P. Wasson and Company . . . one of the leading department stores in Indianapolis and the middle west . . . has used the impact of radio advertising on WIRE since 1931.

Over 30% of our commercial radio time is sold to local sponsors who are at the point-of-sale and can check direct results. Therefore, it is naturally sound business to choose WIRE as your advertising medium in this highly rated test market.

The people who live in Indianapolis typify the people of the entire country. Indianapolis is an ideal proving ground for your product and WIRE is your best salesman . . . in the "Heart of Hoosierland."

WIRE IS NATIONALLY REPRESENTED BY THE JOHN E. PEARSON COMPANY

BASIC NBC • 5,000 WATTS

**WIRE**

INDIANAPOLIS, INDIANA



DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

INDIANA—(Continued)

City	Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations 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.	Transc. Library News Service Transmitter	
<b>NEW CASTLE</b>							
	WCTW(FM) 1947	Ch. 273 (B) 102.5mc 4kw	Courier-Times Inc. 202½ S. 14th St. 2600	Hoosier Inland	Walter S. Chambers Sr., p Scott B. Chambers, gm E. D. Ogborne, sm	Howard White, cm William E. Turner, pd O. R. Atkinson, ce	Wld., Cap. AP GE
<b>PORTLAND</b>							
	WPGW 1950	1440 500-DDA	Glenn West R. R. No. 2 1094		Glenn West, p & gm Wm. B. Thomas, cm Maurice J. Lamb, ce	Robert Ehle, pd, nd & sd	Thes., SES. INS G
	WRAY 1950	1250 1,000-D	M. R. Lankford				
<b>RICHMOND</b>							
	WKBV 1926	1490 250	Central Bcstg. Corp. 25 S. Ninth St. 21156	MBS Meeker	G. F. Albright, gm R. L. Nusbaum, c & pmm A. F. Schroy, pd L. J. Duning, ce	Spencer Danes, nd Mary Liz Miller, fd Rex Wilson, sd Sue Tucker, wd	L-W, SES. UP RCA
<b>SEYMOUR</b>							
	WJCD 1949	1390 500-D	Dr. Azra C. Baker Seymour 1212		Dr. Azra C. Baker, p & gm Robert Shippee, cm Arnold Haun, ce		L-W, SES. AP G
<b>SHELBYVILLE</b>							
	WSRK(FM) 1947	Ch. 267 (B) 101.3mc 5kw	Shelbyville Radio Inc. 125 E. Washington St. 1776	Hoosier	John C. DePrez, p Donald H. Sexton, gm Victor Muth, pd Harry Gourley, ce	Ronald Gourley, engr. Eugene Stadtmiller, traffic m Irvin Rose, sm	Thes. UP GE
<b>SOUTH BEND</b>							
	WHOT 1944	1490 250	South Bend Bcstg. Corp. St. Joseph & Monroe Sts. 3-4155	ABC Bolling	C. Bruce McConnell, p William H. Spencer, g & cm C. J. Pajakowski, pmm Ira D. Kealy, ce	John Andrews, nd Jack Melloy, fd Frank Crosiar, pd & sd Sue Riley, wd	Assoc. AP Col.
	WJVA 1947	1580 250-D	St. Joseph Valley Bcstg. Corp. 206 South Main, Mishawaka, Ind. 5-8620	Burn-Smith	F. R. Householder, p & gm Charles H. Sharpless, cm Francis J. Block, ce	Vincent T. Doyle, pd, nd & sd Joan G. Firestone, wd	L-W UP Col.
	WSBT 1922	960 5,000 DA-2	South Bend Tribune South Bend 3-6161	CBS Raymer	F. A. Miller, p R. H. Swintz, gm N. B. Welch, cm R. J. Drain, pd W. A. Sweitzer, pmm	H. G. Cole, ce M. L. Linder, nd Phillip Combs, fd Joe Boland, sd Eleanor Moore, wd	St. Thes. UP RCA
<b>TELL CITY</b>							
	WTCJ 1948	1230 250	James R. Brewer Tell City 740	KBS	James R. Brewer, o & m		AP
<b>TERRE HAUTE</b>							
	WBOW 1927	1230 250	Banks of the Wabash Inc. 303 S. 6th St. Crawford 5034	NBC Weed	Alvin Eades, p Wm. F. Rippetoe, g & cm Leo Baxter, pd Madeline Barry, pmm	Howard Stewart, ce Howard Stevens, nd Andrew B. Ferguson, sd Patricia Winkler, wd	Wld. AP, UP
	WBOW-FM 1947	Ch. 266 (B) 101.1mc 20kw					
	WTHI 1946	1480 1,000 DA-2	Wabash Valley Bcstg. Co. 120 S. 7th St. Crawford 9481	CBS Bolling	Anton Hulman Jr., p Joseph M. Higgins, g & cm Ben Falber Jr., pd Arthur V. Crary Jr., pmm	T. R. Felts, ce Sidney M. Silverman, nd Earl C. Johnson, fd (Mrs.) Helen Ryan, wd	L-W UP RCA
	WTHI-FM 1948	Ch. 260 (B) 99.9mc 7.4kw					
<b>VINCENNES</b>							
	WAOV 1940	1450 250	Vincennes Sun Co. 320 Buseron St. 787	MBS Pearson	Eugene C. Pulliam, p Howard N. Greenlee, gm Samuel J. Dodd, sta & pmm Al Vore, sd	Dick Shaughnessy, pd Ralph Baldwin, chief tech. Austin Edmondson, nd & fd Marie Dodd, wd	Wld. UP WE
<b>WARSAW</b>							
	WKAM 1949	1220 250-D	Kosciusko Bcstg. Corp. R. F. D. #1 65	Holman	Josiah W. Autenrieth Jr., p, g & cm Jack Luse, pd, nd, fd & sd	Charles F. Stinson, ce Doris Knight, wd	Cole AP Ray.
	(CP)	1480 500 DA-2	Reub Williams & Son Inc.				
	WRSW(FM) 1948	Ch. 297 (B) 107.3mc 34kw	Reub Williams & Sons Inc. Times Bldg. 155	Hoosier Inland	R. B. Williams, p C. Reuben Williams, gm Wm. K. Mollenhour Jr., cm	Robert Williams, pd Fred Gresso, ce	L-W, Cap., St. UP WH
<b>WASHINGTON</b>							
	WFML(FM) 1948	Ch. 293 (B) 106.5mc 14kw	Washington Radio Inc. 615 S. E. 11th St. 1810	Hoosier Inland	Paul R. Bausman, p Robert E. Williams, gm William B. Shilkett, cm	Joseph Edwards, pd Gerald E. Dyer, ce	St. AP GE
<b>WEST LAFAYETTE</b>							
	*WBAA 1922	920 5,000-LS 1,000-N DA	Purdue U. Hall of Music 92-2147		James S. Miles, sm John R. DeCamp, pdm, nd & sd Ralph R. Townsley, ce	Mary Alice Crosson, wd	SES., Assoc. UP Col.
<b>AMES</b>							
	KASI 1948	1430 1,000-D	Ames Bcstg. Co. 328½ Main St. 3460	Continental	W. S. Rupe, p Arthur A. Skinner, g & pmm James Spurrier, cm Robert Chase, pd & nd Charles E. Friley, p Richard B. Hull, gm Robert Mulhall, opers. m Chris Donaldson, pd Edward Wegener, pdm	Doyle Kelso, ce Bob Roderick, sd Ann Walters, wd	Cap. UP Ray.
	*WOI 1921	640 5,000-D	Iowa State A&M Service Bldg., ISC Cam- pus, 2500			Neil Mehler, pmm Louie Lewis, ce James Schwartz, nd Dale Williams, fd & sd Martha Duncan, wd	St. Wld., SES. AP, UP RCA
	WOL-TV 1950	Ch. 4; 66-72mc 8kw-aur.; 13kw-vis.					

IOWA

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated.  
 FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.





# FOR TERRE HAUTE



**REACHES OVER 300,000**

**Annual Retail Sales \$109,037,000\***

**HIGHEST RATINGS**

**1000 WATTS 1480 KC**

**REP. BY BOLLING**  
New York Chicago Hollywood

## Cities grow 'out' not up...

Terre Haute population figures tell a smaller part than usual of the true story of WTHI's listening area. There are hundreds upon hundreds of new dwellings and miles of long-standing factory and residential areas unannexed by the City of Terre Haute. These with nearby towns and farms make a radio market of over 300,000 people . . . all potential listeners to WTHI. CBS and top-flight local programming *plus* constant, vigorous promotion in all media are your assurances of the greatest part of this fine audience.

*WTHI is owned and operated by Terre Haute people for the benefit and entertainment of Terre Haute and Wabash Valley residents. More and more, WTHI is known and respected as "The Family Station."*

**WTHI** CBS  
**TERRE HAUTE, INDIANA**  
**1480 AM 99.9 FM**

\* Estimated 1949 figs. S. R. & D. Service

With Terre Haute's Interest

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

IOWA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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.	Transc. Library News Service Transmitter
<b>ATLANTIC</b>					
KJAN 1950	1220 250-D	George Basil Anderson Atlantic 1694	Biddick	Geo. Basil Anderson, p & gm Leslie Walley, cm Bob Falk, ce	Bill Sander, nd ..... AP G
<b>BOONE</b>					
*KFGQ 1927	1260 250-D	Boone Biblical College Boone			
KFGQ-FM	Ch. 237 (A) 99.3mc; 0.31kw				
KWBG 1950	1590 1,000-LS 500 N-DA	Boone Bcstg. Co. 609 Boone Natl' Bldg. 2145		Harold L. Fisher, p Harold W. Higby, c & gm Robert S. Graham, pd & nd	Dan Garretson, ce Ray Malmberg, sd (Mrs.) Harold Higby, wd St., Thes. UP, INS GE
<b>BURLINGTON</b>					
KBUR 1941	1490 250	Burlington Bcstg. Co. Natl. Bank Bldg. 680	ABC Taylor	G. B. McDermott, p & gm D. H. Steinle, cm Richard Mosen, pd Hub Kain, pmm John Gallino, ce	Robert Spicer, nd Morris Johnson, fd & sd Elyn Mack, wd Dee Stark, office m St. UP RCA
KBUR-FM 1946	Ch. 225 (B) 92.9mc 53kw				..... ..... WH
<b>CARROLL</b>					
KCIM 1950	1380 1,000 DA-2	Carroll Bcstg. Co. 520 N. Adams St. 1380		C. Everett Bliss, p Bill Parker, pd & nd Bernard Neher, ce	Dale Barton, fd & sd L-W UP RCA
<b>CEDAR RAPIDS</b>					
KCRG 1947	1600 5,000 DA-N	The Gazette Co. 104 First St., S.W. 4194	MBS Burn-Smith	F. J. Hladky Jr., vp Fred W. Wagenvoerd, gm Robert L. Quinn, pd Edna Herbst, pmm & wd Edna Herbst, prom. & publ. d	Ken M. Caldwell, ce Dick Yoakam, nd Wade S. Patterson, loc. slm Rex Conn, fd St. AP, INS Col.
KCRK(FM) 1947	Ch. 245 (B) 96.9mc; 49.1kw	(KCRG, AM affiliate)			
KWCR 1949	1450 250	Cedar Rapids Bcstg. Corp. 211 1st St., S.W., 3-8265	Tall Corn McKinney	Wm. J. Barron, p Paul E. Millen, g & pmm Richard Huber, cm Ralph D. Willey, pd (Mrs.) Helen S. Mark, co-o Wm. E. Dolph, co-o & evp Wm. E. Quarton, gm Lew Van Nostrand, cm	James Dickens, ce Richard Cheverton, nd Wanda Montz, wd Cap., Thes. UP Col.
WMT 1922	600 5,000 DA-N	American Bcstg. Stations Inc. Paramount Theatre Bldg. 6127	CBS Katz		Douglas B. Grant, prog. m Leo F. Cole, pmm George P. Hixenbaugh, ce Jim Bormann, nd Wid., L-W, Mac. AP, UP, INS RCA
<b>CENTERVILLE</b>					
KCOG 1949	1400 100	Centerville Bcstg. Co. 1910 S. Main St. 131		Robert K. Beck, co & p Al M. Farber, gm Ken Peterson, pd & nd Robert J. Reimers, ce	Warren Langfit, fd Dutch Van Der Leest, sd (Mrs.) Edith Condra, wd L-W AP RCA
<b>CHARLES CITY</b>					
KCHA 1949	1580 250-D	Inland Bcstg. Corp. Stoney Point Rd. 787	McGillvra	Dean Hollingsworth, p Vern Harvey, gm Don Ramsell, cm	Ralph Evans, ce Doris LaBounty, wd ..... UP Col.
<b>CLINTON</b>					
KROS 1941	1340 250	Clinton Bcstg. Corp. Jacobsen Bldg. 448	MBS Tall Corn	W. S. Jacobsen, p Walter J. Teich, g & cm Henry Dihlmann, pd, pmm & sd Gerald A. Parker, ce	Lee White, nd Jack Thomsen, fd Gwen Johnson, wd St. UP Col.
KROS-FM 1948	Ch. 241 (B) 96.1mc 13kw				..... ..... RCA
<b>COUNCIL BLUFFS</b>					
KSWI 1947	1560 500-D	Nonpareil Bcstg. Co. P. O. Box 509 4041	McKinney	Robert R. O'Brien, p Robert L. Davis, gm Harold Hughes, pd	Robert W. Hall, ce C. W. McManamy, fd (Mrs.) Betty Hall, wd Assoc., L-W UP Col.
KFMX(FM) 1947	Ch. 241 (B) 96.1mc; 9.3kw	(KSWI, AM affiliate)	Hagg		..... ..... GE
<b>CRESTON</b>					
KSIB 1946	1520 1,000-D	Southwest Iowa Bcstg. Co. Radio Center 55	Tall Corn McKinney	Arthur Horning, p E. M. Horning, g & c & pmm Dorothy Lindley, pd & wd Jean A. Poole, ce	Dick Johnson, nd Dick Arnold, fd Dutch Horning, sd Thes. AP Ray.
<b>DAVENPORT</b>					
KFMA (CP)	1580 250-D	L. W. Andrews Inc. 219 Whitaker Bldg. 2-7824		L. W. Andrews, p & gm Harold R. Poyles, cm John O'Donnell, pd	W. Leslie Wright, ce Cap. UP RCA
KSTT 1946	1170 1,000 DA-2	Davenport Bcstg. Co. 324 Main St. 2-3525	MBS Tall-Corn McKinney	Hugh R. Norman, p & sls. d I. F. Whalen, asst. secy.-treas.	
WOC 1922	1420 5,000 DA-2	Tri-City Bcstg. Co. 1002 Brady St. 3-3661	NBC Free & Peters	Col. B. J. Palmer, p D. D. Palmer, vp & treas. Ralph Evans, evp Wm. D. Wagner, secy Ernest Sanders, m	Mark Wodlinger, slm Chas. Freburg, pd Fred A. Reed, sls. pmm Paul Arvidson, ce Thes., L-W UP Col.
WOC-FM 1948	Ch. 279 (B) 103.7mc 47kw				..... ..... RCA
WOC-TV 1949	Ch. 5 76-82mc 13.5kw-aur. 22.9kw-vis.			Ernest Sanders, res. m	Paul Loyet, vp ..... ..... RCA
<b>DECORAH</b>					
KDEC 1947	1240 250	Telegraph-Herald 301 W. Broadway 1240	MBS Tall Corn McKinney	F. W. Woodward, p William J. Croker, gm George Dorrington, cm Arnold Zaruba, ce	Ray Marshall, nd Ken Ejerke, sd Mary Esther, wd St. AP RCA
*KWLC 1926	1240 250 SH	Luther College 600 Leiv Eiriksson 690		Dr. J. W. Ylvisaker, p Lee Eitzen, gm & pd Oliver M. Eitrem, ce	Norman Williams, nd Al Unger, fd Elizabeth Lien, wd SES. ..... RCA

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day, DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

# WHO IS NOW FAR BETTER BUY THAN EVER BEFORE!

	BEFORE	NOW	INCREASE
Area Inside .5 Millivolt Contour (Square Miles) . . . . .	84,500	89,000	5.3%
Population Inside .5 Millivolt Contour . . . . .	3,890,000	4,100,000	5.4%
Area Inside Nighttime Fading Zone (Square Miles) . . . . .	73,000	125,300*	71.6%
Population Inside Nighttime Fading Zone . . . . .	3,162,400	6,096,300	92.7%

\*Area of Iowa is 52,680 sq. mi. Population figures based on 1940 Census.

**WHO** is the only 50,000-watt, 1-A Clear Channel Station in Iowa. Daytime listening area includes nearly all of Iowa, Southern Minnesota, Northern Missouri and Western Illinois. BMB Report #2, March 1949, showed Daytime Audience of 639,330 families in 167 counties; Nighttime Audience of 719,670 families in 280 counties. Simple summary on request.

*Since the BMB report was issued, WHO has completed one of the most modern plants in the U. S. The latest in 50 KW transmitters and, more important to coverage, an innovation in AM broadcast antennas has been installed. The 780-foot, 300° vertical-directionalized antenna increases coverage day and night as shown by the above table.*

### Iowa Radio Audience Survey Figures

The 1950 Edition of the famed Iowa Radio Audience Survey (made before the installation of the new equipment mentioned above) shows that Iowa radio-set ownership is at an all-time high—98.9% of all Iowa homes in 1950, compared to 91.4% in 1940.

Furthermore, multiple-set ownership has increased tremendously—48.8% of Iowa's radio homes now

have two or more sets, compared to 18.2% in 1940. Sets make today's audience: In Iowa homes equipped with two sets, 38.9% of the families report daily simultaneous listening to both sets—in homes equipped with three or more sets, 61.8% of the families report daily simultaneous listening to two or more sets.

The result is that the average 1950 Iowa home accounts for 13.95 "listener-hours" per weekday. WHO, of course, continues to get the greatest share of Iowa listening. One of 57 Iowa AM stations, WHO is "listened-to-most" by 37.5% of Iowa's radio families, daytime, and by 43.9%, nighttime!

# WHO

**+ for Iowa PLUS +**

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



**FREE & PETERS, INC.,**  
National Representatives



IOWA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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.	Transc. Library News Service Transmitter
<b>DES MOINES</b>					
KCBC 1947	1390 1,000 DA-1	Majestic Bcstg. Co. 2323 Grand Ave. 4-3151	Forjoe	Karl Peters, p Rollo H. Bergeson, gm James Mitchell, cm Claire Grant, gm	Robert Dawson, pd Claire Grant, pmm Robert Brown, ce ..... AP Ray. Wid. WH ..... Wid. UP, INS ..... St. Assoc. AP, UP, INS RCA
KCBC-FM 1949	Ch. 231 (B) 94.1mc 260kw				
KIOA 1948	940 10,000-LS 5,000-N DA-2	Independent Bcstg. Co. 10th & Mulberry 2-9191	MBS Raymer	Ralph L. Atlass, p Marvin L. Rosene, gm James L. Kelehan, cm	Lee L. Harris, pd Janice R. Hull, pmm Lloyd R. Amoo, ce Joe Hudgens, pmm Charles Quentin, ce Al Coupee, sd Betty Wells, wd .....
KRNT 1935	1350 5,000 DA-N	Cowles Bcstg. Co. 715 Locust St. 3-2111	ABC Katz	Gardner Cowles, p Bob Dillon, gm Paul Elliott, cm Dick Covey, pd	St. Assoc. AP, UP, INS RCA
KRNT-FM 1948	Ch. 283 (B) 104.5mc 275kw				
KSO 1946	1460 5,000 DA-N	Murphy Bcstg. Co. 10th & Grand Ave. 3-0571	CBS Petry	Kingsley H. Murphy, p S. H. McGovern, g & cm B. C. Baldwin, pd & pmm F. E. Bartlett, ce	H. F. Holm, treas. Glenn Goodwin, nd Gene Shumate, sd Helen Marsh, wd ..... WH Cap. AP RCA
KSO-FM 1948	Ch. 247 (B) 97.3mc 15.5kw				
KWDM 1950	1150 1,000 DA-N	Des Moines Bcstg. Corp. 407 Fifth Ave. 2-8363	Webber	George W. Webber, p & cm Robert L. Webber, gm Edith D. Webber, pd & wd Joe La Cava, pmm	Werner C. Schwarz, ce Fran Botton, nd Al Triggs, sd Assoc., Cole UP, INS Ray.
WHO 1924	1040 50,000.	Central Bcstg. Co. 914 Walnut St. 3-7147	NBC Free & Peters	Col. B. J. Palmer, p D. D. Palmer, vp & treas. Ralph Evans, evp Paul A. Loyet, vp & res. m Wm. D. Wagner, secy.	Harold Fulton, cm Jack Kerrigan, pd Reed E. Snyder, ce Wilfred W. Woods, asst. res. m Jack D. Shelley, nd SES., Thes. AP, UP, INS WH
WHO-FM 1948	Ch. 262 (B) 100.3mc 400kw				
<b>DUBUQUE</b>					
KDTH 1941	1370 1,000 DA-N	Telegraph Herald 8th & Bluff Sts. 1603	MBS Tall Corn McKinney	F. W. Woodward, p K. S. Gordon, gm Al Newburgh, cm Arnie B. Stierman, pd	Robert I. Hancock, ce George Freund, nd Gerald McAleece, fd & sd Martha Shorten, wd Assoc. AP Col. ..... WE
KDTH-FM 1948	Ch. 263 (B) 100.5mc 43.9kw				

Data corrected to Dec. 6, 1950. If executives or services for FM or TV 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-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

# ONE will get you TWO

the one  the two

Scott County, Iowa  
Rock Island County, Illinois

These two counties include the prosperous Quint-Cities: Davenport, Bettendorf, Rock Island, Moline and East Moline.

WOC has a weekly BMB audience of 94% daytime, 91% nighttime in Scott County; 78% daytime, 81% nighttime in Rock Island County, according to the BMB Station Audience Report, 1949.

**TWO will get you \$249,331,000**

Retail sales in Scott and Rock Island Counties totaled this amount in 1949.\*

**plus \$195,932,000**

Total 1949 retail sales in 7 adjoining Counties covered by WOC.\*

\* Sales Management, 1950 Survey of Buying Power

**WOC-AM** 5,000 W. 1420 Kc.

**WOC-FM** 47 Kw. 103.7 Mc

**WOC-TV** Channel 5  
22.9 Kw. Video, 12.5 Kw. Audio

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

BASIC NBC AFFILIATE  
DAVENPORT, IOWA

FREE & PETERS, INC.

EXCLUSIVE NATIONAL REPRESENTATIVES

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. Transc. Library News Service Transmitter

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library News Service Transmitter
<b>DUBUQUE—(Continued)</b>						
WKBB 1933	1490 250	Dubuque Bcstg. Co. 505 Main St. 572	ABC Meeker	Charles T. Landon, p James D. Carpenter, gm Harry Hatzenbuehler, cm Gleason Kistler, pd & fd	Robert Carpenter, pmm Francis Baker, ce L. Vaughn Gayman, nd & asst. m Jerry Kirby, sd	L-W UP Col. .... RCA
WDBQ(FM) 1948	Ch. 277 (B) 103.3mc 15kw	(WKBB, AM affiliate)				
<b>FORT DODGE</b>						
KVFD 1939	1400 250	Northwest Bcstg. Co. Warden Bldg. Walnut 3761	MBS Tall Corn McKinney	Edward Breen, p & gm Max Landes, cm Dave Sinclair, ce Drexel Peterson, pd & fd	Lester Person, office m Kenneth Peterson, nd Wally Engelhardt, sd Mary Rankin, wd	L-W UP, INS RCA
KFMY(FM) 1947	Ch. 274 (B) 102.7mc 10kw	(KVFD, AM affiliate)				
<b>FORT MADISON</b>						
KXGI 1948	1360 500-D	Carson Radio Inc. Marquette Bldg. 1360		A. Orrie Carson, p Robert M. Carson, gm L. R. Nuss, sm	Robert Chamlee, pd Hubert J. Marshall, ce	L-W AP Ray.
<b>IOWA CITY</b>						
KXIC 1948	800 1,000-D DA	Johnson City Bcstg. Corp. 108½ E. Washington St. 8-1181	Rambeau	Gene Claussen, gm, nd & sd Robert Snyder, cm Herb Olson, pd	Elliott Full, ce G. M. Ludwig, fd Molly Justen, wd	L-W UP Col.
*WSUI 1919	910 5,000 DA-N	The State U. of Iowa Iowa City 80511		Carl H. Menzer, gm Richard Setterberg, pd S. J. Ebert, ce		Thes. AP, UP RCA
<b>KEOKUK</b>						
KOKX 1947	1310 250-D LS DA-2 CP: 1,000-500-N	Keokuk Bcstg. Co. 500½ Main St. 235	Tall Corn McKinney	H. W. Stadler, p Harold O. Totten, g, c & pmm C. C. Andrews, pd & sd	James L. Mott, ce Edwin H. Newcombe, nd Virginia Loose, wd	Wld. UP G ..... RCA
KOKX-FM 1948	Ch. 274 (B) 102.7mc 3.7kw					
<b>MARSHALLTOWN</b>						
KFJB 1923	1230 250	Marshall Electric Co. 133 E. Main St. 3361	MBS Tall Corn McKinney	John W. Norris, p William P. White, g & cm Allan N. Schrock, pd Herbert G. Anderson, ce	Pearl E. Carter, office m Robert W. Billman, nd Wendell R. Benson, fd Dale S. Smith, sd	St. UP RCA
<b>MASON CITY</b>						
KGLO 1937	1300 5,000 DA-N	Lee Radio Inc. 12½ Second St., N.E. 2300	CBS Weed	Lee P. Loomis, p Herbert R. Ohrt, evp H. B. Hook, m & cm William Suter, pd & sd Don Harrer, pmm	Roger Sawyer, ce Charles Hilton, nd Bob Cron, fd Marion Sexton, wd Walter Rothschild, natl. slm	St. AP, UP RCA
KGLO-FM 1948	Ch. 266 (B) 101.1mc 16kw					
KRIB 1948	1490 250	Mason City Bcstg. Co. 5 Second St., S.W. 5400	MBS Tall Corn Menough	Louis, George, Abbott & Robert Wolf, ptrns. William Yearout Jr., gm Joseph Simon, cm	Paul Patrick, pd, nd & fd Robert Erickson, pmm Larry Lawson, ce Tom O'Connor, sd	Wld. AP Col.
KSMN 1948	1010 1,000-D	Mohawk Bcstg. Co. Weir Bldg. 5420	Rambeau	Robert M. Carson, p & gm Norman W. Rice, cm Milten Cohen, pd	Jack Duncan, ce Charles Ney, nd & sd Reuben A. Hall, fd	Assoc., Thes. UP Ray.
<b>MUSCATINE</b>						
KWPC 1947	860 250-D	Muscatine Bcstg. Co. Mulberry & Houser Sts. 860	Tall Corn McKinney	George J. Volger, g & cm Don Wooten, pd Ed Edenson, ce Elaine Jarrard, office m	Jim Ryan, nd Jack Butcher, fd Spike Liebbe, sd Thema Volger, wd	Thes., Assoc. UP Col.
KWPC-FM 1949	Ch. 259 (B) 99.7mc 9.13kw					
<b>OELWEIN</b>						
KOEL 1950	950 500-D DA	Northeast Iowa Radio Corp. 4½ W. Charles St. 317	LBS Continental	John O. Vick, gm Chester T. Behrman, pd James A. Peterson, ce	David Melton, nd Edgar Jenkins, sd Ruth Wheeler, wd	L-W UP G
<b>OSKALOOSA</b>						
KBOE 1950	740 250-D	Oskaloosa Bcstg. Co. 117 High Ave., East 301		E. W. Wenrick, p Ken Kilmer, gm L. G. Stanley, slm	Robert W. Moore, ce Glen Law, nd Roberta Burns, wd	St. AP Col.
<b>OTTUMWA</b>						
KBIZ 1941	1240 250	KBIZ Inc. 2513 N. Court Rd. 5600	MBS	James J. Conroy, gm Eleanor M. Haling, sm		Wld. AP ..... RCA
<b>RED OAK</b>						
KRAO (CP) 1948	1600 500-D	Red Oak Radio Corp.				
<b>SHENANDOAH</b>						
KFNF 1924	920 1,000-LS 500-N ST-KUSD	Capital Bcstg. Co. Shenandoah 1302	MBS	C. J. Abbott, p C. Earl Williams, gm Mark W. Bullock, cm & tech. d Earl D. Blakesley, pd	Clair Gross, pmm, nd & sd Wm. I. Hutton, ce Harry Packard, pdm Doyle Bladon, fd	Wld. AP Col.
KMA 1925	960 5,000 DA-N	May Bcstg. Co. Lowell & Elm Sts. 192	ABC Avery-Knodel	Edward W. May, p Owen Saddler, gm Howard O. Peterson, slm Glenn E. Harris, prog. m Harold B. Arkoff, pmm	R. J. Schroeder, ce Ralph Childs, nd Merrill Langitt, fd Jim Kendrick, sd Doris Murphy, wd	Cap. AP, UP RCA
<b>SIOUX CITY</b>						
KCOM 1949	620 1,000 DA-2	KCOM Bcstg. Co. 620 Insurance Exchange Bldg. 8-0628	Tall Corn McKinney	Dietrich Dirks, p & m Sheldon Singer, c & pmm & sd	Donald Soliday, pd & nd Alvin Smith, ce	UP Ray.

**DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES**

**IOWA—(Continued)**

**Executive Abbreviations**

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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.	Transc. Library News Service Transmitter
<b>SIoux CITY—(Continued)</b>					
KSCJ 1927	1360 5,000 DA-N	Perkins Bros. Co. 415 Douglas St. 5-7993	CBS Hollingbery	W. R. Perkins, p Eugene T. Flaherty, g & cm & nd Elizabeth Sammons, pd & wd Jean Harraday, pmm	S. C. Dier, ce Jack Elton, fd Don Stone, sd Wld., L-W, SES., Cole AP G
KSCJ-FM 1947	Ch. 235 (B) 94.9mc 360kw				..... RCA
KTRI 1938	1470 5,000 DA-2	Sioux City Bcstg. Co. Commerce Bldg. 8-0165	MBS Taylor	John C. Kelly, p E. J. Huber, g & cm Bob Hansen, pd, nd & fd Lennon Kelly, pmm	Willard Easterly, ce Win Douglass, sd Genevieve Gonzalez, traffic m Thes. UP RCA
<b>SPENCER</b>					
KICD 1941	1240 250	Iowa Great Lakes Bcstg. Co. Box 631 1240	MBS Tall Corn McKinney	Ben B. Sanders, p & gm Henry P. Cate, cm Mason Dixon, pd & sd	Charles Lintgen, pmm, nd & fd Eldon Kanago, ce Mary Jane Sinns, wd St. Assoc. AP Col.
<b>STORM LAKE</b>					
KAYL 1948	990 250-D	Cornbelt Bcstg. Co. Park Bldg. 1490	Devney	O. J. Grau, p Tom Shumate, gm J. F. McCord, cm Howard Carlson, ce	Bob Storm, nd G. Cuning, fd Bob Casey, sd Ruth Cuthbert, wd Cap. AP G
KAYL-FM 1950	Ch. 234 (B) 101.5mc 8.9kw				
<b>WATERLOO</b>					
KBOK 1946	1090 1,000-D	Waterloo Bcstg. Co. 620½ Lafayette St. 6851	McGillvra	John M. Printup, gm & secy.	..... UP
KWWL 1947	1330 5,000-LS 1,000-N DA-2	Black Hawk Bcstg. Co. Hotel Russell Lamson 4406	MBS Midwest Pearson	R. J. McElroy, p & gm Donald E. Inman, cm W. Lyle Harvey, slm Robert T. Jensen, pd Raymond C. Starr, pmm	Howard F. Burgess, ce Edwin L. Falk, nd & fd Bob Mays, sd Naomi J. McElhinney, wd Cap. AP Col.
KXEL 1942	1540 50,000 DA-N	Josh Higgins Bcstg. Co. Insurance Bldg. 3-3371	ABC Avery-Knodel	Joe DuMond, gm A. J. DuMond, slm	
KXEL-FM 1947	Ch. 289 (B) 105.7mc 17.5kw				
<b>WEBSTER CITY</b>					
KJFJ 1950	1570 250-D	Land O'Corn Bcstg. Co. Webster City 1500		Charles V. Warren, p Wayne Hatchett, gm & ce Wm. Glynn, cm Gordon Moorehouse, pmm	G. D. Warland, pd, nd & fd George Vest, sd Virginia Loring, wd Cap., Thes. AP WE
<b>KANSAS</b>					
<b>ARKANSAS CITY</b>					
KSOK 1947	1280 1,000-D	KSOK Bcstg. Co. Inc. P. O. Box 602 2666		Oscar S. Stauffer, p S. C. Thompson, gm Charles Eldon Archer, cm Martin H. Thomas, pd	Edward H. Howe, ce Melvin A. Haines, nd George Carroll, fd L-W AP Ray.
<b>ATCHISON</b>					
KARE 1939	1470 1,000 DA-1	Griffith-Buening Bcstg. Co. Fifth & Kansas Ave. 2477	KBS Rambeau	James M. Griffith, ptrn. Paul H. Buening, ptrn. Jack Lloyd, pd	Loudon Gingery, ce St. AP WE
<b>CHANUTE</b>					
KCHN (CP)	1460 1,000-D	Chanute Bcstg. Co. P. O. Box 106 Pauls Valley, Okla.		James T. Jackson Phil Crenshaw Harley E. Walker George A. Rountree } ptrns.	
<b>COFFEYVILLE</b>					
KGGF 1930	690 10,000-LS 5,000-N DA-2	The Midwest Bcstg. Co. Inc. 8th & Elm 147	ABC Weed	Richard M. Seaton, p Robert L. Pratt, g & pmm E. B. Spoonamore, cm Robert Evans, pd & nd	J. Sarto Jaminet, ce Joe Cook, fd Jack Miller, sd Wld. AP WH
<b>COLBY</b>					
KXXX 1947	790 5,000-D	Western Plains Bcstg. Co. Cooper Hotel 790	H-R Reps.	Don Searle, p George A. Nickson, vp & gm William A. Martin, vp chg. sls. Bill Morse, pd	Quintin McCredie, pmm U. L. Lynch, ce Ed Mason, pdm & fd Rex Lather, regional slm Thes. UP Col.
<b>DODGE CITY</b>					
KGNO 1930	1370 1,000-LS 250-N	Dodge City Bcstg. Co. Globe Bldg. 1370	Hag	J. C. Denious, p Wendell Elliott, g & cm Herschel Holland, pd D. W. Hoisington, ce	Stanley Gribble, nd Don Wilson, fd Pete Barkley, sd Frances Elliott, wd L-W, Cap. AP Col.
<b>EMPORIA</b>					
KTSW 1937	1400 250	Emporia Bcstg. Co. 613 Merchant St. 153	MBS	Owen H. Balch, p, g & cm Helen Klostermann, pd	Dale Allen, ce John Heetland, sd Wld. AP Col.
<b>GARDEN CITY</b>					
KGAR 1949	1050 1,000-D	Ark. Valley Bcstg. Co. Inc. P. O. Box 878 3041	LBS Holman	Dr. H. C. Sartorius, p Dale E. Kern, g & cm Frank Frost, pd	E. D. Casey, ce Gail I. Bank, fd Assoc., St. UP G
KIUL 1935	1240 250	Telegram Pub. Co. Inc. 509½ Main St. 4581	MBS KBS	Robert E. Reed, p Robert Wells, g & cm Max Bicknell, pd & nd	Dan Clark, pmm W. H. Rogers, ce Tony Jewell, fd & sd Wld. AP G
<b>GOODLAND</b>					
KWGB 1947	730 1,000-D	Goodland Bcstg. Co. Hotel Goodland 331		Jim Blair, o & gm Glenn Hensen, cm Bert Blair, pd	Jim Hagan, pmm Lyle Flick, ce & sd Mac Preuch, nd Cap., Cole, L-W UP G
<b>GREAT BEND</b>					
KVGB 1937	1590 5,000 DA-N	KVGB Inc. Cork Bldg. 4317	MBS Pearson	Helen T. Coogan, p Grover C. Cobb, vp & gm Sherwood R. Parks, asst. m Billie J. Jarvis, slm & sd	Ray H. Beals, pd Chester A. Wallack, ce James F. Heaton, nd Howard Neighbor, fd L-W UP Ray.



# 8

## BIG REASONS WHY MORE PEOPLE THAN EVER BEFORE ARE LISTENING TO KANS!



### ★ PAPPY REED SHOW ★ Weekdays—8:00 to 9:00 a.m.

Wichita's best-known radio personality in on hour of the most popular music plus a dash of homespun philosophy, amusing anecdotes, the time and temperature and news about Wichita and the people who make it the "best dern town in the U.S.A."

### ★ "RELAY QUIZ" ★ Mon. thru Fri.—9:30 to 10:00 a.m.

This is a "telephone quiz" with a new gimmick! On "Relay Quiz" we select only the first person to be called each day. All subsequent names and telephone numbers are given us by the participants. The Pyromid Clubs caused riots. This is better—and legal. Check to see if there's a participation spot available.



### ★ KANS CORRAL GANG ★ Weekdays—7:15 to 7:45; 11:30 to 12:30 p.m.

'Corky' Edminster and his 'Country Cousins,' known today as "The Corral Gang," are the best-known, most popular cowboy musicians in Southern Kansas; are in greater demand for personal appearances than any other group. They stay that way with two shows daily on KANS.

### ★ "PIX-O" ★ Mon. thru Fri.—11:00 to 11:15 a.m.

It's a "Musical Bingo" game, based on skill, loaded with fun and a jockpot of prizes. Members of 15% of the city's radio families visit the sponsor each week to get a new PIX-O card; go home to be entertained by MC Ston Hogen; hear the commercials that send them back to the sponsor.



### ★ "PLAYER PIANO PLAYHOUSE" ★ Mon. thru Fri.—5:00 p.m.

Here's the newest in the KANS string of new programs sparkling with showmanship, "PLAYER-PIANO PLAYHOUSE" offers tunes from "CALL ME MADAM" as well as the best from the 1800's. In Wichita it's the greatest departure from the beaten path in radio; it's the "most talked-about" musical program!

### ★ GEORGE GOW NEWS ★ Daily—12:30, 5:45 and 10:00 p.m.

In his study of "The Kansas Radio Audience of 1950," Dr. Whon made a special survey of news listening habits in Wichita. 27.6% of all people queried named George Gow as their favorite. He was FIRST by a wide margin. Ed Murrow was second with 5.5%.



### ★ INCREASING POPULATION ★

The nation's 50th ranking market in Retail Sales in 1949, the booming Wichita area is bursting out of its Soles seams. In November, 1950, 86,250 persons were employed in non-agricultural pursuits—11,650 more than in November, 1949. And more are coming! Every increase in defense needs leads to added employment.

### ★ GREATER COVERAGE ★

KANS increased its power from 250 to 5000 watts, daytime, 1000 at night, only six months prior to the 1949 BMB Study. As expected that study showed us with little gain. The 1950 Dr. Whon Study, though, shows we're going places! We're in six counties for the first time in a Dr. Whon Study with terrific gains in four others.



8 BIG REASONS MORE PEOPLE THAN EVER LISTEN TO KANS—  
8 BIG REASONS YOUR SCHEDULE WILL BE MORE PRODUCTIVE ON—



# KANS - WICHITA



5000 watts day 1000 night

CALL OR WIRE YOUR O. L. TAYLOR MAN!

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

KANSAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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.	Transc. Library News Service Transmitter
<b>HAYS</b>					
KAYS 1948	1400 250	KAYS Inc. 2400 Hall St. 1700	KBS	Frank Motz, p Robert E. Schmidt, gm E. G. Ryan, cm Janie Roth, pd	Quentin Bogart, pmm Glen Barnett, ce Bob Jenkins, sd Cap., St., Thes. AP RCA
<b>HUTCHINSON</b>					
KWBW 1934	1450 250	Nation's Center Bcstg. Co. 101 E. A Ave. 5202	NBC Walker	Bess Marsh Wyse, o & p R. E. Rivers, gm Jerry Toland, cm Eddy Overton, pd & fd Edward L. Overton, pd	Art Rice, pmm John Swafford, ce Helen Gerber, traffic d Don Bell, nd L-W AP Col.
KWBW-FM 1947	Ch. 226 (B) 93.1mc 3kw				
KWHK 1946	1190 1,000-D	KWHK Bcstg. Co. Inc. 18 West 5th St. 3100	KBS McKinney	James E. Murray, p Vern Minor, gm & secy.-treas. Gren Darling, cm M. W. West, pd	Dan Salmon, pmm M. H. Clary, ce Hod Humiston, sd Katherine Tinder, wd St. AP G
<b>INDEPENDENCE</b>					
KIND 1947	1010 250-D	Central Bcstg. Inc. Professional Bldg. 1010	KBS	J. Nelson Rupard, p & gm Bob Conrad, pd & nd Edward Cartwright, ce	Dorothy Lee Anderson, wd AP GE
<b>JUNCTION CITY</b>					
KJCK 1949	1420 1,000-D	Junction City Bcstg. Co. 724½ N. Washington 1477	Holman	Richard P. Meek, co-o & ce Ralph L. Weir Jr., co-o & gm John R. Conley, cm	Vern Gielow, pd & pmm Wendell Wilson, nd, fd & sd Nancy Harris, wd UP Col.
<b>KANSAS CITY</b>					
KCKN 1925	1340 250	(See Kansas City, Mo.)			
<b>LAWRENCE</b>					
*KFKU 1924	1250 5,000-DA-N ST-WREN	U. of Kansas.			
KLWN (CP)	1320 500-D	Lawrence Bcstg. Co.			
<b>LEAVENWORTH</b>					
KCLO 1948	1410 500-D	Leavenworth Bcstg. Co. Best Inc. 418½ Cherokee 3620		Alf. M. Landon, p M. L. Gleason, g & cm Bill Willson, pd	David L. Reed, ce Helen Snyder, wd Cap. UP Col.
<b>LIBERAL</b>					
KSCB 1948	1270 1,000-D	Seward County Bcstg. Co. Inc. East 8th St. 3891		Alf. M. Landon, p Leon S. Salathiel, gm Larry Filkins, pd	Wayne Pash, ce St. UP Col.
<b>MANHATTAN</b>					
KMAN 1950	1350 500-D	Manhattan Bcstg. Co. 114 North 4th St. 4451		Fred A. Seaton, p Ray L. Kozak, gm Fred J. Langan, cm Frederic D. Butcher, pd & fd	Herbert P. Lavin, ce James H. Hendricks, nd Bill Fillingham, sd Cap. AP G
*KSAC 1924	580 5,000-LS 500-N ST-WIBW	Kansas State College Manhattan 5681		Dr. James A. McCain, p L. C. Williams, gm L. L. Longsdorf, pd	Bernard P. Holbert, ce Paul DeWeese, nd Robert Hilgendorf, fd & sd AP RCA
<b>McPHERSON</b>					
KNEX 1949	1540 250-D	McPherson Bcstg. Co. Inc. P. O. Box 186 1540		Ewart Mills, p Henry Dais, gm Vance Archer, cm	Claude Hughes, ce Cap., SES. AP G
KNEX-FM (CP)	Ch. 276 (A) 103.1mc 0.16kw				
<b>OLATHE</b>					
KPRS 1949	1590 1,000-D	Johnson County Bcstg. Co. Inc. 131 East Park St. 1200	LBS Continental	L. H. Witherspoon, p John Henry, cm William Sutherland, pd	Daniel Reed, ce Binky Witherspoon, wd Cap. AP RCA
<b>OTTAWA</b>					
KOFO 1949	1220 250-D	Ottawa Bcstg. Co. P. O. Box 46 1045		James N. Jobs, p & gm Herbert M. Jobs, sm, nd & fd Bernard R. Hawley, pd & sd	Thomas F. Ruble, cm Dantial W. Coltrane, ce Joy Van Meter, wd Cap. UP G
<b>PARSONS</b>					
KLKC 1948	1540 250-D	Community Bcstg. Co. Inc. 1904 Broadway 4050		Clyde M. Reed Jr., p Richard Scheele, gm Raeburn Drenner, pd	J. L. Teats, ce Thes. AP Col.
<b>PITTSBURG</b>					
KOAM 1937	860 10,000-LS 5,000-N DA	Pittsburg Bcstg. Co. Inc. Commerce Bldg. 2165	NBC Pearson	E. V. Baxter, p Lester E. Cox, vp R. E. Wade, g & cm	G. L. Wade, pmm Leo S. Stafford, ce Lester L. Cox, treas. Wld. AP WH
KSEK 1947	1340 250	Pittsburg Pub. Co. Hotel Besse Bldg. 742	LBS Cooke	O. S. Stauffer, p Thad M. Sandstrom, gm Warren Stout, cm	Ozzie Johnson, pd W. D. Brosseau, ce Dev Nelson, sd St. AP GE
<b>SALINA</b>					
KSAL 1937	1150 5,000 DA-N	KSAL Inc. Journal Bldg. 3701	MBS Pearson	R. J. Laubengayer, p Ray V. Jensen, m & cm Alfred Thompson, pd	N. E. Vance Jr., ce Paul Kelly, nd A. E. Horner, sd St., L-W AP WE

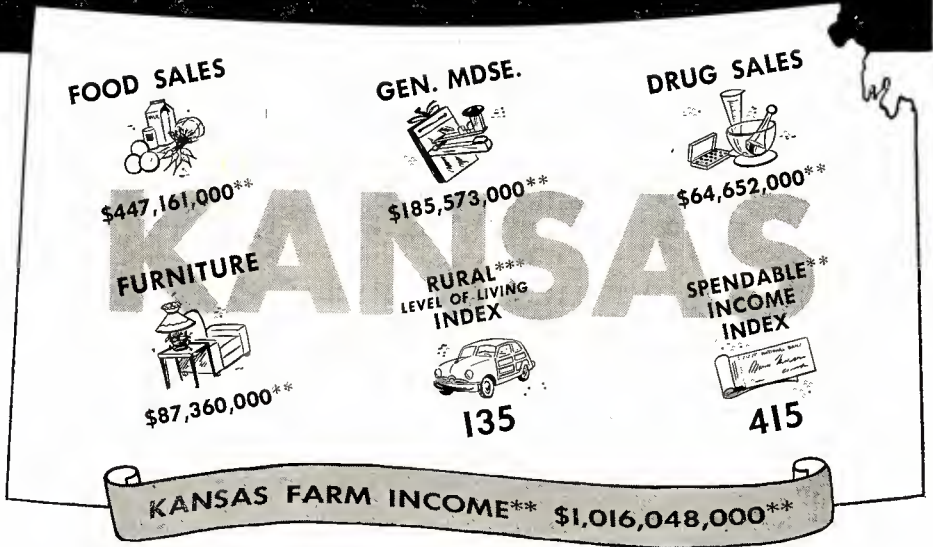
Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



# HERE'S MORE VALUABLE INFORMATION ABOUT THE KANSAS MARKET

Presented by WIBW—the station most listened to\* by the most people with the most money—the Kansas farm families.

Last year Kansas had a gross farm income of over one billion dollars. About 75% of the population lives outside a metropolitan area—on farms and in small towns through which passes the bulk of this billion dollar income. Your market is made up of those directly or indirectly dependent on agriculture.



Kansas families last year spent at retail \$3,295 against a national average of \$2,990.\*\* The state's index of gain in retail sales during the past decade is 415—one of the highest in the U. S.\*\*\*

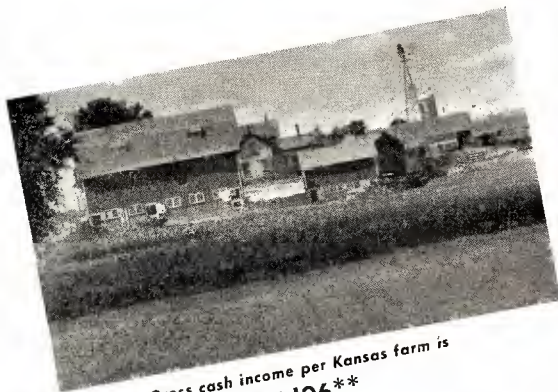
## WIBW A Farm Station Dominating A Farm Market

**HERE'S WHAT WE MEAN BY A "FARM MARKET."** Remember that farms are usually family units, living rent-free and producing much of their own food. A full decade of high prices for all farm products has made them and their surrounding small towns the most attractive, unexploited markets in America today.

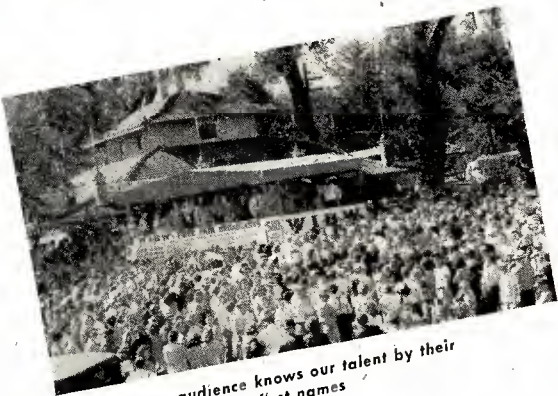
**HERE'S WHAT WE MEAN BY A "FARM STATION."** For twenty-six years WIBW has faithfully served the interests and needs of agricultural families and communities. The result is that we have what amounts to a monopoly on an audience that controls the spending of more than a billion dollars. They're not only loyal, but they're responsive. Last year the WIBW mail room cleared \$201,353.04 in cash and checks for our advertisers. Our farm service experts and entertainers are always the top drawing card at fairs and farm meetings.

Let us show you RESULTS that prove WIBW's sales influence in the farm market of Kansas, Nebraska, Missouri, and Oklahoma.

\* Kansas Radio Audience '50. \*\* Sales Management '50. \*\*\* Consumer Markets '49-'50.



Gross cash income per Kansas farm is \$7,196\*\*



Our audience knows our talent by their first names

# WIBW

Serving and Selling  
"THE MAGIC CIRCLE"

Rep.: Copper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN



DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

KANSAS—(Continued)

City	Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library News Service Transmitter
<b>TOPEKA</b>							
	KJAY 1949	1440 5,000-LS 1,000-N DA-2	S. H. Patterson 908 Kansas Ave. 3-1336	LBS Young Rambeau	S. H. Patterson, o John S. Major, g & cm Eddy Jones, pd Craig Lawson, pmm & nd Gale A. Totten, ce	Tex Smiley, fd Walt Lochman, sd Eleanor Roubesh, wd Norwood J. Patterson, tech. d	Cap. INS G
	KTOP 1947	1490 250	Charles B. Axton 212-14 West 6th St. 4-3444	MBS Ra-Tel	Charles B. Axton, o & gm Jack Warren Ostrode, pd Willard Peterson, ce	Ralph Smith, nd Merle Harmon, sd	Assoc. AP
	WIBW 1926	580 5,000 DA-N	Topeka Bcstg. Assn. 1035 Topeka Blvd. 3-2377	CBS Capper	H. S. Blake, p Ben Ludy, gm Hilton Hodges, cm Maude Carlson, pd	Allan Young, pmm Lewis Dickensheets, ce Wes Seyler, fd	L-W, St. AP, UP RCA
	WREN 1927	1250 5,000 DA-N	WREN Bcstg. Co. Inc. 411 W. 10th St. 20505	ABC Weed	R. C. Jackman, p Fred L. Conger, bus. m Gerald K. Baker, cm Max G. Falkenstein, prog. m & sd	Donald Heath, pmm Carl Bliesner, tech. m Allen Franklin, nd Julie Brooks, wd	Wld. UP WH
<b>WICHITA</b>							
	KAKE 1947	1240 250	KAKE Bcstg. Co. Inc. 418 W. Douglas 4-9369	MBS Radio Reps.	Jack Todd, gm Martin Bass, cm Graeme Fletcher, pd & nd	Harold Newby, ce Bill Young, sd	Wld. AP RCA
	KANS 1936	1480 5,000-LS 1,000-N DA	Taylor Radio and Tele- vision Corp. 1015 North Broadway 4-2387	NBC Taylor	O. L. Taylor, p Archie J. Taylor, gm Dudley Tichenor, cm Vernon Reed, pd & fd Russel L. Lowe, pmm	Ted Heithecker, ce George Gow, nd Jack Campbell, sd Elaine Erickson, wd	St. AP, UP Col.
	KFBI 1924	1070 10,000-LS 1,000-N DA	KFBI Inc. 200 East First St. 2-1447	ABC Avery-Knodel	Howard Lane, p Hale Bondurant, gm Dale McCoy, cm Henry Matison, pd B. J. Price, pmm	K. W. Pyle, ce Bob Gadberty, news & sp. events d Lester Weatherwax, fd Harry Smith, sd	Wld. UP RCA
	KFH 1922	1330 5,000 DA-N	Radio Station KFH Co. KFH Bldg. 24491	CBS Petry	John Rigby, p Marcellus M. Murdock, evp Frank V. Webb, gm Robert S. Hix, slm Thomas P. Bashaw, pd	Ruth Kimbley, pmm T. L. Kidd, ce Bruce Behymer, fd Glen Perkins, sd Ethel King, wd	L-W AP, UP WE
	KFH-FM 1948	Ch. 262 (B) 100.3mc 10.8kw					..... GE
	KWBB 1950	1410 1,000 DA-2	Wichita Beacon Bcstg. Co. 2829 Salina Ave. 7-1265		Louis Levand, p J. Milton Hall, gm Donald Wells, pd & sd	Ralph McClellan, ce Merritt Winsby, secy.-treas.	Cap. Thes. AP GE
<b>KENTUCKY</b>							
	ASHLAND						
	WCMJ 1935	1340 250	Ashland Bcstg. Co. 120 20th St. 3010	CBS Pearson	Gilmore N. Nunn, p Charles C. Warren, g & cm Whitney R. Martin, asst. & pmm & pd	Clarence C. Weaver, ce Edwin Paulin, traffic m George Marshall, nd Dick Martin, sd	Wld., Thes. UP RCA
	WCMJ-FM 1948	Ch. 229 (B) 93.7mc 4.4kw					..... WE
	BOWLING GREEN						
	(CP) WKCT 1947	1340 250 930 1,000-LS 500-N DA	J. Granville Clark Daily News Bcstg. Co. 415 Park Row 2640	ABC McGillvra	J. Ray Gaines, p Al Temple, gm & nd Houston Griffin, cm	Dee Huddleston, pd & sd Audrey Jackson, pmm & wd Jack Hendricks, ce	St. UP G
	WLBK 1940	1410 1,000 DA-N	Bowling Green Bcstg. Corp. 901 Fairview Ave. 1340	MBS Burn-Smith	Ken D. Given, p, gm, pd & nd Bob Proctor, cm & sd Wm. Kuznitsof, pmm Rondal L. Miller, ce	John Rose, fd (Mrs.) Judson Griffin, wd Joe S. Roemer, trans. sup.	Cap. AP RCA & G
	WBON (FM) 1948	Ch. 266 (B) 101.1mc 8.4kw	(WLBK, AM Affiliate)				..... GE
	CAMPBELLSVILLE						
	WLCK (CP) WTGO 1948	1450 250 1150 1,000-D	Taylor Bcstg. Co. So. Central Kentucky Bcstg. Co. 203 E. Main St. 250	KBS	H. T. Parrott, p Dr. Paul B. Shirley, vp James Shacklette, g & pmm & secy.-treas. Frank Hayden, cm	John Adkins, pd & sd James B. Crawley, ce Ken Knight, nd Howard Morrison, fd Lois Jones, wd	Wld., Cole UP G
	CORBIN						
	WCFT 1947	1400 250 CP:580 1,000 DA-N	Corbin Times-Tribune 308 S. Main St. 1071	MBS, KBS	J. Springer Robinson, p John L. Crawford, gm Kenneth Z. Turner, sm & pd	S. G. Hembree, c & pmm Russell Henson, ce Archie Wyatt, sd	Wld. AP Ray.
	COVINGTON						
	WZIP 1947	1050 250-D	WZIP Inc. Sixth & Madison Ave. Juniper 5300	KBS	Arthur Eilerman, p & gm Lloyd Baldwin, sm & pd		L-W, SES. Wld. AP
	DANVILLE						
	WHR 1947	1230 250	Commonwealth Bcstg. Corp. P. O. Box 234 1230	KBS Holman	W. T. Isaac, p & cm David B. Highbaugh, vp, pd, nd & fd	Henry C. Lovell, ce Haskell Jones, sd	Wld. AP Col.
	ELIZABETHTOWN						
	WIEL 1950	1400 250	Elizabethtown Bcstg. Co. P.O. Box 524 5151		J. W. Hodges, p W. J. Harris Jr., g & cm Wendell Rex Jones, pd & nd Russ Honeyman, pmm	Thomas Moore Baldwin, ce Chuck Hardin, fd Luther Richardson, sd Rita Hayes, wd	Assoc., Wld. UP Col.
	FRANKFORT						
	WPKY 1945	1490 250	Frankfort Bcstg. Co. Kentucky Ave. Ext. 2509	MBS Colton	B. C. Edwards, p W. Wallace Robinson, g & cm John Vroman, pd, nd & sd	Tom Smith, pmm, ce & fd Jane Dooley, wd	Cap. AP, UP G
	GLASGOW						
	WKAY 1950	1490 250	Glasgow Bcstg. Co. Happy Valley Rd. 598		Gordon E. Brown, p Louis Rayburn, g & cm Jack Eversole, pd	C. H. Hulse, ce Guy V. Beatty, secy.-treas.	Wld., St. UP WE

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in *italics*. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

# IN KENTUCKY, RIDE THE WAVE TO GREATER SALES!

WAVE is your best buy in Kentucky because WAVE concentrates on the State's biggest and most prosperous metropolitan market — the Louisville Retail Trading Zone!

The 1950 Census shows that the population of the Metropolitan County Vicinity is now 578,974 — up 28% over 1940 — while the State as a whole has *less* people than in 1940. And retail sales in the Metropolitan County Vicinity are now 388% greater than in 1939.

These are some of the reasons why WAVE has just completed its most successful year, with *more sponsors* buying *more time* than ever before in our 18-year history! Yes, a record year for WAVE despite the fact that Louisville has two network-connected TV stations and six other AM stations!

Outstanding local programming is another reason. Recently, for example, our Bob Kay has been MC'ing an amateur disc-jockey contest for the Oertel Brewing Company. Voting was invited on just *two* evening broadcasts — from 10:15 to 11:30 p. m. — and we were *swamped* with 23,908 mail returns!

Let Free & Peters give you the whole WAVE story, today!

**WAVE**  
(AM)

**WAVE-TV**  
(CHANNEL 5)

**WRXW**  
(FM)

FREE & PETERS, INC.



NATIONAL REPRESENTATIVES

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

KENTUCKY—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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.	Transc. Library News Service Transmitter
<b>HARLAN</b>					
WHLN 1941	1230 250	Blanfox Radio Co. Inc. Harlan 625	MBS, KBS Burn-Smith	R. E. Helms, co-o, p, g & cm J. Francke Fox, co-o & ce James T. Morgan, pd & pmm	Robert Porter, nd Shirley Phillips, fd Murry Woroner, sd ..... AP Col.
<b>HAZARD</b>					
WKIC 1947	1340 250	BMG Bcstg. Corp. Peoples Bank Bldg. Main 720	MBS Clark	Fred B. Bullard, p & gm Hugh R. Dunbar, c & pmm Charles W. Metcalf, pd & nd	James C. French, ce Richard H. Goodlette, secy.-treas. & sd Wld. AP Col.
<b>HENDERSON</b>					
WSON 1941	860 500-D	Henderson Bcstg. Co. Inc. Zion Rd. 3923	MBS Sears-Ayer	Hecht S. Lackey, p, g, nat'l cm & nd Ewing Graham, loc. cm Martin E. Schaeffer, pd	Vernon R. Nunn, ce Robert Cleveland, fd Jim Thacker, sd Dorothy R. McCormick, wd Wld. UP G
WSON-FM 1947	Ch. 258 (B) 99.5mc 20kw				..... ..... Fed.
<b>HOPKINSVILLE</b>					
WHOP 1940	1230 250	Hopkinsville Bcstg. Co. Inc. Cadiz Rd. 1025	CBS Sears & Ayer	F. Ernest Lackey, p & gm Katherine Peden, cm Charles Stratton, pd Jack Jones, pmm Leo. Y. Wilson, ce	Tom Covington, nd & sd Walter Wilson, fd Virginia Cornette, secy.-treas. Mary Duncan, wd ..... ..... L-W UP ..... ..... GE
WHOP-FM 1948	Ch. 254 (B) 98.7mc 8.8kw				..... ..... GE
<b>LEXINGTON</b>					
WKLX 1946	1300 1,000-DA-N	Fayette Bcstg. Co. Inc. 138 W. Short St. 3-0433	Walker	E. F. Prichard Sr., p Ted Grizzard, g & cm Jack Brooks, pd	Wm. Yount, ce Claude Sullivan, nd & sd St., L-W AP WE
WLAP 1922	630 5,000-LS DA-2 1,000-N	American Bcstg. Corp. Radio Bldg. 3-2727	ABC Pearson	Gilmore N. Nunn, p J. E. Willis, vp & gm Miller Welch, asst. m Henry Allin, pd Joe Delong, pmm	Henry C. Locklar, tech. sup. Doris Holtzclaw, traffic m J. B. Faulconer, sd Bette Maxwell, wd ..... ..... UP WE
WLAP-FM 1950	Ch. 233 (B) 94.5mc 4kw				..... ..... UP WE
WLEX 1946	1340 250	Central Kentucky Bcstg. Co. Russell Cave Pike 3-1977	LBS	J. D. Gay Jr., p J. E. Bouldin, gm Guthrie Bell, bus. m	Wallace Roach, ce Assoc. AP WE
<b>LOUISVILLE</b>					
WAVE 1933	970 5,000 DA-1	WAVE Inc. 334 East Broadway Wabash 2201	NBC Free & Peters	George W. Norton Jr., p Nathan Lord, vp & gm LeVell Waltman, cm George Patterson, pd Robert B. Elverman, pmm Charles Hill, asst. pd	James Caldwell, nd & d of sp. events Ed Kallay, sd Wilbur Hudson, ce Ann Hubert, wd ..... ..... AP RCA
WRXW (FM) 1947	Ch. 236 (B) 95.1mc 15kw	(WAVE, AM Affiliate)			..... ..... L-W, Thes. ..... .....
WAVE-TV 1948	Ch. 5 76-82mc 3.5kw-aur.; 7kw-vis.		ABC, NBC DuMont	Ralph Jackson, cm John H. Boyle, d of TV Burt Blackwell, d of studio prod.	Dick Jackson, sp. events d ..... ..... AP, INS RCA
WGRC 1936	790 5,000-LS 1,000-N DA-2	Northside Bcstg. Corp. Kentucky Home Life Bldg. Wabash 8871	MBS Walker	J. Porter Smith, p & cm C. L. Harris, gm Ward Hatcher, pd L. Doc Cassidy, pmm John W. McIntosh, bus. m	Perry W. Esten, ce Jack Donnell, nd C. M. East, fd Don Hill, sd Agnes Burke, wd St., L-W UP Fed.
WBOX (FM) 1947	Ch. 264 (B) 100.7mc 29.8kw	(WGRC, AM Affiliate)			..... ..... St., L-W UP Fed.
WHAS 1922	840 50,000	WHAS Inc. 6th & Broadway Wabash 2211	CBS Petry	Barry Bingham, p Victor A. Sholis, vp & d Neil D. Cline, sd Harold C. Fair, pd Richard W. Hughes, pmm	Orrin W. Towner, ce Dick Oberlin, nd Frank Cooley, fd Jimmy Finegan, sd Assoc. AP, UP WE
WHAS-FM 1944	Ch. 259 (B) 99.7mc 24kw				..... ..... GE
WHAS-TV 1950	Ch. 9 186-192mc 7.2kw-aur.; 9.6kw-vis.				..... ..... GE
WINN 1940	1240 250	Kentucky Bcstg. Corp. Earle Hotel Wabash 5148	Taylor	Harry McTigue, p & gm G. F. Bauer, slm Katherine McCarten, pd H. E. Roberts, pmm Melvin Scarsdale, ce James F. Brownlee, p Joe Eaton, g & cm Russell J. Pirkey, pd	George Partridge, prod. m Neil Savage, nd S. C. Hancher, fd George Reeves, sd Louise Weiller, wd D. C. Summerford, ce Jean H. Clos Jr., nd Mark Halleck, sd Wld. UP Col.
WKLO 1948	1080 5,000-LS DA-2 1,000-N	Mid-America Bcstg. Corp. Henry Clay Hotel Clay 4441	ABC Blair		..... ..... Assoc. UP .....
WKYW 1947	900 1,000-D	Radio Kentucky Inc. 431 West Jefferson St. Clay 4811	Burn-Smith	F. Eugene Sanford, p & treas. E. E. S. Weldon, vp & sm S. A. Cislser Jr., vp of ops. (Mrs.) J. E. Messervy, p Jack Frew, gm Lee Smith, pd	W. S. Lukenbill, cm David M. Wilburn, pd Noland Pontrich, ce St. AP WE
WLOU 1948	1350 1,000-D	Louisville Bcstg. Co. 2549 South 3rd St. Calhoun 3880	Sears & Ayer		..... ..... Cap. UP .....
<b>MADISONVILLE</b>					
WFMW 1950	730 250-D	Messenger Bcstg. Co. Inc. Madisonville 1885	LBS	Edgar Arnold Sr., p H. W. Wells, gm Elmer L. Kelley Jr., cm & sd Richard T. Harris, pd	Evers Mick, ce Edgar Arnold Jr., nd Ernest Claytor, fd Helen Murphey Oldham, wd Cap., St., Wld. AP, UP G
WFMW-FM 1949	Ch. 276 (A) 103.1mc 0.1kw				..... ..... RCA

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



# WHAS MAKES PEOPLE IN KENTUCKIANA

SHOP

LOOK

and  
LISTEN



TELEVISION IN THE WHAS TELEVISION



The only radio station serving and selling all of the rich Kentuckiana Market.

### THE WHAS-TV MARKET\*

Population 730,975  
Retail Sales \$700,978,000  
Food Sales \$137,306,000  
Effective Buying Income \$74,287,000  
\*Based on WHAS-TV half market hour

### THE WHAS KENTUCKIANA MARKET

Population 3,414,200  
Retail Sales \$2,007,859,000  
Food Sales \$474,196,000  
Effective Buying Income \$2,992,000  
\*Primary coverage in all of Kentucky plus 25 Southern Indiana counties

VICTOR A. SHOLIS, Director

NEIL D. CLINE, Sales Director

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

KENTUCKY—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library News Service Transmitter
<b>MAYFIELD</b>						
WKTM 1946	1050 1,000-D	Mayfield Bcstg. Co. Inc. Hotel Mayfield 46	Sears & Ayer	Frank Evens, p Wayne Morgan, g & cm Margaret Dowdy, pd Jack Neely, pmm & nd	Joseph Hargrove, ce J. B. Fowler, fd George Baxter, sd Hallie Vandergriff, wd	L-W UP G
WNGO 1947	1320 1,000-D	West Kentucky Bcstg. Co. Inc. P. O. Box 26 1204	Friedenberg	H. M. Suthard, p Henry Y. Jones, gm Charles E. Scholes, pd & nd Boyce Swann, pmm	Horace Bowden, fd John Shelton, sd Linda Monroe, wd	Cap. AP G
<b>MAYSVILLE</b>						
WFTM 1947	1240 250	Standard Tobacco Co. Inc. 626 Forest Ave. 1400	MBS Grant	Charles P. Clarke, p J. M. Finch Jr., secy.-treas. John W. Betts, gm Horace J. Simpson, cm Gene A. Waters, pd & fd	Harvey L. Cross, ce Harold Sagroves, nd Earl D. Jones, sd Dorothy S. Wood, wd	St., Wld. UP G
<b>MIDDLESBORO</b>						
WMIK 1948	560 500-D	Tri-State Bcstg. Co. Inc. Middlesboro 980	Holman	Dr. U. G. Brummett, p H. Webster Taylor, gm Maurice K. Henry, c & pmm	Tal England, ce	Wld. AP G
<b>MURRAY</b>						
WNBS 1948	1340 250	Murray Bcstg. Co. Inc. P. O. Box 548 1340		Ed Griffin, sm		Wld. AP .....
<b>NEWPORT</b>						
WNOP 1948	740 1,000-D DA	Tri-City Bcstg. Co. 606 Monmouth St. Juniper 7100	LBS Forjoe	James G. Lang, p Anna Mae Rolfes, gm Robert W. Prigge, cm Doug Nunn, pd & nd	Elmer C. Drake, ce Robert W. Weis, sd Rosemary Martin, wd	Wld. UP Ray.
<b>OWENSBORO</b>						
WOMI 1937	1490 250	Owensboro Bcstg. Co. Owensboro 3-1558	MBS, KBS Burn-Smith	Lawrence W. Hager, p Hugh O. Potter, g, c & pmm Cliffordean Potter, pd & wd	Harold I. Peters, ce Marshal Bruner, fd, sd & asst. m	L-W AP RCA ..... ..... GE
WOMI-FM 1948	Ch. 223 (B) 92.5mc 60kw					Wld. UP GE
WVJS 1947	1420 1,000 DA-2	Owensboro On The Air Inc. 324 Allen St. 3-3521	Rambeau	V. J. Steele, p Malcolm Greep, gm John T. Rutledge, cm Lawrence W. Adams, pd & nd Leola C. Hayden, pmm	Robert Earl Jagoe, ce Chas. C. Steele, pdm Ed Erwin, sd Irene May, wd	Wld. UP GE
WVJS-FM 1948	Ch. 241 (B) 96.1mc 45kw					..... ..... Fed.
<b>PADUCAH</b>						
WKYB 1946	570 1,000-LS DA-2 500-N	Paducah Newspapers Inc. 504 Kentucky Ave. 800 (WKYB, AM Affiliate)	MBS Ra-Tel	E. J. Paxton Jr., gm Sam Livingston, bus. m & sd Zack Hill, pd	C. G. Sims, ce Patricia Paxton, wd	St., Cap., Assoc. AP RCA
WKYC (FM) 1947	Ch. 227 (B) 93.3mc 32kw					..... ..... Fed.
WPAD 1930	1450 250	Paducah Bcstg. Co. Inc. Taylor Bldg. 4100	CBS Sears & Ayer	Pierce E. Lackey, p Prewitt Lackey, gm Linn Wolff, cm & pd Ray Mofield, asst. prog. & pmm, nd & sd	Lula Harris, chief bkpr. Jane Jones, wd U. C. Morris, ce	L-W UP G
WPAD-FM 1946	Ch. 245 (B) 96.9mc 18kw					..... ..... Fed.
<b>PAINTSVILLE</b>						
WSIP 1949	1490 250	Big Sandy Bcstg. Co. Meade Bldg. 1196	MBS Devney	W. Howes Mead, p Ted Arnold Silvert, g & cm Ed Shadburne, pd & sd	James Noonan, ce Dorothy Marsh, wd	L-W, Cap. UP Ray.
<b>PIKEVILLE</b>						
WLSI 1949	900 1,000-D	Cumberland Pub. Co. Pikeville 456		W. J. Ward, p Frank R. Knutti, sm & pd Tom Holland, cm	Guy Ferrell, ce Dale Forrester, nd & fd Ted Kauffman, sd	L-W UP G
WPKE 1949	1240 250	East Kentucky Bcstg. Corp. Pikeville 1280	MBS	Thaddeus Scott, p Jack Shubinski, gm & sd Edward Damron, cm	Avon Nelle S. Schuler, pd & wd Lewis M. Owens, ce Bill Hart, nd	St. AP RCA
<b>PRESTONSBURG</b>						
WPBT (CF) 1947	960 1,000-D	Kentucky Mountain Bcstg. Co.				
<b>PRINCETON</b>						
WPKY 1950	1580 250-D	Princeton Bcstg. Co. Highway U. S. #62 2072		Leslie Goodaker, o & gm Marvin Mahoney, cm (Mrs.) Leslie Goodaker, pd	Wilburn Wilson, ce	Cap. AP G
<b>SOMERSET</b>						
WSFC 1947	1240 250	Southeastern Bcstg. Co. Inc. P. O. Box 526 907	MBS Colton	Mike Layman, gm Don Orwin, cm & nd John A. Hartnett, pd	Ralph Denton, ce Bob Haney, sd Helen Layman, wd	Wld. AP G
<b>VANCLEVE</b>						
WMTC 1948	730 1,000-D	Kentucky Mountain Holiness Assn. Vanclave 3	Continental	Dr. Lela G. McConnell, p Wilfred Fisher, g & cm & fd Violet Person, pd & wd	M. E. Picazo, ce L. A. Bouck, nd & pdm	Wld. AP Ray.
<b>VERSAILLES</b>						
WVLK 1947	590 1,000 DA-1	Bluegrass Bcstg. Co. 218 East Main 2-7177	MBS Burn-Smith	A. B. Chandler, p Donald J. Horton, gm Lynn E. Knox, cm O. C. Halyard Jr., pd & sd	Paul Holbrook, nd Paul Dunbar, ce Bud McClain, fd	..... AP G

LOUISIANA

<b>ABBEVILLE</b>						
KROF 1948	960 1,000-D	Abbeville Bcstg. Service Inc. Box 620 90	PBS	George P. Martin, g & cm & ce (Mrs.) Ebbalou Martin, pd, pmm & wd		Wld. AP WE

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in *italics*. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



**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; Transc. Library News Service Transmitter  
 Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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.	Transc. Library News Service Transmitter	
<b>ALEXANDRIA</b>						
KALB 1935	580 5,000-LS 1,000-N DA	Alexandria Bcstg. Co. Inc. 505½ Johnston St. 2-3335	ABC Louisiana Weed	Walter H. Allen, p T. B. Lanford, secy.-treas. Willard L. Cobb, gm W. D. Melson, cm David Kent, sta. d	Tom Journeay, pmm & nd Alex Marchand, fd Jesse R. Sexton, ce Bob Hart, sd Enid Norred, wd	Wld., Mac. AP, UP RCA
KALB-FM 1935	Ch. 245 (B) 96.9mc 10.75kw					
KSYL 1947	1400 250	KSYL Inc. P. O. Box 1489 6611	NBC Ra-Tel	Milton Fox, p & cm Harold Wheelahan, vp Paul H. Goldman, gm Bruce Rainey, pd	Jack McCall, pmm & fd Sylvan Fox, asst. m Raymond S. Schreiber Jr., ce Paul Mitchell, nd & sd	L-W AP G
KVOB 1948	970 1,000 DA-N	Central Louisiana Bcstg. Corp. 1710 Jackson St. 2-0481	MBS McGillvra	Roy O. Martin, p Virgil G. Evans, g & pmm (Mrs.) Eleanor Hall Wagner, cm Bette Evans, pd & wd	John Crawford, ce Don Traphagen, nd Jerry Pierce, sd	Assoc. AP G
KVOB-FM 1948	Ch. 259 (B) 99.7mc 4.7kw					
<b>BASTROP</b>						
KTRY 1948	730 250-D	Morehouse Bcstg. Co. Box 193 1400		Nathan Bolton, p A. R. McCleary, vp Bill Davis, gm G. I. Johnson, cm Gene Presson, pd	S. E. Eckhardt, ce (Mrs.) A. R. McCleary, secy. Jack Stapleton, sd Pauline Skender, wd	St. AP G
<b>BATON ROUGE</b>						
WAFB 1948	1460 5,000 LS 1,000-N DA	Modern Bcstg. Co. of Baton Rouge Guarantee Income Life Insurance Bldg. 4-8571	MBS Walker	Louis S. Prejean, p Tom E. Gibbens, gm John F. Screen, cm John E. Ferguson, pd, pmm, nd & sd	Donald K. Allen, ce Gordon Loudon, fd Florence Polizoito, wd	Thes. AP RCA
WAFB-FM 1948	Ch. 282 (B) 104.3mc 3kw					..... WE
WIBR 1948	1220 250-D CP:1300 1,000 DA-2	Community Bcstg. System P. O. Box 1226 4-9493	LBS Cooke	Robert Earle, g & cm		L-W UP .....
WJBO 1934	1150 5,000 DA-N	Baton Rouge Bcstg. Co. Inc. 444 Florida St. 2-5271	NBC Louisiana Hollingbery	Douglas L. Manship, p J. Roy Dabadie, vp & gm Charles Garvey, slm Ralph H. Sims, pd	Robert H. Searce, nd, prod. sup. & sd Charles P. Manship Jr., secy.-treas. Vernon E. Dudley, ce	Wld. AP, UP RCA
WBRL (FM) 1941	Ch. 251 (B) 98.1mc 7.6kw	(WJBO, AM Affiliate)				..... WE

1st in the nation  
in percentage increase in  
**POPULATION**

Now 88th in the  
country in total  
**SALES**

Well within the top 100 cities  
in the U.S. in  
**BUYING POWER**

**TODAY...EVERYTHING'S BIGGER IN BATON ROUGE**

**INCLUDING THE LISTENING DOMINANCE OF**



**Baton Rouge Has the Market!  
WJBO Has the Audience!**

Population	1950	1940	% Change	Rank in Nation
Central City Area	124,000	34,700	257.0	1st in % increase
	156,000	88,400	77.0	6th in % increase

Market Data	1949	Rank in Nation
Total Retail Sales	\$154,746,000.00	88
Per Family Effective Buying Income	5,241.00 (tot. \$241 million)	88
Drug Store Sales	5,568,000.00	76
Furniture, Household and Radio Sales	10,938,000.00	87
General Merchandise Store Sales	20,827,000.00	100
Food Store Sales	26,270,000.00	129

Every 3rd Radio\* in use  
in America's Fastest  
Growing Market is Tuned  
to **WJBO**

\* Conlan Survey conducted during week of  
Nov. 27, 1949

All figures copyrighted 1950 Sales Management Survey of Buying Power and  
January 1, 1951 issue Sales Management. Further reproduction not licensed.



(AM) **WJBO**  **WBRL** (FM)

5,000 Watts AFFILIATE 7,600 Watts  
Baton Rouge, Louisiana  
Affiliated with State-Times and Morning Advocate  
Representatives: George P. Hollingbery Co.



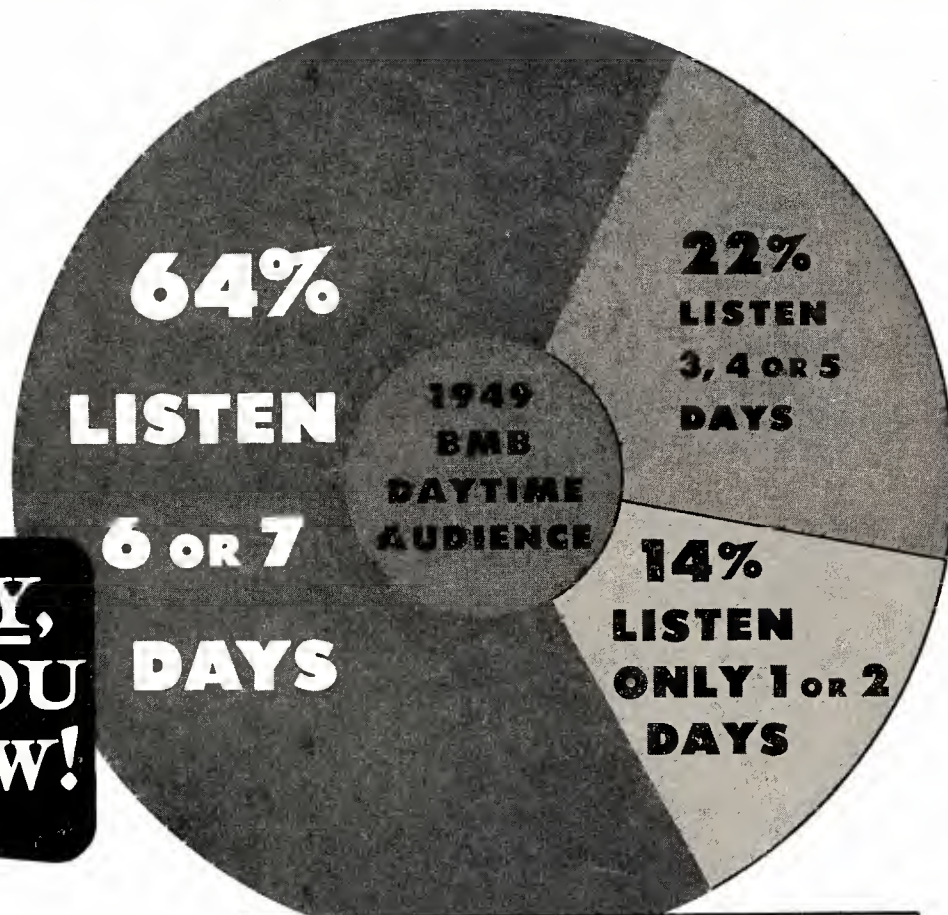
DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

LOUISIANA—(Continued)

City	Call Letters	Chan. or Freq.	Name of Licensee	Network	Owner	Executive Abbreviations	Transc. Library
Established	Power	Headquarters Address	Telephone Number	Representative	o; Pres. p; Exec. op 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.		News Service Transmitter
<b>BATON ROUGE—(Continued)</b>							
	WLCS 1946	1400 250	Air Waves Inc. 205 North St. 2-4411	ABC Rambeau	R. F. Cangelosi, p Earl H. Smith, gm Lamar Simmons, cm Herman Nelson, pd	Quitman Henley, pmm J. E. Van Valkenburg, ce Lee Coney, nd Daisy Lee Boyd, wd	Assoc. AP, INS WE
	WLCS-FM 1948	Ch. 266 (B) 101.1mc 0.9kw					
<b>BOGALUSA</b>							
	WIKC 1947	1490 250	I. K. Corkern Jr. P. O. Box 811 1906	MBS, KBS, LBS Louisiana	I. K. Corkern Jr., p, g & cm J. A. Gatewood, pd & sd		Wid. AP G
<b>CROWLEY</b>							
	KSIG 1947	1450 250	Acadia Bcstg. Co. 101 N. Parkerson Ave. 1450	LBS Louisiana McGillvra	Max J. Thomas, p & pmm B. Hillman Bailey Jr., gm Jay Hoffpauir, cm Freda S. Thomas, pd Clovis L. Bailey, ce	Frieda R. Lyons, traffic m Alden C. Sonnier, nd Jim Cathey, fd H. I. Mitchell, sd Marilyn Maurer, wd	L-W AP G
<b>DE RIDDER</b>							
	KDLA 1950	1010 1,000-D	Sabine Bcstg. Co.				
<b>HAMMOND</b>							
	WIHL 1947	730 250-D	WIHL Bcstg. Co. 101 E. Thomas St. 960	KBS Louisiana	F. E. Curnutt, ptrn., gm & ce J. K. Ferris, cm	Geo. Bonnell, pd	
<b>HOUMA</b>							
	KCIL 1946	1490 250	Charles W. Lamar Jr. P. O. Box 1031 6828	MBS, LBS	Charles W. Lamar Jr., p Frank Conwell, gm Joseph S. Strada, cm Dick McMullen, pd & sd	Frank King, pmm D. L. Jones, ce Jane Anne Wykoff, nd & wd Iven Bergeron, fd	Wid. AP G
<b>JENNINGS</b>							
	KJEF 1950	1290 500-D	Jennings Bcstg. Co. Inc. P. O. Box 935 1155	Louisiana	Max J. Thomas, p & pmm Cleve C. Griffin, gm & sd B. Hillman Bailey Jr., cm Clovis L. Bailey, pd	Edgar E. Barton Jr., ce Alden C. Sonnier, nd G. L. Newman, fd	AP, UP ..... .....
<b>LAFAYETTE</b>							
	KLFY 1950	1390 500-D	Camella Bcstg. Co. P. O. Box 367 4211		Paul H. DeClouet, p Stanley G. Young, gm J. W. Corcoran, cm Brooks Read, pd, nd & fd	Mildred R. Bland, pmm & wd William H. Bland Jr., ce Bill Patton, sd	St. UP GE
	KVOL 1935	1330 1,000 DA-N	Evangeline Bcstg. Co. Inc. 519 S. Buchanan 5111	NBC Meeker	George H. Thomas, gm Evan H. Hughes, sta. & pmm Louis P. Pilcher, ce	Al Terry, fd Lowell McCrary, sd Eva Landry, wd	Thes. AP Col. ..... RCA
	KVOL-FM 1949	Ch. 241 (B) 96.1mc 15kw					
<b>LAKE CHARLES</b>							
	KLOU 1947	1530 1,000 DA-1	Pelican Bcstg. Co. Inc. 134 Clarence St. 7277	CBS Walker	H. Vernon Anderson, p John L. Vath, g & cm & sd Sidney H. Morse, pd & nd	Lucille Storer, pmm Andrew Vargo, ce Sara M. Anderson, secy.-treas.	Cap. AP .....
	KPLC 1935	1470 5,000-LS 1,000-N DA	Calcasieu Bcstg. Co. P. O. Box 1521 2713	NBC Louisiana Weed	T. B. Lanford, p David Wilson, gm P. E. Mills Jr., cm Bob Thompson, pd	Don Evans, pmm & nd A. B. Craft Jr., ce Jimmie Bascheim, fd John Allen, sd	Wid. AP, UP RCA
	KWSL 1947	1400 250	A. Stanford Dudley 1 Mill St. 6-1401	MBS Friedenberg	A. Stanford Dudley, o, g & pmm Tom Gresham, cm Roy K. Rhodes, pd, nd & sd	LaVance Carson, ce	L-W UP Ray.
<b>MONROE</b>							
	KLIC 1950	1230 250	Dr. Frank P. Cerniglia Strauss Bldg. 3518	MBS	Dr. Frank P. Cerniglia, p, g & pmm Robert Powell, cm	Hiller Hesdorffer, pd & sd Henry N. Fones, ce Troy Bland, sp. events d	Cap. UP Col.
	KMLB 1930	1440 5,000-LS 1,000-N DA	Liner's Bcstg. Station Inc. Hotel Frances, 4321	ABC Louisiana Taylor	J. C. Liner, o Charles Price, g & cm (Mrs.) Marjorie Watson, pd Joe Pierce, pmm & nd O. L. Morgan, ce	Mac Ward, fd Dallas Wales, sd Dorothy Fountain, wd	Wid. UP G
	KMFM(FM) 1948	Ch. 281 (B) 104.1mc; 17kw	(KMLB, AM Affiliate)		C. McCoy, ce		
	KNOE 1944	1390 5,000 DA-N	James A. Noe Bernhardt Bldg. 912	NBC, LBS Ra-Tel	James A. Noe, p Robert E. Bausman, gm Lloyd Lenard, cm	Irving Zeidman, pd Jack Ratliff, ce Dean Seaton, sd	Assoc. AP RCA

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

**IT'S EASY,  
WHEN YOU  
KNOW HOW!**



**H**ERE's proof that KWKH *know-how*, built through 25 years of experience, pays off in larger audiences *and in greater audience-loyalty*.

The 1949 BMB Report credits KWKH with a Daytime Audience of 303,230 families in 87 Louisiana, Arkansas and Texas counties. 194,340 families (64% of the total daytime audience) listen to KWKH "6 or 7 days weekly"—67,470 (or 22%) listen "3 or 4 days weekly", and only 40,510 (or 14%) listen as little as "1 or 2 days weekly".

When these figures are weighted in BMB approved manner, KWKH comes up with an average daily daytime audience of 227,701 families—or *more than 75% of its total weekly audience!*

Shreveport Hoopers tell the same sort of story. Month after month and year after year, KWKH consistently gets *top ratings, Morning, Afternoon and Evening!*

Yes, *know-how pays!* Get all the facts about KWKH, *today!*

**HOOPERS TALK, TOO!**

	Share of Audience (March-April, 1950)			
	KWKH	"B"	"C"	"D"
Weekday Mornings	44.6%	17.0%	25.2%	12.9%
Weekday Afternoons	41.6%	26.8%	13.3%	16.3%
Evenings (Sun. thru Sat.)	46.4%	25.3%	12.2%	14.2%
Sunday Afternoons	27.9%	23.2%	18.5%	26.4%
TOTAL RATED TIME PERIODS	43.5%	24.0%	15.5%	15.4%

**KWKH**

**Texas**

**SHREVEPORT**

**LOUISIANA**

**Arkansas**

The Branham Company  
Representatives

Henry Clay, *General Manager*

**50,000 Watts • CBS •**



LOUISIANA—(Continued)

City	Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations 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.	Transc. Library News Service Transmitter
<b>NATCHITOCHES</b>						
	KWCJ	1450	Natchitoches Bestg. Co. Inc.		Dr. William H. Pierson, p	AP
	1947	250	P. O. Box 232, 2353		Charles L. Planchard, gm	AP
<b>NEW IBERIA</b>						
	KANE	1240	New Iberia Bestg. Co.	MBS	George H. Thomas, gm	L. M. Blackmon, ce
	1946	250	P. O. Box 383 965		Dierrell Hamm, m	Kearney Escagne, fd
	KVIM	1570	Queen City Bestg. Co.		Donald Bonin, pd, pmm, nd & sd	
	1950	1,000-D	P. O. Box 50 2121		George H. DeClouet, p	Val Jensen, pd
					Richard J. Gregory Jr., g, c & pmm	Wm. H. Bland, ce
						Gladys Case, wd
<b>NEW ORLEANS</b>						
	WBOK (CP)	800 1,000-D-DA	Jules J. Paglin			
	WCHF (CP)	1540 50,000-LS DA-2 25,000-N	Louisiana Bestg. Co.			
	WDSU	1280 5,000 DA-1	WDSU Bestg. Service 520 Royal St. Tulane 4371	ABC Blair	Edgar B. Stern, ptrn. Edgar B. Stern Jr., mgng. ptrn. Robert D. Swezey, gm Louis Read, cm Stanley Holiday, pd	Marion Annenberg, pmm Lindsey Riddle, ce Mel Leavitt, sd Joyce Smith, wd
	WDSU-FM	Ch. 287 (B) 105.3mc 153kw				Wid., Assoc. AP, UP RCA
	WDSU-TV	Ch. 6 82-83mc 15kw-aur.; 31kw-vis.		ABC, CBS, DuMont, NBC Blair-TV	Ray Rich, pd Rose Wetzell, film d	GE
	WJBW	1230 250	Louise C. Carlson Cigali Bldg. Magnolia 3488	PBS Rambeau	(Mrs.) Louise C. Carlson, p & gm P. Shannon, cm Ed Prendergast, pd Ed Carlson, pmm	Cap. AP, INS GE
	WJBW-FM (CP)	Ch. 298 (B) 107.5mc 5kw				
	WJMR	990 250-D	Supreme Bestg. Co. Inc. Jung Hotel Canal 0356		William Cortada, p George A. Mayoral, vp & gm Harry J. Thiele, cm Bertha Simpson, traffic m Robert Murphy, pd	S. Whitmire, pmm John Eleckley, nd Duke Thiele, sd Jean Leslie, wd
	WRCM (FM)	Ch. 246 (B) 97.1mc; 52kw	(WJMR, AM Affiliate)			L-W UP
	1946					REL

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in *italics*. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

**MY COVERAGE CAN'T HOLD A CANDLE TO WDSU NEW ORLEANS**

**WDSU-AM**

**WDSU-TV**

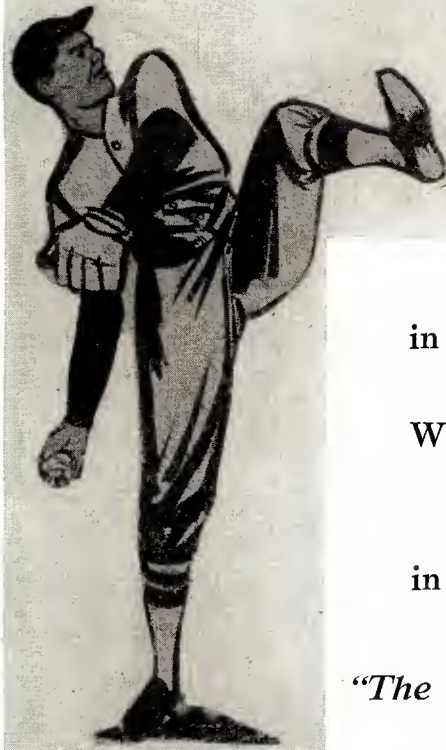
**WDSU-FM**

**AM TV FM WDSU NEW ORLEANS**

Call Your **JOHN BLAIR** Man!



City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transc. Library News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
<b>NEW ORLEANS—(Continued)</b>						
WMRY 1950	600 500-D	Southland Bestg. Co. 2107 Dryades St. Tulane 4841	Pearson	Lester Kamin, p & mgng. d Mort Silverman, g & cm Vernon E. Bradbury, ce Malcolm LaPlace, nd & sd	Theresa Foy, wd Russell E. Offhaus, asst. & pmm & pd	UP Col.
WNOE 1922	1060 50,000-LS 5,000-N DA-2	James A. Noe St. Charles Hotel Raymond 0423	MBS Ra-Tel	James A. Noe, o James E. Gordon, p & gm Winston S. Dustin, vp chg sls. Paul Beville, sim Beverly C. Brown, pd	Ray Liuzza, pmm Albert J. Bourgeois, ce William R. Hyatt, tech. d Jim Steel, sd Bill Monroe, nd	St. SES. AP, UP RCA
WSMB 1925	1350 5,000 DA-N	WSMB Inc. Maison Blanche Bldg. Magnolia 5921	NBC Petry	N. L. Carter, p H. Wheelahan, gm		
WSMB-FM 1948	Ch. 274 (B) 102.7mc 56kw					
WTFS 1948	940 1,000-LS 500 N-DA	The Times Picayune Pub. Co. 615 North St. Canal 5561	LBS Branham	L. K. Nicholson, p H. F. Wehrmann, gm J. R. O'Meallie, cm	M. J. Clarke, pd G. W. Deblieux, ce	Assoc., Cap. AP WE
WTFS-FM 1947	Ch. 239 (B) 95.7mc 55kw					
WWEZ 1947	690 5,000 DA-2	WWEZ Radio Inc. Hotel New Orleans Canal 3421	Hollingbery	A. L. Chilton, p Joe A. Oswald, gm Wm. D. Matthews, asst. m.		
WWL 1922	870 50,000 DA-1	Loyola U. Roosevelt Hotel Raymond 2194	CBS Katz	Thomas J. Shields, p W. H. Summerville, gm Larry Baird, cm E. M. Hoerner, pd Robert Tompkins, pmm	J. D. Bloom, ce John Kent, nd George Shannon, fd Bill Bregel, sd Jill Jackson, wd	AP, UP RCA
WWLH (FM) 1946	Ch. 262 (B) 100.3mc 12kw	(WWL, AM Affiliate)				Fed.
<b>OPELOUSAS</b>						
KSLO 1947	1230 250	KSLO Bestg. Co. P. O. Box 392 2633	MBS, KBS LBS Louisiana Sears & Ayer	William E. Jones, p & gm E. E. Peyton, cm Byron Davidson, pd Freddie J. Hebert, ce	Floyd Cormier, nd Dudley Lastrape Jr., fd John A. Chauvin, sd Peggy Pollard, wd	UP WE
<b>RUSTON</b>						
KRUS 1947	1490 250	Clarence E. Faulk Jr. 103 N. E. Railroad Ave. 1490	MBS	C. E. Faulk Jr., p Lloyd A. Goodin, g, c, & pmm & pd	C. J. Gillespie, ce	L-W UP Col.



**A DIRECT PITCH!!!**

Reach more than 1/2 million Colored people in the WMRY coverage area.

Programmed for Negroes by Negroes, WMRY is effectively directing the buying habits of this vast faithful audience.

WMRY is the only sure way of sharing in all of this \$431,000,000.00 market.

*"The Sepia Station"* **WMRY** *"600 on the dial"*  
NEW ORLEANS, LA.

*"The one Direct Approach to New Orleans' Largest Major Market"*  
JOHN E. PEARSON CO., NAT'L REP. MORT SILVERMAN, GEN'L MGR.

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

LOUISIANA—(Continued)

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 Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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.	Transc. Library News Service Transmitter	
<b>SHREVEPORT</b>						
KCIJ 1950	980 5,000-D	Southland Bcstg. Co. 710 Milam St. 4-6681	LBS	Lester Kamin, p & gm James Grant Greer, c & pmm Mayland Harriman, pd Joel E. Wharton, ce	Martin Kirsch Jr., sm Marjorie V. Cobb, nd & wd Morris Twomey, fd Kenneth Albrecht, sd	Thes. UP Col.
KENT 1947	1550 1,000-LS 500-N DA	Frank H. Ford 311 Milam St. 3-3681	MBS Walker	Frank H. Ford, p Frank H. Ford Jr., cm Bob Murray, pd L. J. Carlson, ce	Bill Monroe, nd & pmm Bill Rutledge, fd Al Donaldson, sd	St. AP Ray.
KRMD 1928	1340 250	Radio Station KRMD New Jefferson Hotel 6171	ABC Taylor	Glenn V. Wilson, m Wm. L. Switzer, sta. d		
KRMD-FM	Ch. 266 (B) 101.1mc 11kw					
KTBS 1929	710 10,000-LS 5,000-N DA	Radio Station KTBS Inc. 312 East Kings Highway 7-3644	NBC Texas Quality Petry	Allen D. Morris, p Cecil K. Beaver, gm Deane R. Flett, pd & nd Marie Giford, pmm	Dean R. Upson, natl. slm. Charles F. Whitesides Jr., loc. slm. C. H. Maddox, ce	SES AP, UP RCA
KWKH 1925	1130 50,000 DA-N	International Bcstg. Corp. Commercial Bldg. 2-8711	CBS South Central Branham	John D. Ewing, p Henry B. Clay, gm B. G. Robertson, cm Horace Logan, pd	James T. Briggs, pmm W. E. Antony, ce Bob Shipley, nd Barney Ghio, sd	L-W AP, UP RCA
KWKH-FM 1948	Ch. 233 (B) 94.5mc; 13.5kw					..... WH

MAINE

<b>AUGUSTA</b>						
WFAU 1946	1340 250	Twin City Bcstg. Co. Inc. 160 Bangor St. 2540	MBS Yankee Forjoe	Faust Couture, p Norman G. Gallant, gm Willard Blaisdell, pd Edward Weaver, pmm	Robert Parker, ce Dwight Wheeler, nd Larry Droper, sd Catherine Rice, wd	St. AP Ray.
WRDO 1932	1400 250	WRDO Inc. 175 Water St. 2285	NBC Maine New England Weed	Adeline B. Rines, p Jack S. Atwood, gm Donald K. Powers, cm & sd Leslie R. Hubley, pd & pmm	Harold T. Dinsmore, ce Danny I. Kelly, nd Linwood Brofee, fd Mary Lou Faulkner, wd	Thes. UP RCA
<b>BANGOR</b>						
WABI 1921	910 5,000 DA-N	Community Bcstg. Serv- ice 57 State St. 6446	ABC Young	Murray Carpenter, co-o & gm Horce Hildreth, co-o George Ginyar, sd	Leon P. Gorman Jr., cm Dick Bronson, pd, nd & fd Walter Dickson, ce	..... AP
WGUY 1947	1230 250	Guy Gannett Bcstg. Serv- ice P.O. Box 732 7354	CBS New England Raymer	Guy P. Gannett, p Samuel G. Henderson Jr., m Harvey M. Grant, cm Lauris P. MacGown, sup. engr.	(Mrs.) Elisabeth A. Kihlmire, pd & wd Charles R. Sandford, sd	..... UP GE
WGUY-FM 1947	Ch. 226(B) 93.1mc; 10.8kw					
WLBZ 1926	620 5,000 DA-N	Maine Bcstg. Co. 100 Main St. 6023	NBC Maine New England Weed	Adeline B. Rines, p Edward E. Guernsey g & cm Irving S. Hunter, pd George D. Chapman, pmm	John Wibby, ce William Mincher, nd Jake Brofee, fd	Thes. UP WE
<b>BIDDEFORD</b>						
WIDE 1948	1400 250	Biddeford Bcstg. Corp. 234 Main St. 4-4566	MBS Yankee Devney	Gordon J. Lewis, p, g & cm Burleigh Brown, pd	Chrysoula Drivas, pmm & wd Arthur Deters, ce	Cap. UP G
<b>HOULTON</b>						
WABM 1950	1340 250	Aroostook Bcstg. Corp. 1340 North Rd. 2257		H. E. Umphrey, p H. D. Glidden, gm Forrest Craig, cm Jerry Flesey, sm Ted Coffin, pd, fd & pmm H. N. Tongren, p	R. W. MacIntosh, ce Ralph Barrett, nd Sid Cook, sd Margaret Hanks, wd	Thes. AP RCA
WHOU (CP)	1400 250	Northland Bcstg. Co. c/o Lt. H. N. Tongren Electronic Supply Office Great Lakes, Ill. (Waukegan, Ill.) Majestic 2300, ext. 241				
<b>LEWISTON</b>						
WCOU 1938	1240 250	Twin City Bcstg. Co. Inc. 223 Lisbon St. 4-6921	MBS Yankee Forjoe	Faust Couture, p John C. Libby, gm & sd Oscar Normand, cm Herbert Fontaine, pd	Donald Mason, ce Ray Mormand, nd Harold Alberghini, fd Diana Gould Penney, wd	St. SES. UP RCA
WCOU-FM 1948	Ch. 230(B) 93.9 mc 13.7kw					..... WH
WLAM 1947	1470 5,000 DA-N	Lewiston-Auburn Bcstg. Corp. 129 Lisbon St. 4-5401	ABC McKinney	Elden H. Schute Jr., p Frank S. Hoy, gm Gerald T. Higgins, c & pmm William Finkeldey, pd & sd	Leslie R. Hall, ce F. Parker Hoy, nd Cecilia Butler, wd	..... AP RCA
<b>PORTLAND</b>						
WCSH 1925	970 5,000 DA-N	Congress Square Hotel Co. 157 High St. 2-0181	NBC Maine New England Weed	Adeline B. Rines, p William H. Rines, mgng. d Albert W. Smith, cm Arthur Owens, prog. m Linwood T. Pitman, asst. sta. & pmm	Daniel H. Smith, ce William McCrory, nd Linwood Brofee, fd James MacWilliams, sd Agnes Gibbs, wd	Thes. AP, UP RCA
WGAN 1938	560 5,000 DA-N	Guy Gannett Bcstg. Services 390 Congress St. 2-7423	CBS New England Raymer	Guy P. Gannett, p Laurence H. Stubbs, vp Creighton E. Gatchell, gm & treas. Richard E. Bates, sls rep.	Roger W. Hodgkins, ce Francis H. Farnum Jr., pd & pmm Worthen C. Cornish, sd	L-W AP, UP RCA
WMTW 1946	1490 250	Radio Enterprises Inc. 212 Middle St. 4-2649	MBS Yankee Forjoe	William O'Neill, p Abbott Smith, gm Donald J. Curran, sm	Horace Ruiz, ce Dick Smith, sd Ethel Grey, wd	Assoc. AP .....
WFOR 1946	1450 250	Oliver Bcstg. Co. Chapman Bldg. 3-8111	ABC McKinney	Harold H. Meyer, p & gm William J. Mullen, cm Raymond Mercier, pd Anne Bradford, pmm Roger Perry, ce	Blake Ellis, nd Ralph Fenno, sd Martha Standish, wd Emeline Paige, wd	St. AP GE

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transc. Library News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
<b>PRESQUE ISLE</b>						
WAGM 1931	1450 250	Aroostook Bcstg. Corp. 180 State St. 8821	Continental	Harry E. Umphry, p Harold D. Glidden, gm Forrest Craig, cm Ted Coffin, pmm, pd & fd	Lester E. Hughes, ce Ralph Barrett, nd Sid Cook, sd Margaret Hanks, wd	Thes. AP .....
<b>WATERVILLE</b>						
WTVL 1946	1490 250	Kennebec Bcstg. Co. 36 Silver St. 2700	ABC New England McKinney	Carleton D. Brown, p, co & gm Harold Vigue, cm Paul W. Huber, pmm, pd & sd Donald S. Sutherland, ce	Al Martin, nd Paul Willey, fd Marguerite Staples, wd	St. AP RCA

## MARYLAND

### ANNAPOLIS

WANN 1946	1190 1,000-D	Annapolis Bcstg. Corp. 25 School St. 2500	Continental	Morris H. Blum, p & gm Thomas S. Carr, vp, sta. & cm Arthur P. Dietz, ce		..... UP Ray
WASL 1946	810 250-D	Chesapeake Radio Corp. P. O. Box 508 9211		Robert Blalock, p & gm Patrick W. Larkin, cm & fd Muriel E. Blalock, pd & wd	Jean S. Larkin, pmm Stanley C. Leek Jr., ce Bill Earl, nd & sd	Wld. AP, TP Col.
WNAV 1949	1430 1,000 DA-N	Capital Bcstg. Co. P.O. Box 829 2639	LBS McGillvra	Albert H. MacCarthy, p H. Philip Nesbitt, gm Wm. T. O'Connor, cm Patricia Dugan, pd	Ted Jaffee, pmm Paul C. Jones, ce Ralph Pennewell, nd & sd	Cap., Assoc. AP, TP GE
WNAV-FM 1948	Ch. 256 (B) 99.1mc 16.6kw					..... WH

### BALTIMORE

WAAM (TV) 1948	Ch. 13 210-216mc 14kw-astr; 26kw-vis.	WAAM Inc. 3725 Malden Ave. Mohawk 7600	ABC DuMont H, R & P	Ben Cohen, p Norman C. Kal, evp Kenneth Carter, gm Helen Powers, adm. d Armand Grant, asst. gm chg sls	Herbert Cahan, pd Ben Wolfe, d of engrg. Glenn Lahman, ce Tony Farrar, pdm Harriett George, publ. d	Wld. UP, TP RCA
-------------------	--	--	---------------------------	--	---	-----------------------

(w) *POR*

# RICHARD'S ALMANAC

PORTLAND, MAINE

Vol. 1, Number 1

January, 1951

**F**enno's Sport Program Gets 18,000 Letters in one month.

Portland, Me:

Ralph Fenno, WPOR's ace sportscaster has received more than 18,000 cards and letters from his listeners after seeking the assistance of his audience in naming an All-Western Maine High School Football Team.

**C**ONTINUAL interest in behalf of sports in Maine has made WPOR the leading listening post in the Portland area. Presentations of gold

footballs by WPOR and watches by Ed Hacker, President of Ballard Oil and Equipment Co. to winning players indicates WPOR's interest in maintaining the leading voice in sports in Maine.

**WPOR** apologizes to Ben Franklin (1706-1790) for almost stealing a masthead—and to the Philly Ad Club, which does.

**T**O invest one's advertising \$ wisely, contact Everett-McKinney, Inc. in New York, Chicago, San Francisco, or Los Angeles. In Boston call "Elmer."

### Weather Forecast

Portland: Indications, based on past performance, are that Portland will have its usual unpleasant, nasty, abominable winter weather. Fortunately for WPOR most people stay at home and use radio for their principal means of entertainment.

**S**UMMER weather, of course, is superb and hundreds of thousands of new potential listeners come into the WPOR area, many to stay the entire season.

**WPOR** only station carrying weather reports direct from the Weather Bureau. 7:25 a.m., 8:05 a.m., 6:40 p.m.

### Bowdoin College Schedules WPOR for Basketball

Brunswick, Me:

Play by play Bowdoin basketball will be carried during the 1950-51 season by WPOR. Game time 8:00 pm Wed. and Sat.

**If** you've read this far may we wish you a Merry Xmas and a Happy New Year.

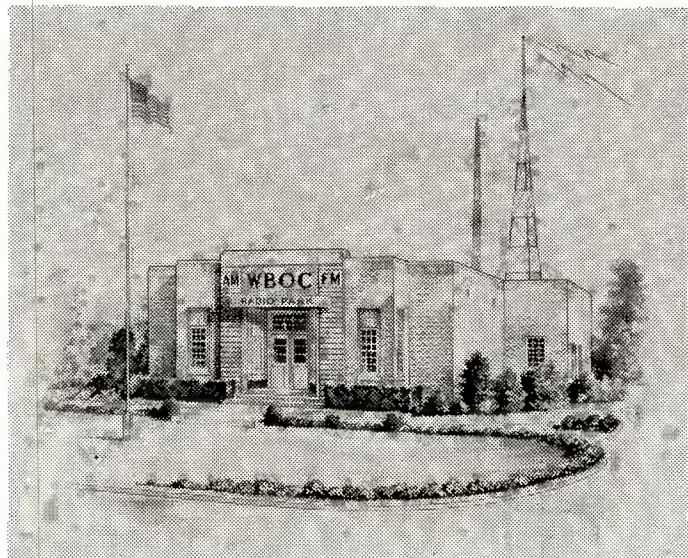


MARYLAND—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp eyp; 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.	Transc. Library News Service Transmitter
<b>BALTIMORE—(Continued)</b>					
WBAL 1925	1090 50,000 DA-N	Hearst Radio Inc. 2610 N. Charles St. Hopkins 3000	NBC Petry	Charles B. McCabe, p Tom A. Brooks, vp & gm Harold C. Burke, vp & sm John Wilner, vp chg. engrg.	D. L. Privost, bus. m Leslie H. Peard Jr., cm William Rock, pdm & fd William C. Bareham, ce Assoc. AP, UP, INS WH
WBAL-TV 1948	Ch. 11 198-204mc 13kw-aur.; 27kw-vis.			Willis K. Freiert, loc. slm Arnold Wilkes, prog. m Fred Heywood, pdm	United RCA
WBMD 1947	750 1,000-D	Key Bcstg. Corp. 4 W. Eager St. Mulberry 7095	McGillvra	George E. Hull, p H. Shelton Earp Jr., g. c & pmm Thomas O'Connor, pd, nd, fd & sd	Russell Morgan, ce Polly Dorsey, wd AP
WCAO 1922	600 5,000 DA-1	The Monumental Radio Co. 1102 North Charles St. Mulberry 0600	CBS Raymer	Lewis M. Milbourne, p L. Waters Milbourne, evp & gm Robert M. Richmond, asst. slm & pmm	George L. Filling, pd Martin L. Jones, ce Wm. C. Conhurst, nd John Lewis, sd Wld. AP WH
WCAO-FM 1948	Ch. 274 (B) 102.7mc 20kw				
WCBM 1924	680 10,000 LS 5,000-N DA-2	Baltimore Bcstg. Corp. North & Harford Aves. Belmont 8400	MBS Weed	John Elmer, p & cm George H. Roeder, gm Charles A. Roeder, pd & nd	Grace Culleton, pmm G. Porter Houston, ce UP, INS RCA
WFBR 1922	1300 5,000 DA-1	The Baltimore Radio Show Inc. 10 E. North Ave. Mulberry 1300	ABC Blair	Robert S. Maslin, p John E. Surrick, vp & gm J. H. L. Trautfelter, vp & treas. William S. Pirie Jr., d of sls. W. Bert Hanauer, pd	Robert S. Maslin Jr., publ. d & secy William Q. Ranft, ce John M. Alderson, nd Stewart R. Kennard, d of sp. events Wld. AP, UP RCA
WITH 1941	1230 250	Maryland Bcstg. Co. 7 East Lexington St. Lexington 7808	Headley-Reed	Thomas G. Tinsley Jr., p & gm Robert C. Embry, vp & cm Marilee Considine, pd	James S. Duff, ce Bill Dyer, sd St. AP WE
WITH-FM 1945	Ch. 282 (B) 104.3mc 20kw				

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in *italics*. *N*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

# ONE OF AMERICA'S FINER STATIONS



CROSSLEY "SHARE OF AUDIENCE" RATINGS  
(7 days average, 10:00 AM to 10:00 PM)

**WBOC 75.8**      Second highest 5.6  
All Others 18.6

BMB HOME COUNTY AUDIENCE 93%

**MARYLAND'S SECOND MARKET**  
(The Eastern Shore)  
Population 289,582  
Radio Homes 78,935  
Retail Sales \$313,845,000

1,000 WATTS . . . 960KC . . . FULL TIME

# WBOC

**Studios:**

Salisbury, Md.  
Pocomoke, Md.  
Seoford, Del.

**President:**

John W. Downing

**Manager:**

Charles J. Truitt

**NATIONAL REPS: Burn—Smith Co., Inc. RADIO PARK . . SALISBURY, MD.**



## *Think* ABOUT PROGRAMMING

WBAL is affiliated with NBC. *Think* what that means in programming. Besides NBC's Big Shows . . . WBAL's fine local programs . . . with people like Al Ross, Galen Fromme and many others . . . make WBAL the BIG station.



## *Think* ABOUT POWER

WBAL is the only station in Maryland with 50,000 watts. *Think* what that means in coverage. Besides the rich Baltimore and State of Maryland territory . . . WBAL is the BIG station for a great part of the middle Atlantic states.



## *Think* ABOUT MERCHANDISING

WBAL boasts a complete promotion and merchandising department. *Think* what that means in selling. There's a direct tie-up with your product and WBAL . . . at the point of sale.

# THINK OF **WBAL** RADIO BALTIMORE

NBC AFFILIATE

*When Trying to Reach Maryland and the Rich Middle Atlantic States*

*Nationally represented by Edward Petry and Co.*

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

MARYLAND—(Continued)

City	Call Letters	Chan. or Freq.	Name of Licensee	Network	Executive Abbreviations	Transc. Library
Established	Power	Telephone Number	Headquarters Address	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.	News Service Transmitter
<b>BALTIMORE—(Continued)</b>						
	WKRE (FM)	Ch. 294 (B) 106.7mc 20kw	The Tower Realty Co.			
	WMAR (TV)	Ch. 2 54-60mc 10kw-aur.; 16kw-vis.	The A. S. Abell Co. Baltimore & Charles Mulberry 5670	CBS Katz	Wm. F. Schmick Sr., p E. K. Jett, vp & d of radio Earnest A. Lang, cm	Robert B. Cochrane, pd Carlton G. Nopper, ce AP RCA
	WSID	1010 1,000-D	United Bestg. Co. 1143 Conn. Ave., N. W. Wash., D. C. STERling 7265	Forjoe United	Richard Eaton, p & nd Albert R. Lanphear, g & cm & sd Helen Wherley, pd, pmm & wd	Leroy Reckling, d of engrg. Will Taylor, fd TP Col.
	WWIN	1400 250	Belvedere Bcstg. Co. 5740 Reisterstown Rd. Mohawk 4400		Thomas F. McNulty, p Beatrice Y. Jarrett, cm	Lenore Feldman, pd H. A. Kemp, ce Assoc. WE
	WWIN-FM	Ch. 234 (B) 94.7mc 20kw				WH
	<b>BETHESDA</b>					
	(Chevy Chase)	1120	Broadcast Management	IMS	Willard D. Egolf, p & d Arthur Stringer, sm Grace Campbell Egolf, pd Bethesda Newspapers Inc. Sales Agents: Jack McGill	Donald Herr, ce Carl J. Batter, treas. Parker H. Jones, secy. (Mrs.) Florence Parker, asst. secy.-treas. L-W, Assoc. UP Col.
	WBCC	250-D	Inc. 5 Wilson Lane Oliver 2800			
	WBCC-FM	Ch. 292 (A) 106.3mc 0.5kw				
	<b>BRADBURY HEIGHTS</b>					
	WBUZ (FM)	Ch. 244 (A) 96.7mc 0.42kw	Chesapeake Bcstg. Co. Inc. 4421 Southern Ave., S.E. Hillside 8796	Transit Radio	Leslie L. Altman, p & gm	Vernon V. Story, ce TP G
	<b>CAMBRIDGE</b>					
	WCEM	1240 100	The Shore Bcstg. Co. Box 333 1580	MBS	John W. Downing, p Charles J. Truitt, gm James H. Wood, cm	Edward H. Brigham, pd & sd Jerrold P. Merritt, ce Thes. UP Col.
	<b>CUMBERLAND</b>					
	WCUM	1490 250	The Tower Realty Co. P. O. Box 360 5400	CBS Meeker	Karl F. Steinmann, p Malcolm A. Campbell Jr., gm, pd & sd Roy S. Knotts, cm Eldred Steinman, pmm	Paul Clendenning, ce Larry Merritt, nd Russ Reynolds, fd Martha Delano, wd Thes. AP RCA
	WCUM-FM	Ch. 275 (B) 102.9mc 1.29kw				
	WDYK	1230 250	R. A. Raese 450 Byrd Ave. 5001	ABC Radio Reps.	Richard A. Raese, p & gm George J. Kapel, sta. & cm William A. Vaughn, pd Walter R. Roberts, pmm	Jack Harvey, ce Sid Darion, nd Carl Holler, sd L-W AP, UP Col.
	WTBO	1450 250	Cumberland Bcstg. Co. 31 Frederick St. 299	NBC	Aurelia S. Becker, co-o, g, c & pmm Charles Z. Heskett co-o John Ridgeway, ce	Wm. Loy, nd Mike Hurst, sd AP, UP
	WTBO-FM	Ch. 295 (B) 106.9mc 1.34kw				
	<b>FREDERICK</b>					
	WFMD	930 1,000 DA-N	Monocacy Bcstg. Co. E. Church St. 1626	CBS	Laurence Leonard, p James W. Robertson, gm & ce	William E. Hardy, cm Evelyn Leonard, pd Wld. AP RCA
	WFMD-FM	Ch. 260 (B) 99.9mc 2kw				WE
	<b>HAGERSTOWN</b>					
	WARK	1490 250	United Bestg. Corp. 128 S. Prospect St. 4500	ABC United Radio Reps.	Richard Eaton, p S. E. Phillips Jr., g & pmm Albert R. Lanphear, cm & mgng. d	Hunter Ream, pd & fd G. Harold Brewer, ce Charles Eckstine, nd & sd AP GE
	WJEJ	1240 250	Hagerstown Bcstg. Co. Inc. Franklin Court 2323	MBS Walker	Grover C. Crilley, p & gm William Paulsgrove, c & pmm Robert Leshner, pd & fd Geo. McIntire, ce	Ellis G. Hoover, treas. Glen Thomas, nd Joe Snyder, sd Maralyn Hawbaker, wd L-W AP GE
	WJEJ-FM	Ch. 284 (B) 104.7mc 1.5 kw				
	<b>HAVRE DE GRACE</b>					
	WASA	1330 1,000-D	The Chesapeake Bcstg. Corp. P. O. Box 97 800	KBS Schepp-Reiner	Jason T. Pate, p & gm Charles W. Irwin, cm W. Edwin Baekey Jr., pd	William O. Kuntz, ce UP Ray.
	<b>SALISBURY</b>					
	WBOC	960 1,000 DA-N	The Peninsula Bcstg. Co. Radio Park 6131	MBS Burn-Smith	John W. Downing, p Charles J. Truitt, g, c & pmm	John W. Downing Jr., pd & nd Jack W. Ward, ce L-W, Wld. AP RCA
	WBOC-FM	Ch. 248 (B) 97.5mc 12kw				
	<b>SILVER SPRING</b>					
	WGAY	1050 1,000-D	Tri-Suburban Bcstg. Corp. 11306 Kemp Mill Rd. Shepherd 1050	Pan American	John W. Kluge, p Joseph L. Brechner, secy.-treas., g, c & pmm Ernie Tannen, pd & nd	Nicholas J. Chaconas, ce John Mills, fd Chuck Dulane, sd Wld. AP, TP Col.
	WGAY-FM	Ch. 272 (A) 102.3mc 0.44kw				RCA
	WOOK	1590 1,000-D	United Bestg. Co. 1143 Conn. Ave., N. W., Washington, D. C. Sterling 7265		Richard Eaton, p, g & cm, nd & fd Arnold B. Fort, pd	Harvey Glascock, pmm & asst. gm Leroy Reckling, d of engrg. UP Col.
	WOOK-FM	Ch. 240 (A) 95.9 mc 0.59kw				

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

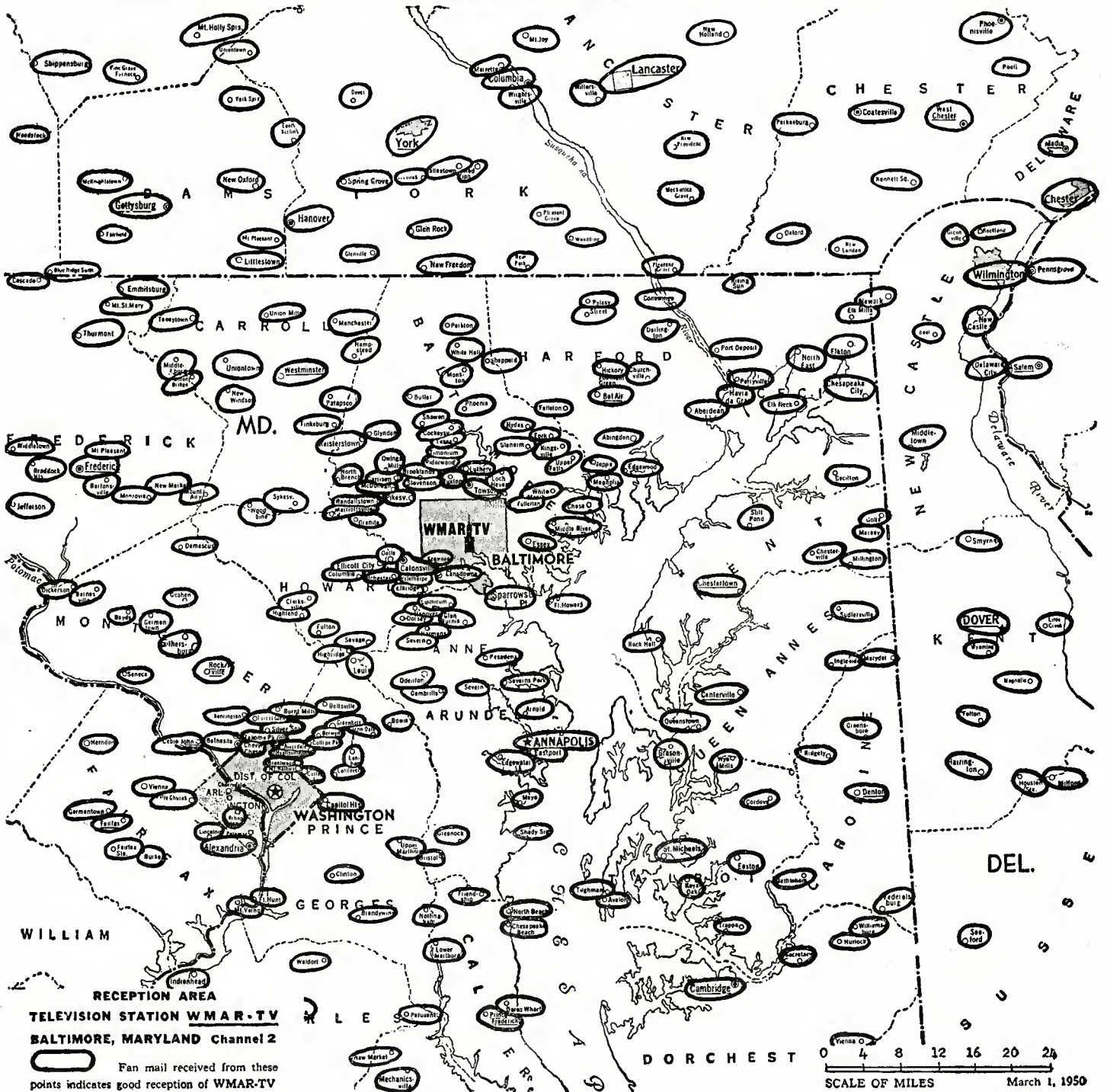


# WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY

BALTIMORE 3, MARYLAND



**RECEPTION AREA**  
**TELEVISION STATION WMAR-TV**  
**BALTIMORE, MARYLAND Channel 2**  
 ○ Fan mail received from these points indicates good reception of WMAR-TV

**WMAR-TV delivers the largest evening audience of any radio or television station in Baltimore.\***

\* "WMAR-TV won the distinction of being first station in nation to outrank all AM stations in its market in average evening audience."—Variety

Television affiliate of the Columbia Broadcasting System—Represented nationally by the Katz Agency, Inc., New York

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

MASSACHUSETTS

Executive Abbreviations

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. Transc. Library UP News Service Transmitter

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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	Transc. Library UP News Service Transmitter
<b>ATTLEBORO</b>						
WARA 1950	1320 1,000 DA-2	Attleboro Radio Association Bronson Bldg. 1320	Bannan Walker	J. Ottmar, gm & treas. Keith S. Field, sm William A. Dawson Jr., cm Henry A. Felix, pd Henry Ottmar, pmm	Stanley A. Emery, ce Jim Elliott, nd Stanley Morgan, fd Bill Crowley, sd J. O. Sherman, wd	Thes. UP RCA
<b>BEVERLY</b>						
WIBL (CP)	1540 250-D	Conant Bcstg. Co. Inc.				
<b>BOSTON</b>						
WBMS 1946	1090 1,000-D	WBMS INC. 35 Court St. Lafayette 3-5616		Jack N. Berkman, p George Lasker, gm Frederic S. Bailey, cm Martin Bookspan, pd, pmm & sd	J. Herbert Rattigan, ce Bill Stewart, nd Benjamin Tilt, fd Evelyn Victor, wd	UP WE
WBZ 1921	1030 50,000 DA-1	Westinghouse Radio Stations Inc. 1170 Soldiers Field Rd. Algonquin 4-5670	NBC New England Free & Peters	Walter Evans, p Walter E. Benoit, vp Edwin R. Borroff, gen. slm W. C. Swartley, sm C. M. Meehan, slm	W. H. Hauser, ce John G. Stilli Jr., adv. & sls, pmm W. Gordon Swan, prog. m Wendell Davis, publ. d	Thes., Assoc. AP, UP WH
WBZ-FM 1942	Ch. 225 (B) 92.9mc 20kw					
WBZ-TV 1948	Ch. 4 66-72mc 7.13kw-aur.; 14.3kw-vis.		NBC NBC Spot	C. Herbert Masse, slm Iran Berlow, prog. sup.	Sidney V. Stadig, tech. sup.	..... RCA
WCOP 1935	1150 5,000 DA-2	Mass. Bcstg. Corp. 435 Boylston St. Copley 7-0123	ABC Katz	John Cowles, p Craig Lawrence, gm A. N. Armstrong Jr., cm Gene King, pd John Wilkoff, pmm	Roland C. Hale, ce Henry Lundquist, pdm Harry Wheeler, loc. slm Ron Cochran, nd Mildred Bailey, wd	St. AP, INS WE
WCOP-FM 1948	Ch. 264 (B) 100.7mc 20kw					..... GE
WEEI 1924	590 5,000 DA-1	Columbia Bcstg. System 182 Tremont St. Hubbard 2-2323	CBS New England Radio Sales	Harold E. Fellows, gm Wilbur S. Edwards, asst. g & cm Raymond G. Girardin, pd Charles B. H. Vaill, pmm Harold A. Dorschug, ce	Thomas H. Calhoun, pdm Frederick H. Garrigus, pub. affairs & sp. events d Marie H. Houlihan, publ. d John J. Murray, asst. to gm	L-W AP, UP GE
WEEI-FM 1948	Ch. 277 (B) 103.3mc 20kw					
WHDH 1926	850 50,000 DA-2	Matheson Radio Co. Inc. 6 St. James Ave. Hancock 6-5500	Elair	Robert B. Choate, p William B. McGrath, mgng. d Arthur T. Brush, cm George N. Perkins, pd William E. Shea, pmm	Philip K. Baldwin, ce Joseph Kelley, fd Leo Egan, sd Christine Evans, wd	St. AP WH
WHDH-FM 1948	Ch. 233 (B) 94.5mc 20kw					..... WE
WMEX 1934	1510 5,000 DA-1	The Northern Corp. 70 Brookline Ave. Commonwealth 9300		Wm. S. Pote, gm Larry Flynn, slm		
WNAC 1922	1260 5,000 DA-N	The Yankee Network 21 Brookline Ave. Commonwealth 6-0800	MBS Yankee Petry	Linus Travers, evp in chg. of sls.		
WNAC-FM 1945	Ch. 253 (B) 98.5mc 20kw					
WNAC-TV 1948	Ch. 7 174-180mc 13.3kw-aur.; 26.6kw-vis.		ABC, CBS DuMont	George Steffy, vp TV opers. Harry Whittemore, tech d Paul Keyes, publ. d	James C. Richdale, Jr. sls & pmm	

Data corrected to Dec. 6, 1950. If executives or services for FM or TV 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-N—Directional Antenna, night only. DA-1—Directional Antenna some pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

# WMEX

MEANS


EXTRA

SALES

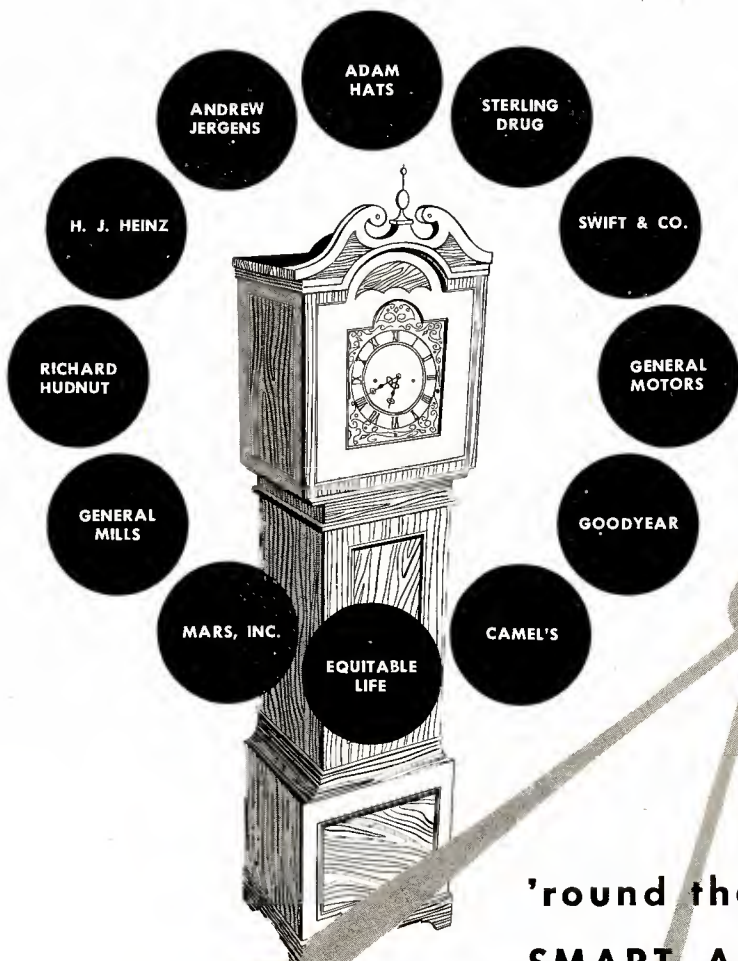
IN BOSTON

**WILL MEAN EXTRA SALES IN**

**BOSTON**







'round the clock . . .

SMART ADVERTISERS choose

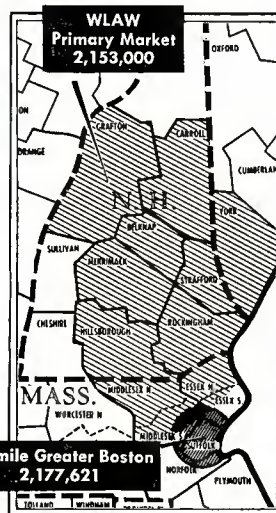
# WLAW

LAWRENCE, MASS.

In selling New England, the country's smartest spot radio users are guided by these two facts: First, the 2,153,000 population of the ten-county market adjacent to north Boston is the virtual equivalent of Greater Boston's 2,177,621. Second, this big north-of-Boston market is dominated\* by one 50,000 watt, low cost station — WLAW, while Boston itself is divided between twelve radio stations!

\*20%-80% family coverage in each of ten counties.

(THE 50,000 WATT ABC STATION FOR GREATER NEW ENGLAND)



MASSACHUSETTS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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	Transc. Library News Service Transmitter
<b>BOSTON—(Continued)</b>						
WORL 1950	950 5,000-D	Pilgrim Bcstg. Co. 92 State St. Lafayette 3-4000		Joseph A. Dunn, p Arthur E. Haley, g & cm Norm Prescott, pd Robert Cabitt, pmm	Claire Crawford, asst. slm John Parker, ce Bernard Kamenske, nd	AP Ray
WVOM 1948	1600 5,000 DA-1	The Boston Bcstg. Corp. 1 Harvard St., Brookline Beacon 2-5650	McGillvra	Benjamin Bartzoff, evp & gm		UP, TP Ray.
<b>BROCKTON</b>						
WBET 1946	990 1,000-D	Enterprise Pub. Co. 60 Main St. 7062	Colton	Charles A. Fuller, gm Earle G. Clement, cm Mark L. MacAdam, tech. d William W. Pierce III, prod. d	Arthur Jones, fd Walt Dunbar, sd Freddie Seymour, wd	Thes., SES. AP Col.
WBET-FM 1948	Ch. 249 (A) 97.7mc 0.8kw					GE
<b>CAMBRIDGE</b>						
WTAO 1948	740 250-D	Middlesex Bcstg. Corp. 439 Concord Ave. Eliot 4-6745		Frank J. Lyman Jr., p Ted Swift, gm E. Lawrence Anderson, cm	Arthur Tacker, pd Arthur Richardson, ce	AP Temco
WXHR (FM) 1947	Ch. 245 (B) 96.9mc 5kw	(WTAO, AM Affiliate)	Continental	John A. Thornton, sm & pd Richard Craig, sim		Harvey
<b>CHICOPEE</b>						
WACE 1946	730 1,000-D	Regional Bcstg. Co. Radio Center 2330	IMS Gene Grant	John S. Begley, p Ralph J. Robinson, g & cm Charles J. O'Malley, pd & sd	Robert Begley, pmm Richard Glinka, ce Gay Campbell, wd	AP RCA Wld., Thes., Cap., & Mac.
WACE-FM 1947	Ch. 262 (B) 100.3mc 3.2kw					
<b>FALL RIVER</b>						
WALE 1948	1400 250	Narragansett Bcstg. Co. 374 Central St. 4-1400	MBS Yankee Walker	George L. Sisson Jr., p & gm Nellie F. McCain, pd Roland J. Berube, ce	Hartwell Daley, nd & fd Jim Arkison, sd	UP Ray.
WSAR 1921	1480 5,000 DA-2	The Fall River Bcstg. Co. Inc. Academy Bldg. 7-9477	ABC Headley-Reed	Frank W. Miller, p Melvin Lahr, gm & treas. Cornelius D. Sullivan, cm Angus Bailey, pd John Crowley, pmm	John Pavao, ce Marjorie W. Bean, office m Joseph Welch, nd George Sampson, sd	St., L-W UP WH
<b>FITCHBURG</b>						
WEIM 1941	1280 1,000 DA-N	WEIM Fitchburg Inc. 717 Main St. 1600	MBS Yankee Kettell-Carter	Henry G. Molina Jr., gm Carter S. Knight, cm	Jim Chalmers, pd	Thes. AP
WFGM 1950	1580 1,000-D	Wachusett Bcstg. Co. 455 Main St. 6377	Devney	Ansel E. Gridley, p, g & cm Edward J. Penney, pd Donald L. Coleman, ce	Loren C. Smith, nd Duke Savitt, sd	Cap. INS Ray.
<b>FRAMINGHAM</b>						
WKOX 1947	1190 1,000-D	Suburban Bcstg. Co. Smith Bldg. 7409	Grant	Richard E. Adams, sta. & pmm James H. Shoemaker, cm Lee Emmerich, pd & sd	Francis Bartol, ce Jim Robbins, nd Carol Claire, wd	UP Ray.
<b>GARDNER</b>						
WHOB 1946	1490 250	The Gardner Bcstg. Co. 39 Pleasant St. 1490	Rambeau	David M. Richman, p F. W. Hull, gm	Parker Vincent, ce	AP GE
<b>GREENFIELD</b>						
WHAI 1938	1240 250	John W. Haigis 356 Main St. 4301	MBS Yankee Walker	John W. Haigis, p John W. Haigis Jr., gm Horace W. Nichols, cm Ira I. Hewey, pd & sd Thomas J. Kelly, pmm	Leland F. Wheeler, ce Graydon Spragg, nd Donald A. Tuttle, fd Audrey C. Clark, wd	Thes., Assoc. AP Col.
WHAI-FM 1948	Ch. 252 (A) 98.3mc 1kw					REL
<b>HAVERHILL</b>						
WHAV 1947	1490 250	Haverhill Gazette Co. 30 How St. 44733	Friedenberg	John T. Russ, p & gm Robert Kimel, c & pmm Kenneth Ash, pd, nd & sd	Paul A. Hurd, ce Eileen Kneeland, wd	Wld., SES. AP Ray.
WHAV-FM 1947	Ch. 223 (B) 92.5mc 20kw					WE
<b>HOLYOKE</b>						
WHYN 1941	560 1,000 DA-1	Hampden-Hampshire Corp. 180 High St. 8238	MBS Yankee Walker	Charles N. DeRose, gm Patrick J. Montague, cm John Vondell Jr., pd	Fred Peach, pmm Jack Paley, chief oper. Helen Hope, wd	L-W, St. UP RCA
WHYN-FM 1947	Ch. 226 (B) 93.1mc 20kw			Charles Tamm, chief oper.		GE
WREB 1950	930 500-D	Valley Bcstg. Corp. 323 High St. 2-3296		Harold G. Robator, gm & pd Anthony DeMarco, treas. Albert Beaupre, cm Arthur Beaton, ce	Fran Hammel, nd Tom Eaton, sd Dorothy Drewsen, wd	Assoc., SES. AP G
<b>LAWRENCE</b>						
WCCM 1947	800 1,000-D	The Lawrence Bcstg. Co. 54 Essex St. 37171	Colton	Geo. H. Jaspert, p, gm & ce William C. Engel, cm & pd	Ernest Labranche, sd Christine Cartwright, wd	AP GE
WLAW 1937	680 50,000 DA-1	Hildreth & Rogers Co. 278 Essex St. 4107	ABC New England Raymer	Irving E. Rogers, p, treas. & gm David M. Kimel, loc. cm Frederick P. LaFey, pd Fred A. Sullivan, pmm	George A. Hinckley, ce Nona Kirby, regional sim Bob Moore, nd Arthur Flynn, sd	St., Wld. UP WE
WLAW-FM 1947	Ch. 229 (B) 93.7mc; 20kw					Ray.

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in *italics*. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transc. Library News Service Transmitter
				Owner; Pres. p; Exec. vp evp; cm; Sales Mgr. sim; Prog. Dir. pd; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. Chief Eng. ce; Prom. Mgr. pmm; A. G. Michaels, ce; Fred Simmonds, nd Ann Bradford, wd	
<b>LOWELL</b>						
WCAP (CP) 1934	980 1,000-D 1400 250	Northeast Radio Inc. Merrimac Bcstg. Co. Inc. 39 Kearney Sq.; 8715	MBS Yankee Bloomberg	Gerald Harrison, p Carl S. Wheeler, vp Dana W. Fitzgerald, sm Haskell Bloomberg, cm	Tom Clayton, pd & sd A. G. Michaels, ce Fred Simmonds, nd Ann Bradford, wd	Assoc. UP ..... ..... WE
WLLH-FM 1948	Ch. 258 (B) 99.5mc 12.2kw					
<b>LYNN</b>						
WLYN 1947	1360 1,000-D	Puritan Bcst. Serv- ice Inc. 7 Willow St.; 5-6200		Theodore Feinstein, p Winslow Bettinson, gm & pd Kenneth Strong, cm	John Parker, ce Ernie Rosenthal, nd	Assoc., SES. UP Col.
WLYN-FM 1948	Ch. 288 (A) 105.5mc 0.5kw					
<b>NEW BEDFORD</b>						
WBSM 1949	1230 100	Bay State Bcstg. Co. Pope's Island 3-1767	New England McGillvra	Joseph P. Duchaine, p Otto F. A. Arnold, gm Harry W. Moore, cm Edward L. Merritt, pd & fd	Harold H. Hoover Jr., ce Frank Burgmeier, nd Don Gillis, sd Harriett Hall, wd	Mac. UP RCA
WBSM-FM 1949	Ch. 247 (B) 97.3mc 20kw					
WNBH 1921	1340 250	E. Anthony & Sons Inc. 432 County St. 8-5228	MBS Yankee Walker	Basil Brewer, vp & treas. Paul J. Perreault, gm David J. Shurtliff, c & pmm Z. V. Grobowski, ce	Oscar Glasberg, nd James Gleason, sd (Mrs.) Betty Pumlilia, wd	Wld. AP RCA
WFMR (FM) 1946	Ch. 251 (B) 98.1mc 20kw	(WNBH, AM Affiliate)				
<b>NORTH ADAMS</b>						
WMNB 1947	1230 100	Northern Berkshire Bcstg. Co. 466 Curran Highway 1230	Grant	J. Gordon Keyworth, p, g & cm Benjamin A. Hubley, prog. m William B. Dailey, chief tech.	Belva C. Keyworth, office m Bernard Bullett, sd	Wld. AP Ray.
WNAW 1949	860 250-D	Neal W. Welch 20 State St. 860		Neal W. Welch, p William E. Gordon, gm & sd E. Noram Bailey, pd	Gerald O'Grady, ce Clay Perry, nd Pearl McKenney, wd	St., L-W UP RCA
<b>NORTHAMPTON</b>						
WHMP 1950	1400 250	Pioneer Valley Bcstg. Co. 78 Main St.		John W. Williams, p Alexander W. Nulne, g & cm		St. ..... RCA
<b>PITTSFIELD</b>						
WBEC 1947	1490 250	Western Mass. Bcstg. Co. 30 Eagle St. 8292	ABC New England McKinney	Lawrence K. Miller, p W. Wendell Budrow, g, c & pmm Harry Brown, pd Walter T. Ayer, ce	Coralie Howe, wd Edward Farrell Jr., nd Dana Jones, fd Roger O'Carra, sd	L-W AP GE ..... ..... Ray.
WBEC-FM 1948	Ch. 232 (A) 94.3mc 1kw					
WERK 1938	1340 250	Greylock Bcstg. Co. 8 Bank Row 2-1553	MBS Yankee Walker	Leon Podolsky, p John T. Parsons, gm Walter Kearsey, cm Dick Bolander, pd	Ted Holmes, pmm Leonard Lavendol, ce Leon Beeler, nd Dan Healy, sd	Assoc. UP WE
<b>QUINCY</b>						
WJDA 1947	1300 1,000-D	South Shore Bcstg. Co. P.O. Box 373 Mayflower 9-1300		James D. Asher, ptrn., c & pmm & ce Joseph H. Tobin, ptrn, sm & pd	Bill Edward, nd Ken Coleman, sd	Wld. AP Col.
<b>SALEM</b>						
WESX 1939	1230 250	North Shore Bcstg. Co. 49-53 Wash. St. 5670		Joseph H. Tobin, co, sm & pd James D. Asher, co, c & pmm & ce		Wld. UP WE
<b>SPRINGFIELD</b>						
WBZA 1924	1030 1,000	Westinghouse Radio Stations Inc. Hotel Kimball 6-8336	NBC New England Free & Peters	Walter Evans, p Walter E. Benoit, vp Edwin R. Borroff, gen. slm W. C. Swartley, sm C. M. Meehan, slm	Harold E. Randol, ce John G. Still Jr., adv. & sls pmm W. Gordon Swan, prog. m	..... ..... WE ..... ..... Thes., Assoc.
WBZA-FM 1942	Ch. 246 (B) 97.1mc, 20kw					
WMAS 1932	1450 250	WMAS Inc. 1757 Main St. 7-1414	CBS Petry	Gerald Harrison, p Robert Donahue, gm Robert Feldman, cm F. Turner Cooke, pd	Paul Peltier, pmm John Michnovetz, ce Noah LaMountain, nd Mae Brown, wd	Assoc. UP WE
WMAS-FM 1947	Ch. 234 (B) 94.7mc 3.2kw					
WSFL 1949	1600 5,000-D-DA	Springfield Bcstg. Co. 137 1/2 State St. 2-7488	Bolling	C. M. Manitsas, gm & pd E. G. Hewinson Sr., cm & ce John J. Guinasso, nd	Bert Robinson, sd (Mrs.) Baacke, wd	..... UP WE, RCA
WSFL-FM 1948	Ch. 270 (B) 101.9mc 11kw					
WSPR 1936	1270 1,000-DA-1	WSPR Inc. 63 Chestnut St. 6-2757	ABC Hollingbery	Quincy A. Brackett, p Lewis B. Breed, treas. Kristian Solberg, asst. treas. Alan C. Tindal, sm Wayne H. Latham, pd	Howard S. Keefe, pmm George R. Townsend, ce Robert L. Jones, sd Dorothea King, wd	L-W AP .....
WSPR-FM 1949	Ch. 250 (B) 97.9mc 13kw					
<b>TAUNTON</b>						
WPEP 1949	1570 1,000-D	Silver City Bcstg. Corp. 174 Broadway 4-7528		J. Marshall McGregor, ptrn, p & financial m James Milton Hammond, ptrn. & gm	Robert A. Brennan, sm John B. Tracy Jr., ce Paul A. McCormack, nd & sd Margery E. Straker, wd	L-W UP G
<b>WALTHAM</b>						
(Newton) WCRB 1948	1330 1,000-D	Charles River Bcstg. Co. 4 Gordon St. 5-7080	Bannan Devney	Richard C. O'Hare, p Deuel Richardson, gm & pd Ted Jones, exec. m J. H. Bonney, ce	J. Frank McArdle, slm Bill Sherman, sd Anita St. George, wd H. P. Richardson, nd	L-W UP Ray.

MASSACHUSETTS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations 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.	Transc. Library News Service Transmitter
<b>WARE</b>					
WARE 1948	1250 1,000-D	Donald W. Howe East St. 1250		Donald W. Howe, o & gm Robert S. Sinnott, slm Tom Colton, pd & fd	Fred Joslin, ce Bill O'Neil, nd Wanda Giza, wd Assoc. AP Ray.
<b>WEST SPRINGFIELD</b>					
WTXL 1949	1490 250	Telecolor Corp. 34 Sylvan St. 9-4768	Cooke	Lawrence A. Reilly, p, g & pmm Alexander W. Milne, cm James L. Spates, pd, ce & opers. m	Cap., Wid. INS G
<b>WEST YARMOUTH</b>					
WOCB 1940	1240 250	E. Anthony & Sons Inc. South Sea Ave. Hyannis 502	MBS Yankee Walker	Basil Brewer, p Gerald L. Staten, gm Midge Le Royer, pd	Zig Grobowski, ce Donald Deitz, nd Blanche Robinson, wd Wid. AP Col.
WOCB-FM 1948	Ch. 232 (A) 94.3mc 1kw				..... RCA
<b>WORCESTER</b>					
WAAB 1931	1440 5,000 DA-1	The Olin Co. 34 Mechanic St. 2-5611	MBS Yankee Ra-Tel	Bruff W. Olin Jr., gm James H. McKnight, cm	
WGTR (FM) 1949	Ch. 256 (B) 99.1mc 6.5kw	Yankee Network Inc. 34 Mechanic St. 2-5676	Transit Radio	Max Bradbard, g & cm & pd John Phipps, ce	Assoc. UP REL.
WNEB 1946	1230 250	New England Bcstg. Co. Park Bldg. 6-4672	Bolling	John J. Hurley, gm Edward T. McCann Jr., cm Vernon P. Wilson, ce Paul C. Lytle, bus. m	Andrew F. Hickey, nd Tom Decker, sd Jeanne Connelly, wd L-W UP Ray.
WORC 1925	1310 1,000 DA-1	Alfred Frank Klein- dienst 65 Elm St.; 5-3101	ABC Weed	Alfred F. Kleindienst, o Mildred P. Stanton, d, cm & pd	L-W INS .....
WTAG 1924	580 5,000 DA-2	WTAG Inc. 18 Franklin St. 5-4321	CBS Raymer	E. E. Hill, evp Robert Booth, vp & gm Herbert L. Krueger, cm	A. J. Brissette, prog. & prod. m Andrew C. Fuller, publ. & pmm E. A. Browning, ce Assoc., Wid. AP RCA
WTAG-FM 1940	Ch. 241 (B) 98.1mc 10kw				..... GE

MICHIGAN

<b>ADRIAN</b>					
WABJ 1946	1500 250-D	James Gerity Jr. 2982 Treat Rd. 9000	Holman	James Gerity Jr., p O. Wm. Myers, gm Harley West Jr., cm Larry Payne, pd & nd	Elwood Brown, ce Don Dean, fd Phil Sanford, sd Aileen Lindbert, wd Wid. UP .....
<b>ALMA</b>					
WFYC 1948	1280 1,000-D	WFYC Inc. 408½ Gratiot Ave. 95		Reed Brazell, p Robert W. Cessna, g & cm & fd Bob Clayton, pd Irving Grove, ce	Dave Summerville, nd Gordan Clement, sd Lilian Curbiss, wd Wid., L-W UP Ray.
<b>ALPENA</b>					
WATZ 1946	1450 250	Midwestern Bcstg. Co. Alpena 1049	MBS KBS Bunyan Holman	Les Biederman, p Drew McClay, gm	
<b>ANN ARBOR</b>					
WHRV 1947	1600 1,000 DA-1	Huron Valley Bcstrs. Inc. Box 608 2-4573	ABC	James F. Hopkins, p Douglas J. Campbell, gm Amy Wilcox, pd	James W. Allen, ce Wid. AP WE
WPAG 1945	1050 1,000-D	Washtenaw Bcstg. Co. Hutzell Bldg. 2-5517	Holman	Arthur E. Greene, p Edward F. Baughn, evp & gm Patrick D. Quinn, pd George D. Stearns, ce	Otis Hardy, nd Howard Heath, fd Robert P. Ufer, sd St. AP WE
WPAG-FM 1947	Ch. 254 (B) 98.7mc 2.2kw				..... REL

Data corrected to Dec. 6, 1950. If executives or services for FM or TV 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-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transc. Library News Service Transmitter
				Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
<b>BAD AXE</b> WLEW 1950	1540 250-D	Saginaw Bcstg. Co. Bad Axe 1010	Headley-Reed	Milton L. Greenebaum, o & p Jack Parker, d of ops. & gm Cliff Thomas, cm Earl Johnson, pd	Meredith Koerner, facility d Harold McCullen, ce Howard Finger, sd Wynn Johnson, wd	St. AP .....
<b>BATTLE CREEK</b> WBCK 1948	930 1,000 DA-2	Michigan Bcstg. Co. Security Nat'l Bank Bldg.; 3-5555	MBS Burn-Smith	Robert H. Holmes, p & gm F. K. Doyle, cm E. F. Cahill, pd Leo Jylha, traffic m	A. J. Geranis, ce A. E. Johansen, nd Lyman Kiel, sd Connie Keller, wd	Thes. AP RCA
WELL 1925	1400 250	Federated Publications Michigan Nat'l Bank 5655	ABC Bolling	D. E. Jayne, gm E. P. Mills Jr., cm F. F. Owen, pd	E. J. Stone, ce	St., L-W AP ..... ..... WE
WELL-FM 1947	Ch. 271 (B) 101.2mc; 45kw					
<b>BAY CITY</b> WBCM 1925	1440 1,000-LS 500-N	Bay Bcstg. Co. Inc. 100 Center Ave. 7551	ABC Hollingbery	Harley D. Peet, p H. A. Giesel, g & cm Charles E. Anthony, pd	Ralph H. Carpenter, ce Frank Walsh, nd & sd G. Edward Vallender, fd	Wld. UP WE
WBCM-FM 1946	Ch. 241 (B) 96.1mc; 41kw					
WGRO 1949	1260 500-D	Griner-Dillon Bcstg. Co. 4451 Wheeler Rd. 3-1260	KBS Sears & Ayer	Gail D. Griner, p & gm Edward T. Dillon, cm & fd Floyd Woody, ce	Marguerite M. Griner, secy.-treas. & wd Virgil O'Dell, sd	Cap. AP .....
<b>BENTON HARBOR</b> WHFB 1947	1060 1,000-D	Palladium Pub. Co. Wall St. 5-2113	Holman	Stanley R. Banyon, p J. P. Scherer, g & cm John Pershing Chase, pd & fd Munson Robinson, ce	Jack Cogswell, nd Ray Mittan, sd Barbara Cress, wd	L-W, Cap., Thes. AP RCA
WHFB-FM 1947	Ch. 260 (B) 99.9mc; 9.2kw					
<b>CADILLAC</b> WATT 1945	1240 250	Midwestern Bcstg. Co. Cadillac	MBS, KBS Wolverine Bun.; Holman			
<b>COLDWATER</b> WTVB 1949	1590 1,000-D	Twin Valley Bcstrs. Inc. Box 32 1230	KBS McGillvra	George Hosek, p E. Harold Munn Jr., g & cm, ce & fd Jack Douglas, pd	Frederick G. Hodge, office m & nd Richard DeFay, sd Dolores Orth, wd	Assoc., Cole AP G
WTVB-FM (CP)	Ch. 252(A) 98.3mc 0.77kw					
<b>DEARBORN</b> WKMH 1946	1310 5,000-LS DA-2 1,000-N	WKMH Inc. WKMH Bldg. Logan 2-4000	Headley-Reed	Fred A. Knorr, p & gm George M. Miller, cm Walter Patterson, pd Jerrold Martin, ce	Dale Marr, nd Frank Sims, sd Bess Wright, wd	L-W UP, INS RCA
WKMH-FM (CP)	Ch. 262 (B) 100.3mc; 7.7kw					

**WELL**  
BATTLE CREEK

*Battle Creek's top-rated station*

and the best buy because . . .

- 25 years of making friends — and sales
- Covers retail trading area of 198,299
- Affiliated with American Bcstg. Company

Represented nationally by THE BOLLING CO. ★ 250W • 1400 **WELL WELL-FM**

MICHIGAN—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transc. Library News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
<b>DETROIT</b> (Windsor) CKLW 1932	800 50,000	Western Ont. Bcstg. Co. 3300 Guardian Bldg. Woodward 1-7200	MBS Young	J. E. Campeau, p & gm E. Wilson Wardell, cm S. C. Ritchie, pd A. R. Gloster, pmm W. J. Carter, ce	Val Clare, nd Austin Grant, fd Budd Lynch, sd Myrtle Labbitt, wd	Wld., St. INS RCA
CKLW-FM (CP)	Ch. 230 (B) 93.9mc 3kw					
WCAR 1939	1130 1,000-D CP: 50,000-LS 10,000-N DA-2	(See Pontiac listing)				
WDET (FM) 1949	Ch. 270 (B) 101.9mc 52kw	UAW-CIO Bcstrs. Corp. of Mich. Radio Place Vermont 8-3048 (See Royal Oak Listing)		Guy T. Nunn, gm Paul Morris, pd Ted Andrus, ce	Jerry Sherman, news editor Jerry Snider, sports editor	Assoc. AP GE
WEXL 1923	1340 250					
WJBK 1928	1490 250	The Fort Industry Co. 500 Temple Ave. Temple 3-7900	Katz	George B. Storer, p Richard E. Jones, g & cm E. Hal Hough, pd Joyce M. Chapman, pmm	Paul O. Frincke, ce Ken Cline, nd Al Nagler, sd	UP, INS RCA
WJBK-FM 1947	Ch. 226 (B) 93.1mc 30kw					
WJBK-TV 1948	Ch. 2; 54-60mc. 8.3kw-aud.; 16.5kw-vis.		CBS DuMont	Richard E. Jones, vp, g & cm		WE
WJLB 1926	1400 250	Booth Radio & Tele. Sta- tions Inc. David Broderick Tower Woodward 5-2000	Forjee	John L. Booth, p & gm William J. Joy, sta. & pmm Eric V. Hay, cm George R. Kendall, pd	Edward H. Clark, ce Steve Lawrence, nd Richard Hobbs, sd Lela F. Bingham, wd	Wld., Cap. AP WE
WJLB-FM 1941	Ch. 250 (B) 97.9mc 4.3 kw					
WJR 1927	760 50,000	WJR The Goodwill Sta- tion Inc. Fisher Bldg. Trinity 5-4440	CBS Petry	G. A. Richards, chmn. of bd. John F. Patt, p Worth Kramer, vp & gm F. A. McPhillips, slm Franklin Mitchell, pd	James H. Quello, pmm George F. Leydorf, vp chg. engrg. Wm. G. Siebert, secy-treas. George Cushing, vp chg. adv. & pub. affairs	L-W, Thes., Assoc. AP, UP, INS WE

Data corrected to Dec. 6, 1950. If executives or services for FM or TV 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, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

**50,000 WATTS**  
Covering a  
**17,000,000 Population Area**  
in 5 States

CKLW with 50,000 watt power . . . the middle-of-the-dial frequency at 800 kc . . . and the lowest rate of any major station in this region means it's the biggest value radio buy for advertisers in '51. You get more for every dollar you spend when you use CKLW. Get the facts . . . phone, write or wire now!

Adam J. Young, Jr., Inc., National Rep. ★ J. E. Campeau President

**The DETROIT Area's Greater Buy!**  
—at the lowest rate of any major station in this region!

**CKLW**  
Guardian Building • Detroit 26



*The*

**GOODWILL STATION**

**WJ R**

**D E T R O I T**



**MICHIGAN'S GREATEST  
ADVERTISING MEDIUM!**

**WJ R**

**THE GOODWILL STATION  
INC.**

**50,000 WATTS - DETROIT**



**CBS**

REPRESENTED  
BY  
PETRY



MICHIGAN—(Continued)

City	Call Letters	Chan. or Freq.	Name of Licensee	Network	Owner	Executive Abbreviations	Transc. Library
Established	Power	Power	Headquarters Address	Representative	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.		News Service Transmitter
<b>DETROIT—(Continued)</b>							
1948	WJR-FM	Ch. 242 (B) 96.3mc 24kw					..... WE
1946	WKMH	1310 1,000 DA-N	(See Dearborn Listing)				
1949	WLDM (FM)	Ch. 238 (B) 95.5mc; 20kw	Lincoln Bcstg. Co. 15401 West Ten Mile Rd. Jordan 4-5835		Ellis C. Thompson } Harold I. Tanner } ptws. John A. Ross Ellis C. Thompson, g & cm	Harold I. Tanner, pd Jerome F. Steadley, ce Frank Gaal, asst. pd	Assoc., Wld., St., RCA, Thes. AP REL
	WWJ	950 5,000 DA-N	The Evening News Assn. 615 W. Lafayette Woodward 2-2000	NBC Hollingbery	W. J. Scripps, d of radio Harry Bannister, gm Don DeGroot, m	Melvin C. Wissman, gen. prog. m Jack Albert, pmm Edgar J. Love, gen. engrg. m	..... AP, UP WE
1941	WWJ-FM	Ch. 246 (B) 97.1mc; 48kw					..... REL
1947	WWJ-TV	Ch. 4 66-72mc; 8.5kw-aur.; 17.4kw-vis.			Willard E. Walbridge, m		..... UP DuM
1925	WXYZ	1270 5,000 DA-N	WXYZ Inc. 1700 Stroh Bldg. Woodward 3-8321	ABC Michigan ABC Spot	James G. Riddell, p Harold S. Christian, slm		..... L-W, St. Wld. UP, INS
1948	WXYZ-FM	Ch. 266 (B) 101.1mc 30kw					.....
1948	WXYZ-TV	Ch. 7 174-180mc 13.9kw-aur.; 27.9kw-vis.			Len A. Ramins, gm John Pival, m of TV prod.		.....
<b>EAST LANSING</b>							
1922	*WKAR	870 5,000-D	Michigan State College East Lansing 8-1511		Robert J. Coleman, gm Larry Frymire, pd Norris E. Grover, ce	Donald MacDonald, nd Grant Salisbury, fd Bob Shackleton, sd	Thes., SES. AP WE
<b>ESCANABA</b>							
1941	WDBC	680 1,000 DA-2	Delta Bcstg. Co. P. O. Box 419 3190	MBS Walker	Geo. D. Lindenthal, g & cm Jack Foster, pd & ce Tony Flynn, pmm & sd	Al La Euire, nd	..... UP RCA

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

**99.6% RADIO-HOME COVERAGE**

**Blankets the Detroit Area**

**WEXL-AM-FM**

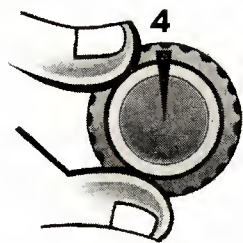
The primary coverage area of WEXL reaches more than 1/2 the entire population of the state of Michigan!  
—almost 1,000,000 homes—  
with a retail buying power (1949) of almost \$4 billion.

\* MUSIC      \* NEWS      \* SPORTS

**RADIO STATION WEXL • DETROIT, MICHIGAN**

Phone Jordan 4-6523





**OVER  
350,000  
TV SETS**

*... Now in Detroit!*

And the most-tuned-to of the 3 stations in the multi-billion dollar Detroit market is WWJ-TV, Michigan's first television station . . . now in its fourth year of undisputed leadership in pioneering, programming, public service and pulling power.

WWJ-TV not only gives your product story the effectiveness of visual selling; it also lends to your product community acceptance which no other TV station in this market can approach.

To sell Detroit, you need WWJ-TV. It is the dominant television voice in a market that is the outstanding sales opportunity in the nation!

FIRST IN MICHIGAN

**WWJ-TV**

Owned and Operated by THE DETROIT NEWS

NBC Television Network

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY  
ASSOCIATE AM-FM STATION WWJ



DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

MICHIGAN—(Continued)

Executive Abbreviations

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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.	Transc. Library News Service Transmitter
<b>FLINT</b>					
WAJL (FM) 1948	Ch. 296 (A) 107.1mc 0.40kw	Advertisers Press Inc. 401 Detroit St. 8-5231	Transit Radio	Donald Johnson, co Myron Winegarden, p Jeff Lynch, gm	Jim Brownell, pd (Mrs.) Helen Gower, office m UP GE
WBBC 1947	1330 1,000 DA-2	Booth Radio Station Inc. 112 West Water St. 9-8686	MBS Forjoe	John L. Booth, p & mgng. d W. Eldon Garner, g & cm Jerry Schroeder, pd & pmm G. Elwood Ryan, ce	James Rush, nd Barney Lee, sd Mary Kay McCarty, wd Wld. AP Col.
WFDF 1922	910 1,000 DA-N	The Trebit Corp. Mott Foundation Bldg. 2-7158	ABC Michigan Katz	Harry M. Bitner Sr., p Lester W. Lindow, gm Melvin C. Green, controller Elmer A. Knopf, pd & fd Marvin Levey, pmm	Frank D. Fallain, ce Jack Lewin, nd Jim Corbett, nd Tony Adams, sd St., Cap., Thes. AP RCA
WMRP 1946	1510 250-D	Methodist Radio Parish 573 Mary St. 3-5112	KBS Best	Daniel M. Robins, p William H. Morford, gm Richard Carter, cm	Homer Blumerich, ce St., SES. Temco
WTAC 1946	600 1,000-LS 500-N DA-1	Trendle-Campbell Bestg. Corp. 740 S. Saginaw St. 2-1136	NBC Raymer	George W. Trendle, p H. Allen Campbell, gm Jon R. McKinley, sta. & cm Laurence Arnold, pd	Darrell E. Jones, ce Robert Flynn, nd Leon McNew, sd L-W UP
<b>GAYLORD</b>					
WATC 1950	900 1,000-D	Midwestern Bestg. Co. Paul Bunyan Bldg., Traverse City Traverse City 2700	Bunyan Holman	Les Biederman, p Mitch Gordon, gm Johnny Cossens, cm Ken Haven, pd	Wm. Kiker, ce Bob Durrett, nd Dusty Rhodes, sd St. AP G
<b>GRAND HAVEN</b>					
WGHN 1951	1490 250	Grand Haven Bestg. Co. Grand Haven		Walter R. Hammel, p Kern Trimble, gm	
<b>GRAND RAPIDS</b>					
WFRS (FM) 1947	Ch. 223 (B) 92.5mc 10.5kw	Grand Rapids Bestg. Corp. 316 Murray Bldg. 8-4222		Gerald R. Loop, p Robert L. Epstein, secy. & cm	Gene Paul, pd Assoc. UP
WFUR 1947	1570 1,000-D	Furniture City Bestg. Corp. 430 Federal Square Bldg. Glendale 6-9541		William Kuiper, p & gm Harold Brinks, cm Henry Bosch, pd Jack Timmer, ce	Gordon Kibby, nd Bob Trap, fd & sd Polly Ryan, wd Elizabeth Shuter, traffic m Richard Groenevelt, ce L-W, Thes. AP Ray.
WGRD 1947	1410 1,000-D	Music Bestg. Co. 35 Lafayette Ave., N.E. 9-4111	McGillvra	Paul F. Eichhorn, p & gm Robert J. Whitcomb, pd Lew Berryman, pmm	St. AP WE
WJEF 1945	1230 250	Fetzer Bestg. Co. Pantlind Hotel Glendale 6-8512	CBS Avery- Knodel	John E. Fetzer, p, gm & loc. m Martin Gaimo, c & pmm Donald W. Richardson, prod. sup. Carl E. Lee, ce	Willis F. Dunbar, d of pub. affairs Carleton W. Collin, fd Robert S. Wellbeloved, sd June Lewis, wd Thes. AP WE
WJEF-FM (CP)	Ch. 229 (B) 93.7mc 550kw				
WLAV 1940	1340 250	Leonard A. Versluis 6 Fountain St., N.E. Glendale 6-5461	ABC Michigan Pearson	Leonard A. Versluis, o Hy M. Steed, g & cm Bob Kirby, pd & nd	Lee G. Stevens, ce Gene Peterson, sd Nadine Miller, wd St. UP RCA
WLAV-FM 1947	Ch. 245 (B) 96.9mc 50kw				
WLAV-TV 1949	Ch. 7 174-180mc 10kw-aur.; 20kw-vis.		ABC, CBS, NBC DuMont	Hal Kaufman, pd Dave Hoyle, pdm	Fed.
WOOD 1924	1300 5,000 DA-N	Grandwood Bestg. Co. 1408 Grand Rapids Nat. Bank Bldg. 9-4211	NBC Katz	Harry M. Bitner Sr., p Willard Schroeder, g & cm Howard Silbar, pmm Robert Wilson, ce	Robert Runyon, nd Robert Smith, sd Melvin Green, controller Wld. UP RCA
<b>HOLLAND</b>					
WHTC 1948	1450 250	Holland Bestg. Co. 5 East 8th St. 66610	Grant	Sandy Meek, g & cm Willard C. Wichers, vp Millard C. Westrate, ce	Robert S. Greenhoe, sd Jean Hill, wd L-W, Wld. AP Col.
<b>HOUGHTON</b>					
WHDF 1929	1400 250	Upper Michigan Bestg. Co. Douglas House 1	MBS Walker	George L. Burgan, co & ce Albert W. Payne, gm Earl Morden, pd & nd	Peter Fausone, sd (Mrs.) M. Barrette, wd Wld. AP Doolittle
<b>IRON MOUNTAIN</b>					
WMIQ 1947	1450 250	Iron Mountain-Kingsford Bestg. 211 East Ludington St. 2031	ABC Northern	Frank J. Russell, p Russell J. Staffeld, gm William C. Johnson, cm Merv Baldrice, pd & sd	Al Holtein, pmm & nd Paul Hnick, ce Marcheta Pearson, wd Cap. UP G
<b>IRON RIVER</b>					
WIKB 1949	1230 250	WIKB Inc. Iron River Nat. Bank 102	MBS KBS Walker	William L. Johnson, p James F. Kauper, m & cm Robert E. Sorensen, pd	Eugene A. Kaari, ce Len Johnson, sd Wld. UP G
<b>IRONWOOD</b>					
WJMS 1931	630 1,000 DA-N	Upper Mich.-Wisc. Bestg. Co. Inc. 124 E. McLeod Ave. 20	MBS Walker	William L. Johnson, p Donald R. Hoover, gm & sd Gene Callahan, cm Laura Johnson, pd	Tom Kelly, studio m & fd Arne Dahlbacka, ce John LaForge, nd Rose Isaac, wd Wld. UP Col.
<b>ISHPEMING</b>					
WJPD 1947	1240 250	IshpeMING Bestg. Co. Jenks Block 1892	Bunyan	James P. Deegan, p, g & cm Paul C. Crowley, pd & fd Carl B. Tupala, pmm & fd	Bernard R. Maloney, ce Howard E. Swanson, nd Lois Ruth Holmgren, wd L-W AP Ray.

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in *italics*. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



# First in Flint



The largest General Motors plant city in the nation . . . that's busy, booming Flint. Total G.M. employment tops 57,000, and in 1949-50 Flint's G.M. employees out-earned and outnumbered those of any other U. S. City including Detroit. Flint is the home of Buick, Fisher Body and A. C. Spark Plug Divisions of General Motors and contains two of the largest Chevrolet plants as well.

And . . . WFDF is FIRST in FLINT . . . first in a GROWING market where 18.5% more people are spending three times more than they did ten years ago . . . first in an ACTIVE market where upwards of \$288,000,000 changes hands every year . . . first in a RICH market where wages are 32.4% higher than the national average!

Yes . . . WFDF is FIRST in FLINT . . . first in listeners every hour of the day or night.\* Tell your sales story over WFDF and make sure of a share in the rich FLINT market!

*\* See your latest Hooper*

*910 Kilocycles*

## WFDF

AMERICAN BROADCASTING COMPANY  
**FLINT, MICHIGAN**

REPRESENTED BY THE KATZ AGENCY  
Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville



MICHIGAN—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transc. Library News Service Transmitter
				Owner o; Pres. p; Exec. vp eyp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
<b>JACKSON</b>						
WIBM 1927	1450 250	WIBM Inc. 2511 Kibby Rd. 6121	ABC Forjoe Holman	Herman Radner, p Roy Radner, vp Wm Cizek, sta. & cm Jack Underwood, pd & nd	C. W. Wirtanen, ce M. K. McGregor, fd Bob Smith, sd	..... ..... RCA
WIBM-FM 1948	Ch. 222 (B) 92.3mc 16kw					
<b>KALAMAZOO</b>						
WGFG 1947	1360 1,000 DA-N	Southwestern Michigan Bcstg. Co. State Theatre Bldg. 4-0111	ABC H-R Reps.	Harold F. Gross, p L. Joe Bolles, gm Carl Stephens, ce		St. UP Ray.
WKZO 1923	590 5,000 DA-N	Fetzer Bcstg. Co. 124 West Michigan Ave. 3-1223	CBS Avery- Knodel	John E. Fetzer, p & gm John W. O'Harrow, gen. sls & pmm Harry E. Travis, prod. sup. Carl E. Lee, ce	Dr. Willis F. Dunbar, d of pub. aff. Leonard Colby, nd & sd Carleton W. Callin, fd Margaret Pell, wd	Thes. AP RCA
WKZO-TV 1950	Ch. 3 60-66mc 8kw-aur.; 8kw-vis.		ABC, CBS DuMont, NBC			..... ..... Fed.
<b>LANSING</b>						
WILS 1947	1320 1,000 DA-N	Lansing Bcstg. Co. 407 N. Washington 2-1655	MBS Rambeau	W. A. Pomeroy, p, g & cm Alex Dillingham, pd Adrian Swets, pmm John C. Pomeroy, ce	Landon Young, nd Hap Horrigan, fd Dave Froh, sd Lee Tuttle, wd	L-W AP RCA
WJIM 1934	1240 250	WJIM Inc. 1500 Bank of Lansing Bldg. 2-1333	ABC Michigan H-R Reps.	Harold F. Gross, p Howard K. Finch, sm & sd Roger S. Underhill, cm	Richard Schubel, pd & nd Alice Bancroft, publ. & pmm & wd Clement X. Castle, ce	Wid., St. UP RCA
WJIM-TV 1950	Ch. 6 82-88mc 9kw-aur.; 19kw-vis.		ABC, CBS, Du- Mont, NBC	Howard K. Finch, pd Edward A. O'Brien Jr., film d		..... INS .....
<b>LAPEER</b>						
*WMPC 1926	1230 250; SH	The Liberty Street Gos- pel Church of Lapeer				
<b>LUDINGTON</b>						
WKLA 1944	1450 250	Ludington Bcstg. Co. Stearns Bldg. 842	ABC, KBS Michigan Burn-Smith	Raymond A. Plank, p & gm		..... UP .....
<b>MANISTEE</b>						
WMTE (CP)	1340 250	Manistee Radio Corp.				

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

# YOU MIGHT GET A 6-FOOT MOUNTAIN LION\*— BUT . . . YOU NEED THE FETZER STATIONS TO BAG WESTERN MICHIGAN!



AM or TV—the Fetzer Stations are *now more than ever* the most effective and economical way to reach the biggest audience in Western Michigan.

A comparison of 1946 and 1949 BMB figures shows that since 1946 WKZO-WJEF have increased their daytime unduplicated audience by 46.7% . . . their nighttime audience by 52.8%! In the Grand Rapids area alone, WKZO-WJEF have an unduplicated coverage of

more than 60,000 homes. By projecting Hoopers you find that WKZO-WJEF get 57% more city listeners than the next-best two-station choice in Kalamazoo and Grand Rapids—yet cost 20% less! (Kalamazoo's population is now 51.5% greater than in 1940 . . . Grand Rapids' is 27.6% greater.)

WKZO-TV is Channel 3, basic CBS (via micro-wave relay). As of November 1, 1950, there were more than 90,000 tele-

vision receivers within 50 miles of WKZO-TV . . . an area embracing five Western Michigan and Northern Indiana markets with buying income of more than a billion and a half dollars!

What other facts would you like? Your Avery-Knodel man has them!

\*J. R. Patterson killed a 276-pound mountain lion at Hillside, Arizona, in March 1917.

**AVERY-KNODEL, INC.**  
Exclusive  
National  
Representatives

**WJEF**  
top 4 IN GRAND RAPIDS  
AND KENT COUNTY  
(CBS)

**WKZO-TV**  
top 4 IN WESTERN MICHIGAN  
AND NORTHERN INDIANA  
(CBS)

**WKZO**  
top 4 IN KALAMAZOO  
AND GREATER  
WESTERN MICHIGAN  
(CBS)

**ALL THREE OWNED  
AND OPERATED  
BY FETZER  
BROADCASTING CO.**



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. Transe. Library News Service Transmitter

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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.	Transe. Library News Service Transmitter
<b>MARINE CITY</b>					
WSDC 1950	1590 1,000-D-DA	Radio St. Clair Inc.			
<b>MARQUETTE</b>					
WDMJ 1931	1340 250 CP:1320 1,000 DA-N	Lake Superior Bcstg. Co. 4th & Washington Sts. 616	MBS Northern	Frank J. Russell Jr., p Leo G. Brott, gm Raymond G. Ulbrich, sm & sd Robert Luke, cm Eldon Wallace, pd & nd	Jon Dahl, pmm Gordon Brozek, ce Russ Avi, fd Barbara Bellstrom, wd
<b>MIDLAND</b>					
WMDN 1948	1490 250	Rich Pub. House 298 S. Swede Rd. 4000		Phillip T. Rich, p Gordon Phillips, secy.-treas. Peter A. Wolf, ce Spencer Denison, g & cm, nd & sd	Richard Fansler, pd & pmm Dick Fansler, fd Beth Anderson, wd
<b>MT. CLEMENS</b>					
WMLN (FM) 1947	Ch. 292 (A) 106.3mc 0.34kw	Macomb Pub. Co. 67 Cass Ave. 3-1501		Paul W. McKee, p Mark T. McKee Jr., m John E. Schmidley, cm	Wilburn Schattler, ce
<b>MT. PLEASANT</b>					
WCEN 1949	1150 1,000-D	Paul A. Brandt 112½ E. Broadway 33171		Paul A. Brandt, o Robert Meskill, gm & pd Ralph Garner, cm Chet Rogoza, pmm Steve Cole, ce	Jim Bailey, nd & fd Frank Robinson, sd Gertrude Dimpel, wd Jo Jolly, traffic m
<b>MUSKEGON</b>					
WKBZ 1926	850 1,000 DA-1	Ashbacker Radio Corp. 432 Apple Ave. 2-6051	ABC Burn-Smith	Grant F. Ashbacker, p, g & cm Robert Johnson, pd Bill Bennett, pmm Kenneth Pendleton, ce	Dalton Hille, nd Steve Conrad, sd Sandra Adams, wd Paul Boles, prod. m
WKBZ-FM 1948	Ch. 225 (B) 98.9mc 4.7kw				
WKNK 1949	1600 5,000-LS 1,000-NDA	Nick Kuris Federal Square 32126	MBS Best	Nicholas W. Kuris, p Don Mann, gm Chuck Bird, pd Bill Wolff, pmm George Krevitzky, ce	A. Taker, fd Jack Weisenburger, sd Mary Allen, wd Bud Pickel, traffic m
WMUS 1947	1090 1,000-D	Greater Muskegon Bcstrs. Inc. Muskegon 4-1672	Holman	F. M. VanCampen, p John L. Roach, g & cm Jack Hoppus, sd	Miles M. Olsen, pd, pmm & nd Helen Hepburn, wd
<b>OAK PARK</b>					
WLDM (FM)	Ch. 238 (B) 95.5mc; 20kw	(See Detroit listing)			
<b>OWOSSO</b>					
WOAP 1948	1080 250-D	Argus Press Co. 2300 N. Shiawassee St. 980	McGillvra	J. E. Campbell, p M. H. Wirth, gm Merrill Walker, pd & nd Maynard Carson, ce	J. Kinovsky, fd Ray Smith, sd Ann Lieberman, wd
WOAP-FM 1948	Ch. 276 (A) 103.1mc; 1kw				
<b>PETOSKEY</b>					
WMBN 1946	1340 250	Midwestern Bcstg. Co. Petoskey	MBS, KBS Bunyan Wolverine Holman		
<b>PONTIAC</b>					
WCAR 1939	1130 1,000-D CP: 50,000-LS 10,000-N DA-2	WCAR Inc. 2146 S. Telegraph Rd. Federal 3-7141	Pearson	H. Y. Levinson, p & gm Wayne N. Cook, vp & tech. d (Mrs.) Clara McGrath, exec. secy.	Frank F. Firmschild, pd (Mrs.) Clo Pipe, natl. sls. d
WCAR-FM 1948	Ch. 258 (B) 99.5mc 20kw				
<b>PORT HURON</b>					
WHLs 1938	1450 250	Port Huron Bcstg. Co. 932 Military St. 28536	MBS Holman	John F. Wismer, gm	L-W, Wld. UP
WTTH 1947	1380 1,000 DA-1	The Times Herald Co. 903 6th St. 5171	ABC Weed	F. Granger Weil, gm William L. Weil, cm Alice Anderson, pd	Marion J. Stoner, ce Robert Thaw, nd Frank J. Harmon, fd
WTTH-FM 1947	Ch. 256 (B) 99.1mc 22kw				Thes., St. AP G Cap., Wld.
<b>ROGERS CITY</b>					
WHAK 1948	960 1,000-D	Rogers City Bcstg. Co. Moltke Dr. 175		Harvey Klann, p, gm & ce Albert Klann, c & pmm Harry Bregé, pd Don Parvin, nd	Jack Brown, fd Ward Maynard, sd Ardy McMullan, wd
<b>ROYAL OAK</b>					
WEXL 1923	1340 250	Royal Oak Bcstg. Co. 212 W. Sixth St. Jordan 4-6523	Friedenberg	George B. Hartrick, p Jacob B. Sparks, gm Calvert M. Hill, c & pmm	Gordon A. Sparks, pd Garnet G. Sparks, ce
WEXL-FM 1948	Ch. 282 (B) 104.3mc 18kw				L-W, Wld. UP Ray. ..... GE


MICHIGAN—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations 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.	Transc. Library News Service Transmitter	
<b>SAGINAW</b>						
WKNX 1947	1210 1,000-D	Lake Huron Bcstg. Co. 221 S. Washington Ave. 3-4471	Holman	W. J. Edwards } H. H. Wolfe } co-o O. J. Kelchner } W. J. Edwards, p & cm	O. J. Kelchner, gm H. H. Wolfe, pd, pmm & fd Don Sherman, nd Reed Ferrell, sd	L-W UP Ray.
WSAM 1940	1400 250	Saginaw Bcstg. Co. 117 West Genesee Ave. 2-8161	NBC Headley-Reed	Milton L. Greenebaum, o & p Jack Parker, d of ops. & gm Wm. J. Lofback, cm Harold McCullen, ce	Meredith Koerner, facility d Oscar Huff, prod. d & nd Howard Finger, sd	St. AP RCA
WSAM-FM 1947	Ch. 251 (B) 98.1mc 1.7kw					
WSGW 1950	790 1,000 DA-2	Booth Radio & Television Stations Inc. Mason Bldg. 3-4456	MBS Pearson	John L. Booth, p & mgng. d Robert W. Phillips, g & slm. Floyd W. Clark Jr., pd Lorne T. Denton, pmm John T. Travers, ce	Vincent Picard, loc. slm. Frank Wells, nd Bill Frink, sd Mary Kay, wd	Wld. AP WE
<b>SAULT STE. MARIE</b>						
WSOO 1940	1230 250-LS 100-N	Hiawathaland Bcstg. Co. 107 W. Portage Ave. 3000	ABC Northern	Stanley R. Pratt, p & gm Richard Y. Burnett, sm Edward L. Krieger, pd & fd Margaret Fountaine, pmm	Wm. F. Morris, ce Homer Foster, nd Chuck Bergeson, sd Vera Hotton, wd	L-W, SES. AP RCA
<b>STURGIS</b>						
WSTR (CP)	1460 500-D	Southern Michigan Bcstrs.				
<b>TRAVERSE CITY</b>						
WTCM 1941	1400 250	Midwestern Bcstg. Co. Paul Bunyan Bldg. 2700	MBS Bunyan Holman	Les Biederman, p R. E. Detwiler, gm Ken Haven, pd Wm. H. Kiker, ce R. E. Durrett, nd	Carl Hemstreet, fd Jack Nelson, sd Bud Hicks, sd Ginny Halsal, wd	L-W AP Col.
<b>WYANDOTTE</b>						
WJW(FM) 1947	Ch. 276 (A) 103.1mc 1kw	The Wyandotte News Co. 3042 First St. 1166	Best	Strauss Gantz, p & gm Anthony Reininger, cm Al Ellwood, pd	Ray Wardell, ce Max Pepke, pdm	Assoc. UP REL

MINNESOTA

<b>ALBANY</b>						
KASM 1950	1150 500-D	Stearns County Bcstg. Co. Albany 160		William Blattner, p Urban J. Keppers, gm	John J. Nugent, pmm Clyde A. Weivoda, ce	Thes. UP G
<b>ALBERT LEA</b>						
KATE 1937	1450 250	Albert Lea-Austin Bcstg. Co. 332 S. Broadway; 2338	ABC Pearson Bulmer & Johnson	Bennett O. Knudson, p George Wolf, secy.-treas. E. A. VanAlstyne Jr., gm Jack Hoetger, pd Margaret Haley, cm	Robert Foss, pmm Robert Holt, ce Don Peterson, nd Mel Grayson, sd	Thes. SES. UP Col.

Data corrected to Dec. 6, 1950. If executives or services for FM or TV 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-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.




**ASSURED AUDIENCE!**

**COMPLETE COVERAGE!**

**PROVEN RESULTS!**

**LOW COST!**

**DEFINITELY!**



**WSAM**

**SAGINAW**

SERVING SAGINAW — BAY CITY — MIDLAND  
WITH NBC FOR NORTHEASTERN MICHIGAN

**HEADLEY - REED**  
**REPRESENTATIVES**

**SAGINAW BROADCASTING CO.**  
**SAGINAW, MICHIGAN**

**WLEW**

**BAD AXE**

THE ONLY RADIO STATION IN THE  
RICH "THUMB" AREA OF MICHIGAN

**RADIO BUILDING**

WOAP AM-FM  
OWOSSO

WLEW  
BAD AXE

THE GREAT LAKES NETWORK  
"COVERAGE THAT COUNTS"

WSAM AM-FM  
SAGINAW

WFYC  
ALMA



City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transc. Library News Service Transmitter
				Owner o; cm; Sales Mgr. sim; Prod. Mgr. pdm;	Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	
<b>ALEXANDRIA</b>						
KXRA 1949	1490 250	Alexandria Bcstg. Corp. 1315 Broadway 1000	Lawson	R. C. Brown, p & gm Everette Q. Walters, cm Kenneth C. Bechtel, pd Gerald R. Lentz, ce	Wayne L. Moody, nd & sd Kenneth A. Tessmer, fd Fran Anderson, wd	L-W UP Col.
<b>AUSTIN</b>						
KAUS 1948	1480 1,000 DA-2	Cedar Valley Bcstg. 405 A. North Main 8836	MBS	Harry Smith, p L. L. McCurnin, gm T. T. Steensland, cm Don Richardson, pd, nd & fd	Ken Soderberg, pmm Glen Klein, ce Frank Butel, sd Joice Iverson, wd	Wld. AP GE
<b>BEMIDJI</b>						
KBUN 1946	1450 250	Butler Bcstg. Co. Inc. 419½ Beltrami Ave. 1900	MBS Walker	Edward W. Butler, p, g & cm Gwenyth Butler, pmm, pd & wd Art Vandersluis, ce	Ray Wright, nd Irv Miller, fd Cliff Morland, sd	SES. UP Ray.
<b>BRAINERD</b>						
KLIZ 1946	1400 250	Brainerd Bcstg. Co. 2700 E. Oak St. 2853	MBS Great North- ern Walker	Ed Tom O'Brien, p & gm Donald F. Jones, cm & ce Lucile G. Grosse, pd	Donald Dahl, nd Gordon C. Hill, sd Rosemary De Rosier, wd	Cap. AP G
<b>BRECKENRIDGE</b>						
KBMW 1948	1450 250	Interstate Bcstg. Corp. 519 Dakota Ave. Wahpeton, N. D. 3381		K. E. Bower, p Herbert E. Nelson, g, c & pmm	George Kaufman, pd, fd & sd Grant Unkenholz, ce	St. UP Col.
<b>CLOQUET</b>						
WKLK 1950	1230 250	Cloquet Bcstg. Co. 1011 Cloquet Ave. 1450	Cooke	Albert Tedesco, gm & sd George B. Williams Jr., cm Donald S. Doty, nd, pd & pmm	George Gridder, ce Robert Hoglund, fd Beverly Norgren, wd	LW UP Col.
<b>CROOKSTON</b>						
KROX 1948	1260 1,000-LS 500-N-DA	Crookston Bcstg. Co. Eagles Bldg. 1050	Cooke	D. A. McKenzie, p Garfield Fox, gm E. R. Melbye, cm Jerome A. Dahlberg, pd, nd & sd Fred Norman, pmm	William J. Kiewel, ce Edward J. Boh, tech. d Melvin Woell, fd Evelyn Baustain, wd	Thes. UP Ray.
<b>DULUTH</b>						
KDAL 1936	610 5,000 DA-N	Red River Bcstg. Co. 218 Bradley Bldg. 2-2628	CBS Avery-Knodel	Dalton Le Masurier, p & gm Odin S. Ramsland, cm Jack Brockway, pmm Richard Lawrence, pd Robert Dettman, ce	William Krueger, nd Mark Thompson, fd Don Dahl, sd Elizabeth Brown, wd	..... AP RCA

*Make This Sure Farm Market Test!*

**KATE**

ABC in  
Southern Minnesota  
and  
Northern Iowa

*Primary Signal in 10 of the Nation's  
Richest Farm Counties (98% Non-TV Homes)*

For Top Conlan Figures and Data on Measured Population Coverage See:

**John E. Pearson Co.**  
(national)

**Bulmer & Johnson, Inc.**  
(regional)

**ALBERT LEA-AUSTIN BROADCASTING COMPANY, INC.**

— *Founded 1937* —

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

MINNESOTA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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	Transc. Library News Service Transmitter
<b>DULUTH—(Continued)</b>						
WEBC 1924	1320 5,000 DA-N	Head of the Lakes Bcstg. Co. WEBC Bldg. 2-2873	NBC Arrowhead Ra-Tel	Morgan Murphy, p Walter C. Bridges, gm Greg Rouleau, sm Norman Gill, ce	Charles B. Parsons, d of engrg. Earl L. Henton, nd D. T. Grussendorf, fd June Prosser, wd	Assoc., Wld. SES. UP .....
WEBC-FM 1940	Ch. 222 (B) 92.3mc 62kw					
WREX 1948	1080 10,000-LS 5,000-N-DA	Lake Superior Bcstg. Co. 213 East Superior St. 7-2911	MBS Weed	T. M. McCabe, p James R. King, gm William H. Lounsbury, ce	Loren Paynter, nd Dennis Murphy, sd	..... ..... RCA
<b>ELY</b>						
WXLT 1948	1450 250	Ely Bcstg. Co. Inc. Ely 226	KBS Lawson			
<b>EVELETH</b>						
WEVE 1950	1340 250	Ridson Inc. Park Hotel 991	ABC	Carl Bloomquist, p Arthur F. Nelson, g & cm Mel K. Lasky, ce		..... ..... Col.
<b>FAIRMONT</b>						
KSUM 1949	1370 1,000 DA-2	Fairmont Bcstg. Co. 103 S. North Ave. 1370	MBS Walker Lawson	Leo J. Seifert, p Frank W. Endersbe, gm Everett R. Ohrt, pd	Walton W. Wilson, ce Donald C. Wright, nd Harold E. L. Mahar, sd	St. UP RCA
<b>FARIBAULT</b>						
KDHL 1948	920 1,000 DA-2	Lee-Smith Bcstg. Co. Box 247 2312	Pearson	Herbert H. Lee, co-o & gm Palmer Dragsten, co-o & cm John E. Hyde Jr., co-o & ce	Jergen Nash, pd Francis Robbins, nd Thomas Bachrach, sd	St. AP Ray.
<b>FERGUS FALLS</b>						
KGDE 1926	1230 250	Fergus Radio Corp. Highway 3 3986	MBS Great Northern Walker	Harold L. Dell, secy-treas. & exec. d. Don L. Albertson, gm	Frederic T. Dell, asst. gm & nd Harold E. Allen, ce Peggy Jo, wd	..... AP WE
<b>GRAND RAPIDS</b>						
KBZY 1948	1490 250	Itasca Bcstg. Co. 207 N. 1st Ave. W. 198	MBS Bulmer & Johnson	Robert D. Kennedy, p, g & cm Bernard Germ, pd, pmm & nd Ross Fesenmeyer, ce	Art Frick, fd Ken Hickman, sd Laura Westerberg, wd	LW UP Col.
<b>HIBBING</b>						
WMFG 1935	1240 250	Head of the Lakes Bcstg. Co. Androy Hotel 1150	NBC Arrowhead Northwest Ra-Tel	Oscar H. Peterson, sm		
<b>LITTLE FALLS</b>						
KLTF 1950	960 500-D	Capital City Bcstg. Co.				
<b>MANKATO</b>						
KTOE 1950	1420 1,000 DA-N	Minnesota Valley Bcstg. Co. Mankato 4537	ABC Dairyland	H. W. Linder, p D. O. Linder, gm Wayne Mack, pd	Don Ranniger, ce Wayne Grant, sd	..... UP .....
KYSM 1938	1230 250	F. B. Clements & Co. 101 N. Second St. 4673	NBC Northwest Pearson	John F. Meagher, g & cm Bob Gardner, pd John Gallos, pmm Jim Houts, ce	Julian Hoshal, nd Don Reddcliffe, fd Chuck Pasek, sd Mildred Flohr, wd	Thes. St. UP RCA
KYSM-FM 1948	Ch. 278 (B) 103.5mc 47kw					..... ..... GE
<b>MARSHALL</b>						
KMHL 1946	1400 250	Harry W. Linder KMHL Bldg. 2282	MBS Dairyland Pearson	Harry W. Linder, o Gilmore F. Frayseth, gm Homer Lane, pd & nd	Bill Linder, ce F. J. Meade, fd Bob Wagner, sd	..... UP Ray.
<b>MINNEAPOLIS—ST. PAUL</b>						
KEYD 1948	1440 5,000-D	Family Bcstg. Corp. 15 N. 9th St. Lincoln 8451	Rambeau	Henry Klages, p Lee L. Whiting, gm Harold A. Winther, cm Harry Zimmerman, pd	Harvey V. Headen, ce Bill Daley, sd Hulda Gran, wd	St. AP RCA
KSTP 1928	1500 50,000 DA-N	KSTP Inc. 3415 University Ave. S.E. Prior 2717	NBC Northwest Petry	Stanley E. Hubbard, p & gm Kenneth M. Hance, evp & treas. C. Brooks Henderson, prod. sup. John McMahon, tech. sup.	Miller C. Robertson, vp chg. sls. Joe C. Cook, prom. & publ. d	L-W, Thes. Wld. AP .....

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transc. Library News Service Transmitter
				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.		
MINNEAPOLIS—ST. PAUL—(Continued)						
KSTP-FM 1946	Ch. 271 (B) 102.1mc 57kw					
KSTP-TV 1948	Ch. 5 76-82 mc 17.3kw-aur.; 24.7kw-vis.			Del Franklin, pd Richard Kepler, TV film d		
*KTIS 1949	900 1,000-D	Northwestern Schools Bible School, Seminary College Lincoln 7881		Dr. William Graham, p Loren F. Bridges, gm & pd Clarence LaBonte, ce		UP
KTIS-FM 1950	Ch. 253(B) 98.5mc 5.3kw					
*KUOM 1922	770 5,000-D ST-WCAL	U. of Minnesota Eddy Hall MA 8177 Ext. 419		Burton Paulu, m Northrop Dawson Jr., pd Berten A. Holmberg, ce	Ray Wolf, fd (Mrs.) Jo B. Nelson, wd	UP RCA
WCCO 1924	830 50,000	Columbia Bcstg. System 625 Second Ave. So. Main 1202	CBS Radio Sales	Frank Stanton, (CBS) p Gene Wilkey, gm Carl Ward, cm Robert Sulton, pd Tony Moe, pmm	J. J. Beloungy, ce Wiley Maloney, nd Larry Haeg, fd Halsey Hall, sd Darragh Aldrich, wd	LW AP, UP WE
WDGY 1925	1130 50,000-LS DA-2 25,000-N	Twin Cities Bcstg. Corp. Hotel Nicollet Bridgeport 2271	Avery-Knodel	James Stuart, p Harry Peck, g & cm Bob Allen, pd Vivienne Kleen, pmm	Charles Dinkle, ce Jim McGovern, nd John Leslie, sd Betty Robinson, wd	St. AP WH
WLOL 1940	1330 5,000 DA-1	Independent Merchants Bcstg. Co. 1730 Hennepin Ave. Atlantic 0406	MBS Blair	Ralph L. Atlass, p C. T. Hagman, vp & gm Samuel N. Nemer, cm Jack Swenson, pmm, p & nd	Gene Brautigam, ce Dick Enroth, sd Barbara Bayne, wd	UP RCA
WMIN 1936	1400 250	WMIN Bcstg. Co. 538 Hamm Bldg. Garfield 1361	Radio Reps	Frank M. Devaney, vp & gm N. L. Bentson, cm Norm Page, pd & nd	Dick Stevens, pmm Warren Fritze, ce Marty O'Neill, sd	Assoc. AP WE
WMIN-FM 1947	Ch. 258 (B) 99.5mc 46kw					Fed.

# YOU CAN'T CHOP WOOD WITH A RAZOR BLADE

It takes an AXE... and a good one... to make an impression on Minnesota's \$3,000,000,000 market... and, WDGY is that axe!

The 3-million gardeners who plant the commercial trees in our 96-county coverage area have designed this tool as they saw fit.

**More weight with 50-thousand-watts of power**

**Wider cutting edge through independence and selective time availabilities**

**Sharpness with expert an-the-air and off-the-air sales pramatian capable of directing this axe to the praper groove**

**And, laads of "chop-happy" persannel who know how to use this taol to YOUR best advantage.**

No wonder... we're chopping more commercial wood than ever before!  
No wonder... more radio lumberjacks-and-jills are joining our gang!  
No wonder... the Minnesota eye... is on WDGY!

**Why not contact your Avery-Knadell man NOW... while the "big swing" is underway!**

**50,000 WATTS**

**INDEPENDENT**



1130 KILOCYCLES  
**WDGY**  
STARY STATIONS  
K O I L

MINNEAPOLIS

ST. PAUL

MINNESOTA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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.	Transc. Library News Service Transmitter	
<b>MINNEAPOLIS—ST. PAUL—(Continued)</b>						
WPBC 1949	980 500-D	People's Bcstg. Co. 1133 Stenson Blvd. Granville 4356	Sears & Ayer	William V. Stewart, p, g & cm (Mrs.) Beckly Ann Stewart, pd & wd Joseph Kane, pmm Lloyd Sherman II, pmm	Sumner Rassmussen, ce Lloyd Nelson, nd Art Jacobson, fd Ray Christenson, sd	LW UP Col.
WTCN 1934	1280 5,000-LS 1,000-N	Minnesota Bcstg. Corp. 50 So. 9th St. Lincoln 0552	ABC Dairyland Free & Peters	William J. McNally, p F. Van Konyenburg, gm R. N. Ekstrum, cm Judy Bryson, pd	C. J. Rian, pmm & nd John M. Sherman, ce C. D. Miller, d of bcst. opers. Bob Carlson, fd	Assoc., Cap. AF, UP WE
WTCN-FM 1937	Ch. 246 (B) 97.1mc 11kw					
WTCN-TV 1949	Ch. 4 66-72mc 9.2kw-aur. 17.9kw-vis.;		ABC, CBS DuMont	Sherman K. Headley, TV opers. d		Equities Flamingo .....
<b>MOORHEAD</b>						
KVOX 1937	1340 250	KVOX Bcstg. Co. Frederick Martin Hotel 3-1522	MBS Great Northern Walker	E. J. McKellar, p M. M. Marget, gm & sd E. S. Kuhlmeier, pd & nd	Don Geiken, ce	Wid. UP WE
<b>NEW ULM</b>						
KNUJ 1949	860 1,000-D	KNUJ Inc. 308½ North Minn. St. 905		Walter K. Mickelson, p Bernard L. Young, gm Wip Robinson III, pd John H. Acker, pmm	Leon H. Brauhn, ce George E. Korenchen, sd Jane Windom Robinson, wd	L-W AP G
<b>NORTHFIELD</b>						
*WCAL 1918	770 5,000-D ST-KUOM	St. Olaf College Northfield 500		Milford C. Jensen, gm William Lundquist, pd Martin Hegland, pmm Gerald Thompson, nd	Eldon Underdahl, fd Rolf Charlston, sd Vivian Pearson, wd	Assoc. AP WH
WCAL-FM 1949	Ch. 239 (B) 95.7mc 49kw					
<b>OWATONNA</b>						
KOBK (CP)	1390 500-D	Owatonna Bcstg. Co. 307 Vesterby Bldg. 5150		William F. Johns Jr., p Norman Engstrom, gm Wallace Fuller, pd & nd		LW UP Col.
<b>RED WING</b>						
KAAA 1949	1250 1,000-D	Red Wing Bcstg. Co. Red Wing 3512		Fred C. Clark, p & ce John F. Williams, opers. m & fd Maxine Jacobs, cm & secy.-treas.	Peter Lyman, pd & nd Marvin L. Schulz, pmm Jean McConnell, sd	Assoc. AP G
<b>ROCHESTER</b>						
KLER 1948	970 500-LS 1,000-N DA-2	Rochester Bcstg. Co. 229 1st Ave. S. W. 2-2757	ABC Pearson	(Mrs.) Alice Mayo, p Walter T. Bruzek, g & pmm Robert Fick, cm Robert Bouchier, pd	Boyton Hagaman, ce Don Mason, nd Wally Lindberg, sd Marge Given, wd	St. UP RCA
KROC 1935	1340 250	So. Minn. Bcstg. Co. 100 1st Ave. Bldg. 3924	NBC Northwest Ra-Tel	(Mrs.) G. P. Gentling, p G. David Gentling, gm John Burns, pmm Jerry Brataas, cm Cal Smith, pd & sm	Robert Cross, ce Ray Thompson, nd Jim Faber, fd Bernie Lusk, sd Mary Miller, wd	Thes. UP Col.

Data corrected to Dec. 6, 1950. If executives or services for FM or TV 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-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

**Big Station Talent • Big Station Dial Spot •  
 Big Station Coverage—At—Small Station COST!!  
 In the BIG Twin Cities Market—Minneapolis-St. Paul**

**980**

**980**

**WPBC**

on Your Dial  
 Daytime Regional  
 Check Rates

on Your Dial  
 Daytime Regional  
 Check Rates

**News Every Hour—Good Music ALL DAY**

Sears & Ayer, National Rep.

William V. Stewart, Pres. & Gen. Manager



City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Tran. Library News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
<b>ST. CLOUD</b>						
KFAM 1938	1450 250	Times Pub. Co. Weber Bldg. 3330	NBC Northwest Pearson Lawson	Frederick C. Schilplin, p & gm Cliff R. Sakry, sm, nd, fd & sd John F. Green, cm	(Mrs.) Patricia Rieder, pd Robert Witschen, ce Carol VanSlyke, wd	Thes. AP RCA
KFAM-FM 1948	Ch. 284 (B) 104.7mc 50kw					
WJON 1950	1240 250	Granite City Bcstg. Co. St. Cloud Hotel 1240	ABC Ra-Tel	Max H. Lavine, p W. C. Porsow, gm Paul T. Zahorik, cm Wallace MacBriar, pd	Norman Vance, pmm Robert Wayne, nd Robert Muchow, ce Don Brockman, sd	Wld. UP G
<b>STILLWATER</b>						
WSHB 1949	1220 250-D	St. Croix Bcstg. Co. 126 S. Main St. 46	KBS	William F. Johns, p Charles E. Wright, gm Elmer Peterson, cm & sd	Jim Tibbetts, pd & nd Elmer Christenson, ce & fd Joan Perry, wd	L-W UP GE
<b>THIEF RIVER FALLS</b>						
KTRF 1946	1230 250	Henry K. Arneson 1313 No. Main Ave. 13	Bulmer & Johnson	Henry K. Arneson, p & gm Alverda Noel, pd Henry J. Bothman, ce	Katherine Barzen, nd & wd Douglas Tegtmeier, sd	LW UP G
<b>VIRGINIA</b>						
WHLE 1936	1400 250	Head of the Lakes Bcstg. Co. 17th St. & 6th Ave. S. 2000	NBC Ra-Tel	Morgan C. Murphy, p Walter C. Eridges, gm Cnet Thurston, pmm Alys Mae McBride, pd	Norman Gill, ce A. DeYoannes, nd & sd Bob Mattson, nd August Neaubauer, fd	Assoc., Wld. SES. UP Col.
<b>WADENA</b>						
KWAD 1948	920 1,000 DA-N	Associated Bcstrs. Inc. First Nat'l. Bank Bldg. 920	MBS Bulmer & Johnson	C. V. Phillips, p Carl E. Holt, g & cm Jim Buchan, pd, fd & pmm M. F. Mickelson, ce	Warren Gustafson, nd Dale Peterson, sd Roxanne Michaels, wd Gwen Robinson, office m	SES. UP G
<b>WILLMAR</b>						
KWLM 1940	1340 250	Lakeland Bcstg. Co. 307 West 6th St. 1340	ABC Datryland Pearson	H. W. Linder, p, gm & ce Jack Lynch, cm Joe Martinson, pd	Irene Peters, wd	Cole UP WE
<b>WINONA</b>						
KWNO 1938	1230 250	Winona Radio Service 216 Center St. 3314	ABC Pearson	Maxwell H. White, p Ken Marsh, gm Rod Hurd, cm Dave Moffit, pmm	Stanley Johnson, ce Gordon Holte, nd Charles Williams, sd Ethel Holte, wd	Wld. AP RCA
KWNO-FM 1948	Ch. 248 (B) 97.5mc 55kw					
<b>WORTHINGTON</b>						
KWOA 1947	730 1,000-D	Worthington Bcstg. Co. Hotel Thompson 2-7301		R. W. Olson, p Ralph E. Shepard, g & cm Roger Russell, pmm, pd & sd Clint Knapp, ce	Ty Mack, nd Mervin Gardner, fd Lorraine Steinbach, wd	LW UP Ray.

*The NBC Affiliate for Central Minnesota*

AM • **K F A M** • FM

St. Cloud, Minn.

CENTRAL Minnesota's dominant radio station, KFAM, has been serving an eleven county prosperous farm market since June, 1938. Today, KFAM offers national and regional advertisers AM and FM coverage at the same rate.

OWNED by The Times Publishing Company, KFAM, the NBC affiliate for the St. Cloud trading area, reaches a population of nearly 300,000. St. Cloud and suburbs today total 33,410. KFAM enjoys wide prestige and popularity in Minnesota—factors that make sales for your product.

*“The Voice of Central Minnesota”*

Write for complete information today

Owned and Operated by The Times Publishing Company

JOHN E. PEARSON CO., NATIONAL REPRESENTATIVES

ORVILLE LAWSON & ASSOC., REGIONAL REPRESENTATIVES

MISSISSIPPI

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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.	Transc. Library News Service Transmitter
<b>ABERDEEN</b> WMPA (CP) 1950	1240 250	Prairie Bcstg. Co.			
<b>BILOXI</b> WLOX 1948	1490 250	WLOX Bcstg. Co. Inc. Hotel Buena Vista 5532	MBS Rambeau	J. S. Love, Jr., p Gene Tibbett, g & pmm Blue Majure, cm & ce Ken Carleton, pd	Dave Banks, nd Ray Butterfield, sd Tony McCorkle, wd St. UP WE
WVMI 1950	570 1,000-D	Radio Associates P. O. Box 152 6961	Devney	Odes E. Robinson, p, g & cm Richard E. O'Donnell, ce Gene Allen, pd, pmm & nd	Bob Campbell, fd Len Ellis, sd Beatrice Ellis, wd Thes., L-W UP Col.
<b>BOONEVILLE</b> WBIP 1950	1400 250	Booneville Bcstg. Co. Highway #45-S 678		E. O. Roden, p W. T. McLain, gm D. Brown Carter, cm	Chad Lassiter, pd L. A. Bryan, ce Cap. UP G
<b>BROOKHAVEN</b> WJMB 1950	1340 250	Brookhaven Bcstg. Co. West Chicasaw St. 1298	Miss. Continental	Tullius Brady, p & gm Guy Harris, cm, pd & nd Arthur T. Pharris, ce	Joyce Cook, wd L-W, Wld. AP G
<b>CENTREVILLE</b> WGLC (CP) 1950	1580 250-D	S. W. Bcstg Co. of Miss.			
<b>CLARKSDALE</b> WROX 1943	1450 250	Birney Imes Delta Ave. 1566	MBS, KBS Mid-South	Birney Imes Jr., p P. B. Hinman, gm C. D. Graves, ce	..... ..... RCA
<b>CLEVELAND</b> WCLD 1949	1490 250	Cleveland Bcstg. Co. Highway 61 990	LBS Miss. McGillvra	C. W. Capps Melvin C. Lee } co-o Lowry Tims Melvin C. Lee, g & pmm & nd	Russell N. Pausch, cm & sd Dorothy Guerieri, pd & wd John Gilmore, ce Wld. UP Col.
<b>COLUMBIA</b> WCJU 1946	1450 250	WCJU Inc. South Main St. 755	MBS, KBS	Lester Williams, cm	
<b>COLUMBUS</b> WACR 1950	1050 250-D	Miss. Bcstg. Co. Inc. Columbus	Miss.	Withers Gavin, p & gm	St. UP ..... AP RCA
WCBI 1940	1340 250	Birney Imes Jr. Gilmer Hotel 1313	MBS, KBS Mid-South Mid-South	Birney Imes Jr., p Bob McRaney, g & pmm J. W. Eatherton, cm Walter Kennedy, pd	Thomas McFerrin, ce Dick Crago, nd & sd Chuck Delaney, fd Patsy McDade, wd
<b>CORINTH</b> WCMA 1946	1230 250	Corinth Bcstg. Co. Inc. Ray Bldg. 5575	KBS, MBS Dixie Burn-Smith	Aaron B. Robinson, vp & gm John E. Bell, sta. & pmm Joe P. Van Dyke, cm William H. Matthews, pd	William M. Essary, ce Al Young, nd Fred Dillon, sd Wld. UP WE

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in *italics*. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

**OUTSTANDING**

**BILOXI POPULATION**

**WLOX** is the only Radio Station located within Biloxi City limits.

**WLOX** is on the air from 4:30 A.M. until 12:00 Midnight.

**WLOX** is the only full time station for Biloxi.

**WLOX BILOXI**

Represented by  
**WILLIAM G. RAMBEAU CO.**



Cleo Moore  
Actress

**FIGURES...**

**GAINS 111% IN 1950**

**Speaking of Figures . . .**

Biloxi	1940	17,475
	1950	37,034
Gulfport	1940	15,195
	1950	22,418
Ocean Springs	1940	1,881
	1950	3,060
Pascagoula	1940	5,900
	1950	10,797

**Dwelling Units**

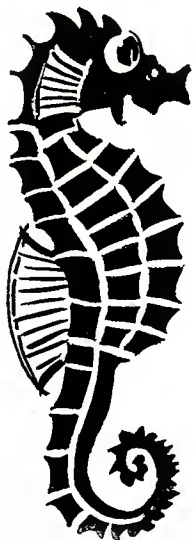
Biloxi	1940	4,823
	1950	8,431
Gulfport	1940	4,004
	1950	6,846

SEND FOR A COPY OF OUR LATEST LISTENER SURVEY  
... IT'S GOOD!!!

Gene Tibbett,  
General Manager



City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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.	Transc. Library News Service Transmitter
<b>GREENVILLE</b>					
WGVM 1948	1260 1,000-D	Cotton Belt Bcstg. Co. 316 Washington Ave. 4559	Devney	David M. Segal, gm Edward Guss, cm Wallace Hoy, pd	Welton, Jetton, ce St. UP Col.
WJPR 1939	1340 250	Radio Services Co. 107 South Poplar St. 8040	MBS, KBS Miss. Sears & Ayer	Emmet H. McMurry Jr., p & gm Frank W. Baldwin, cm Barbee Ashley, pd Pat Avery, pmm Ray Allen, ce	Bill McHan, nd Thomas Golding, fd Tommy Tiller, sd Margo Stephens, wd Wld. AP RCA
WJPR-FM 1948	Ch. 270 (B) 101.9mc 19.1kw				..... GE
<b>GREENWOOD</b>					
WABG 1950	960 1,000-D CP: 1,000-LS 500-N-DA	Greenwood Bcstg. Co. 222 Howard St.		Cy Bahakel, p & gm	Wld. .....
WGRM 1937	1240 250	P. K. Ewing Walnut St. 1900	NBC, KBS Miss.	P. K. Ewing, p F. C. Ewing, gm Van Power, cm	Cap. UP G
<b>GRENADA</b>					
WNAG 1949	1400 250	Birney Imes Jr. Barwin Hotel 740	MBS, KBS, Mid-South Mid-South	Birney Imes Jr., o Bob McRaney, gm Bill Parkes, pd	Monroe Looney, c & pmm & nd Charles Aldridge III, ce, sd & wd ..... RCA
<b>GULFPORT</b>					
WGCM 1929	1240 250	WGCM Bcstg. Co. Hewes-Martin Bldg. 1110	ABC, KBS LBS Miss. Sears & Ayer	Hugh O. Jones, p & gm C. Eddie Vann, pd Charles T. Hook, ce	Rick Weaver, sd Wld. AP RCA
WGCM-FM 1949	Ch. 268 (B) 101.5mc 3kw				..... WE
<b>HATTIESBURG</b>					
WFOR 1925	1400 250	Forrest Bcstg. Co. Inc. 302 Hemphill St. 1866	NBC, KBS Rebel Hollingbery	C. J. Wright Sr., p & gm C. J. Wright Jr., c & pmm Carl Anderson, pd B. B. McLemore, ce Bud Norval, pd	Jack Dix, nd, fd & sd Sue Vance, wd E. M. Jenkins, acct. exec. ..... Wld. UP
WRFM(FM) 1949	Ch. 250 (B) 97.9mc 2.02kw	(WFOR, AM Affiliate)			..... RCA
WHSY 1948	1230 250	Hub City Bcstg. Co. Inc. P. O. Box 1008 3180	ABC LBS McGillvra	Charles W. Holt, p & gm Vernon J. Cheek, vp, ce & asst. m Frank Holfield, cm (Mrs.) Connie Holt, pd & wd	Tommy Kern, pmm Bob Robinson, nd & sd Jerry Williams, fd L-W AP G
<b>JACKSON</b>					
WJDX 1929	1300 5,000-LS 1,000-N	Lamar Life Insurance Co. P. O. Box 2171 3-7476	NBC Rebel Hollingbery	Wiley P. Harris, gm Frank Gentry, cm Howard Langfitt, pd Robert R. Smathers, ce	Percy G. Root, ce Cap., Wld. UP .....
WJDX-FM 1948	Ch. 275 (B) 102.9mc 50kw				..... WE
WJQS 1947	1400 250	Miss. Bcstg. Co. Inc. Edwards Hotel 3-9681	CBS Miss.	Withers Gavin, p & gm	St. UP .....
WJXN 1945	1450 250	Jackson Bcstg. Co. Deposit Guaranty Bank Bldg. 2-6673	KBS IMS	James T. Ownby, p, g & cm Thomas W. Patterson, ce Laurence Gibbs, sd	Judy Jackson, wd AP .....
WRBC 1947	620 5,000-LS 1,000-N DA	Rebel Bcstg. Co. Inc. 125 S. Lamar St. 5-1562	MBS Branham	T. E. Wright, p J. W. Carlier, g & cm Percy Powers Jr., pmm Forrest Cox, pd, nd & fd	G. B. Benson, ce W. E. Goodrich, sd Marjorie Lee, wd Assoc. AP RCA
WSLI 1938	930 5,000 DA-N	Standard Life Bcstg. Co. Inc. Robert E. Lee Hotel 3-2788	ABC Weed	W. R. Newman, p L. M. Sepaugh, gm F. E. Wilkerson Jr., cm B. K. Smith, pd & pmm	C. A. Perkins, ce Jerry Keith, nd Jim Neal, fd Bill Spell, sd Wld. AP RCA



THE OLD SEA-HORSE SAYS:

No OTHER MEDIUM "OFFERS SO MUCH  
FOR SO LITTLE"

Now affiliated with Progressive Broadcasting System.

May We Hear From You?

BILOXI, MISSISSIPPI

WVMI

1,000 WATTS

570 KILOCYCLES

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

MISSISSIPPI—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transc. Library News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
<b>KOSCIUSKO</b>						
WKOZ 1947	1340 250	Kosciusko Bcstg. Co. Box 392 782	KBS, LBS	Cy N. Bahakel, p & gm Frank D. Benson, acct. m & cm Erlene Leach, pd	George C. Ray, ce	Wld. AP Col.
<b>LAUREL</b>						
WAML 1932	1340 250	New Laurel Radio Station Inc. P. O. Box 950 5601	NBC, KBS, LBS Hollingbery	Harold M. Matison, p Granville Waters, g & pmm Morris Caver, cm	S. C. Walters, pd & sd Clyne J. Graves, ce Ed Breland, nd	Wld. AP Ray.
WLAU 1946	1490 250	Southland Bcstg. Co. 437½ North Magnolia St. 7227	MBS Keller	James V. Willson, gm C. Hubert Leggett, cm Dave Kane, pd & nd Teck Jones, pmm	Edward S. Pierce, ce Dean Matteson, fd Louise Willson, wd	..... UP WE
<b>MACON</b>						
WMBC 1947	1400 250	Miss. Bcstg. Co. Inc. Hotel Thomas Jefferson 310	Miss.	Withers Gavin, p & gm		..... UP .....
<b>McCOMB</b>						
WAPF 1948	1010 250-D	Southwestern Bcstg. Co. of Miss. Box 604 1884	KBS	Louis Alford } A. Mack Smith } ptnrs. Phillip Brady } Louis Alford, gm A. Mack Smith, secy.	Bill Tyler, cm Karl Austin, pd Mal Jones, pmm Phillip Brady, ce W. M. Jones, sd	L-W UP G
WSKB 1939	1250 5,000-LS 500-N DA	McComb Bcstg. Corp. P. O. Box 111 37		George Blumenstock, ptnr., g & cm & fd Robert Louis Sanders, ptnr. & ce	Julia D. Blumenstock, pd & wd Robert M. Hallgren, pmm Albert Brister, nd	Assoc., Cap. AP WE, RCA
<b>MERIDIAN</b>						
WCOC 1926	910 5,000-LS 1,000-N	Miss. Bcstg. Co. Inc. Threefoot Bldg. 7714	CBS Miss.	Withers Gavin, p & gm		St. UP .....
WMOX 1946	1240 250	Birney Imes Jr. WMOX Bldg. 2-0171	MBS, KBS Mid-South	Bernie Imes Jr., o Mal McRaney, gm Joseph W. Carson, sm Earl Bradshur, pd	Eddie Holladay, cm Alois Betmarik Jr., ce Beri Moore, sd	..... AP RCA
WMOX-FM 1948	Ch. 253 (B) 98.5mc 3.6kw					
WTOK 1946	1450 250	Meridian Bcstg. Co. Citizens Nat'l Bank Bldg. 3-1441	ABC Rebel Headley-Reed	Robert F. Wright, p & gm William B. Crooks, c & pmm Cecil Germany, pd & nd	Joe H. Saxon, ce George Shannon, sd	..... INS WE
<b>NATCHEZ</b>						
WMIS 1941	1240 250	Natchez Bcstg. Co. Super Walgreen Bldg. 2800	NBC KBS Miss.	P. K. Ewing Sr., p P. K. Ewing Jr., gm Roger Davison, cm Ervin Parks, pd & sd	Paul Shilling, pmm J. M. Merchant, ce Herbert Taylor, nd & fd	Cap. UP G
WNAT 1949	1450 250	Old South Bcstg. Co. P. O. Box 54 3100	LBS	(Mrs.) Laurie G. Ratcliffe, p Henry J. Jennings, gm Tony Carter, pd	Don Causey, ce Elwood Kresal, sd	St. UP GE
<b>PASCAGOULA</b>						
WPMP (CP)	1580 250-D	Crest Bcstg. Co. Inc. P. O. Box 348 723		Wm. R. Guest Jr., p & gm T. T. Justice, vp E. H. Craven, cm & secy.-treas.	L. V. Hance, ce	Cap. INS WE
<b>PHILADELPHIA</b>						
WHOC 1948	1490 250	William H. Cole P. O. Box 26 740	KBS	William H. Cole, o & m James A. Sparks, pd, pmm, nd & sd	Sturle J. Parks, ce & fd (Mrs.) W. H. Cole, wd	Cap. UP Col.
<b>PICAYUNE</b>						
WRJW 1949	1320 1,000-D CP: 5,000-D	Moseley Bros. Ritz Theatre 510	Continental			
<b>STARKVILLE</b>						
WSSO 1948	1230 250	Starkville Bcstg. Co. Starkville 1230	Mid-South	Grady Innes, p Joe Phillips, g & cm (Mrs.) Eva Deen, pd	Travis Palmer, ce	Cap. AP WE
<b>TUPELO</b>						
WELO 1944	1490 250	Tupelo Bcstg. Co. WELO Bldg. 1400	MBS, KBS Mid-South	Birney Imes Jr., o Bob Evans, m Reeves Whirley, cm Tom Fleet, pd & nd	LeRoy Green, ce Red Purnell, fd Joan Henderson, wd	..... AP RCA
<b>VICKSBURG</b>						
WQBC 1931	1420 1,000-LS 500-N	Delta Bcstg. Co. Inc. Hotel Vicksburg 312	MBS Sears & Ayer	L. P. Cashman, p Mary Van Cashman, gm L. L. Miller, cm, nd & sd	Charlotte Kahn, pd & wd C. E. Drake, ce	Wld. AP RCA
WVIM 1948	1490 250	Radio Mississippi Inc. Carroll Hotel 1920	LBS	James T. Owenby, p Hal Falter, g & cm Felix Adams Jr., pd	Cecil Goodreau, pmm Harold Townsend, ce Janice Cranford, wd	..... UP G
<b>WEST POINT</b>						
WROB 1947	1450 250	Bob McRaney Columbus, Miss. 1313	MBS Mid-South	Bob McRaney, p Jack King, gm & ce		..... WE
<b>YAZOO CITY</b>						
WAZF 1947	1230 250	WAZF Inc. 321 S. Main St. 1300	LBS	Gus Corley, p & gm Harris L. Umstead, cm Johnny Walker, pd	Don Flinspach, ce	Wld. AP G

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated.  
 FM's in *italics*. N—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



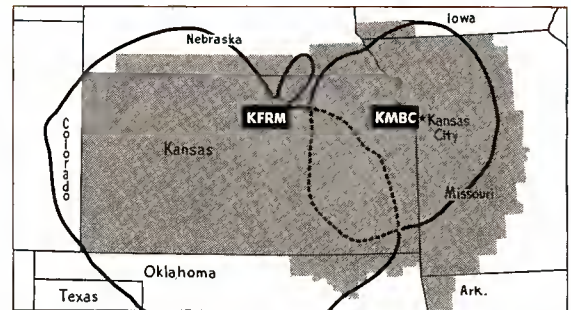
# MISSOURI

City	Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Trans. Library News Service Transmitter
					Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. News Mgr. pmm; cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; From. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
<b>CAPE GIRARDEAU</b>							
KFVS 1925	960 1,000-LS 500-N DA	Hirsch Bcstg. Co. 324 Broadway 2104	MBS Pearson	Oscar C. Hirsch, p Ralph L. Hirsch, g & cm			UP .....
KFVS-FM 1948	Ch. 239 (B) 95.7mc 3kw						
KGMO(FM) 1950	Ch. 249 (A) 97.7mc 0.32kw	Cape County Bcstg. Co. 46 N. Henderson 3843		William C. Brandt Richard C. Brandt } co-o William M. Bryan }	Richard C. Brandt, g & cm William C. Brandt, pd William M. Bryan, ce		G .....
<b>CARTHAGE</b>							
KDMO 1947	1490 250	Carthage Bcstg. Co. 1201 East Chestnut 2648	KBS, LBS	L. C. McKenney, ptrn., m & fd J. J. Daly, ptrn. & cm Leon H. Crocker, pd Phil Hannum, pmm	Jack P. Langford, ce Bob Young, nd Jim King, sd Dottie Shepp, wd		Cap. AP G
<b>CARUTHERSVILLE</b>							
KCRV 1950	1370 1,000-D	Pemiscot Bcstrs. Inc. 104 West 3rd 965		William R. Smith, p Norman Shain, gm, fd, nd & sd Charles Smith, cm	Dewey Lusk, ce Peggy Shain, wd		Thes. UP G
<b>CHILLICOTHE</b>							
KCHI 1950	1010 250-D	Cecil W. Roberts Box 449 1920	KBS	Cecil W. Roberts, o Howard G. Rion, gm Jack D. Funk, cm & pd	James L. Preston, ce		SES. UP G
<b>CLAYTON</b>							
*KFUO 1926	850 5,000-SH	The Lutheran Church— Missouri Synod 801 De Mun. Ave. Delmar 3030		Herman H. Hohenstein, d William C. Krato, bus. m. Albert H. Wiese, ce	Elmer J. Knoernschild, pdm, nd, fd, sd & wd		Assoc. UP WE
KFUO-FM 1948	Ch. 256 (B) 99.1mc 5.8kw						
<b>CLINTON</b>							
KDKD (CP)	1280 1,000-D	Clinton Bcstg. Co. Clinton	Corn Belt Devney	David M. Segal, gm Lee Baker, ce			UP Col. .....
<b>COLUMBIA</b>							
KFRU 1925	1400 250	KFRU Inc. 13 S. 8th St. 4141	ABC	H. J. Waters Jr., p Mahon R. Aldridge Jr., g & pmm & sd F. J. LeGrand, cm	Harold Douglas, pd & sd Robert Haigh, ce Edward Lambert, nd		L-W AP GE
KUMO (CP)	950 1,000 DA-1	Boone County Bcstg. Co. Inc. Uptown Theatre Bldg.					
<b>CONCORDIA</b>							
KFRM 1947	550 5,000-DA	(See Kansas City listing)					
<b>FARMINGTON</b>							
KREI 1947	1350 1,000-D	Cecil W. Roberts P. O. Box 270 710	Conwell	Cecil W. Roberts, p & gm Maxine Bequette, pd Kermit Barker, ce			L-W UP G .....
KREI-FM 1949	Ch. 261 (A) 100.1mc 0.2kw						Ray.
<b>FESTUS</b>							
KJCF (CP)	1010 250-D	Jefferson County Radio & Television Co.					
<b>FLAT RIVER</b>							
KFRM 1947	1240 250	Lead Belt Bcstg. Corp. Flat River 1000	Pearson	Oscar C. Hirsch, p & ce James F. Collins, g & cm Virginia Collins, pd	Earl L. Whitener, pmm		UP Col. .....
<b>FULTON</b>							
KFAL 1950	900 250-D	Mo. Central Bcstrs. 5th & Market 1400		Robert W. Nickles, co, gm & ce Roger P. Fox, co, pd & sta. d			Cap. UP WE
<b>HANNIBAL</b>							
KHMO 1941	1070 5,000-LS-DA-2 1,000-N	Courier-Post Pub. Co. 102½ S. Main St. 3450	MBS Pearson	E. L. Sparks, p Wayne W. Cribb, g & cm Gene Hoenes, pd & pmm Ben Parrish, ce	George Allen Jr., nd & fd Warren Hewitt, sd Janet Drescher, wd		L-W AP WE
<b>INDEPENDENCE</b>							
KIMO 1947	1510 1,000-D	The Blue Valley Co. 310 N. Osage Clifton 9815	Cooke	Craig Siegfried, gm			
<b>JEFFERSON CITY</b>							
KWOS 1937	1240 250	Capital Bcstg. Co. 210 Monroe St. 4000	MBS Sears & Ayer	R. C. Goshorn, p Catherine Roer, g, c & pmm & pd	Leroy S. Hackmann, ce		L-W AP Col.
KWOS-FM 1948	Ch. 253 (B) 98.5mc 9.2kw						

# UNDISPUTED KANSAS CITY PLUS EXPANDED AND The KMBC

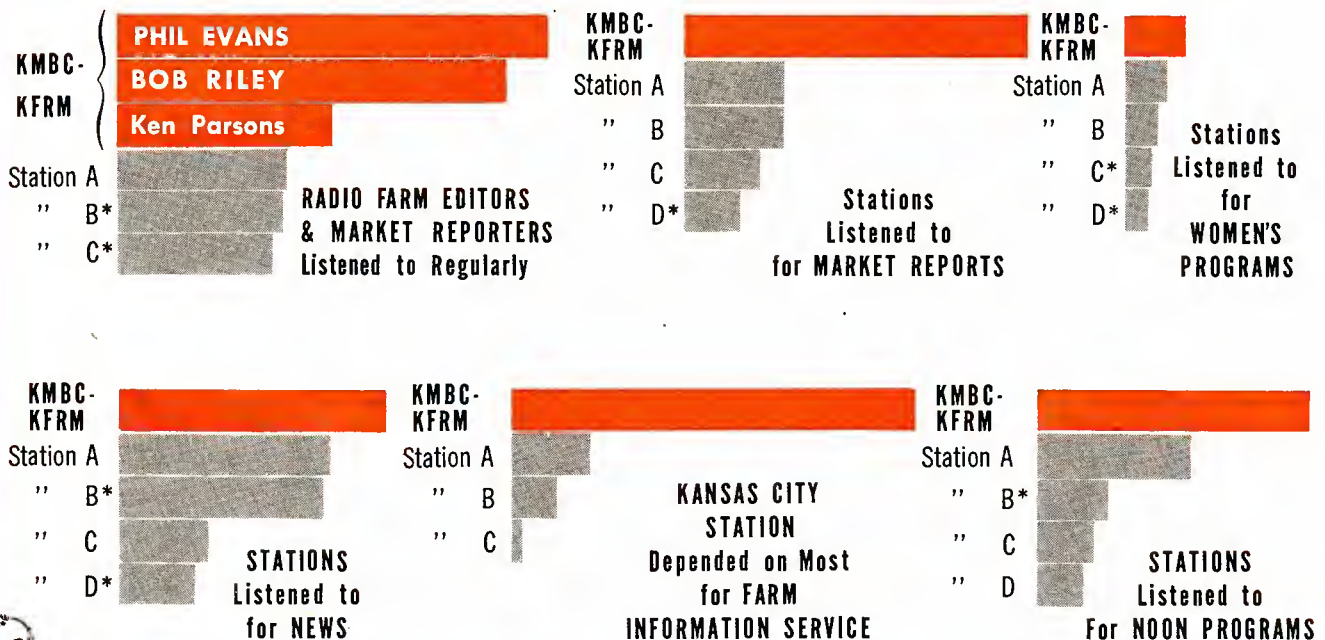
The KMBC-KFRM Team personalities and farm program services again increased their leadership in Kansas City's Primary Trade area according to the 1950 survey made at State Fairs in Missouri and Kansas and the American Royal in Kansas City.

2,843 interviews with farm and small-town listeners from 142 counties in The Team area (duplication eliminated) resulted in these dramatic graphs, proving The Team's leadership claims.



The Team contours shown in black are half-millivolt daytime, and the shaded area is Kansas City's Primary Trade area.

## The KMBC-KFRM Team Ranking, as Compared with the Other Leading Stations is Illustrated Graphically Below:



\*Kansas City Stations

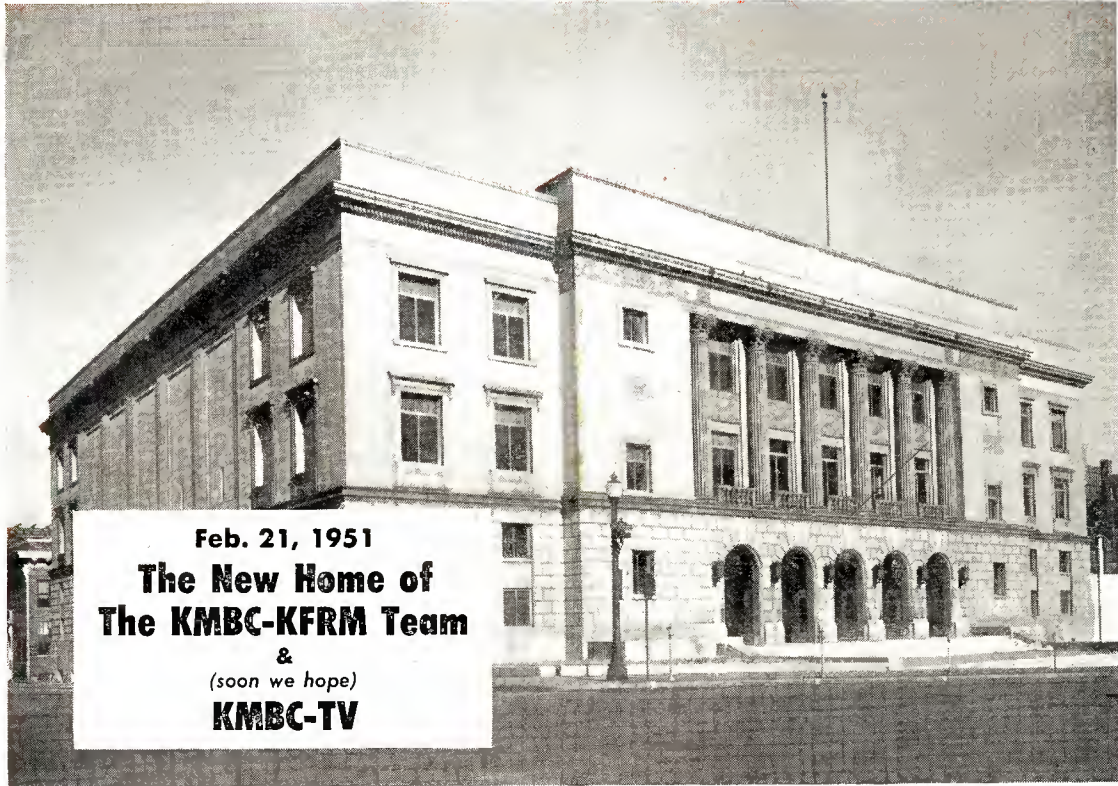


# KMBC

of Kansas City  
6th Oldest CBS Affiliate



# TRADE AREA LEADERSHIP NEW FACILITIES FOR **KFRM Team!**



Kansas City's radio and television center, announced New Year's Day, 1948, will be opened officially February 21, 1951—24th anniversary of KMBC's affiliation with CBS, according to Arthur B. Church, president and founder of KMBC and The KMBC-KFRM Team. Its 2800-seat Radio-TV theatre will be second only to NBC's New York 3000-seat Centre Theatre.

The continued importance of AM radio in the huge Kansas City market area served by The

KMBC-KFRM Team is clearly evidenced by The Team's new AM studios of most modern design with the finest new equipment that could be built in 1950.

In addition to the 2800-seat Radio-TV theatre, KMBC's television facilities will include one of the largest television studios in the country. United Press and Acme Telephoto headquarters for Kansas City will be located on the TV studio floor.

# KFRM

## The Kansas Farm Station

Programmed from Kansas City

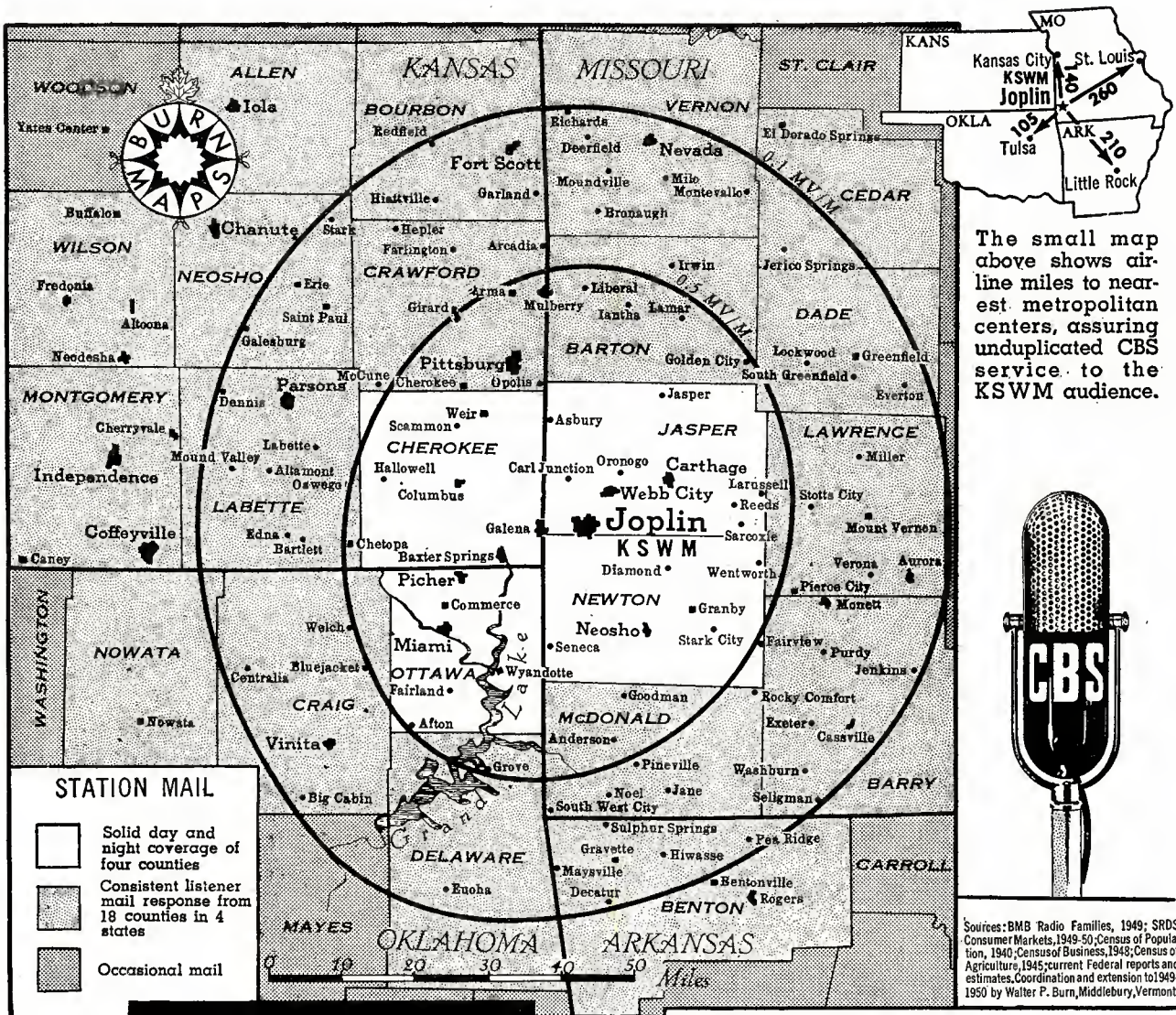
DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

MISSOURI—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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.	Transc. Library News Service Transmitter
<b>JOPLIN</b>					
KFSB 1948	1310 5,000-LS 1,000-N DA	Four States Bcstrs. Inc. 1027 Main 1310		Harry Easley, p W. H. Clark, g & cm Ed Johnson, pd & pmm	Ralph Meador, ce Jim Randall, nd Don Gross, sd L-W UP G
KSWM 1946	1230 250	Air Time Inc. 1928 W. 13th St. 7260	CBS Rambeau	Austin A. Harrison, p, gm & ce William S. Woodland, cm Ronald W. Robson, pd & sd	Kenneth Crowe, nd Wld. UP G
WMBH 1925	1450 250	Joplin Bcstg. Co. Frisco Bldg. 330	MBS Sears & Ayer	D. J. Poynor, p, g & cm (Mrs.) Alyne Sheldon, pd Everett L. Dodge, ce	Charles McIntire, nd Leonard Brown, fd Bill Grisby, sd L-W AP Col.
WMBH-FM 1946	Ch. 241 (B) 96.1mc 70kw				..... ..... Fed.
<b>KANSAS CITY</b>					
KCKN 1925	1340 250	KCKN Bcstg. Co. Inc. 300 Walloway Bldg. Victor 3864	Capper	Arthur Capper, o Ben Ludy, gm Joe Story, cm George Stump, pd	Max Williams, ce Eric Tainter, nd Ann Sine, office m L-W St. AP, UP RCA
KCMO 1936	810 50,000-LS 10,000-N DA	KCMO Bcstg. Co. 1515 Commerce Bldg. Baltimore 1234	ABC Katz	Tom L. Evans, p E. K. Hartenbower, gm C. E. Breazeal, asst. m R. W. Evans, slm S. B. Tremble, pd	Karl Troeglen, tech. d F. C. Strawn, prom. d Jim Monroe, nd Tony Williams, sd C. W. Jackson, fd Thes., Assoc. AP, UP RCA
KCMO-FM 1948	Ch. 235 (B) 94.9mc 54kw		Transit Radio		
KFRM 1947 (Concordia)	550 5,000-D DA	Midland Bcstg. Co. Pickwick Hotel Harrison 2650	Free & Peters	Arthur B. Church, p Karl Koerber, vp & mgng. d George Higgins, vp chg. sls. Roderick E. Cupp, pd	John S. McDermott, pmm A. R. Moler, ce Erle Smith, nd Mildred Whiting, secy. Wld., L-W AP, UP RCA
KMBC 1921	980 5,000 DA-N	Midland Bcstg. Co. Pickwick Hotel Harrison 2650	CBS Free & Peters	Arthur B. Church, p Karl Koerber, vp & mgng. d George Higgins, vp chg. sls. Roderick E. Cupp, pd	John S. McDermott, pmm A. R. Moler, ce Erle Smith, nd Mildred Whiting, secy. Wld. AP, UP WE
KOZY (FM) 1942	Ch. 251 (B) 98.1mc 9.7kw	Commercial Radio Equip- ment Co. Porter Bldg. Logan 8821			
WDAF 1922	610 5,000	The Kansas City Star Co. 1729 Grand Ave. Harrison 1200	NBC Petry	Dean Fitzer, gm E. Manne Russo, cm Harry J. Kaufmann, pd	Joseph A. Flaherty, ce St. AP WE
WDAF-TV 1949	Ch. 4 66-72mc 11kw aur.; 22kw vis.	31st & Summit Sts. Jefferson 3966	H, R & P	Bill Bates, pd	..... ..... RCA
WHB 1922	710 10,000-LS 5,000-N DA-1	WHB Bcstg. Co. Scarritt Bldg. Harrison 1161	MBS Blair	Donald D. Davis, p & cm John T. Schilling, vp & gm Dick Smith, pd & nd Chuck Rosenfeldt, pmm	John F. Cash, vp Henry Goldenbert, ce Larry Ray, sd Sandra Lea, wd Assoc. AP RCA
<b>KENNETT</b>					
KBOA 1947	830 1,000-D	Kennett Bcstg. Corp. Kennett 830		Paul C. Jones, p & gm William H. Cate, sm Joe R. Bankhead, slm John T. Reeder, pd	Robert Conner, ce Johnny Mack, nd Charles Harrison, sd Cap., St. AP G
KBOA-FM 1948	Ch. 255 (B) 98.9mc 6.9kw				SES. ..... GE
<b>KIRKSVILLE</b>					
KIRX 1947	1450 250	North Missouri Bcstg. Co. KIRX Bldg. 86	LBS Sears & Ayer	Sam A. Burk, o, g & pmm & sd Rod M. Harpster, cm Lee Jones, pd & fd	Charles Porter, ce Robert S. Herrin, nd St. AP G
<b>LEBANON</b>					
KLWT 1948	1230 250	Lebanon Bcstg. Co. Inc. 221 E. Commercial St. 1015	MBS	Robert C. Fields, p O. R. Wright, gm Tom Miller, pd	Bob Shornick, pmm E. L. Hendry, ce L-W, SES. UP WE
<b>MARSHALL</b>					
KMMO 1949	1300 1,000-D	Central Missouri Bcstg. Co. Marshall 2328		W. C. Evans, o & gm William D. Sneed, m Bill Williams, ce	Betty Baldwin, pd Bob Younger, sd & fd Mary McCann, wd L-W UP G
<b>MEXICO</b>					
KXEO 1948	1340 250	Audrain Bcstg. Corp. Highway 54 East 2340	MBS Pearson	John A. Badaracco, p W. Earl Dougherty, g & cm & fd Richard Harris, pd, pmm & nd Robert B. Bruner, ce	Sue Williams, traffic m Kirby Allen, sd Jane Rogers, wd ..... AP WE
<b>MOBERLY</b>					
KNCM 1950	1230 250	Moberly Bcstg. Co. Moberly 1600	Conwell	Jerrell A. Shepherd, p & gm Ed Dahl, cm James Lipsey, pd	W. D. Sneed, ce Don Baker, nd & sd L-W UP G
<b>MONETT</b>					
KRMO 1950	990 250-D	Carthage Bcstg. Co. North Central 858	LBS	L. C. McKenney, m & fd J. J. Daly, slm Grover Hamilton, cm Jim Allwood, pd	Mary Lee Richardson, pmm & nd George Province, ce Dottie Shepp, wd Cap. AP G
<b>NEVADA</b>					
KNEM 1949	1240 250	Cecil W. Roberts Nevada 1920	Conwell	Cecil W. Roberts, p William R. Tedrick, gm Audrey Tedrick, pd	Kermit Baker, ce Robert Morey, sd SES. UP G
<b>POPLAR BLUFF</b>					
KWOC 1938	1340 250	Poplar Bluff Bcstg. Co. KWOC Bldg. 3922	KBS Pearson	A. L. McCarthy, p Byron Kearbey Jr., sm Jerry J. Higley, pd	Russell Seals Jr., traffic m & sd John Lidenton, ce John Thies, nd SES. UP ..... ..... G
KWOC-FM 1948	Ch. 233 (B) 94.5mc 16kw				

Data corrected to Dec. 6, 1950. If executives or services for FM or TV 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-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.





The small map above shows airline miles to nearest metropolitan centers, assuring unduplicated CBS service to the KSWM audience.



Sources: BMB Radio Families, 1949; SRDS Consumer Markets, 1949-50; Census of Population, 1940; Census of Business, 1948; Census of Agriculture, 1945; current Federal reports and estimates. Coordination and extension to 1949-1950 by Walter P. Burn, Middlebury, Vermont.

250 W  
1230 KC

# KSWM

FULL  
TIME

CBS NETWORK IN JOPLIN, MO.

KSWM is doing a regional-metropolitan job for the great Joplin District, best diversified area of the southwest among agriculture, mining and industry.

Owned and operated by  
**AIR TIME, INC.**

1928 West 13th Street Telephone 7260

Austin A. Harrison, President & General Manager

# JOPLIN, MO.

Nationally Represented by WILLIAM G. RAMBEAU CO.

1950 DATA	Within 0.5 MV/M	Within 0.1 MV/M	Total Mail
	Contour, DAY	Contour, DAY	
<b>AUDIENCE, 1950</b>			
Population	249,200	446,600	616,000
In Communities	194,300	291,600	397,900
On Farms	54,900	155,000	218,100
Households	78,350	138,300	191,000
In Communities	64,500	96,200	132,770
On Farms	13,850	41,380	58,230
Radio Homes	72,500	127,150	175,500
In Communities	59,720	89,350	122,480
On Farms	12,780	37,800	53,020
<b>RETAIL MARKET, 1949, by store classes, \$000</b>			
Food Stores	38,240	59,450	86,000
General Merchandise Stores	18,650	28,780	37,910
Apparel Stores	7,800	12,360	18,300
Home Furnishings Stores	8,460	13,420	19,120
Automotive Outlets	46,700	70,850	102,100
Filling Stations	10,710	18,800	26,400
Building Mtl.-Hardware	11,980	27,000	41,700
Eating-Drinking Places	9,240	13,500	17,900
Drug Stores	5,370	8,900	12,380
All Other Stores	15,700	32,490	47,200
<b>TOTAL RETAIL SALES</b>			
	172,850	285,550	409,010
<b>FARM MARKET, 1949</b>			
Number of Farms	13,600	38,780	54,270
Automotive Vehicles	22,000	57,600	82,400
Cost of Feed Purchased \$000	8,670	27,000	42,680
Value of Products \$000	39,600	120,800	170,700

\$000, expressed in thousands of dollars



MISSOURI—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations Owner or 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.	Transc. Library News Service Transmitter
<b>ROLLA</b> KTTR 1947	1490 250	"Show-Me" Bcstg. Co. Soest Rd. 380	KBS	Luther W. Martin } Martin M. Mitchum } co-o Wilson C. Burkhead } Luther W. Martin, gm & nd	Wilson C. Burkhead, pd & fd Martin M. Mitchum, ce Russ Preuss, sd Alma I. Vogeler, wd Cap., SES. AP
<b>SEDALIA</b> KDRO 1939	1490 250	Milton J. Hinlein 2100 W. Broadway 4004	MBS, KBS Forjoe	Herbert Brandes, gm Jimmy Glenn, slm Jimmy Johnston, pd	
<b>SEDALIA</b> KDRO-FM 1949	Ch. 259 (B) 99.7mc 15kw				
<b>SIKESTON</b> KSIM 1948	1400 250	Sikeston Community Bcstg. Co. Inc. Highway 60W. Tel.: 1		L. R. Bowman Jr., p H. C. Young, g & pmm Lee Martin, cm	R. L. Watkins Jr., pd R. L. Hirsch, ce St. AP Col.
<b>STE. GENEVIEVE</b> KSGM 1947	1450 250 CP:980 500 DA-1	Donze Enterprises Inc. 245 Merchant St. 580	KBS Sears & Ayer	Elmer L. Donze, p, g, c & pmm & fd Harry Stone, pd Murel L. Rose, ce	Jim Schot, nd Walt Brink, sd Aileen Portel, wd Betty Jane Donze, traffic m UP G
<b>ST. JOSEPH</b> KFEQ 1923	680 5,000 DA-2	KFEQ Inc. KFEQ Bldg. 4-0813	MBS Headley-Reed	Barton Pitts, p & gm Glenn G. Griswold, cm W. Roch Ulmer, pd J. Ted Branson, pmm	J. Wesley Koch, ce Harold J. Schmitz, fd Al Tighe, sd Fae Rice, wd Wld., SES. AP, UP Col.
<b>ST. JOSEPH</b> KRES 1946	1550 5,000 DA-N	Missouri Valley Bcstg. Corp. 113 South 7th St. 4-6346	LBS Forjoe	Basil L. Kaufmann, p Ken Goodding, g & pmm & sd Tom Cary, cm John Bilyeu, pd	Roy Irminger, ce Lawrence Parker, nd Bill Sharpe, fd L-W AP G
<b>ST. LOUIS</b> KMOX 1925	1120 50,000	Columbia Bcstg. System 401 South 12th St. Central 8240	CBS Radio Sales	Frank Stanton, p (CBS) John Akerman, gm P. S. Anderson, gen. slm.	Assoc. L-W AP, UP
<b>ST. LOUIS</b> KSD 1922	550 5,000 DA-N	Pulitzer Pub. Co. 1111 Olive St. Main 1111	NBC Free & Peters	Joseph Pulitzer, p George M. Burbach, gm Edward W. Hamlin, cm Ed Risk, ce	Harold Grams, pd David Pasternak, pmm Pete Yarger, ce Wld., Thes. AP RCA
<b>ST. LOUIS</b> KSD-TV 1947	Ch. 5 76-82mc 8.4kw aur.; 16.1kw vis.		NBC, ABC, CBS DuMont		
<b>ST. LOUIS</b> KSTL 1948	690 1,000-D	Radio St. Louis Inc. 6 N. 7th St. Main 0600	Young	William E. Ware, p Dick J. Kasten, asst. m R. L. Stufflebam, cm Bob Terry, pd & sd Dolores Ryan, pmm	Edward B. Bench Jr., ce Brad Harrison, nd Bob Rector, fd Rose Dicarlo, traffic m St. UP Ray.
<b>ST. LOUIS</b> KWK 1927	1380 5,000 DA-N	KWK Inc. 12th & Cole Sts. Main 9100	MBS Katz	Robert T. Convey, p & gm Ray E. Dady, vp & sta. d V. E. Carmichael, vp chg. sls. John W. Tinnea, asst. sta. & pd	Fred J. Mueller, pmm Nick J. Zehr, ce John Trapler, pdm Jack Griffin, nd AP WE
<b>ST. LOUIS</b> KXLW 1947	1320 1,000-D	St. Louis County Bcstg. Co. 8135 Forsyth Blvd. Delmar 1320	Forjoe	Lee J. Sloan, p S. E. Sloan, gm Leslie P. Ware, sta. d	E. Frank Brown, pd W. E. St. Vrain, ce Bertram L. Hughes, nd L-W UP G

Data corrected to Dec. 6, 1950. If executives or services for FM or TV 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-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

In Texas, it's the "Stars At Night" But in

ST. LOUIS

Stars Shine All Day Long On KXLW

Starting bright and early every morning, it's ★ ROY QUEEN ★ with his hillbilly show that is a great morning buy—6-8 a.m.

★ MJB ★ The famous Myron J. Bennett is a long-time favorite with St. Louis audiences and a real favorite with time buyers—10-12 a.m.

St. Louis' first Negro dj, a star to everyone, a Hooper leader—that's ★ Spider Burks ★ 9-10 a.m. and 2-4 p.m.

Twice a day, KXLW listeners hear authoritative reports on the news from ★ Dr. Bertram L. Hughes ★ a popular voice in St. Louis

Kids and parents alike are on hand in the afternoon for

St. Louis' top children's program starring ★ Janet Dailey ★ 4-5 p.m.

These Stars ★ Real Radio Stars Known to All St. Louis ★ Are Ready to Become Star

Salesmen for You in the St. Louis Market . . . THE NATION'S 8th LARGEST.

KXLW

The Golden Circle Station

Phone: Delmar 1320  
1000 watts 1320 kc

8135 Forsyth  
St. Louis 24, Mo.



# COVERAGE...



**5,922,226 POPULATION**  
**\$5,009,210,000 RETAIL SALES**

**It's the LARGEST Daytime  
Coverage Area of Any Radio  
Station in ST. LOUIS**

# KSD

**THE ST. LOUIS POST-DISPATCH RADIO STATION**  
**5000 WATTS ON 550 KC DAY AND NIGHT**

**National Advertising Representative: FREE & PETERS, INC.**

**NBC PROGRAMS • AP NEWS • TELEVISION AFFILIATION: KSD-TV**

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

MISSOURI—(Continued)

City	Call Letters	Chan. or Freq.	Name of Licensee	Network	Executive Abbreviations	Transc. Library
Established	Power		Headquarters Address	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.	News Service Transmitter
<b>ST. LOUIS—(Continued)</b>						
	<b>KXOK</b>	630	Star-Times Pub. Co.	ABC	Elzey M. Roberts, p	A. F. Rekart, ce
1938	1938	5,000 DA-2	800 N. 12th Blvd. Chestnut 3700	Blair	C. L. Thomas, gm V. N. Springgate, cm E. G. Muschany, pd F. H. Brown, pmm	Bruce Barrington, nd Ralph Gentles, publ. d Charley Stookey, fd
	<b>KXOK-FM</b>	Ch. 229 (B)		Transit Radio		Assoc., Wld., St. AP, UP WE
	1947	93.7mc 71kw				
	<b>WEW</b>	770	The St. Louis	Sears & Ayers	Daniel P. O'Connor, gm & pd	Charles Rogers, news editor
1920	1920	1,000-D	University 3642 Lindell Blvd. Franklin 5665		Glenn Manley, cm Alan Thompson, asst. pd	J. A. Volk, ce Louise Munsch, wd
	<b>WL</b>	1430	Missouri Bcstg. Corp.	Pearson	Lester A. Benson, p & gm	Nick Pagliaro, nat'l slm
1922	1922	5,000 DA-2	Hotel Chase Rosedale 6200		R. M. Hetherington, vp & slm	L-W AP .....
<b>SPRINGFIELD</b>						
	<b>KGBX</b>	1260	Springfield Bcstg. Co.	NBC	Tams Bixby Jr., p	Dennis White, ce
1926	1926	5,000 DA-N	605 Boonville Ave. 4-2822	Hollingbery	J. Gordon Wardell, gm Carl Fox, pd & fd Dudley Morris, pmm	Dave Hargis, nd Betty Nichols, wd
	<b>KICK</b>	1340	Kickapoo Prairie Bcstg.	MBS	Floyd W. Jones, p	Richard Hainline, nd
1949	1949	250	Co. Inc. 610 College St. 4-1561	McGillvra	Miles N. Walker, gm & secy. Bill Buckley, pd & pmm Lee Baker, ce	Robert Lee, sd John Spurlock, treas.
	<b>KTTS</b>	1400	Independent Bcstg. Co.	CBS	J. H. G. Cooper, p	William F. Curry, ce
1942	1942	250	Chamber of Commerce Bldg. 2-7474	Sears & Ayers	G. Pearson Ward, gm Wendel Smith, pd	Bill Bowers, nd Bill Maynard, sd
	<b>KTTS-FM</b>	Ch. 234 (B)				Wld. AP RCA
1948	1948	94.7mc 11kw				
	<b>KWTO</b>	560	Ozark Bcstg. Co.	ABC	Ralph Foster, p & gm	Fritz Bauer, ce
1933	1933	5,000-LS 1,000-N DA	606 St. Louis St. 2-4422	Pearson	Leslie L. Kennon, asst. gm Ray Ketrner, slm Lou Black, pd Bill Bailey, pmm	Floyd Sullivan, nd Vern Hawkins, sd Lloyd Evans, fd
<b>WARRENTON</b>						
	<b>KWRE</b>	730	W. T. Zimmerman	Continental	W. T. Zimmerman, p, gm & pd	Cal Morris, ce
1949	1949	250-D	Warrentown 3701		Leo Waters, cm Don Clem, pmm, studio m, nd & fd	Bob Roberts, sd Fern Sands, wd
<b>WEST PLAINS</b>						
	<b>KWPM</b>	1450	Robert Neathery	KBS	Robert Neathery, p & ce	Don Wakefield, nd
1947	1947	250	E. Abe Taylor Blvd. 700		Fritze Williams Dixon, cm John Billingsley, pd	Monk Stricklen, sd

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

30th Anniversary Year

WEW

BROADCASTING THE WORLD'S FINEST MUSIC

ALL DAY, EVERY DAY

Let your Sears and Ayer man tell you  
how to corral a top share of the  
St. Louis Market by using WEW—

The Station that converts cantatas into cash.

770 KC

1,000 WATTS



M. L. P. D. M. L. P. D. M. L. P. D. M. L. P. D. \*  
 M. L. P. D. M. L. P. D. M. L. P. D. M. L. P. D. M. L. P. D.  
 M. L. P. D. M. L. P. D. M. L. P. D. M. L. P. D. M. L. P. D.  
 M. L. P. D. M. L. P. D. M. L. P. D. M. L. P. D. M. L. P. D.  
 M. L. P. D. M. L. P. D. M. L. P. D. M. L. P. D. M. L. P. D.  
 M. L. P. D. M. L. P. D. M. L. P. D. M. L. P. D. M. L. P. D.  
 M. L. P. D. M. L. P. D. M. L. P. D. M. L. P. D. M. L. P. D.  
 M. L. P. D. M. L. P. D. M. L. P. D. M. L. P. D. M. L. P. D.  
 M. L. P. D. M. L. P. D. M. L. P. D. M. L. P. D. M. L. P. D.  
 M. L. P. D. M. L. P. D. M. L. P. D. M. L. P. D. M. L. P. D.

# Year after year the record repeats...



The Broadcast Measurement Bureau audience study confirms KXOK delivers more listeners per dollar than any St. Louis network station. KXOK's audience increase (10.2% daytime-9% nighttime) from 1946 to 1949 makes KXOK an even better buy . . . than in 1948. KXOK actually costs up to 20% less because KXOK delivers more listeners per dollar . . . 587,920 radio families daytime . . . 555,880 radio families nighttime throughout the great St. Louis area.

Check your John Blair man today for availabilities on KXOK's *result getting* participation programs.

"Town and Country"—5:30 to 8:00 AM, Monday through Saturday.

"The Song and Dance Parade"—12 noon to 1:00 PM, Monday through Friday and 12:15 to 1:00 PM, Saturdays.

"The St. Louis Ballroom"—3:30 to 6:00 PM, Monday through Friday and 11:00 AM to 12 noon, Saturdays.

**\*more listeners per dollar**

MONTANA

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transc. Library News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
<b>ANACONDA</b>						
KANA 1946	1230 250	Mosby's Inc. 127 East Main St. 136	McGillvra	Helen M. Ryan, pd Marion Dixon, cm		L-W, Mac UP
<b>BILLINGS</b>						
KBMY 1946	1240 250	Billings Bestg. Co. Box 2124 3838	MBS Intermountain Avery-Knodel	Don C. Foote, mgng. ptrn. Franz Robischon, gm Ken Nybo, cm Charles DuBois, pd & nd	Ted Hildebrand, ce Vos Darby, fd Bob McCann, sd Kay Hines, wd	Cap. AP G
KGHL 1928	790 5,000 DA-N	Northwestern Auto Supply Co. Inc. 5th & North Broadway 2222	NBC Katz	C. O. Campbell, p Ed Yocum, g & pmm M. V. Braunberger, sm & pd Jeff Kilchli, ce	J. B. Bartley, nd Dale Lynch, fd Harry Turner, sd	Wld., St., SES. UP RCA
KOOK 1950	970 5,000 DA-N	The Montana Network P.O. Box 1025 9-5970		C. L. Crist, p J. Carter Johnson, vp Allen Curnutt, gm	Don R. Christopher, sim	Thes. .....
<b>BOZEMAN</b>						
KBMN 1950	1230 250	Penn Engrg. Co. Box 691 2104		G. Norman Penwell, co & gm Homer P. Stenersen, cm Gerald E. Tyo, pd & fd	Win Neely, pmm Jack Penwell, ce Tom Robischon, nd & sd	Assoc. UP WE
KXLQ 1939	1450 250	KRBM Bcstrs. Inc. Bozeman 1420	NBC Z Bar Walker	E. B. Craney, p Ernest A. Neath, gm J. Ray Bridges, cm	Wally Reid, pd Jim Gilchrist, pmm Jack Provis, ce	..... UP RCA
<b>BUTTE</b>						
KBOW 1947	1490 250	Copper City Radio Co. 720 Yale Ave. 7429	CBS Cooke	Frank Reardon, p		Thes. UP .....
KOPR 1948	550 1,000 DA-N	Cooper Bestg. Co. Inc. Hotel Finlen 6546	ABC Intermountain Hollingbery	E. C. Carman, p Ed Cooney, g & cm Steve Buck, pd	Jim Foster, ce	Wld. UP G
KXLF 1929	1370 5,000	KGIR Inc. Box 1956 2-2344	NBC Z Bar Walker	E. B. Craney, p Arne Anzjon, g & cm Ray Kelly, pd	Vernon Totten, pmm & sd W. J. Provis, ce Al Placta, nd & fd	L-W, Mac. UP .....
<b>GLENDIVE</b>						
KXGN 1948	1400 250	Lewis Wiles Moore S. Pearson Ave. 122		Lewis Wiles Moore, p Gordon Hutton, gm Francis Clements, cm	Charlotte Mansur, pd & wd Donald Powers, ce Clem Clements, sd	Cap. UP Col.

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. *FMTs in italic.* \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

**KGHL...**

**Billings, Montana**

**HAS THE GREATEST\* COVERAGE**

**of any Station in**

**Montana and Wyoming**

**5,000 watts • 790 kc**

**Represented by THE KATZ AGENCY**

**\*BMB  
NBC**



City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transc. Library News Service Transmitter
				Owner o; Pres. p; Exec. up eyp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
<b>GREAT FALLS</b>						
KFBB 1922	1310 5,000 DA-N	Buttrely Bestg. Inc. First Nat'l Bank Bldg. 4377	CBS Weed	Fred Birch, p J. P. Wilkins, gm W. J. Towner, cm & pd	Wilbur Myhre, ce	Wld. UP WE
KMON 1948	560 5,000 DA-N	Montana Farmer Bestg. Corp. Tribune Bldg. 4382	ABC Intermountain Avery-Knodel	Lester Cole, p Robert H. Warner, gm Frank W. Kaul, cm Mel Hallock, pd	Henry B. Poole, studio sup. Eugene B. Bunker, trans. sup. Marilyn Stewart, wd	L-W AP RCA
KXLK 1947	1400 250	Great Falls Bestg. Co. Park Hotel 2-2453	NBC Z Bar Pacific North- west Walker	Barclay Craighead, p Paul A. Hatton, gm Ted Frayling, cm	Eugene Kukkola, pd & ce J. W. Dolaghan, sfs. rep.	UP ..... .....
<b>HAVRE</b>						
KAVR 1946	1240 250 CP: 910 1,000 DA-N	KAVR Inc. Box 672 1240	MBS, KBS Intermountain Cooke	Jessica L. Longston, p James L. Hamstreet, gm George MacDonald, cm & sd Earl Bingham Jr., pd & nd	Verle Jones Jr., ce Ed Miller, fd Mirth Langer, wd	Wld. UP WE
KOJMJ 1947	730 1,000-D CP: 610 1,000-DA	North Montana Bestg. Co. P. O. Box 70 1096	Friedenberg	E. J. Pepin, co-o F. W. Aubin, co-o Charlote H. Brader, gm Lyle Leeds, cm & sd	James R. Saenger, pd Stanley G. Stephens, pmm George H. Bauer, ce Pauline Saenger, secy.	St., Assoc. UP WE
<b>HELENA</b>						
KFDW 1949	1340 250	Lewis & Clark Bestg. Corp. 1705 Jerome Pl. 4030	MBS Intermountain	James M. Flinn, p O. C. Crabbe, gm Rad Maxey, cm Irene Foley, pd	Fred Staudaher, ce William E. Campbell, nd Edward P. McKinstry, sd Betty Crabbe, wd	Assoc., Cap. UP WE
KXLJ 1937	1240 250	Peoples Forum of the Air Inc. 1306 11th Ave. 1240	NBC Z Bar Pacific North- west Walker	Barclay Craighead, gm Carl Argabrite, cm Gene Hogan, pd	Ralph Gassler, pmm & ce Doris Peck, wd	UP RCA
<b>KALISPELL</b>						
KGEZ 1927	1340 250	Donald C. Treloar 7 Main St. 331		Don Treloar, o, g & cm Norm Fisher, pd & nd Robert Bennett, pmm	Wm. Patterson, ce Glen Milhouse, fd Richard Vick, sd	St., Wld. UP Col.
<b>LEWISTOWN</b>						
KXLO 1947	1230 250	Montana Bestg. Co. P. O. Box 620 1210	MBS Intermountain	W. G. Kelly, p & gm Marlin T. Obie, cm Dave Sather, ce		Wld. AP WE
<b>LIBBY</b>						
KLCB (CP)	1230 250	Lincoln County Bcstrs.				
<b>LIVINGSTON</b>						
KPRK 1946	1340 250	Yellowstone Amusement Co. P. O. Box 952 1000	MBS Intermountain	P. B. McAdam, p & gm Jack Hinman, cm Clay Salyer, pd & nd	Richard Sylvester, ce & sd Gordon James, fd Audrey Morgan, wd	Wld. UP G
<b>MILES CITY</b>						
KRJF 1941	1340 250	Star Printing Co. Box 1015 60	MBS Intermountain Avery-Knodel	(Mrs.) Sarah M. Scanlan, p Robert Scanlan, gm Charles L. Scofield, sm & ce Don Holen, pd	James Carson, cm & sd Larry Holloran, nd Max Porter, fd Gladys Dietz, wd	Wld. UP RCA
<b>MISSOULA</b>						
KGVO 1931	1290 5,000 DA-1	Mosby's Inc. 132 West Front 2155	CBS McGillvra	A. J. Mosby, p & m Marion Dixon, c & pmm Wm. Strothman, pd	Don Dahl, ce	L-W UP RCA
KXLL 1948	1450 250	Western Montana Assoc. Box 1503 4114	NBC Z Bar Pacific North- west Walker	Pat M. Goodover, p, gm & pd Robert J. Gillis, cm Ronald Bell, pmm	John Campbell, sd	UP RCA
<b>SHELBY</b>						
KIYI 1947	1230 250	Tri County Radio Corp. Shelby 560	KBS, MBS Intermountain Cooke	John J. Hurloy, p Bill Murphy, gm Al Blissenbach, pd Jane Aranow, cm	Geo. Potter, ce Bob Bucher, fd Frank Krshka, sd	UP WE
<b>SIDNEY</b>						
KGCX 1926	1480 5,000 DA-1	E. E. Krebsbach 108 S. Cent. Ave. 408	MBS, KBS Great N'thrn	E. E. Krebsbach, o & gm E. Clair Krebsbach, cm Jerry Carlton, pd & nd Keith Krebsbach, pmm Oscar H. Halvorson, ce	Bud Bailey, publ. d Fay Corkins, fd Jary Spurgeon, sd Fay Halvorson, wd	Cap. AP RCA
<b>NEBRASKA</b>						
<b>ALLIANCE</b>						
KCOW 1949	1400 250	Sandhills Bestg. Corp. Box 391 1300		Hansford Jagers, p Gene Ackerley, gm Arnold Kuhn, cm Ed Davenport, tech. sup.	Eddie McCullough, nd George Vogel, sd Hester Shay, wd	Wld., SES. UP G
<b>BEATRICE</b>						
KWBE 1949	1450 250	Blue Valley Bestg. Co. Inc. 112½ N. 6th St. 1245	MBS Nebraska	John Thorwald, p & gm Thomas T. Adams Jr., vp C. H. Brugh, pd Wilbur R. Emerson, ce	Bill Howard, nd & sd Junior Thimm, fd M. G. Jones, secy. J. H. Goldberg, d	Wld., Cole AP WE
<b>BROKEN BOW</b>						
KCNI 1949	1490 250	Custer County Bestg. Co. Box 561 611	MBS	Bud Crawford, p, cm & ce (Mrs.) Georgia A. Crawford, asst. m & wd Glen Stutzman, pd	Irvin Burkey, fd Jim Coldwell, sd	Cap. UP G
<b>COLUMBUS</b>						
KJSK 1948	900 1,000-D	George Basil Anderson P.O. Box 460 5154	KBS Biddick	George B. Anderson, p & gm (Mrs.) Florence Anderson, pd & wd	Harold Hardy, ce Carl Raftery, nd & sd	AP G
KJSK-FM (CP)	Ch. 268 (B) 101.5mc 6.9kw					

**DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES**

**NEBRASKA—(Continued)**

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transc. Library News Service Transmitter
				Owner o; Pres. p; Exec. op evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
<b>FREMONT</b>						
KFGT 1939	1340 100	Walker Newspapers Inc. 118 East 5th St. 1060	MBS	Lester A. Walker, p & gm William H. Baldwin, sta. & cm John Hanlon, pd & fd	Helen Norwood, pmm & wd Russ Webber, nd	Thes. AP G
<b>GRAND ISLAND</b>						
KMMJ 1925	750 1,000 L-WSB	KMMJ Inc. Cedar at Division 703	ABC Headley-Reed	Don Searle, p Wick Heath, vp & gm Rex Lathen, regional sim. Orle Kerwood, pd	Quintin McCredie, pmm U. L. Lynch, ce George C. Kister, nd & fd Nay Deines, sd	Wld., Cole UP Col.
<b>HASTINGS</b>						
KHAS 1940	1230 250	Nebraska Bestg. Co. Tribune Bldg. 2-5101	MBS	Fred A. Seaton, p Duane L. Watts, g & pmm Ken James, cm & sd	Lloyd Thomas, pd, nd & fd Duane Allison, ce Lavawn Nielsen, wd	Cap. INS RCA
<b>KEARNEY</b>						
KGFV 1930	1340 250	Central Nebr. Bestg. Corp. Federal Annex Bldg. 2-3541	MBS, KBS	Lloyd C. Thomas, p & gm John W. Yeager Jr., cm Marvin H. Houtz, pd Jack Lewis, ce	Glen Thompson, nd Don Sherrill, fd Bob Reidy, sd Kay Barnes, wd	Cap. UP Col.
<b>LEXINGTON</b>						
KRVN 1950	1010 25,000-D-DA	Nebr. Rural Radio Assn. 108 West 8th St. 716	Taylor	Jay A. Person, p Max Brown, gm Dan Bellus, cm	Gary Schroeder, pd Patricia Doyle, traffic m Tom Copeland, ce	St. AP RCA
<b>LINCOLN</b>						
KFOR 1924	1240 250	Cornbelt Bestg. Corp. Stuart Bldg. 2-6965	ABC Nebraska Petry	James Stuart, p George X. Smith, sm Robert L. Johnson, pd	Charles W. Winkler, ce Robert F. Gamble, nd Ken Greenwood, sd	Cap., St. AP ..... ..... WH
KFOR-FM 1948	Ch. 275 (B) 102.9mc; 22kw					
KLMS 1949	1480 1,000 DA-2	Lincoln Bestg. Corp. 130 North 16th St. 2-7579	LBS IMS	Howard A. Shuman, p J. R. Joyn, gm Del Brandt, pd	Harold D. Brandt, ce Thomas C. Sorensen, nd Jerry W. Granger, sd	Assoc., Thes. UP RCA
KOLN 1947	1400 250	Inland Bestg. Co. Federal Securities Bldg. 2-7218	MBS Pearson	Paul R. Fry, vp Harold E. Anderson, gm William B. Waugh, cm		L-W AP .....
<b>McCOOK</b>						
KBRL 1947	1450 250	The McCook Bestg. Co. Highway 83 at "J" St. 1450	MBS McGillvra	LeRoy W. Lenwell, p, gm & ce Wyn Lundberg, pd	Mil Grummert, nd	St. AP G
<b>NORFOLK</b>						
WJAG 1922	780 1,000 L-WBEM	Huse Pub. Co. 527 Norfolk Ave. 432	Walker	E. F. Huse, p Art Thomas, gm Bob Thomas, asst. m Vernon Stedry, sim	Evan Meir, nd Hollis Francis, pd, fd & sd Frank Wiedenbach, ce Mary Moore, wd	St. AP G
<b>NORTH PLATTE</b>						
KNBR (CP)	1280 1,000-D	John Townsend				
KODY 1930	1240 250	Radio Station KODY 1521 W. 12th St. 382	NBC, KBS Blair	John Alexander, p & gm Joe di Natale, cm & sd H. Jay Blakesley, ce Jerry Wing, office m	Charles Craig, nd Ed Launer, fd Vaunie Burbank, wd	L-W UP .....
<b>OMAHA</b>						
KBON 1942	1490 250	Inland Bestg. Co. 676 World Insurance Bldg. JA-8282	MBS Pearson	John K. Morrison, p Paul R. Fry, vp & gm Ernest S. Friesman, cm Richard F. Low, pd Joe H. Baker, pmm	Richard E. Welna, sm Don H. Mehl, tech. sup. Emory Dahlgard, bus. m Dick McCann, nd Ed Morgan, sd	Assoc. AP WE
KBON-FM 1948	Ch. 254 (B) 98.7mc; 8.7kw		Transit Radio	Ed Morgan, cm		Wld. ..... GE
KFAB 1924	1110 50,000-DA-N	KFAB Bestg. Co. 620 Farnam Bldg. JA 3420	CBS Free & Peters	Joe W. Seacrest, chmn. of bd. Fred S. Sidles, p Harry Burke, gm Harold Soderlund, cm	L. A. Miller, pd Don Shoemaker, pmm Carl Uhlarik, nd Bill MacDonald, fd	St., SES AP, UP WH
KMTV (TV) 1949	Ch. 3 60-66mc 8.0kw-aur.; 11.7kw-vis.	May Bestg. Co. 2615 Farnam St. Harney 9233	ABC, CBS, Katz	Edward May, p Owen Saddler, gm Howard O. Peterson, sim	Glenn E. Harris, pd R. J. Schroeder, ce Lew Jeffrey, pdm	..... UP RCA
KOIL 1925	1290 5,000 DA-N	Central States Bestg. Co. Omaha Nat'l Bank Bldg. Jackson 7626	ABC Nebraska Petry	James Stuart, p George T. Bastian, evp & treas. William J. Newens, m Arden Swisher, sim	Charles Frandsen, pmm Virgil Sharpe, asst. m & pd Charles Winkler, ce Theodore Haas, nd	Cap., St. AP, INS RCA
KOWH 1922	660 500-D	Mid-Continent Bestg. Co. Kilpatrick Bldg. Atlantic 2228	IMS	Robert H. Storz, p Todd Storz, g & cm Gaylord Avery, pd & pmm Dale Moudy, studio sup. N. P. Nelson, trans. sup.	Walter Kavanagh, nd Russ Leger, fd Jack Sandler, sd Joyce Rice, wd	L-W St. AP, UP RCA

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated.  
 FM's in *italics*. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night.  
 SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



# THE TALE OF Two Cities\*



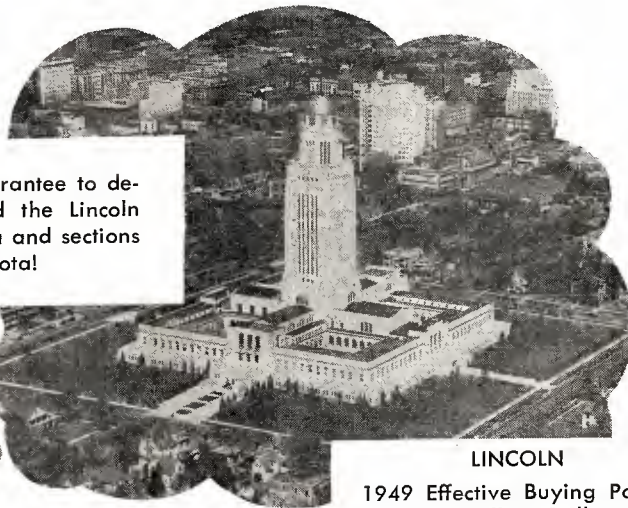
OMAHA-COUNCIL  
BLUFFS

1949 Effective  
Buying Power  
597 Million Dollars

THREADBARE? Perhaps, so far as Mr. Dickens is concerned but not this tale of two cities!

Omaha-Council Bluffs and Lincoln, Nebraska represent the largest metropolitan area between Minneapolis-St. Paul and Kansas City—between Chicago and Denver—in the center of the richest and most productive agricultural area in the world. The combined EFFECTIVE BUYING POWER of the two markets totals 778 Million Dollars.

KFAB is the only station that can guarantee to deliver both the Omaha-Council Bluffs and the Lincoln markets—plus the entire state of Nebraska and sections of Iowa, Kansas, Missouri and South Dakota!



LINCOLN

1949 Effective Buying Power  
181 Million Dollars

\* This "Dual Market" story is the most important story to be told in the Midwest Empire today. Let KFAB give you all the 1950 facts!



Represented by FREE & PETERS, INC. General Manager, HARRY BURKE

**Buy KFAB and buy this year's audience at this year's price!**

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

NEBRASKA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transc. Library News Service Transmitter
				Owner or cm; Sales Mgr. slm; Prod. Mgr. pdm;	Pres. p; Exec. vp exp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	
<b>OMAHA—(Continued)</b>						
WOW 1923	590 5,000	Radio Station WOW Inc. Insurance Bldg. Webster 3400	NBC Blair	Francis P. Matthews Sr., p Frank P. Fogarty, gm Lyle DeMoss, asst. gm Robert M. Dooley, nat'l. sm Ray Olson, pd	Bill Wiseman, pmm William Kotera, ce Harold Baker, nd Tip Saggau, sd Mel Hansen, fd	St. Wld. AP, UP WE
WOW-TV 1949	Ch. 6 82-88 mc 8.5 kw aur.; 16.2 kw vis.		DuMont Blair TV			INS RCA
<b>SCOTTSBLUFF</b>						
KNEB 1948	970 1,000-D CP:960 1,000-LS 500-N DA-2	Platte Valley Bcstg. Corp. Golden Rule Bldg. 1620	LBS Holman	Russ M. Stewart, gm Byron Joachim, cm Warren McGay, pd Bob Wilber, pmm	Leslie A. Proctor, ce Dick Rayman, nd Bob Hyde, sd	Cap. AP GE
KOLT 1930	1320 5,000-LS DA-2 1,000-N	Hilliard Co. 1517 Broadway 856	CBS McGillvra	L. L. Hilliard, p, g & cm Bill Walter, pd Richard Ingwersen, pmm	Harland Morrison, ce William Brennan, nd Tony Kehl, sd	St. UP G
<b>SIDNEY</b>						
KSID (CP)	1540 250-D	L. W. Grove & Wm. C. Grove				

NEVADA

<b>ELKO</b>						
KELK 1948	1240 250	Elko Bcstg. Co. P.O. Box 790 260		Chris Sheerin, p Melvin Lundberg, gm & secy. John J. Gammick, c & pmm & nd	Ned Lynch, pd & fd Lee Peer, ce & sd	St. UP Ray.
<b>ELY</b>						
KELY 1950	1230 250	White Pine Bcstg. Co. Hotel Nevada 2077		D. I. Hansen, co-m & ce D. V. Bradley, co-m Mel Remy, sd	J. D. Steward, cm, pd & nd	Cap. INS Col.
<b>LAS VEGAS</b>						
KENO 1940	1460 1,000 DA-N	Nevada Bcstg. Co. The Strip 1400	ABC Grant	Maxwell Kelch, p & gm Thompson Magowan, cm L. A. Newsome Jr., pd & pmm	W. E. Berry, ce Ed Oncken, nd Bob Clemmens, sd	Thes. INS Col.
KENO-FM 1047	Ch. 280 (A) 103.9mc 0.36kw					GE
KLAS 1948	1230 250	Las Vegas Bcstrs. Inc. Wilbur Clark's Desert Inn 4646	CBS Cooke	Fred Stoye, p, g & cm Bill Lindsey, pd & pmm Ralph Dow, ce	Russell Tenbrook, nd Carl Paige, sd Ruthe Deskin, wd	GE
KRAM 1946	920 1,000-LS 500-N DA	Boulder City Bcstg. Co. P.O. Box 1712 920	MBS, NBC KBS Intermountain Avery-Knodel	Edward J. Jansen, p T. E. Hinkle, g & cm Wheels Abbott, pd Paula Clark, pmm	Fred Young, ce Tom Payne, nd & sd Gehri Wagner, fd Helen Gates, wd	UP Col.
<b>RENO</b>						
KATO 1951	1340 250	Sierra Bcstg. Co. Mapes Hotel 24501	MBS Don Lee Pearson	R. K. Wittenberg, p & ce R. L. Stoddard, g & cm & sd		GE
KBOX 1950	1230 250	Chet L. Gonce P. O. Box 1329 2-8277	LBS	Chet L. Gonce, o		
KOH 1928	630 5,000-LS 1,000-N-DA	McClatchy Bcstg. Co. of Nevada 143 Stevenson St. 5106	NBC Raymer	Eleanor McClatchy, p Hewitt Kees, sm	Amalia E. Ibarra, traffic m Charles E. Harris, farm editor	Cap., Wld. AP, UP
KOLO 1946	920 1,000 DA-2	Reno Bcstg. Co. 33 Sierra St. 2-4516	CBS Hollingbery	David McKay, p H. G. Wells, gm Bill Binford, pd Jack Kehoe, pmm	Merle Peterson, ce Gene D'Alessi, nd & sd Len Sherman, fd Roz Smith, wd	AP, UP
KWRN 1947	1490 250	Reno Newspapers Inc. Gazette Bldg. 6156	ABC	Merritt C. Speldel, p Merrill Inch, gm Larry Shields, sm	John Stodelle, pd Wilbur Comer, ce Gayle Monroe, wd	UP RCA

NEW HAMPSHIRE

<b>BERLIN</b>						
WMOU 1946	1230 250	White Mts. Bcstg. Co. Inc. 40 Main St. 1797	KBS Radio Reps	Wendell O. MacKenzie, pd, nd & sd	James F. Hennessey, ce (Mrs.) Myrtle Anderson, wd	L-W AP Ray.
<b>CLAREMONT</b>						
WTSV 1948	1230 250	Granite State Bcstg. Co. Inc. 155 Front St., Manchester, N. H. Manchester 4-4075	MBS Granite Yankee Bolling	William J. Barkley, p William F. Rust Jr., gm Fred C. Stearns Jr., sta., c & pmm F. Richard Hill Jr., pd	Albert J. Davis, ce Joseph V. Shaw, nd Donn Tibbetts, sd (Mrs.) Hattie Dyke, wd	UP
WTSV-FM 1947	Ch. 291 (B) 106.1mc 1.5kw					GE
<b>CONCORD</b>						
WXKL 1946	1450 250	Hon. Charles M. Dale Eagle Hotel 4180	MBS Yankee Walker	Hon. Charles M. Dale, p & gm Thomas S. Pingree, c, asst. sta. & pmm & nd	Norman Messer, p & fd George Davis, ce Vera Tovey, wd	Wld. AP RCA
<b>HANOVER-LEBANON</b>						
WTSL 1950	1400 250	Granite State Bcstg. Co., Inc. 155 Front St. 4-4075	MBS Yankee Bolling	William J. Barkley, p William F. Rust Jr., gm Henry Lewis, cm	Emil Popke, pd & sd William Heiser, ce	UP
<b>KEENE</b>						
WKNE 1926	1290 5,000 DA-2	WKNE Corp. 17 Dunbar St. 2080	CBS Young	Joseph K. Close, p & gm Frank B. Estes, slm Osborn C. Wade, pd Ruth Wade, pmm	Ernest Batchelder Jr., ce Howard Wheelock, nd Stacey Cole, fd Ruth Reddington, wd	Wld. UP WH

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



AUDIENCE SURVEYS STARCH PULSE RADOX DIARY ADVERTEST HOOPER NIelsen MAIL CONLAN ROSS-FEDERAL VIDEODEX TRENDX BMB WAHN

USE *Any* HONEST YARDSTICK YOU PLEASE

*It Will PROVE*

**WOW**

*Overwhelmingly First*

Day or Night  
Week In-Week Out

in LISTENING  
AUDIENCE

NBC

590  
KILOCYCLES

RADIO STATION  
**WOW**.INC.  
OMAHA, NEBRASKA  
FRANK P. FOGARTY  
General Manager  
JOHN BLAIR & CO.  
Representatives

5000  
WATTS

*Our 27th Year of*

*Outstanding Service!*

NEW HAMPSHIRE—(Continued)

Executive Abbreviations

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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.	Transc. Library News Service Transmitter
<b>LACONIA</b>					
WLNH 1922	1340 250	Northern Bcstg. Corp. 653 Main St. 2-300	MBS Yankee Kettell-Carter	Genevieve Wingate, p Arthur Rothafel, gm Sydney Clarke, cm Thomas Frank, pd & pmm & nd	Walter Avery, ce Bob Longchamp, fd Ted Sawyer, sd Lillian Walker, wd ..... AP G
<b>MANCHESTER</b>					
WFEA 1932	1370 5,000 DA-1	N. H. Bcstg. Co. Inc. 288 Franklin St. 5-5491	CBS Young	Morris Silver, p Warren H. Journay, pd, g & pmm Saul Gross, cm	Reginald A. B. Schow, ce George Christie, sd Francis Fanning, pdm ..... L-W AP
WKBR 1946	1240 250	Granite State Bcstg. Co. Inc. 155 Front St. 4-4075	MBS Granite Yankee Bolling	William J. Barkley, p W. F. Rust Jr., gm Ralph Gottlieb, cm Norman Bailey, pd William Carlisle, pmm	Royston Phillips, ce James Scott, nd Leo Clatier, sd Connie Stackpole, wd ..... UP Col.
WKBR-FM 1947	Ch. 261 (A) 100.1mc 1kw				
WMUR 1941	610 5,000-LS 1,000-N DA	The Radio Voice of N. H. Inc. 1819 Elm St. 5-5788	ABC Weed	Hon. Francis P. Murphy, p Hervey Carter, pd, g & cm Bernie Mack, pmm Gordon E. Moore, asst. m Vincent Chandler, ce	Tom Power, nd Robert Webster, fd Chuck Duffley, sd Esther Ayer, wd ..... Wld. AP RCA
WMUR-FM 1948	Ch. 239 (B) 95.7mc 3.3kw				
<b>NASHUA</b>					
WOTW 1947	900 1,000-D	Nashua Bcstg. Corp. Lund Rd. 5000	Walker	Arthur A. Newcomb, p & gm Angeline A. Kopka, asst. gm & wd Paul Keefe, pd	Robert C. Bingham, ce Edward Lesius, nd & sd ..... Wld. UP Ray.
WOTW-FM 1945	Ch. 292 (A) 106.3mc 1kw				
<b>PORTSMOUTH</b>					
WHEB 1941	750 1,000 L-WSB	WHEB Inc. Lafayette Rd. 4080	MBS Walker	Charles M. Dale, p & gm John Kane, cm & sd Lucien Dumont, pd & nd	Anthony Vaccaro, ce Phyllis Dumont, wd ..... Wld. AP Col.
<b>ROCHESTER</b>					
WVNH 1948	930 1,000-D	Strafford Bcstg. Corp. Rochester Hill 1400	Granite Bolling	Albin J. K. Malin, p & gm M. Chester Ball, cm Jack Brooks, pd Harold Hutchins, pmm & nd	Thomas McLaughlin, ce Paul Hayes, fd Howard E. Martin, sd Martha Mallory, wd ..... UP Col.

NEW JERSEY

<b>ALPINE</b>					
WFMN (FM) (KX2XCC) 1939	Ch. 226 (I) 93.1mc	Edwin H. Armstrong Alpine Closter 5-1088	Continental		
<b>ASBURY PARK</b>					
WJLK 1926	1310 250	Asbury Park Press Inc. Press Plaza 2-3000	McGillvra	Wayne D. McMurray, p Ernest Lass, gm Thomas B. Tighe, sm	Everett Rudloff, pd Cleon McKnight, ce ..... Assoc. AP RCA ..... GE
WJLK-FM 1947	Ch. 232 (A) 94.3mc 1kw				
<b>ATLANTIC CITY</b>					
WBAB 1940	1490 250	Press-Union Pub. Co. 1900 Atlantic Ave. 5-1111	CBS Headley-Reed	Albert J. Feyl, p Monroe L. Mendelsohn, g, c & pmm	Earle Godfrey, ce Ralph Shoemaker, pd & sd Bern Penrose, nd & fd ..... Wld. AP Col. ..... Fed.
WBAB-FM 1947	Ch. 264 (B) 100.7mc 3kw				
WFPG 1940	1450 250	Neptune Bcstg. Co. Steel Pier 5-2188	ABC Pearson	John Laux, p Fred Weber, gm William Byrnes, cm Ed Davis, pd Fred Haggerty, pmm	Blair Thron, ce Allen Jeffries, nd Joe Pyne, fd Jim Leeming, sd ..... UP RCA

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

WFPG Atlantic City, N. J.

Serving the 107th Market of the Nation

with

MORE play-by-play sports • MORE network programs • MORE news

from its

408 FOOT TOWER

(Tallest structure in New Jersey, south of Newark)

WSTV  
Stuubenville

WPIT  
Pittsburgh

WBMS  
Boston

WFPG  
Atlantic City





**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 Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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.	Transc. Library News Service Transmitter
<b>ATLANTIC CITY—(Continued)</b>					
WFFG-FM 1948	Ch. 253 (B) 98.5mc; 15kw				..... Col.
WMID 1947	1340 250	Mid-Atlantic Bcstg. Co. Convention Hall 4-1340	MBS ForJoe	Richard Endicott, p David H. Freedman, g & cm Irving Feiser, pmm Norman Katz, ce	William Kouser, nd Art Keiser, fd John McNevin, sd Mildred Freeland, wd ..... AP RCA
<b>BRIDGETON</b>					
WSNJ 1937	1240 250	Eastern States Bcstg. Corp. Carll's Corner 1600	KBS Clark	Paul Alger, co-o & gm Russell H. Henderson, co-o Jerry Alden, cm & sd Joe McCulley, pd	Howard Auger, pmm Francis Fekel, ce Don Hart, nd & fd Ethel Pickett, wd ..... Thes. UP RCA
WSNJ-FM 1948	Ch. 255 (B) 98.9mc; 9kw				
<b>CAMDEN</b>					
WCAM 1924	1310 250	City of Camden N. J. City Hall Emerson 5-5600	Schepp-Reiner	Willard C. Schriver, sta. d John Cleary, m Morton Lowenstein, cm Robert Swanson, pd & sd	John Kennedy, pmm Clarence Owens, ce William Stewart, nd Mary Haines, wd ..... St., Cap. UP RCA
WKDN 1948	800 1,000-D	South Jersey Bcstg. Co. 2881 Mt. Ephraim Ave. Emerson 5-7200		Ranulf Compton, p & gm Jerry Williams, prom. & pd	..... Assoc., SES. AP .....
<b>ELIZABETH</b>					
WPOE (FM) 1949	Ch. 244 (A) 96.7mc 1kw	Radio Elizabeth Inc. 1143 E. Jersey St. 2-3460		Robert C. Crane, p William Maron, gm & ce	Sy De Witt, pd Marion Neeson, wd ..... Assoc., SES. UP RCA
<b>MORRISTOWN</b>					
WMTR 1948	1250 1,000-D	Morristown Bcstg. Corp. P.O. Box 345 4-5700	Devney	George S. Croy, p Kenneth A. Croy, m Clement T. Lowden, cm Bob Vesel, pd	Merrill Morris, pmm, nd & fd Rudolph C. Prow, ce Ned Ehlers, sd Mary Bradley, wd ..... Assoc. AP Ray.
<b>NEWARK</b>					
WAAT 1922	970 5,000 LS 1,000-N DA	Bremer Bcstg. Corp. Television Center Mitchell 2-6400	Weed	Irving Robert Rosenhaus, p Edmund S. Lennon, cm George Green, pd James Sondheim, pmm	Frank V. Bremer, ce Edward H. Reeves, chief of trans. opers. ..... Assoc. AP Col.
WAAT-FM 1947	Ch. 234 (B) 94.7mc 13.5kw				
WATV (TV) 1948	Ch. 13 210-216mc 15.3kw-aur.; 30.3kw-vis.	(WAAT, AM affiliate)		Henry L. Dabrowski, chief of trans. opers.	Thomas T. Magee, chief of studio opers. ..... RCA
WHBI 1921	1280 2,500-LS 1,000-N S-WOV	May Radio Bcst. Corp. 100 Shipman St. Mitchell 2-7354		James L. Shearer, p & gm William A. Masi, c & pmm & pd	Herman Foster, ce Marie E. Masi, wd ..... Ray.
WNJR 1947	1430 5,000 DA-N	North Jersey Radio Inc. 91-93 Halsey St. Market 3-2700	Rambeau	Edward W. Scudder Jr., p Harry D. Goodwin, g & cm Stephen Van Gluck, pd	James R. Ryall, pmm Peter Testan, ce Will Peigelbeck, fd ..... St. UP, INS RCA
WNJR-FM 1948	Ch. 274 (B) 102.7mc 20kw				..... WH
WVNJ 1948	620 5,000 DA-2	Newark Bcstg. Corp. 45 Central Ave. Mitchell 3-7600		Ivon B. Newman, vp & chief exec. Helen Sutton, pd Bernard Kellom, ce	..... St. UP Fed.
<b>NEW BRUNSWICK</b>					
WCTC 1946	1450 250	Chanticleer Bcstg. Co. 385 George St. Charter 7-1450		James L. Howe, p & gm James M. Vogdes, sls d Don V. Meaney, pd	Robert L. Williams, ce & sm Ken Bernstein, nd Tony Marano, sd ..... Assoc., Wld. TP RCA
WCTC-FM 1948	Ch. 252 (A) 98.3mc 1kw				..... Col.
WDHN (FM) 1948	Ch. 228 (A) 93.3mc 1kw	Home News Pub. Co. 137 Church St. Kilmer 5-4000		Elmer B. Boyd, p Hugh N. Boyd, gm Eugene Halasz, engr.	Neil F. Arveschoug, pd & ce ..... RCA

# WMT R

MORRISTOWN, N. J.

**PLANNED PROGRAMMING . . . Means You Buy Listeners—Not Time**

- LOCAL NEWS STAFF
- SPECIAL EVENTS
- LOCAL SPORTS
- PUBLIC SERVICE
- TAILORED MUSIC

**Blanketing New Jersey's Quality Market**



**CONTACT DEVNEY & CO.  
OR WMT R**

NEW JERSEY—(Continued)

City	Chan. or Freq.	Name of Licensee	Network	Owner; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library
Call Letters	Power	Headquarters Address	Representative			News Service
Established		Telephone Number				Transmitter
<b>PATERSON</b>						
WPAT	930	North Jersey Bcstg. Co.		Richard Drukker, p	Earl F. Lucas, ce	Assoc., SES.,
1941	5,000 DA-2	66 Hamilton St.		D. J. Wright, gm		L-W
		6-2945		Don Kerr, pd		UP
WPAT-FM	Ch. 278 (B)					Fed.
1950	103.5mc					
	17.5kw					
<b>PLAINFIELD</b>						
WXNJ (FM)	Ch. 280 (A)	WXNJ Inc.		Lucien Merle, p & gm	E. T. Arthur, cm	.....
1947	103.9mc	111 E. Front St.		Robert W. Bender, sm	Jos. Q. Weite, ce	INS
	1kw	6-1039		F. Thomas Hally Jr., pd	Betsy Mercelis, asst. pd	.....
<b>PLEASANTVILLE</b>						
WOND	1400	Pioneer Bcstrs, Inc.		Charles Rupp, p	Art Keiser, nd	St.
1950	250	Old Turnpike		A. Harry Zoog, g & cm	Bill Gregory, fd	AP
		3971		John Struckell, pd & pmm	Frank MacNamara, sd	GE
				Milton Thurlow, ce	Mary Woodies, wd	
<b>TRENTON</b>						
WBUD	1260	Morrisville Bcstg. Co.		(See Morrisville, Pa. listing)		
(CP)	1,000-DA					
WTNJ	1300	WOAX Inc.		M. J. Green, gm		
1928	250-D	416 Bellevue Ave.				
		8149				
WTOA (FM)	Ch. 248 (B)	Mercer Bcstg. Co.	Transit Radio	Jerome P. McCarthy, sm		Assoc., L-W,
1949	97.5mc	558 Ingham Ave.		Paul Fireman, ce		Cap.
	14.5kw	5-8541				UP
WTTM	920	Trent Bcstg. Corp.	NBC	Elmer H. Wene, p	Theodore P. Kilmer, ce	GE
1942	1,000 DA-1	541 East State St.	ForJoe	S. Carl Mark, gm	Arnold Snyder, nd	UP
		5-8515		Fred L. Bernstein, sta. & cm	Fulton Arnold, sd	RCA
				William R. Griffin, pd	Mary Wilson, wd	
				Mary Irish, pmm		
<b>VINELAND</b>						
WWBZ	1360	Community Bcstg.	McGillvra	Joseph M. Bullock, p	Dorothy H. Carlson, pd	Wld.
1946	1,000 DA-N	Service Inc.		Norman R. Fournier, gm	C. V. Mullen, ce	UP
		633 Wood St.; 7-1360		John Serra, cm	Fred Lang, fd	Col.
<b>ZAREPHATH</b>						
*WAWZ	1380	Pillar of Fire		Arthur K. White, p & gm	Wesley Gross, fd	
1930	5,000-LS	Zarephath		Norman R. Fournier, pd		
	1,000-N DA-1	Bound Brook 9-0102		Nathaniel Wilson, ce		
	ST-WBNX					

NEW MEXICO

<b>ALAMOGORDO</b>						
KALG	1230	Otero Bcstg. Assn.		Louis M. Neale Jr. &	Bob Hoffman, pd	.....
1950	250	Box 268		Norman Lassetter, co-o	Charles Morse, pmm	UP
		311		Floyd R. Grady, cm	Louis M. Neale Jr., ce	G
<b>ALBUQUERQUE</b>						
KGGM	610	New Mexico Bcstg. Co.	CBS	A. R. Hebenstreit, p	Leonard Dodds, ce	Wld.
1927	5,000 DA-N	Kimo Bldg.	Avery-Knodel	R. B. McAlister, asst. m	John Kirkwood, nd	AP
		3-4543		Bob VanDriel, pd	Harry Thomas, sd	UP
				Vergie Abeyta, traffic & wd		RCA
KOAT	1450	Alvarado Bcstg. Co.	ABC	W. H. Wimberly, p		Cap.
1946	250	Box 1419; 5-5501	Cooke	H. W. Bumpas, vp		UP
				A. M. Cadwell, secy.-treas. & sm		
KOB	770	Albuquerque Bcstg. Co.	NBC	T. M. Pepperday, p	Rolf Nielson, pmm	Thes.
1921	50,000-LS	234 S. 5th St.	Free & Peters	Phil Hoffman, gm	George Johnson, ce	AP, INS
	25,000-N	4411		John Griswold, pd		RCA
	CP: 50,000					
KOB-TV	Ch. 4		ABC, CBS	George Johnson, sm		
1948	66-72 mc		NBC, DuMont	Dorothy B. Smith, pd		
	4.5kw-aur.;					
	4.5kw-vis.					
KVER	1340	Westernair Inc.	MBS	Wm. T. Kemp, p	Joe Marquez Baca, ce	.....
1947	250	Box 1388	Walker	Ken Palmer, gm	John H. Morrison, asst. m	UP
		3-1744		Keith Tye, sm	Connie Alexander, nd & sd	G
				Raquel Marquez, pd	Bee Marks, wd	
				Paul Kehle, slm		

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM, affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

# The Market and the Station...

**ALBUQUERQUE, NEW MEXICO**

**KVER MUTUAL ALBUQUERQUE**

leads the Nation in total Retail Sales Percentage Sales over all "official" Metropolitan County Areas in 10 Years (1939-1949)\*

Delivers More Listeners Per Advertising Dollar

Albuquerque is also tops in sales increase in Food, Furniture, Household, and Radio Stores, and second in Drug Store sales increase.

M. G. M Radio Attractions. Local and National Sports. Only Albuquerque Station with morning, afternoon, and evening Spanish programs.

TIME	SHARE OF RADIO AUDIENCE			
	KVER	Station "B"	Station "C"	Station "D"
SUNDAY thru SATURDAY 8:00 PM - 10:00 PM	32.1	30.7	22.6	10.2
SUNDAY 1:00 PM - 6:00 PM	30.6	30.6	21.3	16.7
MONDAY thru FRIDAY 12:00 PM - 12:00 Noon	30.9	34.0	23.9	7.4
MONDAY thru FRIDAY 12:00 Noon - 3:00 PM	23.0	50.0	14.8	11.5
MONDAY thru FRIDAY 3:00 PM - 6:00 PM	30.6	36.6	21.6	9.7

Check SRDS for rates.

WILLIAM T. KEMP, President

KEN PALMER, General Manager

KEITH TYE, Station Manager

Represented by **THE WALKER COMPANY**

New York

Chicago

Atlanta

Las Angeles

San Francisco



City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transc. Library News Service Transmitter
				Owner o; Pres. p; Exec. vp eyp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
<b>ARTESIA</b> KSPV 1946	1450 250	Artesia Bcstg. Co. S. Roselawn Ave. 650	MBS	Martin Yates III, p David M. Button, gm Wayne Griffin, cm Robert H. Meeker, ce	Adelyne Reimers, traffic m Betty Nell Bolton, nd John Tinson, sd	St. AP G
<b>BELEN</b> KENE 1949	1230 250	Belen Bcstg. Corp. P. O. Box 604 3021				
<b>CARLSBAD</b> KAVE 1936	1240 250	Carlsbad Bcstg. Corp. 601 North Canal St. 244	CBS Southwest Taylor	Val Lawrence, p Norman R. Loose, gm Mike Kirmeyer, cm & sd Alexander Pitcaithley, pd	William Sene, ce Harry Forbes, nd Dallas Rierson, fd	..... AP G
KPBM 1950	740 1,000-D	McEvoy Brothers 313 West Mermod 1095		Maurice F. McEvoy, p & gm Darrell A. Swayze, cm & sd Wayne F. Scott, pd	Harland Nifong, ce Earl Burnam, nd Ethebert Zachry, wd	LW AP G
<b>CLAYTON</b> KLMX 1949	1450 250	Ari-Ne-Mex Bcstg. Corp. Fair Grounds 616		Arthur Jernigan, p E. K. Stevens, vp E. H. Beckner, secy.-treas. Frank Vale, g & pmm, nd, pd & fd	James Morris, cm Robert Waters, ce Darrel Tucker, sd Nadine Roberts, wd	Cap. UP G
<b>CLOVIS</b> KICA 1931	980 1,000 DA-N	Hugh DeWitt Landis & Ross B. McAllister 6th & Pile 5511	MBS Taylor	DeWitt Landis, p, g & cm Robert L. Sanders, pd & nd Vernon L. Hughes, ce	Bo Cook, fd Joe Collins, sd Juanita Goodman, wd	St. LW UP RCA
<b>GALLUP</b> KGAJ 1946	1230 250	Thunderbird Bcstg. Co. Box 1150 1177	LBS McGillvra	Merle H. Tucker, p, g & pmm Kaye Palmer, ce B. J. Fitzpatrick, cm & pd	Mida Tucker, treas. & wd Louise Fitzpatrick, secy. Donald Husted, nd & sd	Cap., L-W UP .....
<b>HOBBS</b> KWEW 1938	1490 250	W. E. Whitmore Hobbs 495	MBS, KBS Southwest Taylor	W. E. Whitmore, p Harry McAdams, gm Phillip C. McGee, cm	Dortha A. Montgomery, pd Roy T. Evans, ce	Mac., LW UP RCA
<b>HOT SPRINGS</b> KCHS 1946	1400 250	Sierra Bcstg. Co. 401 Broadway 161	KBS Continental	Leonard R. Trainer, p Reginald H. Shirk, pd Russell A. Waltz, gm & ce	A. B. Gemoets, cm (Mrs.) Lynne Fisher, pd Beulah Shirk, treas. & office m	Cap. UP G
<b>LAS CRUCES</b> KQBE 1947	1450 250	Mesilla Valley Bcstg. Co. 902 North Main St. 1121	MBS Best	Charles L. Knight, p Lydia S. Sleepy, m Kenneth M. Dean, ce		Wld. AP Col.
<b>LAS VEGAS</b> KFUN 1941	1230 250	Southwest Bcstrs. Inc. Box 710 12	MBS Best	Ernest N. Thwaites, p & gm Dorothy G. Thwaites, pd	A. F. Schultz, ce	St. UP G
<b>LOS ALAMOS</b> KRSN 1949	1490 250	Alvarado Bcstg. Co. Community Center 4422	Cooke	H. W. Wimberly, p H. W. Bumpas, vp & gm A. M. Cadwell, secy.-treas.	Bob Porton, sm	Cap. UP .....
<b>PORTALES</b> KENM 1950	1450 250	Plains Bcstg. Co.				
<b>RATON</b> KRTN 1948	1490 250	Southwest Bcstrs. Inc. P. O. Box 710 875	MBS Best	Stanley K. Brown, m		St. ..... .....
<b>ROSWELL</b> KGFL 1927	1400 250	KGFL Inc. 310 North Richardson 2000	MBS, KBS Southwest Taylor	W. E. Whitmore, p & gm George F. Roberts, cm Almarie Oldfield, pd	Eugene C. Rader, ce	LW UP G
KSWs 1947	1230 250	McEvoy Bcstg. Co. 401 N. Richardson 2400	ABC, LBS Zia McGillvra	Paul B. McEvoy, p John A. McBoyle, gm George R. Walsh, cm	T. V. Foulkes, pd, nd, fd & wd Ray R. Summersgill, ce Max Zent, sd	Thes. AP Ray.
<b>SANTA FE</b> KTRC 1946	1400 250	Alvarado Bcstg. Co. 208 E. Marcy St. 3003	ABC Cooke	H. W. Wimberly, p H. W. Bumpas, vp & gm A. M. Cadwell, secy.-treas.	Hugh Gray, sm	Thes., Cap. UP .....
KVSF 1935	1260 1,000	Santa Fe Bcstg. Co. 759 Cerrillos Rd. 2020	CBS Avery-Knodel	Iran Head, m		..... AP, UP .....
<b>SILVER CITY</b> KSIL 1946	1340 250	A. Carl Dunbar P. O. Box 590 612	CBS Southwest Taylor	Dorrance D. Roderick, p A. Carl Dunbar, gm Clarence Worden, asst. gm	James H. Duncan Jr., pmm, pd, nd & sd Murray Hillman, ce	Thes. AP Ray.
<b>TUCUMCARI</b> KTNM 1941	1400 250	The McMa Agency Box 668 100	MBS, KBS	Grady F. Maples } co-o R. B. McAlister } Grady F. Maples, p, g & pmm, nd pd & sd	Keith Kivlehen, cm David Fred White Jr., ce Kathryn Stephenson, traffic m	..... UP G

## NEW YORK

<b>ALBANY</b> WABY 1934	1400 250	Adirondack Bcstg. Co. 110 N. Pearl St. 4-4193	McKinney	A. J. McDonald, p Russell B. Wilde, gm Charles Bell Jr., c & pmm D. L. Trudeau, pd	James H. Corey, ce Johnny Lawrence, sd Mary McGarry, wd	Thes. UP Col.
WOKO 1924	1460 5,000 DA-N	Gov. Dongan Bcstg. Corp. 136 State St. 3-6638	Union McGillvra	James T. Healey, p & gm Al Kellert, sm Paul Baron, pd	O. A. Sardi, ce Bill Pope, sd Mildred Aiello, wd	St. AP Col.
WPTR 1948	1540 50,000 DA-1	Patron Bcstg. Co. Inc. Hotel Ten Eyck 5-3345	Weed	J. Meyer Schine, p Robert L. Coe, gm George L. Sutherland, cm Dick Mills, pd John F. Jennings, pmm	W. Russell David Sr., ce & sm Howard Maschmier, nd George Miller, sd Beth Lee, wd	Assoc. SES. AP, INS GE

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

NEW YORK—(Continued)

City	Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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.	Transc. Library News Service Transmitter		
<b>ALBANY—(Continued)</b>								
	WROW	590 1947	Hudson Valley Bcstg. Co. Inc. 112 State St. 3-2225	MBS Bolling	Dr. John J. Quinlan, p Harry L. Goldman, gm Norman Tillman, c & pmm Johnny Lee, pd & sm	Charles Heisler, ce E. L. Reardon, office m Don Baker, asst. ce (Mrs.) Elinor Hammersley, nd	Wld. SES. UP, INS RCA	
	WROW-FM	Ch. 230 (B) 1948	93.9mc 2.1kw				GE	
	WKKW	850 1948	10,000 DA-1	Champlain Valley Bcstg. Corp. 444 Broadway 6-7676	ABC Katz	Stephen R. Rintoul, p & gm Gren Rand, cm Fred S. Daiger, pd Eugene J. Fitzpatrick, pmm Paul Krutz, ce	George Wetmore, tech. d George Tabachnick, nd Sherb Herrick, sd Betty Parry, wd	Wld. UP RCA
<b>AMSTERDAM</b>								
	WCSS	1490 1948	250	Community Service Bcstg. Corp. Upper Locust Ave. 4000	Union	Cecil Woodland, p, g & cm Raymond Cheney, asst. m, nd, pd, prod. & pmm	Guy Rauer, ce John Page, sd Joan MacGregor, wd & publ. d	Wld. UP, INS Col.
<b>AUBURN</b>								
	WMBO	1340 1926	250	WMBO Inc. 141 Genesee St. 2-3511	MBS Clark	William O. Dapping, p Frederick L. Keesee, g & cm Herbert House, ce	A. John Hefner, nd Bob Morgan, sd	AP RCA
	WMBO-FM	Ch. 241 (B) 1949	96.1mc 18kw	Metcalf Bldg. 3-9912				GE
<b>BATAVIA</b>								
	WBTA	1490 1941	250	Batavia Bcstg. Corp. 90 Main St. 715	MBS	Edmund R. Gamble, p & gm Robert E. Newstead, cm J. Gordon Bridge, pd & pmm Fred Callander, ce Winifred Legg, office m	James Gerrety, nd James Dargush, fd Bill Brown, sd Lucy Burke, wd	L-W AP RCA
<b>BINGHAMTON</b>								
(Endicott)								
	WENE	1450 1947	250 CP: 1430 5,000 DA-1	Empire Newspapers-Radio Inc. 909 E. Main St. Endicott 5-3351	ABC Radio Reps.	James H. Ottaway, p F. H. Brinkley, mgng. d Stephen W. Ryder, sm Harold E. Graves, pd & fd	James A. McKechnie, pmm & sd Sheldon W. Weyland, sup. engr. Harold Hancock, nd Elizabeth Stevens, wd	Assoc. AP G
	WENE-FM	Ch. 269 (A) 1948	101.7mc 0.54kw					GE
	WINR	1490 1946	250	Southern Tier Radio Service Inc. Court House Sq. 4-4318	NBC Hollingbery	Donald Kramer, p E. R. Vadeboncoeur, sta. exec. C. A. Bengtson, gm H. R. Nicholson, cm	Charles Bishara, pd A. A. Kelley, ce George O'Connor, pmm & nd Bob Cullings, sd	AP RCA
	WINR-FM	Ch. 224 (A) (CP)	92.7mc 0.33kw					
	WKOP	1360 1947	1,000-LS 500-N-DA	The Binghamton Bcstrs. Inc. 34 Chenango St. 2-3437	MBS Burn-Smith	Andrew Jarema, p & gm Norman T. Stewart, cm Wallace J. Buman, pd & fd	Charles Hallinan, ce Frank Dolan, nd Bill Doty, sd	Wld. AP Ray.
	WNBF	1290 1928	5,000 DA-N	Clark Associates Inc. P. O. Box 48 2-3461	CBS Bolling	John C. Clark, p Cecil D. Mastin, gm S. N. Heslop, slm Edward Scala, pd E. R. McCloskey, pmm	L. H. Stantz, ce L. L. Rogers, treas. & sm Samuel Page, fd William Pryor, sd Sara Burbank, wd	Cap. UP WH
	WNBF-FM	Ch. 263 (B) 1942	100.5mc 12kw					REL
	WNBF-TV	Ch. 12 1949	204-210mc 11.7kw-aur. 12kw-vis.		ABC, CBS DuMont NBC			RCA
<b>BRISTOL CENTER</b>								
	WVBT (FM)	Ch. 236 (B) 1948	95.1mc 1.3kw	Rural Radio Network Inc. 118 N. Tioga St. Ithaca, N. Y. 3341	Rural Radio	(See Rural Radio Network Listing)		
<b>BROOKLYN</b>								
	*WBRR	1330 1924	5,000 DA-1 S-WEVD WHAZ	Watchtower Bible & Tract Soc. Inc. 124 Columbia Hghts. Main 5-1240		M. A. Howlett, gm A. M. Cora, pd R. H. Lefler, ce		INS RCA
<b>BUFFALO</b>								
	WBEN	930 1930	5,000 DA-N	WBEN Inc. Hotel Statler Mohawk 0930	NBC Petry	Edward H. Butler, p Alfred H. Kirchofer, vp C. Robert Thompson, gm Frank W. Kelly, sm	Chester E. Daly loc. slm Wm. Robert Rich, pd Joseph A. Haefner, pmm Ralph J. Kingsley, ce	L-W, St. Thes. AP, UP, INS RCA
	WBEN-FM	Ch. 293 (B) 1946	106.5mc 6kw					Fed.
	WBEN-TV	Ch. 4 1948	66-72mc 10.2kw-aur.; 16.2kw-vis.		ABC, CBS, DuMont, NBC HR&P	George R. Torge, pd N. J. Malter, slm	R. Glen Beerbower, asst. tech. d chg. TV Quentin P. Renner, film sup.	Sterling, Cinetel, Flamingo
	WENY	1400 1936	250	Roy L. Albertson 485 Main St. Mohawk 1400	Young	Roy L. Albertson, o Virginia C. Fyda, sta. d Wm. Miles, nd	James M. DeMunn, gm Thomas L. Vinis, ce Gene Korzelius, sd	AP, INS RCA
	WENY-FM	Ch. 225 (B) 1947	92.9mc 48kw					GE
	WEBR	970 1924	5,000 DA-1	WEBR Inc. 23 North St. Lincoln 7133	MBS Katz	William J. Conners III, p Cy King, gm William Doerr Jr., asst. slm Lloyd B. Gibson, pd	Charles Marti, pmm Eugene Barry, nd Frank B. Ridgeway, d of engrg. Charley Bailey, sd	St. AP, INS WE
	WGR	550 1922	5,000 DA-N	WGR Bcstg. Corp. Rand Bldg. Washington 3100	CBS Free & Peters	Leo J. Fitzpatrick, chmn. of bd. I. R. Lounsbury, p & gm N. Cohen, cm R. J. Strigl, pd	Ross McPherson, pmm K. B. Hoffman, ce Jack McLeon, nd Don Huckle, fd	Wld. UP
	WKBW	1520 1925	50,000 DA-1	WKBW Inc. 1430 Main St. Grant 5101	ABC Avery-Knodel	Clinton H. Churchill, p & gm Roger M. Baker, asst. to p Ken Kaplan, cm Paul Martin, pd	Alfred E. Anscombe, pub. rel. d Leroy Fielder, ce Hugh Shannon, nd Bill Mazer, sd	Wld. UP WH

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, night only. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



**BEST BUY in the BUFFALO MARKET!**

**WKBW**

**YOUR WESTERN NEW YORK SALESMAN**



*Greatest Dollar-for-Dollar Value!*

In Western New York, WKBW is delivering more measurable "cash-register" results per dollar invested than any other Buffalo station. Yes—successful, sales-wise retailers and regional advertisers are making WKBW their first choice. If you want to sell merchandise in Buffalo and the rich Western New York Market, WKBW should be—

**Your *FIRST* Choice**

**FIRST IN POWER**

Ten times more powerful than any other Buffalo station. WKBW's 50,000 watts blanket the Eastern Seaboard from Maine to North Carolina . . . adequate power to reach 10,783,700 radio homes in the most populous section of the United States.

**FIRST IN FACILITIES**

WKBW has the most modern broadcasting facilities in Western New York . . . the last word in transmitting and studio equipment that maintain under all conditions the ultimate in high standards of broadcast quality.

**FIRST IN NEWS**

Complete aggressive coverage of local and national news including two sponsored daily newscasts by Roger Baker, Buffalo's all-time favorite radio personality — backed by Winchell, Pearson, Agronsky, Davis, Hill and Headline Edition.

**FIRST IN SPORTS**

Top coverage of local and national sports with Bill Mazer. Gillette Cavalcade of Sports plus Mazer on all local sports events have made WKBW Western New York's Sports Station. To know the value of a WKBW sportscast, ask the man who bought one.

**FIRST IN ENTERTAINMENT**

WKBW has a strong line-up every day. Screen Guild Players, Stop the Music, Inner Sanctum, Production Parade, Lone Ranger, Mazer's Matinee, The Original Amateur Hour, Tello-Test, Breakfast Club, My True Story. **We Know Buffalo's Wishes.**

**FIRST IN PUBLIC SERVICE**

WKBW's record of public service in the field of important civic, patriotic and community activities has won the station undisputed leadership. If it benefits the public, you'll hear it on WKBW.

**FIRST IN DOLLAR VALUE**

WKBW offers greater coverage than any other Buffalo Station and has developed program and copy techniques that ring the register. Ask our Sales Department for our merchandising success stories.

**Not Buffalo's Oldest . . . but Buffalo's *FIRST* Station!**

**WKBW**  
**BUFFALO'S MOST POWERFUL STATION**  
**WKBW**

**50,000 WATTS**

**AVERY-KNODEL**

Notional Representatives

**ABC NETWORK**

**CLINTON H. CHURCHILL**

Founder, President and Manager

NEW YORK—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations 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.	Transc. Library News Service Transmitter
<b>BUFFALO—(Continued)</b>					
WWOL 1947	1120 1,000-D	Greater Erie Bcstg. Co. 315 Main St. Mohawk 1200	Forjoe	Leon Wyszatycki, p & gm Jack Greenfield, cm John Stinson, pd & sd Casimir Zwierzynski, pmm	Frank Saj, ce Fred Klestine, nd Trudy Peplies, wd UP WE
WWOL-FM 1948	Ch. 280 (A) 104.1mc 0.92kw				GE
WXRA 1948	1080 1,000-D	(See Kenmore, N. Y. listing)			
<b>CHERRY VALLEY</b>					
WVCV (FM) 1948	Ch. 270 (B) 101.9mc 1.3kw	Rural Radio Network 118 N. Tioga St. Ithaca, N. Y.; 3341	Rural Radio	(See Rural Radio Network Listing)	
<b>CORAM</b>					
WFSS (FM) (CP) 1947	Ch. 278 (B) 97.5mc 15kw	Suffolk Bcstg. Corp. Box 82			
<b>CORNING</b>					
WCBA 1949	1350 1,000-D	Wellsboro-Corning Bcstg. Advertisers English Keenan Bldg. 2608	McGillvra	Paul L. Carpenter, p & gm Paul E. Carpenter, c & pmm Robert Walter, pd William Dowling, ce	Richard Biondi, nd & sd Gerry Wells, fd Mary Lou Hubbard, wd Cap., L-W UP G
WCLI 1950	1540 250-D	Corning Leader Inc. 114 Walnut St. 1000	ABC Walker	W. A. Underhill, p Walter Valerius, gm Paul Liston, cm C. Ronald Graham, pd	Allen N. Bell, ce George Droelle, sd Gloria Ruck, wd Assoc. AP Ray.
WCLI-FM 1947	Ch. 291 (B) 106.1mc 4.2kw				GE
<b>CORTLAND</b>					
WKRT 1947	920 1,000-LS 500-N DA	Radio Cortland Inc. 27 North Main St. 2990	McGillvra	Leighton A. Hope, p Robert M. Hope, vp William J. Hall, sm & pd Keith W. Horton, cm	William A. Barron, ce Ed Glacken, nd, fd & sd Eileen Winchell, wd L-W, St. AP GE
WKRT-FM 1947	Ch. 260 (B) 99.9mc 14kw				
<b>DE RUYTER</b>					
WVCN (FM) 1948	Ch. 286 (B) 105.1mc 1.3kw	Rural Radio Network Inc. 118 N. Tioga St. Ithaca, N. Y. 3341	Rural Radio	(See Rural Radio Network Listing)	
<b>DUNKIRK</b>					
WFCB 1949	1410 500 DA-2	Dunkirk Bcstg. Corp. 316 Main St. 7756		Alois A. Schmidt, p & gm Paul M. Renckens, vp Gerald M. Dash, treas. Bernard F. Goodrich, cm	James L. McGrath, pd & fd Roger M. Waite, office m & secy. Perley W. Tribou, ce Van C. Miller, sd St., L-W UP Ray.
<b>ELMIRA</b>					
WELM 1947	1400 250	Corning Leader Inc. 222 East Market St. 2-1400	ABC, CBS Walker	W. Allen Underhill, p Walter Valerius, gm Claude R. Snyder Jr., c & pmm Kenneth C. Powell, pd	Allen Bell, ce Peter Parlo, bus. m Gordon M. Ridenour, nd & fd Ross Beatty, sd St. AP Ray.
WENY 1939	1230 250	Elmira Star-Gazette Inc. Mark Twain Hotel 5181	MBS, NBC McKinney	Frank E. Gannett, p Dale L. Taylor, gm Phil Cameron, slm Frederick W. Hodge, pdm	Charles Muller, pmm Thurlow A. Greene, ce Stanley J. Hayes, pub. affairs d. Bill Pope, sd L-W AP RCA
<b>ENDICOTT</b>					
WENE 1947	1450 250	(See Binghamton, N. Y. listing)			
<b>FREEPORT</b>					
WGBB 1924	1240 100	Harry H. Carman 44 S. Grove St. 9-1400		Harry H. Carman, p & gm Murray C. Evans, cm Ada Cheesman, pd	Robert Milos, ce Bob Stirrat, sd AP Col.

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in *italics*. \*—Non-Commercial Station, CP—Construction Permit issued. D—Day. DA—N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

only with **WWSC** can you effectively penetrate the rich up-state New York and southwestern Vermont market area!!

LOOK AT THIS MARKET

LOOK AT THESE MARKET FIGURES

TIME	WWSC	HOOPER RADIO AUDIENCE INDEX					FALL 1950	
		5 kw Net-work	50 kw Inde-pendent	10 kw Net-work	50 kw Net-work	5-1 kw Net-work	OTHERS	
8:00 A.M.—6:00 P.M. MON. THRU FRI.	51.4	1.2	4.3	7.4	29.7	3.5	2.4	
6:00 P.M.—10:00 P.M. SUN. THRU SAT.	45.4	1.6	3.1	4.7	35.5	2.4	7.2	

Total Estimated Annual Retail Sales	\$171,233,000
Food Sales	21,292,000
General Merchandise	4,843,000
Automotive	14,589,000
Drug	1,653,000
Manufacturing income	\$41,420,000
Annual wholesale volume	45,268,000
Annual farm income	28,286,000

(Source: 1950-51 Consumer Markets)

WWSC's primary area in up-state New York and southwestern Vermont includes 167,000 people and 46,090 radio homes. Warren County (WWSC's home county) annual retail sales averages \$4,464 per family—44% above national average. WWSC's 1450 KC clear channel signal and "personalized" local programming means BUSINESS for YOU!

Ask your Everett-McKinney representative for availabilities and rates. Affiliated with American Broadcasting Company Represented nationally by Everett-McKinney, Inc.

**WWSC** GLENS FALLS, NEW YORK



City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transc. Library News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
<b>FULTON</b> WOSC 1949	1300 1,000-D	Oswego County Bcstg. Co. Inc. Perkins Bldg. 1400	McGillvra	D. J. Kesterke, p Ted W. Austin, gm & pd Leo C. Brown, c & pmm	Fred Edwards, ce Robert Fitzgerald, nd & fd Joe Marieniss, sd	L-W UP GE
<b>GENEVA</b> WGVA 1947	1240 250	Star Bcstg. Co. Inc. Geneva Federal Savings Bldg. 6691	MBS Cooke	M. R. Forman, p Thomas L. Brown, vp, g & cm William S. Brower Jr., pd & nd R. Carleton Greene, ce	Alex Lamutis, fd Bernard Newman, sd Dorothy Bolin, wd	St. AP Col.
<b>GLENS FALLS</b> WWSC 1946	1450 250 CP: 1410 1,000-LS 500-NDA	Great Northern Radio Inc. 13 Warren St. 2-6518	ABC McKinney	Martin R. Karig, vp & gm Carl W. Mattison, asst. m Alfred A. Brown, cm Richard F. Weld, pd & fd Kent E. Jones, pmm	Joseph Thomas, ce Vic Wiley, nd Earl Sharland, sd Penny Hitchcock, wd	Wld. UP Temco
<b>GLOVERSVILLE</b> WENT 1944	1340 250	Sacandaga Bcstg. Corp. 8 West Fulton St. 4900	CBS McGillvra	George F. Bissell, p Irving S. Teetsell, g & cm & pd Harry W. Monroe, asst. pd & nd Henry Clark, pmm	Richard J. Stewart, ce Beverly Eagen, office m Phil Spencer, sd Grace Adams, wd	..... UP .....
<b>HEMPSTEAD</b> WHLI 1947	1100 250-D	FM Bcstg. Corp. 245 Baldwin Rd. 2-8000	Rambeau	Elias I. Godofsky, p & gm Paul Godofsky, sm & evp Joseph A. Lenn, vp & slm Frank E. Knaack, vp & ce	Arthur E. Patterson Jr., sp events d Jerome C. Karpf Jr., nd	Wld. Up Col.
<b>HEMPSTEAD</b> WHLI-FM 1947	Ch. 252 (A) 98.3mc 1kw					..... ..... Fed.
<b>HORNELL</b> WLEA 1948	1320 1,000-D	Canisteo Radio Corp. 99 Main St. 1320	McGillvra	John S. Booth, gm D. L. Sellers, sm Harold McEvoy, cm Mike Ryan, pd	Larry La Casse, ce Ed Ruppert, nd & fd Marian Gale, wd	L-W UP WE
<b>HORNELL</b> WWHG 1949	1590 1,000-D	W. H. Greenhow Co. 85 Canisteo St. 2000	Sears & Ayers	Louis G. Buisch, gm Glenn L. Sprague, sm & pd Lloyd Walsh, coml. d William N. Amidon, ce	Ralph Kreuger, nd Ed Sprague, fd Bill Wright, sd Dorothy Guyle, wd	Wld., Assoc. AP RCA
<b>HORNELL</b> WWHG-FM 1946	Ch. 287 (B) 105.3mc 8.3kw					..... ..... GE
<b>HUDSON</b> WHUC 1947	1230 250	The Colgren Bcstg. Co. Union Turnpike 8-3341	KBS	John F. Kearney, ptrn. & gm Robert P. Strakos, ptrn. & cm James F. McDonough, pd & ce Charles Weiler, asst. ce	Richard Wright, nd Clifton Holman, fd Lou Pierro, sd	Assoc. UP Col.
<b>HUNTINGTON</b> WGSM (CP)	740 1,000-D-DA	Huntington-Montauk Bcstg. Co.				
<b>ITHACA</b> WHCU 1921	870 1,000 L-WWL	Cornell U. Savings Bank Bldg. 3438	CBS	Michael R. Hanna, gm Earl Cobey, cm Jack Deal, pd Norman Hoffman, ce Joseph Short, asst. pdm	Sam Woodside, asst. pmm & pub. rel. d, nd & sd Louis W. Kaiser, fd Gertrude Grover, wd	Wld. UP Ray.
<b>ITHACA</b> WHCU-FM 1947	Ch. 247 (B) 97.3mc 40kw					..... ..... WE
<b>JAMESTOWN</b> WJOC 1948	1470 1,000-D CP: 1340 250	Air Waves Inc. 415 West Fourth St. 5-108	MBS McGillvra	Harry E. Layman, p, g & cm & ce Bill Anderson, fd	Jerry Lawson, pd, nd & sd Catherine L. Erickson, wd	Assoc. AP WE
<b>JAMESTOWN</b> WJTN 1924	1240 250	James Bcstg. Co. 310 W. Third St. 7-151	ABC Rambeau	Jay E. Mason, p Simon Goldman, vp, g, c & pmm George C. Pfeeger, pdm Harold J. Kratzert, ce	Raymond Finch Jr., nd William Price, nd J. Ralph Carlson, fd James Roselle, sd	Mac. UP G., WE
<b>JAMESTOWN</b> WJTN-FM 1947	Ch. 227 (B) 93.3mc 9.5kw					
<b>KENMORE</b> (Buffalo) WXRA 1948	1080 1,000-D	Western New York Bcstg. Co. Kenmore Amherst 1161	Rambeau	E. R. Sanders, ptrn. & ce Thaddeus Polbielniak, ptrn. & gm Richard C. Shepard, cm James J. Frieling, pd Bradley D. Steiger, pd	Betty Reif, pmm Roger K. Lund, nd Charles Burr, sd Bradley D. Steiger, wd	Assoc. AP Col.
<b>KENMORE</b> WXRC (FM) 1950	Ch. 277 (B) 103.3mc 4.6kw	(WXRA, AM affiliate)				
<b>KINGSTON</b> WKNY 1939	1490 250	Kingston Bcstg. Corp. 601 Broadway 4500	MBS Meeker	Joseph K. Close, p Robert M. Peebles, g & cm Edward R. Eckert, pd Ernest M. Ward, pmm	Joseph G. McNelis, ce Robert Browning, nd Richard J. McCarthy, sd	Wld. UP RCA
<b>LIBERTY</b> WVOS 1947	1240 250	Sullivan County Bcstg. Corp. Liberty 1680		Seymour D. Lubin, p, gm & pub. rel. d Harry G. Borwick, cm & secy.- treas. Jack Oranch, pd	Vincent Gabriele, ce R. Schakne, nd Al Turk, fd Ed Robinson, sd Polly Bergin, wd	Assoc. UP WE
<b>LOCKPORT</b> WUSJ 1949	1340 250	Union-Sun & Journal Inc. 142 Main St. 3000	McGillvra	Egbert D. Corson, p Peter Corson, g & cm John R. Gelzer, pd Wallace D. Soderholm, pmm	Solomon A. Azar, ce Patrick Fagan, nd & fd Richard A. Spaulding, sd Eileen Stuart, wd	Wld., Assoc. AP GE
<b>LOCKPORT</b> WUSJ-FM 1948	Ch. 257 (A) 99.3mc 0.8kw					

NEW YORK—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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.	Transec. Library News Service Transmitter
<b>MALONE</b> WICY 1946	1490 250	North Country Bcstg. Co. Inc. 65 Woodward St. 187	MBS, KBS	Mitchell C. Tackley, p & gm Alice M. Tackley, cm Donald J. Paye, pd & pmm	Adolf Stromer, ce John Flynn, nd & sd Pat Kelly, wd UP G
<b>MASSENA</b> WMSA 1945	1340 250	The Brockway Co. Central Bldg. 990	ABC Weed	Louis Saiff Jr., gm Thomas R. McHugh, sm	Assoc. UP .....
<b>MIDDLETOWN</b> WALL 1942	1340 250	Community Bcstg. Corp. 62 North St. 3119		John Morgan Davis, p James M. Patt, gm Ernest C. Winkler, cm George Shepard, pd & pmm	Charles Lissner, ce Charley Zaines, nd Morris Weinstein, fd Joe Ryan, sd Thes. AP G
<b>NEWBURGH</b> WGNV 1933	1220 1,000-D	WGNV Bcstg. Co. Inc. 161 Broadway 4600		M. C. Speidel, p George W. Bingham, gm Joseph W. Rake, cm Richard F. Crans, pd	Edward Burns, pmm Marvin S. Seimes, ce Wm. Forrest, nd Harold Lane, sd St. UP WE
<b>NEW ROCHELLE</b> WGNR 1950	1480 500-D	New Rochelle Bcstg. Service, Inc. 524 North Ave. 6-1460		Julian H. Gins, p & gm Arthur Simon, cm Kenneth Joseph, pd	Edward W. Voss, ce Ray Lapolla, nd Barbara Coburn, wd L-W UP G
<b>NEW YORK</b> WABD(TV) 1944	Ch. 5 76-82mc 9.45kw-aur.; 14.25kw-vis.	Allen B. DuMont Labs Inc. 515 Madison Ave. Murray Hill 8-2600	DuMont	Mortimer W. Loewi, d Chris J. Witting, gm Tom Gallery, slm James L. Caddigan, pd	Rodney D. Chipp, d. of engrg. Les G. Arries, sd & sp. events d Robert Jamieson, m of sta. rel. Geo. Faust, m net. traffic Harold Townsend, ce Walter Diehl, pd ..... INS DuM.
<b>NEW YORK</b> WABF (FM) 1942	Ch. 258 (B) 99.5mc 20kw	Metropolitan Bcstg. & Television Inc. 654 Madison Ave. Templeton 8-5400		Ira A. Hirschmann, p & gm Alvin Hirschmann, vp	..... WE
<b>NEW YORK</b> WBNX 1928	1380 5,000 DA-1 ST-WAWZ	WBNX Bcstg. Co. Inc. 260 East 161st St. Melrose 5-0333	King	A. L. Haskell, p Wm. I. Moore, vp & gm Edward Ervin, pd	Frank Johnson, pd SES., St. AP WE

Data corrected to Dec. 6, 1950. If executives or services for FM or TV 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, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

# Repeat Performance

For seven, ten, fifteen years a large number of the foremost national advertisers have regularly renewed their contracts on Station

5000  
Watts



1330  
K.C.

Nighttime ENGLISH—Daytime JEWISH

This measure of confidence is born of direct and tangible results obtained in one of the best paying markets in the country —

## THE JEWISH MARKET OF METROPOLITAN NEW YORK

In the most concentrated population area in the world, WEVD serves the major portion of more than 600,000 Jewish families—a population in excess of two million five hundred thousand — larger than the city of Philadelphia, and larger than the cities of Boston, Pittsburgh and Cleveland combined.

Distinctive adult programming and a loyal, responsive audience of far higher than average income are the WEVD combination which big national advertisers have found so effective and economical in maintaining a consistent position of dominance.

Send for a Copy of

### “WHO’S WHO ON WEVD”

Henry Greenfield, Managing Director

WEVD — 117-119 West 46th Street, New York 19, N. Y.



City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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.	Tran. Library News Service Transmitter
NEW YORK—(Continued)					
WCBS 1924	880 50,000	Columbia Bcstg. System 485 Madison Ave. Plaza 5-2000	CBS Radio Sales	Frank Stanton, (CBS) p G. Richard Swift, gm Don Miller, slm Don Ball, pd	Robert G. Patt, sls. pmm Robert G. Thompson, ce Clarence Worden, asst. gm D. Gordon Graham, asst. pd
WCBS-FM 1941	Ch. 266 (B) 101.1mc; 5.5kw				AP, UP, INS Fed.
WCBS-TV 1941	Ch. 2 54-60mc 6.5w-aur.; 6.5kw vis.			George Dunham, slm Richard Doan, pd Paul F. Wittlig, ce	GE RCA
WEVD 1927	1330 5,000 DA-2 ST-WBBR WHAZ	Debs Memorial Radio Fund Inc. 117 West 48th St. Plaza 7-0880		Adolph Held, p Henry Greenfield, g & cm George Field, pd	Charles Brown, ce AP RCA
WEVD-FM (CP)	Ch. 298 (B) 107.5mc 20kw				
WFAS 1932	1230 250	(See White Plains, N.Y., listing)			
WFDR (FM) 1949	Ch. 282 (B) 104.3mc 17kw	WFDR Bcstg. Corp. 1710 Broadway Judson 2-1190		Frederick F. Umhey, p Lou Frankel, gm Hartley L. Samuels, cm	Bertrand B. Arnow, ce Guy Wallace, pdm Assoc. AP RCA
WGHF (FM) 1946	Ch. 270 (B) 101.9mc 10.3kw	WGHF Inc. 10 East 40th St. Lexington 2-4927		W. G. H. Finch, p Linton Wells, evp & gm Gordon Myers, pd	Veikko K. West, ce St., Assoc., SES. Cap., The. UP WE
WHOM 1928	1480 5000-DA-2	Atlantic Bcstg. Co. Inc. 136 West 52d St. Circle 6-3900		Fortune Pope, p Charles Baltin, vp of sls, prom. & prog.	Ralph Constantino, pd George Steiger, ce UP
WALK (FM) (CP)	Ch. 294 (B) 106.7mc 10kw	(WHOM, AM affiliate)			
WINS 1931	1010 50,000-LS DA-1 10,000-N CP: 50,000 DA-1	Crosley Bcstg. Corp. 28 West 44th St. Bryant 9-6000		Robert E. Dunville, p Wilnot H. Losee, gm Henry G. Kerwin, cm Joe Tery, pd	Joseph G. Besch, pmm Paul Van Kunitz, ce Joe Gallagher, nd Josephine Halpin, wd Assoc. UP, INS
WJZ 1921	770 50,000	American Bcstg. Co. Inc. 7 W. 66th St. Trafalgar 3-7000	ABC ABC Spot	Robert S. Kintner, (ABC) p M. B. Grabhorn, (ABC) vp C. L. Doty, gm Earl B. Salmon, cm Ray Diaz, pd	Phil Bernstein, pmm William Treuarthen, ce Thomas Velotta, nd & sd Phil Alampi, fd AP, UP, INS RCA
WJZ-FM 1948	Ch. 238 (B) 95.5mc 6.5kw				
WJZ-TV 1948	Ch. 7 174-180mc 1.8kw aur.; 3.8kw vis.			Alexander Stronach, pd	

## the Long Island story

**666,200** POPULATION • **\$613,220,000** TOTAL RETAIL SALES  
**\$188,951,000** FOOD STORE SALES  
**\$138,984,000** AUTOMOTIVE AND FILLING STATION SALES  
**\$ 15,084,000** DRUG STORE SALES

That's the market in LONG ISLAND'S NASSAU COUNTY—where WHLI reaches more homes 6 or 7 days a week than any other New York or Long Island Independent Station! . . . and where WHLI delivers more daytime listeners than 3 New York City network stations and all 5 leading New York City Independents put together!

**Data Sources:**

Market—SRDS Consumer Markets 1950-51  
 1—BMB Study #2  
 2—PULSE Nov. 1950

"THE VOICE OF LONG ISLAND"

**WHLI** 1100 on your dial  
 WHLI-FM 98.3 MC  
 HEMPSTEAD, LONG ISLAND, N.Y.  
 ELIAS I. GODOFSKY, President

Represented by **RAMBEAU**

NEW YORK—(Continued)

City	Call Letters	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations Owner or; 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.	Transc. Library News Service Transmitter
<b>NEW YORK—(Continued)</b>						
1942	WLIB	1190 1,000 L-WOVO	New Bcstg. Co. Inc. 207 E. 30th St. Oregon 9-2720		Morris Novik, p Harry Novik, gm Vincent G. Pirozzi Jr., bus. m	John Bubbers, ce SES. UP RCA
1925	WMCA	570 5,000 DA-1	WMCA Inc. 1657 Broadway Circle 6-2200	Free & Peters	Nathan Straus, p Norman Boggs, evp Leon Goldstein, pd & nd James McCafferty, ce	Howard Klarman, pmm Ruth Hurd, office m (Mrs.) Helen S. Straus, wd Wid. AP RCA
1950	WMCA-FM	Ch. 222 (B) 92.3mc 11kw				
1922	WMGM	1050 50,000 DA-1	Marcus Loew Booking Agency 711 Fifth Ave. Murray Hill 8-1000	Radio Reps	Bertram Lebharr Jr., d of sls. Frank Roehrenbeck, gm Raymond Katz, pd	Paul Fuelling, ce AP, UP WE
1942	WMGM-FM	Ch. 262 (B) 100.3mc 18kw				
1926	WNBC	660 50,000 DA-1	National Bcstg. Co. 30 Rockefeller Plaza Circle 7-8300	NBC NBC Spot	Ted Cott, gm Berry Long, d of sls. Leonard Safiv, adv. & pmm Harvey Gannon, prog. m O. B. Hansen, ce	Winifred Schaefer, d of press & pub. affairs Geo. Wallach, news & sp. events sup. Clay Daniel, prod. d Thes., Assoc. AP, UP, INS RCA
1944	WNBC-FM	Ch. 246 (B) 97.1mc 1.6kw				
1939	WNBT (TV)	Ch. 4 66-72mc 5.75kw aur.; 7kw vis.	(WNBC, AM affiliate)		John H. Reber, slm. Ivan Reiner, prog. & film buyer	
1934	WNEW	1130 10,000 DA-1 CP: 50,000 DA-N	WNEW Inc. 565 Fifth Ave. Plaza 3-3300	Blair	Wm. S. Cherry Jr., p Bernice Judis, evp & gm Ira M. Herbert, vp & sls. d Richard M. Pack, pd Kenneth Klein, pmm	Max Weiner, ce Alan E. Brandt, publ. d John Jaeger, nd Jimmy Powers, sd L-W AP RCA
1924	WNYC	830 1,000 DA-1 L-WCCO	City of New York Municipal Bcstg. Co. Municipal Bldg. Worth 2-5600		Vincent Impellitteri, p Seymour N. Siegel, gm John DeProspero, exec. officer Alan Carter, pd	William H. Pitkin, ce Bernard Buck, nd John Savage, wd Thes. AP, UP WE
1943	WNYC-FM	Ch. 230 (B) 93.9mc 20kw				
1922	WOR	710 50,000 DA-1	General Teleradio Inc. 1440 Broadway Longacre 4-8000	MBS Kettell-Carter	Theodore C. Streibert, p R. C. Maddux, vp chg. sls. Julius F. Seebach Jr., vp chg. prog. Joseph Creamer, pmm	J. R. Poppele, vp chg. engrg. William Crawford, slm E. Blaney Harris, pd Dave Driscoll, nd Assoc. AP, UP WE
1941	WOR-FM	Ch. 254 (B) 98.7mc 3.4kw				
1949	WOR-TV	Ch. 9 186-192mc 11kw aur.; 9kw vis.			Eugene S. Thomas, m of TV opers.	GE GE

Data corrected to Dec. 6, 1950. If executives or services for FM or TV 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-1—Directional Antenna, night only. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

# WHOM

THE GATEWAY TO NEW YORK'S  
IMPORTANT FOREIGN LANGUAGE MARKET



136 W. 52nd Street, New York 19

Circle 6-3900



**THERE IS**



**NO SUBSTITUTE**



**FOR THE GOOD MUSIC**



**OF WQXR**



The Radio Station of The New York Times, Times Square, New York 18, N. Y.

Represented nationally by Paul H. Raymer Co.

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

NEW YORK—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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	Transc. Library News Service Transmitter
<b>NEW YORK—(Continued)</b>						
WOV 1926	1280 5,000 DA-1 ST-WHBI	Wodaam Corp. 730 Fifth Ave. Circle 5-7979	Pearson	Richard E. O'Dea, p Ralph N. Weil, evp & gm Herb Schorr, slm Arnold Hartley, pd & vp	Carroll Forbes, pmm Emile Hill, ce Anne Baldwin, publ. d Thomas B. Morgan, nd	St. Mac. AP WE
WPIX (TV) 1948	Ch. 11 198-204mc 2.5kw aur.; 3.6kw vis.	WPIX Inc. 220 E. 42nd St. Murray Hill 2-1234	Free & Peters	F. M. Flynn, p G. Bennett Larson, vp & gm Walter Duncan, cm Warren Wade, prog. m	Thomas E. Howard, ce John McClay, d of opers. Ardien Rodner, coml. pdm	AP, UP RCA
WQXR 1936	1560 10,000	Interstate Bcstg. Co. Inc. 229 West 43rd St. Lackawanna 4-1100	Raymer	Arthur Hayes Sulzberger, p Elliott M. Sanger, evp & gm Julius Ochs Adler, 1st vp Norman S. McGee, vp chg. of sls.	Eleanor N. Sanger, pd Mary Rice Anderson, pmm Russell D. Valentine, ce Godfrey N. Nelson, secy.	Assoc. ..... ..... ..... WE
WQXR-FM 1939	Ch. 242 (B) 96.3mc 11kw					..... WE
WWRL (Woodside) 1926	1600 5,000 DA	Long Island Bcstg. Corp. 4130 58th St., Woodside, N. Y. Newtown 9-3300		W. H. Reuman, p Edith Dick gm Selvin Donneson, slm Fred Barr, prog. m & nd	Benton R. Bartlett, ce Jacko Maxwell, sd Elizabeth Robinson, wd	Assoc. AP WE
<b>NIAGARA FALLS</b>						
WHLD 1940	1270 5,000-D-DA	Niagara Falls Gazette Pub. Co. Hotel Niagara 8421	MBS Headley-Reed	Earl C. Hull, vp & gm Richard G. Robbins, cm Jack Whitney, pd	Robert J. Wilson, ce Rick Bennett, nd Charles Barton, sd	Wld., St. UP Ray.
WHLD-FM 1946	Ch. 253 (B) 98.5mc 46kw		Rural Radio			..... ..... Fed.
WJL 1947	1440 1,000-D	John J. Laux 129 Main St. 5286	Grant	John J. Laux, p Tom W. Talbot, gm Jerry Milan, cm Louise Hamrick, pd	Jimmy Thompson, pmm, nd & sd Gus Czaplack, ce Lou Schriver, fd Mary DiLaura, wd	..... AP G
<b>OGDENSBURG</b>						
WSLB 1940	1400 250	St. Lawrence Bcstg. Corp. Ogdensburg 500	MBS	Joseph R. Brandy, p & cm Harold J. Frank, secy.-treas. Hal Gibman, pd & pmm Ellsworth Hall, ce	Jolly Bergeron, nd Al Kuchler, fd Frank Mason, sd Flo Beach Rowe, wd	..... UP RCA
WSLB-FM 1948	Ch. 291 (B) 106.1mc 15kw					..... ..... Fed.
<b>OLEAN</b>						
WHDL 1935	1450 250	WHDL Inc. 3219 West State St. 4149	ABC McKinney	E. B. Fitzpatrick, p John R. Henzel, gm Donald Merriman, cm & sd	Edward McGrath, pd & nd Otis Atherston, ce Annabelle Eisert, pmm & wd	Wld. UP Col.
WHDL-FM 1949	Ch. 239 (B) 95.7mc 43kw					..... WH
<b>ONEONTA</b>						
WDOS 1947	1400 250	The Oneonta Star Inc. Chestnut & West Sts. 2470	MBS Radio Reprs.	James H. Ottaway, p Eugene J. Brown, gm Walton F. Dening, sm Charles Hobart, prog. m & nd	George Smith, cm Wiley Bates, ce Ted Roodhof, fd Sandy Squires, sd	Wld., Assoc. AP GE
<b>OYSTER BAY</b>						
WKBS 1948	1520 250-D	Key Bcstg. System Inc. 25 East Main St. 6-2500		R. Lee Hollingsworth, p, gm & ce Milton R. Flack, pd, cm & nd Jack Hurst, sd	Madam Olga Petrova, wd Don MacLachlan, pmm	Mac. UP G
<b>PEEKSKILL</b>						
WLNA 1948	1420 500-D	Highland Bcstg. Corp. Dogwood Rd. 7-2454		Peter C. Houskeeper, p, pd & ce Irving E. Cottrell, g & cm Sam D'Onofrio, nd		Wld., SES. UP Ray.
<b>PLATTSBURG</b>						
WEAV 1935	960 1,000 DA-N	Plattsburg Bcstg. Corp. Radio Center 1800	ABC McGillvra	George F. Bissell, p & gm Jan King, c & asst. m A. J. Coursey, pd & pmm Henry Heustis, ce	James Stoddard, nd Chester Bosworth, fd Martin Traynor, sd	Thes. UP Col.
WENT 1944	1340 250	(See Gloversville, N. Y., listing)				
WIRY 1950	1340 250	Clinton County Bcstg. Co. 301 Cornelia St. 2800	MBS Grant	Joel H. Scheier, p, g & cm Betty Kraus, pd & wd Walter H. Petterson, vp Martin D. Mannix, pmm & fd	John M. Nazak, ce Richard Karnow, nd Fran Roberts, sd	St. AP G
<b>POUGHKEEPSIE</b>						
WEOK 1949	1390 1,000-D	Mid-Hudson Bcstrs. Inc. 385 Main St. 8300	Devney	Harold W. Cassill, p & gm Arthur J. Barry Jr., sta. & cm Harold Hennig, pd Alvin Perlmutter, pmm John P. Burke, ce	Richard Horan, asst. ce Irvin Breslauer, nd Walter Androsko, fd Lou Pells, sd Muriel DeGre, wd	Wld. INS, TP RCA
WKIP 1940	1450 250	Poughkeepsie Newspapers Inc. Memorial Sq. 6800	ABC	M. C. Speidel, p George W. Bingham, gm Henry J. Behre, cm	Richard F. Crans, pd & pmm Marvin S. Seimes, ce Richard Collignon, nd	St. AP RCA
WHVA (FM) 1947	Ch. 284 (B) 104.7mc 2.3kw	(WKIP, AM affiliate)	Rural Radio			..... ..... GE
<b>ROCHESTER</b>						
WARC 1947	950 1,000 DA-N	WARC Inc. 111 East Ave. Hamilton 8920	ABC Katz	Samuel W. Townsend, p & gm Harland M. Evans, cm Earl W. Steil, pd Ross Woodbridge, pmm Robert Emch, ce	Wanda E. Townsend, secy. & asst. treas. V. Roberts, nd Carl Chamberlain, sd Blanch Scott, wd	..... AP Ray.
WHAM 1922	1180 50,000	Stromberg-Carlson Co. Rochester Radio City Culver 7240	NBC Hollingsbery	William Fay, vp & gm John W. Kennedy Jr., cm Charles W. Siverson, pd Armin Bender, pmm	Kenneth J. Gardner, d of engrg. Arthur W. Kelley, asst. slm. David E. Kessler, nd George F. Haefner, fd	Wld. UP WH
WHFM (FM) 1939	Ch. 255 (B) 98.9mc 20kw	(WHAM, AM affiliate)				..... WE
WHAM-TV 1949	Ch. 6 72-88mc 8.7kw-aur.; 16.7kw-vis.		ABC, CBS DuMont NBC	John Crosby, prod. d Truman Brizee, asst. slm.		..... ..... RCA

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, night only. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



What kind of a  
**TEST CITY**  
 is ROCHESTER, N. Y.?

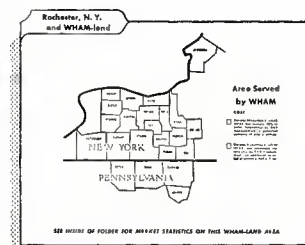
● According to figures in "Sales Management's" November 10, 1950 test market study, Rochester, N. Y., is a MUST on test market programs. Here are the exact rankings for Rochester:

- #1 in New York State
- #1 in the Middle Atlantic States
- #7 in all cities of population from 250,000 to 500,000
- #15 in all American cities of all sizes

**BUT . . .** "Rochester, N. Y."—as any market analyst knows—is much more than a city. It's a closely-integrated, wonderfully varied market area of both urban and rural population. Hence the next question:

What is the **BEST**  
**RADIO BUY**  
 in ROCHESTER?

● WHAM — and WHAM **outstandingly** — the **only** station that offers complete coverage of this rich area. BMB figures prove it: no other Rochester station comes within miles of WHAM'S coverage.



**FACTS for FREE!**

Write WHAM—or ask your Hollingbery representative—for a copy of the newest compilation of market figures for the WHAM-land area. It's in a convenient filing-folder form, ready to slip right into your market-data drawer.

**WHAM**



The Stromberg-Carlson Station  
 NBC Affiliate — 50,000 w. — Clear Channel — 1180 k.c.  
 Geo. P. Hollingbery Co., National Representative

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

NEW YORK—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transc. Library News Service Transmitter
				Owner <i>o</i> ; Pres. <i>p</i> ; Exec. <i>vp</i> <i>evp</i> ; Gen. <i>Mgr.</i> <i>gm</i> ; Sta. <i>Mgr.</i> <i>sm</i> ; Coml. <i>Mgr.</i> <i>cm</i> ; Sales <i>Mgr.</i> <i>slm</i> ; Prog. <i>Dir.</i> <i>pd</i> ; Chief <i>Eng.</i> <i>ce</i> ; Prom. <i>Mgr.</i> <i>pmm</i> ; Prod. <i>Mgr.</i> <i>pdm</i> ; News, Farm, Sports or Women's <i>Dir.</i> <i>nd</i> , <i>fd</i> , <i>sd</i> , <i>wd</i> .		
<b>ROCHESTER—(Continued)</b>						
WHEC 1925	1460 5,000 DA-N	WHEC Inc. 40 Franklin St. Baker 6740	CBS McKinney	Frank E. Gannett, p Clarence Wheeler, <i>evp</i> Gunner O. Wiig, <i>gm</i> William J. Adams, <i>pd</i> , <i>wd</i> & <i>pmm</i>	Le Moine C. Wheeler, <i>cm</i> Bern C. O'Brien, <i>ce</i> Lowell H. MacMillan, <i>prod.</i> & <i>sd</i> Ralph Knox, <i>nd</i>	St. AP WE
WRNY 1947	680 250-D	Monroe Bcstg. Co. Inc. 191 East Ave. Hamilton 9775	Forjoe	George B. Kelly, <i>p</i> , <i>g</i> , <i>c</i> & <i>pmm</i> Addison P. Penfield, <i>pd</i> & <i>sd</i> Felix D. Bonvouloir, <i>ce</i>	Paul Robinson, <i>pdm</i>	L-W AP Ray.
WRNY-FM 1948	Ch. 250 (B) 97.9mc 7.9kw					..... GE
WSAY 1936	1370 1,000 DA-1 CP: 5,000 DA-N	Federal Bcstg. System Inc. 328 E. Main St. Baker 4870	Walker	Gordon P. Brown, <i>p</i> & <i>gm</i> C. A. Culver, <i>cm</i>		
WVET 1947	1280 5,000 DA-N	Veterans Bcstg. Co. Inc. 17 Clinton Ave. S. Hamilton 4820	MBS Bolling	Ervin F. Lyke, <i>gm</i> & <i>ce</i> Arthur Murrellwright, <i>loc. slm</i> Paul C. Louthar, <i>pd</i> F. Chase Taylor, <i>pmm</i>	David Roberts, <i>nd</i> Walt Riley, <i>sd</i> Betty Harris, <i>wd</i>	Assoc. UP Col.
<b>ROME</b>						
WKAL 1946	1450 250	Copper City Bcstg. Corp. Capitol Theatre Bldg. 3616	MBS Cooke	Myron J. Kallet, <i>p</i> Charles A. King, <i>gm</i> Joseph C. Trela, <i>cm</i> Louis A. Barile, <i>pd</i>	George T. Bolton, <i>pmm</i> & <i>fd</i> James Delaney, <i>ce</i> Ann Grande, <i>traffic m</i> Harold C. Wunsch, <i>nd</i>	L-W UP Col.
<b>SARANAC LAKE</b>						
WNBZ 1927	1450 250	Upstate Bcstg. Corp. 88 Main St. 1320	ABC, KBS Clark	H. Berwind Williams, <i>gm</i> & <i>ce</i> Jacques DeMattos, <i>cm</i> John J. Birmingham, <i>pd</i> & <i>nd</i>		Thes. AP RCA
<b>SCHENECTADY</b>						
WBCA (FM) 1941	Ch. 266 (B) 101.1mc 3.5kw	Capitol Bcstg. Co. Inc. 408 State St. 3-1423		Leonard L. Asch, <i>p</i> , <i>g</i> & <i>cm</i> A. Clement, <i>pd</i>	R. S. Henry, <i>ce</i>	Assoc. ..... GE

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in *italic*. \*—Non-Commercial Station. CP—Construction Permit *issued*. D—Day. DA-N—Directional Antenna, *night only*. DA-1—Directional Antenna, *same pattern day and night*. DA-2—Directional Antenna, *different pattern day and night*. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

**The RADIO PICTURE has CHANGED in Binghamton**

**You can't afford to overlook WKOP!**

N O W full time 1,000 watts day on 1360 kilocycles.

N O W upsetting all audience ratings with MR. MONEY.

N O W offering Southern Tier's top news coverage.

Expanded local news staff plus Mutual's best commentators.

N O W offering Slim Williams, only live orchestra wake-up show in Southern Tier radio.

**W K O P**

**BINGHAMTON, NEW YORK**

**BURN SMITH**  
National Rep.

**ROBERT KELLER**  
New York City  
Promotion Director



# WHEC

# HOOPER LEADER

# 40.9

**AVERAGE SHARE OF  
RADIO AUDIENCE**

**morning, afternoon & night!**

\* LATEST HOOPER BEFORE PRESS  
TIME . . . . . OCTOBER 1950

IN  
**ROCHESTER**  
N. Y.  
**5,000 watts — CBS**

*Representatives:*

EVERETT-McKINNEY, Inc. New York, Chicago,  
LEE F. O'CONNELL CO., Los Angeles, San Francisco

NEW YORK—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transc. Library News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
<b>SCHEENECTADY—(Continued)</b>						
WGY 1922	810 50,000	General Electric Co. 1 River Rd. 7-2261	NBC NBC Spot	R. S. Peare, vp & m B. J. Rowan, asst. m R. E. Hanna, sm R. W. Welpott, asst. sm	W. J. Purcell, ce Caleb Paine, prog. sup. R. F. Reid, loc. sis. sup. G. W. Givens, sup. of sis. prom.	Thes., Wld. Assoc. AP, UP GE
*WGFM (FM) 1941	Ch. 258 (B) 99.5mc 6kw	(WGY, AM affiliate)				
WRGB (TV) 1939	Ch. 4 66-72mc 9.12kw-aur.; 18.25kw-vis.	(WGY, AM affiliate)		A. G. Zink, prog. sup. E. J. Pudney, prod. sup. W. T. Meenam, news sup.	A. O. Coggeshall, music sup. M. C. Galusha, farm sup.	INS
WSNY 1942	1240 250	Western Gateway Bcstg. Corp. Plaza Theatre Bldg. 3-3622	Young	Winslow P. Leighton, p & gm Stephen A. Fitz, pd & sd Robert Wallace, pdm. & nd	Irving Beck, ce Margaret Morse, wd	L-W, SES. AP G
<b>SYRACUSE</b>						
WAGE 1941	620 5,000-LS 1,000-NDA	WAGE Inc. Loew Bldg. 2-0277	ABC Petry	William T. Lane, gm Aaron Beckwith, gen. slm		
WFBL 1924	1390 5,000 DA-N	Onondaga Radio Bcstg. Corp. 433 S. Warren St. 21147	CBS Free & Peters	Oscar F. Soule, p Samuel Woodworth, vp & gm Charles Phillips, vp & cm Robert G. Sodle, evp Ray Gantter, pd	Hendrick Soule, pmm James Kelley, ce F. Channing Soule, treas. Ray Owens, nd Al Warner, fd	WE
WHEN (TV) 1948	Ch. 8 180-186mc 7.5kw aur.; 15kw vis.	Meredith Syracuse TV Corp. 101 Court St. 3-1126	ABC, CBS DuMont Katz	E. T. Meredith Jr., p Paul Adanti, gm W. H. Bell, cm	Eugene Crow, ce Ned Ryan, pmm	UP GE
WNDR 1947	1260 5,000 DA-N	Syracuse Bcstg. Corp. 306 South Salina St. 2-6101	MBS Rambeau	T. Frank Dolan, p Franklin H. Small, vp & slm Arthur C. Kyle Jr., gm Robert Middleton, pd Bruce Sabine, pmm	Robert Dye, ce Robert Lovell, nd Lem Lemmon, fd Jim Gordon, sd	Wld. AP RCA
WNDR-FM 1948	Ch. 273 (B) 102.5mc 8.5kw					
WOLF 1940	1490 250	Civic Bcstg. Corp. Onondaga Hotel 2-7211	Walker	T. S. Marshall, p & gm James J. Coolican, cm Hamilton M. Woodle, pd, sm & nd	Don Muir, ce Red Parton, sd	St. AP Col.

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

# W W R L NEW YORK

*Powerfully Selling America's Greatest Market at  
the Lowest Cost. Tops in New York for Spanish,  
German, Czechoslovakian and the Negro Market.*

**5,000 WATTS      NEWTOWN 9-3300      1600 Kc**



Represented Nationally by NBC Spot Sales

-810 on your dial  
50,000 Powerful watts  
affiliated with NBC

# WGY

A GENERAL ELECTRIC STATION

Serving Albany, Troy, Schenectady, and the Great Northeast

**FIRST** IN LISTENERSHIP—**WGY** has 37% more daytime audience and 45% more nighttime audience than a combination of the ten top-rated radio stations in its area.<sup>1</sup>

IN COVERAGE—**WGY** and *only* WGY can cover 21 metropolitan markets with one radio station. WGY reaches 1,247,000<sup>2</sup> potential listeners with over one billion dollars in retail sales.

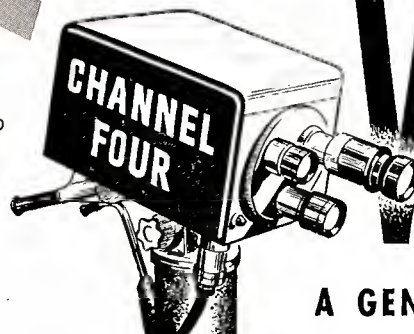
**FIRST** IN LISTENER IMPACT—**WRGB** received 103,577<sup>3</sup> contest entries during eleven programs for *one* sponsor establishing this contest as one of the greatest ever held.

IN COVERAGE—**WRGB** is now offering television service to more than 375,000 viewers in three states—New York, Vermont and Massachusetts—with an established 86%<sup>4</sup> set tune-in nightly.

Represented Nationally by NBC Spot Sales

# WRGB

A GENERAL ELECTRIC STATION



1—BMB, 1950  
2—Fall, Winter Hooper Survey, 1950  
3—Ruben H. Donnelly Corp.  
4—General Electric Opinion Study Division, 1950

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

NEW YORK—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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	Transc. Library News Service Transmitter
<b>SYRACUSE—(Continued)</b>						
WSYR 1922	570 5,000 DA-2	Central N. Y. Bcstg. Syracuse Kemper Bldg. 3-7111	NBC Headley-Reed	H. C. Wilder, p E. R. Vadeboncoeur, vp & gm W. R. Alford Jr., cm Wm. V. Rothrum, pd John F. Hurlbut, pmm	G. A. Belle Isle, vp & ce Fred Hillegas, nd R. F. Doubleday, fd Ernest Cuno, sd	L-W UP RCA
WSYR-FM 1946	Ch. 233 (B) 94.5mc 10kw					..... GE
WSYR-TV 1950	Ch. 3 76-82mc 12.5kw aur.; 23.8kw vis.					..... GE
<b>TROY</b>						
WFLY (FM) 1948	Ch. 222 (B) 92.3mc 5.4kw	The Troy Record Co. Hotel Troy 8400	Rural Radio	Frank L. York, gm Robert C. Goodrich, sm		Wld., Cap. AP .....
WHAZ 1922	1330 1,000 S-WBBR WEVD	Rensselaer Polytechnic Institute 110 8th St. 6810, Ext. 32		W. J. Williams, pmm		.....
WTRY 1940	980 5,000 DA-1	Troy Bcstg. Co. Inc. 92 Fourth St. Ashley 4-1100	CBS Headley-Reed	H. C. Wilder, p W. A. Ripple, vp & gm Woodbury Carter, asst. gm John W. Sutphen Jr., cm H. H. Sharpe III, pd & fd	James F. Baker Jr., pmm A. H. Chismark, ce John Givney, nd Lyle Bradley, sd Frances Shea, wd	L-W UP RCA
WTRI (FM) 1946	Ch. 274 (B) 102.7mc 3.5kw	(WTRY, AM affiliate)				..... GE
<b>UTICA</b>						
WGAT 1947	1310 1,000-LS 500-N DA	Central Bcstg. Co. 250 Genesee St. 2-9231	Meeker	J. Eric Williams, p & gm Roland L. Fowler, cm Peter W. Ghilioni, ce	C. D. Williams, office m Ray Monday, nd John Boothby, sd	..... AP G
WIBX 1925	950 5,000 DA-1	WIBX Inc. First Nat'l Bank Bldg. 2-2101	CBS Colton	(Mrs.) Margaret Bowen Stevens, p & gm Gladys P. Moore, vp & secy. Elliott Stewart, evp, pd & sm	Nathan W. Cook, c & pmm John T. Dowdell, ce Betty Cushing Griffin, pdm Robert Mahaney, nd	Wld. UP, INS RCA
WIBX-FM 1946	Ch. 245 (B) 96.9mc 9kw					..... GE
WKTV (TV) 1949	Ch. 13 210-216mc 6.5kw-aur.; 13kw vis.	Copper City Bcstg. Corp. Smith Hill Rd. 3-0404	ABC, CBS, DuMont, NBC Cooke	Myron J. Kallet, p Michael C. Fusco, gm J. T. MacDavitt, cm	Jack Fredericks, pd DeForest T. Layton Jr., ce Edwin Whittaker, pdm	..... UP GE
WRUN 1947	1150 5,000-LS DA-2 1,000-N	Rome Sentinel Co. 258 Genesee St. 2-5111	ABC Avery-Knodel	Bradley C. Barnard, p Fritz Updike, gm Richard A. Clark, sm Nick Stemmler, pd & sd	Kenn Thorpe, pmm & nd Carroll Henry, studio sup. John Davis, asst. news editor Ann Houser, wd	Assoc. AP .....
WRUN-FM 1947	Ch. 289 (B) 105.7mc 4.3kw		Rural Radio			.....
<b>WALTON</b>						
WDLA (CP)	1270 1,000-D	Delaware Bcstg. Corp.				.....
<b>WATERTOWN</b>						
WATN 1941	1240 250	Watertown Bcstg. Corp. 118 Washington St. 2424	MBS	G. Harry Righter, p, g & cm & fd Hugh L. Cosline, pd & nd Donald Hopkins, sd	Donald Schryver } Fred Sprague } co-ce James Billingsley }	St. AP RCA
WWNY 1941	790 1,000 DA-N	The Brockway Co. Hotel Woodruff 4120	CBS Weed	John B. Johnson, p Louis Saiff Jr., g & cm Earl R. Kelly, sm James W. Higgins, asst. sm	John H. Cleveland Jr., pmm Maynard B. Davis, ce David M. Graves, pdm William Haley, nd	Wld., Assoc. UP RCA
WWNY-FM 1948	Ch. 263 (B) 100.5mc 14.4kw		Rural Radio			.....
<b>WETHERSFIELD</b>						
WFNF (FM) 1948	Ch. 299 (B) 107.7mc 1.3kw	Rural Radio Network Inc. 118 N. Tioga St. Ithaca, N. Y. 3341	Rural Radio	(See Rural Radio Network Listing)		.....
<b>WHITE PLAINS</b>						
WFAS 1932	1230 250	Westchester Bcstg. Corp. 8 Church St. 9-6400	Headley-Reed	V. E. Macy Jr., p Frank A. Seitz, vp, mgng. d & ce John E. Arens, cm	Randall Kaler, pd Lenny Dillon, sd Joan M. Schneider, wd	Wld., Assoc. AP WE ..... REL
WFAS-FM 1947	Ch. 280 (A) 103.9mc 0.12kw					.....

NORTH CAROLINA

<b>AHOSKIE</b>						
WRCS 1948	970 1,000-D	Roanoke-Chowan Bcstg. Co. Inc. P. O. Box 89 333	Dodson	Charles H. Jenkins, p P. G. Sewell, g & cm Johnny Palmer, pd & sd John M. Sherwood, ce	Burt Derman, nd Larry Knight, fd Lee Kramer, wd	..... UP Ray.
<b>ALBEMARLE</b>						
WABZ 1947	1010 1,000-D	Radio Station WABZ Inc. Hotel Albemarle 1100	KBS, LBS Devney	M. M. Palmer, p W. J. Page, gm Claude Shankle, cm	J. T. Newman, pd J. D. Brooks, ce	Cap. AP, UP Ray.

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



• LEADERSHIP IS EARNED • LEADERSHIP

# EXPERIENCE...

AM

28 Years

FM

4 Years

TV

1 Year

that results in  
**GOOD SHOWS**  
backed up with  
**AGGRESSIVE  
PROMOTION**



**Central New York  
Listeners and Viewers  
have learned to turn to  
WSYR**



**WSYR ACUSE**  
AM • FM • TV

**NBC AFFILIATE • Headley-Reed, National Representatives**

*... the Only Complete Broadcast Institution in Central New York*

**EARNED • LEADERSHIP IS EARNED • L**

NORTH CAROLINA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transc. Library News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
<b>ASHEBORO</b> WGWR 1947	1260 1,000-D	Asheboro Bcstg. Co. Inc. 303 E. Salisbury St. 800		Roy Cox, p J. R. Marlowe, gm Ryan Neely, cm A. B. Brown Jr., pd & nd	C. C. Penny, ce Nelson J. Harrill, fd Vic Smith, sd Dorothy Lewallen, wd	Assoc. UP Ray.
WGWR-FM 1949	Ch. 222 (B) 92.3mc 10kw					
<b>ASHEVILLE</b> WISE 1939	1230 250	Radio Station WISE Inc. 100 College St. 3-5381	NBC Keller	Harold H. Thoms, p & gm Lloyd B. Leonard, cm Harold Moon, pd & sd	Floye Bowers, pmm & wd John Randolph, ce Dick Harshaw, nd & fd	..... AP G
WLOS 1947	1380 5,000-LS 1,000-N-DA	Skyway Bcstg. Corp. Battery Park Hotel 2-2431	ABC Taylor	Charles B. Britt, vp Kenneth Beachboard, sm Edward D. Brandt, c & pmm William L. Robertson, pd	William M. Chambers, ce R. Fred Brown Jr., nd & sd Sunny Daye, wd	Wld. UP RCA
WLOS-FM 1947	Ch. 282 (B) 104.3mc 9.2kw					
WSKY 1946	1490 250	Radio Asheville Inc. 12 Church St. 3-4451	LBS Rambeau	Carl R. Bamford, p Zib Lee, gm		L-W AP .....
WWNC 1927	570 5,000 DA-N	Asheville Citizen-Times Co. Inc. 14 O. Henry Ave. 5611	CBS MBS Headley-Reed	Don S. Elias, p Cecil B. Hoskins, g & pmm James A. Hagan, cm William F. Melia, pd & nd	William H. Hamrick, ce Arthur A. Haynes, sd Ellen Callahan, wd	Assoc. AP, UP RCA
<b>BOONE</b> WATA 1950	1450 250	Wilkes Bcstg. Co. Boone 467	MBS	(Mrs.) Doris B. Brown, p & gm Roland B. Potter, cm Charles Wilfong, pmm, pd, nd & fd	Bill K. Phillips, ce William Craig, sd	..... AP RCA
<b>BREVARD</b> WPNF 1950	1240 250	Pisgah Bcstg. Co. Inc. Brevarid 745	MBS	Ed M. Anderson, p John Anderson, exec. d M. L. Hammette, m & cm Cliff Livingston, ce	Jonas Bridges, pd Bob Liverance, fd Bill Pascal, nd Francis Walker, wd	..... AP G
<b>BURLINGTON</b> WBBB 1941	920 1,000-D	Alamance Bcstg. Co. Inc. 310½ S. Main St. 6-6376	MBS KBS Dixie FM McGillvra	E. Z. Jones, gm Phil Eakin, cm Ed Brooks, pd, nd & fd Ted Hanker, pmm	Berry Tysor, ce Bob Thompson, sd Bett Washburn, wd	Assoc., Cap. AP WE
WBBB-FM 1946	Ch. 267 (B) 101.1mc 5kw					

Data corrected to Dec. 6, 1950. If executives or services for FM or TV 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, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

# IT'S UNANIMOUS...WBT is

WBT reaches a market bigger by far than 10 years ago—  
 1,246,420,000 retail sales dollars last year!\*

\*Sales Management (May 1950-1940 figures for WBT's 50-100%  
 daytime listening area, 1949)

WBT delivers the biggest share of audience  
 in the Carolinas—  
 better than 60% in Charlotte!\*

\*Hooper (most recent Charlotte Station Listening Index)





City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. v; e; v; p; 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	Transc. Library News Service Transmitter
<b>BURLINGTON—(Continued)</b>						
WFNS 1946	1150 1,000-D	Burlington-Graham Bestg. Co. Burlington 4261	Sears & Ayer	John C. Hanner, gm Roy Springer, cm Russell A. Marion, pd Charles D. Chandler, ce	Leon Smith, nd Jim Hall, fd Jim Looney, sd Avery Gibson, wd	Wld. UP WE
WFNS-FM 1946	Ch. 230 (B) 93.9mc 2.85kw					WH
<b>CHARLOTTE</b>						
WAYS 1942	610 5,000-LS 1,000-N DA-1 CP: 5,000 DA-2	Inter-City Adv. Co. of Charlotte N. C. Inc. 120 E. Third St. 3-7173	ABC MBS Avery-Knodel	George W. Dowdy, p Walter H. Goan, gm Harry Barfield, pd & sd	J. Norman Young, pmm & nd B. C. Stewart, ce Gladys Lavitan, wd	L-W, SES. INS Col.
WAYS-FM 1947	Ch. 299 (B) 107.7mc 7.7kw					Fed.
WBT 1922	1110 50,000 DA-N	Jefferson Standard Bestg. Co. Wilder Bldg. 3-8833	CBS Radio Sales	J. M. Bryan, p Charles H. Crutchfield, vp & gm Keith S. Byerly, cm Wallace Jorgenson, loc. slm	C. K. Spicer, bus. m Ken Tradwell, pd J. R. Covington, pmm M. J. Minor, ce	Assoc. Wld. AP, UP RCA
WBT-FM 1947	Ch. 260 (B) 99.9mc 273kw					REL
WBT (TV) 1949	Ch. 3 60-66mc 8.2kw aur.; 16.3kw vis.	(WBT, AM affiliate)	ABC CBS DuMont NBC	Larry Walker, asst. gm & TV pd		RCA
WGIV 1947	1600 1,000-D	Charlotte Radio & Television Corp. 702 Builders Bldg. 54829	Forjoe	Francis M. Fitzgerald, p & gm Law Epps, sm Henry Grad, pd	Thomas C. Brandon, ce	Cap. AP GE
WIST (FM) 1948	Ch. 284 (B) 104.7mc 50kw	Bestg. Co. of the South 204 Liberty Life Bldg. 6-3511		B. Calhoun Hipp, p Ray A. Furr, mgng. d & cm	James A. Frazer, pd Hugh Barnett, ce	Assoc. UP WE
WSOC 1933	1240 250	Radio Station WSOC Inc. 1925 N. Tryon St. 7138	NBC Headley-Reed	E. J. Gluck, p & gm Bomar Lowrance, cm Paul Marion, pd Nelson Benton, pmm	L. L. Caudle Jr., ce R. S. Morris, secy.-treas. Ann Gilmore, wd	Thes., St. AP, UP RCA
WSOC-FM 1948	Ch. 278 (B) 103.5mc 38kw					
<b>CLINTON</b>						
WRRZ 1946	880 1,000-D	Tar Heel Bestg. System Inc. Butler Bldg. 2354	ABC Walker			Wld. AP
<b>CONCORD</b>						
WEGO 1943	1410 1,000-D	Cabarrus Bestg. Co. Concord 2271	PBS	A. W. Huckle, p E. Ray King, vp W. Ennis Bray, g & cm Gene Bollinger, pd & pmm	Elizabeth G. Huckle, secy.-treas. Ray Hull, asst. secy.-treas. & nd G. W. B. Burwell, ce Earl Kelly, sd	St. SES. AP, UP Ray.

# biggest in the Carolinas!

WBT is the Carolinas' biggest single advertising medium—  
reaching 512,380 families every week!\*

\*BMB (50-100% daytime listening area, 1949)

And... WBT has the biggest and best array of local live talent in all Southeastern radio!\*

\*Ask us, for example, about Grady Cole, Arthur Smith and His Crackerjacks, Fred Kirby, Kurt Webster, The Jahnsan Family, Lee Kirby, Claude Casey and the "Briarhoppers."

try WBT for size!



Jefferson Standard  
Broadcasting Company  
50,000 watts  
Charlotte, N. C.  
Represented by  
Radio Sales

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

NORTH CAROLINA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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; From. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Transc. Library News Service Transmitter	
<b>DUNN</b>						
WCKB 1946	780 1,000-D	North Carolina Central Bestrs. Inc. P. O. Box 431 3133	LBS Tobacco	L. A. Tart Sr., p A. Lincoln Faulk, g & pmm John Ciccone, cm E. L. Burwell, pd	Joseph Kotlas, ce Bill Murphy, nd & sd Harold Medlin, fd Pauline Eason, wd	L-W UP G
<b>DURHAM</b>						
WDNC 1934	620 5,000-LS 1,000-N DA-2	Durham Radio Corp. 138½ East Chapel Hill St. R-155	CBS Raymer	C. C. Council, p J. Frank Jarman, vp, gm & publ. d C. James Woodhouse, cm & sd	E. R. Higgins Jr., pd & nd G. W. Bartlett, ce Sue Taylor, office m Mark Davis, fd	Assoc. UP WE
WDNC-FM 1948	Ch. 286 (B) 105.1mc 36kw					
WSSB 1948	1490 250	Public Information Corp. 211 Rigsbee Ave. 6919	MBS Cooke	Thomas B. Sawyer, p Thomas O. McCaffrey, gm Wm. R. Kirby Jr., cm Robert E. Evans, pd	Eugene Whitaker, pmm Edward Norman, ce Edward Browning II, nd Charles Cook, fd	Cap. INS WE
WTKK 1946	1310 1,000-LS 500-N-DA	Durham Bestg. Enter- prises Inc. 205½ East Main St. R-101	ABC Tobacco Pearson	Harmon L. Duncan, co-o & cm J. Floyd Fletcher, co-o & gm Virginia D. Duncan, asst. secy. Mildred M. Fletcher, asst. treas.	Ken Corbitt, pd & pmm Arlis A. White, ce Roy E. Fullen, ce	Wid. AP RCA
<b>ELIZABETH CITY</b>						
WCNC 1939	1240 250	Albemarle Bestg. Co. Inc. WCNC Bldg. 1400	MBS Burn-Smith	Joseph A. Gill, p Sam Twiford, secy. George W. Haskett, g, c & pmm, nd & fd	Maud McClelland, pd, pmm & wd Fred Wagner, ce Jim Woods, sd	SES. UP G
WGAI 1947	560 1,000-LS 500-N DA-2	WGAI Radio Co. Inc. Kramer Bldg. 757	LBS Sears & Ayer	Herbert Peele, p & nd W. P. Heffernan, g & cm Bob Thomas, asst. cm	Bill Gardner, pd & sd Ted Baumgartner, ce Erma LaNier, wd	Wid. AP Ray.
<b>ELKIN</b>						
WIFM (FM) 1949	Ch. 265 (A) 100.9mc 0.35kw	John A. Hinshaw 1141 Elk Spur St. 739	LBS Continental	John A. Hinshaw, co & gm R. A. Childers, pd Herman Hall, ce		Cap. UP REL
<b>FAYETTEVILLE</b>						
WFLB 1948	1490 250	Fayetteville Bestrs. Inc. Ft. Bragg Blvd. 7136	ABC Burn-Smith	Harry B. Stein, p L. W. Allen, g & pmm C. M. Gaylord, cm	Bill Farrior, pd, nd & sd W. D. Bailey, ce	..... AP RCA
WFNC 1940	1450 250 CP: 1390 5,000-LS 1,000-NDA-2	Cape Fear Bestg. Co. 114½ Anderson St. 4848	MBS Tobacco Dixie FM Walker	Victor W. Dawson, gm Luther A. Gambill, cm N. R. Martin, pd & sd	J. J. Ikner, ce Vestal Taylor, nd & fd	Assoc. UP Col.
WFNC-FM 1948	Ch. 251 (B) 98.1mc 12kw					
WWNF 1948	1230 250	Wayne M. Nelson Inc. Huske Bldg. 8131		Wayne M. Nelson, p & gm Jack Aley, res. & cm E. M. Stanton Jr., ce		..... GE SES. UP Ray.
<b>FOREST CITY</b>						
WBBO 1947	780 1,000-D	Rutherford County Radio Co. Inc. Forest City 3205	Dixie FM	Ed M. Anderson, p & gm Fred Blanton, cm Jane Smith, pd	Merton Iwerks, ce	L-W, Cap. AP Johnston
WBBO-FM 1948	Ch. 227 (B) 93.3mc 1.5kw					..... REL
<b>FUQUAY SPRINGS</b>						
WFVG 1949	1460 1,000-D	WFVG Bestg. Co. P. O. Box 95 333	KBS Continental	J. M. Stephenson, p William J. Davis, vp, g & cm Robert E. Stephenson, asst. m	William P. Weathers, pd	Assoc. UP .....
<b>GASTONIA</b>						
WGNC 1939	1450 250	F. C. Todd National Bank of Commerce Bldg. 5-0821	ABC, KBS Dixie FM Continental	F. C. Todd, p Pat McSwain, gm, nd & sd F. C. Abernethy, cm	Fred Gray, pd & pmm W. C. Groves Jr., ce	L-W UP Ray.
WGNC-FM 1947	Ch. 270 (B) 101.9mc 11.1kw					..... RCA
WLTC 1948	1370 1,000-D	Gastonia Bestg. Service Co. P. O. Box 1142 5-1079	LBS Clark	James B. Petty, p & gm B. C. Morrow, cm A. G. Phillips, pd & pmm Don Voigt, ce & fd	Robert Hilker, nd Tom Knight, sd Naomi Edens, wd	Wid. UP Ray.
<b>GOLDSBORO</b>						
WGBR 1938	1400 250	Eastern Carolina Bestg. Co. Box 1024 1550	ABC Tobacco	Vassie G. Balkcum, gm		Assoc. ..... .....
WEQR (FM) 1946	Ch. 227 (B) 93.3mc 35kw	(WGBR, AM affiliate)		Daniel B. Trueblood, sm		
<b>GREENSBORO</b>						
WBIG 1926	1470 5,000 DA-N	North Carolina Bestg. Co. Inc. O. Henry Hotel Bldg. 6125	CBS Hollingbery	Gilbert M. Hutchison p & gm William P. Mitchell, cm Alfred J. Rice, pd	Aileen Gilmore, pmm Earl F. Allison, ce Charles Mitchell, nd	Thes., Wid. AP WE
WCOG 1948	1320 1,000 DA-1	Inter-City Adv. Co. of Greensboro 314 S. Greene St. 3-6925	ABC Avery-Knodel	George W. Dowdy, p H. E. Sullivan, gm Jeta A. Pace, pmm	Hugh Holder, pd, nd & sd Ernest Fate Jr., ce Dick McAdoo, fd	L-W INS Ray.
WEMY (FM) 1948	Ch. 247 (B) 97.3mc 23kw	Greensboro News Co. 212 N. Davie St. 3-8611		E. B. Jeffress, p Gaines Kelley, gm Robert M. Lambe, cm	Gomer R. Lesch, pd William E. Neill, ce	SES., Assoc. UP WE
WEMY-TV 1949	Ch. 2 54-60mc 0.84kw-aur.; 1.67kw vis.		ABC, CBS DuMont, NBC H, R & P			Sterling Flamingo ..... DuMont

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated.  
 FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day, DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



# ONE OF AMERICA'S FIRST STATIONS!



*"The Prestige Station of the Carolinas"*

serving the richest area in the southeast for a quarter of a century.

Greensboro's Metropolitan area, according to the latest figures from Sales Management's Survey is **FIRST** in the United States in general merchandise sales gains—(1949 over 1939)—an increase of 619%.

## HOOPER **RADIO AUDIENCE** INDEX

FALL 1950

CITY ZONE

GREENSBORO, N. C.

	<b>WBIG</b>
8:00 AM-12:00 Noon Monday thru Friday	38.7
12:00 Noon-6:00 PM Monday thru Friday	42.3
6:00 PM-10:00 PM Sunday thru Saturday	52.4

**5000 watts**

**CBS affiliate**

**Represented by  
Hollingbery**

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

NORTH CAROLINA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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.	Transc. Library News Service Transmitter
<b>GREENSBORO—(Continued)</b>					
WGBG 1942	1400 250	Greensboro Bcstg. Co. Inc. P. O. Box 2280 3-3631	MBS Burn-Smith	Ralph M. Lambeth, p & gm L. O. Hutchins, cm H. Marie Craven, pmm	Curtis L. Welborne, pd, nd & sd James M. Stewart, ce Assoc., L-W UP REL
WGBG-FM 1949	Ch. 262 (B) 100.3mc 37kw				REL
<b>GREENVILLE</b>					
WGTC 1940	1590 5,000-LS 1,000-N DA	Carolina Bcstg. System Inc. P. O. Box 898 3182	MBS Tobacco Pearson	Earl McD. Westbrook, p A. Hartwell Campbell, gm Carl T. McKinney, cm Margaret Laughinghouse, pd	Marion Tribley, pmm William L. Alford, ce Charles Wheedbec, nd, fd & sd Edith Spinks, wd Wid., Cap. L-W AP
<b>HENDERSON</b>					
WHNC 1945	890 1,000-D	Henderson Radio Corp. Norlina Rd. 736	MBS McKinney	S. S. Stevenson, p Nathan Frank, vp, g & cm & fd (Mrs.) V. P. Frank, pd	Harry Trotman, pmm & wd Lewis Hiland, ce Bob Harrison, nd & sd L-W, Thes. Cap. AP WE
WHNC-FM 1948	Ch. 223 (B) 92.5mc 10kw				WH
<b>HENDERSONVILLE</b>					
WHKP 1946	1450 250	Radio Hendersonville Inc. Chimney Rock Rd. 9061	MBS, KBS Cooke	Bob Amos, p & gm Beverly Middleton, bus. m Clifford Inman, ce	Kermit Edney, pd & pmm Red Reed, sd Ellen Norton, wd Mac. AP G
<b>HICKORY</b>					
WHKY 1939	1290 5,000-LS 1,000-N DA	Catawba Valley Bcstg. Co. Radio Bldg. 2294	ABC Walker	Carl V. Cline, p Edmund S. Long, gm & ce James K. Willis, cm	Jack Starnes, pd & pmm SES., Wid. UP Col. & WE
WHKY-FM 1949	Ch. 275 (B) 102.9mc 210kw				WH
WIRC 1948	630 1,000-D	Foothills Bcstg. Inc. 1423 Eleventh Ave. 2124	McGillvra	Margaret A. Smith, p, nd & wd Edmond H. Smith Jr., secy.-treas. gm & pd Lee W. Douglas, cm	Mattie I. Padgett, pmm & fd Elmer H. Troutman, ce Dick Benson, sd L-W, St. AP Col.
<b>HIGH POINT</b>					
WHPE 1947	1070 1,000-D	High Point Enterprise 305 N. Main St. 3466	KBS LBS	R. B. Terry, p Walter F. Hester, cm Nick Lawrence, pd	Yancy Cecil, ce Mark Combs, nd & fd Bill Currie, sd Assoc., St. AP G
WHPE-FM 1947	Ch. 238 (B) 95.5mc 37kw				GE
WMFR 1935	1230 250	Radio Station WMFR Inc. 164 South Main St. 4593	ABC Burn-Smith	Frank S. Lambeth, p & gm Frank Smith, cm Gary Davis, pd, nd & wd Gerald D. Sullivan, asst. & pmm	Robert Moore, ce Wayne Morgan, fd Bill Smith, sd Cap., L-W UP G
WMFR-FM 1946	Ch. 258 (B) 99.5mc 38kw				REL
<b>JACKSONVILLE</b>					
WJNC 1945	1240 250	Lester L. Gould Highway 24 707	MBS Tobacco Pearson	Lester L. Gould, p & gm Rodric L. Jones, cm Howard Cohen, pmm Dorothy R. Gould, pd & wd	Howard P. Cohen, ce John B. Burrets, nd & sd Charlie Clark, fd L-W UP G
<b>KANNAPOLIS</b>					
WGTL 1947	870 1,000-D	Fred H. Whitley Inc. P. O. Box 997 870		Fred H. Whitley, p, g & cm Frank H. Bowers, pd & pmm	Foy Hinson, ce L-W., Wid. UP
<b>KINSTON</b>					
WELS 1950	1010 1,000-D	Farmers Bcstg. Service Inc. 1400 W. Vernon St. 5151	MBS	E. L. Scott, p C. Durham Moore, g & cm Ed Shepphard, pd & nd Al Mian, ce	Bob Mongold, fd Frank Elliott, sd Ann Carey, wd Col.
WFTC 1937	1230 250	Kinston Bcstg. Co. 204 East King St. 4111	ABC Burn-Smith	William S. Page, p & gm S. Bruce Petteway, pd Carl B. Caudill Jr., pmm, fd & sd	David E. Hardison, ce John J. Wilson, nd Catherine Cooke, wd Wid. UP Ray.
<b>LAURINBURG</b>					
WEWO 1947	1080 1,000-D	Scotland Bcstg. Co. State Bank Bldg. 770	Devney	Edwin Pate, p J. R. Dalrymple Jr., gm C. J. Coordes, cm	Paul Wynn, pd Truman Brock, ce Wid. UP Ray.
WEWO-FM (CP)	Ch. 243 (B) 96.5mc 8.8kw				

Data corrected to Dec. 6, 1950. If executives or services for FM or TV 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, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Tran. Library News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
<b>LEAKSVILLE</b>						
WLOE 1946	1490 250	Douglas L. Craddock Box L 701	MBS	Douglas L. Craddock, p, co, g, c & pmm J. K. Thomas, pd & nd	Eldred Winn, ce Thomas L. Buckley, sd Virginia Hudgins, wd	Wld. AP RCA
WLOE-FM 1950	Ch. 224 (A) 92.7mc 0.82kw					..... GE
<b>LENOIR</b>						
WJRI 1947	1340 250	John P. Rabb Union Nat'l Bank Bldg. 761	MBS KBS	John P. Rabb, p & gm F. Kent Atwater, cm K. Rabb, pd	Clyde Laughter, pmm Criss Stromberg Jr., ce	L-W UP WE
<b>LEXINGTON</b>						
WBUY 1946	1450 250	Davidson County Bcstg. Co. P. O. Box 359 2716	KBS LBS Continental	Omar G. & Greeley N. Hilton, ptnrs. C. Robert Ray, sta. & pmm	Robert Raker, cm Howard R. Gray, pd Fred Honeycutt, ce	L-W AP G
WBUY-FM 1949	Ch. 232 (A) 94.3mc 0.30kw					
<b>LUMBERTON</b>						
WTSB 1946	1340 250	Robeson Bcstg. Corp. 112 W. 5th St. 1080	MBS, KBS Continental	James McNeil, gm		St. AP .....
<b>MADISON-MAYODAN</b>						
WFMB (FM) 1949	Ch. 228 (A) 93.5mc 0.38kw	Mayo Bcstg. Corp. Madison 9207		J. Banner Shelton, p William G. Hall, g & cm C. L. Rhodes, ce		L-W UP G
<b>MARION</b>						
WBRM 1949	1250 1,000-D	Lake City Bcstg. Corp. 13½ West Court St. 102	Tobacco	W. P. Erwin, p & gm J. C. Pleasant, cm Bessie P. Hunt, treas. J. L. Reynolds Jr., vp & asst. m	J. R. Horton, ce Jessie Reynolds, nd Hal Murray, fd Syd Carrigan, sd	Cap. UP G
<b>MONROE</b>						
WMAF 1947	1060 250-D	Union Bcstg. Corp. Box 382 1060	KBS LBS	D. E. Marable, p, gm & sd Z. B. Tucker, cm Frank Funderburk, pd, & fd	W. Dexter Benton, bus. m J. Archie Laney, pmm & nd Robert I. Smith, ce	L-W UP G
<b>MOORESVILLE</b>						
WHIP 1950	1350 1,000-D	Wayne M. Nelson Mooreville 500		Wayne M. Nelson, p & gm E. M. Stanton Jr., ce		..... UP WE
<b>MOREHEAD CITY</b>						
WMBL 1947	740 1,000-D	Carteret Bcstg. Co. Box 4740 6-3188	McGillvra	Grover C. Munden, p & gm Ray Cummins, pd, fd, sd, wd & ce	Charles Markey, cm Ansil Chapin, pmm Walder Niemi, nd	St., Wld. UP WE
<b>MORGANTON</b>						
WMNC 1947	1490 250	Nathan J. Cooper Drawer 698 1100	MBS	Nathan J. Cooper, o Emory Alwran, cm Gernell Hudson, pd & wd	Frank Ballew, ce Eugene G. Smith, sd	..... AP Ray.
<b>MT. AIRY</b>						
WPAQ 1948	740 1,000-D	Ralph D. Epperson Springs Rd. 682	Clark	Ralph D. Epperson p & gm J. Johnson, cm W. F. Crutchley, pd, nd & sd	A. B. Flemming, ce Neil M. Smith, fd	St. AP Col.
<b>NEW BERN</b>						
WHIT 1942	1450 250	Harmon L. Duncan New Bern 4450	MBS Tobacco Pearson	Harmon L. Duncan, p Ray D. Williams, g & cm George Nelson, pd Gerald Henry, pmm Bob Coddington, ce	J. G. McDaniel, nd Paul Cox, fd Bruce Lee, sd Ruth Young, wd	L-W UP G
<b>NEWTON</b>						
WNNC 1948	1230 250	Newton-Conover Bcstg. Co. West A St. 930	MBS Continental	Charles Turner, p Earl Holder, gm & pd George Yarbrough, cm	Dennis Long, ce Cecille Bost, wd	..... UP Ray.
<b>NORTH WILKESBORO</b>						
WKBC 1947	810 1,000-D	Wilkes Bcstg. Co. Radio Bldg. 633		(Mrs.) Doris B. Brown, p, gm & fd John T. Cashion, pd Roland B. Potter, c & pmm	Robert M. Harvey, ce Tom Browne, sd Ann Martin, wd	Wld. AP Col.
<b>OXFORD</b>						
WOXF 1949	1340 250	Oxford Bcstg. Corp. P. O. Box 1111 4167		Frank W. Hancock, p James F. Flanagan, gm F. K. Ward, cm Rachel Hedgepeth, pd Lizzie Hancock, pmm	Archie Hawkins, ce Jackson L. Anderson, nd Travis Rogers, fd George Brammer, sd	L-W AP Ray.
<b>RALEIGH</b>						
WNAO 1948	850 5,000 DA-N	News & Observer Pub. Co. 219 S. McDowell St. 2-0321	ABC Weed	Frank A. Daniels, gm Neil Hester, m David A. Brown, cm & pd	Bascom E. Porter, ce Elmer Oettinger, nd	Assoc., St. UP RCA
WNAO-FM 1948	Ch. 241 (B) 96.1mc 25kw					

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

NORTH CAROLINA—(Continued)

City	Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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.	Transc. Library Transmitter Transmitter
<b>RALEIGH—(Continued)</b>						
	WPTF 1924	680 50,000 DA-N	WPTF Radio Co. Insurance Bldg. 8311	NBC Free & Peters	Richard H. Mason, gm O. L. Carpenter, slm Graham B. Poyner, pd	R. W. Youngsteadt, d of adv. & prom Henry Hulick Jr., ce J. E. Kirk, nd L-W AP, UP WH
	WPTF-FM 1949	Ch. 234 (B) 94.7mc; 15kw				
	WRAL 1939	1240 250	Capitol Bcstg. Co. Inc. 130 S. Salisbury St. 6411	MBS Tobacco Pearson Dixie FM	A. J. Fletcher, p Fred Fletcher, gm Tom Mitchell, cm	Jesse Helms, pd & nd Virgil Duncan, ce Ray Reeve, sd Wld. AP WE
	WRAL-FM 1946	Ch. 268 (B) 101.5mc 54kw				REL
<b>REIDSVILLE</b>						
	WFRC 1947	1600 1,000 DA-N	Piedmont Carolina Bcstg. Co. Gilmer St. 4361	KBS Continental	H. T. Williams, p Steve Woodson, gm & sd Wm. Sanderfur, cm Forrest Bedell, pd, sd & fd	Fred Covington, pmm Sam Sexton, ce Chuck Roberts, nd Wld., Assoc. AP Ray.
	WREV 1950	1220 250-D	Reidsville Bcstg. Co. 114½ N. Scales St. 1817		William M. Oliver, p C. R. Oliver, gm Alan C. Friedrich, cm	James Crawford, pd J. H. Buck, ce R. D. Thompson, opers. m St. UP
	WREV-FM 1948	Ch. 271 (B) 102.1mc 1.6kw				Fed.
<b>ROANOKE RAPIDS</b>						
	WCBT 1940	1230 250	WCBT Inc. 251 Roanoke Ave. R 8551	MBS, KBS	S. E. Crew, gm Al Drew, sta. & cm	L-W UP
	WCBT-FM 1947	Ch. 254 (B) 98.5mc 16kw				
<b>ROCKINGHAM</b>						
	WAYN 1946	900 1,000-D	WAYN Inc. Rockingham 4041		Wayne M. Nelson, p & gm Matt F. Gettings, res. & cm	Wm. E. Henley, ce Mac. UP
<b>ROCKY MOUNT</b>						
	WCEC 1947	810 1,000-D	Josh L. Horne 115 N. Church St. 23109	KBS, LBS Tobacco Ra-Tel	Josh Horne, p Mel Warner, g & pmm Ray Thompson, cm Ray Wilkinson, pd & nd Frank Fagan, cm	Harold Aycock, ce Tal Pollard, fd Doc Layton, sd Bobbie Pritchard, wd Assoc., Cap. AP Col.
	WFMA (FM) 1947	Ch. 264 (B) 100.7mc 33kw	(WCEC, AM affiliate)	CBS Dixie FM		Fed.
	WEED 1933	1390 1,000-DA	W. Avera Wynne Nashville Highway 8149	ABC	W. Avera Wynne, p, gm & ce C. G. Floe, cm	Eunice Snipes, pd Ed Coles, pmm Wld. AP Ray.
	WEED-FM 1949	Ch. 221 (A) 92.1mc 0.25kw				REL
<b>ROXBORO</b>						
	WRXO 1949	1430 1,000-D	Roxboro Bcstg. Co. P. O. Box 166 6013		Harold S. Taylor, gm	Wld. UP
<b>SALISBURY</b>						
	WSAT 1948	1280 1,000-D CP: 1,000 DA-N	Mid-Carolina Bcstg. Co. Milford Hills Rd. 276	Tobacco Dodson	Charles H. Wentz, p Kerr C. Ramsey, vp T. W. Borland, secy.-treas. John E. Smith Jr., gm	Elbert L. Sherman, ce W. F. Flemming, pd George Allen, nd Grady Cole Jr., fd Wld. UP G
	WSTP 1939	1490 250	Piedmont Bcstg. Corp. State Theatre Bldg. 2121	MBS Dixie FM Burn-Smith	Alex P. Beard, gm & pd Katherine F. Murphy, cm Bill Cooper, asst. c & pmm Carl B. Watson, ce	Polly Eldon, nd & wd Hal Frazier, fd Bill Brown, sd Assoc. AP WE
	WSTP-FM 1947	Ch. 293 (B) 106.5mc 20kw				REL
<b>SANFORD</b>						
	WSNS(FM) 1950	Ch. 276 (A) 103.1mc 0.33kw	Thomas E. Barker 208 Wicker St. 777		Thomas E. Barker, p, g & cm Henry M. Harrison Jr., pd & ce	UP G
	WWGP 1946	1050 1,000-D	Sandhills Bcstg. Corp. Radio Bldg. 860		Frank L. Baber & W. E. Horner, co-o	Cap., Wld. UP G
	WWGP-FM 1950	Ch. 288 (A) 105.5mc 0.50kw				GE
<b>SHELBY</b>						
	WOHS 1946	730 250-D	Western Carolina Radio Corp. Box 1401 6313	MBS	Lee B. Weathers, p Robert M. Wallace, gm & ce Max P. Butler, cm	R. O. Dorsey, pd Hugh Dover, fd Don McLain, sd Assoc. UP Ray.
	WOHS-FM 1947	Ch. 241 (B) 96.1mc 2.6kw				REL
<b>SMITHFIELD</b>						
	WMPM 1950	1270 1,000-D	Selma-Smithfield Bcstg. Co.			
<b>SOUTHERN PINES</b>						
	WEEB 1947	990 1,000-D	Sandhill Community Bcstrs. 115 East Broad St. 6191	MBS	Jack S. Younts, vp & gm John Mare, vp	Elizabeth M. Younts, secy.-treas. & pmm Melvin Kushner, ce Assoc. AP G

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



**NORTH CAROLINA  
IS THE SOUTH'S**

**No. 1 STATE**

**AND**

**NORTH  
CAROLINA'S**

**No. 1  
SALESMAN  
IS**

North Carolina  
Rates More Firsts In  
Sales Management Survey  
Than Any Other Southern State.

More North Carolinians Listen  
to WPTF Than to Any  
Other Station

50,000  
WATTS  
680 Kc.

**WPTF** **NBC**  
AFFILIATE

★ also WPTF-FM ★

RALEIGH, North Carolina

**National Representative FREE & PETERS INC.**

**N B C Affiliate For Raleigh, Durham, And All Eastern North Carolina**



NORTH CAROLINA—(Continued)

City	Call Letters	Chan. or Freq.	Name of Licensee	Network	Executive	Abbreviations	Transec. Library
Established	Power		Headquarters Address	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.		News Service Transmitter
<b>STATESVILLE</b>							
	WSIC	1400	Statesville Bcstg. Co.	MBS	Dr. James W. Davis, p	Margaret Nesbit, pd	Wld.
	1947	250	P. O. Box 1189	Dixie FM	L. G. Churchill, evp	T. K. Abernethy, ce	AP
			9079	Continental	Earl L. Boyles, m	Hadley Williamson, sd	Temco
					C. D. Melton, cm	Bendita Mitchell, wd	
	WSIC-FM	Ch. 289 (B)					.....
	1947	105.7mc					REL
		2.7kw					
<b>TARBORO</b>							
	WCPS	760	Coastal Plains Bcstg.	Tobacco	V. E. Fountain, p	Charles E. Neer, ce	L-W
	1947	1,000-D	Co.		J. T. Snowden Jr., gm	John H. Price, fd	AP
			Edgecombe Bank Bldg.		Porter McNair, cm	L. Heilbronner, sd	Ray.
			2191		Eccles Wall, pd & nd	Margo Johnston, wd	
					Terry Harmon, pmm		
<b>THOMASVILLE</b>							
	WTNC	790	Thomasville Bcstg. Co.		G. W. Lyles Sr., p	L. M. Sugg, ce	Wld.
	1947	1,000-D	Thomasville		Harold Harrison, g & cm	John Mauti, nd	AP
			902		R. F. VanLandingham, secy-treas.	F. Smith, sd	G
					Frank Thomas, asst. cm	(Mrs.) C. Conrad, wd	.....
	WTNC-FM	Ch. 252 (A)					.....
	1949	98.3mc					RCA
		0.45kw					
<b>WADESBORO</b>							
	WADE	1210	Anson Bcstg. Co.		R. P. Lyon, p	Cecil Sills, ce	.....
	1947	1,000-D	Lyon Bldg.		Jack P. Hankins, gm		UP
			620		Walter Mitchell, pd & sd		G
<b>WASHINGTON</b>							
	WHED	1340	Beaufort Bcstg. Co. Inc.	Tobacco	Lee B. Wynne, p	John I. Morgan, pd	L-W
	1948	250	Guaranty Bank & Trust	Continental	B. F. Scott, vp	Carl E. Armstrong, pmm, nd & sd	UP
			Bldg.		James Silverthorne, secy.-treas.	John Wilroy, ce	Ray.
			278		R. B. Armstrong, g & cm		
	WRRF	930	Tar Heel Bcstg. System	ABC	W. R. Roberson Sr., p	Merrill Daniels, pmm	Wld.
	1942	5,000-D	Inc.	Walker,	W. R. Roberson Jr., vp	I. G. Murphrey, ce	AP
			Bank of Washington		T. H. Patterson, g & cm	Bill Abeyounis, nd	WE
			Bldg.; 403		Don Pierce, pd	Charles Yates, sd	
<b>WAYNESVILLE</b>							
	WHCC	1400	WHCC Inc.	MBS	Holt McPherson, p	Claude White, pd & sd	.....
	1947	250	P. O. Box 180		J. B. Childress, g & cm	Frank C. Wilbur, ce	.....
			680		(Mrs.) C. P. Phillips, secy.-treas.		Ray.
					& wd		

Data corrected to Dec. 6, 1950. If executives or services for FM or TV 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, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

**IN NORTH CAROLINA**

**WSJS**

**DELIVERS**

**MORE VALUE  
FOR YOUR  
ADVERTISING DOLLAR**



A 15-COUNTY MARKET  
With Over  
\$440,000,000\* RETAIL SALES  
\*Sales Management 1950  
Survey of Buying Power

**WSJS**

*The Journal-Sentinel Station*

NBC Affiliate

**WINSTON-SALEM  
AM-FM**

Represented by:  
**HEADLEY-REED CO.**



City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transc. Library News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
<b>WHITEVILLE</b>						
WENC 1946	1240 250	Whiteville Bcstg. Co. Whiteville 120	MBS Clark	Josiah Maultsby, p Ward A. Coleman, gm	Jerry Honeycutt, pd Ovie Boutwell, ce	St. AP .....
<b>WILLIAMSTON</b>						
WIAM 1950	900 1,000-D	S. S. Adcock 110 S. Smithwick St. 2478		S. S. Adcock, p Marshall Pack, gm & nd Ruby Pack, pd & wd	Allen Breazeale, ce	..... UP .....
<b>WILMINGTON</b>						
WGNI 1946	1340 250	New Hanover Bcstg. Co. P. O. Box 869 2-2493	MBS Tobacco	J. S. Brody, p Allen E. Jones, gm Tommy Thompson, cm	Paul Parker, pd & nd Lou Essick, pmm & sd Charles L. Arneson, ce	St. UP WE
WMFD 1935	630 1,000 DA	Richard Austin Dunlea P. O. Box 696 4840	ABC Burn-Smith	R. A. Dunlea, p & gm Claude O'Shields, cm R. A. Dunlea Jr., pmm	Bruce Buchanan, pd & sd E. I. Herring Jr., ce	..... UP RCA
WMFD-FM 1949	Ch. 242 (B) 96.3mc 11kw					
<b>WILSON</b>						
WGTM 1937	590 5,000 DA-2	Watson Industries Inc. Herring Ave. 2188	CBS	P. T. Watson, p Allen Wannamaker, g & pmm H. J. Forbes, cm	Bill Jackson Jr., pd, nd & sd Clint Paris, asst. m W. H. Malone, ce	St. UP Ray.
WVOT 1948	1420 1,000-LS 500-N-DA	Wilson Radio Co. Inc. Hi-Way 301 North 5157	MBS Pearson	H. W. Anderson, p & co H. W. Severance, gm (Mrs.) Lynda Thomas, cm Joel Lawhon, pd & nd	P. O. Barnes, pmm Dan Williams, ce C. E. Leeper, fd Jim Fields, sd	..... AP RCA
<b>WINSTON-SALEM</b>						
WAAA 1950	980 1,000-D	Community Bcstg. Serv- ice Inc. Atlantic Bldg. 2-4121		Roger Page Jr., p Clarence E. Leeper, vp & gm Eugene Sink Jr., cm & sd	W. T. Williams, pd N. V. Pieler, ce	..... ..... WE
WAIR 1937	1340 250	WAIR Bcstg. Co. Pepper Bldg. 2-1133	ABC Walker	C. G. Hill & George Walker, ptrns. George Walker, gm C. G. Hill, cm Johnny Miller, pd	Lawrence Q. Patrick, pmm & nd Lee King, ce Gilbert Stamper, fd James Wynne, sd	Wld., Cap. AP WE
WAIR-FM 1947	Ch. 226 (B) 93.1mc 36kw		Dixie FM			..... ..... RCA
WSJS 1930	600 5,000 DA-2	Piedmont Pub. Co. 419 N. Spruce St. 2-4141	NBC Headley-Reed	Gordon Gray, p Harold Essex, vp & mgng. d Harry B. Shaw, slm Robert C. Estes, prog. m	Jack Burney, pmm Phil Hedrick, d of engrg. F. O. Carver Jr., nd Harvey Dinkins, fd	St., Assoc. UP WE
WSJS-FM 1947	Ch. 261 (B) 104.1mc 48kw					..... ..... GE
WTOB 1947	1380 1,000 DA	Winston-Salem Bcstg. Co. P. O. Box 739 34353	CBS, MBS Taylor	James W. Coan, p John G. Johnson, g & cm Willard Ellingsley, pd Robert V. Brawley, vp	Archibald Craige, asst. secy.-treas. Russell Spikula, ce R. St. Lawrence, nd Betty Jane Blalock, wd	Thes. AP G
<b>NORTH DAKOTA</b>						
<b>BISMARCK</b>						
KFYR 1925	550 5,000 DA-N	Meyer Bcstg. Co. 202½ Fourth St. 468	NBC Northwest Blair	P. J. Meyer, p F. E. Fitzsimonds, gm R. W. MacLeod, cm Cal Culver, pd	Larry Kindle, pmm Ivar Nelson, ce Jack Swenson, nd Jim Shirek, sd	Thes., SES. AP RCA
<b>DEVILS LAKE</b>						
KDLR 1925	1240 250	KDLR Inc. 1025 3rd St. 1090	MBS, KBS Great Northern Lawson	Bert Wick, p & gm Wilbur Clemenson, pd Richard Moritz, ce	Jack Miller, sd	SES., Wld. UP WE
<b>DICKINSON</b>						
KDIX 1947	1230 250	Dickinson Radio Assn. 119 2nd Ave. West 348	Lawson	P. J. Weir, p Orville F. Burda, g & pmm E. A. Spear, cm George L. Brooks, pd & nd	Clark Franklin, ce Dale Olson, fd Douglas Anderson, sd Peg Graham, wd	St., SES. AP G

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

NORTH DAKOTA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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	Transc. Library News Service Transmitter
<b>FARGO</b>						
KFGO 1948	790 5,000 DA-N	Northern States Bcstg. Co. KFGO Bldg. 23291	ABC Bolling	W. R. Haggart, p Charles G. Burke, g & cm Dave Henley, pd Olaf Gabrielson, ce	Frank Sanders, nd Leo Perssflin, fd Wayne Grant, sd	SES., St. AP RCA
WDAY 1922	970 5,000 DA-N	WDAY Inc. Black Bldg. 5357	NBC Northwest Free & Peters	E. C. Reineke, p & gm Jack Dunn, sm Tom Barnes, slm & fd Ken Kennedy, prog. m Roy Pedersen, pmm	Julius Hetland, tech. d Juline Savold, ce Glenn Flint, nd Bill Weaver, sd Georgie Arden, wd	Thes. AP, UP RCA
<b>GRAND FORKS</b>						
*KFJM 1923	1440 1,000-LS 500-N ST-KILO	U. of North Dakota University Station 4-6141		John S. Penn, chmn. of radio committee S. Donald Robertson, sm	Arnold Petrick, ce	..... ..... Col.
KILO 1941	1440 1,000-LS 500-N ST-KFJM	Grand Forks Herald First Nat'l Bank Bldg. 45321	CBS Avery-Knodel	M. M. Oppegard, p Wallace E. Stone, g & cm M. C. Gorham, pd Dorothy A. Kirk, office m & wd	David L. Norton, pmm Arnold Petrick, ce Don Kelly, nd & sd Jeff Gorham, fd	Cap. AP, UP Col.
KNOX 1947	1400 250	Community Radio Corp. Grand Forks 44611	MBS Great Northern	Carroll E. Day, p Elmer O. Hanson, gm Robert Lukkason, cm James Cowan, pd	Velma Hollingsworth, office m Jack French, pmm, nd & sd Clifford Tomforde, ce Marjorie Joe Rockwill, wd	Wld. UP WE
<b>JAMESTOWN</b>						
KSJB 1937	600 5,000 DA-1	Jamestown Bcstg. Co. Inc. 429 S. W. 2nd St. 1600	CBS Hollingbery	John W. Boler, p Donn A. Clayton, g & cm Donald J. Kingsley, pd	Loo Darwin, pmm Robert Ridgway, ce	..... UP RCA
<b>MANDAN</b>						
KGCU 1925	1270 1,000-LS 250-N	Mandan Radio Assn. Inc. 200 3rd Ave. N. W. 561	MBS Great Northern	Walton S. Russell, p Paul C. Gussner, cm Merritt Bushee, pd & fd	Ray Barnett, ce Wm. I. Wright, nd Pat E. Phillips, sd	L-W AP RCA
<b>MINOT</b>						
KCJB 1950	910 1,000 DA-N	North Dakota Bcstg. Co. 104 A. So. Main 51-161	CBS Hollingbery	John W. Boler, p & gm G. H. McKinnon, cm Jerry Uppman, pd	Armid Johnson, pdm & nd Reidar Gabrielson, ce Linn Wells, sd	..... UP RCA
KLPM 1929	1390 5,000-LS 1,000-N	Minot Bcstg. Co. 118 A South Main 41-146	MBS Great Nor. Walker	John B. Cooley, p & gm E. H. Cooley, cm & fd James J. Hautman, pd & pmm C. W. Baker, ce	Ken Knutson, nd Bob Danielson, sd Rosella Kounovsky, wd	Wld. AP, UP Col.
<b>VALLEY CITY</b>						
KOVC 1936	1490 250	KOVC Inc. 312 Fifth Ave. 408-W	MBS Great Northern	Robert E. Ingstad, p, g & cm & nd Hugh Thomas, pd	Charles Sjostrom, ce Bob Junkert, sd	..... UP Col.
<b>WAHPETON</b>						
KBMW 1948	1450 250	(See Breckenridge, Minn. Listing)				
<b>WILLISTON</b>						
KWBM 1948	1450 250	Williston Bcstg. Co. 201½ Main St. 1450	Holman	A. L. Hellebust, gm		..... UP .....
<b>OHIO</b>						
<b>AKRON</b>						
WADC 1925	1350 5,000 DA-1	Allen T. Simmons WADC Bldg. Jefferson 6165	CBS Hollingbery	Allen T. Simmons, o & m Robert B. Wilson, asst. cm & sd Harold H. Hageman, pd & nd	Secret Williams, pmm John L. Wildermuth, ce Bill Beers, fd	L-W, St. Wld. UP, TP Col.
WAKR 1940	1590 5,000 DA-N	Summit Radio Corp. First Nat'l Tower Hemlock 6151	ABC Weed	S. Bernard Berk, p Roger G. Berk, gm Kenneth M. Keegan, cm Adrian R. Cooper, pd	Viola G. Berk asst. & pmm Irwin L. Knopp, ce J. H. Absolon, nd Bob Wylie, sd	Assoc. AP, UP RCA
WAKR-FM 1947	Ch. 248 (B) 97.5mc 14.7kw					
WCUE 1949	1150 1,000-D-DA	Akron Bcstg. Corp. Palace Theatre Arcade Fr. 7114	Forjoe	George K. Stroupe, p & bus. m Tim Elliot, vp & ops. m	Thomas P. Egan, merch. m	..... UP .....
WHKK 1945	640 1,000 DA-2 L-KFI	United Bcstg. Co. 51 W. State St. Blackstone 7101	Meeker MBS	H. K. Carpenter, evp (UBC) R. W. Richmond, vp (UBC) & gm C. W. Green, cm B. R. Blake, pd	D. M. O'Neil, pmm B. V. Berg, ce H. M. Plaughter, nd C. Rogers, fd	St. AP WE
<b>ALLIANCE</b>						
WFAH (FM) 1947	Ch. 269 (A) 101.7mc 1kw	Review Pub. Co. 2720 S. Union Ave. 15345		(Mrs.) F. A. Hoiles, p Frank A. Hoiles, gm Frank LaBarba, cm	R. A. Gates, pd Charles T. Unger, ce	L-W, Wld. Thes. UP GE
<b>ASHLAND</b>						
WATG 1950	1340 250	Beer & Koehl Ashland 1575-1	Standard	Robert Beer & Edgar Koehl, co-o Robert Beer, gm Richard Topper, cm Richard Leidy, asst. m & pd	Wayne Byers, pdm & sd Richard Matthes, ce Walter Hauck, nd Don Coffman, fd	L-W, Thes. AP RCA
WATG-FM 1947	Ch. 267 (B) 101.3mc 10.2kw					
<b>ASHTABULA</b>						
WICA 1937	970 5,000-LS 1,000-N DA-2	WICA Inc. 221 Center St. 27-181	Standard McGillvra	Robert B. Rowley, p Walter W. Walrath, sm Donald W. Fasset, cm Richard W. Miner, pd	Frank N. Bernato, ce Charles Heman, pd John C. Strasen, nd & fd Robert Foster, sd	L-W, Thes. UP RCA
WICA-FM 1949	Ch. 279 (B) 103.7mc 52kw					..... REL

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



# YES! WDAY IS THE OVERWHELMING FAVORITE IN THE CITY—

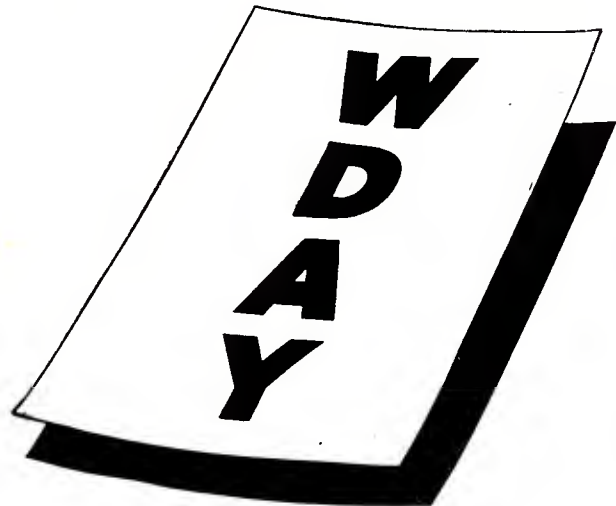


## AND ON THE FARM!

**Y**ES! Urban and rural, WDAY just doesn't have much competition in the wealthy Red River Valley! Here's the proof!

- (1) A 22-county survey of rural listening habits made by students of North Dakota Agricultural College shows that *78.6% of the families prefer WDAY, vs. only 4.4% for the next station!*
- (2) For the period Dec. '49—Apr. '50, WDAY got more than three times as great a Share of Audience as the next station, Morning, Afternoon and Evening—*got the highest Hooperatings among all NBC stations in the nation, for the second year in a row!*
- (3) BMB Study No. 2 credits WDAY with a Daytime Audience of more than 200,000 families—*77.7% of whom are average daily listeners!*

Write direct or ask Free & Peters for all the facts about fabulous WDAY!



**FARGO, N. D.**

**NBC • 970 KILOCYCLES • 5000 WATTS**



**FREE & PETERS, INC.**  
Exclusive National Representatives

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

OHIO—(Continued)

City	Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations Owner or 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.	Transc. Library News Service Transmitter
<b>ATHENS</b>						
	WATH 1950	1540 1,000-D	Andrew Kovlan & James Sinyard P. O. Box 227		Andrew H. Kovlan & James D. Sinyard, ptrns. Andrew Kovlan, gm & ce	Joe Klarke, cm & pd Bob Clark, asst. m Sarah Kovlan, wd UP
<b>BELLAIRE</b>						
	WTRF 1947	1290 1,000-D	Tri-City Bcstg. Co. The Skyline 1515	MBS Standard Walker	Jesse A. Bloch, p Robert W. Ferguson, evp & gm Frank Curtis, pd Albert T. Fisher, sls pmm	George Cowen, ce George Diab, nd Paul Howard, fd & sd Jo Dunn, wd Wld., SES. AP GE
	WTRF-FM 1947	Ch. 263 (B) 100.5mc 20kw				
<b>CAMBRIDGE</b>						
	WILE 1948	1270 1,000-D	Land O' Lakes Bcstg. Corp. 917 Beatty Ave.; 3545		H. D. McClelland, p Howard A. Donahoe, vp & gm Richard F. Rose, c & pmm	Robert Horn, pd & nd Wesley C. Randles, ce Al Engel, fd Wld. AP Ray.
<b>CANTON</b>						
	WAND 1947	900 500-D	P. C. Wilson 317 High Ave. N.W. 6-8396	Ohio McGillvra	P. C. Wilson, p James Wilson, gm Dave Brown, cm Russ Barnett, pd Charles Worthington, sd	Jack Wiggins, pmm John Hickey, ce Gene Peterman, tech d Milo Townes, nd & fd Wanda Meese, wd L-W The. AP GE
	WAND-FM 1948	Ch. 223 (B) 92.5mc 14kw				
	WCMW 1946	1060 1,000-D	Stark Bcstg. Corp. 317 West Tuscarawas St. 5-9475	Sears & Ayer	S. L. Huffman, p Clark L. Dozer, sta. & cm Nick Barry, pd Robert Leedham, ce Richard Boltres, cm	Gene Dillon, sd Robert Valliquette, nd & fd Lee Baumann, wd Wld., St. AP RCA
	WCMW-FM 1947	Ch. 235 (B) 94.9mc 3kw				
	WHBC 1925	1480 5,000 DA-N	Ohio Bcstg. Co. 550 Market St. S. 6-7166	ABC Standard Taylor	Ray D. Moore, p Eugene Carr, d of radio Robert C. Fehman, m Paul E. Gilmore, cm	James Roberts, pd Millard Souers, pmm Kenneth Sliker, ce Al Frances, nd Cap. AP RCA
	WHBC-FM 1948	Ch. 231 (B) 94.1mc 25kw				
<b>CHILLICOTHE</b>						
	WBEX 1947	1490 250	Shawnee Bcstg. Co. 25 East Second St. 2244	ABC Grant	W. A. Graham, p James E. Graham, vp, g & cm Dave Achor, pd & nd	Harold Counts, ce Carl Wendel, fd Dick McEnerney, sd Wld. AP
<b>CINCINNATI</b>						
	WKCY 1929	1530 50,000 DA-N	L. B. Wilson Inc. 5th & Walnut Sts. Cherry 6565		L. B. Wilson, p & gm C. H. Topmiller, sm & ce John Murphy, nd & publ. d	Arthur Gillette, studio tech. sup. Jeanette Heinze, traffic m Mary Monroe, wd St., Wld. INS GE
	WCPO 1928	1230 250	Scripps-Howard Radio Inc. 2345 Symmes St. Capitol 0777	MBS Branham	Jack R. Howard, p M. C. Watters, vp & gm Glenn C. Miller, sm Earl Corbett, pd	Grant Makinson, ce Robert Otto, nd Waite Hoyt, sd L-W UP WE
	WCPO-FM 1949	Ch. 285 (A) 105.1mc 10kw				
	WCPO-TV 1949	Ch. 7 174-180mc 12kw aur.; 21kw vis.		ABC, DuMont	Harry LeBurn, sm John Patrick Smith, cm Edward Weston, pd	Acme UP GE
	WKRC 1925	550 5,000-LS-DA 1,000-N	Radio Cincinnati Inc. Hotel Alms Woodburn 0550	CBS Katz	Hulbert Taft Jr., vp Herman E. East, gm Joel W. Stovall, cm Paul W. Shumate, pd	Lila R. Lambert, pmm George A. Wilson, ce Tom McCarthy, nd Ed Libby, sd Wld. AP WE
	WKRC-FM 1947	Ch. 270 (B) 101.9mc 12.6kw	Times Star Bldg. Garfield 1331	Transit Radio	David G. Taft, gm Robert F. Bender, cm Helen Nugent, pd	..... RCA
	WKRC-TV 1949	Ch. 11 198-204mc 12.3kw aur.; 24.5kw vis.	Times-Star Bldg. Garfield 1331	Katz	U. A. Latham, g & cm Roderick Mitchell, pd	Don Chapin, loc. slm Syd Cornell, pdm ..... GE
	WLW 1922	700 50,000	Crosley Bcstg. Corp. 140 W. Ninth St. Cherry 1822	NBC	James D. Shouse, chmn. of bd. Robert E. Dunville, p & gm H. M. Smith, vp chg. sls. Wm. P. Robinson, vp chg. prog.	Edward G. Feintheil, d sls. prom. R. J. Rockwell, vp chg. engrg. Dwight W. Martin, vp & asst. gm James J. Cassidy, d of pub. rel. & publ. Thes. UP, INS Cros.
	WLWA (FM) 1946	Ch. 266 (B) 101.1mc 9kw	(WLW, AM affiliate)			
	WLWT (TV) 1948	Ch. 4 66-72mc 19.5kw aur.; 23.5kw vis.	(WLW, AM affiliate)		John T. Murphy, d TV ops. David E. Partridge, gen. slm Wm. J. McCluskey, slm	Lin Mason, pd Calvin Bopp, ce ..... RCA
	WSAI 1925	1360 5,000 DA-N	Buckeye Bcstg. Co. 115 E. 4th St. Main 1068	ABC Avery-Knodel	Marshall Field, p Robert M. Sampson, gm R. H. Boulware, slm Richard Fischer, pd	Margaret Mau, pmm Vonne Monsell, publ. d Wm. E. Symons, ce Wm. Robbins, nd Cap., St. AP WE
	WSAI-FM 1948	Ch. 274 (B) 102.7mc 14.7kw				
<b>CLEVELAND</b>						
	WCUO (FM) 1949	Ch. 277 (B) 103.3mc 14kw	UAW-CIO Bcstg. Corp. of Ohio 1025 Chester Ave. Tower 1-1111		Walter B. Reuther, p Ralph M. Wallace, g & cm Irwin D. Landau, pd	Wm. B. Hull, ce Isabel Edgar, wd Assoc. AP RCA
	WDOK 1950	1260 5,000 DA-2	Civic Bcstrs. Inc. 1515 Euclid Ave. Main 1-3370	McKinney	R. Morris Pierce, p & gm F. C. Wolf, asst. to p Stuart MacHarrie, cm Wayne Mack, pd	Wm. Pettepiece, ce George Plagenz, nd Stan Barron, sd SES. INS RCA
	WERE 1949	1300 5,000 DA-N	Cleveland Bcstg. Inc. 1501 Euclid Ave. Superior 1-9600	Rambeau	Ray T. Miller, p Bob Neal, gm & sd Keith Baldwin, gen. slm	John Kurtz, pd Ed Stevens, prom. d M. L. Snedeker, ce L-W, Wld. AP, INS RCA
	WERE-FM 1948	Ch. 253 (B) 98.5mc 11.9kw				

Data corrected to Dec. 6, 1950. If executives or services for FM or TV 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-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.





**WKRC-AM**



**WKRC-FM**  
(TRANSIT RADIO)





**WKRC-TV**



**more  
action**

(SALES-WISE, THAT IS)

than a **3-ring circus**



Our business is selling time — time that sparks action that creates sales for buyers of radio, transit radio, and television. Are you aboard this Greater Cincinnati bandwagon? WKRC Stations, AM, FM (Transit Radio), TV- ready, individually or as a unit, to move merchandise for you.

**Radio Cincinnati, Inc.**

TIMES-STAR BUILDING

National Representatives: WKRC (AM & TV), Katz Agency; WKRC-FM, H-R Representatives, Inc.

BROADCASTING • Telecasting

1951 Yearbook Number • Page 237

OHIO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transc. Library News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
<b>CLEVELAND—(Continued)</b>						
WEWS(TV) 1947	Ch. 5 76-82mc 8kw aur.; 16kw vis.	Scrpps-Howard Radio Inc. 1816 E. 13th St. Tower 1-5454	ABC CBS Branham	Jack R. Howard, p James C. Hanrahan, gm J. H. Hartley, sm	Donald E. Pierce, pd J. B. Epperson, ce Floyd E. Weidman, adv. m	..... UP DuM
WGAR 1930	1220 50,000 DA-1	The WGAR Bestg. Co. Hotel Statler Prospect 1-0200	CBS Petry	G. A. Richards, chmn. of bd. John F. Patt, p Carl E. George, gm Elmer Krause, secy.-treas. R. P. Merridew, pd	John B. Garfield, cm Julius Glass, pmm Robert A. Fox, ce Charles Day, nd	St. UP, INS RCA
WHK 1921	1420 5,000 DA-N	United Bestg. Co. 1311 Terminal Tower Prospect 5800	MBS Raymer	Sterling E. Graham, p Kenneth K. Hackathorn, gm Jackson B. Maurer, cm C. M. Hunter, pd	Lou Oswald, pmm James Aubele, pdm Ralph DeLany, ce Robert Godley, nd & sd	SES. AP WE
WHK-FM 1947	Ch. 264 (B) 100.7mc 20kw					
WJMO 1947	1540 1,000-D	WJMO Bestg. Co. 2157 Euclid Ave. Superior 1-4424	PBS Young	W. J. Marshall, p Dave Baylor, gm Robert De Tchom, cm Brooke Taylor, pd	Lawrence Shipley, ce Bill Cannady, nd Paul Nakel, sd	L-W UP Ray.
WJW 1943	850 5,000 DA-1	WJW Inc. 1375 Euclid Ave. Superior 1-0101	ABC H-R Reps	William M. O'Neil, p & gm Lawrence Webb, asst. gm Harold W. Waddell, nat'l slm Charles V. Hunter, pd	Roger Albright, pmm Gerold Roberts, ce Bruce MacDonald, nd Jim Graner, sd	Assoc., St. UP, TP WE
WJW-FM 1943	Ch. 281 (B) 104.1mc 20kw					
WSRS 1947	1490 250	WSRS Inc. 2156 Lee Rd. Erieview 1-2005	Forjoe	Samuel R. Sague, p, gm & pd Jack Kelly, cm Ben Whittaker, ce	Will Daugherty, asst. slm Bob Engel, nd	L-W, Wld. AP RCA
WSRS-FM 1947	Ch. 237 (A) 95.3mc 1kw					
WTAM 1923	1100 50,000	National Bestg. Co. 815 Superior Ave. Cherry 1-0942	NBC NBC Spot	Joseph H. McConnel, p (NBC) John McCormick, gm Jim Chapman, fd Joseph Bova, pd & pdm	Clement G. Scerback, prom. & publ. d Samuel E. Leonard, engr. in chg. Edward Wallace, nd	Assoc., St. Thes. AP, UP RCA
WTAM-FM 1948	Ch. 289 (B) 105.7mc 14kw					
WNBK (TV) 1948	Ch. 4 66-72mc 9kw-aur.; 15kw-vis.	(WTAM, AM affiliate)		Harold L. Gallagher, cm Philip L. Worcester, prog. & prod. m Albert M. Henderson, prom. & publ. d	Albert Odeal, film d Andrew L. Hammerschmidt, opers. sup.	Acme .....
WXEL (TV) 1949	Ch. 9 186-192mc 13kw aur.; 21kw vis.	Empire Coil Co. Inc. 4501 Pleasant Valley Rd. Victory 3-8400	ABC, CBS, DuMont Katz	Herbert Mayer, p Franklin Snyder, gm Barbara Snyder, publ. d	Richard C. Wright, asst. cm Thomas Friedman, ce John Safer, prod. coordinator	..... UP GE

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in *italic*. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day, DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

# CHANNEL 9

FOR THE BEST IN TELEVISION

## WXEL

Cleveland

WORLD WIDE NEWS • ENTERTAINMENT • SPORTS



REPRESENTED NATIONALLY  
by  
THE KATZ AGENCY,  
Incorporated

Franklin Snyder  
GENERAL MANAGER



# You Need this Market . . .

**3RD LARGEST OHIO MARKET**

**Retail Sales . . . (1½ Billion)  
\$1,545,485.00**

**YOU NEED**

**Radio Homes . . .  
515,235**

**Ample Coverage . . .  
5000 Watts**

**YOU NEED**

**Plus Duplication . . .  
50,000 FM**

**YOU NEED**

**Local Programs that click:  
AP, UP and LOCAL NEWS  
Studio Audience Shows  
Big Prizes and Gimmicks  
ASK HEADLEY REED CO.**

**W F M J**


*Youngstown, Ohio*

**BASIC AMERICAN BROADCASTING COMPANY STATION**

OHIO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transc. Library News Service Transmitter
				Owner; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
<b>COLUMBUS</b> WBNS 1924	1460 5,000-LS 1,000-N DA	Radiohio Inc. 33 N. High St. Adams 9265	CBS Blair	Richard S. Wolfe, p Richard A. Borel, gm W. I. Orr, cm Geer Parkinson, pd Ann Evans, pmm	Lester Nafzger, ce Chet Long, nd Bill Zipt, fd Bill McKinnon, sd Fern Sharp, wd	Cap. AP RCA
WELD (FM) 1939	Ch. 246 (B) 97.1mc; 53kw	(WBNS, AM affiliate)				
WBNS-TV 1949	Ch. 10 192-198mc 14.2kw-aur.; 28.4kw-vis.		Blair-TV	Richard A. Borel, d of TV Edward H. Bronson, sta. d	Robert D. Thomas, sls m Jerome R. Reeves, prog. prom. d	Fed. Telenews RCA
WCOL 1922	1230 250	The Pixleys East Broad at Young St. Main-4581	ABC H-R Reps.	L. A. Pixley, p & gm R. O. Runerstrom, cm Phil S. Bradford Jr., pd Leo DeConnick, ce	W. L. Belaney, nd Tom Harman, fd Jack Buck, sd	L-W, Assoc. UP RCA
WCOL-FM 1947	Ch. 222 (B) 92.3mc 33kw					WH L-W UP, INS RCA
WHKC 1921	610 5,000 DA-N	United Bestg. Co. 22 East Gay St. Adams 1101	MBS Raymer	Sterling Graham, p Carl M. Everson, pd & gm Harry H. Hoessly, cm John B. Moose, pd	Rita Thomas, pmm & wd & publ. d Wm. C. Minor, ce Bud Sweeney, nd & sd George Zeis, fd	WH L-W UP, INS RCA
WHKC-FM 1948	Ch. 254 (B) 98.7mc 15kw					
WLWF (FM) 1949	Ch. 242 (B) 96.3mc 15kw	Crosley Bestg. Corp. 3165 Olentangy River Rd. Jefferson 5441	NBC	R. E. Dunville, p James Leonard, gm George Henderson, slm Tom Gleba, pd Juanita Wilcox, prom. d		Thes. UP, INS
WLWC (TV) 1949	Ch. 3 60-66mc 12.8kw aur.; 15.2kw vis.	(WLWF (FM) affiliate)				
*WOSU 1922	5,000 L-WFAA WBAP	The Ohio State U. O. S. U. Campus University 3148		Howard L. Bevis, p Robert C. Higgy, d & ce Wm. H. Ewing, pd Glenn E. Ellstrom, asst. pd	Paul Wagner, nd & sd Maury White, fd B. Larrick wd	Thes. UP RCA
WTVN (TV) 1949	Ch. 6 82-88mc 3.25kw-aur.; 6.0kw-vis.	Picture Waves Inc. 50 West Broad St. Fletcher 1529	ABC DuMont Headley-Reed	Edward Lamb, p John Rossiter, gm Roger LaReau, cm	Colin Male, pd Joe Gill, ce	L-W AP RCA
WVKO (FM) 1948	Ch. 234 (B) 94.7mc 52.1kw	Sky Way Bestg. Corp. 274 S. Third St. Main 5247		Gustav Hirsch, p Bert Charles, g & cm Fred Eckardt, ce		Assoc. Cap. UP, INS WE

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



They hear it

... on WBNS

★

Far better than a quarter-century WBNS has been mixing salesmanship and showmanship to produce sales power for advertisers.

The 187,980 WBNS families depend upon this station for news, entertainment and buying information. Their \$1,387,469,000 income is the big factor in the prosperity of the central Ohio market.

Quick results at lower cost . . . that has been the record of WBNS far year after year.

ASK JOHN BLAIR

National Representatives

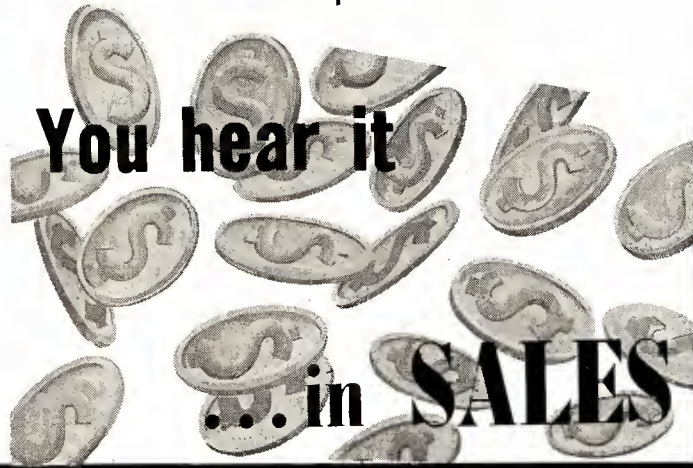
★

WBNS plus WELD FM are the first choice of advertisers who want to do a better selling job in the central Ohio market.

WBNS

PLUS WELD-FM

POWER-WBNS 5,000 • WELD 53,000  
CBS • COLUMBUS, OHIO



You hear it

... in SALES



City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transc. Library News Service Transmitter
				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.		
<b>COSHOCTON</b>						
WTNS 1947	1560 1,000-D	Coshocton Bcstg. Co. 114 N. 6th St. 1560	Standard	Bruce Wallace, p, g & cm John R. Terry, pd & nd Bill Kirk, pmm Eugene Wiggins, ce	Tom Clark, fd Bob Zimmerman, sd Lois Palmer, wd	L-W, St. UP Ray.
<b>DAYTON</b>						
WHIO 1935	1290 5,000 DA-N	Miami Valley Bcstg. Corp. 45 South Ludlow St. Adams 2261	CBS Hollingbery	James M. Cox Jr., p J. Leonard Reinsch, mgng. d	Robert H. Moody, gm Harvey Young Jr., cm	St., Wid. AP, UP, INS .....
WHIO-FM 1948	Ch. 256 (B) 99.1mc 20kw					
WHIO-TV 1949	Ch. 13 210-216mc 12.6kw-aur.; 24.6kw-vis.		ABC, CBS DuMont			Assoc. .....
WING 1921	1410 5,000 DA-N	Great Trails Bcstg. Corp. 121 N. Main St. Adams 3288	ABC Weed	Charles Sawyer, p John Pattison Williams, evp Adna Karns, gm Arthur L. Martin, pd	Jean Broome, pmm H. Lloyd House, ce Jack Zeigin, nd Lou Tschudi, sd	L-W AP Col.
WLWB (FM) 1949	Ch. 248 (B) 97.5mc 18kw	Crosley Bcstg. Corp. 4596 S. Dixie Highway Walnut 2101	NBC	R. E. Dunville, p H. Peter Lasker, gm		Thes. INS, UP .....
WLWD (TV) 1949	Ch. 5 76-82mc 8kw aur.; 16kw vis.	(WLWB (FM) affiliate)		A. D. Faust, asst. gm & pd Wm. J. Williamson, cm	Dorothy Sanders, publ. & pmm Howard Lepple, ce	UP Cros. .....
WONE 1949	980 5,000 DA-2	Skyland Bcstg. Corp. 5 S. Jefferson St. Michigan 6501	MBS	Ronald B. Woodyard, p & gm Jack Thornquest, nat'l slm Stanley Beck, ce	Ray Rayner, nd Glen Broughman, fd Jack Laffin, sd	Thes. AP RCA
WTWO (FM) 1949	Ch. 284 (B) 104.7mc 43kw	(WONE, AM affiliate)				
<b>DEFIANCE</b>						
WONW 1949	1280 500-D CP: 500 DA-N	Defiance Bryan Paulding Bcstg. Co. P. O. 278 32226	Standard Devney	R. W. Crowell, p G. R. Thayer, g & cm Charles Phillips, pd	Richard E. Kaiser, pmm E. J. Powell, ce	Assoc. UP .....
<b>DOVER</b>						
WJER 1950	1450 250	Agnes Jane Reeves Greer 210 Blvd. 42-126	Standard	(Mrs.) Agnes J. Reeves Greer, o Frank E. Shaffer, gm John C. Needs, cm Thomas McCowry Jr., pd & nd	William McLellan, ce Carl Norman, fd Joel Edwards, sd Mona Leeds, wd	Wid. UP Col.

# IN THE HEART OF OHIO

## Television Station WTVN, Channel 6, Columbus, Ohio

THE rich capital city of Ohio and its environs are served by WTVN, "Ohio's Greatest Television Station," located high up on the LeVeque Lincoln Tower. WTVN emphasizes local, sports, variety and dramatic presentations. For excellent availabilities consult Headley-Reed Company, representatives.

WTVN, Channel 6, Columbus, Ohio is closely associated with the famous television station WICU, Erie, Pennsylvania and radio station WTOD, Toledo, Ohio.

Edward Lamb, *President*

WTVN is affiliated  
with DuMont and ABC  
TV networks

WTVN is owned and  
operated by  
Picture Waves, Inc.


**WTVN** Channel 6  
Columbus, Ohio

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

OHIO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Transc. Library News Service Transmitter
<b>EAST LIVERPOOL</b>					
WLIO 1948	1570 1,000-D	Pottery Bcstg. Co. Turk Motor Bldg. Main 5190	Rambeau	Earl D. Eisenhower, p F. Leonard Taylor, gm John Norman, cm Robert Banfield, pd, fd & sd	Wm. Siebenthal, ce Peter Sword, nd Joyce Birbeck, wd UP Ray.
WOHI 1949	1490 250	East Liverpool Bcstg. Co. 516 Market St. Main 1490	LBS Standard Grant	Richard V. Beatty, p & gm George T. Farrall, cm & fd John W. Ridder, pd David T. Taylor, ce	Al Klöse, sd Lois C. Frederick, wd John R. Longenecker, nd Thes., Wld. AP RCA
<b>ELYRIA-LORAIN</b>					
WEOL 1948	930 1,000 DA-2	Elyria-Lorain Bcstg. Co. Elyria Savings & Trust Bldg. 2255		Roy W. Ammel, p Maurice J. Condon, g & cm Martin Bouhan, pd Douglas Lillico, pmm	Gerald McCasland, ce Ken Bichl, nd Ron Penfound, sd G. Thomas, wd Cap., L-W UP RCA
WEOL-FM 1948	Ch. 287 (B) 107.3mc 15kw				
<b>FINDLAY</b>					
WFIN 1941	1330 1,000-D	Findlay Pub. Co. 500½ South Main St. Main 1330	Standard	R. L. Heminger, p H. H. Heminger, g & cm Allen P. Dudley, pd	Edgar C. Smith, ce John C. Hutson, fd Rita Roof, wd L-W, St. UP, INS
WFIN-FM 1947	Ch. 263 (B) 100.5mc 8.2kw				
<b>FOSTORIA</b>					
WFOB (FM) 1946	Ch. 288 (A) 105.5mc 0.45kw	Seneca Radio Corp. 125 South Main St. 4635		Andrew Emerline, p Mel Murray, gm Earl Welde, pd Farrel Eisea, ce	Dale Muir, sd Adda Cooke, wd Neil Clardy, asst. ce SES., Wld. UP GE
<b>FREMONT</b>					
WFRO 1949	900 500-D DA	Robert F. Wolfe Co. 905 W. State St. Main 3401		Robert F. Wolfe, p & gm J. Waddell Kerr, c & pmm Frank Swartz, pd & fd Allen Kauble, ce	Dorsey Pardo, nd Art Smith, sd M. A. Weigman, wd Thes., Wld. INS Ray.
WFRO-FM 1946	Ch. 257 (A) 89.3mc 1kw				

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



# Down By the Old Mill Stream \*

## WFIN

LARGE COVERAGE

.1 MV SIGNAL

\* FINDLAY, OHIO

1000 WATTS ON 1330 KC  
FM 8200 WATTS ON 100.5 MC  
*Founded 1941—Newspaper Affiliated*

	WFIN	41.9%	LARGE LISTENERSHIP
	"A"	27.1%	
	"B"	10.8%	
	"C"	7.9%	

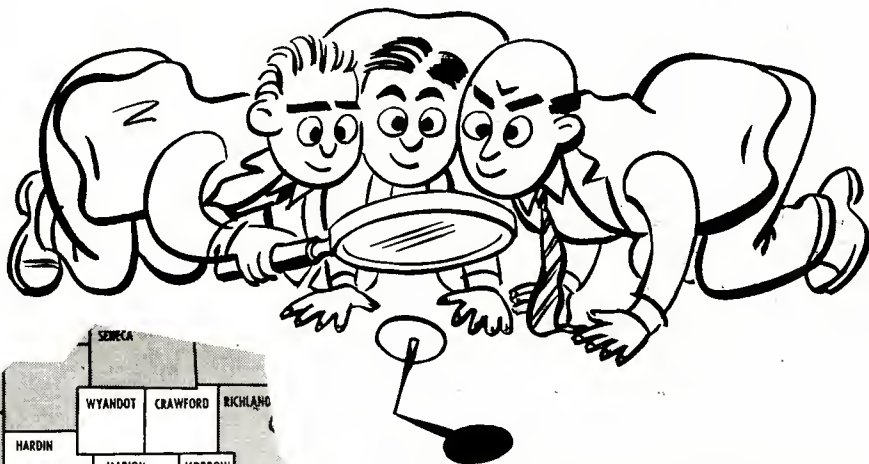
CONLAN AUG. 1950  
TOTAL RATED PERIODS

IN NORTHWESTERN OHIO, ONE OF AMERICA'S BEST MARKETS

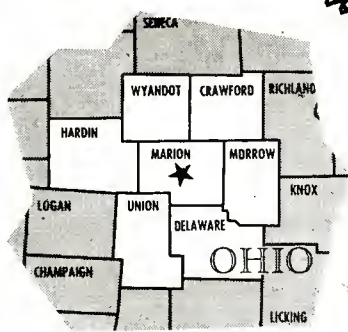
(\*FINDLAY—HOME OF TELL TAYLOR, WHO WROTE HIS FAMOUS SONG ABOUT OUR BLANCHARD RIVER)



City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transc. Library News Service Transmitter
				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.		
<b>GALLIPOLIS</b>						
WJEH 1950	990 250-D	Ohio Valley on the Air Inc. Box 244 1160		Edward W. Wippel, p Truman A. Morris, gm Charles Esterly, cm & sd Marianne Boggs, pd & wd	Sid A. Davis, pmm & nd John Moorhouse, ce Wm. Watterson Jr., fd	Cap., Wid. UP G
<b>HAMILTON</b>						
WMOH 1944	1450 250	Fort Hamilton Bcstg. Co. Second Nat'l Bank Bldg. 4-6543	MBS Grant	Robert J. Briede, p Joseph E. True, gm Robert L. Odson, d of radio Donald F. Volkman, ce	James D. Schwab, nd R. C. Motley, sd Mildred Soule, wd	..... UP Col.
WMOH-FM 1948	Ch. 278 (B) 103.5mc 8.7kw					
<b>LANCASTER</b>						
WHOK 1948	1320 500-D	Hocking Valley Bcstg. Corp. Memorial Dr. 4500	McGillvra	Nelson R. Embrey, p J. E. Brown, gm Forrest H. Respass, pd	Donald W. White, pmm & nd Charles R. Houston, ce David J. Collins, fd & sd	Wid. AP G
<b>LIMA</b>						
WIMA 1948	1150 1,000 DA-N	N.W. Ohio Bcstg. Corp. 223 North Main St. 6-3841	MBS ABC Weed	G. E. Hamilton, p R. W. Mack, gm C. B. Heller, cm Easter Straker, pd & wd	Albert Smith, ce Don Sherwood, nd Al Stanley, sd	..... INS RCA
WIMA-FM 1948	Ch. 271 (B) 102.1mc 15.5kw					..... WH
WLOK 1936	1240 250	The Fort Industry Co. Nat'l Bank Bldg. 6-3411	NBC Avery- Knodel	George B. Storer, p J. Robert Kerns, mgng. d & pmm Richard T. Roll, pd & sd Darrel Hunter, ce	Lyle Lee, nd Perry Beaumont, fd Marian Wilcox, wd	..... UP RCA
WLOK-FM 1948	Ch. 277 (B) 103.3mc; 25kw					..... WE
<b>MANSFIELD</b>						
WMAN 1939	1400 250	Richland Inc. Ohio Theatre Bldg. 4235	ABC Ohio Taylor	J. M. O'Hara, p, g & cm Robert A. James, pd Carl C. Kindt, pmm Wm. E. Morrison, ce	Frank Hudson, nd Dale Knisely, sd Elaine Hauserman, wd	Wid. UP .....
<b>MARIETTA</b>						
WMOA 1946	1490 250	Marietta Bcstg. Co. P. O. Box 201 6383	MBS Grant	William G. Wells, p James L. Ulmer, gm Charles E. Clark, ce	Dave Pyles, sd Paul Kenny, sd	L-W UP Col.
<b>MARION</b>						
WMRN 1940	1490 250	The Marion Bcstg. Co. P. O. Box 518 2-6666	ABC Stovinn	Robert T. Mason, p & gm Robert M. Sprouse, cm Robert T. Mason Jr., pmm Francis J. Peters, ce	Gene Grove, nd Ray Marsh, fd Robert Sullivan, sd Madge L. Cooper, wd	Thes. UP RCA



Let's get  
down to  
brass  
tacks...



In Marion-Area—Ohio's prosperous seven county market—folks like to listen to WMRN. Tell your sales story to these 250,000 ready and eager buyers for profitable results. There's money in Marion for sales-minded advertisers.

**W M R N**

Marion, Ohio

AFFILIATED WITH THE AMERICAN BROADCASTING COMPANY

1951—TEN YEARS OF PUBLIC SERVICE

OHIO—(Continued)

City	Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dtr. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library News Service Transmitter
<b>MARION—(Continued)</b>							
	<i>WMRN-FM (CP)</i>	Ch. 295 (B) 106.9mc; 7.5kw					
<b>MIDDLETOWN</b>							
	<b>WPFB</b> 1947	910 1,000-LS 100-N	Paul F. Braden Central Ave. 2-3625		Paul F. Braden, p & gm Ranny Daly, cm Jack Kistler, pd Fern Troutvine, pmm & wd	Larry Beckwith, ce Dan Campbell, nd Luella Engle, fd Warren Johnson, sd	L-W, SES. AP .....
<b>MT. VERNON</b>							
	<i>WMVO (CP)</i>	Ch. 229 (B) 93.7mc 3.2kw	Mt. Vernon Bestg. Co.				
<b>NEWARK</b>							
	<b>WCLT</b> 1949	1430 500-D	Advocate Printing Co. 25 W. Main St. 4056	Standard Meeker	Frank W. Spencer, p Thomas A. Rogers, gm Robert Pricer, cm Gene Ragle, pd & nd	Ben E. Windle, ce Parnell Egan, sd Patti Rice, wd	Cap., Thes. AP G ..... GE
	<i>WCLT-FM</i> 1947	Ch. 262 (B) 100.3mc; 8.5kw					
<b>PIQUA</b>							
	<b>WPTW</b> 1947	1570 250-D	Miami County Bestg. Co. Inc. 1625 Covington Ave. 1420	Grant	Richard E. Hunt, p & gm James Flinn, c & pmm Robert Bubp, pd & sd	William Musson, ce Bill Fox, nd & fd	SES., Wld. AP Col.
<b>PORTSMOUTH</b>							
	<i>WNXT (CP)</i>	1260 1,000 DA-1	Portsmouth Bestg. Co.				
	<b>WPAY</b> 1935	1400 250	The Scioto Bestg. Co. 1009 Gallia St. 1010	CBS Taylor	Roy D. Moore, p Eugene Carr, d of radio Gerald F. Boyd, m Floyd M. Jackson, pd	O. T. Dresbach, office m Maurice L. Myers, ce E. G. Sheridan Jr., nd Roy E. Vastine, fd	L-W AP RCA
	<i>WPAY-FM</i> 1948	Ch. 281 (B) 104.1mc; 7kw					
<b>SANDUSKY</b>							
	<b>WLEC</b> 1947	1450 250	Lake Erie Bestg. Co. Cleveland Rd. at Huntington 5170	MBS Standard McKinney	Albert E. Heiser, p & gm Ralph S. Silver Jr., c & pmm Jay Wagner, pd & sd Jay Leibach, ce	John R. Kahler, treas. Elmer A. Pimmsner, secy. Irving S. Hott, nd Jeanne Shepard, wd	..... AP RCA

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in *italics*. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

**WE SPAN THE ALL-IMPORTANT  
CLEVELAND-TOLEDO GAP**

**W L E C** 1450  
★ K C ★

SANDUSKY, OHIO

**ONE OF THE GRANDEST VALUES  
IN RADIO ADVERTISING TODAY!**

**JUST ASK EVERETT MCKINNEY OR WRITE WLEC**

**ONE OF THE GREATEST LITTLE STATIONS IN THE NATION!**





1.  
VOWED MAIDA McSPINSTER, "TONIGHT MY BOY CHAUNCEY,  
SO HELP ME, IS GOING TO BECOME MY FIANCEE!"



2.  
BUT, SAD TO RELATE, IN SELECTING HER LURE,  
THE LASS'S TECHNIQUE PROVED EXTREMELY UNSURE.



3.  
AND WHAT GOOD'S A LOUSE WHO JUST WANTS TO PLAY HOUSE  
WHEN A GAL'S GOT HER HEART REALLY SET ON A SPOUSE?

MORAL: Woo your Dayton market  
through Dayton's first and  
favorite station—WHIO-TV.

## To Woo Dayton\* Dollars THE SHOW MUST GO ON WHIO-TV

\* If your heart's set on the Dayton market  
(and why not, with its wealth in both  
income and TV sets?) come woo it the  
right way. Dayton, and the surrounding  
Miami Valley, offers a total of 142,000 TV  
sets (yesterday's figure!) dominated† by  
WHIO-TV, the area's first and leading  
station. Let our National Representative  
G. P. Hollingbery Company give you facts,  
figures, and A. M. availabilities.

†Pulse October, 1950 report  
shows WHIO-TV had 13 of  
top 20 televised shows—  
typical of the entire year!



DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

OHIO—(Continued)

Executive Abbreviations

City Call Letters Established Chan. or Freq. Power Name of Licensee Headquarters Address Telephone Number 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. Transc. Library News Service Transmitter

SPRINGFIELD

WIZE 1940	1340 250	Radio Voice of Springfield Inc. 117 W. High St. 3-4955	ABC Weed	Charles Sawyer, p J. P. Williams, evp C. N. Evans, m Robert Christol, pd	John McEaney, pmm Victor Bushong, ce Pete Hansson, nd & sd Alice Bahman, wd	L-W, St. AP RCA
WJEL 1947	1600 500-D	Champion City Bcstg. Co. 120 S. Limestone St. 3-4676	PBS	D. J. Parsons, p Frank C. Bolin, g & cm Paul Miller, pd Frank Knull, ce	Dick Davis, nd Bill Coffee, fd Bernie Crocker, sd Lu Bolin, wd	UP RCA
WWSO 1947	1210 250-D	Radio Springfield Inc. Chamber of Commerce Bldg. 3-6488	LBS IMS	Bradley Kincaid, p & gm E. Pournelle, cm Ford Rush Jr., pd Ed Stuepak, ce	Bill Ditzell, nd Bob Yontz, sd Cordelia Compston, wd	Cole AP Col.

STUEBENVILLE

WSTV 1940	1340 250	The Valley Bcstg. Co. Exchange Realty Bldg. 2-6265	MBS Ohio Standard Pearson	Jack N. Berkman, p John J. Laux, g & cm Geo. H. Wilson Jr., pd Charles Donley, pmm & sd Charles S. Shepherd, ce	Joseph M. Troesch, asst. gm Ruston E. Marshall, nd Francis Taylor, fd Mary B. Worstall, wd	Wid. UP WE
WSTV-FM 1947	Ch. 268 (B) 103.5mc 2kw					WH

TOLEDO

WSPD 1921	1370 5,000 DA-N	The Fort Industry Co. 136 Huron St. Adams 3175	NBC Katz	George B. Storer, p E. Y. Flanigan, gm Glenn Jackson, pd Richard Gourley, pmm Wes Shannon, loc. sim	Wm. Stringfellow, ce James Uebelhart, nd Les Dana, fd Bob Evans, sd Ginnv Woods, wd	L-W, Thes. WE
WSPD-FM 1947	Ch. 268 (B) 101.5mc 20kw					RCA
WSPD-TV 1948	Ch. 13 210-216mc 12.33kw-aur.; 25kw-vis.		ABC CBS, DuMont NBC	Elaine Phillips, film d	Al Reufel, studio d	UP, INS RCA
WTOD 1946	1560 1,000-D	Unity Corp. Inc. 515 Madison Ave. Garfield 5551	Headley-Reed	Edward Lamb, p Sunne Miller, g & cm Doug Tabner, pd, pmm, nd & sd	Robert Sowers, ce Ernest Capron, fd Isabel Greenbaum, wd	L-W AP Ray.
WTRT (FM) 1947	Ch. 260 (B) 99.9mc 8.8kw	(WTOD, AM affiliate)				RCA
WTOL 1938	1230 250	Community Bcstg. Co. Bell Bldg. Adams 3291	ABC Raymer	Frazier Reams, p Thomas Bretherton, gm Morton Neipp, cm Karl R. Nelson, pd & pmr.	Harold Holmes, ce Art Barrie, nd Ken Lawrence, fd Donald Miller, sd	AP, UP WE
WTOL-FM 1949	Ch. 284 (B) 104.7mc 1.25kw					

WARREN

WHHH 1941	1440 5,000 DA-2	The Warren Tribune Radio Station Inc. 106 Main St. 2212-9	MBS Ra-Tel	Helen Hart Hurlbert, p H. R. Farrall, gm Carl Raymond, pd & pmm	Hugo A. Bondy, ce Kenneth Halterman, sd John J. Smally, sd	Assoc., SES. UP RCA
--------------	--------------------	---	---------------	---	--	---------------------------

WOOSTER

WWST 1947	960 500-D	Wooster Republican Printing Co. Wooster 760		E. B. Evans, gm Keith S. Gordon, cm E. D. Gooding, pd		St., Wid. AP
WWST-FM 1947	Ch. 283 (B) 104.5mc 13kw					

WORTHINGTON

WRFD 1947	880 5,000-D	Peoples Bcstg. Corp. 649 High St. 2-5342	LBS Taylor	Fred A. Palmer, gm J. D. Bradshaw, cm Robert C. Miller, pd & fd	Harold Schaaf, ce Winfred Arthurs, nd Helen Fusco, wd	St. AP, INS RCA
WRFD-FM 1950	Ch. 250 (B) 97.9mc 340kw					

YOUNGSTOWN

WBBW 1949	1240 250	Mahoning Valley Bcstg. Corp. Warner Theatre Bldg. 44421	Forjoe	John Cherpack Jr., p & ce Gene Trace, vp, g & cm Anthony N. Ross, pd & pmm	Dick O' Hara, nd Fred Rollason, sd Betty Hanzel, wd	Assoc., Cap. L-W AP, INS RCA
WFMJ 1939	1390 5,000 DA-N	The WFMJ Bcstg. Co. 101 W. Boardman St. 3-4121	ABC Headley-Reed	Wm. F. Maag Jr., p & gm Leonard Nasman, c & pmm Ronald Richards, pd	Frank A. Dieringer, ce Kathryn Leskosky, traffic m Wm. Crooks, nd	SES, Thes. AP, UP RCA
WFMJ-FM 1947	Ch. 285 (B) 105.1mc 50kw					

Data corrected to Dec. 6, 1950. If executives or services for FM or TV 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, night only. DA-1—Directional Antenna, night only. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



*when you measure*

# YOUNGSTOWN

## **MEASURE WHAT YOU'RE BUYING AGAINST THESE W B B W PLUSSES—**

- + number 1 Hooperated station from 2:30 pm to 6:00 pm daily: ranks near the top for the rest of the broadcast day.\*
- + delivers a thousand listeners at 16.9% less than the next lowest cost station.
- + two of the top-tuned-to disc jockies in area are on WBBW
- + "the" sports station for over a half million listeners
- + exclusive rights for all Cleveland Indian baseball games
- + the only fulltime independent in this half million consumer market

*Use your tape-measure on the market, too . . . estimated retail sales for 1949: \$650,273,000; estimated drug sales for '49: \$15,780,000; food sales: \$152,048,000; total radio homes: 194,160; total population for five county area: 661,900.*

*Results? They're measurable, too. And right in line with costs.*

*Serving Ohio's  
Third Largest Market*

**1240 KC MAHONING VALLEY BROADCASTING CORP.**

**The lowest cost per thousand in Youngstown. We—or Forjoe—can prove it!**

\* Hooper Station Aud. Index, Oct.-Nov. 1949

OHIO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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.	Transc. Library News Service Transmitter
<b>YOUNGSTOWN—(Continued)</b>					
WKBN 1926	570 5,000 DA-N	WKBN Bcstg. Corp. 17 N. Champion St. 42122	CBS Raymer	W. P. Williamson Jr., p & gm J. L. Bowden, sta. d Don Brice, prog. & prod. d Howard Rempes, pmm B. T. Wilkens, ce	Jack Jurey, news editor Stu Wilson, fd Don Gardner, sd Ellamae Casteel, wd Wld., L-W UP RCA
WKBN-FM 1947	Ch. 255 (B) 98.9mc 18.5kw				..... WH
<b>ZANESVILLE</b>					
WHIZ 1924	1240 250	Southeastern Ohio Bcstg. System Inc. Lind Arcade Bldg. 2-5431	NBC Pearson	Clay Littick, p Vernon A. Nolte, gm Nate Milder, cm Robert Maley, pd & pmm	William Hunt, ce Allan Land, nd Robert Wagner, sd Wld. AP RCA & WE
<b>OKLAHOMA</b>					
<b>ADA</b>					
KADA 1934	1230 250	KADA Bcstg. Inc. First Nat'l. Bldg. 12	ABC, KBS Oklahoma Taylor	Dr. C. C. Morris, p Bill Hoover, vp & gm Brown Morris, secy.-treas. & m Bruce Ligon Jr., pd	Zelmadean Woods, pmm & wd George A. Miller Jr., ce Morgan M. Teague, nd & fd St. AP Col.
<b>ALTUS</b>					
KWHW 1947	1450 250	Altus Bcstg. Co. Inc. Altus 1405	MBS, KBS Best	Frank E. Wimberly, p & gm Ernest Baucum, ce	..... AP Ray.
<b>ARDMORE</b>					
KVSO 1935	1240 250	John F. Easley 112½ N. Washington 3030	ABC Oklahoma Taylor	John H. Easley, p Albert Riesen, gm John E. Riesen, cm Dolly Dutton, pd	Gayley Vernell, pmm Wm. Kolb, ce Welten Peden, nd Assoc. AP Col.
<b>BARTLESVILLE</b>					
KWON 1941	1400 250	Bartlesville Bcstg. Co. 100 Union Nat'l. Bank 1400	MBS	J. Fred Case, p, g & cm Bob Walker, pd & nd	John Collins, pmm James A. Wireman, ce ..... AP WE
<b>CHICKASHA</b>					
KWCO 1946	1560 250-D CP: 250 DA-N	Washita Valley Bcstg. Fourth & Grand 2899	MBS Oklahoma	C. E. Wilson, co-o, g & pmm Phil Jackson, co-o & cm	Lorene Null, pd Neal Allen, ce ..... AP G

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliates names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

*'Tell yo' what I'm gonna do'—*

**Zanesville**

**AFFILIATED WITH NBC**

**WHIZ**

**"Say You're Lookin' For A Little Jim Dandy Test Market? Step a little closer and I'll let you in on a big thing.**

ZANESVILLE, OHIO with 50,000 metropolitan population. A trading area of six Southeastern Ohio counties with over 250,000 people. A distribution center for food and drug products.

And mister, you can give your product or your copy a real shake-down on WHIZ. Yes sir—there's a little 250 watt station wearing 5,000 watt baats. Nathin' like it anywhere. Production—live programming—personalities on the air—news coverage like the dew in Dixie—PLUS solid NBC programming.

Ya' say ya' want more for your money? Well—y' haven't heard the best. That little station has a BMB of 25,000 and an average share of audience of 60 percent morning, noon and night.

Tell yo' what I'm gonna da. Gonna' send you to a guy around the corner . . . up three flights . . . knock twice . . . and ask for John E. Pearson. If a blond answers ya' got the wrong place.





Oklahoma has always  
had big ears for

**WKY**

By any audience measuring stick you care to choose, WKY is the dominant station in Oklahoma's biggest market. Look at Hooper! Look at BMB! Look at "Listener's Diary"! Look at advertisers' results! They all prove the same fact — that only WKY can give you the audience, coverage and results you want and need in Oklahoma's most important market!



Now it has  
big eyes for

**WKY-TV**

Who said television is just a "big city" medium? Practically a whole STATE is looking at WKY-TV! And here's why. We have a 966 foot antenna . . . an extremely favorable terrain . . . the perfect channel 4 frequency . . . the finest modern equipment, plus the priceless ingredient . . . *listener loyalty* . . . built up over the years by WKY-AM. Your KATZ representative will be glad to give you the facts and figures.

**WKY**

TV AM

**OKLAHOMA CITY**

930 KILOCYCLES • NBC

**CHANNEL 4**

NBC • CBS • ABC

OWNED AND OPERATED BY

**THE OKLAHOMA PUBLISHING CO.**

WKY, OKLAHOMA CITY • THE DAILY OKLAHOMAN

OKLAHOMA CITY TIMES • THE FARMER-STOCKMAN

REPRESENTED BY

**THE KATZ AGENCY, INC.**

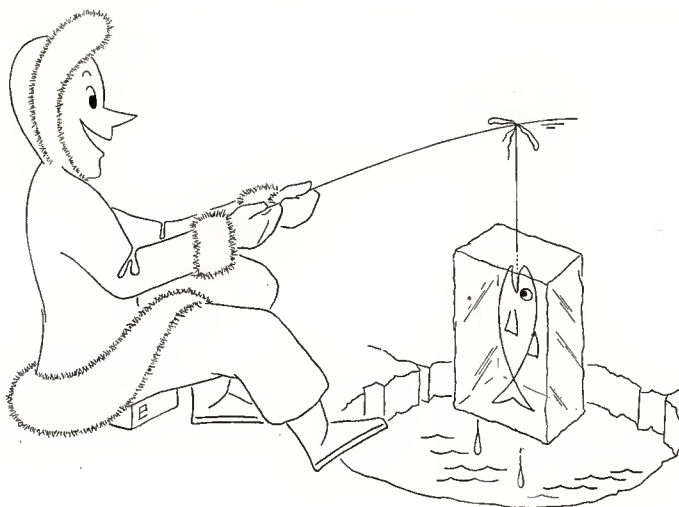
DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

OKLAHOMA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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	Transc. Library News Service Transmitter
<b>CLINTON</b>						
KWOE 1949	1320 1,000-D	Western Oklahoma Bcstg. Co. P. O. Box 706 618	LBS Oklahoma Best	V. M. Preston, gm, secy.-treas. & sd Lew Preston, pd & nd D. W. Savage, ce	Bill Lauderdale, fd	SES. UP Ray.
<b>CUSHING</b>						
KWHP (CP)	1600 500-D	William Howard Payne				
<b>DUNCAN</b>						
KRHD 1947	1350 250-LS 100-N	Duncan Bcstg. Co. P. O. Box 1192 1350	MBS	J. P. Burnett, sm		
<b>DURANT</b>						
KSEO 1947	750 250-D	Democrat Printing Co. P. O. Box 511 2200	Oklahoma	R. F. Story, ptrn. Bennett Story, ptrn. Leroy W. Moses, gm Alene Jones, office m	L. O. Wilcox, ce	St. AP GE
KSEO-FM 1947	Ch. 297 (B) 107.3mc 2.9kw					
<b>EL RENO</b>						
KCHE 1948	1590 500-D	KCHE Bcstg. Co. First Nat'l. Bank Bldg. 2438	KBS	Robert E. Davis, gm Tom Gilmore, pd		St. UP
<b>ELK CITY</b>						
KASA 1932	1240 250	Southwest Bcstg. Co. 1500 North Randall 731	MBS	Lonnie J. Preston } Alice Howenstine } co-o Lonnie J. Preston, p, gm & fd Alice Howenstine, bus. m & wd	E. L. O'Hearn, cm & sd R. Odell Preston, pd George K. Fenter, ce	..... UP Ray.
<b>ENID</b>						
KCRC 1930	1390 1,000 DA-1	Enid Radiophone Co. Broadway Tower 447	ABC Oklahoma Taylor	Milton B. Garber, p George L. Tarter, gm H. P. Hale, cm Roger Stoner, pd & pmm	Murray D. Coleman, ce Dick Brown, nd Bill Orum, sd Jean Harvey, wd	St. AP Col.
KCRC-FM 1948	Ch. 274 (B) 102.7mc 5.2kw					..... GE
KGWA 1950	960 1,000 DA-1	Public Bcstg. Service Inc. 115½ East Broadway 4230	MBS Rambeau	Geo. Hutchison, p H. J. Godschalk, g, c & pmm Tom Belcher, pd Wm. Teitzel, ce	Fred Collins, nd Hi Roberts, fd Neil Baird, sd Bete Mitchell, wd	..... Cap. UP G
<b>FREDERICK</b>						
KTAT 1948	1570 250-D	Frederick Bcstg. Co. Hotel Frederick 1010	KBS, LBS Oklahoma Best	J. D. Jones Jr. Ron W. Wheeler Jr. } ptrns. Winston A. Jones } J. D. Jones Jr., gm & ce	Buck Wagnon, cm Mary Wheeler, pd & wd Evelyn Jones, pmm Dan Jones, nd	Wld. UP G
<b>GUTHRIE</b>						
KBIG (CP)	1490 250	Leader Pub. Co.				
<b>GUYMON</b>						
KGYN 1948	1220 1,000-D	Plains Bcstg. Co. Inc. 21st & Lelia 888	Best	T. M. Raburn Jr., p & gm James H. Roach, pd Joseph A. Burke, ce	LaVonne Shields, wd	Thes. UP G
<b>HOBART</b>						
KTJS 1947	1420 250-D	T. J. Shriner 315 E. 11th St. 1070	KBS Oklahoma	T. J. Shriner, p, gm & nd M. J. Shriner, cm Darrel D. Foss, ce & sd	Tom Morris, fd	..... AP G
<b>HUGO</b>						
KIHN 1948	1340 250	Little Dixie Bcstg. Co. P. O. Box 248 1140	Best	George L. Malone, p James F. Hendrix, gm & nd Billie Van Hoose, pd	Milo E. Holtberg, ce	L-W AP G
<b>LAWTON</b>						
KSWO 1941	1380 1,000 DA-2	Oklahoma Quality Bcstg. Co. 406½ "D" Ave. 1380	ABC Oklahoma Taylor	R. H. Drewry, p Allan Page, gm E. N. Ashlock, cm Morgan Roberts, pd P. N. Goode, pmm	William Buford, ce Jack Drake, nd & fd Leo Morris, sd Susan Shaw, wd	L-W UP WE
<b>McALESTER</b>						
KNED 1950	1460 1,000-D	Pittsburg Bcstg. Co. P. O. Box 73 200		Ray Van Hooser, p & gm Phil Reed, cm, nd, fd & sd Mildred Martin, pd, pmm & wd	Jim Ross, ce	Cap. UP G
KTMC 1946	1400 250	McAlester Bcstg. Co. Municipal Bldg. 2411	ABC, Oklahoma Taylor	William Young, p Roy Judge, gm, pd & pmm Robert Baggett, cm	Robert Schllb, ce Howard Martin, nd Bill Skeith, sd	St. AP G
<b>MIAMI</b>						
KGLC 1948	910 1,000 DA-1	Miami Bcstg. Co. Miami Hotel 3303	Western Young	Melvin Hutts, p Kenyon Brown, evp Charles L. Unger Jr., gm John M. Kennedy, cm	Bill York, pd Louis E. Stone, ce Joe Griffiths, fd Russell Martin, sd	St. AP WE
<b>MUSKOGEE</b>						
KBIX 1936	1490 250	Oklahoma Press Pub. Co. P. O. Box 1512 303	ABC Oklahoma Taylor	Tams Bixby Jr., p Tams Bixby III, vp Ernest Watson, m & cm	Wally Weber, asst. & pmm Eugene O. Edwards, ce	RCA UP RCA
KBIX-FM 1948	Ch. 253 (B) 98.5mc 3.3kw					..... GE
KMUS 1948	1380 1,000-LS 500-N DA	Eastern Oklahoma Bcstg. Corp. 412½ Court St. 656	MBS Oklahoma	R. M. Mountcastle, p Jimmie Barry, g, c & pmm Harvey E. Marsh, pd	James E. Keitel, ce Roger Hathorn, sd Nancy Howard, wd	..... UP G
KMUS-FM 1947	Ch. 268 (B) 101.5mc 8.7kw	Muskogee Bcstg. Co.		W. J. Rea Sr., p		..... WE

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.





# Are You A "Clarence Birdseye"?

**We know you're busy so the moral of this isn't long in coming**

The temperature was 50° below zero in Labrador about 1915 when Clarence Birdseye caught a fish and watched it freeze instantly. When thawing it out days later in a bucket of water the fish flipped its tail and swam about. With the eating of the fish this could have been the end of the story except... for a man like Clarence Birdseye it was the beginning of the story... of the \$700 million (last year) frozen food industry.

The same is true in buying the Oklahoma market. The time buyer who is not too busy... to compare coverage, rates, promotional cooperation of, and listener loyalty to, Oklahoma City radio stations... opens immense rewards to himself and the client for whom he is buying time. For a complete story contact us or our representative, O. L. Taylor Co.

# K T O K

*Covering the rich Oklahoma market from...*

## **OKLAHOMA CITY**

1000 KC • 5000 WATTS DAY • 1000 WATTS NIGHT

**DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES**

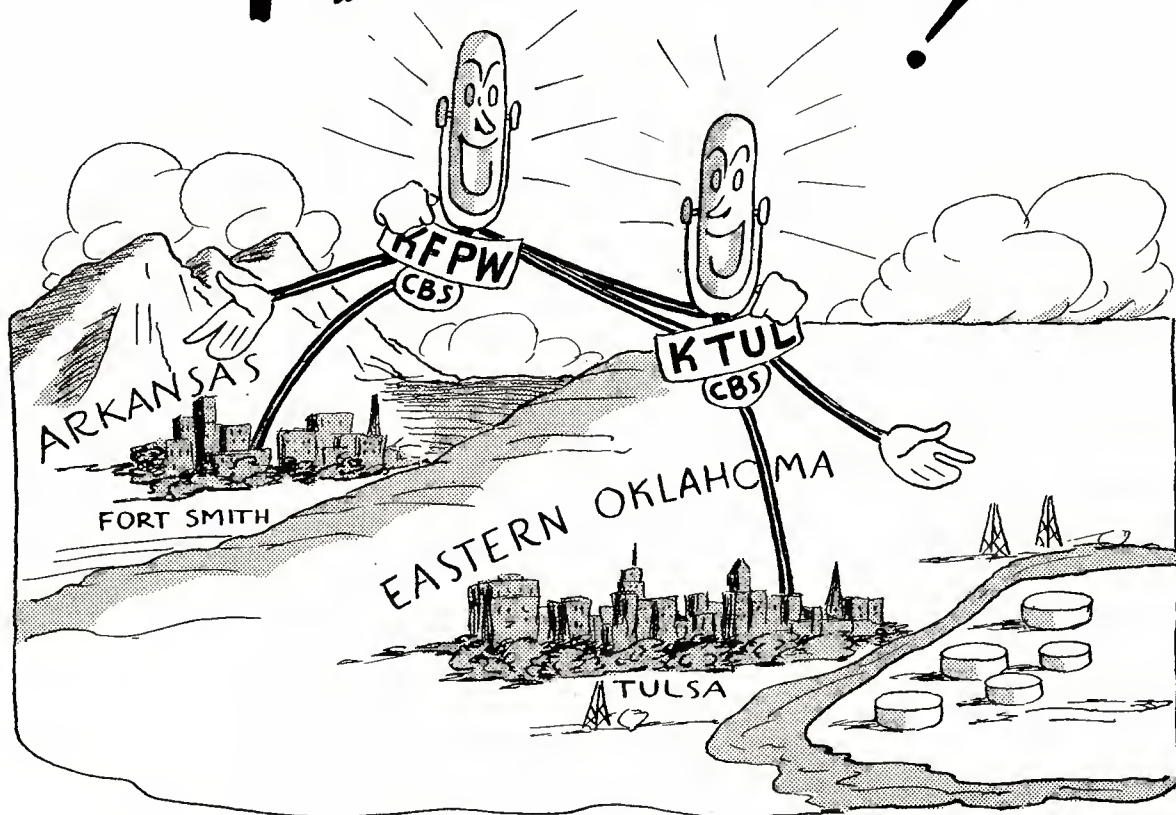
**OKLAHOMA—(Continued)**

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations Owner or 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.	Transc. Library News Service Transmitter
<b>NORMAN</b>					
KNOR 1949	1400 250	Cleveland County Bcstg. Co. P. O. Box 542 474	Devney	Tol Dickenson, p & cm Wm. S. Morgan, ptrn. Don Daniels, ce	June Morgan, traffic m Ken Lowe, nd Jack W. Payne, sd ..... UP Col.
*WNAD 1920	640 1,000-D	U. of Oklahoma Faculty Exchange 900 ext. 424		John W. Dunn, gm Hugh M. Mix, pd Mima Smethers, pmm & wd	Remy Perot, ce Bill Platt, nd William Neal, sd ..... WE
<b>OKLAHOMA CITY</b>					
KBYE 1947	890 1,000-D	State Bcstg. Co. 9th & Broadway 3-2323	Western Radio Reps	A. Earl Cullum Jr., p Frank J. Lynch, vp & gm Rex M. Lester Jr., cm Harold Shreve, pd	Charles F. Sheaffer, ce Jim Kendall, nd Bill Veidt, sd Kathryn Keeton, wd ..... UP RCA
KLPR 1947	1140 1,000-D	Oklahoma City Bcstg. Co. 128 1/2 W. Commerce 3-6358		Byrne Ross, p, gm & fd Fred Farha, c & pmm Monty Wells, asst. m (Mrs.) Kathleen Burkett, pd	Jacob A. Davis, ce Dick Knowles, nd L. H. Bengston, sd Barbara Riddle, wd ..... Assoc., Cole AP Ray.
KOCY 1938	1340 250	Plaza Court Bcstg. Co. Plaza Court Bldg. 3-4333	MBS Oklahoma Walker	John D. Thomas, p M. H. Bonebrake, gm George Collisson, cm Wishard Lemons, pd	R. R. Freehand, ce John Steele, nd Bob Murphy, sd ..... St. AP Col.
KOCY-FM 1946	Ch. 234 (B) 94.7mc 57kw				..... GE
KOMA 1927	1520 50,000 DA-N	KOMA Inc. Biltmore Hotel 2-3291	CBS Avery-Knodel	John Toole Griffin, p J. J. Bernard, gm Raymond Ruff, cm Robert Eastman, pd	Ben H. Holmes, pmm & nd M. W. Thomas, ce Carl Neumann, fd Carroll Freeman, sd ..... L-W, St., SES. UP WE
KOMA-FM 1948	Ch. 290 (B) 105.9mc 3.6kw				..... UP
KTOK 1927	1000 5,000-LS 1,000-N DA-2	KTOK Inc. 1800 West Main St. 3-8352	ABC Taylor	O. L. Taylor, p Edgar T. Bell, gm E. L. Colbourn, cm	..... Cole, Wld. AP, UP
KTOK-FM 1946	Ch. 282 (B) 104.3mc 43kw				.....
KTOW 1948	800 250-D	Sooner Bcstg. Co. 3300 Apco Tower 2-6367	LBS Forjoe	Ralph Ball, p Cal Perley, g B. M. Grotkop, cm	Bill Bryan, pd, pmm, nd & sd Elmo Black, ce Jane Whiteside, wd ..... Wld. UP GE
WKY 1920	930 5,000 DA-N	WKY Radiophone Co. Skirvin Tower 3-4306	NBC Katz	E. K. Gaylord, p P. A. Sugg, sm Robert Chapman, cm Paul O. Brawner, pd	Gene Dodson, pmm H. J. Lovell, ce Hoyt Andres, adm. asst. Sandy Saunders, fd ..... St., Assoc. AP, UP RCA
WKY-TV 1949	Ch. 4 66-72mc 6.2kw aur.; 12.1kw vis.		ABC, CBS DuMont, NBC	P. A. Sugg, sm & vp Robert Olson, pd	.....
<b>OKMULGEE</b>					
KHBG 1947	1240 250	Okmulgee Bcstg. Corp. Oddfellows Bldg. 3646	MBS, KBS Oklahoma Taylor	Harold E. King, gm Dan Kenan, cm, nd & fd Bill Davis, pd & sd	William Thomson, ce Fern McAfee, wd ..... AP RCA
<b>PAULS VALLEY</b>					
KVLH 1947	1470 250-D	KVLH Bcstg. Co. Highway #77 North 1470	LBS, KBS Oklahoma	James T. Jackson, p Phil Crenshaw, gm H. Edward Walker, cm	George A. Rountree, ce E. E. Hill, nd & sd ..... Wld. UP Col.
<b>PONCA CITY</b>					
WBZB 1928	1230 250	Ponca City Pub. Co. Cleveland & N. 3rd 3311	MBS, KBS Oklahoma Ra-Tel	Clyde E. Muchmore, ptrn. Gareth Muchmore, ptrn. & nd Cy Casper, gm M. E. Sheid, cm	Shelden E. Bonewell, pd & pmm Kenneth E. Ruppe, ce Bob Nelson, fd Bill Platt, sd ..... St. AP G
<b>PRYOR</b>					
KOLS 1950	1570 250-D	Lakes Area Bcstg. Co. Fifth & Mill Sts. 1263	Oklahoma	Mr. & Mrs. L. L. Gaffaney & Mr. & Mrs. J. B. Smith, ptrns. L. L. Gaffaney, gm & nd Fred Taylor, cm	Dell Roy Guthrie, pd Dave Hickman, ce Gerald Harmon, sd Orpha Gaffaney, wd ..... St. AP G
<b>SEMINOLE</b>					
KSMI 1948	1260 500-D	KADA Bcstg. Inc. P. O. Box 1351 1260	MBS	Dr. C. C. Morris, p Bill Hoover, gm Pat Murphy, cm & sd Don Owen, pd & nd	Betty Jo Hughes, pmm & wd Warren W. Abbott, ce Brown Morris, treas. Gene Tobaben, fd ..... St. UP Col.
<b>SHAWNEE</b>					
KGFF 1930	1450 250	KGFF Bcstg. Co. Inc. Federal Nat'l. Bldg. 4390	ABC Oklahoma Taylor	Oscar S. Stauffer, p E. D. Harvey, g & cm Bill Maugans, pd & sd	Robert R. Martin, ce Glen Pool, nd Richard Moore, fd ..... Wld. AP Col.
<b>STILLWATER</b>					
KSPI 1947	780 250-D	Stillwater Pub. Co. P. O. Box 231 311	MBS, LBS Oklahoma Ra-Tel	C. R. Bellatti, p L. F. Bellatti, gm Braxton L. Combs, pd Bob Burton, pmm & nd	Paul McCullom, ce Jim Wells, fd Jones Ramsey, sd ..... St. UP WE
KSPI-FM 1947	Ch. 230 (B) 93.9mc 3.1kw				.....
<b>TULSA</b>					
KAKC 1946	970 1,000-LS 500-N DA-2	Public Radio Corp. 412 E. 5th St. 4-2401	Oklahoma Walker	S. E. Avey, p & treas. James L. Neal, vp & gm Glen A. Harmon, cm John B. Wheeler, pd Ramon King, pmm	M. M. Donley, ce Ken Reed, nd Mack Creager, sd Marge McCartney, wd ..... L-W AP Col.
KAKC-FM 1947	Ch. 238 (B) 95.5mc 9.5kw				.....
KFMJ 1946	1050 1,000-D	Fred Jones Bcstg. Co. 13th S. Boston 5-5555	LBS IMS	Fred Jones, p Lawson Taylor, gm Jack Betz, cm M. McGugan, pd C. Abbett, pmm	Nate Wilcox, ce Bob Parker, nd Don Brewer, fd Jay Jones, sd Joy Bannister, wd ..... St. UP WE
KOME 1938	1300 5,000-LS 1,000-N DA-2	Oil Capital Sales Corp. 8th at Main 3-4121	MBS Weed	Harry Schwartz, p Dick Campbell, gm & nd Claude Evans, pd	Ann Fountain, pmm & wd Roy Brown, ce ..... St. AP WE

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



# THIS IS IT!



## IN ONE PACKAGE!

THE BILLION-DOLLAR MARKET OF EASTERN OKLAHOMA'S MAGIC EMPIRE—PLUS THE RICH PLUM OF ARKANSAS' WESTERN OZARK REGION!

- ★ **ONE OPERATION**
- ★ **ONE REPRESENTATIVE**  
(AVERY-KNODEL, Inc.)
- ★ **ONE NETWORK** →
- ★ **ONE BUY - THE BEST**



# KTUL - KFPW

JOHN ESAU—Vice President-General Manager

AFFILIATED WITH KOMA, OKLAHOMA CITY

OKLAHOMA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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	Transc. Library News Service Transmitter
<b>TULSA—(Continued)</b>						
KOTV (TV) 1949	Ch. 6 82-88mc 8.5kw aur.; 16.5kw vis.	George E. Cameron Jr. 302 So. Frankfort 2-9233	ABC, CBS, NBC, DuMont	George E. Cameron Jr., p Maria Helen Alvarez, gm John B. Hill, cm	James M. Orchard, pd George Jacobs, ce Robert Freeland, pub. rel. d.	UP, INS RCA
KRMG 1949	740 50,000-LS 25,000-N DA-1	All-Oklahoma Bcstg. Co. 311 S. Denver 5-3291	ABC Western Blair	Robert S. Kerr, p Dean A. McGee, evp Robert B. Jones Jr., gm C. B. Akers, vp Frank S. Lane, cm	Perry Ward, pd Montez Tjaden, pmm Alden F. Wooster, ce Gleen Condon, nd & fd	Cap. AP RCA
KTUL 1934	1430 5,000 DA-N	Tulsa Bcstg. Co. Boulder-on-the-Park 2-3191	CBS Avery-Knodel	John T. Griffin, p John Esau, vp & gm L. A. Blust, cm Karl F. Jansen, pd George L. Ketcham, pmm	Robert E. Snider, ce Jack Morris, nd Jim Rosson, fd Jack Charuat, sd	L-W UP WE
KTUL-FM 1948	Ch. 246 (B) 97.1mc 1.25kw					
KVOO 1925	1170 50,000 DA-N	Southwestern Sales Corp. 2104 Philtower Bldg. 2-3281	NBC Petry	P. Q. Proctor, p Wm. B. Way, vp & gm Gustav K. Brandborg, cm Thomas W. DeVore, pd Wm. T. McClarin, pmm	L. W. Stinson, ce Ken Miller, nd Sam Schneider, fd John Henry, sd Estelle Blinar, wd	St. Wld. UP, INS WE
<b>WOODWARD</b>						
KSIW 1947	1450 250	Woodward Bcstg. Co. 22nd & Cedar Sts. 1450	MBS Continental	Edward A. Ryan, act. p & gm (Mrs.) Connie Shimeall, pd	George Archer, ce	Cole, L-W AP WE
<b>ALBANY</b>						
KWIL 1941	1240 250	Central Willamette Bcstg. Co. Queen Ave. & Elm Sts. 1234	MBS Don Lee Keating	R. R. Cronise, p Chester B. Wheeler, gm Warren Stoffer, cm LeRoy Jolley, pd	Ken McCoy, pmm & nd Herb Davidson, ce & fd Hal Byer, sd Carley Copenhaver, wd	St. Wld. UP RCA
KWIL-FM 1947	Ch. 269 (A) 101.7mc 0.71kw					
<b>ASHLAND</b>						
KWIN 1946	1400 250	Rogue Valley Bcstg. Co. Inc. 1160 Helman Rd. 2-1351	KBS Gene Grant	M. S. Hamaker, p Edward P. Barnett, gm Lane Bardeen, c & pmm Doyle D. Seely, pd, nd & fd	Philip R. George, ce Ned Liebman, sd Clara Daniels, wd	Wld., St. AP G

OREGON

KWIL 1941	1240 250	Central Willamette Bcstg. Co. Queen Ave. & Elm Sts. 1234	MBS Don Lee Keating	R. R. Cronise, p Chester B. Wheeler, gm Warren Stoffer, cm LeRoy Jolley, pd	Ken McCoy, pmm & nd Herb Davidson, ce & fd Hal Byer, sd Carley Copenhaver, wd	St. Wld. UP RCA
KWIL-FM 1947	Ch. 269 (A) 101.7mc 0.71kw					
KWIN 1946	1400 250	Rogue Valley Bcstg. Co. Inc. 1160 Helman Rd. 2-1351	KBS Gene Grant	M. S. Hamaker, p Edward P. Barnett, gm Lane Bardeen, c & pmm Doyle D. Seely, pd, nd & fd	Philip R. George, ce Ned Liebman, sd Clara Daniels, wd	Wld., St. AP G

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

**KRMG** ★ TULSA

50,000 WATTS  
25,000 WATTS NIGHT  
740 KC. ABC

● OKLAHOMA CITY

*Sells the All-Oklahoma Market... PLUS!*

REPRESENTED BY:  
**JOHN BLAIR & CO.**



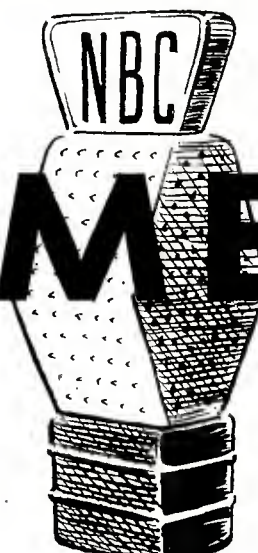
City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transc. Library News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; cm; Sales Mgr. sm; Prog. Dir. pd; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. Jah's Eng. ce; Prom. Mgr. pmm; E. W. Littlehales, pd, nd, fd & sd	
<b>ASTORIA</b>						
KAST 1925	1370 1,000 DA-N	Astoria Bcstg. Co. P. O. Box 445 95	MBS, KBS McHugh	R. D. Holmes, m		St. AP
KVAS 1950	1050 250-D	Clatsop Video Bcstrs. 612 Commercial St. 41	Keating	L. E. Parsons E. W. Littlehales J. W. Spencer } ptrns.	L. E. Parsons, gm & ce J. W. Spencer, pmm E. W. Littlehales, pd, nd, fd & sd	Wld., Assoc. UP GE
<b>BAKER</b>						
KBKR 1939	1490 250	Inland Radio Inc. First & Court St. 140	KBS, LBS Oregon Trail	Lee W. Jacobs, p Kenneth B. Lockwood, gm Milton L. Levy, c & pmm Kenneth F. Holden, pd, nd & sd	Walter A. Bobisud, ce Mal Waltman, fd Grace Baer, wd	Wld. UP .....
<b>BEND</b>						
KBND 1938	1270 1,000 DA-N	Central Oregon Bcstg. Co. 1101 Wall St. 848	MBS Don Lee Grant	Frank H. Loggan, p & gm W. H. Barton, cm Jack Thornton, pmm	Kessler Cannon, pd, nd & fd Robert Dickinson, ce	St. UP RCA
<b>COOS BAY</b>						
KOOS 1928	1230 250 CP: 630 1,000 DA	KOOS Inc. 505 Hall Bldg. 4321	MBS	Sheldon F. Sackett, p Fred F. Chitty, gm Hal Shade, sm Jack Irvine, cm	Sara Spaug, pd Roger L. Spaug, ce Brad Cole, nd & sd (Mrs.) Lucy Johnson, wd	..... AP, UP RCA
<b>COQUILLE</b>						
KWRO 1949	1450 250	KWRO Inc. Box 396 3961	KBS Gene Grant	Walter L. Read, ptrn. Wm. E. Walsh, ptrn. William A. Cook, slm & sd David L. Riggs, pd	Lillian W. Joubert, office m & wd L. Phillip Linn, ce Curt Raynes, fd	Assoc., Cole AP .....
<b>CORVALLIS</b>						
*KOAC 1922	550 5,000 DA-N	Oregon State College Corvallis 526		James M. Morris, prog. m, pd & sd Grant S. Feikert, ce Clinton A. Gruber, nd	Arnold C. Ebert, fd Eleanor Woodson, wd	..... UP WE
KRUL 1947	1340 250	Pacific States Radio Co. 1221 S. Fifteenth St. 1504	KBS, LBS Viking Keating	J. C. Haley Sr., p Clair W. Peck, g & cm Steve Evans, pd James Bailey, pmm	Wayne Loerke, ce Pat McHugh, traffic d & wd Clayton Raker, fd Ted Carlson, sd	L-W AP GE
<b>THE DALLES</b>						
KODL 1940	1230 250-LS 100-N	Western Radio Corp. Scenic Dr.	KBS Keating	V. B. Kenworthy, p Paul E. Walden, m		
<b>EUGENE</b>						
KASH 1947	1600 1,000 DA-N	Radio Air Ways Inc. Day Island Rd. 5-3357	KBS Cooke	E. L. Kincaid, p & gm Clare Mattingly, asst. gen. & pmm & nd	Paul Plank, cm Laura Nidever, pd & wd William Riley, ce	Cap., SES. UP Col.
KERG 1949	1280 1,000 DA-N	Eugene Bcstrs. Inc. Studio Bldg. 5-4304	Western	Alton F. Baker, p L. W. Trommlitz, gm Herb Michael, cm Reginald Roos, pd	Calvert Applegate, ce Jack Craig, nd Earl Bitton, fd John Tasnady, sd	St. AP G
KORE 1926	1450 250	Lane Bcstg. Co. Box 1032 4-4214	MBS Don Lee McKinney	Glenn McCormick, d Lee Bishop, gm Bob Hillyer, cm Bob Eubanks, pd	Floyd Viken, ce Dolph James, nd & fd Virg Parker, sd Fay Carlson, wd	Wld. UP .....
KUGN 1946	590 1,000 DA-N	KUGN Inc. P. O. Box 590 4-8216	ABC Meeker	C. H. Fisher, p S. W. McCready, gm L. N. Young, cm L. S. Ready, pd	George Hathaway, ce Jack Billings, nd Gere Arnold, wd	L-W AP RCA
KUGN-FM 1947	Ch. 256 (B) 99.1mc 8kw					
<b>FOREST GROVE</b>						
KFGR 1950	1570 250-D	Irving V. Schmidtke Rt. 2, Box 59, Sunset Dr. 5791		Irving V. Schmidtke, o, gm & ce Ralph Sanders, cm & nd	Robert Roberts, pd & pmm Eleanor Schmidtke, wd	St. AP Ray.
<b>GRANTS PASS</b>						
KUIN 1939	1340 250	So. Oregon Bcstg. Co. P. O. Box 148 4477	MBS Don Lee Grant	A. E. Voorhies, p E. A. Malone, gm Jack Sivert, cm	Dave Allen, pd N. L. Williams, ce Harry Carmichael, nd	Wld., Mac. AP WE
KGPO(FM) 1948	Ch. 245 (B) 96.9mc 3.1kw	(KUIN, AM affiliate)				
<b>HOOD-RIVER</b>						
KIHR 1950	1340 250	Oregon-Washington Bcstrs. Hood-River 1561		C. H. Fisher, ptrn. & gm C. O. Fisher, ptrn. Don McCutcheon, sm	Robert Houghlum, ce	
<b>KLAMATH FALLS</b>						
KFJI 1922	1150 5,000-LS 1,000-N DA	W. D. Miller P. O. Box 692 2-2551	MBS Grant	W. D. Miller, p & gm Jack Keating, c & pmm Ed M. Boyd, ce	Wm. Wentworth, pd, nd & sd C. A. Poteet Jr., fd Marian Cronin, wd	Wld. UP Col.
KFLW 1946	1450 250	Herald Pub. Co. P. O. Box 941 8115	ABC McKinney	Frank Jenkins, p Bud Chandler, gm Aaron Boe, cm Marjorie Eagle, pd & wd	Gilbert Walter, ce Charles McFarlan, nd Paul Alexander, fd Floyd Wynne, sd	St. AP G
<b>LA GRANDE</b>						
KLBM 1938	1450 250	Inland Radio Inc. Old Oregon Trail 220	KBS, LBS Oregon Trail	Lee Jacobs, p John Jones, gm & sd Ken Lillard, cm	Marjorie Simcox, pd & wd James L. Sams, pmm & nd Murray Durham, ce & fd	L-W UP RCA
<b>LEBANON</b>						
KGAL 1950	930 1,000 DA-2	W. Gordon Allen Lebanon 8631	KBS LBS	W. Gordon Allen, p Glasco Branson, g, c & pmm, nd, fd & sd	Madeline Allen, pd & wd Ed McElroy, ce	Wld. AP G
<b>McMINNVILLE</b>						
KMCM 1949	1260 1,000 DA-N	Yamhill Bcstrs. Lafayette Ave. 3811	LBS Paschal	Jack B. Bladine, p Louis F. Gillett, gm Glasco Branson, cm Milt Muir, ce	Homer Rhose, nd Dudley Gaylord, fd & sd Betty Barton, wd	Cap., L-W AP WE

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

OREGON—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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.	Transe. Library News Service Transmitter	
<b>MEDFORD</b>						
KMED 1922	1440 5,000-LS 1,000-N	Radio Medford Inc. P. O. Box 1306 2-4000	NBC Meeker	Vernon J. Robinson, p Jennings Pierce, gm Bill Hansen, cm Bud Hohensee, pd, nd & fd	Jack Ellison, pmm & sd Ray Johnson, ce Russ Jamison, pdm Ann Jennings, wd	St., Mac. UP RCA
KYJC 1947	1230 250	Medford Printing Co. Barnett Rd. 2-5277	ABC Grant	Robert W. Ruhl, p James J. Dunlevy, gm Douglas Gaines, cm John Ahern, pd & nd	Rodney Richards, ce Tom MacLeod, sd Betty Brugman, wd	L-W UP RCA
<b>NEWPORT</b>						
KNPT 1948	1310 1,000 DA-N	Yaquina Radio Inc. P. O. Box 276 560	Keating	Thomas R. Becker, p & gm Joe M. Kortman, cm Hal Bigger, ce & nd	Tommy Bracanovich, sd	Wld. AP Col.
<b>NORTH BEND</b>						
KFIR (CP)	1340 250	Bay Bcstg. Co.				
<b>ONTARIO</b>						
KSRV 1946	1450 250	Inland Radio Inc. Old Oregon Trail 212	LBS Oregon Trail	Lee W. Jacobs, p Gordon L. Capps, vp, gm & sd John W. Powell, cm Hal Corwin, pd & fd	Charles E. Harland, ce Robert E. Davis, nd Elaine Capps, wd	Wld. UP RCA
<b>OREGON CITY</b>						
KGON 1947	1230 250	Clackamas Ecstrs. Inc. P. O. Box 391 5249	LBS Radio Sales	Dr. John H. Fitzgibbon, p Irwin S. Adams, g, c & pmm H. I. Jackson, asst. m Delmar Lundboom, pd & nd	Robert Brower, ce Gene Good Jr., sd Laurie Lauritzen, wd	Wld. AP G
<b>PENDLETON</b>						
KWRC 1941	1240 250	Western Radio Corp. P. O. Box 178 1425		V. B. Kenworthy, p & gm Ted A. Smith, sm Jack D. Webb, cm	Pete S. Hansen, pd Robert E. Fay, ce	UP RCA
<b>PORTLAND</b>						
KBKO 1948	1290 1,000-D	Mercury Bcstg. Co. 3908 N. E. Sandy Blvd. Webster 1290	Forjoe	Gordon Bambrick, p, g & cm & pd Harold Krieger, vp & ce	Eddie Leahy, sd	UP
*KBPS 1923	1450 250	Benson Polytechnic 546 N. E. 12th Ave. Empire 4586				
KEX 1926	1190 50,000 DA-N	Westinghouse Radio Stations Inc. 1230 S. W. Main Capital 1881	ABC Free & Peters	Walter Evans, p J. B. Conley, gm Robert H. Prigmore, cm Mel Bailey, pd Charles L. Burrow, pmm	Thomas Ely, ce Bob Thomas, nd Barney Keep, sd Kay West, wd	Assoc. AP, INS WH
KEX-FM 1948	Ch. 221 (B) 92.3mc 56kw					
KGW 1922	620 5,000 DA-1	Oregonian Pub. Co. 1320 S. W. Broadway Beacon 6364	NBC Petry	H. Quenton Cox, gm Frank H. Coffin, asst. m J. N. Wassan, cm Homer Welch, pd Harold C. Singleton, ce	Don Kneass, nd & act. fd Chuck Foster, nd Rudy Lachenmeier, sd Roberta Lanouette, wd	L-W, Wld. AP, INS Ray.

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



# K M E D

CONLAN SURVEY — OCTOBER 1950

KMED ..... 50.5%

Station B ..... 35.0%

Station C ..... 8.7%

Others ..... 5.8%

# N B C

## 5000 WATTS

1940-1950 JACKSON COUNTY:

RETAIL SALES INCREASE: 241.6%

POPULATION INCREASE: 75.7%

RADIO HOMES: 97.2%

**KMED IS THE ONLY NBC STATION SERVING THE ENTIRE SOUTHERN OREGON—NORTHERN CALIFORNIA MARKET**

# MEDFORD

Represented Nationally by Robert Meeker Associates, Inc.  
New York Chicago Los Angeles San Francisco Lancaster



# the **TOUR TEST** *proves*

**KGW** THE ONLY STATION  
WHICH GIVES THE ADVERTISER  
COMPREHENSIVE COVERAGE

.....in the **OREGON MARKET**

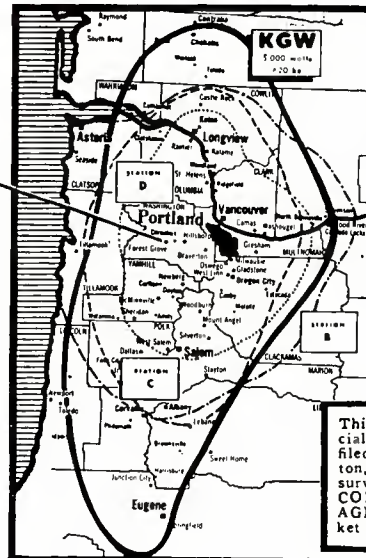


More than a century of development and growth has brought Forest Grove to a leading place in Oregon's economic and cultural scheme. Abundant natural resources, stable business and agricultural activity offer a rich market completely within the Comprehensive Coverage of KGW. A recent Tour-Test, sponsored by KGW with the cooperation of the Oregon State Motor Association, proves the dominance of KGW in this market. The test was witnessed by Walter C. Giersbach, president of Forest Grove's Pacific University. He is pictured in front of the original campus building, a 100-year-old structure built of enduring western wood, the oldest building west of the Mississippi to remain in continuous use for educational purposes. Forest Grove, wealthy in economy and tradition, is yours through Comprehensive Coverage of KGW.

## BROADCAST MEASUREMENT BUREAU SURVEYS PROVE KGW's LEADERSHIP

Actual engineering tests have proved that KGW's efficient 620 frequency provides a greater coverage area and reaches more radio families than any other Portland radio station *regardless of power*. BMB surveys bear out this fact. KGW is beamed to cover the population concentration of Oregon's Willamette Valley and Southwestern Washington.

### TOTAL BMB FAMILIES (From 1949 BMB Survey)



DAYTIME	
KGW	350,030
Station B	337,330
Station C	295,470
Station D	192,630
NIGHTTIME	
KGW	367,370
Station B	350,820
Station C	307,970
Station D	205,440

This chart, compiled from official, half-milivolt contour maps filed with the FCC in Washington, D.C., or from field intensity surveys, tells the story of KGW's **COMPREHENSIVE COVERAGE** of the fastest-growing market in the nation.



**PORTLAND, OREGON**  
ON THE EFFICIENT 620 FREQUENCY

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

OREGON—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; 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	Transe. Library News Service Transmitter
<b>PORTLAND—(Continued)</b>						
KOIN 1925	970 5,000 DA-N	KOIN Inc. P. O. Box 1031 Atwater 3333	CBS Avery-Knodel	Marshall Field, p Harry H. Buckendahl, gm Ted W. Cooke, prog. m John L. Palmer, nat'l adv. m	George Wann, prom. d Louis S. Bookwalter, d of engrg. Lester Halpin, nd Luke Roberts, fd	Wld., Assoc. AP, UP, INS .....
KOIN-FM 1948	Ch. 266 (B) 101.1mc 48.6kw					
KPDQ 1947	800 1,000-D	John W. Davis Panama Bldg. Atwater 2035		John W. Davis, o Wm. E. Richardson, g & cm	Don Zundell, pd Rod Johnson, ce	Cap., Assoc. AP .....
KPFM (FM) 1946	Ch. 246 (B) 97.1mc 1.6kw	Bcstrs. Oregon Ltd. Box 1230 Broadway 7471		Stanley M. Goard, p & gm Thomas Hotchkiss, pd Charles K. Dickson, ce		Assoc., Wld. AP WE
KPOJ 1932	1330 5,000 DA-1	KPOJ Inc. 1019 Southwest 10th St. Broadway 3484	MBS Don Lee Blair	P. L. Jackson, p R. M. Brown, gm Thomas J. Swafford, cm Hugh A. Smith, pd (Mrs.) Isabell Hoyt, pmm	Henry Sturtevant, ce Vernon E. Mueller, nd Alvin D. Bauer, fd Chas. LaFranchise, sd Roxie Frederickson, wd	Thes. UP .....
KPOJ-FM 1948	Ch. 254 (B) 93.7mc 44kw					..... WE
KWJJ 1927	1080 10,000 DA-2	KWJJ Best. Co. Inc. 1011 S. W. 6th Ave. Atwater 4393	Burn-Smith	Wilbur J. Jerman, p & gm Jerry Speerstra, cm Rene Bozarth, pd & nd Ben T. Crosby, pmm	Dwight D. Loomis, ce William A. Hansen, fd Rollie Truitt, sd	St., L-W UP WH
KWJJ-FM 1946	Ch. 238 (B) 95.5mc 3.4kw					..... GE
KXL 1926	750 10,000 DA-1 L-WSB	KXL Bcstrs. Orpheum Bldg. Broadway 6451	Pac. Northwest Walker	H. S. Jacobson, p, g & cm Jackson Fleming, pd Ralph Miffin, ce	Fred Eichorn, nd Ben Buisman, fd	St. UP RCA
<b>PRINEVILLE</b>						
KRCO 1950	690 1,000-D	Radio Central Oregon Prineville 6-239	LBS Viking Gene Grant	Robert M. Bruce, p & gm N. A. Miksche, cm William Clayton, pd & wd Guy Welch, pmm	C. R. Matheny, tech. d Richard Burger, nd & sd Gus Simonson, fd	Cap. UP Col.
<b>ROSEBURG</b>						
KRNR 1935	1490 250	Roseburg News-Review 134 N. Jackson 4	Don Lee MBS, KBS Keating	Frank Jenkins, p Leroy Hiatt, gm Warren Ward, cm Lyle Fenner, pd & fd	Carol Kerr, pmm Max Dick, ce Bob Grant, nd & sd	St. AP G
KRXL 1950	1240 250	Umpqua Bcstrs. Inc. 1640 Medford St. 1890		Donn Radebaugh, p Iris Rice Helliwell, gm Lon D. Hunt, cm	Del McKay, pd Ralph E. Smith, ce Jerry Oliver, sd	L-W UP G
<b>SALEM</b>						
KOCO 1947	1490 250	Loring Schmidt 1426 Edgewater St. 33108	LBS Rambeau	Loring Schmidt, p Carl Ritchie, pd Edward McElroy, ce	Bruce Williams, sd Clare Daniels, wd	Assoc. UP RCA
KSLM 1934	1390 1,000	Oregon Radio Inc. P. O. Box 631 34631	MBS McKinney	Glenn McCormick, p Earle W. Hearbrick, g & cm Dave Hoss, pd	Bill Exline, pmm, nd, fd & sd Clyde Carlton, ce Esther Konantz, wd	Wld., L-W AP, UP WE
<b>TILLAMOOK</b>						
KTIL 1947	1590 250	Tillamook Bcstg. Co. Star Route West 1122	KBS Keating	Fred H. Guyton, p Mel Baldwin, gm Jim Kelly, cm	Larry Bruner, ce Betty Goeres, traffic m Rod Phillips, sd	..... WE

PENNSYLVANIA

<b>ALLENTOWN</b>						
WAEB 1949	790 500-LS DA-1 1,000-N	WAEB Inc. 7th & Hamilton Sts. 4-9364	ABC Quaker Hollingbery	Howard Wasserman, co L. M. C. Smith, chmn. of bd. Joseph M. Nassau, p & gm Milton Laughlin, cm	Martin N. Oebbecke, pd & tech. d Martin Musket, pmm Fred Chapman, nd S. Anderson, fd	L-W UP WE
WFMZ (FM) 1947	Ch. 264 (B) 100.7mc 6.9kw	Penn-Allen Bcstg. Co. 1524 Linden St. 3-7521		Raymond F. Kohn, p, gm & pd Horace W. Gross, cm	Daniel Houck, ce Maribelle J. Kohn, traffic m	Assoc., SES. AP Col.
WHOL 1948	1230 250	Allentown Bcstg. Corp. 1125 Colorado St. 4-4801	CBS Meeker	Henry J. Bauman, p James F. Chambers, m & pd Thomas V. Durkin, c & pmm	Kenneth Brader, ce Paul Mitchell, nd & fd Jay Bechtel, sd	Cap. UP WE
WKAP 1946	1580 1,000-D	WKAP Inc. 715 Hamilton St. 3-3166	Forjoe	Ogden R. Davies, m Joe Rahall, sta. & cm Marshall Cleaver, pd		Wld. AP .....
WKAP-FM 1948	Ch. 292 (A) 106.3mc; 0.78kw					.....
WSAN 1923	1470 5,000 DA-N	Lehigh Valley Bcstg. Co. 39-41 N. Tenth St. 4-9511	NBC Headley- Reed	B. Bryan Musselman, co & gm George Y. Snyder, pd Olivia P. Musselman, c & pmm Reuel H. Musselman, ce	Robert Holben, nd Garrett Conover, fd John Van Sant, sd	Wld. AP WE
WSAN-FM 1947	Ch. 260 (B) 99.9mc; 8kw					.....

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



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. Transc. Library News Service Transmitter

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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	Transc. Library News Service Transmitter
<b>ALTOONA</b>						
WFBG 1924	1340 250	Gable Bcstg. Co. 1320 11th Ave. 6467	NBC Quaker H-R Reps.	George P. Gable, p Jack Snyder, mgng. d George Burgoon, ce	James Gates, sd Jo Kooney, wd	Wld. AP WE
WFBG-FM 1948	Ch. 279 (B) 103.7mc; 3.9kw					..... Fed.
WJSW 1947	1290 1,000-LS 500-N DA	Altoona Bcstg. Co. 1413 11th Ave. 9301	MBS Quaker Burn-Smith	Herbert Wolf, p James E. Moren, g & cm Lois Huey, pd & wd Charles Flynn, pmm	D. Ruel Buckhart, slm Irvin Metzger, ce Skip Miller, sd	St. UP G
WJSW-FM 1948	Ch. 261 (A) 100.1mc 0.13kw					
WRTA 1947	1240 250	The Thompson Bcstg. Co. 1421 12th Ave. 6646	ABC Quaker Meeker	Roy F. Thompson, p & gm Dorothy M. Thompson, pd William S. Clear, pmm & sd	George R. Burgoon, ce Margery Griffith, wd	Thes. UP WE
WVAM 1948	1430 1,000 DA-2	The General Bcstg. Corp. 2801 Edgewood Dr. 8127	CBS Weed	Emanuel Leopold, p R. G. Walter, g & pmm & pd Will Union, cm	J. J. Ralston, ce Art Sherman, sd Jean Lindeman, wd	L-W UP G
<b>APOLLO</b>						
WAVL 1947	910 1,000-D	Tri-Borough Bcstg. Co. N. 4th St. & Penna. Ave. 72-3921		Cecil F. Clifton, ptrn. & gm Andrew J. West, ptrn. & bus. m Buddy Edgar Starcher, mgng. d Silas West, pd	H. E. Smith, ce Fred Baker, nd Laben Huff, fd	Thes., Cole., SES. ..... G
<b>BARNESBORO</b>						
WNCC 1950	950 500-D	North Columbia Bcstrs. Barnesboro 1010		Harris G. Breth, p & pmm Ralph Greenwood, chmn. of bd. Richard Todhunter Jr., vp	W. J. Thomas, gm LeRoy W. Stauffer, m, pd & sd Lloyd E. Matter, ce	Thes., St. UP .....
<b>BEAVER FALLS</b>						
WBVP 1948	1230 250	WBVP Inc. 1216 Seventh Ave. 4100		Frank R. Smith, p, g & cm Thomas B. Price, vp & slm Charles H. Wilson, pd Jean E. Biggard, pmm	Charles Onderka, treas. Lillian Smith, secy. John W. Hines, ce Ernie Kline, nd	St., Wld. AP, UP WE
<b>BETHLEHEM</b>						
WGPA 1947	1100 250-D	The Bethlehems' Globe Pub. Co. 426 Brodhead Ave. 6-8074	Quaker	Rolland L. Adams, p Arthur C. McCracken, sm Frank L. Collie, c & pmm Stefan George, pd Edwin L. Rybak, ce	Bill Kassell, nd Bernie Black, fd Ernie Stiegler, sd Betty Fry, wd	Cap., Wld. UP RCA
WGPA-FM 1947	Ch. 236 (B) 95.1mc 10kw					

... sir, for the twenty-sixth time ...

it's **WFBG** IN ALTOONA, PA.



- **FIRST** IN TOTAL RATED TIME PERIODS\*
- **FIRST** WITH OVER 433,000 LISTENERS
- ALTOONA'S **FIRST** STATION (SINCE 1924)

for the figures ...	THE WFBG MARKET +		Total
	Primary (Blair-Huntingdan)	Secondary (Cambria)	
POPULATION .....	199,500	233,600	433,100
HOUSEHOLDS .....	51,620	54,750	106,370
RADIO FAMILIES .....	48,660	51,520	100,180
RETAIL SALES .....	\$142,877,000	\$157,187,000	\$300,064,000
FOOD STORE SALES .....	43,445,000	43,751,000	87,196,000
GEN'L MDSE. STORES .....	17,530,000	33,197,000	50,727,000
APPAREL STORES .....	10,186,000	9,693,000	19,879,000
EATING-DRINKING .....	9,427,000	10,695,000	20,122,000
DRUG STORE .....	2,812,000	2,918,000	5,730,000

\* C. E. HOOPER, Oct. 1949-Feb. 1950 + 1950-51 SRDS Consumer Markets

**WFBG + WFBG - FM as a bonus**

ALTOONA, PENNA.

THE GABLE BROADCASTING COMPANY

JACK SNYDER, Managing Director H-R National Representatives

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

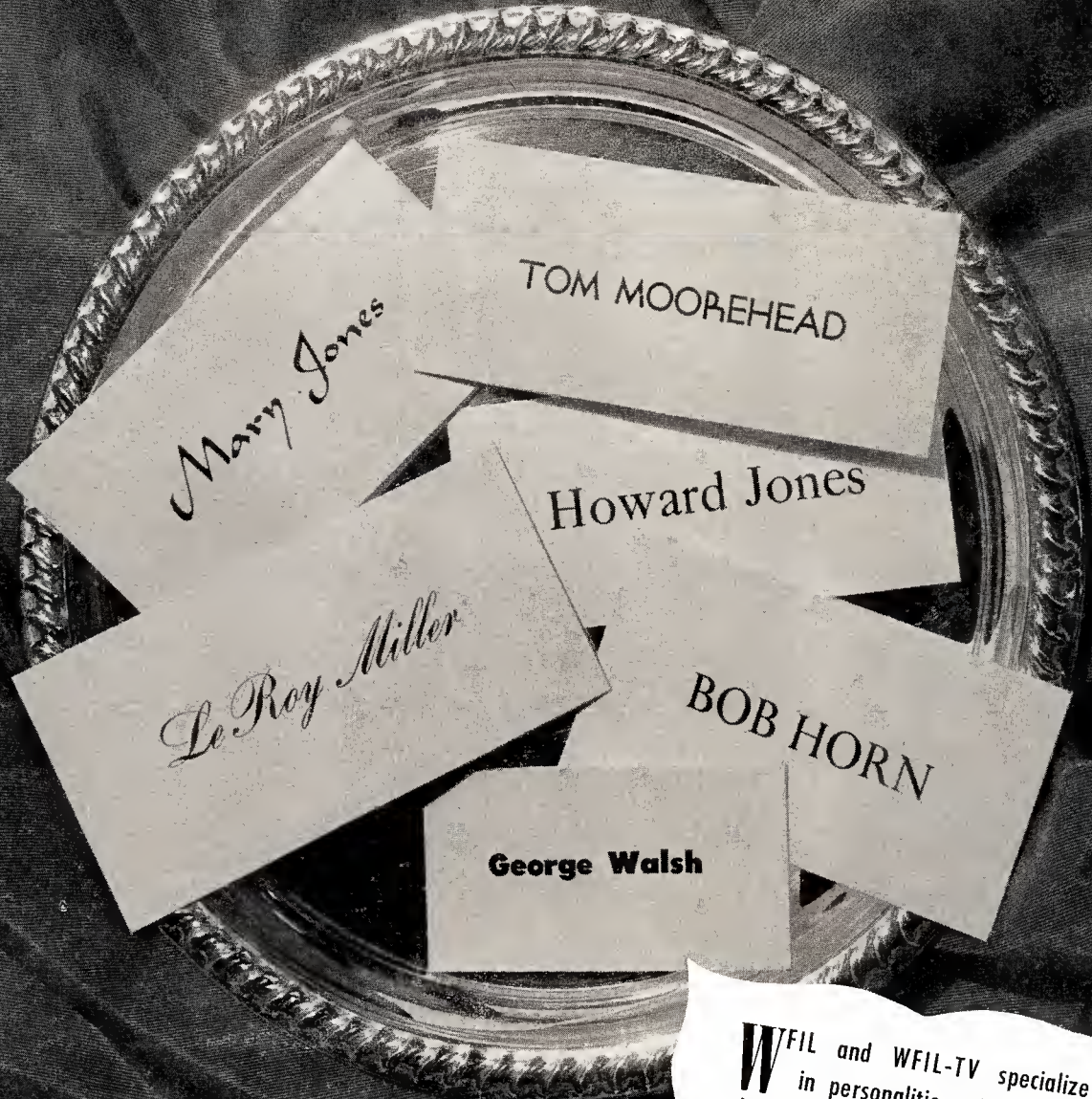
PENNSYLVANIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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.	Transc. Library News Service Transmitter
<b>BLOOMSBURG</b>					
WCNR 1947	930 500-D	Columbia Montour Bestg. Corp. 38 W. Main St. 1700	Quaker	Robert R. Eyerly, p Ed Darlington, gm & pd Robert Fulton, ce	Edward Murphy, sd Vera Grove, wd Assoc. AP Ray.
WLTR 1948	690 1,000-D DA	Bloom Radio Inc. Hotel Magee 1800		Harry L. Magee, p Thomas A. Tito, act. m Park Cassidy, ce	Bob Williams, nd Walt Lewis, fd Wld. UP
<b>BRADDOCK</b>					
WLOA 1947	1550 1,000-D	Matta Bestg. Co. 1233 Braddock Ave. Electric 1-1100	Friedenberg	William G. Matta, p, g & pmm & pd George C. Matta, cm	Richard G. Noullet, ce Harry Lockhart, nd George Bozic, sd Wld. UP G
<b>BRADFORD</b>					
WESB 1947	1490 250	Radio Station WESB 43 Main St. 3173	MBS Ra-Tel	Joseph M. Cleary, gm & nd Ernest F. Oliver, gen. slm Joseph Sudock, ce	Lloyd Gordon, fd J. W. Nelson Jr., sd Judy Duell, wd Wld. AP Ray.
<b>BUTLER</b>					
WBUT 1949	1580 500-D	Eagle Printing Co. Butler 53-102		James Rowe, g & cm Leonard Baroff, pd & pmm Gerald Coleman, ce John Roebuck, nd	John Turrell, fd Joe Laconi, sd Nancy Finn, wd Thes. AP RCA
WBUT-FM 1949	Ch. 280 (A) 103.9mc 0.72kw				..... WH
WISR 1941	680 250-D	Butler Bestg. Co. 357 N. Main St. 4701	Young	David H. Rosenblum, p Robert L. Kaufman, g & pmm, nd & sd Leon Bernard, bus. m	Warren Ihlenfeld, pd Paul F. Rex, ce R. H. McDougall, fd Gladys Borne, wd L-W UP RCA
WISR-FM 1948	Ch. 249 (A) 97.7mc 0.56kw				..... WH
<b>CARBONDALE</b>					
WCDL 1950	1230 250	Carbondale Bestg. Co. 11 North Main St. 1230	KBS, MBS Cooke	William H. Ware, p W. Richard Carlson Jr., g & pmm William Fletcher, cm Norah Carlson, pd	Robert G. Adams, ce John Krieger, nd Edward James, sd Joan Burrell, wd SES. UP G
<b>CARLISLE</b>					
WLXW 1948	1380 1,000-D	Phillip Mathews Holly Pike 1786	KBS	Phillip Mathews, p Florence Good, chief exec. Henry Palmer, ce	Thes. UP RCA
<b>CHAMBERSBURG</b>					
WCHA 1949	900 1,000-D	Chambersburg Bestg. Craft Press Bldg. 1110	Forjoe	John S. Booth, gm Earl P. Strine, cm Allen Saunders, pd	James McCurdy, ce Sam A. Taylor, nd & fd Assoc., Thes. UP G
WCHA-FM 1946	Ch. 249 (A) 95.9mc 0.80kw				..... GE
<b>CHARLEROI</b>					
WESA 1947	940 250-D	Monongahela Bestg. Co. Inc. P.O. Box 584 36551	KBS Quaker	Dr. A. S. Sickman, p C. R. DuVall, g & cm Mel Wigand, ce	Bill Betler, nd Bill Richards, sd Ann Balmer, wd St. AP Ray.
<b>CHESTER</b>					
WPWA 1947	1590 1,000 DA-N	Lou Poller Chester 3-1641	Pan American	Lou Poller, p Harry Simmington, gm & ce Burt Levine, cm Mel Levine, pd	Ray Armand, nd William Beatty, fd Cy Swingle, sd Rhona Lloyd, wd Wld. AP Col.
WVCH 1948	740 250-D	James M. Tisdale Wolf Bldg. 2-8861		James M. Tisdale, p, g & cm & ce Tom Harvey, pd & nd	Jack Stant, fd Ann Redding, wd ..... UP RCA
<b>CLEARFIELD</b>					
WCPA 1947	900 1,000-D	Clearfield Bestrs. Inc. 215 Church St. 5-5541		W. K. Ulerich, p & gm W. J. Thomas, m & pmm & pd & nd L. E. Duck, ce	Margaret Nemeth, asst. m & wd W. O. Mitchell, fd Bill Raihall, sd Assoc., Thes. UP G

Data corrected to Dec. 6, 1950. If executives or services for FM or TV 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, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



# *Our Cards Are On The Table*



**WFIL • 560 KC**

**WFIL-TV • Channel 6**

*Represented by* **THE KATZ AGENCY**  
**The Philadelphia Inquirer Stations**

**W**FIL and WFIL-TV specialize in personalities with proved ability to shorten the line between Radio/Television ADVERTISING and Philadelphia Market SALES.



PENNSYLVANIA—(Continued)

City Established	Call Letters	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. v; e; p; 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	Transc. Library News Service Transmitter
<b>COATESVILLE</b>							
1949	WCOJ	1420 1,000-D	Chester County Bcstg. Co. 703 E. Chestnut St. 2100	Quaker	William S. Halpern, p & gm Ellis Shook, pdm & nd	Donald Kimes, pmm Lotis N. Seltzer, secy. & ce Virginia Montgomery, wd	Thes. UP G
<b>CONNELLSVILLE</b>							
1947	WCVI	1340 250	Connellsville Bcstrs. Inc. 126 W. Crawford Ave. 2700		J. Wylie Driscoll, p Jack Craddock, sta. & cm Paul R. Queer, ce	John Reynolds, pd	Wld., SES. UP G
<b>DOYLESTOWN</b>							
1948	WBUX	1570 250-D	Charles M. Meredith Hart Bldg. 220		William A. Lynch, gm		Thes. AP
<b>DUBOIS</b>							
1941	WCED	1230 250	Tri-County Bcstg. Co. 80 N. Park Pl. 1700	CBS McGillvra	H. T. Gray, p J. S. Gray, gm George Williams, cm Ed Paull, pd & nd	Ken Johnson, pmm Vernon Stahl, ce Marv Bloom, sd Rita Rossi, wd	L-W UP RCA
1948	WCED-FM	Ch. 271 (B) 102.1mc; 9.5 kw					Fed.
<b>EASTON</b>							
1948	WEEX (FM)	Ch. 252 (A) 98.3mc 1kw	Easton Pub. Co. Easton 6155		Nelson S. Rounsley, g & cm Charles R. Thon, pd & ce		Assoc. AP RCA
1936	WEST	1400 250	Associated Bcstrs. Inc. 516 Northampton St. 6131	MBS, NBC Meeker	Clair R. McCollough, sta. exec. Edwood C. Anderson, gm J. Robert Gulick, gen. slm	Eugene Bethman, pd Jean Fitz, pmm J. E. Mathiot, tech. d	Wld. UP
1948	WEST-FM	Ch. 300 (B) 107.9mc; 11kw					
<b>ERIE</b>							
1941	WERC	1260 5,000 DA-2	Presque Isle Bcstg. Co. 121 West Tenth St. 40185	NBC, Quaker Weed	Jacob A. Young, p Charles E. Denny, gm Arthur M. Ingram, cm Virginia Donachy, pd	Ken Hestor, ce James Dewart, nd Jay Young, sd Sybil Rickless, wd	Cap., L-W UP RCA
1947	WERC-FM	Ch. 260 (B) 99.9mc 9.7kw					

Data corrected to Dec. 6, 1950. If executives or services for FM or TV 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-N—Directional Antenna, night only. DA-I—Directional Antenna, night only. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

**PERFORMING A SUPERIOR SERVICE**  
in a greater market area

**WERC**  
Est. 1941

**5000 watts**  
**DAY and NIGHT**

**STUDIOS TIMES SQUARE ERIE, PA.**



City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transc. Library News Service Transmitter
				Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
<b>ERIE—(Continued)</b>						
WICU(TV) 1949	Ch. 12 204-210mc 1.5kw aur.; 2kw vis.	Erie Dispatch Inc. 3514 State St. 4-0174	ABC, CBS DuMont, NBC Headley- Reed	Edward Lamb, p Herb Stewart, g & cm Donald Lick, pd Al Swinhart, pdm	Paul Albracht, treas. Michael Csop, ce John Cook, film d Richard Johnson, traffic m	..... AP DuM
WIKK 1946	1330 5,000 DA-2	Community Service Bestg. Co. 1021 State St. 2-3249	ABC Taylor	Keith Kiggins, p Ted Nelson, gm C. E. McElroy, pd	Clarence Baker, ce	St. UP Col.
WLEU 1933	1450 250	WLEU Bestg. Corp. Commerce Bldg. 23-327	MBS Quaker	Leo J. Omelian, p V. Hamilton Weir, g & cm James Ludwig, pd & sd	George Rowland, ce Claire Theno, secy. & wd Paul Crossman, fd	Wld. AP RCA
WLEU-FM 1948	Ch. 250 (B) 97.9mc 7.8kw					
<b>GETTYSBURG</b>						
WGTE 1950	1450 250	Times & News Pub. Co.	PBS	Earl C. Pace, mgng. d		
<b>GREENSBURG</b>						
WHJB 1934	620 1,000-LS 500-N DA-2	Pittsburgh Radio Supply House 128 N. Pa. Ave. 3740	Cooke	H. K. Brennen, p George J. Podeyn, g & cm Glenn Grayson, pd	Lyle Allen, ce Bob Johnson, sd	L-W UP WE
<b>GROVE CITY</b>						
*WSAJ 1922	1340 100; SH	Grove City College Grove City 763		Dr. Weir C. Kettler, p Stanley J. Seiple, pd Dale O. Smock, ce		..... ..... GE
<b>HANOVER</b>						
WHVR 1949	1280 1,000 LS 500-N DA	Radio Hanover Inc. Hanover Trust Bldg. 3831	MBS	John D. Bare, p & gm H. Vernon Ferster, cm Mack Edwards, pd	Philip A. Rohrbaugh, ce	L-W UP RCA



# WICU

## TV CHANNEL 12

**ERIE . . . Pennsylvania's Third City and**

*The Nation's*

# *Test Market!*

Top advertisers find that WICU, Erie, produces fantastic success stories.

Tops in Public Service and Local Programming, Erie has the largest set circulation per capita of any city in the U. S. A.

Eric's WICU is closely associated with The Erie Dispatch, Erie, Pa.; with Television Station WTVN, Channel 6, Columbus, Ohio; and with Radio Station WTOD, Toledo, Ohio.

WICU, affiliated with NBC, DuMont, ABC and CBS TV networks

Edward Lamb, President  
Headley-Reed,  
Representatives

THE ERIE DISPATCH TELEVISION STATION

# WICU

The World on View  
CHANNEL 12 ERIE, PA.

PENNSYLVANIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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.	Transc. Library News Service Transmitter	
<b>HARRISBURG</b>						
WABX (FM) 1945	Ch. 265 (A) 100.9mc 1kw	WABX Inc. 2107 North 6th St. 2-5372		H. O. Bishop, p John F. Walters, gm & pd J. Mariso, cm	Walter A. Deemer, ce John D. Cooley, engr.	L-W INS ..... AP RCA
WHGB 1945	1400 250	Harrisburg Bcstg. Co. 112 Market St. 2-3456	ABC, Quaker Weed	Herbert Kendrick, p Jack Hooper, gm & sd George King Raudenbush, pd Red McCarthy, pmm	Wm. Alford, ce Lew Doolittle, nd Lillian Micklely, wd	Assoc., St. AP, UP Ray. ..... WH Wld. UP .....
WHP 1924	580 5,000 DA-N	WHP Inc. 216 Locust St. 4-3211	CBS Bolling	A. K. Redmond, g & cm Dick Redmond, pd & news chief Beatrice Pottelger, nat'l sld & sis pmm	E. D. Leibensperger, ce J. A. Price, nd George H. Wirt, fd Ed Gundaker, sd	..... ..... ..... ..... ..... .....
WHP-FM 1946	Ch. 247 (B) 97.3mc; 4kw					..... ..... ..... ..... ..... .....
WKBO 1922	1230 250	Keystone Bcstg. Corp. 31 North Second St. 40191	MBS, NBC Meeker	Clair R. McCollough, sta. exec. David J. Bennett Jr., gm J. Robert Gulick, gen. slm	Donald Wear, pd F. William Clise, pmm J. E. Mathiot, tech. d	..... ..... ..... ..... ..... .....
<b>HAZLETON</b>						
WAZL 1932	1490 250	Hazleton Bcstg. Co. Hazleton Nat'l Bank Bldg. 5400	MBS, NBC Quaker Meeker	Victor C. Diehm, p & gm Don Murray, pd Kathryn E. Kahler, asst. to gm Thomas A. Tito, slm	Elwood Tito, ce Dan Petix, nd Bill Graham, sd Francis Carter, wd	Wld. UP WE
WAZL-FM 1948	Ch. 250 (B) 97.9mc 7.6kw					..... ..... ..... ..... ..... .....
<b>HOMESTEAD</b>						
WHOD 1948	860 250-D	Steel City Bcstg. Corp. 105 East 7th Ave. 1-0027	Interstate	Alexander Avlon, p Roy E. Ferree, g & cm Shirley Surgeon, office m Sid Dickler, pmm	James Herbert, ce Craig Chedwick, sd Blanch Anderson, wd	..... UP WE
<b>HUNTINGDON</b>						
WHUN 1947	1400 250	Joseph F. Biddle Pub. Co. 400 Washington St. 1291	MBS	John H. Biddle, p Samuel L. Stroh Jr., gm Richard J. Gill, pd	Ernest A. Craig, ce Bill Germann, sd Eleanor Foster, wd	L-W, SES. UP G
<b>INDIANA</b>						
WDAD 1945	1450 250	Indiana Bcst. Inc. Indiana Theatre Bldg. 1700	CBS McGillvra	Thompson K. Cassel, p & gm C. A. Humbert, cm Jim Pattison, pd & sd Virginia Beaty, pmm	Robert M. Ramsey, ce Bill Jordan, nd Richard Mack, fd	Wld. AP WE

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

Advertising experts agree on . . .

W here H igh P revail

**HARRISBURG**

As the first Eastern  
Test Market In the  
Preferred Population  
Group . . .

And to effectively reach all  
of this market, they use . . .

In SALES MANAGEMENT's Test Market Survey, *Harrisburg, Pa.*, gets more votes among 75,000 - 150,000 cities than any other market in the New England, Middle Atlantic and Southern states. And *Harrisburg*—Pennsylvania's THIRD MARKET in retail sales—is one of the most recommended cities in the entire "middle size metropolitan market" population group, voted best for testing by the experts polled.

In its new home on the dial at 580 kilocycles and its more effective power of 5,000 watts day and night, WHP will extend its coverage throughout a much wider area in Pennsylvania's rich South Central belt and beyond.

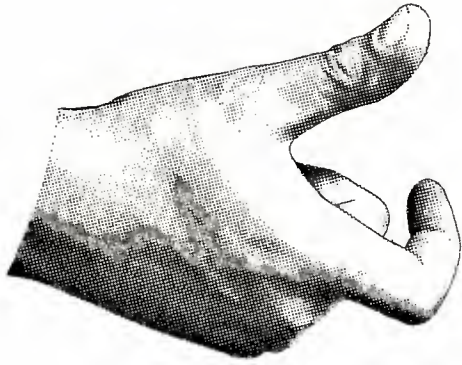
CBS **WHP** CBS  
5000 WATTS DAY AND NIGHT

KEY STATION OF THE  
KEYSTONE STATE

**CBS**  
**WHP**  
5000 WATTS  
580 KC

HARRISBURG, PA.  
Represented by The Bolling Co.





# HEADS

or

# TAILS ?

*Of course not!* Buying today is done on a basis of good, sound reasoning—that's why sponsors on WIP have bought again and again to prove WIP

*by creating an*

*average volume increase for 7 years of* **11%**

*and*

*a total volume increase for 10 years of* **88%**

*and*

*a 4 year mail increase of* **70%**

Why gamble when you can gambol in the green fields of profit? It's no "toss-up" that scores of smart advertisers use WIP to sell their merchandise year after year. Pocket that coin—just "flip" your directory open to our

National Representatives  
EDWARD PETRY AND CO., INC.

**WIP** 5000 WATTS • 610 KC  
PHILADELPHIA, PENNA.



DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

PENNSYLVANIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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.	Transc. Library News Service Transmitter
<b>JOHNSTOWN</b>					
WARD 1946	1490 250	Central Bcstg. Co. Inc. Porch Bldg. 8-1216	CBS Weed	Paul J. Short, p George D. Gartland, vp & gm Robert R. Nelson, sm Millard J. Coleman, ce	Frank Jordan, nd Jos. Cavanaugh, sd Alma Cramer, wd SES., Wld. UP WE
WARD-FM 1948	Ch. 221 (A) 92.1mc 0.8kw				..... Col. Assoc. INS ..... St., L-W, Thes. AP RCA
WCRO 1947	1230 250	Century Bcstg. Corp. 317-19 Main St. 98539	ABC, MBS Quaker Radio Reps	John J. Keel, p John F. Hanssen, gm Dennis Gerken, cm & nd Walter W. Krebs, p L. W. Barnes, vp John P. Foster, sta. & cm	Ted Bunn, pd Rex Ackley, ce Frank Toal, sd Nevin L. Straub, ce Harold Scott, sd Evelyn Simmons, wd
WJAC 1925	1400 250	WJAC Inc. 329 Main St. 4-1267	NBC Headley- Reed		
WJAC-FM 1948	Ch. 238 (B) 95.5mc 3.3kw				
WJAC-TV 1949	Ch. 13 210-216mc 3.7kw aur.; 6.5kw vis.		ABC, CBS DuMont NBC	Alvin D. Schrott, m Frank P. Cummins, pd	
<b>KITTANNING</b>					
WACB 1948	1380 500-D	Armstrong County Bcstg. Corp. 325 Market St. 1380	Quaker	J. B. Moore, p Bill McKibben, co-m & nd Joe Pelletier, co-m	Melvin Goldberg, slm Ben Bowser, sd Ann Hill, wd Wld. INS RCA
<b>LANCASTER</b>					
WGAL 1922	1490 250	WGAL Inc. 3 West King St. 5251	NBC, MBS Meeker	Clair R. McCollough, p Harold E. Miller, gm J. Robert Gulick, gen. slm	Kenneth Kreider, pd J. E. Mathiot, tech. d Wld. UP .....
WGAL-FM 1946	Ch. 267 (B) 101.3mc 3.3kw				
WGAL-TV 1949	Ch. 4 66-72mc 0.88kw aur.; 1kw vis.		ABC, CBS NBC, DuMont	Paul Rodenhauer, pd	
WLAN 1946	1380 1,000 DA-N	Peoples Bcstg. Co. 252 N. Queen St. 7261	ABC Quaker Headley- Reed	Frank H. Altdoerffer, p & ce John D. Hymes, s, c & pmm Theodore Pollack, pd & nd	J. S. Baker, fd John Rineman, sd Edna K. Hanna, wd L-W AP RCA
WLAN-FM 1946	Ch. 245 (B) 96.9mc; 20kw				..... GE
<b>LEBANON</b>					
WLBR 1946	1270 1,000 DA-N	Lebanon Bcstg. Co. Central Bldg. 3900	Rambeau	Lester P. Etter, mgng. d Julian F. Skinnell, opers. m Philip J. Reilly, cm Jared L. Rolston, pd	M. Leonard Savage, ce Evelyn Pushnik, traffic m Alex Fehr, nd Mary Ellen Kurtz, wd Wld. AP RCA
WLBR-FM 1946	Ch. 261 (A) 100.1mc 0.72kw				
<b>LEMOYNE</b>					
WCMB 1948	960 1,000-D	Rossmoyne Corp. Lemoyne Theatre Bldg. Harrisburg 4-3005	Cooke Quaker	Edgar T. Shepard Jr., p Ed K. Smith, vp & gm Rudy Marcoux, cm J. Howard Bair, ce	Dick Sherbahn, nd Chuck Fuller, fd Gordon Buck Jones, sd Janet Angel, wd Assoc. AP Col.
<b>LEWISTOWN</b>					
WKVA 1949	920 1,000-D	Central Pennsylvania Bcstg. Co. P. O. Box 432 6771	McGillvra	Paul J. Newton, p Robert L. Wilson, gm Donald Raffensberger, cm Ellis Erdman, pd & nd	Lynn Bloom, pmm & fd John A. Stormer, ce Adrian Franosan, sd Peggy Beck, wd ..... UP G
WMRF 1941	1490 250	Lewistown Bcstg. Co. 5 West Market St. 6757	NBC Quaker Burn-Smith	J. S. Woods, vp T. W. Metzger, gm Robert Howard, cm Ralph Parker, pd James Keyes, pmm Delwin Smith, sm & pd	Bernard Bopp, ce Joe Smiley, fd Joe Campennella, sd Rita McCoy, wd St. UP WE
WLTN (FM) 1948	Ch. 250 (B) 97.9mc; 2.25kw	(WMRF, AM affiliate)			
<b>LOCK HAVEN</b>					
WBPZ 1947	1230 250	Lock Haven Bcstg. Corp. 132½ E. Main St. 4038	MBS Quaker McGillvra	Donald C. Welch, p Harris Lipez, g & cm Dave King, pd	Joseph Nevins, pmm Kenneth Caum, ce John Wynn, nd Assoc., Thes. AP Ray.
<b>McKEESPORT</b>					
WEDO 1946	810 1,000-D	Tri City Bcstg. Co. 547 Fifth Ave. 4-7167		E. J. Hirshberg, p & gm Robert E. Badger, sm & nd	Joseph Guba, pd & sd Wilkes Hurley, ce Thes., Wld. AP Ray.
WMCK 1947	1360 1,000 DA-N	Mon-Yough Bcstg. Co. 516 Market St. 86883	KBS Quaker Rambeau	Robert M. Cox, p Eugene A. Kline, g & cm Francis Haley, pd Mike Levine, pmm & nd	Charles White, ce Sam Vidnovic, sd Roy Gallagher, fd & studio engr. Marion Beardmore, wd St., L-W UP Ray. ..... Fed.
WMCK-FM 1947	Ch. 285 (A) 104.9mc; 0.5kw				
<b>MEADVILLE</b>					
WMGW 1947	1490 250	Meadville Bcstg. Service Inc. First Nat'l Bank Bldg. 46-723	Quaker	H. C. Winslow, p Robert Trace, gm & sd Jacob Hanks, cm Zane Knauss, pd	Barney Frick, pmm & fd Hoyt Stout, ce Mark N. Funk Jr., nd Norma Ewing, wd L-W, Wld. UP GE
WMGW-FM 1947	Ch. 262 (B) 100.3mc 10kw				..... WH
<b>MORRISVILLE</b>					
WBUD 1947	1490 250	Morrisville Bcstg. Co. 12 S. Pennsylvania Ave. 7107	McGillvra	Verna S. Hardin, p Richard M. Hardin, gm James Stolcz, cm Robert Kent, pd	Fred Walker, pmm William A. Brewer, ce Harold Saidt, sd Nan Rednor, wd Wld. AP .....
<b>NANTICOKE</b>					
WHWL 1946	730 1,000-D	Radio Anthracite Inc. 38 E. Main St. 1332	Forjoe	Henry W. Lark, p Jones Evans, gm	Cap., SES. St. AP, UP .....

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, night only. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



# WGAL-TV the one and only . . .

For Profitable Selling—  
Investigate these other  
Steinman Stations

**WGAL**

Lancaster, Penna.

**WKBO**

Harrisburg, Penna.

**WORK**

York, Penna.

**WRWA**

Reading, Penna.

**WEST**

Easton, Penna.

Clair R. McCollough, Managing Director

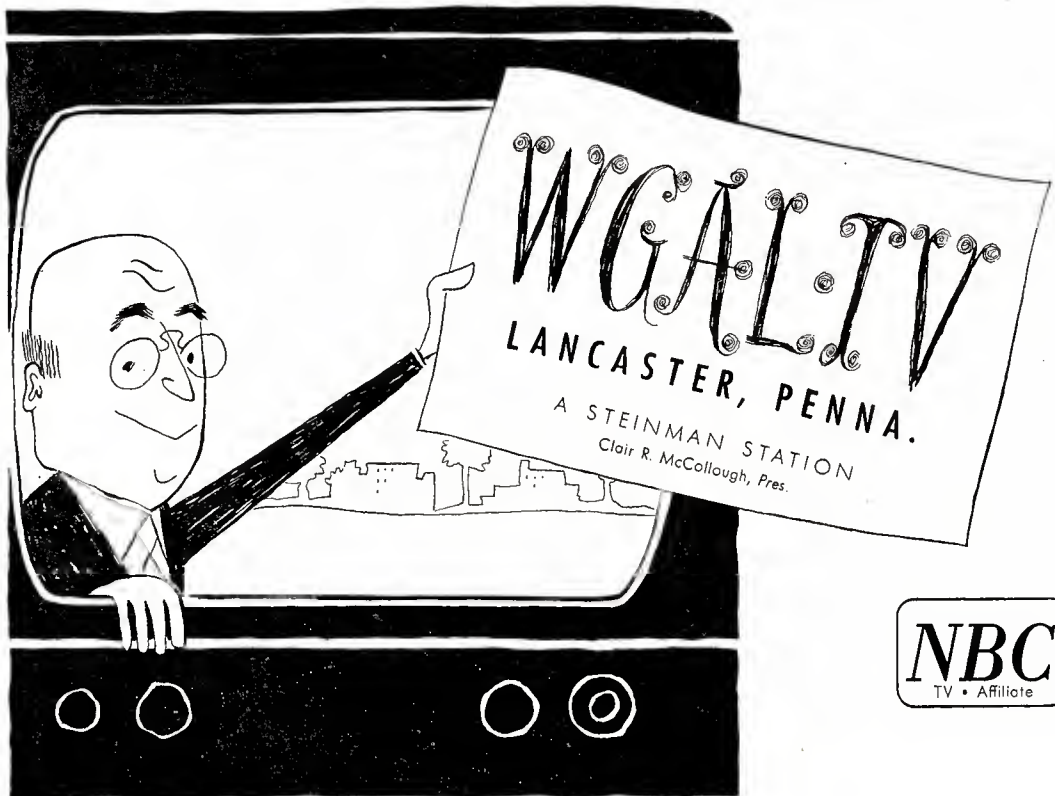
*the only tv station that can sell your  
product to this prosperous TV audience*

In fact, WGAL-TV is the only station located in this section. It reaches a large, thriving market in Pennsylvania—including Lancaster, York, Lebanon, Reading, Harrisburg and adjacent areas. In addition to its ability to do a profitable selling job for you, WGAL-TV is an ideal test market . . . compact, economy is stabilized, industry diversified and rates are reasonable. WGAL-TV assures you a consistently high and growing audience . . . top shows from 4 networks, NBC, ABC, CBS and DuMont and good local programming. If you're on TV, WGAL-TV is important in your selling plans.

Represented by

**ROBERT MEEKER ASSOCIATES**

Chicago      San Francisco      New York      Los Angeles



DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

PENNSYLVANIA—(Continued)

City	Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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.	Transc. Library News Service Transmitter
<b>NEW CASTLE</b>						
	WKST 1938	1280 1,000 DA-N	WKST Inc. Cathedral Bldg. 5050	MBS Quaker Katz	S. W. Townsend, p A. W. Graham, s & cm Bill Sommer, pmm Harry Reith, pd, nd & sd	Shirley Kerr, traffic m & wd Robert Emch, ce Al Francis, fd Wld. UP RCA
	WKST-FM 1948	Ch. 266 (B) 101.1mc 3kw				..... G
<b>NEW KENSINGTON</b>						
	WKPA 1940	1150 250-D	Allegheny-Kiski Bcstg. Co. 810 Fifth Ave. 3534	PBS Continental	Edward J. Kroen, g, m & pd W. W. Neely, ce	Mac., L-W SES. UP RCA
<b>NORRISTOWN</b>						
	WNAR 1946	1110 500-D	Norristown Bcstg. Co. Inc. 115 W. Main St. 7600	Grant	N. Joe Rahall, p Farris E. Rahall, exec. d Robert Ardrey, pd	..... G
<b>OIL CITY</b>						
	WKRZ 1946	1340 250	WKRZ Inc. 232 Veach Bldg. 4-1269	KBS Quaker	Kenneth E. Rennekamp, p & gm Roland Phillips, cm Richard Thompson, pd & nd	Jeannie Zimmerman, pmm Leo Arcoletti, ce Joe Connors, sd Wld. UP RCA
<b>PHILADELPHIA</b>						
	KYW 1922	1060 50,000 DA-1	Westinghouse Radio Stations Inc. 1619 Walnut St. Locust 4-3700	NBC Free & Peters	Walter Evans, p Walter E. Benoit, vp L. R. Rawlins, sm Robert H. Teter, slm	Frank A. Tooke, pd I. N. Eney, ce Paul I. Woodland, publ. & pmm James Ganz, nd Assoc. UP, INS WH
	KYW-FM 1942	Ch. 223 (B) 92.5mc 20kw				..... GE
	WCAU 1922	1210 50,000	WCAU Inc. 1622 Chestnut St. Locust 7-7700	CBS Radio Sales	Donald W. Thornburgh, p & gm Joseph L. Tinney, vp & asst. gm John de Russy, cm	Joseph Connolly, vp & pd Robert Pryor, vp & pmm John Leitch, vp & d of engrg. L-W AP, UP RCA
	WCAU-FM 1937	Ch. 251 (B) 98.1mc 11kw				..... GE
	WCAU-TV 1948	Ch. 10 192-198mc 14kw-aur.; 25kw-vis.			Charles Vanda, vp & d of TV Thomas F. Smith, opers. d	..... RCA
	WDAS 1922	1400 250	Max M. Leon Inc. 1211 Chestnut St. Locust 7-7400	Forjoe	Max M. Leon, p Lambert B. Beeuwkes, g & cm Richard H. Booth, pd	Frank W. Unterberger, ce Sherry O'Brien, sd ..... AP RCA
	WFIL 1922	560 5,000 DA-N	Triangle Pub. Inc. Widener Bldg. Rittenhouse 6-6900	ABC Quaker Katz	Roger W. Clipp, gm John D. Scheuer Jr., asst. gm Norman F. Prouty, radio slm George A. Koehler, d of adv. & prom. T. E. Paisley, asst. pd	Louis E. Littlejohn, ce Howard Jones, fd Thomas M. Moorehead, sd Assoc. AP RCA
	WFIL-FM 1941	Ch. 271 (B) 102.1mc 10kw				.....
	WFIL-TV 1947	Ch. 6 62-66mc 13.5kw aur.; 27kw vis.	Evergreen 2-4700	ABC, DuMont	Donald S. Kellett, adm. asst. to gm of TV Felix Meyer, m of oper. Kenneth Stowman, TV slm	Jack Steck, m of prog. & prod. Henry Rhea, asst. ce Walter Tillman, d of films
	WFLN (FM) 1949	Ch. 239 (B) 95.7mc 20kw	Franklin Bcstg. Corp. 3200 Ridge Ave. IvyRidge 2-6000		Lawrence M. C. Smith, p Raymond S. Green, gm John K. Thomas, ce	William A. Banks, p & cm Dolly Banks, g & pmm & wd Annette Oromaner, pd Arnold Goldman, ce Len Stevens, nd Lee Stewart, fd Jerry Gaines, sd Assoc. UP Col.
	WHAT 1929	1340 250	Independence Bcstg. Co. 1505 Walnut St. Rittenhouse 6-2058			..... AP RCA
	WHAT-FM 1948	Ch. 287 (B) 105.3mc 20kw				.....
	WIBG 1925	990 10,000 DA-N	Seaboard Radio Bcstg. Corp. 1425 Walnut St. Rittenhouse 6-2300	Radio Reps	Paul F. Harron, p Edward D. Clery, g & cm Douglas Arthur, pd Rupe Wering, pmm	John H. Henninger, tech. d George Hooper, ce R. J. Walton, nd Zella Harper, wd L-W UP WE
	WIBG-FM 1948	Ch. 231 (B) 94.1mc 10kw				.....
	WIP 1922	610 5,000 DA-1	Pennsylvania Bcstg. Co. 35 So. 9th St. Walnut 2-6800	MBS Petry	Benedict Gimbel Jr., p & gm Gordon Gray, vp Clyde Spitzner, loc. cm Murray Arnold, pd	Sam Elber, pmm Clifford C. Harris, ce Sam Ettinger, nd Stoney McLinn, sd Wld. AP, UP WE
	WIP-FM 1942	Ch. 227 (B) 93.3mc 20kw				.....
	WJMJ 1948	1540 1,000-D	Patrick Joseph Stanton St. James Hotel Kingsley 5-7000	McGillvra	Patrick J. Stanton, p & gm Charles Stahl, cm Michael Deegan, pd Jo Oris, pmm	Alec F. Iles, ce Bob Gallagher, nd Ruth Chilton, wd .....
	WPEN 1929	950 5,000 DA-N	William Penn Bcstg. Co. 2212 Walnut St. Locust 4-4383	Rambeau	Albert J. Sylk, p Edward C. Obrist, gm William B. Caskey, asst. m	Jules Rind, pd Charles Burtis, ce Matt Goukas, sd AP, UP WH
	WPEN-FM 1942	Ch. 275 (B) 102.9mc 20kw				..... Cap., St. Thes., Wld.
	WPTZ (TV) 1941	Ch. 3 60-66mc 8kw-aur.; 16kw-vis.	Philco Television Bcstg. Corp. 1800 Architects Bldg. Locust 4-2244	NBC NBC Spot	Ernest B. Loveman, vp & gm Rolland V. Tooke, asst. gm John J. Kelly, prom. & publ. m	A. W. Dannenbaum Jr., cm E. P. Stover, m of prog. oper. R. J. Bowley, ce ..... UP RCA
	WTEL 1926	860 250-D	Foulkrod Radio Engrg. Co. 4312 N. Broad St. Gladstone 5-1310	Foreign Lang. IMS	E. Douglass Hibbs, p & pd Henry N. Cocker, gm	John Field, ce Theodora Kay, wd .....

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in *italics*. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



Best eye and ear specialist in town!



*Best for listening, best for viewing, best for selling the Philadelphia market*

**WCAU** <sup>AM</sup>  
**TV**

CBS Affiliate • The Philadelphia Bulletin Stations • Represented by Radio Sales

BROADCASTING • Telecasting

1951 Yearbook Number • Page 269

PENNSYLVANIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transc. Library News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
<b>PITTSBURGH</b>						
KDKA 1920	1020 50,000	Westinghouse Radio Stations Inc. Grant Bldg. Grant 1-4200	NBC Free & Peters	Walter Evans, p Joseph E. Baudino, gm George D. Tons, cm Robert E. White, pd David N. Lewis, pmm	Thodore C. Kenney, ce Jack E. Swift, nd Homer H. Martz, fd John F. Boyer, sd	Thes. AP, UP, INS WH
KDKA-FM 1942	Ch. 225 (B) 92.9mc 9kw					
KQV 1919	1410 5,000 DA-1	Allegheny Bestg. Corp. 800 Chamber of Com- merce Bldg. Atlantic 1-9100	MBS Tri-State Weed	Charles T. Campbell, p James F. Murray, g & cm Frank Orr, pd Ed. Trageser, pmm	James Schultz, ce Bill Burns, nd Harold Traynor, sd Jane Gibson, wd	Wld., SES. UP WE
KQV-FM 1948	Ch. 251 (B) 98.1mc 20kw					
WCAE 1922	1250 5,000 DA-N	WCAE Inc. William Penn Hotel Atlantic 1-6900	ABC Katz	Leonard Kapner, p R. Clifton Daniel, sm & pd Carl M. Dozer, cm Warren Dana, pmm	James Greenwood, ce Larry Berrill, sd Florence Sando, wd	..... Fed. Wld. AP, INS RCA
WCAE-FM 1948	Ch. 241 (B) 96.1mc 12kw					
WDTV (TV) 1949	Ch. 3 60-66mc 8.3kw-aur.; 16.6kw-vis.	Allen B. DuMont Labs, Inc. Chamber of Commerce Bldg. Express 1-1071	ABC, CBS DuMont NBC	Allen B. DuMont, p Donald A. Stewart, gm Larry Israel, sd	Harry G. Munson, film d Raymond W. Rodgers, ce	..... WH ..... UP DuM
WJAS 1921	1320 5,000 DA-N	Pittsburgh Radio Supply House 1406 Chamber of Com- merce Bldg. Grant 1-4860	CBS Hollingbery	H. K. Brennen, p & gm John H. Buchheit, c & pmm James M. Hughes, pd Walter W. McCoy, ce	Henry Dabeco, nd Bob Prince, sd Jane Ellen Ball, wd	Cole, L-W UP, TP WE
WJAS-FM 1948	Ch. 259 (B) 99.7mc 24kw					
WKJF (FM) 1948	Ch. 229 (B) 93.7mc 20kw	Agnes J. Reeves Greer 1715 Grandview Ave. Hubbard 1-2626	Transit Radio	(Mrs.) A. J. R. Greer, p Edd Harris, gm Wm. T. Schauf, cm Bill Lott, pd	W. P. Grether, tech. d Norma Elpern, publ. d Clarence Kulong, ce	Wld. UP WE
WLFM (FM) (CP)	Ch. 246 (B) 96.9mc; 6.9 kw	(WLOA, AM affiliate) (See Braddock, Pa. listing)				

Data corrected to Dec. 6, 1950. If executives or services for FM or TV 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, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

*We Do This  
Every Day!*



AT KQV, it's a 24-hour-a-day job aggressively promoting in the right places for its advertisers. Carefully planned promotion—newspaper, dealer contests and special theater tie-ins—is one reason why our rating and our local and national billing are consistently high. Spot revenue-wise, KQV is among the top five Mutual stations of the nation.

**KQV**

**Pittsburgh's Aggressive Radio Station  
5000 W-1410 KC  
Basic Mutual Network • Natl. Reps., WEED & CO.**



City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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.	Transc. Library News Service Transmitter
<b>PITTSBURGH—(Continued)</b>					
WPGH 1947	1080 1,000-D	Pittsburgh Bcstg. Co. 220 N. Highland Ave. Emerson 1-5000	McGillvra	George M. Harton, p Howard Lazarus, g & cm Alan F. Leonard, pd Ralph L. Ketterer, ce	Bill Martin, nd Joe Bassett, sd Bettelou Purvis, wd L-W AP WE
WPIT 1947	730 1,000-D	WPIT Inc. 211 Smithfield St. Grant 1-0794	Forjoe	John Laux, p Don Ioset, vp & cm Bill Ewing, pd & pmm George Varnum, pdm	Mike Komichak, ce Stan Norman, nd Nick Perry, sd UP G
WPIT-FM 1948	Ch. 268 (B) 101.5mc 19kw				
WWSW 1931	970 5,000 DA-2	WWSW Inc. Sheraton Hotel Grant 1-5200	Blair	O. M. Schloss, p & gm Ben Muros, sm Harold Goldstein, pmm	Henry Kaiser, ce Ray Schneider, nd Joe Tucker, sd St. AP WH
WWSW-FM 1941	Ch. 233 (B) 94.5mc 20kw				GE
<b>POTTSVILLE</b>					
WPAM 1947	1450 250	Miners Bcstg. Service 106 South Centre St. 5050	MBS Quaker McKinney	Joseph L. Maguire, p Louis H. Murray, gm Frank Tamulonis, cm Gene Handwerk, ce	Mort Ross, nd Harry Pourbaugh, fd Johnny Samm, sd Margaret Poutner, wd Assoc. UP G
WPAM-FM 1947	Ch. 238 (B) 95.5mc 5.1kw				RCA
WPPA 1950	1360 1,000-LS 500-N DA	A. V. Tidmore 8 South Second St. 4744		A. V. Tidmore, p, gm & ce Ralph L. Price, cm Ed Romance, pd & sd	William Tidmore, nd Romaine Scott, wd Wd. AP WE
WPPA-FM 1948	Ch. 270 (B) 101.9mc 2.8kw	Swatara Rd. Shenandoah, Pa. 2-0064		Robert D. Schnaufer, ce	RCA
<b>READING</b>					
WEEU 1931	850 1,000 DA-N	Hawley Bcstg. Co. 533 Penn St. 7335	ABC Quaker Headley- Reed	Hawley Quier, p James E. Keller, evp Thomas E. Martin, gm K. Richard Creitz, cm	George Carroll, pd & fd Nan Heckman, pmm & wd Harold Schearer, ce Tony Bourg, sd Assoc. UP RCA
WEEU-FM 1947	Ch. 225 (B) 92.9mc 9kw				Fed.

*First with the finest in Television*

## THE PIONEER TV STATION IN PITTSBURGH

# 1<sup>st</sup>

REMOTES  
 LOCAL SHOWS  
 LOCAL STUDIOS  
 ON SPOT NEWS COVERAGE  
 TV STATION IN SEVENTH MARKET  
 CHOICE FOR ALL TV ADVERTISERS  
 WITH EQUIPMENT, FACILITIES AND PERSONNEL  
 WITH TOP SHOWS FROM FOUR NETWORKS—DUMONT, ABC, CBS, NBC



A lot of firsts for a two-year old! Keep your eyes on WDTV and see the list of firsts grow in coming months.

Owned and Operated by the First TV Network



PENNSYLVANIA—(Continued)

City	Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. up exp; 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.	Transc. Library News Service Transmitter	
<b>READING—(Continued)</b>							
WHUM	1946	1240 250	Eastern Radio Corp. Berkshire Hotel 44805	CBS Hollingbery	Humboldt J. Greig, p & gm Richard G. Fichthorn, vp & cm George D. Ribble, asst. secy.-treas.	Arthur W. Heim, pmm Alan Lane, pd Joseph McCormack, ce	AP Ray.
WRWA	1922	1340 250	Reading Bestg. Co. Inc. 19 North 5th St. 7173	MBS, NBC Meeker	Clair R. McCollough, sta. exec. Raymond A. Gaul, gm Frank J. Voss, pd	J. Robert Gulick, gen. slm J. E. Mathiot, tech. d	Wld. UP
<b>RED LION</b>							
WGCB	1950	1440 1,000-D	Rev. John M. Norris Delta Rd.		John M. Norris, sm Vincent A. Freeman, cm George Kienzle, pd	M. F. McDowell, ce Sarah E. Kitchen, traffic m	SES. UP
<b>ROCHESTER</b>							
WRYO	1949	1050 250-D	Beaver Valley Radio Inc. P. O. Box 191 4660		Michael Baker Jr., p David A. Warnick, adm. dept. Eugene B. Bray, act. m	Andrew P. Macioce, ce Charles Berecek, sd Ruth Ray, wd	L-W UP WE
<b>SAYRE</b>							
WATS	1950	1470 1,000-D	Thompson K. Cassel 110 N. Elmer Ave. Tally 0961		T. K. Cassel, p Jay Handshaw, sta. & cm John P. Morrissey, asst. m Bill Lawson, pd	Stan Hinden, pmm & nd & sd Benjamin A. Franklin, ce Bob Keisling, fd	Thes., Wld. UP Ray.
<b>SCRANTON</b>							
WARM	1940	1400 250 CP: 590 5,000 DA-2	Union Bestg. Co. Bowman Bldg. 4-1148	ABC Quaker Hollingbery	Martin F. Memolo, p William M. Dawson, gm Joseph H. Salsburg, pd	Mary Lynott, pmm Adolph W. Oschmann, ce Dave Griffiths, sd	UP
WARM-FM	1948	Ch. 229 (B) 93.7mc 2.8kw					Thes.
WGBI	1925	910 1,000-LS 500-N	Scranton Bcstrs. Inc. 1000 Wyoming Ave. 6296	CBS Blair	(Mrs.) M. E. Megargee, p Madge A. Megargee, vp George D. Coleman, g, c & pmm	Robert E. McDowell, sm Frank Monaghan, pd Kenneth R. Cooke, ce	Wld. AP RCA
WGBI-FM	1948	Ch. 267 (B) 101.3mc 1.8kw					WE
WQAN	1923	630 500-D	The Scranton Times 149 Penn Ave. 5151	Bolling	Elizabeth R. & Edward J. Lynett, ptrns. John P. McGoldrick, gm & ce Robert R. Flanagan, pd	William Cullen, nd Jack Guinan, sd Margaret Mulrooney, wd	Assoc., St. SES. AP, UP RCA
WQAN-FM	1948	Ch. 222 (B) 92.3mc 1.8kw					WE

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in *italic*. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

**IN THE READING  
METROPOLITAN DISTRICT\*  
50% MORE PEOPLE LISTEN\*  
TO WHUM  
THAN TO THE 2ND STATION**

\*69,260 RADIO FAMILIES      \*PULSE SURVEY, NOV. 1950

REPRESENTED BY—H. R. REPRESENTATIVES, INC.



City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transc. Library News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
<b>SCRANTON—(Continued)</b>						
WSCR 1947	1000 1,000-D	Lackawanna Valley Bcstrs. 116 Adams Ave. 5242	Walker	Hon. Michael J. Eagen, p Dale Robertson, g & cm Barry Sherman, pd, pmm & sd Mary L. Walsh, traffic m	Willard Shimski, ce Jess Landenberger, fd Ann Culklin, wd	L-W AP Ray.
<b>SHAMOKIN</b>						
WISL 1948	1480 1,000 DA-N	Radio Anthracite Inc. Rock & Sunbury Sts. 2650	MBS Quaker Forjoe	Henry W. Lark, p Charles R. Petrie, g & cm	Richard Owen, pd Bernard Marshal, ce	Thes. AP RCA
<b>SHARON</b>						
WPIC 1938	790 1,000-D	Sharon Herald Bcstg. Co. P. O. Box 541 4113	Young	John Fahnline Jr., p & gm Marcus A. McCulloch, pd Harold Smith, pdm	Evelyn L. Keller, publ. d A. C. Heck, ce Johnny Pepe, sd	Cap., L-W Assoc., Wld. UP WE
WPIC-FM 1947	Ch. 275 (B) 102.9mc 26kw					..... Fed.
<b>SOMERSET</b>						
WVSC (CP)	990 250-D	Somerset Bcstg. Co. Box 231 4186		T. H. Opegard, ptrn. & gm Carl R. Lee, ptrn., cm & ce Ernest E. Mark, pd	June Kennedy, wd	St. UP G
<b>STATE COLLEGE</b>						
WMAJ 1945	1450 250	Centre Bcstrs. Inc. Glennland Bldg. 4959	MBS, KBS	R. J. Kennard, p William K. Ulerich, gm Alethea M. Ulerich, sm & wd	Miriam Krebs, cm Milton Bergstein, pd & sd Douglas Beman, ce	L-W Wld. AP
<b>ST. MARYS</b>						
WKBI 1950	1400 250	Elk-Cameron Bcstg. Co. 41 Erie Ave. 2321	Quaker	K. E. Rennekamp & C. H. Simpson, co-ptnrs. C. H. Simpson, gm George A. Clark, cm	Bert O. States Jr., pd Clyde F. Robison, pmm Gerald O. Quint, ce John A. Fay, nd	Cap. AP G
<b>STROUDSBURG</b>						
WVPO 1947	840 250-D	Pocono Bcstg. Inc. 578 Main St. 1102	Radio Reps.	James H. Ottaway, p Elton Hall, sm Francis H. Brinkley, mgng. d	Joseph Webster, pd Ernest Transue, ce	Assoc. UP Col.
<b>SUNBURY</b>						
WKOK 1933	1240 250	Sunbury Bcstg. Corp. 1150 North Front St. 1325	ABC Quaker Continental	Harry H. Haddon, p Basse A. Beck, secy.-treas. Homer R. Smith, gm Eleanor R. Metz, office m	Robert W. Trevitt, cm Michael J. Kane, pd & sd Nelson Fitch, pmm & nd John W. Keller Jr., ce	L-W AP WE
WKOK-FM 1947	Ch. 231 (B) 94.1mc 4.4kw					..... RCA

**With 5000 watts  
at 590 KC - This is  
WARM'S market!**

**WARM**  
SCRANTON

1,000,000 listeners live within the primary area serviced by the new WARM 5000 watt transmitter.

ONLY station that covers the whole SCRANTON-WILKES-BARRE, PENNSYLVANIA area.

Represented Nationally By  
**GEORGE P. HOLLINGBERRY CO.**  
NEW YORK CHICAGO  
ATLANTA LOS ANGELES SAN FRANCISCO  
Affiliated with A B C The American Broadcasting Co.

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

PENNSYLVANIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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	Transc. Library News Service Transmitter
<b>UNIONTOWN</b>						
WMBS 1937	590 1,000 DA-N	Fayette Bcstg. Corp. Fayette Title & Trust Bldg. 8-3900	CBS Meeker Quaker	J. C. Burwell, p & gm H. C. Burwell, cm Charles H. Underwood, pd Ed Hamlyn, pmm & nd	Thomas Kikta, ce Rex E. Carter, fd James Gismondi, sd Marion Johnson, wd	Thes. UP Col.
<b>WARREN</b>						
WNAE 1946	1310 1,000-D	Northern Allegheny Bcstg. Co. First Nat'l. Bank Bldg. 3033	MBS Devney	A. David Potter Jr., p & gm James Potter, cm Leroy Schneck, pd	Homer M. Haines, ce Chuck Tranter, nd & sd Lynn Blake, wd	Thes. AP Ray.
WNAE-FM 1948	Ch. 222 (B) 92.1mc 0.55kw					..... G & Ray.
<b>WASHINGTON</b>						
WJPA 1942	1450 250	Washington Bcstg. Co. George Washington Hotel Bldg. 4870	MBS McGillvra	A. Boyd Siegel, mgng. d Peter Stanton, cm		L-W, Wld. UP .....
WJPA-FM 1949	Ch. 282 (B) 104.3mc 6kw					
<b>WILKES-BARRE</b>						
WBAX 1922	1240 250	John H. Stenger Jr. 85 W. Union St. 3-0196	MBS Burn-Smith	John H. A. Stenger Jr., p & ce August W. Grebe, gm John H. A. Stenger III, pd Ed Kuzma, pmm	Milan J. Krupa, asst. ce Jim Hutchison, fd Jones Evans, sd Nancy Stenger, wd	St. UP WE
WBRE 1924	1340 250	Louis G. Baltimore 62 S. Franklin St. 3-3101	NBC Quaker	Louis G. Baltimore, o David M. Baltimore, g & pmm A. C. Baltimore, cm	Frank D. Coslett, pd & nd Chas. Sakoski Sr., ce James McCarthy, sd	Wld. AP RCA
WBRE-FM 1947	Ch. 253 (B) 98.5mc 2.2kw					
WILK 1947	1450 250 CP-980 5,000-LS 1,000-N DA-2	Wyoming Valley Bcstg. Co. 88 North Franklin St. 4-4666	ABC Quaker Avery-Knodel	Dr. I. C. Morgan, p Harold Gray, vp Roy Morgan, gm & secy. Thomas Shelburne, sm	Mitchell Jenkins, treas. Harold Berg, pd Harry P. Butler, cm Theo. S. French, ce	L-W UP Col.
WILK-FM 1948	Ch. 241 (B) 96.1mc 3.1kw					..... WH
WIZZ (FM) 1946	Ch. 277 (B) 103.3mc 3.1kw	Scranton-Wilkes-Barre- Pittston Bcstg. Co. Inc. 225 S. Main St. 4-3561	Rural Radio Transit Radio			
<b>WILLIAMSPORT</b>						
WLYC (CP)	1050 1,000-D	Lycoming Bcstg. Co. 331 Pine St. 2-4676		John K. Keliher, p Edward Foye, gm Vince Campano, pd		Thes. AP .....
WLYC-FM 1949	Ch. 286 (B) 105.1mc 3.2kw					..... RCA
WRAK 1930	1400 250	WRAK Inc. 244 West Fourth St. 2-6116	NBC Quaker McKinney	E. M. Case, p George E. Joy, gm J. Wright Mackey, cm W. Van Person, treas.	Leon E. Kelly, pd Everett Rubendall, pmm Glen Sherman, ce Irving Berndt Jr., pdm & sd	L-W AP RCA
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 J. David Fleming, cm Louis C. Cate, pd	John Archer, pmm & nd Carl Steinbacher, ce Willard Moyle, fd	Wld. UP RCA
<b>YORK</b>						
WNOW 1948	1250 1,000-D	Broadcast Division, Helm Coal Co. 25 S. Duke St. 8-2911		Lowell W. Williams, gm John O. Border, cm H. E. Daugherty, pd Edwin L. Jay, d of pub. rel.	Murray L. Goldsborough, pmm Willis N. Weaver, ce Geo. Hack, fd	Assoc. AP RCA
WNOW-FM 1948	Ch. 289 (B) 105.7mc 12kw					..... Col.
WORK 1932	1350 5,000-LS 1,000-N-DA	York Bcstg. Co. Inc. 13 South Beaver St. 6629	MBS, NBC Meeker	Clair R. McCollough, sta. exec. Leroy K. Strine, gm James R. Wilson, pd	J. Robert Gulick, gen. slm J. E. Mathiot, tech. d	Thes. UP .....
WRZE (FM) 1948	Ch. 253 (B) 98.5mc 8kw	White Rose Bcstg. Co. 103 S. George St. 6696	Continental	Charles Gitt, p Micheal Rebert, vp & gm John Himes, sta. & cm	(Mrs.) Joan Richmond, pd Quinten G. Cumeratto, ce	Assoc. AP RCA

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in *italic*. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transc. Library News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
<b>YORK—(Continued)</b>						
WSBA 1942	910 1,000 DA-2	Susquehanna Bcstg. Co. P. O. Box 1112 8-2676	ABC Quaker Radio Reps.	Louis J. Appell, p Walter J. Rothensies, evp Otis Morse, pd & nd Philip K. Eberly, c & pmm	Woodrow G. Eberhart, ce Herman Stebbins, fd Fred Shaffer, sd Helen M. Gotwalt, wd	Wld. AP RCA
WSBA-FM 1947	Ch. 277 (B) 103.3mc 20kw					

## RHODE ISLAND

### NEWPORT

WRJM 1948	1540 1,000-D	Aquidneck Bcstg. Co. 204 Thames St. 4673	KBS Devney	Columbus O'Donnell, o & p Warren Clement, gm Gilbert M. Congdon Jr., cm Edwin Kane, pd Joseph Britto, ce	John Stewart, nd Howard O'Connell, fd Christian Clark, sd Cecil Clement, wd	Assoc. AP G
--------------	-----------------	--	---------------	--	--	-------------------

### PAWTUCKET

WPAW 1950	1380 500-D	Roger William Bcstg. Co. 32 N. Union St. 5-9000		Neale D. Murphy, co-o, p & treas. Dominic Hysko, co-o Muriel T. Choquette, sta. & pmm & pd	Jim Bonney, ce William J. Torpey, nd	Mac. UP G
--------------	---------------	---	--	---	---	-----------------

### PROVIDENCE

WDEM 1947	1290 500-D	Narragansett Bay Bcstg. Co. 15 Chestnut St. Jackson 1-6565		Louis A. R. Pieri, p Walter Neiman, gm & pd	Milton Krogstad, ce Dave Rosehill, nd & sd	..... UP .....
WLIV (FM) 1948	Ch. 299 (B) 107.7mc 20kw	Colonial Bcstg. Co. (WDEM AM Affiliate)				..... GE .....
WEAN 1922	790 5,000 DA-2	The Yankee Network Inc. Crown Hotel Temple 1-0800	MBS Yankee Petry	William O'Neill, p Mowry Lowe, g & cm Don Morton, pd Harry H. Tilley, ce	Dexter MacMullen, nd Warren Walden, sd Carolyn Wallace, wd	Assoc. AP WE
WFCI 1941	1420 5,000 DA-1	Pawtucket Bcstg. Co. Sheraton-Biltmore Hotel Plantations 1-6565	ABC Avery-KnodeL	Wallace A. Walker, g & cm David Brooks, pd	Gilbert Johnson, ce Betty Gunning, wd	Assoc. AP WE
WHIM 1947	1110 1,000-D	Inter-City Bcstg. Co. 32 Custom House St. Union 4211	Young	Robert T. Engles, gm		..... AP .....

**Buy the BIG STATION that's kind to budgets!**

WHEN you entrust your radio dollars to Providence buy the big station with the lower rates and get more ears per dollar. ABC programming plus sparkling local shows and features insure intensive reception in this rich, million-listener area. Check the rates!

5000 WATTS DAY & NIGHT

# WFCI

MAIN STUDIOS:

THE SHERATON-BILTMORE — PROVIDENCE, R. I.



REPRESENTATIVES

EVERY-KNODEL, INC.

608 Fifth Ave., New York 20, N. Y.

*The "American" Voice in Rhode Island*

RHODE ISLAND—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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.	Transc. Library News Service Transmitter
<b>PROVIDENCE—(Continued)</b>					
WJAR 1922	920 5,000 DA-N	The Outlet Co. 176 Weybosset St. Gaspee 1-1071	NBC New England Weed	Mortimer L. Burbank, chmn. of bd. John J. Boyle, g & cm	M. Sothorn Abbott, pd Thomas Prior, ce Ben Boyden, nd Wld. AP WE
WJAR-FM 1948	Ch. 238 (B) 95.5mc 14kw				
WJAR-TV 1949	Ch. 11 198-204mc 15kw-aur.; 30kw-vis.		ABC, CBS DuMont, NBC		UP RCA
WPJB (FM) 1948	Ch. 286 (B) 105.1mc 20kw	Providence Journal Co. 75 Fountain St. Dexter 1-0600		G. P. Metcalf, p H. William Koster, gm Harmon H. Hyde, pd	George W. Sharpe, ce L-W Wld. AP, UP GE
WPRO 1924	630 5,000 DA-N	Cherry & Webb Bcstg. Co. 24 Mason St. Plantations 1-9776	CBS New England Raymer	William S. Cherry Jr., p Arnold F. Schoen Jr., g & cm John A. Owen Jr., pd	John V. Ferri, ce L-W, Thes. AP, UP RCA
WPRO-FM 1948	Ch. 222 (B) 92.3mc 20kw				UP WE
WRIB 1947	1220 1,000-D	R. I. Bcstg. Co. Narragansett Hotel Union 1-4512	Forjoe	Nicholas Ruggieri, gm Louis Rosen, cm	Assoc., SES. UP
<b>WESTERLY</b>					
WERI 1949	1230 250	Radio Westerly Inc. 34 Main St. 2263	KBS Continental	Richard G. Moore, p Warren M. Greenwood, g & cm Lee S. Greenwood, treas.	Brud Warren, pd, pmm & nd Donald Siegel, ce Marion MacNeil, wd L-W UP Ray.
<b>WOONSOCKET</b>					
WWON 1946	1240 250	Woonsocket Bldg. Co. 99 Main St. 3900	MBS	(Mrs.) Millicent S. Palmer, p Buell W. Hudson, gm Eugene A. Mailloux, cm Gene Rousseau, pd Joseph Gerson, ce	Mitchell F. Stanley, sm Gene O'Neill, nd Bun Riley, nd Aurora Graziani, wd Wld., St. AP
WWON-FM 1949	Ch. 288 (A) 105.5mc 0.39kw				

SOUTH CAROLINA

<b>ANDERSON</b>					
WAIM 1935	1230 250	Wilton E. Hall 1 Martin St. 3800	CBS Palmetto Burn-Smith	Wilton E. Hall, p Glenn P. Warnock, gm Charles B. Goodyear, cm Ray Barath, pd	G. Paul Browne, pmm H. B. Greene, ce Gary Newman, fd Cary Cox, sd Assoc., Wld. INS WE
WCAC (FM) 1947	Ch. 266 (B) 101.1mc 41kw	(WAIM, AM affiliate)			
WANS 1949	1280 1,000-DA-N	Carolina Bcstrs. P. O. Box 211 3282		John J. Powell, p & gm J. Bonner Manly, cm James J. Lever, sls. rep.	Elizabeth S. Eve, pd & wd Alfred Pratt, ce Carroll Lee, nd & fd Harry Carroll, sd St. UP WE
<b>BENNETTSVILLE</b>					
WBSC 1947	1400 250 CP:1550 10,000-LS 5,000-N DA	Bennettsville Bcstg. Co. 212 Broad St. 780	McGillvra	Malcolm A. Young, g & cm	
<b>CAMDEN</b>					
WACA 1948	1590 1,000-D	H. S. Bowden Camden 80	McGillvra	H. S. Bowden, p Tom Richards, gm Mac Sheheen, pd	Jim Byrd, ce UP G

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

21 STATIONS IN THE H-BOMB AREA!

For sales in one of America's greatest areas of defense activity (The Savannah Valley of S. C. and Ga.) put your messages on PBS stations in these markets:

ATLANTA  
COLUMBIA  
GREENVILLE  
FLORENCE  
ROCK HILL

GAINESVILLE  
SENECA  
CHESTER  
HARTSVILLE  
CONWAY

**PALMETTO  
BROADCASTING  
SYSTEM**

LAURENS  
AUGUSTA  
CHARLESTON  
ANDERSON  
ORANGEBURG  
SPARTANBURG-UNION

HARTWELL  
ATHENS  
NEWBERRY  
DILLON  
CAMDEN

A billion-dollar H-bomb plant, widespread industrial activities and new factories, and matchless agricultural stability, all are yours! SOLD AS A PACKAGE—or as you require. Contact us for program and spot rates and word about the merchandising co-operation PBS provides.

**PALMETTO BROADCASTING SYSTEM**

Anderson, S. C.

Glenn P. Warnock, Gen. Mgr.



more New Englanders  
listen to

# WPRO

than any other  
Rhode Island station

all  
latest  
seasonal  
reports show  
**WPRO**  
first in share  
of audience!

...compared\* to the second-place  
station, **WPRO** offers you:

**152.4% MORE AUDIENCE** WEEKDAY MORNINGS

**73.5% MORE AUDIENCE** WEEKDAY AFTERNOONS

**50.2% MORE AUDIENCE** EVENINGS SUN.-SAT.

*\*Comparison of a typical seasonal survey  
(1949—1950 Winter—Spring Hooper Audience  
Index for Providence — Pawtucket, R. I.)*

listeners are customers!  
customers are buyers!

TO REACH THE  
MOST BUYERS,

BUY BASIC...



**WPRO** AM & FM  
PROVIDENCE • 630 KC • 5000 W

REPRESENTED BY RAYMER

SOUTH CAROLINA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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	Transec. Library News Service Transmitter
<b>CHARLESTON</b>						
WCSC 1930	1390 5,000 DA-2	WCSC Inc. Francis Marion Hotel 7611	CBS Free & Peters	John M. Rivers, p & gm Roland Weeks, cm Russell Long, pd Alma D. Davis, pmm Wilbur Albee, ce	Robert Truere, nd Robert Tambllyn, fd George Norwig, sd Pearl Baum, wd Lollie Quarterman, traffic m	Wld. UP WH
WCSC-FM 1948	Ch. 245 (B) 96.9mc 36kw					REL
WHAN 1947	1340 250	Charleston Bcstg. Co. 152 Market St. 3-1643	ABC Palmetto Burn-Smith	S. Lewis Johnson, p Julian Mitchell, vp W. Ray Ringston, secy.-treas. W. Ben Hutto, g & cm	Vernon M. Bushong, pd & pmm William P. Birchfield, ce Dick Terfler, nd Ray Thomas, fd	L-W UP RCA
WPAL 1947	730 1,000-D	George G. Weiss 149 Wentworth St. 3-6428	Dodson	George Graham Weiss, o Laurens Moore, gm Bob Chrystie, cm & sd R. V. Austin, pd	Walter Hanna, pmm & nd C. J. Modlin, ce Sandra Lyon, wd	UP Col.
WTMA 1939	1250 5,000-LS 1,000-N DA	Atlantic Coast Bcstg. Co. Box 297 2-2961	NBC Hollingbery	Edward Manigault, p Douglass M. Bradham, gm Grange S. Cuthbert Jr., cm (Mrs.) Nina K. Parker, pmm U. Gordon Knight, ce	Robert Yeager, asst. pd Harry Gianaris, nd Bob Nelson, sd Alicia Rhett, wd	Assoc. AP WH
WTMA-FM 1947	Ch. 236 (B) 95.1mc 49kw					
WUSN 1948	1450 250	Southern Bcstg. Co. Inc. P. O. Box 154 2-2652	MBS Cooke	Louis D. Simonds Jr., p J. Drayton Hastie, g & cm Henry J. Hoppe, pd	Ed Lesnick, pmm Walter M. Nelson, ce Bill Ward, sd	UP Ray.
<b>CHESTER</b>						
WGCD 1948	1490 250	Craig Bcstg. Co. 128 Main St. 1171	MBS, KBS McGillvra	Alex B. Craig, p Morgan Craig, vp Charles A. Thoman, gm Vernon McCarthy, cm	Arthur Cornwall, pd James Kennedy, pmm Vernon Cameron, ce Jim Turner, sd	AP GE
<b>COLUMBIA</b>						
WCOS 1939	1400 250	Radio Columbia Inc. 1202 Main St. 2-5601	ABC Taylor	E. D. Black, p James W. Hicks, gm Dixon Harp, cm Stewart Spencer, pd, pmm & nd	Robert D. Lambert Jr., ce Wayne Poucher, sd Barbara Allen, wd	Wld. AP RCA
WIS 1930	560 5,000 DA-N	Bcstg. Co. of the South 1111 Bull St. 36431	NBC Free & Peters	G. Richard Shafto, vp & gm J. Dudley Saumenig, mgng. d Miller Montgomery, loc. slm Frank Harden, pd Steve Libby, pmm	Herbert G. Edison Jr., ce Harold Bourgeois, nd Adrian Munzell, fd Sam Zurich, sd Kay Collins, wd	St. UP WE

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

## ARE YOUR BRAND SALES KEEPING PACE WITH CHARLESTON'S GROWTH?

Big things are happening in the Charleston metropolitan area!

A 49.7% gain in population since 1940! Retail sales 248% above 1939! Food sales 280% above! . . . higher than the national gain . . . highest food volume and food sales gain of South Carolina's metropolitan county markets! Industry booming . . . scores of new plants in the area since 1945

. . . more than 40,000 wage earners, with monthly payrolls exceeding \$6,000,000 . . . export-import trade breaking all records . . . postal receipts, bank debits, department store sales way up!

You can sell this prosperous, fast-moving market economically over WCSC—the "big voice" of Coastal Carolina . . . reaching well beyond the metropolitan boundaries to every corner of a 15-county area in South and North Carolina—with total retail sales of more than one-quarter billion dollars.

# WCSC

## CBS

5000 WATTS

Charleston,  
South Carolina

John M. Rivers, Owner

Represented Nationally  
by Free & Peters



Charleston's Leading Station in Hooperatings - - - 1948, 1949, 1950



**NO OTHER  
STATION SERVES  
SOUTH CAROLINA  
LIKE  
THIS!**

**T**wenty-one-year-old WIS is South Carolina's leading station, individually or on any list. The most powerful station in the Columbia area, its 560 kilocycles is the lowest frequency in the State.

Of the 145,960 radio families credited to WIS daytime in 40 of South Carolina's 46 counties, a total of 88,780 families—or 60%—tune to "South Carolina's Most Powerful Voice" six or seven days weekly! (BMB Spring, 1949)

In the Columbia Trading Area, loyalty to WIS is even higher: BMB reports a weekly audience of 104,810 families, with 70,570 families—67.3%—listening to WIS six or seven days weekly. B.B.D.&O.'s Columbia Trading Area includes 20 counties—is the largest *market* in the State (Greenville-Spartanburg with 7, and Charleston with 6, are next highest.

And Columbia, centrally-located capital of the State and home city of WIS, is on the march! According to the new census, the Columbia Metropolitan Area now has a population of 141,880—up 35.3% since 1940! Sales Management

Estimates, 1950, predicts retail sales of \$117,626,000 for the city—highest of any city in South Carolina.

There is no station of more than 1,000 watts within approximately 80 miles of 5,000-watt WIS. WIS-fm is a bonus to all advertisers.

WIS has been an NBC affiliate for 20 of its 21 years, and has supplemented its network features with exceptional programming that pulls mail and mail-orders from all over the State, and from the border counties of North Carolina and Georgia.

For further proof of overall superiority in South Carolina, write to WIS—or ask Free & Peters.



*The New Studio-and-Office Building of WIS—Dedicated November 20, 1949.*

G. Richard Shafto, *General Manager*  
J. Dudley Saumenig, *Managing Director*



*Plus WIS-fm*

**FREE & PETERS, INC.,**  
*National Representatives*

SOUTH CAROLINA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Transc. Library News Service Transmitter
<b>COLUMBIA—(Continued)</b>					
WIS-FM 1948	Ch. 233 (B) 94.5mc; 1.3kw				
WMSC 1945	1320 1,000-LS 500-N DA	Marseco Bcstg. Corp. 1127 Lady St.; 2-8659	CBS Avery-Knodel	C. Wallace Martin, gm	L-W ..... .....
WNOK 1947	1230 250	Palmetto Radio Corp. P. O. Box 307 2-1518	MBS Forjoe	H. Moody McElveen, gm	..... .....
<b>CONWAY</b>					
WLAT 1945	1490 250	Coastal Bcstg. Co. P. O. Box 497 340	MBS McGillvra		..... AP .....
<b>DILLON</b>					
WDSC 1946	800 1,000-D	Border Bcstg. Co. P. O. Box 231 470	MBS Dodson	E. H. Brown, p Joseph Martin, g & pmm A. R. Mozley, office m Jimmy Murri, pd	Adelaide Monroe, cm (Mrs.) Ella S. Rauch, traffic & wd Russell Caldwell, ce Thes. UP G
<b>EASLEY</b>					
WELP (CP)	1360 1,000-D	Pickens Bcstg. Co. Easley 9349		J. Lake Williams, p & treas. Robert O. Moran, g & cm	..... UP RCA
<b>FLORENCE</b>					
WJMX 1947	970 5,000-LS 1,000-N DA	Atlantic Bcstg. Co. P. O. Box 1211 6351	ABC Walker	Eugene E. Stone, p Paul H. Benson Jr., gm Sam I. Latimer, pd, nd & fd.	Frank A. Jenne, ce Bob Forbes, sd Marguerite M. Eaton, wd L-W AP WH UP .....
WOLS 1937	1230 250	Florence Bcstg. Co. 159 S. Dargan St. 3271	McGillvra	Melvin Purvis, p & gm A. P. Skinner, cm Jim Putnam, pd & pmm	W. A. Pritchett, ce UP .....
<b>GAFFNEY</b>					
WFGN 1948	1570 250-D	Cherokee Radio Co. Inc. P. O. Box 759 4795		A. Ray Godshall, p Morton E. Green, gm & sd (Mrs.) Velna Wilder, cm (Mrs.) Evelyn Parrott, pd & wd	C. B. Brazzell, pmm & fd Roger A. Clark, ce (Mrs.) Virginia Gertz, publ. & nd L-W UP Ray.
<b>GEORGETOWN</b>					
WGTN 1949	1400 250	Georgetown Bcstg. Co. P. O. Box 575 621	MBS	Dr. John T. Assey Jr., p Allan Wester, cm & sd	L-W UP Ray.
<b>GREENVILLE</b>					
WAKE 1950	1490 250	Piedmont Bcstg. Co. Inc. 400 Mayberry St. 5-6772	CBS MBS	V. D. Ramseur, p J. S. Ayers, gm H. A. Morris, ce	Wayne Davis, nd Jules Medwin, sd INS G .....
WESC 1947	660 5,000-D	Greenville Bcstg. Co. 1 College St. 2-8241	MBS, LBS Palmetto Walker	(Mrs.) Scott Russell, p Glenn P. Warnock, gm W. C. Bochman, cm Art Roberts, pd	H. B. Greene, ce Wally Mullinax, sd L-W AP Ray.
WESC-FM 1948	Ch. 223 (B) 92.5mc 12.5kw				
WFBC 1932	1330 5,000 DA-N	Greenville-News Pied- mont Co. Pointsett Hotel Bldg. 2-7616	NBC Avery-Knodel	Roger C. Peace, p Beverly T. Whitmire, gm Robert Q. Glass Jr., cm Newton S. Smyth, pd Paul Chapman, pmm	Wm. E. Garrison, ce Norvin C. Duncan Jr., nd Alan H. Newcomb, fd Verner Tate, sd Alice Wyman, wd Thes. UP RCA ..... WH .....
WFBC-FM 1948	Ch. 229 (B) 93.7mc 180kw				
WMRC 1939	1440 5,000 DA-N	Textile Bcstg. Co. Prevost Bldg. 3-2751	ABC Weed	R. A. Jolley Sr., p Guy Zwahlen, gm Ken Willson, c & pmm Bill Arrington, pd	George Tate, ce Paul Fisher, fd Claude Freeman, nd Jimmy Simpson, sd Wid. AP Col.
WMRC-FM 1946	Ch. 235 (B) 94.9mc 79kw				
WMUU 1949	1260 1,000-D	Bob Jones U. Greenville 26711		Dr. Bob Jones Jr., p R. K. Johnson, gm Jim Ryerson, sm Julia Boyajian, pd Lamont Haynes, c & pmm	Don Smith, ce Barbara Cowan, traffic m Ken Ovlette, nd Jack Buttram, fd Dave Hoy, sd Assoc., SES. INS Col.
<b>GREENWOOD</b>					
WCRS 1941	1450 250	Grenco Inc. 216 Textile Bldg. 4300	NBC McGillvra	Douglas Featherstone, p Dan Crosland, gm Ralph Norman, cm	Randy Davidson, pd nd, fd & sd Charles M. Sparks, ce Bette McDonald, wd St., L-W AP RCA ..... WH .....
WCRS-FM 1948	Ch. 239 (B) 95.7mc 8.6kw				
<b>GREER</b>					
WEAB 1949	800 250-D	Greer Bcstg. Co. Box 151 1057		E. A. Burch, ptrn. & gm W. R. Frier, ptrn. Vernon Fox, pd	Perry Clinton Childers, ce & sd (Mrs.) Jackie Porter, wd L-W UP G
<b>HARTSVILLE</b>					
WHSC 1946	1450 250	Hartsville Bcstg. Co. Inc. College Ave. 654	MBS McGillvra	Charles H. Campbell, p Raymond Caddell, gm & nd Gerald Quick, cm Les Williams, pd	Donald Alexander Brienen, ce Ernest Stokes, fd David Rogers, sd Frances Bass Tyner, wd Cap. AP Ray.
<b>KINGSTREE</b>					
WDKD 1949	1300 1,000-D	Palmetto Bcstg. Co. Kingstree 6761		M. L. Few, ptrn. E. G. Robinson Jr., ptrn. John L. McWhorter, gm	Thomas B. Williams Jr., ce Nancy Williams, wd L-W AP G
<b>LAURENS</b>					
WLBG 1948	860 250-D	WLBG Inc. P. O. Box 642 2-2331	KBS, LBS	James C. Todd, p John F. Arrington Jr., gm Len L. Ledford, pd Clyde J. McClure, ce	Richards Todd, secy.-treas. & sd Jack Taylor, nd Colleen Willard, wd Wid. UP Ray.
<b>MULLINS</b>					
WJAY 1949	1280 1,000-D	Mullins & Marion Bcstg. Co. P. O. Box 41 3901		W. G. Smith W. H. Daniel Jr. } ptrns. W. L. Harrelson } Robert B. Marshall, gm	James F. Ramsey, asst. m & nd Robert A. Allen, pd Zed White, ce L-W UP Ray.
<b>MYRTLE BEACH</b>					
WMRA 1948	1450 250	Myrtle Beach Bcstg. Co. Ocean Forest Hotel 137		Elizabeth Evans, p & gm Larry Martin, ce Robert E. Evans, pd	L-W UP G

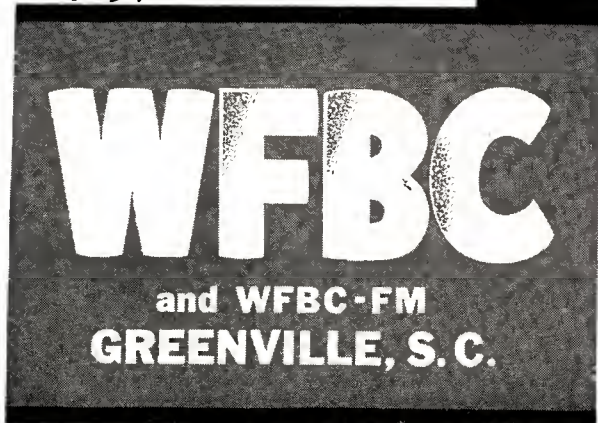
Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in *italics*. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



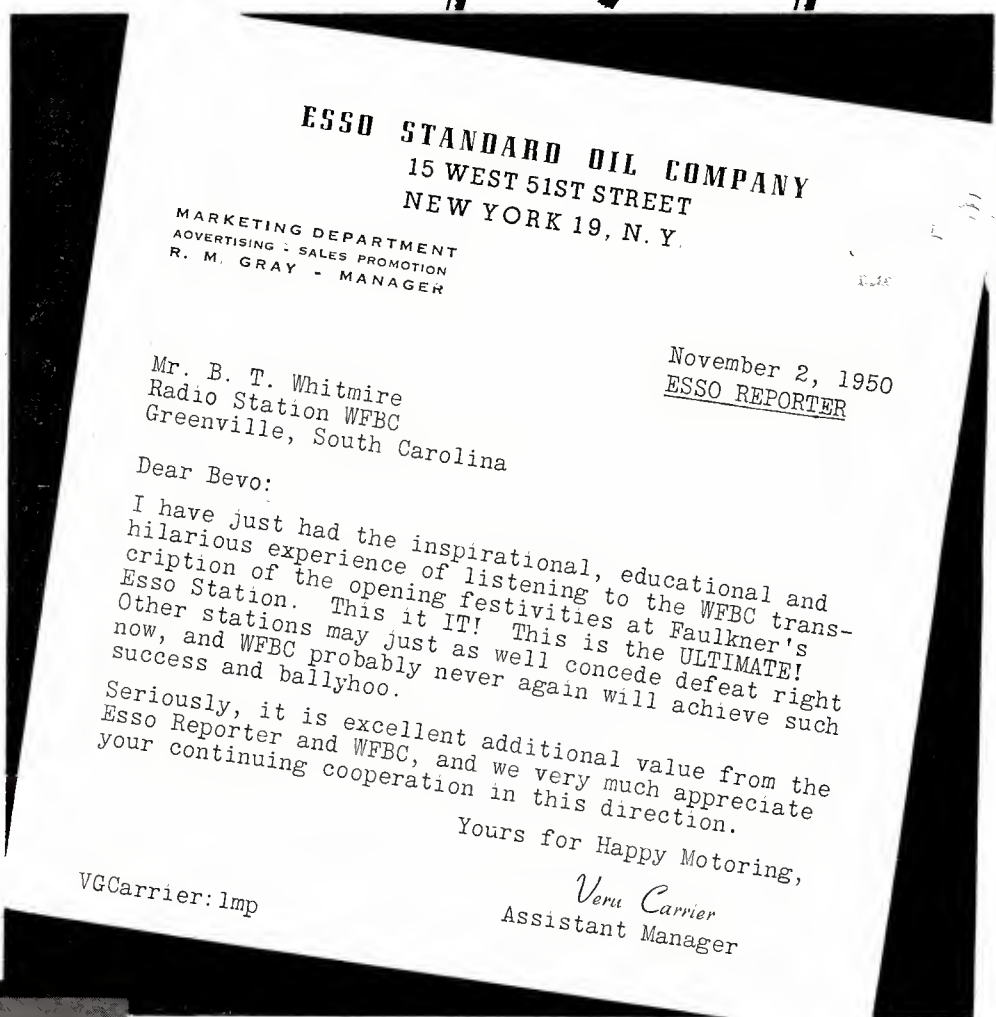


SUCCESS IS  
MEASURED  
IN MANY WAYS

WFBC's effort  
has been worthy  
of Twelve  
Successive  
52-week Contracts  
for "Esso Reporter"



THE NEWS-PIEDMONT STATION



ESSO STANDARD OIL COMPANY  
15 WEST 51ST STREET  
NEW YORK 19, N. Y.

MARKETING DEPARTMENT  
ADVERTISING - SALES PROMOTION  
R. M. GRAY - MANAGER

November 2, 1950  
ESSO REPORTER

Mr. B. T. Whitmire  
Radio Station WFBC  
Greenville, South Carolina

Dear Bevo:

I have just had the inspirational, educational and hilarious experience of listening to the WFBC transcription of the opening festivities at Faulkner's Esso Station. This is IT! This is the ULTIMATE! Other stations may just as well concede defeat right now, and WFBC probably never again will achieve such success and ballyhoo.

Seriously, it is excellent additional value from the Esso Reporter and WFBC, and we very much appreciate your continuing cooperation in this direction.

Yours for Happy Motoring,

*Veru Carrier*  
Assistant Manager

VGCcarrier: lmp

● WFBC—Greenville's pioneer broadcasting station, owned by Greenville's two daily newspapers, enjoys prestige, popularity, and promotion in this area which help to tell your sales story and sell your product in South Carolina's 1st Metropolitan County Area. WFBC's total audience of nearly 1-million people spend more than one-half billion dollars annually!

Ask AVERY-KNODEL, INC. for the latest Audience Measurement Figures in South Carolina's Greatest Market.

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

SOUTH CAROLINA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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.	Transc. Library News Service Transmitter
<b>NEWBERRY</b> WKDK 1946	1240 250	Newberry Bcstg. Co. Inc. 11 Radio Drive 143	MBS KBS	John F. Clarkson, p James F. Coggins, g & pmm & sd Charles Bowers, cm, nd & fd	Marcia Coggins, pd & wd Ray Gilliam, ce Wld. AP Ray.
<b>ORANGEBURG</b> WRNO 1946	1450 250	WRNO Inc. Orangeburg 1420	MBS	Charles S. Henerey, p Frank B. Best, gm Norman Matthews, cm & sd James N. Armistead Jr., pd & pmm	Frank B. Best Jr., asst. m. Gus Browning, ce James H. Newbury, nd Glenn French, fd Norman Matthews, sd Ella Rogers, wd Cap. AP RCA
WTND 1948	1270 1,000-D	Sims Pub. Co. 1 Memorial Plaza 1600	LBS Palmetto Clark	J. I. Sims, p & gm L. Richard Rhame, pd Larry Styles, ce	Wld. UP RCA
<b>ROCK HILL</b> WRHI 1944	1340 250	York County Bcstg. Co. Rock Hill Nat'l Bank Bldg. 2085	MBS, KBS	James S. Beaty Jr., gm William C. Beaty, sm Harper S. Gault, cm	Wld. AP .....
WRHI-FM 1948	Ch. 248 (B) 97.5mc 9.4kw				
WTYC 1948	1150 1,000-D	Tri-County Bcstg. Co. Robert Marshall Hotel 3175	LBS	W. G. Reid, p G. P. Cobb, g & cm Ed Talbert, pd	Tom Byrd, ce L-W UP G
<b>SENECA</b> WSNW 1949	1150 1,000-D	Blue Ridge Bcstg. Co. Inc. Seneca 8234		J. A. Gallimore, p & gm Virginia F. Gallimore, treas.	
<b>SPARTANBURG</b> WORD 1940	1400 250	The Spartan Radiocast- ing Co. 291 East Main St. 3-2711 (WORD, AM affiliate)	ABC Hollingbery	Walter J. Brown, p John W. Kirkpatrick, gm John C. Carrington, cm Sterling W. Wright, pd	Al Willis, pmm & nd Clyde J. Burdette, ce Charles W. Newcomb, sd Thes. AP RCA
WDXY (FM) 1948	Ch. 263 (B) 100.5mc 12kw				
WSPA 1930	950 5,000 DA-N	Surety Bcstg. Co. 224 E. Main St. 3-3621	CBS Blair	Francis M. Hipp, p G. Richard Shafto, vp & gm Roger A. Shaffer, mgng. d Guy Vaughan Jr., cm Edwin McGrath, pd & sd	Thomas J. Fleming, pmm H. R. Beckholt, ce Clifford Gray, fd Jane Dalton, wd St. UP WE
WSPA-FM 1946	Ch. 255 (B) 98.9mc 4.9kw				..... GE
<b>SUMTER</b> WFIG 1940	1340 250	WFIG Inc. Radio Center Bldg. 1340	MBS McGillvra	Hubert D. Osteen, p T. Doug Youngblood, gm William H. Moore Jr., cm Paul Reidy, pd Charles Ballard, pmm	James L. Williams, ce John Sherman, nd T. O. Bowen, fd Lee Sheridan, sd Jeanne Watson, wd L-W AP RCA
<b>UNION</b> WBCU 1949	1460 1,000 DA-N	Union Carolina Bcstg. Co. 210 East Main St. 1200	MBS Palmetto	E. H. Hughes, p Milton D. Scarboro, g & cm Marilyn F. Scruggs, pd & wd Mary A. Scarboro, pmm	Thomas A. Weathers, ce Warren F. West, nd C. P. Stribling, fd Jack E. Clements, sd Cap. UP RCA
<b>WALTERBORO</b> WALD 1947	1490 250	Walterboro Bcstg. Co. Walterboro 3861	MBS	R. M. Jefferies, p David E. Bigley, g, c & pmm Wilma W. Bigley, pd & wd	Donald Shannon, ce Mel W. Strasser, nd, fd & sd AP Ray.

SOUTH DAKOTA

<b>ABERDEEN</b> KSDN 1948	930 1,000 DA-1	Aberdeen News Co. 12 Third Ave., S.E. 4593	MBS South Dakota Weed	Henry J. Schmitt, p Byron McElligott, gm Russ Osborne, slm E. C. Pieplow, pd	George Crocker, ce Wayne Jewell, fd Dick Doyle, sd Helen Holgate, wd Wld. AP WE
<b>DEADWOOD</b> KDSJ 1947	1450 250	Heart of the Black Hills Station Box 462 186	KBS, LBS Clark	John Daniels, } Eli Daniels } ptnrs. Harry Daniels } Eli Daniels, gm & ce	Jim Tyne, pd Paul Steitzer, sd Mel Rochester, nd & wd Wld UP .....
<b>HURON</b> KIJV 1947	1340 250	James Valley Bcstg. Co. Inc. 32 2d St. S. E. 765	MBS Lawson	Max F. Staley, p & gm Dwight Coursey, cm Dale Larson, pd	Roland Marty, ce William E. McGivern, nd Bill Treadway, sd Thes. UP Col.
<b>MITCHELL</b> KORN 1947	1490 250	Mitchell Bcstg. Assn. 217-19 North Main 621	MBS South Dakota	Raymond V. Eppel, p, gm & pd B. Harland Ohde, c & pmm R. B. Brodie, ce	Bob Wood, nd & sd Donna Starr, wd L-W UP WE
<b>PIERRE</b> KGFX 1916	630 200-D SH	Estate of Dana McNeil 203 West Summit Ave. 2351	KBS Continental	Ida A. McNeil, g & cm, nd, pd & pmm Charles W. Hobbs, ce	..... UP RCA
<b>RAPID CITY</b> KOTA 1936	1380 5,000 DA-N	B. H. Best, Co. of Rapid City 523 Sixth St. 2000	CBS Headley-Reed	Robert J. Dean, p & gm Stan Lieberman, cm A. H. George, pd Ellen Crilly, pmm & wd Harry S. Petersen, g, cm & pd	Harry Petersen, sd A. E. Griffiths, ce James A. McKay, nd Ed Denslow, fd Assoc. Cap., St., Wld. UP RCA
KOTA-FM 1949	Ch. 234 (B) 94.7 mc 16 kw				
*WCAT 1922	1230 100-D SH	School of Mines and Technology 500 East Saint Joseph St. 1603			

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



**COVERAGE**  
**Sure... We've Got It**  
**BUT...**  
**Like the Gamecock's**  
**Spurs... It's the**  
**PENETRATION**  
**WSPA**  
**Has**

**In This Prosperous Carolina Piedmont**  
**(Spartanburg-Greenville) Area That Makes**  
**This Station Your Most Potent Mass Salesman!**



BMB Report No. 2 Shows WSPA With The  
 Largest Audience Of Any Station In The  
 Area! 112,010 Daytime Total Weekly  
 Audience Families!

And, what an area!...populous...wealthy...  
 willing to buy! Just compare these figures:

- Population . . . . . 1,106,200\***
- Net Effective Buying Income . . . . . \$919,036,000\***
- Retail Sales . . . . . \$595,561,000\***



**Look at these, too! The seventeen**  
**counties which constitute WSPA's**  
**primary market account for . . .**

- 36% of the Radio Sales in South Carolina!\*
- 38% of the General Merchandise Sales!\*
- 36% of the Drug Sales!\*
- 42% of the Furniture, Household and  
 Radio Sales!\*

\*SM 1950 Survey of Buying Power



**GIVE YOUR SALES A POTENT PERMANENT HYPO**  
**AIR YOUR WARES OVER**

**WSPA**

**SOUTH CAROLINA'S OLDEST STATION**

**S P A R T A N B U R G, S. C.**

Represented By:  
 John Blair & Co.  
 Harry E. Cummings  
 Southeastern Representative  
 Roger A. Shaffer  
 Managing Director  
 Guy Vaughan, Jr., Sales Manager

**CBS Station For The**  
**Spartanburg-Greenville Market**  
**5,000 Watts -- 950 On Your Dial**

SOUTH DAKOTA—(Continued)

Executive Abbreviations

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Transc. Library News Service Transmitter
<b>SIOUX FALLS</b> KELO 1937	1320 5,000 DA-N	Midcontinent Bestg. Co. 8th & Phillips Ave. 4-5841	NBC Pearson	S. Fantle Jr., p & gm Evans A. Nord, cm Jack Douglas, pd Darlene Nesby, pmm Lester C. Froke, ce	Dean Montgomery, nd Les Harding, fd Jim Burt, sd Marie Horten, wd Cap. UP RCA
KIHO 1948	1270 1,000 DA-1	Big Sioux Bestg. Co. 218 South Main Ave. 912	MBS Raymer	David Kempkes, m Richard Morenus, cm Fred Schweikher, pd	Wld. UP
KISD 1948	1230 250	KISD Inc. 311 S. Phillips Ave. 4-5571	Cooke	H. R. Alton, p Verl Thomson, gm, nd & pd William Hardt, cm Helen Ruble, pmm	Robert Gloe, ce William Johnson, sd (Mrs.) Lois Moore, wd L-W AP RCA
KSOO 1927	1140 5,000 L-WRVA	Sioux Falls Best. Assoc. Inc. 317½ South Phillips Ave. 4-7545	Avery-Knodel	Morton Henkin, p George Hahn, vp & gm George Bill Rohn, sm Rollie Williams, gen. slm Ray Loftness, pd	Hope Bielski, traffic m Max Pierce, ce Orrin Melton, nd E. C. Stangland, fd Bee Baxter, wd Thes., St. AP
<b>VERMILLION</b> *KUSD 1922	920 500 ST-KFNF	U. of South Dakota Union Bldg. 601 J		I. D. Weeks, p Keith J. Nighbert, gm Richard W. Thompson, pd	James E. Prusha, ce Fred Masek, nd & fd Jack Hunt, sd AP
<b>WATERTOWN</b> KWAT 1926	950 1,000 DA-N	Midland Nat'l Life Insurance Co. Midland Bldg. 777	Walker	Thomas L. Young, gm & sd Morris Wisott, cm Doug Marlow, pd Ross Case, pmm	Francis Alwin, ce Dan Anderson, nd Bob Robinson, fd Audrey McCollum, wd St. Wid., SES. UP Col.
<b>YANKTON</b> WNAX 1926	570 5,000 DA-N	Cowles Bestg. Co. 2d & Capitol Sts. 443	ABC Katz	Gardner Cowles, p Robert R. Tincher, vp & gm Donald D. Sullivan, cm L. S. Howard, pd	Dick Harris, pmm Clifton M. Todd, ce A. J. Smith, nd Chris Mack, fd Cole, St. AP, UP GE

TENNESSEE

<b>ATHENS</b> WLAR 1946	1450 250	Athens Bestg. Co. N. Jackson St. 891	KBS. LBS	Lowell F. Arterburn, o Buell J. Charles, gm Max Robinette, cm	Roy Carr, pd J. W. Turner, ce St. UP WE
<b>BRISTOL</b> WOPI 1929	1490 250	Radiophone Bestg. Sta- tion WOPI Inc. 310 State St. South 3730	NBC Burn-Smith	W. A. Wilson, p & gm James C. Wilson, cm Tom Wade, pd Jane Glavin, pmm Russ V. Robinson, ce	Harold Henley, nd Don McGraw, fd Jack Zeillmann, sd Judy Weston, wd L-W, Cap. AP RCA

Data corrected to Dec. 8, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

# WNAX SELLS MORE ... BECAUSE IT TELLS MORE



Your nearest Katz man will show you how WNAX alone can sell for you in Big Aggie Land. Call him today.

Within the boundaries of Minnesota, the Dakotas, Nebraska and Iowa lies a 267 BMB-county area known as Big Aggie Land. It's a major market with an after-taxes buying income of \$3.9-billion—greater than San Francisco, Philadelphia or Washington, D. C. Retail sales in this richest of all agricultural areas run to \$2.9-billion—greater than Los Angeles, Detroit or St. Louis.

A diary study conducted this year by Audience Surveys, Inc., reaffirms WNAX leadership. Fifty-two stations received

mention in the study. But WNAX received top rating in 439 (88%) of the 500 quarter-hours studied. This is more than ten times the number of "wins" granted the second station. Listeners like WNAX best 89% of all daytime quarter-hours . . . 84% of all evening quarter-hours.

You gotta tell 'em to sell 'em . . . and WNAX TELLS 'EM! That's why WNAX has a list of sales success stories as long as your arm. Most likely there is one for your type of product or service.

## WNAX-570

YANKTON - SIOUX CITY

570 Kc. - 5,000 Watts  
REPRESENTED BY KATZ

A Cowles Station  
AFFILIATED WITH A.B.C.





City	Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library News Service Transmitter
<b>BRISTOL—(Continued)</b>							
	WOPI-FM 1946	Ch. 245 (B) 96.9mc 18.5kw					
<b>CHATTANOOGA</b>							
	WAGC 1946	1450 250	Tennessee Valley Bcstg. Co. Patten Hotel 7-1128	MBS Rambeau	Vann Campbell, gm H. D. Parker, cm (Mrs.) June Lewis, traffic d Charles Stokely, ce	Al Thomas, nd Harry Thornton, sd Chris Conrad, wd	L-W AP Col.
	WAPO 1936	1150 5,000-LS 1,000-N DA	WAPO Bcstg. Service Read House 6-6141	NBC Headley-Reed	R. G. Patterson, gm Helen Patterson, c & pmm Frances Harley, pd	B. B. Barnes, ce	Wld. AP Col.
	WDEF 1941	1370 5,000-LS 1,000-N DA	WDEF Bcstg. Co. 419 Volunteer Bldg, 6-5664	ABC Branham	Joe W. Engel, p Ken Flenniken, g & cm Morris Quave, pd	B. C. Baker, ce Warren Herring, nd Gus Chamberlain, sd	Cap. UP RCA
	WDOD 1925	1310 5,000 DA-N	WDOD Bcstg. Corp. Hamilton Nat'l Bank Bldg. 6-5117	CBS Raymer	Earl W. Winger, p & gm Norman A. Thomas, vp B. J. Bush, cm Charles Gullickson, pd Mark Banks, pmm	Roy Owens, ce R. L. Bosworth, nd Bill Wilson, fd Herschel Nations, sd Drue Smith, wd	St. UP Fed.
	WDOD-FM 1949	Ch. 243 (B) 96.5mc 42kw					..... GE
	WDXB 1948	1490 250	WDXB Inc. 539 Vine St. 6-1114	Forjoe	Joseph Bloom, p David E. Cohen, vp & pmm Chas. W. Trippe, g & cm & pd	Byron E. Fincher, ce Tom Noble, sd	SES. AP Ray.
	WVUN (FM) 1948	Ch. 251 (B) 98.1mc 4.2kw	Unity Bcstg. Corp. 100 Dome Bldg. 7-4463		John S. Martin, p J. Siegel, m Ken Keese, slm	Ed Blair, prog. m James W. Byrely, ce	Assoc. AP RCA
<b>CLARKSVILLE</b>							
	WJZM 1941	1400 250	E. T. Campbell 411 Madison St. 2295	MBS, KBS	E. T. Campbell, o & m J. P. Sheffall, ptrn. Joseph R. Fife, c & sls pmm Clay Cline Jr., pd, pmm, nd & fd	John H. Bailey, ce Earl Walton, sd (Mrs.) Martha Hamilton, wd	..... AP RCA
<b>CLEVELAND</b>							
	WBAC 1945	1340 250	Robert W. Rounsaville Radio Center 62	MBS	Robert W. Rounsaville, p Thad F. Fitch, sm Harry Sullivan, cm & pd	William D. Stuart, ce Edith Lasseter, wd	..... UP RCA
<b>COLUMBIA</b>							
	WKRM 1946	1340 250	Middle Tennessee Bcstg. Co. Inc. P. O. Box 71 1340	MBS, KBS Tennessee	R. M. McKay Jr., p, g & cm C. A. Ross, vp R. M. McKay Sr., secy.-treas. Al Knott, pd, pmm, fd & wd	Revis Hobbs, ce Bill Fraser, nd Joe Cutter, sd	Cap. UP RCA
<b>COOKEVILLE</b>							
	WHUB 1940	1400 250	WHUB Inc. 315 East Spring St. 789	CBS, KBS Continental	M. L. Medley, p & cm Joe Mabry, sm, pd & nd Stacey J. Mott, pmm George Daughtery, ce	Tom Harris, fd Edmund Zegarske, sd Emogene Stephenson, wd	..... UP RCA
<b>DYERSBURG</b>							
	WDSG 1946	1450 250	State Gazette Bcstg. Co. P. O. Box 58 77	MBS, KBS Dixie Mid-South	Russell M. D. Bruce, p Frank Armstrong, gm & sd Raymond Rush, cm Bill Ward, pd & pmm	C. W. Morrow, ce Tommy Willette, nd Martha Armstrong, wd	..... AP RCA
<b>ELIZABETHTON</b>							
	WBEJ 1946	1240 250	Robert W. Rounsaville & George M. Clark Radio Center 21241	MBS	Robert W. Rounsaville, sr. ptrn. Frazier Cochran, sm James Cox, cm	Fred Lockett, pd M. C. Bowers, ce Ruth Ritchie, wd	..... UP Ray.
<b>FAYETTEVILLE</b>							
	WEKR 1948	1240 250	Fayetteville Bcstg. Co. P. O. Box 625 1240	MBS	John R. Crowder, sr. ptrn. & gm James Porter Clark, jr. ptrn. & asst. gm Jim Tate, sm Glenn Slayton, pd	Teddy Barnes, pmm Ernest J. Tucker, ce Jerry Christopher, nd Porter Clark, sd Nancy J. Moyers, wd	..... UP Ray.
<b>FALLATIN</b>							
	WHIN 1948	1010 1,000-D	Sumner County Bcstg. Co. Inc. P. O. Box 28 1010		A. B. Perkins, p R. C. Woods, gm W. E. Stamps, cm Wes Britt, pd	W. A. Sellers, pmm E. B. Moore, ce Lottie Shaw, wd	Cap. UP WE
<b>GREENEVILLE</b>							
	WGRV 1946	1340 250	Radio Greeneville Inc. Radio Bldg. 797	MBS	Paul O. Metcalfe, p & gm Hugh Pickel, cm Laile Hampton, ce	Tom Lyons, pd, nd, fd & sd	..... UP Ray.
<b>HARRIMAN</b>							
	WHBT 1947	1230 250	Harriman Bcstg. Co. Devonia at Crescent 850	MBS, KBS Continental	F. L. Crowder, o & gm Walter Scarbrough, cm John Fielder, pd	Carl Williams, pmm Kenneth Hargis, ce	SES. UP G
<b>HUMBOLDT</b>							
	WIRJ 1949	740 250-D	Gibson County Bcstg. Co. Inc. 210 North 22nd Ave. 740	KBS, LBS Mid-South	J. Frank Warmath, ptrn. Thomas N. Hobbs, ptrn. Howard E. Byrum, gm Thomas S. Armistead, cm	Charles E. Brown, ce Howard Choate, nd Forest McBride, fd Buck Byrum, sd	L-W UP Col.
<b>JACKSON</b>							
	WDXI 1948	1310 5,000-LS 1,000 N-DA	Dixie Bcstg. Co. Williams Bldg. 7-9611	MBS, LBS Dixie Burn-Smith	Aaron B. Robinson, p Bill Winsett, gm Jack Cecil, cm Jim Hoppers, pd Jack Murphy, pmm	James Thomas, ce Ruth O'Neill, exec. secy. Frank Melton, nd Tom Williams, fd	Cap. UP Ray.
	WPLI 1949	1490 250	George Arthur Smith P. O. Box 1321 7-8541	McGillvra	George Arthur Smith, p Ken Cross, gm Herb Langston, cm Charles McMillin, pd, pmm, nd & fd	David B. Jordan, ce Bob Aycock, sd Geraldine Foster, wd	Assoc., L-W UP Col.
	WTJS 1931	1390 1,000 DA-N	Sun Pub. Co. Jackson 7-3316	ABC Mid-South Branham	Harris Brown, evp Frank S. Proctor, m Leslie R. Brooks Jr., asst. m	Robert M. Gordon, ce Vince Tapler, sd Mary Jo Mulherin, wd	Wld. AP RCA
	WTJS-FM 1949	Ch. 264 (B) 100.7mc 50kw					
<b>JOHNSON CITY</b>							
	WETB 1947	790 1,000-D	East Tennessee Bcstg. Co. Press Bldg. 2993	LBS McGillvra	Carl A. Jones, p Cliff Goodman, gm Berney Burleson, pd E. B. Jones, ce	Ray Moore, nd Bill Miller, sd Patty Smithdeal, wd	Wld. AP Ray.

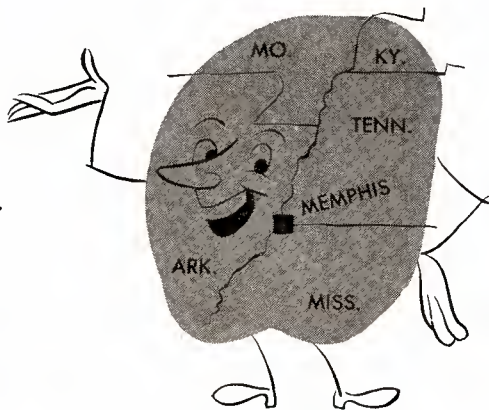
TENNESSEE—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library News Service Transmitter
<b>JOHNSON CITY—(Continued)</b>						
WJHL 1938	910 5,000-LS 1,000-N DA	WJHL Inc. 145 West Main St. 2780	ABC Pearson	W. H. Lancaster, p & gm W. H. Lancaster Jr., vp & cm William H. Snitger III, pd & nd W. Kenneth Matthews, pmm O. K. Garland, ce	Mary Nell Sharp, traffic m Raymond Rosson, fd Ed Cowell, sd Alice F. Friberg, wd	L-W AP, UP RCA
WJHL-FM 1948	Ch. 264 (B) 100.7mc 9.7kw					GE
<b>KINGSPORT</b>						
WKPT 1940	1400 250	Kingsport Bestg. Co. 222 Commerce St. 2870	NBC Cooke	C. P. Edwards, p A. F. Martin, gm Phil Weaver, cm	Paul L. Overbay, pd, pmm & nd Thomas Phillips, ce Paul Ridenhour, sd	St., Wid. AP WE
WKPT-FM 1948	Ch. 253 (B) 98.5mc 44kw					RCA
<b>KNOXVILLE</b>						
WBIR 1941	1240 250	Radio Station WBIR Inc. 618 S. Gay St. 4-3321	ABC Bolling	Gilmore N. Nunn, p John P. Hart, gm, pd & pmm James A. Dick, loc. cm	J. Rex Horton, ce Jack Joyner, sd	St. UP RCA
WBIR-FM 1949	Ch. 227 (B) 93.3mc 2.85kw					WE
WIBK 1947	800 1,000-D	Independent Bestg. Co. 406 W. Church St. 4-9866	KBS Cooke	Marvin I. Thompson, p & gm Wm. E. Lane, cm Walter Martin, pd Margaret Covington, pmm John D. Caylor, ce	George Gilbert, nd Bud Morgan, sd Bob Johnson, fd J. Katherine Thompson, wd	AP Ray.
WKGN 1941	1340 250	WKGN Bestg. Co. Park Nat'l. Bank Bldg. 4-0766	MBS Forjoe	Clarence Beaman, p & gm C. R. Watts, cm Milton L. Jones, ce	Tony Barrett, pd, pmm & nd W. E. Sorrell, sd	L-W, Cap. AP RCA
WNOX 1921	990 10,000 DA-N	Scrapps-Howard Radio Inc. 110 S. Gay St.; 3-3171	CBS Branham	Jack R. Howard, p R. B. Westergaard, gm O. L. Smith, cm Charles McMahon, pd Para Lee Brock, pmm & wd	Ray Evans, ce Howard Bowles, office m Cliff Allen, nd & fd Bill Jay, sd	St. UP WE
WROL 1930	620 5,000 DA-2	Montcastle Bestg. Co. 531 South Gay St. 2-7111	NBC Avery-Knodel	Paul Mountcastle Sr., p W. H. Linebaugh, vp & gm J. T. McCloud, cm John H. Reese, pd	Fred M. Andrews, ce Lindsey Nelson, nd Allen Stout, sd Mary Walker, wd	Wid. UP RCA
WROL-FM 1948	Ch. 247 (B) 97.3mc 76kw					REL

Data corrected to Dec. 6, 1950. If executives or services for FM or TV 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-N—Directional Antenna, night only. DA-1—Directional Antenna same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

I'm gonna keep you  
**Memphis Market Minded!**

in '51 with facts  
Like these...



**MEMPHIS NOW 26TH CITY IN THE NATION IN POPULATION**

1950 preliminary census report shows Memphis with a population of 394,025—a gain of 100,000 since the 1940 census.

**MEMPHIS 16TH CITY IN NATION IN WHOLESALE TRADE**

Memphis wholesale sales in 1950 are well over the two billion dollar mark—on increase since 1940 of 379%.



**AND WMC IS YOUR BEST BUY TO REACH THIS GREAT MARKET**

And, of course, your best buy to reach this great market is WMC, Memphis' leading radio station since 1923.



● For WMC programs to this market with outstanding local, regional, and NBC network shows—programs that not only mean a greater audience for you, but a receptive, loyal, and responsive market.

**WMC**

**M E M P H I S**

**NBC—5000  
WATTS—790**

**WMCF  
WMCT**

260 KW Simultaneously Duplicating AM Schedule

First TV Station in Memphis and the Mid-South

National  
Representatives,  
The Bronham  
Company

Owned and Operated by The Commercial Appeal



City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transe. Library News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
<b>LEBANON</b>						
WCOR 1949	900 250-D	Lebanon Bcstg. Co. Inc. 106½ Cumberland St. 1540		Warren Gilpin, p, gm & ce G. Paul Crowder, vp Bill Barry, pd Sterling Brewer, prog. m	Dorothy B. Gilpin, secy.-treas. Bob Allen, nd Jim Ward, fd Herman Eskew, sd	Cap., St UP Ray.
<b>LENOIR CITY</b>						
WLIL 1950	730 500-D	Arthur Wilkerson Lumber Co. Broadway at Grand 402		Arthur Wilkerson, o & gm R. R. Tinnel, c & pmm Bob Hutsell, nd	Johnny Redwine, pd Wm. T. Newton, ce Bob Brown, fd & sd	Cap., SES. UP G
WLIL-FM (CP)	Ch. 262(B) 100.3mc 8.8kw					
<b>LEWISBURG</b>						
WJJM 1947	1490 250	Estate of James J. Murray East Hill 780		Louis D. Lingner, gm J. E. Sowell, ce Ken Marston, sd	Wynona Garrett, wd	..... UP .....
<b>MARYVILLE</b>						
WGAP 1947	1400 250	Aluminum Cities Bcstg. Co. Blount Nat'l. Bank 2490	KBS, LBS	F. H. Corbett, ptrn. & gm H. C. Weaver, ptrn. Tom Beam, cm	Joe Wheeler, pd & sd C. S. LaMar, ce	L-W AP Ray.
<b>McMINNVILLE</b>						
WMMT 1947	1230 250	McMinnville Bcstg. Co. Inc. P. O. Box 409 401	MBS, KBS	Dr. Sam J. Albritton, p Royce E. Richards, gm & sd Georgi Overby, cm & wd Ernie Richards, pd & nd	George Martin, pmm Hobert Beasley, ce H. V. Massey, fd	..... UP Ray.
<b>MEMPHIS</b>						
WDIA 1947	730 250-D	Bluff City Bcstg. Co. 2074 Union Ave. 36-2703	Pearson	John R. Pepper, ptrn. E. R. Ferguson, ptrn. & gm Harold Walker, cm Don Kern, prod. d	Bob Sassaman, ce Marie Wathen, nd Christine Cooper, traffic & wd	..... UP G
WHBQ 1925	560 5,000-LS 1,000-N DA-2	Harding College Hotel Gayoso 8-6868	MBS Weed	John H. Cleghorn, gm William H. Grumbles, cm Gorden A. Lawhead, pd & nd W. G. Thompson, pmm	Lee McEachern, pdm Welton Roy, ce Jack Britton, sd Helen Parker, wd	Assoc. AP RCA
WHHM 1946	1340 250	Mid-South Bcstg. Corp. Sterick Bldg. 37-4422	LBS IMS	P. E. Furlow, p Patt McDonald, g & cm Allan Avery, pd	Wm. Marsh, ce George P. Mooney Jr., sd	L-W, Cap. AP RCA
WHHM-FM 1950	Ch. 295 (B) 106.9mc 18kw					
WMC 1923	790 5,000 DA-N	Memphis Pub. Co. P. O. Box 311 8-7464	NBC Branham	Enoch Brown, p H. W. Slavick, gm Earl Moreland, cm Walter E. Frase, publ. & pmm E. C. Frase Jr., ce	Catherine McCollouch, pdm Bob Figue, nd Charles Sullivan, sd Walter Durham, fd Olivia Brown, wd	L-W, St. Thes. UP .....
WMC (FM) 1947	Ch. 259 (B) 99.7mc 260kw	(WMC, AM affiliate)				

# FOR FOLKS WHO KEEP THEIR EYE ON THE CASH REGISTER

Results from the Station That Hits All Segments  
(not just a portion) of the Memphis Market.

# W H H M

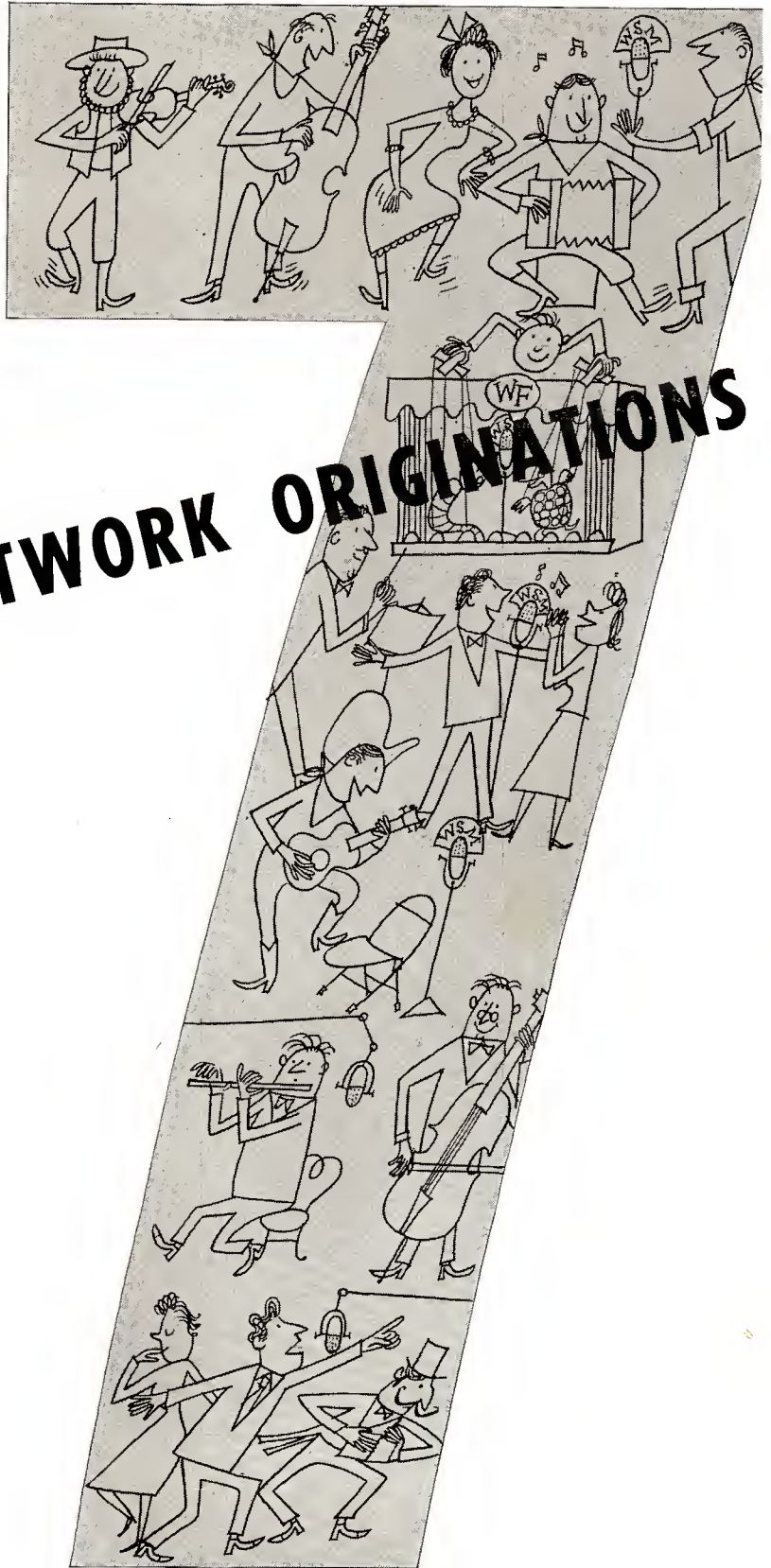
Liberty Broadcasting System

**MEMPHIS, TENNESSEE**

Patt McDonald, manager

Representatives: Independent Metropolitan Sales







# A WEEK MUST MEAN SOMETHING....

If you want to sell the Central South most effectively and at the smallest cost, these facts warrant your careful consideration:

- WSM is currently originating seventeen network shows in addition to regular station business.
- These shows range from a delightful children's fantasy called Wormwood Forest to a hard hitting folk music show designed to move men's work shoes from dealer's shelves.
- They make use of every type of program material from comedy to serious music.
- They feature talent which is not only network quality but top network quality . . . *talent that comes from WSM's own staff of more than 200 people.*

No other single station in America can match this production know-how nor offer talent of this quality and in this quantity. And this explains, better than market figures or cold coverage data, why you cannot adequately sell the Central South without WSM.



TENNESSEE—(Continued)

City	Call Letters	Chan. or Freq.	Name of Licensee	Network	Owner	Executive Abbreviations	News Service
Established	Power	Power	Headquarters Address	Representative	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.		Transc. Library Transmitter
<b>MEMPHIS—(Continued)</b>							
1948	WMCT (TV)	Ch. 4 66-72mc 7.12kw aur. 13.6kw vis.	(WMC, AM affiliate)	ABC, CBS DUMont NBC	Jay Scott, pdm		
1925	WMPS	680 10,000-LS 5,000-N DA	WMPS Inc. Radio Center 5-2663	ABC Radio Reps	Abe Plough, p Harold R. Krelstein, vp & gm George B. Faulder, pd & nd	W. B. Rudner, merchandising d Joseph G. Deaderick, ce	L-W, St., Cole AP RCA
1922	WREC	600 5,000 DA-1	WREC Bcstg. Service Hotel Peabody 5-1313	CBS Katz	Hoyt B. Wooten, o & gm Hollis R. Wooten, cm Roy Wooten, pd & pmm	Wilson Raney, ce	Wld., L-W, SES. UP .....
<b>MORRISTOWN</b>							
1947	WCRK	1450 250	Cherokee Bcstg. Corp. Brown Ave. 1450	MBS Holman	Herbert S. Walters, p Howell Ashford Jr., g & cm	John Frank McCrary, pd James A. Redden, ce	Wld. AP RCA
<b>MURFREESBORO</b>							
1947	WGNS	1450 250	WGNS Inc. P. O. Box 456 1450	MBS Tennessee Holman	Cecil Elrod, p & gm Mrs. Cecil Elrod Sr., vp Cecil Elrod Sr., secy.-treas. Neil Lancaster, cm Louis Higgins, pd	John D. Hood, pmm Charles Freeman, ce John K. Williams, nd David Moore, fd	L-W, Wld. UP RCA
<b>NASHVILLE</b>							
1946	WKDA	1240 250	Capitol Bcstg. Co. American Nat'l. Bank Bldg.; 4-0511	Forjoe	T. B. Baker Jr. & A. G. Eaman, ptnrs. T. B. Baker Jr., gm	Roy V. Whismand, cm James E. McKinney, pd O. C. Griffin Jr., ce	Cap., L-W AP Col.
1926	WLAC	1510 50,000 DA-N	WLAC Bcstg. Service Third Nat'l Bank Bldg. 6-0161	CBS Raymer	J. T. Ward, o F. C. Sowell, g & cm Paul Oliphant, pd F. D. Binns, ce	Bob Larimer, nd Gene Nobles, sd Mary Manning, wd	Wld. UP WE
1948	WMAK	1300 5,000 DA-1	Volunteer State Bcstg. Co. Inc. The Maxwell House 4-3411	MBS Weed	Frank W. Mayborn, p Frank M. Farris, vp Walter P. Speight Jr., g & cm & act. ce	Mrs. Ruth W. Clinard, asst. m & pd Jim Wilson, sd Clarence L. Waggoner, pmm	..... UP WE
1949	WNAH	1360 1,000-D	Hermitage Bcstg. Corp. James Robertson Hotel 4-7611	KBS, LBS	Van T. Irwin Jr., p, g & cm Donn C. McInturff, pd	I. D. Byars, ce	St. ..... G
1927	WSIX	980 5,000 DA-N	WSIX Bcstg. Station Nashville Trust Bldg. 5-5431	ABC Katz	Jack M. Draughon, m E. S. Tanner, coml. d		
1949	WSIX-FM	Ch. 248 (B) 97.5mc 71kw					
1925	WSM	650 50,000	WSM Inc. 301 7th Ave. North 6-7181	NBC Petry	John H. DeWitt Jr., p Irving Waugh, cm Jack Stapp, pd Wm. R. McDaniel, d of pub. rel	George Reynolds, tech. d & ce H. W. Eskridge, nd John McDonald, fd Dave Overton, sd	Assoc., Thes. AP, INS RCA

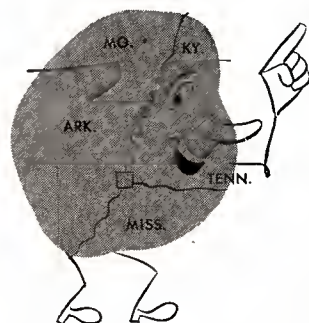
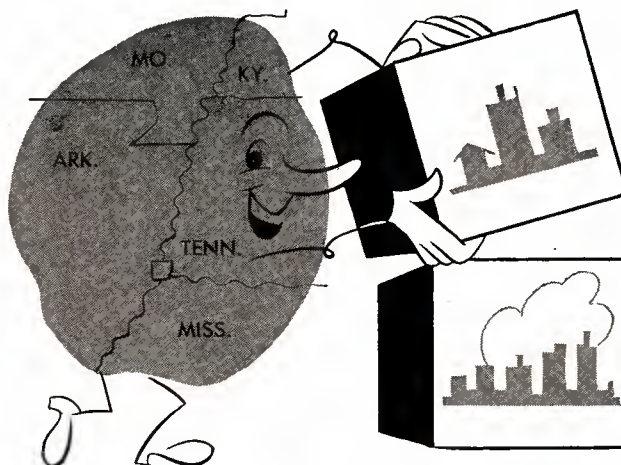
Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day, DA—Day, DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

# We've Added a City the size of Little Rock to Memphis since 1945

Memphis housing growth since 1945 is equivalent to adding a city the size of Little Rock in five years. Building permits have increased 446% since 1940.

Since 1940, Memphis has increased from a city 289,025 to a city of 394,025—up 1.4 times!

Today, Memphis is a major market in the nation — a market that you can't afford to overlook.



## MEMPHIS TV SETS Now total over 70,000

And WMCT, Memphis' first and only television station, has passed the 70,000 mark in television set ownership (according to latest distributor figures).

Here is a medium, too, you can't afford to overlook in reaching this great market. Think of it! To enjoy television in Memphis, more than 70,000 homes must see and hear it over WMCT!



WMC • WMCF • WMCT

Owned and operated by  
the Commercial Appeal

CHANNEL 4 • MEMPHIS  
AFFILIATED WITH NBC

Also affiliated with CBS, ABC and DUMONT



City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transc. Library News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
<b>VASHVILLE—(Continued)</b>						
WSM-FM 1941	Ch. 277 (B) 103.3mc 65kw					
WSM-TV 1950	Ch. 4; 66-72mc. 7.2kw aul.; 14.4kw vis.		CBS DuMont	Jim McMurry, pdm Aaron Shelton, ce		..... Fed.
<b>WAK RIDGE</b>						
WATO 1948	1490 250	WATO Inc. Municipal Market Bldg. 5-3535	MBS Burn-Smith	Marshall H. Pengra, p & gm Harry C. Weaver, cm Arthur Metzler, pd & sd	Marvin Paul, ce Bill Anderson, nd Ruth Jamieson, wd	..... UP Ray.
<b>WARIS</b>						
WTPR 1947	710 250-D	Kentucky Lake Bcstg. System Inc. 100½ N. Market St. 1700	KBS Mid-South	Dr. Elroy Scruggs, p Virgil L. Linder Jr., g & cm Floyd Horner, pd & pmm C. W. Jones, ce	Joe Edge, nd W. C. Mitchell, fd Joe Bryant, sd (Mrs.) Rita Dunlap, wd	L-W AP G
<b>ULASKI</b>						
WKSR 1947	730 250-D	Pulaski Bcstg. Co. Patterson Bldg. 1066	MBS	W. E. Williams, gm		..... UP
<b>HELBYVILLE</b>						
WHAL 1946	1400 250	Shelbyville Bcstg. Co. P. O. Box 622 1400	MBS	Harvard Smith, p Charles Christian, g & cm Frank Huber, pd, pmm & sd Timothy Marsh, ce	William Payne, secy.-treas. Charles Bragg, nd Walter Dillard, fd	..... UP Ray.
<b>PRINGFIELD</b>						
WDBL 1950	1430 1,000-D	Springfield Bcstg. Co. Inc. P. O. Box 76 1287		Walter A. Duke, p & gm H. C. Young Jr., c & pmm J. C. Fouts, pd	Anna A. Duke, ce	L-W UP Col.
<b>ULLAHOMA</b>						
WJIG 1948	740 250-D	Tri-Cities Bcstg. Co. West End Dr. 2607	KBS Tennessee	R. L. Prescott Jr., p, g & cm Henry L. Wilson, vp John Collins, pd, nd & sd Jim Walkup, office m	Carl Spraggins, ce Thomas Meathum, fd Mary Prescott, wd	Cap. UP G
<b>NION CITY</b>						
WENK 1946	1240 250	Union City Bcstg. Co. Inc. First & Washington 1240	MBS Dixie Burn-Smith	Aaron B. Robinson, p Louis C. Wrather, g & pmm Edwin A. Kallenberg, cm Lee Burnette, pd	James Thomas, ce Hoyt White, nd Hank Huggins, fd Dick Unger, sd	Wld. UP WE
<b>WINCHESTER</b>						
WCDDT 1948	1340 250	Arthur D. Smith Jr. Box 1103 2201	MBS	Arthur D. Smith Jr., p & gm Hughes H. Brewer, cm & pd	James Frank Spencer, ce	..... UP Ray.

## TEXAS

<b>BILENE</b>						
KRBC 1936	1470 5,000-LS 1,000 N-DA	Reporter Bcstg. Co. Windsor Hotel 6255	ABC Texas State Pearson	Howard Barrett, gm & pd John A. Mingus, cm Forest Lane, pmm John B. Casey, ce	Ray Sundy, fd Ken Cariker, sd Helena Clark, wd	Cap. AP Col.
KWKC 1948	1340 250	Citizens Bcstg. Co. 25th & Butternut 7287	MBS Lone Star Taylor	W. P. Wright, p A. C. Etter, g & pmm Tyler Stewart, cm	Leonard L. Johnson, pd, nd & sd Gilbert Patschke, ce	Wld. AP, UP WE
<b>LICE</b>						
KBKI 1947	1070 1,000 N-DA	Alice Bcstg. Co. Box 731 2070	MBS	E. G. Lloyd Jr., p A. C. Lloyd Jr., gm D. C. Houston, cm J. Allen Frye, pd Nat Watson, pmm & nd	S. L. Spencer, ce Cliff DuBose, fd Chuck Farkas, sd Olga Garcia, wd	Cap. AP Col.
<b>LPINE</b>						
KVLF 1947	1240 250	Big Bend Bcstrs. P. O. Box 779 37	MBS, KBS, LBS Texas State Southwest Cactus Best	Barney Hubbs, p Jack Hawkins, vp Gene Hendryx, gm & sd	Sellette Surratt, pd & wd Earl McCall, pmm Bob Hill, ce	..... ..... G
<b>MARILLO</b>						
KAMQ 1947	1010 1,000-LS 500-N DA	Top of Texas Bcstg. Co. 1301 Polk St. 2-6543	MBS Forjoe	Walter P. Speight Jr., Hoyt Houck, vp R. D. Houck, secy.-treas. & gm Jess Richardson, cm	Ray Whitworth, pd & sd Johnny Hathcock, pmm Stewart Parsons, ce	Cap. AP Ray.
KFDA 1939	1440 5,000-LS 1,000-N DA	Amarillo Bcstg. Corp. 109 E. 5th St. 5343	ABC Branham	Gilmore Nunn, p W. H. Fairley, gm Vernon McCracken, pmm E. J. Watson Jr., cm, pd & sd	E. Noel Luddy, ce Kelly West, nd & fd Elizabeth Merchant, wd	Wld. UP .....
KFDA-FM 1948	Ch. 262 (B) 100.3mc 3.4kw					..... WE
KGNC 1922	710 10,000 DA-2	Plains Radio Bcstg. Co. Radio Bldg. 3-4242	NBC Lone Star Taylor	Gene A. Howe, p Tom Kritser, gm Calvin Handy, bus. m Bob Watson, asst. m & pd	Peggy Williamson, pmm William H. Torrey, ce Wes Izzard, nd & sd J. B. Linn, fd	L-W, Cole AP, UP RCA
KLYN 1947	940 1,000 DA-1	Plains Empire Bcstg. Co. 1014 N. 7th St. 2-6773	CBS Western Blair	R. G. Hughes, p Ron Litteral, gm Wm. F. Partlow, cm Bill W. Spiller, pd Yvonne Silvey, pmm	E. L. Geomets, ce Pat Flynn, nd & fd Bill Mack Smith, sd Nancy Hession, wd	St. UP Ray.
<b>THENS</b>						
KBUD 1948	1410 250-D	Henderson County Bcstg. Co. P. O. Box 309 2277		J. B. McNutt Jr., p, g & cm, pd & ce Bill Yelvington, nd & sd		..... UP G
<b>TLANTA</b>						
KALT 1950	900 1,000-D	Ark-La-Tex Bcstg. Co. Atlanta 681		Herman H. Wommack Jr., p David A. Wommack, gm & ce Robert Bieloh, cm	Norm Bale, pd George Dobson, sd	Cap. UP Col.
<b>USTIN</b>						
KNOW 1927	1490 250	Pioneer Bcstg. Co. Capital Nat'l. Bank Bldg. 26213	ABC Texas State Pearson	Wendell Mayes, p Louis R. Cook, g & cm Warren Beaman, pd & pmm	J. E. Lewis, ce Norwood McLendon, nd Jim Gober, sd	St. AP .....
KTBC 1939	590 5,000-LS 1,000-N DA	Texas Bcstg. Corp. P. O. Box 717 2-2424	CBS Lone Star Taylor	Claudia T. Johnson, p J. C. Kellam, g & pmm Richard Fryor, pd Ben Hearn, ce	Paul Bolton, nd Reese Turner, fd Art Vickland, sd	Wld. UP WE

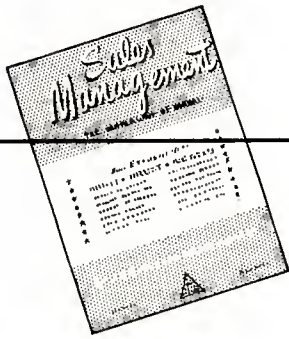
DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

TEXAS—(Continued)

City	Call Letters	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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.	Transc. Library News Service Transmitter
<b>AUSTIN—(Continued)</b>						
KTXN	1370	1,000-D	Radio KTXN Inc. P. O. Box 1102 7-4476		Ed. C. James, p Frank H. Stewart, gm Joseph K. Harry, cm Manuel Escobedo, pd	Lucas V. Hill Jr., pdm Dale W. Taylor, ce Ed Idar, nd, fd & sd ..... RCA
KVET	1300	1,000-DA-N	Austin Bestg. Co. P. O. Box 1116 8-8521	MBS, LBS Forjoe	John B. Connally, p Willard Deason, gm H. Welborn Dunlop, asst. gm (Mrs.) Jo. Murray, exec. asst.	Charles L. Howell, cm David Smith, pd & pmm Alfred W. Scharath Jr., ce Glenn Brown, sd L-W UP WE
<b>BALINGER</b>						
KRUN	1400	250	Runnels County Bestg. Co. Zappe Bldg. 3151	KBS	R. E. Bruce, p & gm R. F. McGarvey, c & pmm, nd, fd & sd	Helen Hampton, pd & wd W. C. Kelley, ce SES., St. AP G
<b>BAY CITY</b>						
KIOX	1270	1,000 DA-N	Bay City Bestg. Co. Bay City 642	MBS KBS Girard	J. G. Long, p Hayden Curtiss, g & pmm Ford Robertson, cm, nd & sd	Virginia Lee, pd & wd Glen McClain, pmm Glen Ellis, ce Cap. AP WE
<b>BAYTOWN</b>						
KRCT	650	250-D	Bay Bestg. Co. P. O. Box 629 8251	KBS	Jay Shepherd, gm Sylvia McKinnstry, slm C. Paul Spidell, cm George Connor, pd	Joe D. Dollar, pmm, nd & fd Emilo Rodriguez, ce Eobye Miller, office m & wd Hal Orton, sd AP Col.
KREL	1360	1,000 DA-2	Tri Cities Bestg. Co. P. O. Box 419 8211	LBS Dixie Clark	Robert Matherne, p W. M. Lightfoot, gm Tommy Rochelle, cm Robert T. Nolan, pd M. E. Dougharty, ce	Dick Eason, nd Deacon Dougharty, fd Byard Sooy, sd Mary Lightfoot, wd Wld. UP G
KREL-FM	Ch. 221 (A)	92.1mc 0.37kw				..... GE
<b>BEAUMONT</b>						
KFDM	560	5,000 DA-N	Beaumont Bestg. Corp. 1420 Calder Ave. 2-7758	ABC Lone Star Free & Peters	D. A. Cannan, p C. B. Locke, gm Raymond Dorsey, cm Conrad Bering Jr., pd	H. F. Caldwell, pmm H. W. Bartlett, ce Dick MacGruder, nd Dave Russell, sd L-W, St. UP RCA
KPBX	1380	1,000-D	KPBX Bestg. Co. P. O. Box 1432 2-0201	LBS Forjoe	J. M. Gilliam, p W. L. Hammond, gm & treas. Lynn Toney, cm	Raymond Gordon, pd & nd Lawrence Sanders, ce Lynn Gordon, wd St. AP G
KRIC	1450	250	The Enterprise Co. 130 Wall 4-9421	Branham	O. Eugene Davis, p E. C. Davis, vp & gm Ed Henry, cm Les Ryder, sm	Virginia Ryder, pd Bob Tucker, pmm & nd M. J. Easterwood Jr., ce Neville Powell, fd Cap., Thes. AP WE
KRIC-FM	Ch. 258 (B)	99.5mc; 14kw				..... RCA
KTRM	990	1,000 DA-1	KTRM Inc. 230 Orleans St. 2-8478	Walker	Jack Neil, p, gm & nd Joe Trum, vp & pd Bill McRae, cm Ben Hughes, ce & secy.	Chas. Schmucker, fd Tommy O'Brien, sd Virginia Moon, wd Wld. INS G
<b>BEEVILLE</b>						
KIBL	1490	250	Bee Bestg. Co. P. O. Box 650 1490		John D. Rossi, ptrn. & gm V. L. Rossi, ptrn. L. H. Landgraf, cm Louis B. Shaw, pd Harry W. Wardwell, ce	Charles Dunn, nd Paul Russell, fd Jimmie Goodman, sd Mary Nell Tollett, wd Cap. AP Ray.
<b>BELTON</b>						
*KMHB(FM)	Ch. 246 (B)	97.1mc 12kw	Mary Hardin-Baylor College Belton; 707		Mary Hardin, co Dr. Gordon G. Singleton, gm	Nellie C. Olson, pd John Pierce Bloomer, ce SES. ..... GE
<b>BIG SPRING</b>						
KBST	1490	250	Big Spring Bestg. Co. 702 Johnson St. 1500	ABC Texas State Pearson	William J. Wallace, p, gm & sd William L. Cox, cm Robert M. Lindley, pd, pmm, nd & fd	Andrew M. Jones, ce Mildred Brown, wd AP WE
KTXC	1400	100	Big State Bestg. Co. Big Spring City Park 3300	LBS	V. T. Anderson, p Leonard R. Lyon, gm, secy.-treas., nd & sd Jim Taylor, cm	Vance Kimble, pd Earnest Dean Rodman, pmm & wd Alfred Marel, ce Bruce Frazier, fd ..... UP G
<b>BONHAM</b>						
KFYN	1420	250-D	Fannin County Bestg. Co 903 E. Fourth St. 781		Frank A. Svoboda, o Woody W. Johnson, m Joe H. Morgan, ce & asst. m	(Mrs.) Faye Thornton, gen. secy. .....
<b>BORGER</b>						
KHUZ	1490	250	R. G. Hughes 1431 Clayton St. 1600	MBS Girard	R. G. Hughes, o Jack Roberts, gm Bill Sercomb, cm	Bill Clark, pmm, nd & sd Herman Kreiger, ce Janet Parker, wd Wld. AP Ray.
<b>BRADY</b>						
KNEL	1490	250	G. L. Burns Brady 77	Best	G. L. Burns, p, g & pmm J. S. Sloane, cm & nd Gene Burns, pd Cecil Nelin, ce	Richard Grote, fd Pearly Samuelson, sd M. N. Fain, wd AP Doolittle
<b>BRECKENRIDGE</b>						
KSTB	1430	1,000-D	Stephens County Bestg. Co. Inc. Miller Bldg. 1430	KBS Best	R. W. Chapman, p & gm Sidney Foster, cm T. Drakley, pd	R. E. Smith, ce L-W AP G
<b>BRENHAM</b>						
KWHI	1280	1,000-D	Tom S. Whitehead Sr. 104½ Main St. 655		Tom S. Whitehead Sr., p & gm J. C. Price, cm	R. D. Elder, ce L-W, SES. UP G
<b>BROWNFIELD</b>						
KTFY	1050	250-D	Terry County Bestg. Co. P. O. Box 1032 678	LBS	David R. Worley, g & cm Nathan Daniel, pd & nd Sid McIntosh, pmm & sd	Robert B. Spear, ce Larry Chisolm, fd Vera Parker, wd St. UP Col.
<b>BROWNSVILLE</b>						
KBOR	1600	1,000 DA-2	Brownsville Bestg. Co. P. O. Box 472 2-5677	LBS Best	Minor J. Wilson, p & gm Vance C. Wilson, cm Bob Fowler, pd & pmm Willis A. Wilson, ce	Tom Martin, nd Bob French, sd Sunny McClanahan, wd Thes., Wld. AP .....
KVAL	1490	250	T. Frank Smith P. O. Box 1792 2-6452	ABC Texas Quality Free & Peters	T. Frank Smith, p T. Frank Smith Jr., g & cm James R. Christian, ce	St. AP .....

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.





# SALES MANAGEMENT Magazine

is authority for the fact that the average Texas family spent \$2,899.00 last year in retail outlets.

... BASED ON THIS TEXAS AVERAGE AMARILLO FAMILIES SHOULD HAVE SPENT \$22,000,000.00 IN AMARILLO RETAIL OUTLETS.

**INSTEAD...**  
AMARILLO RETAILERS RANG UP SALES TOTALING **\$104,098,000.00** IN TOTAL RETAIL SALES DURING 1949

WHERE DID THIS DIFFERENCE OF

**\$82,098,000.00**

(NEARLY 79%) COME FROM



IT CAME FROM THE THOUSANDS OF FAMILIES LIVING OUTSIDE OF AMARILLO WHO CAME INTO AMARILLO TO DO THEIR SHOPPING!

*Only*  
**KCNC**  
REACHES *Both* GROUPS

★ THE OUT-OF-TOWN FAMILIES WHO SPEND ..... **\$ 82,098,000.00**

★ THE IN-TOWN FAMILIES WHO SPEND ..... **\$ 22,000,000.00**

★ THE *Total* IS .... **\$104,098,000.00**

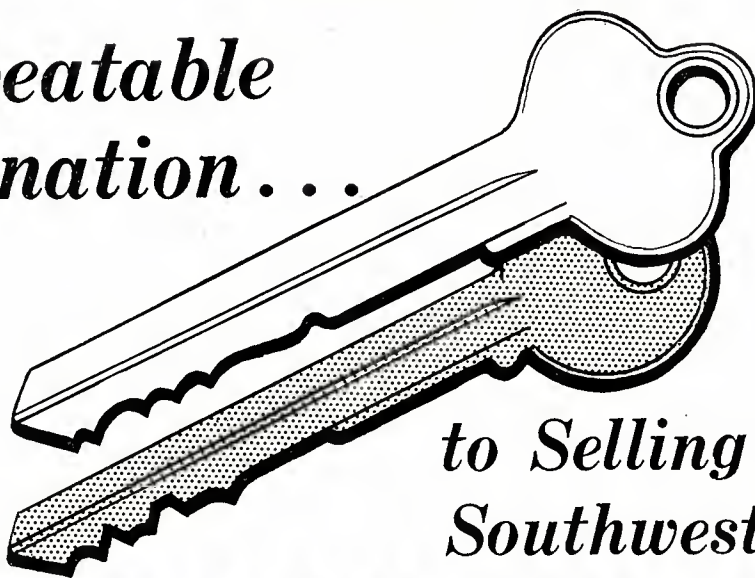
DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

TEXAS—(Continued)

City	Chan. or Freq.	Name of Licensee	Network	Owner; 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	Transc. Library News Service Transmitter
<b>BROWNWOOD</b>						
KBWD 1941	1380 1,000-LS 500-N	Brown County Bcstg. Co. 800 Hawkins St. 2401	MBS Texas State Walker	Wendell Mayes, p & gm Joe B. Foster, cm Wendell Mayes Jr., pd Pat Brinkley, pmm	A. W. Stewart, ce Bill Jamar, fd A. D. Whisenant, sd Eveil Bailey, wd	UP RCA
<b>BRYAN</b>						
KORA 1947	1240 250	Bryan Bcstg. Co. 604 Varisco Bldg. 3-1240	MBS	David C. Jones Jr., o, gm & ce Euell G. Byers, cm	William J. Zak Jr., pd Mike Mistovich, sd	Col.
<b>CENTER</b>						
KDET 1949	930 1,000-D	Center Bcstg. Co. Inc. 205 Austin St. 1199	Best	Tom E. Foster, p Joe B. Foster, cm Tolbert Foster, pd Grant Pickens, pmm & nd	Tom McLachlan, ce John Moosberg, fd Jack Bell, sd Jessie Smith McCarty, wd	St. UP Col.
<b>CHILDRESS</b>						
KCTX 1947	1510 250-D	Golden West Bcstg. Co. Inc. 217½ N. Main St.; 1085	MBS Best	R. M. Hagen, p & cm George D. Cowan, gm LeRoy Carter, pd & sd	Nelle Hagan, pmm John B. Braffett, ce	AP Ray.
<b>CLEBURNE</b>						
KCLE 1947	1120 250-D	Marti Inc. 919 N. Main; 1025	Best	George W. Marti, p & gm Frank H. Hardgrove, cm		AP
KCLE-FM 1949	Ch. 232 (A) 94.3mc; 0.32kw					
<b>COLEMAN</b>						
KSTA 1947	1000 250-D	Coleman County Bcstg. Co. P. O. Box 432 8406	Best	H. H. Jackson, p Floyd Shelton, gm, nd & fd Dan Guthrie, cm Jean Larson, pd	B. B. Beach, pmm & wd R. B. Seals, ce Bill Fox, sd	Cap. UP Col.
<b>COLLEGE STATION</b>						
WTAW 1922	1150 1,000-D	A & M College of Texas College Station 6-8724	Texas State Texas Best	Richard L. Webb, sm & ce John M. Scogin, pd & nd Dick Hickerson, fd	Francis Arnold, wd Dub King, sd	Wld. AP Col.
<b>COLORADO CITY</b>						
KVMC 1950	1320 500-D	Colorado City Bcstg. Co. P. O. Box 1251 64		Marshall Formby Eldon Mahon Clint Formby Clint Formby, m	ptnrs. Walter Grubbs, cm & pd Paul Brown, ce Jeannine Martin, wd	AP RCA
<b>CONROE</b>						
KMCO (CP)	900 500-D-DA	Montgomery Bcstg. Co.				
<b>CORPUS CHRISTI</b>						
KEYS 1941	1440 1,000-LS 500-N DA	Nueces Bcstg. Co. P. O. Box 1460 27411	CBS Lone Star Taylor	H. B. Lockhart Earl C. Dunn Charles Rossi E. C. Hughes	ptnrs. Kelly Wofford, m Harold Griffith, ce	
KRIS 1935	1360 1,000	Gulf Coast Bcstg. Co. P. O. Box 840 4-6354	NBC Texas Free & Peters	T. Frank Smith, p & gm Wm. Eikner, cm Charles Nethery, pd & pmm Buster Harvey, ce	John Rasco, nd Jack Lozier, fd Weldon Robinson, sd Virginia Graham, wd	St. AP
KSIX 1947	1230 250	Corpus Christi Bcstg. Co. Show Room Bldg. 2-9242	ABC Forjoe	Vann M. Kennedy, p & gm Charles R. Manning, cm Richard Warner, pd Ardyce Pfanstiel, pmm	W. K. Bridges, ce J. K. Wright, nd Milton Frenkel, sd	Thes. UP Temco
KUNO 1950	1400 100	Community Bcstg. Co. P. O. Box 4286 4-5203	MBS, LBS	Leslie C. Smith, p & gm Herbert Garrett, cm Hank White, pd Peggy Lindsay, pmm	J. H. Mayberry, ce Glenn Hunt, nd A. D. Hayslip, fd Homer Ruffin, sd	Cap. UP Col.
KWBU 1944	1030 50,000-D	Baylor U. Plaza Hotel 4-5258	LBS Branham	Carr P. Collins, gm Roy R. Kay, sm	Ben Blackmon, pd Nestor Cuesta, ce	AP
<b>CORSICANA</b>						
KAND 1937	1340 250	Alto Inc. State Nat'l Bank Bldg. 2486	KBS Branham	J. C. West, p Luther A. Johnson Jr., gm		Wld. UP
<b>CROCKETT</b>						
KIVY 1950	1570 250-D	Pioneer Bcstg. Co. P. O. Box 478 222		Hamilton H. Callen, ptnr., gm & ce James H. Gibbs, ptnr., c & pmm, pd & nd	Charles Flagler, fd Roy Garner, sd Grace Arledge, wd	L-W UP G
<b>CUERO</b>						
KCFH 1949	1600 500-D	A. M. Respondek Cuero 700	LBS Best	A. M. Respondek, p & gm Douglas Fleming, cm & pd Bill Berry, ce	Carmine Anthony, nd Sammy Middleton, fd	Wld. UP G
<b>DALHART</b>						
KXIT 1948	1410 500-D	Dalrad Associates 402½ Denrock; 740	LBS Best	Ed. Bishop, o Ken Bishop, gm & sd	Bill Smith, ce	L-W UP G
<b>DALLAS</b>						
KACE (CP)	740 10,000-LS 5,000-N DA-2	Texas Star Bcstg. Co.				
KIXL 1947	1040 1,000-D	Variety Bcstg. Co. Inc. 1401 S. Akard St. Riverside 4521		Lee Segall, p Tom Massey, asst. m T. H. Strauss, cm	Charles F. Payne, pd John Wilson, pdm Bob Tripp, ce	Wld., St., Mac. AP
KIXL-FM 1947	Ch. 283 (B) 104.5mc; 34kw					
KLIF 1947	1190 1,000-DA-N	Trinity Bcstg. Corp. 2008 A Jackson St. Prospect 7261	LBS Pearson	Gordon McLendon, o & exec. d L. B. O'Fall, exec. asst. Bill Weaver, gm Ray Lewis, cm	Joe Roddy, pd Marie Callahan, pmm Glenn Callison, ce Bill Pelham, nd	AP Ray.
KRLD 1926	1080 50,000 DA-N	KRLD Radio Corp. Herald Sq. Randolph 6811	CBS Texas Branham	John W. Runyon, p Clyde W. Rembert, mgng. d J. W. Crocker, asst. m W. A. Roberts, cm Roy George, pd	A. J. Putman, pmm Roy M. Flynn, ce Ves Box, nd & sd Wilson Shelley, fd	St., Cap. AP, INS WE

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-I—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

*The Unbeatable  
Combination...*



*to Selling the  
Southwest's Largest*

# MARKET

**MORE PEOPLE  
MORE MONEY  
MORE *Sales*—**

# **KRLD** *and* **KRLD-TV**

**THE CBS STATIONS FOR DALLAS-FORT WORTH**

*South's Largest Urban Area—Combined Population 960,000 Plus the Great Southwest Market Empire*

KRLD, 50,000 watts, full time, saturates the great Southwest market empire, with a radio potential of 11,124,100 night time and 7,507,200 day time, with the great, top-rated Columbia Broadcasting System shows.

KRLD-TV, Channel 4 dominates the South's largest metropolitan market... more than a million in the primary coverage area; more than two million in the 100-mile radius; with the highest ranking CBS shows and KRLD-TV studio productions.

*This is why*

# **KRLD**

*is your best buy*

**AM - FM - TV**

John W. Runyon, President  
Clyde W. Rembert, General Manager

**The TIMES HERALD Stations**

**The Branham Company**  
Exclusive Representative



DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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	Transc. Library News Service Transmitter
<b>DALLAS—(Continued)</b>						
KRLD-FM 1948	Ch. 223 (B) 92.5mc 46kw					
KRLD-TV 1949	Ch. 4 66-72mc 7.5kw-aur.; 15.1kw-vis.			Nick Mueller, film d		UP GE
KSKY 1941	660 1,000-D	Sky Bcstg. Service 2927 Maple St. Randolph 6193		A. L. Chilton, p & gm R. G. Terrill, c & pmm Leonard Holland, pd, nd, fd & sd	Morris M. Ming, ce Dorothy M. Smith, office m L. H. Chilton, wd	AP RCA
KYBS(FM) 1949	Ch. 300 (B) 107.9mc 90kw	Baptist General Convention of Texas 303 Baptist Bldg. Randolph 2874		Dr. R. Alton Reed, gm Henrietta Morris, pd Roy I. Glass, ce		Assoc. UP Col.
WFAA <sup>1</sup> 1922	820 50,000 570 5,000 DA-N ST-WBAP	A. H. Belo Corp. 1122 Jackson St. Riverside 9631	ABC, NBC Texas Quality Petry	E. M. Dealey, p Martin B. Campbell, gm Alex Keese, asst. m Kelly Maddox, pd	(Mrs.) Wynona Portwood, pmm J. Raymond Collins, ce Sid Pietzsch, nd Murray Cox, fd George White, sd	L-W, Assoc. AP, UP RCA
WFAA-TV 1949	Ch. 8 180-186mc 13.5kw-aur.; 27.1kw-vis.		ABC, DuM, NBC, Petry	Ralph W. Nimmons, sta. m Bert Mitchell, pd Lawrence E. DuPont, nd & sp. events d	E. Ashley Dawes, pdm Carlos Dodd, tech. sup.	UP DuM
WRR 1920	1310 5,000 DA-N	City of Dallas Municipal Radio Bldg. Tenison 3-6101	MBS Texas State Blair	Dale Drake, gm Pete Teddlie, pd Durward J. Tucker, ce	Jas. Alderman, nd Eddie Hill, sd Carol Weaver, wd	Thes. AP
WRR-FM 1949	Ch. 266 (B) 101.1mc 68kw					Col.
<b>DEL RIO</b>						
KDLK 1946	1230 250	Del Rio Bcstg. Co. P. O. Box 1162 1234	Howard	J. A. Clements, gm Bill D. Guse, cm		G
<b>DENISON</b>						
KDSX 1948	1220 1,000-D	Grayson Bcstg. Corp. P. O. Box 263 3-400	LBS	B. V. Hammond, p & gm L. L. Hendrick, vp & cm Bill Burkett, pd	Fred Weaver, ce John Clift, sd	St. AP Ray.
<b>DENTON</b>						
KDNT 1938	1450 250	Harwell V. Shepard Radio Center 1450	KBS	Harwell V. Shepard, o & gm		Thes. UP
KDNT-FM 1949	Ch. 292 (A) 106.3mc 0.76kw					GE
<b>DUMAS</b>						
KDDD 1948	800 250-D	North Plains Bcstg. Corp. P. O. Box 545 2-5000	Best	Lucian W. Spencer, p Ken Duke, vp & gm Ray Trent, pd & nd	George Pepin, ce Bill Lask, sd Jerry Duke, wd	St. AP G
<b>EDINBURG</b>						
KURV 1947	710 250-D	James Cullen Looney Edinburg 710	Forjoe	James Cullen Looney, p Allan Dale, gm & nd Joe Payne, c & pmm Jack Moran, pd, fd & sd	Warren Chase, ce Elizabeth Collier, office m Mary Lou Hagedorn, wd	Ray.
KURV-FM 1947	Ch. 285 (A) 104.9mc 1kw					GE
<b>EL CAMPO</b>						
KULP 1949	1390 500-D	Wharton County Bcstg. Co. P. O. Box 1390 1390	LBS	Culp Krueger, p Melbadean Wells, cm Joe Miller, ce	Red Sandlin, fd Dick Jones, sd Alice Marshall, wd	L-W UP Col.
<b>ELECTRA</b>						
KELT 1949	1050 250-D	Oil City Bcstg. Co. 1050 Radio Rd. 1051		Bill Lindsay, gm & ce Frank Elkins, c & pmm & pd	Thomas Fritz, nd Myrtle Russell, wd	St. UP RCA
<b>EL PASO</b>						
KCHC (CP)	860 1,000-D	Claude H. Craig				
KELP 1947	920 1,000-D	Paso Bcstg. Co. Inc. Hill Bldg. 3-3658	KBS LBS Pearson	Raymond T. Richey, p (Mrs.) L. McCowan Chapman, g, c & pmm Richard E. Gillette, pd V. Cisneros, ce	Howard W. Davis, d William Leaming, nd James Foster, sd Ruth Barbara West, wd	Cap. Ray.
KEPO 1948	690 5,000 DA	KEPO Inc. 2419 N. Piedras St. 5-2731	ABC Blair	Kenyon Brown, evp Willard L. Kline, gm Howard W. Baldwin, cm E. O. Procter Jr., pd Cecil Sansbury, pmm & fd	E. L. Gemoets, ce Charles Amador, nd Phil Eakins, sd Alice Barry, wd	St. UP RCA
KROD 1940	600 5,000 DA-N	Roderick Bcstg. Corp. 2201 Wyoming St. 2-6551	CBS Southwest Lone Star Taylor	Dorrance D. Roderick, p Val Lawrence, vp & gm Bruce M. Barnard, cm Ted Hunt, pd	Robert P. Canaven, pmm, nd, fd & sd Edward P. Talbott, ce Sharley Randal, wd	St. AP RCA

<sup>1</sup>NOTE: Stations are assigned fulltime, but divide time between two channels NBC rides 820 kc clear channel, ABC rides 570 kc regional channel. When WFAA operates on clear channel, WBAP operates on regional and vice versa. Both channels are for combined coverage of Dallas-Ft. Worth market areas.

Data corrected to Dec. 6, 1950. If executives or services for FM or TV 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-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

# For showmanship in Selling



You can't top WFAA and WFAA-TV in the Dallas-Fort Worth market with a choice of two frequencies plus a combination of

**FACILITIES:**

28 years' programming experience in the Southwest with a complete staff for creating, writing, producing, transcribing and merchandising shows.

**COVERAGE:**

1,143,457 radio homes in the half millivolt area in Texas, Oklahoma and Arkansas, representing a 49 percent increase in 1949 as compared to 1940 BMB reports.

**A FAST-GROWING MARKET** where retail sales per capita in Dallas-Fort Worth amount to \$1,464... making this *number one* among 19 of America's major markets ranging from 500,000 to 1,000,000 and over\*

\*Standard Rate & Data—1950-51 Consumer Markets



**wfaa-820**

NBC, TQN—50,000 watts

**wfaa-570**

ABC, TQN—5,000 watts

**wfaa-tv**

CHANNEL EIGHT—NBC, ABC and DuMONT

Martin B. Campbell, General Manager

Radio and Television Services of THE DALLAS MORNING NEWS

Edward Petry and Company Inc.

National Representatives

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations 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.	Transc. Library News Service Transmitter
<b>EL PASO—(Continued)</b>					
KSET 1949	1340 250	Sunland Bcstg. Co. 2223 Montana St.	MBS McGillvra	Edward D. Hodge, p Vincent W. McConn, gm	George R. Thady, asst. m Cap. AF
KTSM 1929	1380 1,000-LS 500-N	Tri-State Bcstg. Co. Inc. 801 N. Oregon St. 2-5423	NBC Hollingbery	(Mrs.) Frances Walz Bredberg, p Karl O. Wyler, gm Roy T. Chapman, cm	J. B. Chapman, pd K. J. Walton, ce Conrey Bryson, fd Thes., Wid. UP RCA
<b>FLOYDADA</b>					
KPLW (CP)	900 250-D	West Texas Bcstrs.			
<b>FT. STOCKTON</b>					
KFST (CP)	860 250-D	Ft. Stockton Bcstg. Co. Ft. Stockton; 860		Leonard R. Lyon, p & gm	UP G
<b>FORT WORTH</b>					
KCNC 1946	870 250-D	Blue Bonnet Bcstg. Corp. 705½ Main St. Fortune 7175	Western	J. H. Speck, p & gm J. N. Mullan, cm Jerry Hahn, pd Jack Hopkins, ce	Wm. Keck, nd Kenneth McClure, fd Caroline Drew, wd AP Ray.
KCUL 1949	1540 5,000-LS DA-1 1,000-N	East-West Bcstg. Co. 3607 Camp Bowie Sunset 6555		W. Bruce Chambers, p & gm Maydell Wallace, office m Homer Hogan, cm Bill Hayter, pd	R. L. McAlister, ce Brett Allison, nd Joe McKinney, sd Assoc., Thes. UP
KFJZ 1922	1270 5,000 DA-1	Tarrant Bcstg. Co. 1201 W. Lancaster Edison 3474	MBS Texas State Blair	Gene L. Cagle, p & gm Charles B. Jordan, vp D. C. Hornburg, secy.-treas. Clyde Pemberton, c & pmm	Hal Thompson, pd, nd & sd J. T. Peterson, ce Weldon Owens, fd Hazel Riley, wd St. AP WE
KWBC 1946	970 1,000-D	Worth Bcstg. Co. 1003½ Houston 2-9231	Rambeau	P. W. Seward, p Lewis Love, gm Charles Hobbie, pmm	Dean McClain, pd, nd & sd Melvin Parsons, ce Dorothy Reed, office m St. AP
KXOL 1947	1360 1,000 DA-N	Ft. Worth Bcstg. Co. Inc. 1216 Penna. Ave. Edison 1448	LBS Pearson	F. M. Skinner, p & treas. John R. Crouse, vp & ce Russ N. Lamb, gm & secy. Herman Clark, cm	Phil Vogel, pd Hewel Jones, pmm Joe Wills, nd Bill Hightower, sd Ray.
WBAP <sup>2</sup> 1922	820 50,000 570 5,000 DA-N ST-WFAA	Carter Publications 3900 Barnett St. Lockwood 1981	ABC, NBC Lone Star Free & Peters	Amon Carter, p Harold Hough, d George Cranston, m Roy Bacus, cm	Jack Rogers, publ. & prom. d Ed Lally, pd R. C. Stinson, d. of engrg. James A. Byron, news editor Assoc., Cole. AP RCA

Note 2: Stations are assigned full time but divide time between two channels, NBC rides 820 kc clear channel; ABC 570 kc regional channel. When WFAA operates on clear channel, WBAP operates on regional and vice versa. Both channels are for combined coverage of Dallas-Ft. Worth market areas.

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

**Biggest** .. retail sales increase % in the U. S. was in  
**EL PASO\***  
**Biggest** .. radio audience in the El Paso Southwest  
 is delivered by  
**KROD**  
 5,000 watts 600 K. C.  
 KEY STATION -- SOUTHWEST NETWORK

RODERICK BROADCASTING CORP.  
 Dorrance D. Roderick, Pres.  
 Val Lawrence, Vice-Pres. & Gen. Mgr.  
 REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY

♦ AMONG THE NATION'S 75 LARGEST CITIES, IN THE LAST 10 YEARS (Latest Dept. of Commerce Report)



# Speaking of Facilities

"After looking at them all from coast to coast, you get my vote for having the number one station set-up in the country."

## WBAP LEADS THE FIELD

**Y**OUR radio and television placements in the rich Southwest are a certainty. Just as certain, after looking over the field, will you be doing business with WBAP (WBAP-570, 5,000 watts, ABC and WBAP-820, 50,000 watts, NBC) and WBAP-TV (Channel 5, ABC and NBC).

At WBAP, as a national advertising agency executive did above, you'll find the "best set-up," the most modern facilities in the business.

To name a few things . . . six large-size radio studios to serve you . . . three great television studios . . . complete disc and Ampex tape recording facilities for the production of high quality transcriptions . . . completely equipped film commercial production department, including film laboratory for processing and developing film.

WBAP leads the Southwest on all counts. Check the station or Free & Peters for complete station and market information.



FREE & PETERS, INC.  
Exclusive National Representatives

AMON CARTER, President  
HAROLD HOUGH, Director

GEORGE CRANSTON, Manager  
ROY BACUS, Commercial Mgr.

3900 BARNETT ST. FORT WORTH, TEXAS  
TELEPHONES: FORT WORTH LO-1981 DALLAS TR-9757

Complete  
Recording  
Service

Complete  
Film  
Service



DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. op exp; 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.	Transc. Library News Service Transmitter
<b>FORT WORTH—(Continued)</b>					
WBAP-FM 1949	Ch. 263 (B) 100.5mc 50kw			Robert Gould, pd Tommy Thompson, pdm Lynn Trammell, film trans. d	
WBAP-TV 1948	Ch. 5 76-82mc 8.2kw-aur.; 16.4kw-vis.				
<b>FREDERICKSBURG</b>					
KNAF 1947	1340 250	Gillespie Bestg. Co. Inc. Security State Bank Bldg. 311	MBS Best	Walter McKay, ptrn. & p Arthur Stehling, ptrn. & vp Norbert A. Fritz, gm & ce	Oscar Krauskopf, fd SES. AP G
<b>GAINESVILLE</b>					
KGAF 1947	1580 250-D	Gainesville Bestg. Co. Inc. P. O. Box 222 248	KBS	Joe M. Leonard Sr., p Joe M. Leonard Jr., gm & fd Earl Leonard, cm Jerry Talley, pd & nd	Cordell Martin, ce Frank Fancher, sd Kathryn Gaffe, wd St. AP Ray.
<b>GALVESTON</b>					
KGBC 1947	1540 1,000-LS 250 N-DA	The Galveston Bestg. Co. Commerce Bldg. 3-4329		James W. Bradner Jr., p & gm Floyd Smith, cm Jesse Simms, ce	Bob Savage, nd Wes Perry, sd Frances Kay Harris, wd St. AP Ray.
KLUF 1922	1400 250	KLUF Bestg. Co. Inc. 300 Haden Bldg. 5-6676	MBS, LBS Rambeau	Geo. Roy Clough, p, g & cm Lee Clough, ce	Wld. UP RCA
KLUF-FM 1949	Ch. 259 (B) 98.7mc 9.5kw				..... GE
<b>GLADEWATER</b>					
KSIJ 1949	1430 1,000-D	Gladwater Bestg. Co. T. W. Lee Bldg. 516	Best	T. W. Lee, p Joe M. Yowell, m Charles Stokely, pd	Loyd Johnson, ce St. UP
<b>GONZALES</b>					
KCTI 1947	1450 250	Gonzales Bestg. Co. 425 St. George St. 770	Gene Grant Cooke	Lawrence M. Walshak, ptrn., g & cm David Walshak, sd	Frank Wilson Jr., ptrn., pd, pmm, ce & nd Cap. AP
<b>GRAHAM</b>					
KSWA 1948	1330 500-D	Southwestair Inc. P. O. Box 748 1200		Clay E. Thompson Jr., p & gm W. J. Duncan, cm & pd H. Vance Newsom, ce	Alethea Mae Albright, nd Jack Neal, sd SES. UP
<b>GREENVILLE</b>					
KGVL 1946	1400 250	Truett Kimzey Box 1015 2066	MBS, KBS Texas State	Truett Kimzey, p Leo Hackney, gm Paul D. Robinson, asst. m James D. Jones, pd	Tom E. Clyce, ce Bill Rust, sd Janet Bush, wd ..... AP
<b>HAMILTON</b>					
KCLW 1948	900 250-D	Hamilton Bestg. Co. Hamilton 646		Clyde L. Weatherby, p Joe W. Caldwell, g & cm Carl Knelly, ce	St. UP Col.
<b>HARLINGEN</b>					
KGBS 1941	1240 250	Harbenito Bestg. Co. P. O. Box 711 2200	CBS Ra-Tel	McHenry Tichenor, p Troy McDaniel, gm Dave Bennett, cm Roy Hofheinz, p S. Harold Jones, ce	Al Beck, ce Jerry Fisher, nd Ed Keane, sd R. S. Bush, tech. sup. ..... WE
KSOX (CP)	1530 50,000-LS DA-2 10,000-N	Roy Hofheinz P. O. Box 1591			..... WE
<b>HENDERSON</b>					
KGRI 1947	1000 250-D	Henderson Bestg. Corp. P. O. Box 1111 4528	Best	Roy B. Cannon, p W. C. Crawford, g, c & pmm James T. Reeves, pd	James Austin, ce Pat Nolan, wd Wld., SES. UP WE
<b>HEREFORD</b>					
KPAN 1948	860 250-D	Marshall Formby P. O. Box 868 860	Best	Marshall Formby, p Don Boles, gm Jerry Drennan, cm Bob Lindsey, pd	Bob Blount, pmm John Ball, ce Don Smith, fd Phyllis Radouch, wd Thes. AP G
<b>HILLSBORO</b>					
KHBR 1950	1560 250-D	Ross Bohannan 204 E. Franklin 594		Ray J. Williams, p & gm J. Monroe Coston, sm, nd & fd Nelson W. Galle, cm J. K. Lane Jr., pd & sd	Frank Bershears, pmm Robert E. Thompson, ce Betsy Williams, wd ..... UP WE
<b>HOUSTON</b>					
KATL 1947	1590 5,000 DA-N	Texas Bestrs. Inc. State Natl. Bldg. Preston 3108	LBS Dixie IMS	William Harry Talbot, p King Howard Robinson, vp & gm William C. Burks, cm John Edwards, pd	Robert S. Keller, pmm Edward Martin, ce Charles Walter, office m Harry Grier, nd Ernie Levinston, ce Maxine Horne, wd L-W, SES. UP G
KCOH 1948	1430 1,000-D	Call of Houston Inc. 1 Main St. Charter 1888	Pan American	William A. Smith, o Robert C. Meeker, p & gm Shirley Sporcic, pd & pmm	Wld., Assoc. UP G
KLEE 1948	610 5,000 DA	W. Albert Lee			.....
KNUZ 1948	1230 250	Veteran's Bestg. Co. Blodgett & Caroline Central 8801	Forjoe	Max H. Jacobs, p Dave Morris, gm Jack Healy, cm Walter Colvin, pd	Ednah Forrester, pmm O. C. Crossland, ce Bob Brooks, nd & fd Johnny Goodman, sd L-W UP G, WE
KPRC 1925	950 5,000 DA-N	Houston Post Co. Lamar Hotel Fairfax 7101	NBC Texas Quality Petry	W. P. Hobby, p Jack Harris, gm Jack McGrew, cm Marsh Callaway, pmm	Francis Sullivan, pd H. T. Wheeler, ce Pat Flaherty, nd Leon Hale, fd Thes. AP RCA
KPRC-FM 1946	Ch. 275 (B) 102.9mc 57kw		Transit FM		Cap. .....
KPRC-TV 1949	Ch. 2 54-60mc 7.5kw-aur.; 15kw-vis.		ABC, CBS DuMont, NBC	Terry Lee, cm Frank Partin, prod. d Paul Huhndorf, ce	..... GE
KTHT 1944	790 5,000 DA-2	Roy Hofheinz P. O. Box 2161 Keystone 5535	MBS Texas State Avery-Knodel	Roy Hofheinz, p & co-o Bill Bennett, g & cm Ted Nabors, pd Lauri Schutt, pmm O. B. Johnson, ce	John Knapp, asst. pd Barbara Hogue, traffic m Ray Conaway, nd Loel Passe, sd UP G

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in *italics*. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Lunar Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



# KPRC

**HOUSTON**



st

**In Radio...**

**In Television**

.....

**KPRC**  **KPRC-TV**

*Lamar Hotel, Houston*

*Affiliated with NBC and TQN*

**W. P. HOBBY**, President



**JACK HARRIS**, General Manager

**Represented Nationally by EDWARD PETRY & CO.**



DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

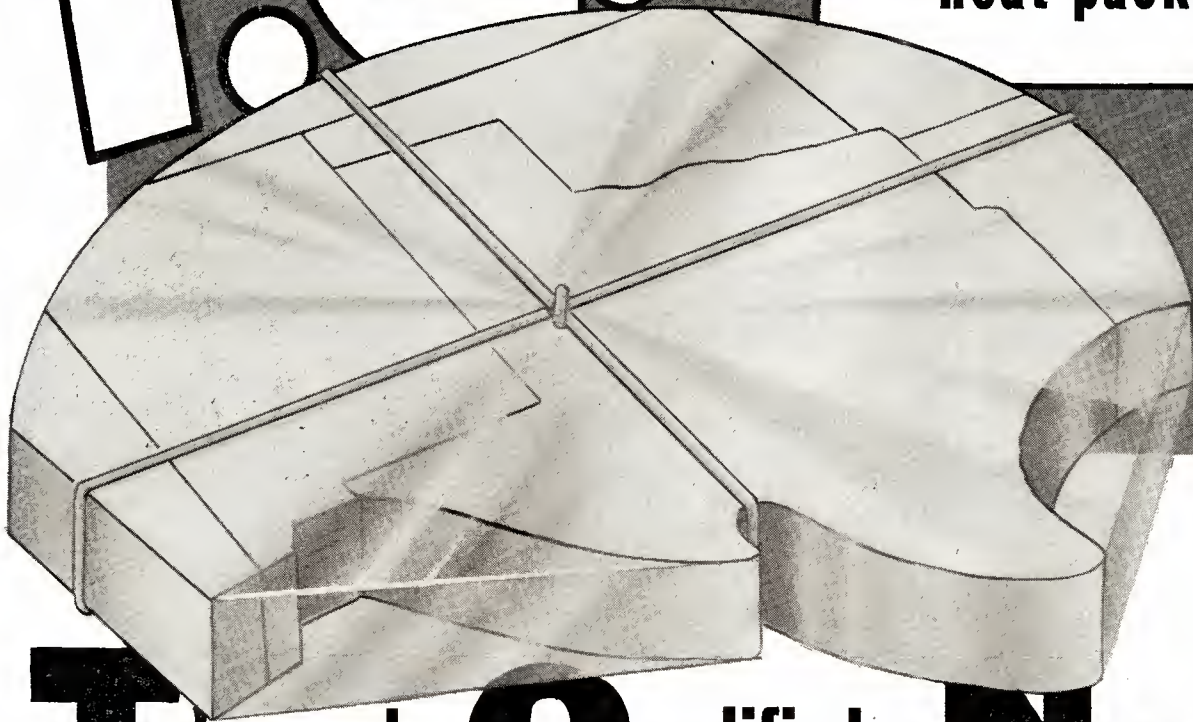
TEXAS—(Continued)

City	Call Letters	Chan. or Freq.	Name of Licensee	Network	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	Transc. Library
Established	Power	Headquarters Address	Telephone Number	Representative			News Service Transmitter
<b>HOUSTON—(Continued)</b>							
KTRH	1930	740 50,000 DA-1	KTRH Bcstg. Co. Rice Hotel Preston 4361	CBS Texas Blair	B. F. Orr, p & gm Ray F. Herndon Jr., m Ray Bright, slm Tom Jacobs, pd	Anna Jane Fortenberry, prom. d Lester Mullan, ce Corwin Riddell, nd George Roesner, fd	Wld. AP, INS RCA
KTRH-FM	1947	Ch. 266 (B) 101.1mc 32.3kw					..... GE
KXYZ	1930	1320 5,000 DA-N	Shamrock Bcstg. Co. Gulf Bldg. Capitol 6151	ABC Lone Star Free & Peters	Glenn H. McCarthy, p Fred Nahas, gm Howard C. Evans, cm Ted Hills, pd Jack E. Saunders, pmm	Gerald R. Chinski, ce George Peters, nd Guy Savage, sd Virginia King Mayo, wd	L-W, St. AP, UP RCA
KXYZ-FM	1948	Ch. 243 (B) 96.5mc 14kw					..... GE
<b>HUNTSVILLE</b>							
KSAM	1938	1490 250	H. C. Bailes & M. B. Cauthen Highway 75 South 666	MBS, KBS	H. C. Bailes, ptrn., gm & sd M. B. Cauthen, ptrn. Roy Greer, cm	Don Gulthur, pd Al Strong, pmm & ce	Cap. AP G
<b>JACKSONVILLE</b>							
KEBE	1946	1400 250	Billy A. Laurie Pierce Lane & Lake St. 2211	KBS	Bill Laurie, o & gm Jerry D. Spencer, slm Gary Smitherman, pd, asst. m & fd	Eugene R. Kintz, ce (Mrs.) Emo Laurie, pmm & wd Joe Mainz, nd Nick Carter, sd	L-W UP .....
<b>JASPER</b>							
KTKJ	1948	1240 250	Fisher/Tonahill Texas Theatre Bldg. 580		Joe Fisher, ptrn. Joe Tonahill, ptrn. Mason A. Lewis, gm & nd Gene Fuller, cm	Betty Klein, pd & wd Ed Keim, pmm & sd Fred Smith, ce E. V. Weiser, fd	SES., Cap. AP Col.
<b>JUNCTION</b>							
KMBL (CP)		1450 100	Kimble County Bcstg. Co.				
<b>KERMIT</b>							
KERB	1950	600 1,000 D DA	Radio Station KERB Inc 107 South Mulberry 1080		George H. Cook, p & gm Clarence M. Garnes, sm & nd Jes Stanton, cm & sd Charles Van Gundy, pd	Glen Duke, pmm Marvin Bowles, ce Robert Simpson, fd Grace Hilliard, wd	L-W UP Ray.
<b>KERRVILLE</b>							
KEVT	1948	1230 250	Kerr Bcstg. Co.	Best	Dean Turner, m		
<b>KILGORE</b>							
KOCA	1936	1240 250	Oil Capitol Bcstg. Assn. Inc. Radio Bldg. 2001	KBS Best	Roy G. Terry, p H. A. Degner, gm Lewis W. Christie, cm Richard H. Wheeler, pd	Karem O. Soule, ce Mike Ling, sd Peggy Rose, wd	..... AP Col.
<b>KINGSVILLE</b>							
KINE	1948	1330 1,000-D	Estate of Jack Henry Kidd Jr. 205 E. King 1317	Best	(Mrs.) J. Pate Kidd, p Ben Glusing, gm Eston Pace, sta. & cm Jerry Fullerton, pd	R. T. Whitaker, ce Jake Trussell, sd Betty Jo Slaughter, wd	Cap. UP Ray.
<b>LAMESA</b>							
KPET	1946	690 250-D	Lamesa Bcstg. Co. P. O. Box 30 690	KBS	R. O. Parker, p Bob Bradbury, gm Clayton Barkhurst, cm	Olene Blewett, pd Eugene Cornelius, ce	..... AP .....
<b>LAMPASAS</b>							
KHIT	1948	1450 250	Lampasas Bcstg. Co. P. O. Box 228 721	KBS, LBS Best	W. R. Pierre, o & gm C. E. Harrison, pd & sm Don Peak, ce	Wit Wheeler, sd Anita Tucker, wd	L-W UP G
<b>LEVELLAND</b>							
KLVT	1949	1230 250	Forrest Weimhold P. O. Box 866 1030	Best	Forrest Weimhold, p Gerald H. Sanders, gm Joe Garrison, c & pmm Wayne Will, pd & fd	Joe Lazzeri, ce Wayne Robison, nd Jerry Sanders, sd Donna Stevens, wd & traffic m	St. AP RCA
<b>LITTLEFIELD</b>							
KVOW	1947	1490 250	J. C. Rothwell-J. B. Mc-Shan P. O. Box 192 400		J. C. Rothwell, p J. B. McShan, g & cm Otheil Whitson, pd & wd	James Zackery, ce Johnny Richardson, nd Jim Fisher, fd	SES. ..... G
<b>LONGVIEW</b>							
KFRO	1934	1370 1,000 DA-2	Voice of Longview Curtis Bldg. 411	ABC, KBS Texas State *	James R. Curtis, p		L-W AP RCA
KLTI	1948	1280 1,000-D	R. G. LeTourneau Inc. P. O. Box 1866 4331	LBS Best	R. G. LeTourneau, p Lloyd Hawkins, gm Art Greene, cm & sd Lawrence Birdsong, pd & nd	Allen E. Vinson, pmm Kenneth Maxwell, ce Ruby Cooper, wd	Assoc. UP Ray.
KLTI-FM	1948	Ch. 290 (B) 105.9mc 10kw					..... GE
<b>LUBBOCK</b>							
KCBD	1947	1590 1,000 DA-2	Caprock Bcstg. Co. 1803 Broadway 6348	MBS Pearson	Joe H. Bryant, p & gm Robert L. Snyder, asst. m Leroy Land, c & pmm	Frank Lee, ce Jim Black, nd & sd Gene Looper, fd	Wld. AP WE
KFYO	1932	1340 250	Plains Radio Bcstg. Co. 914 Ave. J. 5567	ABC Lone Star Taylor	Gene A. Howe, p Gordon Thompson, g & cm Noel E. Thompson, pd Leete Jackson, pmm	W. S. Bledsoe, ce Bud Thompson, nd Jack Creel, fd Bill Anders, sd	St. AP, UP RCA
KSEL	1946	950 1,000-LS 500-N-DA	Lubbock Bcstg. Co. P. O. Box 1524 6376	Rambeau	David P. Pinkston, gm M. M. Rochester, cm Wayne Allen, pd	Roger V. Hively, ce Robert Nash, nd & fd Wesley Youngblood, sd	L-W AP Col.

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in *italic*. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

# TQN

... ties up the  
booming Southwest  
in **ONE**  
neat package!



**T**horough **Q**ualified **N**ecessary

**T**horough...  
BMB shows the 3 basic stations with 1,584,906 listening families in the daytime — 1,954,020 families at night... TQN stations in this rich market give blanket coverage day and night!

**Q**ualified...  
through years of aggressive leadership in coverage and programming — TQN as a network, or on an individual spot station basis is unmatched in selling effectiveness.

**N**ecessary...  
because only TQN gives the most effective coverage... reaches the folks who control the mighty buying power in a land which is young... expanding... wide open for **YOUR PRODUCT!**

**T**exas **Q**uality **N**etwork

Represented By EDWARD PETRY and Co., Inc.

**WOAI**  
SAN ANTONIO

**WFAA**  
DALLAS

**KPRC**  
HOUSTON

SUPPLEMENTARY STATIONS: **KRIS** CORPUS CHRISTI

**KVAL** BROWNSVILLE

**KTBS** SHREVEPORT



DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transc. Library News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
<b>LUFKIN</b>						
<b>KRBA</b> 1938	1340 250	Darrell E. Yates Lufkin	KBS Continental	Darrell E. Yates, o & pmm		
<b>KRBA-FM</b>	Ch. 238 (B) 95.5mc 2.9kw					
<b>KTRE</b> 1947	1420 1,000 DA-N	Forest Capital Bcstg. Co. P. O. Box 701 1420	MBS Lone Star Taylor	R. W. Wortham Jr., p Richman G. Lewin, gm Kenneth Barfield, cm Royce Christensen, pd	Hampton Keathley, pmm & fd Fred Clinton Hill, ce Laverne Jones, traffic m Murphy Martin, nd	Wid. AP Ray.
<b>MARSHALL</b>						
<b>KMHT</b> 1947	1450 250	Marshall Bcstg. Co. 109 West Rusk 7826	MBS, KBS Texas State	F. M. Skinner, p Russ Lamb, gm Myrl Stein, cm	Bill Tompkins, pd R. L. Clay, ce Wm. Merrill, sd	L-W AP Col.
<b>McALLEN</b>						
<b>KRIO</b> 1947	910 1,000 DA-1	Frontier Bcstg. Co. Inc. P. O. Box 1551 1700	ABC, MBS Texas State Weed	Ingham S. Roberts, gm Phillip D. Dixon, cm Normand Mann, pd & nd	William Meiners, ce Les Brecht, fd Stuart Graymount, sd	Cap. UP WE
<b>McKINNEY</b>						
<b>KMAE</b> 1947	1600 1,000-D	McKinney Air Enter- prises Inc. 218 East Virginia St. 184		Geo. W. Smith Jr., p & gm Harry Porter, cm Denise Adkins, pd & wd	Melvin Belew, pmm C. W. Rumpy, ce L. P. Johnson, sd	L-W AP .....
<b>MEMPHIS</b>						
----- (CP)	1370 1,000-D	Blake Bcstg. Co.				
<b>MIDLAND</b>						
<b>KCRS</b> 1935	550 5,000-LS 1,000-N DA-2	Clarence & Ruth Schar- bauer 112 W. Missouri 1080	ABC Texas State Pearson	Clarence Scharbauer Jr., ptrn. Ruth Scharbauer, ptrn. J. M. McDonald, gm	G. L. McDonald, cm Wally Jackson, pd & nd Tom Yates, ce	St. UP Ray.
<b>KJBC</b> 1950	1150 1,000-D	Jack Cecil Radio Station KJBC 4066	Bowles	Jack Cecil, p, gm & ce Bill Joyce, cm John Drummond, pd & nd	Bill Mathis, pmm & sd Martha Jane Taylor, wd	..... UP Ray.
<b>MINERAL WELLS</b>						
<b>KORC</b> 1946	1140 250-D	Raymond W. River Box 31 319	KBS LBS Best	Raymond W. River, p & gm John Michael, cm Ada Pearson, pd Jerry Hickman, ce	Olie Carriker, nd R. J. Walton, fd Ken Tucker, sd Thelma Doss, wd	L-W AP Ray.
<b>MONAHANS</b>						
<b>KVKM</b> 1946	1340 250	Charles Stuckey Enter- prises Inc. 317 S. Hoxie 438	MBS, LBS Southwest Best	Charles W. Stuckey, exec. o & gm Woodrow Groves, cm Jacqui Tipton, pd & wd	Clifford E. LaGreide, ce Larry Fischer, nd, chief ann. & sd	Wid. UP G
<b>MT. PLEASANT</b>						
<b>KIMP</b> 1948	960 1,000-D	Mt. Pleasant Bcstg. Co. P. O. Box 990 915		Winston O. Ward, p & gm Jesse Fate, cm Lee Dacus, pd	Meador Lowrey, nd Ruby Stanley, wd	L-W AP G
<b>NACOGDOCHES</b>						
<b>KOSF</b> 1947	1230 250	Kelly Bell P. O. Box 8 1230	KBS	Kelly Bell, p J. C. Stallings, g. c & pmm & pd	Frank P. Murray, ce Ed Rice, nd & sd	L-W UP Col.
<b>KSFA</b> 1947	860 1,000-D	Nacogdoches Bcstg. Co. Inc. 1509 North St. 860	LBS Girard	Wilbur Courtland Fouts, p, g & cm Grady Bass, pd, nd & sd Sara Jane Moon, pmm	George Middlebrook, ce & fd Violet Gordon, wd	Cap. AP G
<b>NEW BRAUNFELS</b>						
<b>KGNB</b> 1950	1420 1,000-D	Comal Bcstg. Co. 184 Castell 1612		Charles W. Scruggs, p F. T. Wilson, vp, g & cm Howard Edwards, pd & nd Lawrence Krueger, ce	Allen Crenwelge, fd Bill Burns, sd Phyllis Reininger, wd	Thes., Cole AP RCA
<b>ODESSA</b>						
<b>KECK</b> 1947	920 1,000-LS 500-N DA	Ector County Bcstg. Co. 120 W. 3rd St. 5791	Forjoe	Ben Nedow, o, g, c & pmm Ray A. Elsner, pd John E. Rowlett Jr., ce Glenda Huffman, traffic m & wd	Dick Maphet, nd Tom Rollins, fd Cotton Clever, sd	St., L-W AP Ray.
<b>KOSA</b> 1947	1230 250	Southwestern Bcstg. Corp. 115 West 6th St. 4301	CBS Southwest Lone Star Taylor	Paul Moss, p C. L. Trigg, gm Jay Mehaffey, cm John Vacca, prog. m	James A. Simpson, ce Ed Costello, sta. rel., nd & sd Virginia Heflin, wd Vince Paul, fd	Cap. AP RCA
<b>KRIG</b> 1946	1410 1,000 DA-N	Oil Center Bcstg. Co. Inc. 111 E. Fifth 6871	MBS, LBS Cactus Best	R. O. Canon, p Jack W. Hawkins, gm Jack Howard, cm Marguerita Larue, sm	Robert Smith, pd Floyd Marshall, pmm Harold Poole, ce Bill Hickey, sd	Wid. UP WE
<b>ORANGE</b>						
<b>KOGT</b> 1948	1600 1,000 DA-N	Sabine Area Bcstg. Corp. 407 10th St. 8-4381	Best	J. Jacobs, p Fred LeMieux, gm & ce Hugh Herrington, pd		Assoc. UP Col.
<b>PALESTINE</b>						
<b>KNET</b> 1936	1450 250	Palestine Bcstg. Corp. Hotel O'Neil 8686	KBS	B. A. Laurie, p (Mrs.) Jo Ann Spencer, vp (Mrs.) B. A. Laurie, secy.-treas. Don Norton, g & cm, nd, fd, & wd	Marvin Crain, pd LaVeda Norris, office m Jimmie Richardson, ce	..... UP Ray.
<b>PAMPA</b>						
<b>KPAT</b> (CP)	1230 250	J. C. Daniels				
<b>KPDN</b> 1936	1340 250	C. H., Harry & Jane Hoiles 212 North Ballard 1100	MBS	C. H. Hoiles } Harry Hoiles } ptrns. Jane Hoiles } Coy C. Palmer, gm & pd	Elton Lathrop, cm Garth Osborne, ce Carol Mikkelson, traffic d Bert Conway, nd	Wid. AP G
<b>PARIS</b>						
<b>KFTV</b> 1950	1250 500-D	Lamar County Bcstg. Co.				
<b>KPLT</b> 1937	1490 250	North Texas Bcstg. Co. Inc. Cor. S. Main & W. Austin 1124	ABC Texas State Pearson	A. Boyd Kelley, p Fred Kincaid, g & cm & sd Lewis O. Seibert, secy.-treas. Ann Nipp, asst. m	Carol Hill, pd John Allen, pmm Paul Daniels, ce Bruce Barrett, nd	..... AP RCA

Data corrected to Dec. 6, 1950. If executives or services for FM or TV 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, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transc. Library News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
<b>PASADENA</b>						
KLVL 1950	1480 1,000-D	Felix H. Morales Pasadena State Bank Bldg. 7261		Felix H. Morales, o & gm Victor Lara Ortega, cm Alejandro Santesteban, pmm Mrs. Felix Morales, secy.-treas.	Daniel Antoon, pd, nd, fd, sd & wd Eugene C. McNally, ce	..... PN Col.
<b>PECOS</b>						
KIUN 1935	1400 250	Jack Hawkins & Barney Hubbs 316 S. Cedar 135	MBS, KBS, LBS Cactus Southwest Best	Jack W. Hawkins, p, gm & sd J. V. Davis, pmm & nd W. D. Martin Jr., cm & pd	Harry Boehnemann, ce Louise Hawkins, wd	..... UP RCA
<b>PERRYTON</b>						
KEYE 1948	1400 250	Great Plains Bcstg. Co. Box 96 5771	MBS	Carl Ellis, p Irvin R. Buchanan, g & cm Zeb Williams, pd & nd	Coy Thompson, ce Harry McFarland, sd	L-W, Cap. AP G
<b>PLAINVIEW</b>						
KVOP 1944	1400 250	KVOP Inc. Veigle Bldg. 1400	MBS, KBS	W. J. Harpole, p Kernit Ashby, evp Rial Campbell, gm Bill Harrell, cm & sd	Keith Loyd, pd Bob Zellermayer, pmm O. C. Norris, ce	Cap. AP RCA
<b>PLEASANTON</b>						
----- (CP)	1380 1,000-D	Atascosa Bcstg. Co.				
<b>PORT ARTHUR</b>						
KOLE 1947	1340 250	Port Arthur Bcstg. Co. P. O. Box 1126 2-9436	LBS	Socs Vratiss, ptrn., gm & sd Mary A. Petru, ptrn. & pd Glenn Hewitt, cm Marianne Baker, pmm	Hulan Smith, ce Hal Parkes, nd Katie Pruitt, fd Juanita Roberts, wd	L-W AP G
KPAC 1934	1250 5,000-LS 1,000-N DA	Port Arthur College 1515 Lakeshore Dr. 5-7453	MBS Pearson	Marjorie R. Vickers, g & cm George Crouchet Jr., slm Corinne Enos, pd Mack Newberry, pmm	Morris Glenn Boatright, ce Glenn Earle, nd Gordon Baxter Jr., sd	St. AP RCA
<b>QUANAH</b>						
KOLJ (CP)	1150 500-D	Orville L. Jenkins Chickasha, Okla. 3260		Orville L. Jenkins, p & gm		..... ..... G
<b>ROSENBERG</b>						
KFRD 1948	980 1,000-D	Ft. Bend Bcstg. Co. Inc. P. O. Box 332 980		Mart Cole, p Jim Hairgrove, g & cm, fd & sd Bess Elder, pd, pmm & wd	Frank Wood, ce Mark Davis, nd	Cap. UP G
<b>SAN ANGELO</b>						
KGKL 1928	960 5,000-LS 1,000-N-DA	KGKL Inc. St. Angelus Hotel 6715	ABC Texas State Pearson	H. C. Ragsdale, p Lewis O. Seibert, gm William Williamson, cm Patty Scott, pd	Jane Bosworth, pmm William Poteet, ce Robert Milburn, sd	..... AP RCA
KTXL 1947	1340 250	Westex Bcstg. Co. P. O. Box 1565 7183	MBS Lone Star Taylor	A. D. Rust, p Robert L. McClellan, gm & sd Walton Foster, cm & nd	Robert Benson, ce Don Phillips, pd & fd	Cap. AP WE
<b>SAN ANTONIO</b>						
KABC 1926	680 50,000-LS 10,000-N DA	Alamo Bcstg. Co. Milam Bldg. Fannin 3126	ABC Texas State Blair	Gene L. Cagle, p Charles Jordan, vp Bill Michaels, gm Earle Fletcher, asst. m	Jim Wiggins, pd & sd A. J. Zlabovsky, pmm Joseph B. Haigh, ce Barclay Russell, nd	Wld. AP WH
KCOR 1945	1350 5,000-LS 1,000-N DA-2	KCOR Inc. 310 S. Flores St. Cathedral 1301	McKinney	R. A. Cortea, p Wm. P. Smythe, m Marvin N. Broyles, pd		
KEYL(TV) 1950	Ch. 5 76-82mc 8.8kw-aur.; 17.7kw-vis.	San Antonio TV Co. Transit Tower Garfield 8151	ABC, CBS DuMont Blair-TV	W. D. Rogers Jr., vp & gm Frank Junell, cm W. B. Robb, pd	William J. Jackson, ce Mort Dank, publ. & prom. d Tom Maloney, film d	United UP DuM
KITE 1947	930 1,000-D	Charles W. Balthrope 315 Transit Tower Fannin 0335	IMS	Charles W. Balthrope, p & gm Alec Coe, cm Alex Chesser, pd John Siercovich, ce	Pearl Brewer, office m Glen Krueger, nd Stanley Nelson, fd Frank Fallon, sd	..... AP Col.
KIWW 1948	1540 250-D	Good Neighbor Bcstg. Co. 518 W. Houston St. Fannin 5255	McGillvra	Joe Olivares, p M. D. Leal, gm Gene Johnson, cm Louie Muro, pd	L. E. Richards, ce & secy.-treas. F. Rubio, nd A. Lincoln, wd	..... UP Col.
KMAC 1926	630 5,000 DA-2	The Walmac Co. 222-224 West Commerce St. Cathedral 6211	MBS Texas State Pearson	Howard W. Davis, gm John P. Lee, cm Tony Bessan, pd		
KISS(FM) 1946	Ch. 258 (B) 99.5mc 250kw	(KMAC, AM affiliate)				
KONO 1927	860 5,000-LS 1,000-N DA	Mission Bcstg. Co. 317 Arden Grove Fannin 5171	Forjoe	Eugene J. Roth, o Jack L. Pink, gm Bob Roth, asst. sm James M. Brown, cm Robert Jenkins, pd	George Ing, ce Ray Hunt, nd & sd Blake McCreless, fd	St. AP RCA
KONO-FM 1943	Ch. 225 (B) 92.9mc 48kw					..... GE
KTSA 1928	530 5,000 DA-N	Sunshine Bcstg. Co. Avenue E & 3rd St. Garfield 1251	CBS Free & Peters	Frank G. Huntress Jr., p Charles D. Lutz, g & cm H. H. Carr, pd	W. G. Egerton, ce	Assoc., Mac. AP, UP RCA
KTSA-FM 1948	Ch. 268 (B) 101.5mc 15kw					

DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

TEXAS—(Continued)

City	Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. up exp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; From. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Transc. Library News Service Transmitter
<b>SAN ANTONIO—(Continued)</b>						
	WOAI 1922	1200 50,000	Southland Industries Inc. 1031 Navarro St. Garfield 4221	NBC Texas Quality Petry	Hugh A. L. Halff, p & treas. Arden X. Pangborn, gm Jack Keasler, cm Jerry Lee, pd Dallas Wyant, pmm	Charles L. Jeffers, ce Imogene Stanley, publ. d Henry Howell, nd Bill Shomette, fd Ed Hyman, sd Cap. St. AP, UP, INS RCA
	WOAI-TV 1949	Ch. 4 66-72mc 10.8kw-aur.; 21.6kw-vis.		ABC CBS NBC Petry	J. R. Duncan, pd Dick Perry, prod. m Hull Youngblood, film m	
<b>SAN MARCOS</b>						
	KCNY 1948	1470 250-D	Central Bcstg. Co. P. O. Box 32 888	LBS Best	Ed C. James, p Charles S. Thomas, gm James N. Coston, pd & nd	Robert Martens, ce Cap.
<b>SEGUIN</b>						
	KWED 1948	1580 1,000-D	Weldon Lawson, Garfield Kiel 200 S. Camp St.; 1580	Best	Garfield Kiel, g & pmm & nd Stan McKenzie, cm & fd Henry Lehnhoff, pd	Richard Zuehl, ce John Traeger, sd Faye Chessher, wd L-W UP WE
<b>SEYMOUR</b>						
	KSEY 1950	1230 100	W. C. Moss Jr. P. O. Box 295		W. C. Moss Jr., p, g & cm A. E. Turner, ce	Elizabeth Moss, secy.-bkpr. & wd AP G
<b>SHAMROCK</b>						
	KEVA 1949	1580 250-D	Shamrock Texas Bcstg. Co. P. O. Box 20; 620		Albert Cooper, p Hal Blymiller, gm Acton Tillery, ce	L-W UP WE
<b>SHERMAN</b>						
	KRRV (Denison) 1936	910 1,000 DA-1	Red River Valley Bcstg. Corp. 319 S. Fannin (Denison) 421 N. Crockett (Sherman) 420 (Denison); 201 (Sherman)	MBS Texas Pearson	G. H. Wilcox, p Tom E. Spillman, gm (Sherman) W. E. Wilcox, gm (Denison) Claude Cunningham, cm (Sherman)	Lynn Williams, cm (Denison) Earl Ellington, pd Ken Rowe Jr., pmm Tom Johns, ce Assoc. Wid. UP WE
	KTAN 1947	1500 250-D	Sherman Bcstg. Corp. P. O. Box 661 2910	KBS	E. T. Fant Jr., p William A. Jaco, g & cm W. P. Phillips, ce	Jim Shelton, pd, pmm, nd & sd M. C. Followill, fd Betty Christensen, wd AP Ray
<b>SNYDER</b>						
	KSNY 1949	1280 500-D	John Blake Route 1 1280	LBS Best	John Blake, p Charles R. Wolfe, gm	Don Morris, ce Betty W. Snyder, wd L-W UP RCA
<b>STAMFORD</b>						
	KDWT 1947	1400 250	David W. Ratliff Stamford 1400	MBS KBS	David W. Ratliff, p, gm & nd Lahoma Dickson, cm Opal Davis, pd Wilford Dickson, pmm & fd	Ken Skillern, ce Robbie Robinson, sd Olive McDougle, wd AP WE
<b>STEPHENVILLE</b>						
	KSTV 1950	1510 250-D	John Blake P. O. Box 102 950		John Blake, p Thomas Blake, gm & nd William Prince, pd & sd	Roy Johnson, ce & fd Ernestine Rodman, wd & secy. St. UP
<b>SULPHUR SPRINGS</b>						
	KSST 1947	1230 250	Hopkins County Bcstg. Co. Radio Rd. 1230	MBS KBS Best	William N. Edwards, p W. E. Bradford, vp, gm, ce & fd Clovis Pinion, cm	Tom Brubaker, pd & sd Bill McDougal, pmm Margaret Thomas, nd & wd AP G
<b>SWEETWATER</b>						
	KXOX 1939	1240 250	Sweetwater Radio Inc. Box 570 4655	MBS KBS Best	J. S. McBeath, p J. Harley Hubbard, gm Elwood Fritsch, cm Al Cobb, pd, pmm & nd	J. T. Allen, ce Tom Porter, fd Ed Alexander, sd St. UP RCA
<b>TAYLOR</b>						
	KTAE 1948	1260 1,000-D	KTAE Inc. Box 191 1260	LBS	G. G. Conoley, p, g & cm Bob Mitchell, pmm R. S. Heller, pd, nd, fd & sd	Gordon W. Rainey, ce Phyllis Heller, wd Wid. UP Ray.
<b>TEMPLE</b>						
	KTEM 1936	1400 250	Bell Bcstg. Co. Inc. 17 S. Third St.; 5252	MBS	Frank W. Mayborn, p Burton Bishop, gm J. E. Callaway, cm	Curtis Casey, ce L-W UP RCA
	KTEM-FM 1948	Ch. 298 (B) 107.5mc; 1.9kw				
<b>TERRELL</b>						
	KTER 1950	1570 250-D	Terrell Bcstg. Corp. Walnut & State Sts. 1710		Frederick I. Massengill Jr., p & gm	SES. UP G
<b>TEXARKANA</b>						
	KCMC 1932	1230 250	KCMC Inc. 317 Pine St. 3-6151	ABC Texas State Taylor	Frank O. Myers, gm Thomas Dillahunt, cm Herman Cecil, pd	Harvey Robertson, ce Robert Jones, nd L-W, Cole AP WE
	KCMC-FM 1947	Ch. 251 (B) 98.1mc 40kw				
	KTFS 1946	1400 250	Texarkana Bcstg. Co. 409½ State Line Ave. 35-123	MBS Razorback Devney	David M. Segal, gm Thomas Alford, cm Dave Chapman, pd & sd	Jim Citty, pmm Orville Johnson, ce Ernest Hackworth, fd Wid. UP Col.
<b>TEXAS CITY</b>						
	KTLW 1948	920 1,000-D	Texas City Bcstg. Service Show Boat Theatre Bldg. 5-4418	KBS	J. G. Long, p Joe Brown, g & pmm & sd John F. Miller, sm	Randy Evans, pd & nd Melvin D. Wagner, ce Thes., Cap. UP G
<b>TYLER</b>						
	KGKB 1930	1490 250	(Mrs.) Lucille Buford 115 S. College 2-3875	MBS Pearson Gene Grant	(Mrs.) Lucille Buford, o & cm J. Edwin Smith, pd Sam Mathews, pmm	Hudson Collins, ce John Lenox, sd Bonnie Lenox, wd Wid. UP RCA
	KGKB-FM 1947	Ch. 268 (A) 101.5mc 1kw				
	KTBB 1947	600 500-D CP: 500-LS 1,000-NDA	Blackstone Bcstg. Co. Blackstone Hotel 4-7278	LBS Lone Star Taylor	S. H. Bothwell, d M. E. Danbom, g & cm Don Jackson, pd & nd Dana Adams, pmm	R. A. Wileman, ce Sam Whitlow, fd Virginia Morrow, wd Thes. UP WE

Data corrected to Dec. 6, 1950. If executives or services for FM or TV 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-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



# IN THE **BOOMING** SOUTHWEST ... THERE'S NO SUBSTITUTE FOR ...

WOAI-TV San Antonio's first

Television station.

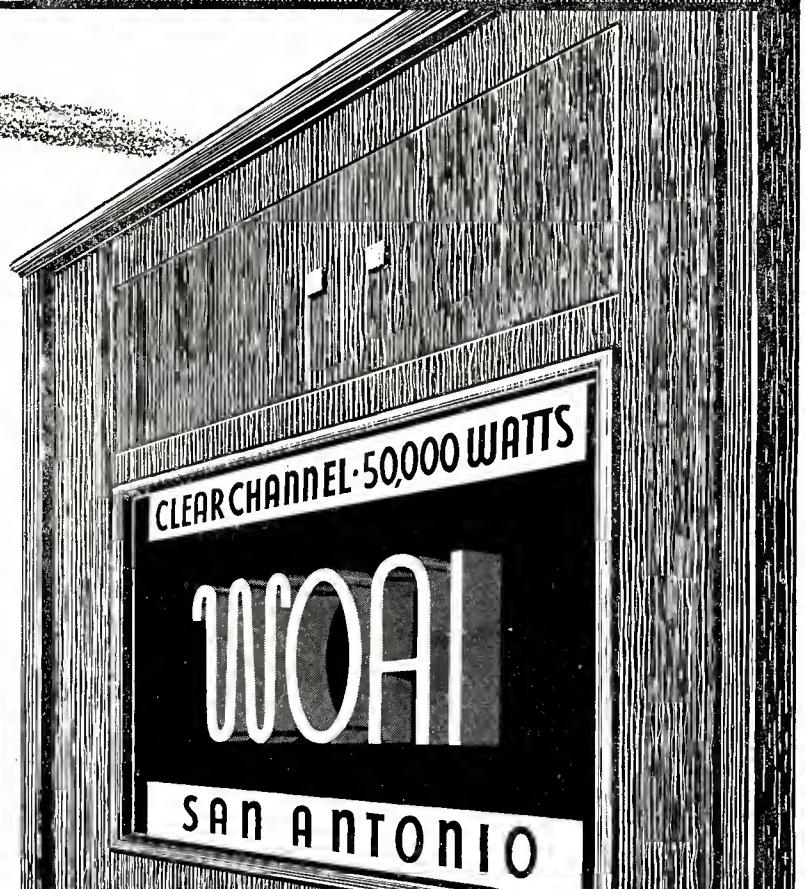
First on the air and first  
in audience in the nation's  
twenty-fifth city.

NBC - CBS



## AND ...

WOAI Clear Channel  
50,000 watts, the ONE completely  
dominant advertising medium  
in the prosperous San Antonio-  
South Texas area. 1950  
census figures show  
60% population increase.  
Largest gain of any major city  
in Texas.  
NBC - TQN



*Represented Nationally by* **EDWARD PETRY AND COMPANY, Inc.**  
NEW YORK - CHICAGO - LOS ANGELES - ST. LOUIS - DALLAS - SAN ANTONIO - DETROIT



TEXAS—(Continued)

Executive Abbreviations

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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.	Transc. Library News Service Transmitter
<b>UVALDE</b> KVOU 1947	1450 250	Uvalde Bcstrs. 1450 Batesville Rd. 717	MBS Continental	Edward J. Harpole, ptrn. & gm W. J. Harpole, ptrn. Joe Watson Jr., cm & sd Bob Hicks, ce	Burney Jones, pd & pmm Les Miller, nd & fd (Mrs.) E. J. Harpole, wd ..... UP G
<b>VERNON</b> KVWC 1939	1490 250	Northwestern Bcstg. Co. 1815 Wilbager St.	MBS KBS; Clark	Ken Kendrick, cm	
<b>VICTORIA</b> KNAL 1949	1410 500-D CP: 500 DA-N	Victoria Bcstg. Co. 120 W. Forrest St. 1410	LBS Best	Culp Krueger, p Truman Belcher, gm Lynwood Boehm, cm	Jack Shefrin, sm, nd, fd & sd Charles Lewis, ce Wld. UP Col.
<b>KVIC</b> 1940	1340 250	KVIC Bcstg. Co. Inc. P. O. Box 725 1106	MBS	J. G. Long, p Bob Tharp, gm Jim Trueheart, cm Bob Cutting, pd & pmm	Bob McCown, ce Jim Traber, nd & sd Clif Berkman, fd Patricia Breech, wd Wld. AP WE
<b>WACO</b> KWTX 1946	1230 250	KWTX Bcstg. Corp. 108½ South 6th St. 3-7331	MBS McKinney	W. W. Callan, p Milford N. Bostick, gm J. Mack Brinegar, cm Charles Hinkle, pd & pmm	Lester R. Grubbs, ce Jarrell McCracken, sd Edna Barnard, wd Wld. AP .....
<b>WACO</b> 1922	1460 1,000 DA-N	Frontier Bcstg. Co. Amicable Life Bldg. 2-6571	ABC Texas State Weed	Gene L. Cagle, p Charles B. Jordan, vp R. E. Lee Glasgow, gm	
<b>WESLACO</b> KRGV 1927	1290 5,000 DA-N	Taylor Radio & Tele- vision Corp. 201 Border 375	NBC Lone Star Taylor	O. L. Taylor, p Byron W. Ogle, gm Aubrey Jackson, cm James D. Cook, pd	Ted Cressner, pmm O. Lewis Hartwig, ce Bob McDonald, nd Sallye Jones, wd L-W, SES. AP, UP RCA
<b>WICHITA FALLS</b> KFDX 1947	990 10,000 LS 1,000-N DA-2	Wichtex Radio & TV Co. City Nat'l. Bank Bldg. 28668-9	ABC Lone Star Taylor	Darold A. Cannan, p W. P. Hood, gm Sid Grayson, loc. cm & sd George Craig, pd, pmm & wd	John Adams, ce Mike Carpenter, nd & fd Mott M. Johnson, natl. & reg. slm Wld. AP RCA
<b>KTRN</b> 1949	1290 5,000-LS 1,000-N DA	Texoma Bcstg. Co. 917½ Scott St. 2-5214	MBS Texas State Pearson	Houston Harte, ce Boyd Kelley, gm Sidney Grayson, cm & sd Bob Harmon, ce	Bill Richie, pd & nd Glenn Shelton, fd Billie Dougherty, wd Cap. AP Col.
<b>KWFT</b> 1939	620 5,000 DA-N	KWFT Inc. P. O. Box 420 4182	CBS Western Blair	Kenyon Brown, p Charles E. Clough, gm Blaine Cornwell, pd A. L. Pierce, pmm	Herbert T. Wiley, ce Pat Halverson, nd Gerry Wright, wd St. UP RCA
<b>KWFT-FM</b> 1948	Ch. 260 (B) 99.9mc; 9.7kw				

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

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.



**NOW**

**50000**

**WATTS**

*"The Voice of the Valley"*

**KRGV**

AFFILIATED WITH

**NBC-LSC**

STUDIOS AT

**Weslaco, Texas**

NATIONAL REPRESENTATIVES

**The O. L. TAYLOR  
COMPANY**



**DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES**

**UTAH**

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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	Transc. Library News Service Transmitter
<b>BRIGHAM CITY</b>						
KBUH 1948	800 250-D	Samuel L. Stephens Sr. 948 W. Forest Rd. 948	Continental	Samuel L. Stephens Sr., p Sam L. Stephens Jr., gm & ce Wade M. Ebeling, cm & pd	Weston Vernon, nd Eloise Johnson, wd	UP
<b>CEDAR CITY</b>						
KSUB 1937	590 1,000 DA-N	Southern Utah Bcstg. Co. Hotel El Escalante 398	CBS Intermountain	Ivor Sharp, p Arthur L. Higbee, g, c & pmm, & nd	Robert L. Heyborne, pd & ce Eddy Peterson, sd	Wld. GE
<b>LOGAN</b>						
KVNU 1938	610 1,000 DA-N	Cache Valley Bcstg. Co. 1393 North Main St. 1400	MBS Intermountain Avery-Knodel	Herschel Bullen, p Reed Bullen g & pmm, nd & fd A. George Raymond, cm	Paul Coburn, pd & sd Delmonte Olesen, ce Dorene Boothe, wd	Wld. UP Col.
<b>MURRAY</b>						
KMUR 1948	1230 250	O. J. Wilkinson 4646 South State 9-9822		Oral J. Wilkinson, p James A. Petersen, gm & nd Howard W. Pingree, cm	Mitzi Patterson, pd & wd Fred J. Weibell, ce	L-W & Cap. UP G
<b>OGDEN</b>						
KLO 1925	1430 5,000 DA-1	Interstate Bcstg. Corp. Hotel Ben Lomond 5721	MBS Intermountain Avery-Knodel	(Mrs.) Edris Glasmann, p George C. Hatch, gm George B. Morgan, sm C. W. Lowder, cm & pd	K. Seville, pmm Wayne T. Boothe, ce Dean Thueson, nd	Wld. UP
KOPP 1947	730 1,000-D	KOPP Inc. Route 2	KBS	King Harmon, gm		L-W
KVOG 1948	1490 250	United Bcstg. Co. 1538 Gibson Ave. 27535	Rocky Mt. Biddick	Arch G. Webb, p & gm Joe T. Johnson, cm Paula McCune, pmm & wd	L. Smith, ce Jim Neill, sd	St. WE
<b>PRICE</b>						
KOAL 1936	1230 250	Eastern Utah Bcstg. Co. Price 200	MBS, KBS Intermountain Avery-Knodel	Jack Richards, p, g & cm, pd nd & sd Carl P. Wolfrom, pmm	Leo E. Reid, ce	UP
<b>PROVO</b>						
KCSU 1947	1400 250	Central Utah Bcstg. Co. Inc. P. O. Box 550 2802	Rocky Mt. Biddick	Frank A. Van Wagenen, ptrn. Harold E. Van Wagenen, ptrn., pd & pmm John T. Hyde, cm	Dallin O. Oaks, ce Dale Brown, nd & sd Robert Hough, fd Barbara Ririe, wd	St. & Cap. UP
KNEU 1949	1450 250	Lester Taylor 307 So. 17th West 3426		Lester Taylor, p Myron May, gm Garn Carter, cm	J. D. Jones, pd Larry Steppe, pmm Kenneth Smith, ce	
KOVO 1939	960 1,000 DA-N	KOVO Bcstg. Co. 108 W. Center St. 1680	MBS Don Lee Intermountain Avery-Knodel	Clifton A. Tolboe, p Arch L. Madsen, gm L. H. Curtis, cm James Lawrence, pd & pmm & fd	Lovell Killpack, nd Chris Sanders, sd June Mower, wd	Wld. UP RCA
<b>RICHFIELD</b>						
KSVC 1947	690 1,000-D	Sevier Valley Bcstg. Co. Richfield 620	Intermountain Avery-Knodel	W. L. Warner Jr., g & cm Frank Peacock, pd & pmm Ralph A. Ross, ce	Bill King, nd Harvey Dastrup, fd	Wld., SES. UP Col.
<b>SALT LAKE CITY</b>						
KALL 1945	910 1,000 DA-1	Salt Lake City Bcstg. Co. Inc. 146 S. Main St. 4-3561	MBS Intermountain Avery-Knodel	George C. Hatch, p Thomas H. Anderson, cm Jack S. Paige, pd Jack Goodman, pmm W. D'Orr Cozzens, ce	Lynn L. Meyer, nat'l. slm Paul Sullivan, nd Jean Paul King, fd Mal Wyman, sd	UP
KDYL 1922	1320 5,000 DA-1	Intermountain Bcstg. & TV Corp. 143 S. Main 5-2991	NBC Blair	S. S. Fox, p & gm Easton Woolley, evp Geo. A. Provol, nalt. slm	Emerson Smith, pd Del Leeson, pmm & nd J. M. Baldwin, ce	Assoc. Thes. UP, INS RCA
KDYL-FM 1947	Ch. 254 (B) 98.7mc 9kw					
KDYL-TV 1948	Ch. 4 66-72mc 2.3kw-aur.; 3.7kw-vis.		Blair TV	Dan Rainger, pd		
KNAK 1945	1280 1,000-LS 500 N-DA	Granite Dist. Radio Bcstg. Co. 1042 South 6th West 4-3685	Forjoe	Howard D. Johnson, p Richard F. Connor, gm Richard I. Nicholes, cm Gloria Whitney, fd & wd	Robert Crawford, pd Robert Rampton, pmm Lyle Wahlquist, ce Tom Ivory, nd, sd & asst. m	
KSL 1922	1160 50,000	Radio Service Corp. of Utah Union Pacific Bldg. 5-4641	CBS Radio Sales	J. Reuben Clark Jr., p C. Richard Evans, gm Frank McLatchy, slm Edward B. Kimball, pd, sd, & wd Lynn McKinlay, pd	Sherril Taylor, pmm Vincent E. Clayton, ce Max Roby, nd Elvon Orme, fd	Wld. & Assoc. & L-W AP, UP WE
KSL-FM 1946	Ch. 262 (B) 100.3mc 5.9kw					Col.
KSL-TV 1949	Ch. 5 76-82mc 9.2kw-aur.; 18.4kw-vis.		ABC, CBS DuMont	D. Lennox Murdoch, TV opers. d	Wayne Richards, pd	INS GE
KUTA 1938	570 5,000 DA-1	Utah Bcstg. & Televi- sion Co. 29 S. State St. 3-2737	ABC Rocky Mountain Hollingbery	Frank C. Carman, p & gm S. John Schile, cm Ray Fadel, pd A. Allan Thomas, pmm	C. Wendell Bell, ce Harold Collapriest, prod. d John Barlow, nd Harry Warren, fd & sd	Wld. St. AP, UP G
<b>VERNAL</b>						
KJAM 1947	1340 250	Uintah Bcstg. Co. 120 East Main 494	KBS Grant	James C. Wallentine, p Lee Walker, gm & wd Grant E. Parry, cm	Erwin W. Boelter, pd & ce Chuck Ferguson, pmm & fd	UP

**VERMONT**

<b>BRATTLEBORO</b>						
WTSA 1950	1450 250	Granite State Bcstg. Co. Putney Rd. 1700	MBS Yankee Granite Bolling	W. J. Barkley, p W. F. Rust Jr., gm James Simmonds, pd	Joe Rich, ce & sd Barbara Johnson, wd	SES. UP Col.

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transc. Library News Service Transmitter
				Owner or 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; Mgr. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
<b>BURLINGTON</b>						
WCAX 1931	620 5,000 DA-N	WCAX Bcstg. Corp. 135 Main St. 2000	CBS Weed	C. P. Hasbrook, p & gm J. D. Swan, sm T. B. Braine, cm M. R. Slater, pd	J. W. Tierney, ce Lawrence F. Killick, nd & fd Arnold Lewis, sd Elinor Nowlin, wd	Wld. UP G
WJOY 1946	1230 250	Vermont Bcstg. Corp. 633 Main St. 5400	ABC Rambeau	David W. Howe, p A. E. Spokes, g & cm John C. Quill, pmm & ce	Jack Barry, sd Wynne Casey, wd	..... AP RCA
<b>MONTPELIER-BARRE</b>						
WSKI 1947	1240 250	Montpelier-Barre Bcstg. Co. Inc. Union Mutual Bldg. 1740	Grant	B. M. Jacobsen, p Paul H. Martin, vp, g & cm Robt. Bannon, pd & fd Betty Byrne, pmm & wd	L. C. Davis, ce Hartwell Daley, nd Al Anderson, sd	L-W AP Col.
<b>RUTLAND</b>						
WHWB 1949	1000 1,000-D	Central Vt. Bcstg. Corp. 24½ Center St. 3200		Herbert Wilson, p & gm (Mrs.) Vena M. Bates, vp (Mrs.) Helen M. Wilson, treas. Lewis L. Carter Jr., act. pd	Willard H. Buttles, ce Robert Herr, nd Harold Andrews, fd Richard Westervelt, sd	Cap. AP Ray.
WSYB 1930	1380 1,000 DA-N	Phillip Weiss Music Co. 35 Washington St. 1247	MBS, KBS Union Yankee McGillvra	J. H. Weiss, bus. m		
<b>ST. ALBANS</b>						
WWSR 1941	1420 1,000-D	Vermont Radio Corp. 75 N. Main St. 1390	Walker	Lloyd Squier, p Warren C. Marsden, gm, nd & fd C. Stuart Perry, pd	Theodore Boisvert, ce Frank Balch, sd Tracy Cole, wd	Wld. UP Col.
<b>ST. JOHNSBURY</b>						
WTWN 1949	1340 250	Twin State Bcstrs. Inc. Concord Ave. 2344	McGillvra	E. Dean Finney, p & co-m James F. McKernan, vp, co-m & ce	Robert S. Webster, pd, nd & fd George Peterson, sd Marjorie Dow, wd	L-W & SES. UP Ray.
<b>WATERBURY</b>						
WDEV 1931	550 1,000 DA-2	Lloyd E. Squier 8 Stowe St. 400	MBS Yankee Walker	Lloyd E. Squier, p, g & cm Tom Dodd, pd Theodore Boisvert, ce	Harold M. Grout, fd John F. Woods, sd Virginia C. Dodd, wd	Wld. UP RCA
<b>VIRGINIA</b>						
<b>ALEXANDRIA</b>						
WPIK 1945	730 1,000-D	Potomac Bcstg. Corp. Virginia Theatre Bldg. Overlook 3000	Schepp-Reiner	Carl L. Lindberg, p, gm & ce Ed Hudson, pd	Barbara Power, traffic m	L-W AP G
<b>ARLINGTON</b>						
WARL 1947	780 1,000-D	Northern Virginia Bcstrs. Inc. 3102 N. 10th Rd. OWens 7800	IMS	Frank U. Fletcher, co-o R. Kilbourne Castell, co-o Raymond W. Baker, gm	William W. Jefferay, cm Philip A. Long, pd John E. Strong, ce	St. & Cap. UP WE
WARL-FM 1948	Ch. 286 (B) 105.1mc 2.9kw					
WEAM 1947	1390 5,000 DA-1	WEAM Inc. 2030 N. 16th St. OWens 7100	MBS Cooke	Harold H. Thoms, p Howard Stanley, g & cm Matthew Warren, pd & nd Phoebe Hudson, pmm	Sammie T. Aed, ce Jack Ridge, fd Nat Allbright, sd Marie Merkle Macpherson, wd	..... AP & UP Col.
<b>BEDFORD</b>						
WBLT 1950	1490 250	Bedford Bcstg. Corp.				
<b>BLACKSTONE</b>						
WKLV 1947	1490 250	Nottoway Bcstg. Co. Community Bldg. 478	MBS	H. S. Robertson, p Walter F. Wilkerson, gm Edward J. Silverman, cm James Barker, pd	T. Eddie Tatum, ce Noel Blankinship, wd Paul Cassell, fd	..... AP G
<b>BRISTOL</b>						
WCYB 1946	690 10,000-D	Appalachian Bcstg. Corp. Front & Cumberland Sts. North 3560	Bolling	Robert H. Smith, p & gm Fey Rogers, vp & slm W. T. Lane Jr., prog. sup., nd & sd	(Mrs.) Grace Fauson, bus. m Bob Dougherty, tech. sup. Ralph Randall, nd	Assoc. Cole Wld. AP, UP Ray.
WFHG 1946	860 1,000-D CP-980 1,000 DA-N	Bristol Bcstg. Co. Hotel Bristol North 3620	MBS	William L. Nininger, gm Homer Worley, cm Rex Raney, pd Jack Martin, pmm & nd	John Hughlett, ce Verlin Mays, fd & sd Gladys Vires, wd	St. UP Ray.
<b>CHARLOTTESVILLE</b>						
WCHV 1933	1240 250	Barham & Barham Rose Hill Dr. 2-5121	ABC McGillvra	Charles Barham Jr., p & gm Bob Walker, cm R. G. Sketchley, pd Charlie Smith, pmm	Walter Gray, ce Bill Gentry, nd Frank Dill, sd Nancy Goodrich, wd Lawrence Kennedy, ce	Wld. AP Ray.
WINA 1949	1280 1,000-D	Charlottesville Bcstg. Corp. 4th & Main Sts. 2-6177	LBS Devney	Thomas M. Carruthers, p, g & cm Charles W. Freeman, pd		Cap. & St. UP Ray.
<b>CLIFTON FORGE</b>						
WCFV 1950	1230 250	Clifton Forge Bcstg. Corp. Box 214 1230	PBS	Dr. G. R. Stevens, p E. A. Schellhaus, gm & pd	Nancy Johnson, cm John H. Wilson, ce	St. AP WE
<b>COVINGTON</b>						
WKEY 1941	1340 250	Earl M. Key Main St. at Bridge 8351	ABC Devney	Earl M. Key, p & gm Kenneth Bryant, cm John Lee Davis, pd	Willis Shawver, pmm & sd John Wilson, ce	Wld. UP WE
<b>CREWE</b>						
WSVS 1947	800 1,000-D	Southern Virginia Bcstg. Corp. 117 Carter St. 5000		Calvin S. Willis, p John E. Sadler, gm Freeman H. Stewart, cm	Bob Dickson, pd & pmm & nd & fd Everett Wilson, ce Alfred Walthall, sd	Wld. AP Ray.
WSVS-FM 1949	Ch. 284 (B) 104.7mc 14kw					..... RCA
<b>CULPEPER</b>						
WCVA 1949	1490 250	Culpeper Bcstg. Corp. Radio Bldg. 8338	MBS	Ira C. Hopkins, p A. C. Thornton, g, c & pmm Durwood Powell, pd	Robert L. French, ce	St. UP G

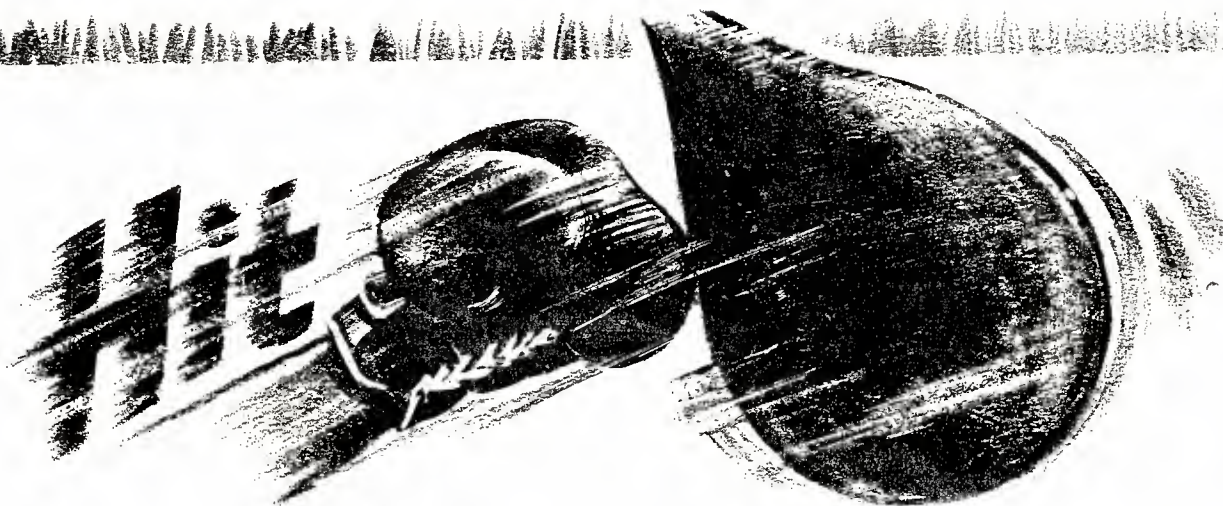


DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

VIRGINIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Transc. Library News Service Transmitter	
<b>DANVILLE</b>						
WBTV 1930	1330 5,000-LS 1,000-N DA	Piedmont Bcstg. Corp. Hotel Danville Bldg. 2350	ABC Hollingbery	L. N. Dibrell, p R. Sanford Guyer, gm Edward G. Gardner, cm Betty R. Allen, pd Charles J. Holmes, pmm	Lyle C. Motley, ce Wally Ausley, nd Mack Stamps, fd Bill Howard, sd Vivien Jackson, wd	L-W AP RCA
WBTV-FM 1947	Ch. 250 (B) 97.9mc 32kw					..... Fed.
WDVA 1947	1250 5,000-LS 1,000-N DA	Virginia-Carolina Bcstg. Corp. American Nat'l Bank Bldg. 5300	MBS Burn-Smith	John D. Pruitt, p Emerson J. Pryor, gm Stover J. Morris Jr., cm Richard E. Campbell, pd Herbert F. Hodge, pmm	Rush Sawyers, ce Charles Craig, nd Frank Raymond, fd Wally Ousley, sd Jackie Sherrin, wd	St. UP Col.
<b>FALLS CHURCH</b>						
WFAX 1948	1220 250-D	Lamar A. Newcomb P. O. Box L 0900		Lamar A. Newcomb, p & gm Jeanne Russell, cm Genevieve Newcomb, pd	Ed Case, pmm & sd Emmett Murphy, ce	Thes. UP G
<b>FARMVILLE</b>						
WFLO 1947	870 1,000-D	Colonial Bcstg. Co. 118 West Third St. 870	Clark	Carla B. Keys, p & gm Charles R. Maillet, m Danny Shaver, pd & sd	Charles K. Chrismon, ce	Cap. & Assoc. UP Ray.
<b>FREDERICKSBURG</b>						
WFVA 1939	1230 250	Fredericksburg Bcstg. Corp. P. O. Box 269 1261	ABC KBS	Richard F. Lewis Jr., evp Walter F. Harris Jr., m Charles J. Hinkle, ce		L-W ..... WE
<b>FRONT ROYAL</b>						
WFTR 1948	1450 250	Sky-Park Bcstg. Corp. P.O. Box 192 750	MBS	Thomas J. Owens, p Kenneth Gordon, g & cm & sd Tom Gibson, pd & fd	Charles N. Joliffe, ce Claude Jones, nd (Mrs.) Drayton Norcum, wd	Thes. UP WE
<b>GALAX</b>						
WBOB 1947	1400 250	Carroll-Grayson Bcstg. Corp. Poplar Knob Rd. 300	MBS, KBS	Robert V. Morris, p Joe P. Crockett, g & cm Muriel M. Bell, pd & wd W. Edward Boyer, ce	Dick Perry, nd Edward Boyer, fd Herman Reavis, sd	..... AP Ray.
<b>HAMPTON</b>						
WVEC 1948	1050 250-D CP: 1490 250	Peninsula Bcstg. Corp. P. O. Box 481 6332	KBS	Thomas P. Chisman, p Harrol A. Brauer Jr., vp & gm Peter Edman, pd	James W. Swafford, ce L. W. Kiewer, sd	Assoc. AP Ray.
<b>HARRISONBURG</b>						
WSVA 1935	550 1,000-DA-N	Shenandoah Valley Bcstg. Corp. Rawley Pike 875	NBC Devney	Frederick L. Allman, p H. A. Wright, bus. m R. B. Harrington, c & pmm	Richard H. Johnson, pd & nd Warren L. Braun, ce Homer Quann, fd	..... UP RCA
WSVA-FM 1946	Ch. 264 (B) 100.7mc 33kw					..... Fed.
<b>HOPEWELL</b>						
WHAP 1949	1340 250	Hopewell Bcstg. Co. City Point & River Rd. 801	Cooke	Augustus Robbins Jr., p Charles M. Mark, g & bus. m	John P. Mercer, pd Robert E. Anthony Jr., ce	L-W UP .....
<b>LEXINGTON</b>						
WREL 1948	1450 250	Rockbridge Bcstg. Corp. 22 S. Main St. 6000	MBS KBS Cooke	Marshall L. Wilmer, p Philip B. Hirsch, g & cm Andrew P. Petersen, pd & nd	Lindley H. Leggett III, ce Milton B. Henson, office m Robert Rauch, sd	Cap. AP GE
<b>LYNCHBURG</b>						
WLVA 1930	590 1,000 DA-2	Lynchburg Bcstg. Corp. Allied Arts Bldg. 2-1242	ABC Hollingbery	Edward A. Allen, p Philip P. Allen, gm John P. Read Jr., secy.-treas. Joseph F. Wright Jr., cm	William H. Loren, pd & pmm John T. Orth, ce Eric Lund, fd Wayne Tyler, sd	L-W AP RCA
WLVA-FM 1947	Ch. 248 (B) 97.5mc 3.7kw					..... GE
WWOD 1947	1390 1,000 DA	Old Dominion Bcstg. Corp. P. O. Box 918 2-3441	MBS Walker	D. H. Dillard, p Jack Weldon, gm Norman T. Simpson, cm & sd Jay Seibel, pd & pmm	Forest Pinkerton, ce Don Jarvis, pdm & nd Lynn Roberts, wd	Wld. AP, UP Ray.
WWOD-FM 1948	Ch. 261 (B) 100.1mc 0.94kw					..... Col.
<b>MARION</b>						
WMEV 1948	1010 1,000-D	Mountain Empire Bcstg. Corp. Park Blvd. 9001	LBS Cooke	Robert Lane Anderson, p Robert C. Wolfenden, g, c & pmm & ce	Mrs. Robert Wolfenden, pd & nd & wd William C. Stevens, fd & asst. pd Fran Russell, sd	Wld., Assoc. AP WE
<b>MARTINSVILLE</b>						
WMVA 1941	1450 250	Martinsville Bcstg. Co. Inc. Chatham Heights 2152	NBC KBS	William C. Barnes, p John W. Shultz, gm Charles F. Adams, c & pmm Barbara Zimmerman, pd & wd	Dewey W. Muse, ce Maynard E. Dillaber, nd Paul E. Zimmerman, sd	..... AP Ray.
WMVA-FM 1950	Ch. 242 (B) 96.3mc 2.7kw					..... Rel.

Data corrected to Dec. 6, 1950. If executives or services for FM or TV 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, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



the **BIGGEST**  
**Virginia-Carolina**

Metropolitan Market

with

**WSAP**

**5,000**

**WATTS**

**WSAP . . . . PORTSMOUTH . . . . : VIRGINIA**

**Covering**

**PORTSMOUTH, NORFOLK, NEWPORT NEWS, HAMP-  
TON, VIRGINIA BEACH, SUFFOLK, WILLIAMSBURG,  
OLD POINT COMFORT AND THE RICH FARMING AND  
SEAFOOD AREAS OF EASTERN MARYLAND, VIRGINIA  
AND NORTH CAROLINA.**

**MUTUAL'S TIDEWATER OUTLET**

**on the World Port of Hampton Roads**

Represented by RA-TEL, Inc. • Chicago 360 N. Michigan Ave. • New York 420 Lexington Ave.



VIRGINIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations 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.	Transc. Library News Service Transmitter
<b>NEWPORT NEWS</b>					
WGH 1928	1310 5,000 DA	Hampton Roads Bcstg. Corp. 500 Portlock Bldg. Norfolk 27031	ABC Free & Peters	Raymond B. Bottom, p Edward E. Bishop, gm William R. Van Buren Sr., secy.-treas. William R. Van Buren Jr., asst. secy.-treas.	Edward E. Edgar, cm Jay Caldwell, pd William A. Rhyne, pmm Lou Braun, ce AP RCA
WGH-FM 1947	Ch. 243 (B) 96.5mc 33kw				
WHYU 1947	1270 1,000-D	Eastern Bcstg. Corp. 114 24th St. 3-1632	Devney	John Doley, p Frederic F. Clair, sm Tom Bradshaw Jr., pd	Maurice Charles, tech. d Cap. UP G
<b>NORFOLK</b>					
WCAV 1947	850 1,000 DA-2	Cavalier Bcstg. Corp. Helena Bldg. 23266	Bolling	Joseph Light, p H. A. Seville, gm A. F. Hammer, cm Earl Caton, pd	Bob Lee, pmm William M. Manrov, ce Ray Penner, nd Jimmy Riser, sd L-W UP WE
WNOR 1949	1230 250	Norfolk Bcstg. Corp. 1019 Boissevain Ave. 56761	Walker	L. H. Peterson, p Earl Harper, gm Bob Rogers, cm Milton Green, pd	Don Gordon, pmm Howard O. Sheets, ce Jack Harris, sd L-W AP G
WRVC(FM) 1948	Ch. 273 (B) 102.5mc 7kw	Larus & Brother Co. Inc. 2712 Colley Ave. 4-1100	CBS Radio Sales	C. T. Lucy, gm William R. Preston, pd S. T. Terry Jr., ce	Robert E. Moody, studio m Wid., L-W UP WE
WTAR 1923	790 5,000 DA-N	WTAR Radio Corp. 720 Boush St. 5-6711	NBC Petry	Campbell Arnoux, p & gm Joel Carlson, pd Fred Lowe, pmm John C. Pepper, ce	Emileigh Maxwell, nd Blair Eubanks, sd Alice Brewer White, wd St. AP, UP RCA
WTAR-FM 1947	Ch. 247 (B) 97.3mc 50kw				
WTAR-TV 1950	Ch. 4 66-72mc 12.25kw aur.; 24.5kw vis.		NBC, ABC CBS, DuMont	Winston Hope, pd	
<b>NORTON</b>					
WNVA 1946	1450 250	Blanfox Radio Co. Inc. Coalfield Progress Bldg. 700	MBS KBS	Richard B. Helms, p Jack T. Helms, gm Bill Holland, c & pmm & pd	Gene Tommerdahl, ce Bill Stallard, nd & fd & sd L-W AP Temco
<b>ORANGE</b>					
WJMA 1940	1340 250	James Madison Bcstg. Corp. Route 15 7263	MBS	Welford A. Sherman Jr., p Arthur C. Livick Jr., g & cm Joseph Francis Quinn, asst. m & pd & sd	Lee Tully, pmm & nd Joseph Trivette, ce & fd Ann Butler, wd SES. UP G

Data corrected to Dec. 6, 1950. If executives or services for FM or TV 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-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

# The WGH area is Virginia's No. 1 SALES MARKET!

NORFOLK — PORTSMOUTH — NEWPORT NEWS

1. Population ..... 747,576
2. BMB Radio Families ..... 178,810
3. WGH Radio Families (t.w.a.) ..... 113,720
4. Retail Sales ..... \$580,018,000
5. Retail Sales Index 361 398 404  
Norfolk    Portsmouth    Newport News

5000 WATTS **WGH** BASIC ABC



City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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.	Transc. Library News Service Transmitter
<b>PETERSBURG</b> WSSV 1945	1240 250	Southside Virginia Bestg. Corp. 112 W. Tabb St. 3881	MBS	L. H. Peterson, p Ray Moss, gm James Lowell, cm Paul Hennings, pd	N. W. Andrews, pmm Edward Schwarz, ce Joe Smith, sd Betty Nunnally, wd Cap. AP Temco
<b>PORTSMOUTH</b> WLOW 1946	1400 250	Commonwealth Bestg. Corp. P. O. Box 1429 45678	Forjoe	E. L. Scott, p Robert E. Wasdon, vp & gm Jack Sigel, secy.-treas. & tech. d W. M. Carpenter, sm	Robert Drepperd, pd Joseph B. Matthews, cm James Campbell, loc. slm Francis Kitchen, wd UP Col.
WSAP 1943	1350 5,000 DA-2	Portsmouth Radio Corp. 205 Professional Bldg. 7-3488	MBS Ra-Tel	Tom E. Gilman, p Jack Norfleet, g & cm David Nelson, pd & pmm	Charles R. Sledge, ce Pete Glazer, sd L-W, Wld. Thes. UP Col.
WSAP-FM 1946	Ch. 259 (B) 99.7mc 100kw				..... Fed.
<b>PULASKI</b> WPUV 1946	1230 250	Southwest Bestg. Corp. Dora Highway 3-3931	MBS KBS Sears & Ayer	Howard R. Imboden, p & co William R. Murray, g & cm Alfred Lee Mills, pd	Charles E. Fauson, ce Wld. AP Col.
<b>RADFORD</b> WRAD 1950	1340 250	Rollins Bestg. Inc. Radford 2461	LBS Devney	John W. Rollins, p O. Wayne Rollins, vp & gm Wendell H. Siler, cm & nd Richard R. Morgan, pd & fd	James T. Rutherford Jr., pmm Fitzgerald McDaniel, ce Edward Marzoa, sd Thes. AP GE
<b>RICHLANDS</b> WRIC (CP)	1050 1,000-D	Clinch Valley Bestg. Co.			
<b>RICHMOND</b> WANT (CP)	990 1,000-D	United Bestg. Co. 1705 Colorado Ave.		Richard Eaton, p	
*WBBL 1924	1480 5,000 SH	Grace Covenant Presbyterian Church 1627 Monument Ave. 84-2465	Devney	C. H. Liesfeld, gm R. W. Raabe, ce	..... WE
WLEE 1945	1480 5,000 DA-2	Lee Bestg. Corp. Broad-Grace Arcade 3-6741	MBS Forjoe	Thomas G. Tinsley Jr., p Irvin G. Abeloff, g & cm Harvey L. Hudson, pd George W. McGuigan Jr., ce	Lud Sterling, nd Joe Mason, sd Patsy Garrett, wd L-W AP WE
WLEE-FM 1948	Ch. 275 (B) 102.9mc 21.5kw				
WMBG 1926	1380 5,000 DA-N	Havens & Martin Inc. 3301 W. Broad St. 5-8611 (WMBG, AM affiliate)	NBC Blair	Wilbur M. Havens, p & gm Walter A. Bowry Jr., c & pmm	Allan J. Phaup Jr., pd, nd, fd & sd James W. Kyle, ce L-W TP RCA
WCOD(FM) 1946	Ch. 251 (B) 98.1mc 47kw				
WTVR(TV) 1948	Ch. 6 82-88mc 6.4kw aur.; 12.16kw vis.	(WMBG, AM affiliate)	NBC Blair TV	J. Conrad Rianhard, pd	
WRNL 1937	910 5,000 DA-N	Richmond Radio Corp. 111 N. 4th St. 3-3436	ABC Petry	D. Tennant Bryan, p E. S. Whitlock, g & cm Don Martin, pd Vincent Wolstenholme, ce	Joe Sierer, loc. slm Cullen Johnson, fd Howard Parrick, sd Polly Daffron, wd St. AP WE



AGRICULTURALLY RICH



INDUSTRIALLY PROGRESSIVE



ECONOMICALLY SOUND

Richmond's **WRNL**  
plus... **READY**  
**BUYING POWER**  
equals... **MORE**  
**SALES THAN EVER**

**RICHMOND**, right in the Heart of this great and growing trading area, represents an outstanding market . . . Ready Buying Power! And WRNL gives you complete coverage in this Rich Richmond Market. WRNL has been on 910 KC at 5000 Watts for more than 10 years . . . and the important Buying Audience has the Listening Habit.

To Get Your Share of This Outstanding Market  
Remember there's More Sell on WRNL

**WRNL**

5000 WATTS 910 KC  
NON-DIRECTIONAL  
(DAYTIME)  
ABC AFFILIATE  
RICHMOND, VIRGINIA



EDWARD PETRY & CO., INC.  
NATIONAL REPRESENTATIVES



DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

VIRGINIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Library News Service Transmitter				
				Owner o;	Pres. p;	Exec. vp evp;		Gen. Mgr. gm;	Sta. Mgr. sm;	Coml. Mgr. cm;	Sales Mgr. sm;
<b>RICHMOND—(Continued)</b>											
WRNL-FM 1948	Ch. 271 (E) 102.1mc 50kw										
WRVA 1925	1140 50,000 DA-1	Larus & Bro. Co. Inc. Hotel Richmond 3-6633	CBS Radio Sales	C. T. Lucy, gm Barron Howard, bus. m S. S. Carey, prog. service m John L. Stone Jr., pmm William R. Preston, pd S. T. Terry Jr., ce		D. C. Woods, ce W. R. Bishop, pub. rel. m George Passage, nd & sd	Wld., L-W UP WE ..... WE				
WRVB(FM) 1948	Ch. 253 (E) 94.5mc 25kw	(WRVA, AM affiliate)					..... WE				
WXGI 1947	950 1,000-D	Radio Virginia Inc. 100 W. Franklin St. 7-4684	IMS	Graeme Zimmer, gm John Sinclair, pd Joe Guidi, pdm			..... AP .....				
<b>ROANOKE</b>											
WDEJ 1924	960 5,000 DA-N	Times-World Corp. 124 W. Kirk Ave. 8131	CBS Free & Peters	J. P. Fishburn, p Ray P. Jordan, gm John W. Harkrader, cm Paul E. Reynolds, pd		Benton B. Boggs, prom. d J. Edward Newman, ce John W. Eure, nd Don F. Murray, sd	Wld., L-W AP, UP RCA ..... WE ..... L-W, Cap. UP WE				
WDEJ-FM 1948	Ch. 235 (B) 94.9mc 41kw						..... WE .....				
WROV 1946	1240 250	Radio Roanoke Inc. P. O. Box 1110 3-4444	MBS Burn-Smith	Leo F. Henebry, p Frank E. Koehler, g & cm Gordon R. Phillips, pd & asst. m		Frank A. Hall, ce	..... L-W, Cap. UP WE				
WROV-FM 1948	Ch. 279 (E) 103.7mc 0.28kw						.....				
WLSL 1940	610 1,000 DA-2	Roanoke Bcstg. Corp. Shenandoah Bldg. 9227	ABC Weed	Paul C. Buford, p James H. Moore, evp Horace Fitzpatrick, c & asst. m Bill Saunders, pd Bill Ashworth, pmm		Phillip Briggs, ce Ulysses Walsh, news editor Glenwood Howell, fd Robert Hunter, sd	Assoc., L-W, Thes. AP RCA ..... GE				
WLSL-FM 1947	Ch. 256 (B) 99.1mc 4.7kw						..... GE				
<b>SOUTH BOSTON</b>											
WHLF 1947	1400 250	Halifax Bcstg. Co. P. O. Box 490 2-9988	ABC KBS LBS	John L. Cole Jr., p, g & cm Ella L. Poindexter, pd, pmm & wd John Doherty, ce		Roy Marsh, sd	Cap. AP .....				
<b>STAUNTON</b>											
WTON 1946	1400 250	Charles P. Blackley Morrison Bldg. 5-5555	ABC	Charles P. Blackley, o & gm Charles E. Seeback, cm Fulton A. King, pd, pmm & nd		Rex C. Houser, ce Robert Sterrett, fd & sd	Assoc. AP .....				

Data corrected to Dec. 6, 1950. If executives or services for FM or TV 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-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

The Station that Really Means Business

in

Virginia's Number One Market . . .

RICHMOND

**WXGI-950 KC**

"The Bright Spot"

**TOPS** . . . WITH GOOD PULSE RATINGS . . . **TOPS**  
 . . . IN DIAL LOCATION . . .  
 . . . WITH A CLEAR NON-DIRECTIONAL SIGNAL . . .

Represented Nationally by

Independent Metropolitan Sales — In New York and Los Angeles

In Chicago, Represented by

Martin J. McGeehan

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Tranac. Library News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
<b>SUFFOLK</b>						
WLPM 1940	1450 250	Suffolk Bcstg. Corp. P. O. Box 626 2394	ABC KBS Sears & Ayer	Fred L. Hart, p & gm Earl Hundley, cm & sd William Walker, pd Eleanor Williams, pmm	Veryl W. Rupp, ce Stan Ronald, nd L. E. Pettyjohn, fd Helen Buffkin, wd	Thes. AP Col. ..... REL
WLPM-FM 1947	Ch. 299 (B) 107.7mc 10.2kw					
<b>WARSAW</b>						
WNNT 1949	690 250-D	Northern Neck & Tidewater Bcstg. Co. Warsaw 690	Devney	Grayson Headley, p & gm William C. Reidd, cm Charles E. Springer, pd, sm & nd	J. L. Bittner, ce	St. UP G
<b>WAYNESBORO</b>						
WAYB 1947	1490 250	Waynesboro Bcstg. Corp. 525 West Main St. 6066	MBS KBS Cooke	Judson T. Phillips, p N. Wilbur Kidd, g & cm Richard A. Rhodes, pd & sd	Edward R. Goodwin, ce (Mrs.) Helen M. Huffman, wd	L-W UP WE
<b>WINCHESTER</b>						
WINC 1941	1400 250	Richard Field Lewis Jr. Winchester 4855	ABC	Richard F. Lewis Jr., p Winslow T. Porter, gm John Carl Morgan, cm & pd	Philip B. Whitney, ce Marion Park, wd	Assoc. UP WE ..... Fed.
WRFL(FM) 1946	Ch. 223 (B) 92.5mc 14kw	(WINC, AM affiliate)				
<b>WYTHEVILLE</b>						
WYVE 1949	1280 1,000-D	Wythe County Bcstg. Co. Grubb Bldg. 840		A. M. Gates, p Arthur M. Gates Jr., gm Sidney Tear, cm	Charles Carter, pd, pmm & fd Aloyse Munns, wd	L-W UP G
<b>WASHINGTON</b>						
<b>ABERDEEN</b>						
KBKW 1949	1450 250	KBKW Inc. 701 E. Heron St. 1015	LBS	Ben K. Weatherwax, p & nd James M. Lawson, gm Richard D. Crombie, cm George Edgar, pd	Sam Whitacre, pmm Richard Pooley, ce Chuck Hoonan, sp. events d Tex Lawson, sd	Assoc., Wld. AP Col. ..... UP Ray.
KXRO 1927	1320 1,000 DA-N	KXRO Inc. 207½ E. Market St. 4098	KBS MBS Don Lee Grant	Harry R. Spence, p & gm Fred C. Goddard, cm Stanley Craft, pd, nd & sd	J. D. Johnson, pmm Philip S. True, ce Lois A. Johnson, wd	..... UP Ray.
<b>BELLINGHAM</b>						
KPUG 1948	1170 1,000 DA	KPUG Inc. P. O. Box 655 6200	MBS Cooke	Jessica L. Longston, p R. E. Pollock, gm Jeanne G. Smith, pd Donald R. Pinney, ce	John DiMeo, nd Ken Jackson, fd Norris Adams, sd	..... AP WE
KVOS 1927	790 1,000 DA	KVOS Inc. 1321 Commercial St. 790	ABC McGillvra	Rogan Jones, p John Clarke, gm John Fearey, pd & pmm Ernest E. Harper, ce	J. B. Jackson, nd Hal Reeves, fd Haines Fay, sd Elaine Wise, wd	Wld. UP WE
<b>BREMERTON</b>						
KBRO 1947	1490 250	Bremerton Bcst. Co. 205 Washington 3-5095		Bruce Bartley, o Jack H. Rogers, gm & nd Robert Gleason, pd	Bertil G. Hallberg, ce Lincoln Perry, sd	Wld. AP WE
KGIB 1950	1540 1,000-D	Kitsap G. I. Bcstrs. Inc. 124 N. Callow St. 7-3757		G. A. Weyland, p James Munro, gm Mel Keely, c & pmm & nd	Don Edlund, pd Paul Crittenden, ce & sd Darlene Hunter, wd	St. UP Ray.
<b>CENTRALIA—CHEHALIS</b>						
KELA 1937	1470 1,000	Central Bcstg. Corp. P. O. Box 720 6-3321	MBS Don Lee Grant	J. Elroy McCaw, p Joe Chytil, g & cm Eugene Miller, pd Schuyler Hill, pmm	John Kelley, ce Donna Seip, wd Robert Cleland, nd, fd & sd	..... UP RCA
<b>COLFAX</b>						
KCLX 1950	1450 250	Interstate Radio Inc. P. O. Box 710 780	KBS Interstate Biddick	T. R. Farrier, p Bert McAllister, gm, pd, nd & fd W. L. Hopkins, cm	H. D. Young, ce Dell R. Schroeder, sd Ruth McAllister, wd	Cole, SES. AP RCA
<b>ELLENSBURG</b>						
KXLE 1946	1240 250	Central Wash. Bcstrs. Inc. P. O. Box 600 2-1440	Walker	Goodwin Chase Jr., p Joe Kendall, gm Darrel Burns, cm & ce	Don Bevilacqua, pd Joe Jaeger, nd & sd	L-W UP RCA
<b>EPHRATA</b>						
KULE 1950	730 250-D	Columbia Basin Bcstg. Co. Ephrata 730		M. P. Monson, m Wm. Edward Smith, ce		..... UP RCA
<b>EVERETT</b>						
KRKO 1922	1380 1,000 DA-N	Everett Bcstg. Co. Inc. KRKO Bldg. Cedar 1144	MBS Don Lee McGillvra	William R. Taft, p, g & cm Earl Gerdon, pd & pmm Dave Foley, ce	Edna Hannaford, traffic d Shirley Bartholomew, nd Lloyd Rodstrom, sd	..... UP GE
<b>GRAND COULEE</b>						
KFDR 1950	1400 250	Carl F. Knierim				
<b>KELSO</b>						
KELS 1949	1490 250	Northwest Public Services P. O. Box 90 4900		Roscoe A. Day Jr., p Claire O. Banks, gm Lowell Gibson, pd & nd	John Holmes, ce Lacey Peoples, fd Arthur Kulman, sd	Cap., St. UP Ray.
<b>KENNEWICK</b>						
KWIE 1949	1230 250 CP:610 1,000 DA-N	KWIE Inc. P. O. Box 437 6961		Hal Clark, p & sm (Mrs.) Merle Thompson, cm	Marvin E. Johnston, pd C. J. McCredie, secy.-treas. & tech. d	Assoc., Wld. AP Col.
<b>KIRKLAND</b>						
KRKL 1948	1050 250-D	Eastside Bcstg. Co. Civic Center 5800	Grant	Lamar Ostrander & W. A. Chamness, co-o Bob Davies, gm & sd	Bert Demers, cm Jerry McCumber, pd & nd Sherwin Goodwin, ce	Cap. UP Ray.
<b>LONGVIEW</b>						
KWLK 1938	1400 250	Twin City Bcstg. Corp. 14th & Hudson 1500	MBS Don Lee Grant	C. O. Chatterton, p & gm Austin Ragle, cm Ellen P. Hammond, pd Bob Moran, pmm & fd	Ralph I. Brown, ce Warren Kemper, nd & sd Frantzell Corman, wd	Wld. UP RCA



DIRECTORY OF AM, FM, and TV STATIONS OF THE UNITED STATES

WASHINGTON—(Continued)

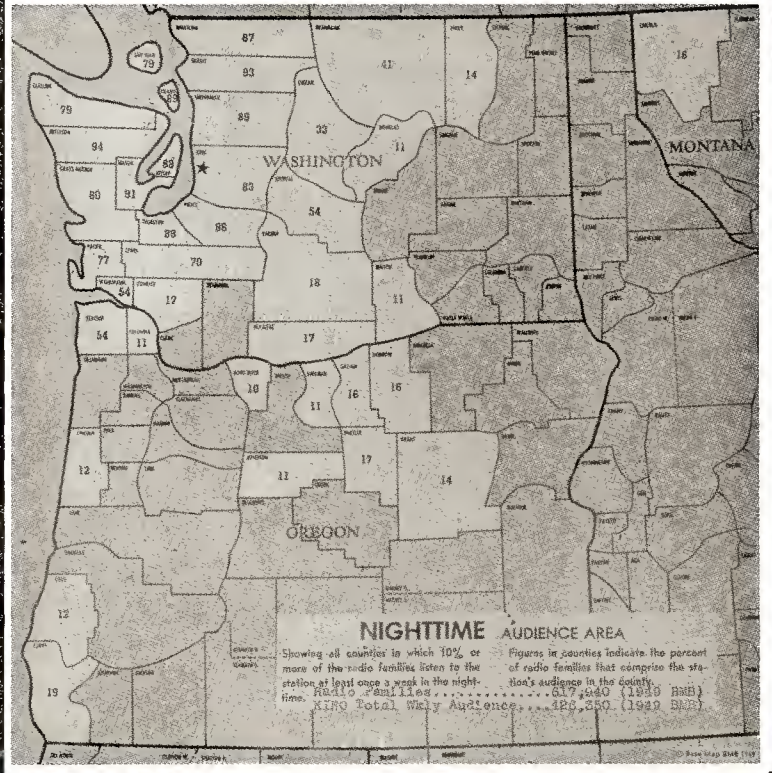
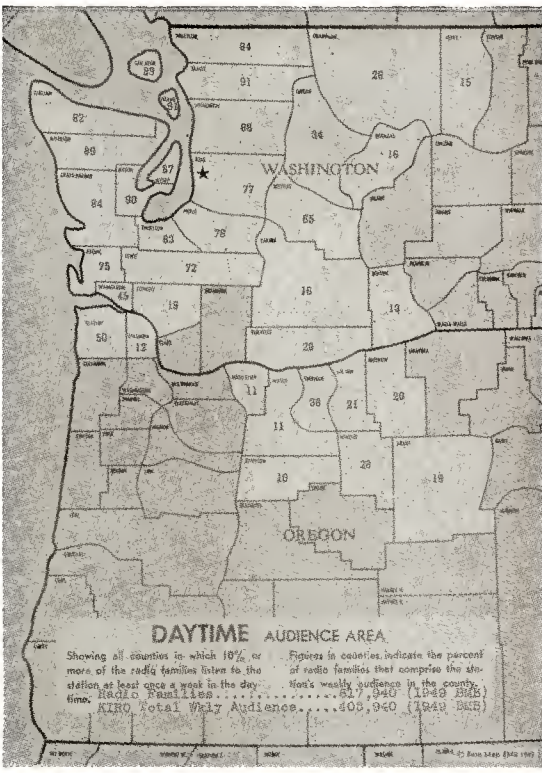
City	Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Transc. Library News Service Transmitter	
<b>LONGVIEW—(Continued)</b>							
	KWLK-FM 1948	Ch. 280 (A) 103.9mc 0.41kw					
<b>MOSES LAKE</b>							
	KSEM 1947	1450 250	KSEM Inc. P. O. Box 276 234	KBS Cooke	Jessica L. Longston, p Don G. Bennett, g & cm (Mrs.) D. G. Bennett, pd James Jellen, pmm	Roland Kissler, ce Roy Robinson, nd & sd Ralph Walton, fd Vernie Bennett, wd	Wld. UP WE
<b>MOUNT VERNON</b>							
	KBRC 1946	1430 500-DA-N	Beckley Radio Co. P. O. Box 240 8955	Keating	Leo H. Beckley, p & gm Fred Grant, cm Alan Miller, pd & pmm	Julie Yearsley, traffic m & wd Orris Vanerstrom, ce Marilyn Anderson, nd	St. UP WE
<b>OLYMPIA</b>							
	KGY 1922	1240 250	Tom Olsen Rockway-Leland Bldg. 6636	MBS Don Lee Grant	Tom Olsen, p & gm Elmer J. Holmberg, cm Joseph Hiley, pd & pmm Charles A. Roark, ce	William Fox, nd William Brenner, sd Vera Sparber, wd	Wld. UP WE
<b>OMAK</b>							
	KOMW 1947	680 1,000-D	KOMW Inc. P. O. Box 151	Keating	R. L. McNett, p Dean C. Nichols, gm Grover D. Allen, cm Nola Malone, pd	Kirk W. Springer, ce Nick Cain, nd Bert Cast, sd	L-W, Cap. UP WE
<b>PASCO</b>							
	KPKW 1945	1340 250	Western Radio Corp. Chase & A Sts. 3337	ABC Keating	V. B. Kenworthy, p & gm Arnold G. Sanborn, sm & sd Paul Walden, asst. gm	Walter Mott, pd Carl Swanson, ce Beverly Keller, wd	Cap. UP .....
<b>PORT ANGELES</b>							
	KONP 1945	1450 250	Radio Pacific Inc. 313 W. First St. 4200	KBS Keating	C. N. Webster, p & gm Keith E. Patterson, sm & nd	Bevin P. Roth, ce Jean Earl, wd	Wld. UP WE
<b>PULLMAN</b>							
	KBKH 1950	1150 1,000-D	Bayton & Hicks P. O. Box 356 15251		J. Ronald Bayton & Maynard Hicks, ptrns. J. Ronald Bayton, gm Frank Saraceno, cm	Robert Concie, pd & fd B. J. Bayton, pmm & wd David Graham, ce Mel Strom, nd	L-W UP G
	*KWSC 1922	1250 5,000 ST-KTW	State College of Washington Arts Hall 9021		Dr. Wilson Compton, p Allen Miller, gm William Ladd, pdm Robert Baird, ce	Burton Harrison, nd Al Bond, fd Hugh Rundell, sd	Assoc., Cap. Wld. AP, UP GE
<b>RAYMOND</b>							
	KAPA 1950	1340 250	Pacific Bcstg. Corp.				
<b>RENTON</b>							
	KXRN 1947	1220 250-D	Interlake Bcstg. Corp. 7th Ave. & N. Park 5-3424		R. S. McCaw, p C. H. Williams, sm & sd O. W. Simpson, cm F. J. Jensen, pd & fd	D. L. Moberly, pmm F. C. Cook, ce V. Hase, nd & wd	Cole UP RCA
<b>RICHLAND</b>							
	KALE 1950	900 1,000-D	Yakima Bcstg. Corp. P. O. Box 367 Pasco 5579	LBS Grant	Robert S. McCaw, p Laurence G. Dix, g, c & pmm Dave K. Dorris, pd & ce	Edythe Roiko, traffic m Ben T. Weaver, nd Gerald Colkitt, sd	Cole UP GE
	KALE-FM 1950	Ch. 280(A) 103.9mc 0.58kw					..... Ray.
<b>SEATTLE</b>							
	KING 1927	1090 50,000 DA-1	KING Bcstg. Co. 2111 Smith Tower Mutual 1090	Blair	Henry B. Owen, p (Mrs.) A. S. Bullitt, co Hugh M. Feltis, gm Roger D. Rice, nat'l slm George Freeman, ce	Grant Merrill, pd Arthur A. Schultz, ce Hal Moan, ops. d Bill O'Mara, sd	Assoc. AP GE
	KING-FM	Ch. 251 (B) 98.1mc 15kw					..... RCA
	KING-TV 1948	Ch. 5 76-82mc 10kw-aur.; 19kw-vis.		ABC, CBS DuMont NBC Blair TV	Al Hunter, cm Robert Priebe, ops. m	Lee Schulman, pd George Freeman, ce	..... UP RCA
	KIRO 1935	710 50,000 DA-N	Queen City Bcstg. Co. 66 Cobb Bldg. Seneca 1500	CBS Columbia Pac. Free & Peters	Saul Haas, p Loren B. Stone, gm William F. Tucker, slm Kenneth E. Yeend, pd James B. Hatfield, ce	Maury Rider, nd Pat Hayes, sd Judith Lane, wd Antia Busek, publ. d	St. UP WE
	KIRO-FM 1948	Ch. 264 (B) 100.7mc 5.7kw					..... RCA
	KISW(FM) 1950	Ch. 280(B) 99.9mc 2.1kw	Ellwood W. Lippincott 9201 Roosevelt Way Plaza 6255		Ellwood W. Lippincott, p & gm Robert H. Waldron, ce		..... Mac. ..... Ray.
	KJR 1923	950 5,000 DA-N	Totem Bcstrs. Inc. Skinner Bldg. Elliott 5890	ABC Avery-Knodel	Marshall Field III, p J. Archie Morton, gm Arthur Gerbel Jr., slm Louis S. Bookwalter, d of engrg.	Roland Bradley, pd Don Reed, pmm Maitland Jordan, nat'l slm Bill Moshier, fd	Wld. AP RCA
	KOL 1922	1300 5,000 DA-1	Seattle Bcstg. Co. Northern Life Tower Main 2312	LBS Headley-Reed	Archie G. Taft Sr., p Archie G. Taft Jr., g & cm Frank Anderson, pd Ruth Yobe, pmm	P. C. Lind, ce Wheeler Smith, nd Ed Scott, sd Sharon Kane, wd	Wld., Cap. UP RCA
	KOMO 1926	1,000 50,000 DA-N	Fisher's Blend Station Inc. 100 4th Ave. North Seneca 6000	NBC Petry	O. W. Fisher, p & gm Ray Baker, cm W. W. Warren, prog. m Richard E. Green, natl. slm & pmm	F. J. Brott, ce S. D. Bennett, development engr. Millard Ireland, nd Merrill Ash, fd	L-W Assoc. UP RCA

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day, DA-N—Directional Antenna, night only. DA-1—Directional Antenna, night only. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

# ADD WASHINGTON STATE MARKET DATA

BMB Station Audience Report—Study No. 2—Spring, 1949

KIRO\* Seattle, Washington



**AREA COVERAGE INDEX - RADIO**

Method: Mail Ballot  
Days: Sunday thru Saturday Period: Spring, 1950

Area: KIRO - 17 Counties  
Radio Homes: 481,570\*

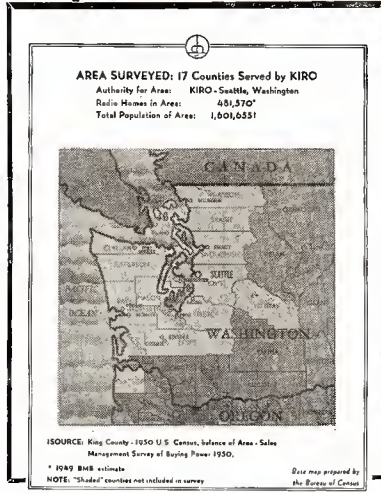
STATIONS	% OF RADIO MENTIONS					
	MORNING		AFTERNOON		EVENING	
	6 AM-8 AM	8 AM-Noon	Noon-3 PM	3 PM-6 PM	6 PM-10 PM	10 PM-Mid
KIRO Seattle	26%	27%	21%	26%	33%	22%
Station A, Seattle	10%	13%	21%	18%	23%	15%
Station B, Seattle	21%	10%	9%	12%	14%	19%
Station C, Seattle	9%	10%	14%	13%	9%	15%
Station D, Seattle	7%	15%	8%	10%	11%	8%
Station E, Seattle	5%	6%	8%	7%	†	1%
Station F, Seattle	2%	2%	4%	4%	2%	5%
Station G, Seattle	2%	2%	3%	1%	LT	3%
Station H, Tacoma	3%	2%	1%	1%	LT	3%
Station I, Bellingham	2%	1%	1%	1%	LT	1%
Station J, Aberdeen	2%	1%	LT	LT	LT	LT
Station K, Aberdeen	1%	1%	1%	LT	LT	LT
Station L, Tacoma	LT	LT	2%	LT	†	†
Station M, Astoria, Ore	1%	LT	LT	LT	LT	LT
OTHERS	7%	8%	8%	6%	6%	7%

\* 1949 BMB estimate  
† Does not broadcast throughout this day-part.

CAUTION: Indexes are developed within subject station's area only (see map) and should not be construed as applying to area of any other "mentioned" station.

The "Area Coverage Index-Radio" is computed from the "Station Mentions" secured from the answers to the question: "To what stations do you and your family listen MOST FREQUENTLY or THE MOST TIME?"

Because indexes show "% of Radio Mentions", (no record of Television), this is a measure of the distribution, not the size, of the audiences to the respective stations.



The Hooper Area Coverage Index, Spring, 1950, covers the 16 counties of Western Washington and the area of Oregon showing 50% or better BMB Day and Night. Total population\* of the area NOT surveyed and in which KIRO has 10% to 50% BMB is 421,300. Total radio homes in this area, 136,370.

\* Sales Management Survey of Buying Power 1949.

The Pacific Northwest's Number One Radio Station



CBS  
50,000  
WATTS

710 KC

REPRESENTED NATIONALLY BY FREE & PETERS



WASHINGTON—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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	Transe. Library News Service Transmitter
<b>SEATTLE—(Continued)</b>						
KOMO-FM 1948	Ch. 225 (B) 98.9mc 14.4kw					
KRSC 1926	1150 1,000	Radio Sales Corp. 2939 4th Ave. S. Elliott 2480		J. Elroy McCaw, p H. E. Ridalls, gm Wm. L. Simpson, cm	Ted Bell, pd, nd & sd Les Cabe, ce	L-W AP RCA
KTW 1920	1250 1,000 ST-KWSC	First Presbyterian Church 7th Ave. & Spring St. Mutual 1250		W. T. Whitney, p James S. Ross, gm & ce Don Bevilacqua, cm	A. G. Atworth Jr., pd, pmm & nd	
KVI 1928	570 5,000	Puget Sound Bcstg. Co. Inc. Camlin Hotel; Seneca 4848	MBS Don Lee Hollingbery	Laura M. Doernbecher, co Vernice Irwin, p & gm Earl T. Irwin, cm	Harry Long, pd & nd D. M. McDonough, ce	Thes. AP WE
KXA 1926	770 1,000 L-WJZ	KXA Inc. 312 Bigelow Bldg. Seneca 1000	Rambeau	W. I. Dumm, p Lincoln W. Miller, gm Patti O'Day, pd	R. G. McArdle, natl. sm John Dubuque, ce Bob Ackerley, nd & sd	..... AP .....
<b>SPOKANE</b>						
KGA 1926	1510 50,000 DA-N	Corp. of Gonzaga U. Radio Central Bldg. Madison 5383	ABC Petry	Rev. Francis E. Corkery, p Harvey Wixson, g & cm Hub Warner, pd & pmm Earl S. Trumble, loc. sim A. G. Sparling, ce	John Fahey, nd Del Cody, fd Larry Doyle, sd Kay Wilson, wd	St. UP RCA
KHQ 1922	590 5,000	KHQ Inc. Radio Central Bldg. Madison 5131	NBC Katz	Richard O. Dunning, p, g & cm Robert H. Wesson, pd & pmm Milton O. Fritsch, treas. & asst. secy.	John Walker, ce Pat Cullen, nd Glenn Lorang, fd Margaret Smith, wd	Wld. AP WE
KNEW 1947	790 5,000 DA-1	Coeur d'Alene Bcstg. Sprague & Wall Riverside 8035	MBS Don Lee Hollingbery	Burl C. Hagadone, p & gm C. E. Rodell, sm W. C. Rhodes, sim	Paul Crain, pd C. W. Evans, ce	Wld. AP RCA
KREM 1947	970 1,000 DA-N	Cole E. Wylie 215 Realty Bldg. Madison 3333	Forjoe	Cole E. Wylie, p, gm & ce Robert H. Temple, cm Erin W. Thomas, pd	Loyd Salt, sd	L-W AP RCA
KSPO 1922	1230 250	Spokane Bcstg. Corp. 526 Riverside Ave. Riverside 8033	PBS Headley-Reed	Louis Wasmer, p R. G. McBroom, g & cm Dave Gordon, pd	Darrel Holt, pmm Edward Antosyn, ce	Cap., Thes. UP RCA
KXLY 1922	920 5,000	Symons Bcstg. Co. West 315 Sprague Ave. Madison 1218	CBS Pacific Northwest Walker	E. B. Craney, p & gm B. E. Woolston, cm John Funk, pmm	George L. McGowan, pd, sd, nd & wd George E. Langford, ce E. W. Jorgenson, fd	Mac. UP .....
<b>SUNNYSIDE</b>						
KREW 1950	1050 250-D CP-1230 250	Cole E. Wylie Outlook Rd. 2277	Forjoe	Cole E. Wylie, p C. Nat Harris, gm Sam Churchill, cm	Louise Barton, pd Donald R. Manning, ce	St. AP RCA
<b>TACOMA</b>						
KMO 1922	1360 5,000	Carl E. Haymond 914½ Broadway Main 4144	McGillvra	Carl E. Haymond, p Jerry Geehan, gm Ray McKenzie, c & pmm	Ted Knightlinger, pd & nd John Boor, ce Claude Doran, fd	Cap., St. UP G
KTBI 1941	810 1,000-D	Tacoma Bcstrs. Inc. 2715 Center St. Broadway 2241	IMS Gene Grant	H. J. Quilliam, p Ed Lovelace, m A. B. Van Arsdale, cm		Wld. Cole UP
KTNT(FM) 1948	Ch. 247 (B) 97.3mc 10kw	Tribune Pub. Co. 1701 S. 11th St. Market 7181	Transit Radio	Leonard H. Higgins, m Robert G. Boardway, pd Mar H. Bice, ce	Burke Ormsby, d of news & sp. events	Assoc., L-W AP GE
<b>VANCOUVER</b>						
KVAN 1939	910 1,000 DA-1	Vancouver Radio Corp. 707½ Main St. 3-4717	Keating Western	Sheldon F. Sackett, p Fred F. Chitty, gm Mark F. DeLaunay, cm Rickey Bras, pd	George W. Conner, pmm & nd Edgar R. Means, ce Jess Mason, fd Alvin Bauer, sd	St., Wld. UP Ray.

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in *italic*. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

*A Peach of a Pair*  
**KIMA** and the **YAKIMA Market**

YAKIMA COUNTY, WASHINGTON  
**UP 36.1% in Population**  
1950 U. S. census report.  
**UP to 5th Place**  
of all U. S. Counties in gross farm income.

*Up too, is Listener Preference for KIMA*

\* Latest Hooper Station Audience Index (Share of Audience Report)

	Morning 8-12 A. M.	SETS In Use 25.0	KIMA 37.9	Station B 36.6	Station C 21.6
Monday Thru Friday					
Monday Thru Friday	Afternoon 12-6 P. M.	26.1	44.5	26.1	25.3
Sunday Thru Saturday	Evening 6-10 P. M.	38.5	41.3	26.2	24.4

\* December, 1949  
Yakima, Wash

**KIMA**  
Affiliate  
**COLUMBIA BROADCASTING SYSTEM**

**WEED AND COMPANY: NATIONAL REPRESENTATIVES**  
NEW YORK, CHICAGO, ATLANTA, DETROIT, BOSTON, HOLLYWOOD, SAN FRANCISCO

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transc. Library News Service Transmitter
				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.		
<b>WALLA WALLA</b>						
KUJ 1928	1420 5,000 DA-N	KUJ Inc. 55 E. Main St. 1230	MBS Grant Keating	H. E. Studebaker, p & gm Don Wike, cm Howard Rhoads, pd	Don K. Van Velzer, pmm M. L. MacLafferty, ce	Thes. UP RCA
KWWB 1946	1490 250	Walla Walla Bcstg. Co. Book Nook Bldg. 4103	ABC	John W. Kendall Jr., p Elliot Eehrens, gm Don Parks, pd Don Harris, pmm	Ty McFadden, ce Tom Decker, nd Dan Kirchgessner, sd Adelaine Bussard, wd	Wid. AP .....
<b>WENATCHEE</b>						
KPQ 1929	560 1,000 DA-N CP: 5,000 DA-N	Wescoast Bcstg. Co. Inc. 2nd & Columbia 2757	ABC McGillvra Keating	Rogan Jones, p James W. Wallace, vp Pat O'Halloran, sls. & pmm Emerson Elder, prog. m	George Frese, ce Bill Hoard, news m & fd Bob Robertson, sd Dorothy Lee, wd	Cole, Wid. UP WE
KWNW 1948	1340 250	Apple-Land Bcstg. Inc. 1119 N. Wenatchee Ave. 2468	MBS Biddick	James B. Hatfield, p James W. Thain, gm & nd Ron Satterwhite, cm Virginia Thompson, pd, pmm & wd	William R. McCoy, ce Karl Gantert, fd Jack Stimpson, sd	St. AP RCA
<b>YAKIMA</b>						
KIMA 1944	1460 1,000-LS 500-N	Cascade Bcstg. Co. Inc. 210 Ward Bldg. 6197	CBS Columbia Pac. Weed	A. W. Talbot, p R. Lee Black, gm Ted Morrow, cm Thomas C. Bostic, pd, sd & d of sta. opers.	Helen Traub, pmm J. Barry Watkinson, ce Ed Morrissey, nd & fd (Mrs.) Billie Zirckle, wd	L-W, SES. AP WE
KIT 1929	1280 5,000-LS 1,000-N	Carl E. Haymond 414½ E. Yakima Ave. 8115	ABC, NBC McGillvra Hollingbery	Carl E. Haymond, p James A. Murphy, g & cm James W. Nolan Jr., pd William Moody, pmm H. B. Murphy, ce	Pete Wick, nd Pete White, fd Don White, sd Beverly Brown, wd	Cap. UP G
KYAK 1947	1400 250	Yakima Bcstg. Co. P. O. Box 172 2-7143	MBS Grant	Robert S. McCaw, p H. G. Fearnehead, g & cm Gerald Webb, pd Donald E. Gardner, ce	Dick Passage, fd R. P. Collins, sd Vi Dexter, wd Tony Maucione, nd	Wid. UP RCA
<b>WEST VIRGINIA</b>						
<b>BECKLEY</b>						
WCFC 1950	730 250-D	Beckley Newspapers Bcstg. Service 305 Reservoir Rd. 8361	KBS, PBS	Charles Hodel, p E. J. Hodel, gm George W. Yazell, cm	Arnauld Fleming, pd Angelo Gonzalez, ce Mrs. Jo Connelly, wd	Assoc. AP WE
WCFC-FM 1946	Ch. 267 (B) 101.3mc 35kw					..... GE
WJLS 1939	560 1,000-LS 500-N DA	Joe L. Smith Jr. Inc. WJLS Bldg. 7311	CBS Weed	Joe L. Smith Jr., p Virginia N. Cooper, sm Robert R. Brown, pd	William R. Barrett, pmm, nd & sd Al J. Ginkel, ce Sioux Greig, wd	Cole UP WE
WJLS-FM 1946	Ch. 258 (B) 99.5mc 34kw			Willis Seaman, engr.		..... Fed.
WWNR 1946	620 1000-LS 500 DA-N	Rahall Bcstg. Co. 1565 Harper Rd. 9300	MBS	N. Joe Rahall, p Tom Douds, g & cm Don Hays, pd, nd & fd William G. Franks, traffic d	Estel H. Wills, ce Eugene Morehouse, sd Eloise Cook, wd	L-W AP WE
<b>BLUEFIELD</b>						
WHIS 1928	1440 5,000 DA-N	Daily Telegraph Print- ing Co. 623 Commerce St. 7114	NBC Katz	P. T. Flanagan, g & cm & ce E. H. Nash, prod. d. William Hostetter, pd, pmm & nd	Jack Taylor, sd Jinny Van Riper, wd	Wid. & Cole AP Fed.
WKOY 1948	1240 250	WKOY Inc. West Virginian Hotel 7405	MBS Devney	J. Lindsey Alley, p, co & gm E. E. Ebersole, pd & sd	Roy Yost, ce Sue Phelps, wd	Assoc. UP Col.
<b>CHARLESTON</b>						
WCAW 1947	1400 250	Capitol Bcstg. Co. P. O. Box 2791	McGillvra	G. F. Wilkinson, p John S. Phillips, gm Selma Pierson, cm Al Walker, pd	Wm. D. Stone, ce Michael Blancard, nd Geo. Hartrick, sd Helen Eades, wd	L-W AP Col.
WCHS 1927	580 5,000 DA-N	The Tierney Co. 1016 Lee St. 28-131	CBS Branham	Lewis C. Tierney, p John T. Gelder Jr., g & cm Morton S. Cohn, pd Frank Annand, asst. pd	Harry M. Brawley, d of pub. aff. Wm. E. Dixon, ce Ross Edwards, nd Frank Welling, fd	St. AP, UP Col.
WGKV 1939	1490 250	Kanawha Valley Bcstg. Co. P. O. Box 2909 3-7541	NBC Meeker	R. M. Venable, p E. W. Venable, vp Henry V. Diefenbach, gm Charles High, cm C. P. Vogel Jr., pd & nd	Charles Coleman, pmm George C. Whiteman, ce Joe Farris, sd Anne Dawson, wd	Thes. AP Col.
WGKV-FM 1949	Ch. 253 (A) 98.5mc 5kw					..... REL
WKNA 1947	950 5,000-LS DA-2 1,000-N	Joe L. Smith Jr. 804 Kanwha Blvd. 3-9971	ABC Weed	Joe L. Smith Jr., p George J. Gray, sm C. Aiden Baker, cm	Robert N. Provence, pd, nd & sd A. J. Ginkel, ce	..... AP .....
WKNA-FM 1949	Ch. 248 (B) 97.5mc; 22kw					.....
WTIP 1946	1240 250	Chemical City Bcstg. Co. Capitol at Fife St. 23-136	MBS Forjoe	Gus Zaharis, p & co Berton Sonis, g & cm Joseph J. Herget, pd & nd	Paul Sullivan, ce Bob Bower, sd Shirley Wolfe, wd	..... UP RCA
<b>CLARKSBURG</b>						
WBLK 1937	1400 250	Ohio Valley Bcstg. Corp. 444½ W. Pike St. 4-7571	NBC Branham	Austin Wood, p George Clinton, gm Fred Zimmerman, sm Russell Bonasso, pd & sd	Richard Duncan, pmm Vilah Brooks, ce Helen Bartlett, wd	L-W AP Col.
WHAR 1947	1340 250	Mountain State Bcstg. Radio Plaza 45525	MBS, ABC KBS McGillvra	Glacus G. Merrill, p & gm F. T. Gregg, cm James Harper, pd	Greer Barbour, fd Bob Leonard, sd Louise Pleasenger, wd	..... UP G



WEST VIRGINIA—(Continued)

City	Call Letters	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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	Transc. Library News Service Transmitter
<b>CLARKSBURG—(Continued)</b>							
	WPD <sup>X</sup>	750 1,000-D	Clarksburg Bcstg. Corp. 339 West Main St. 4-6425		O. L. Billingsley, p R. C. Warden, gm Joseph M. Larosa, cm Dewitt H. Wyatt, pd & fd	R. D. Hough, ce Jack Little, nd & sd Nancy Wheeler, wd	Wld. UP Ray.
	WPD <sup>X</sup> -FM	Ch. 236 (B) 95.1mc 2kw					..... WE
<b>ELKINS</b>							
	WDNE	1240 250	West Va. Radio Corp. P. O. Box 967 1300	MBS	(Mrs.) Anges J. Reeves Greer, p G. C. Blackwell, gm William F. Wilson, cm	Clarence Rulong, ce Bill Wilson, nd Bus Leake, sd	Wld. UP G
<b>FAIRMONT</b>							
	WMMN	920 5,000 DA-N	Fort Industry Co. 208 Adams St. 3100	CBS Katz	George B. Storer, p Allen L. Haid, vp & gm Charles E. Smith, cm Frank Lee, pd & sd	William W. Powell, pmm & nd Joseph Strelauski, ce Francis Lauzau, fd Mary Haid, wd	L-W & Cole UP WE
	WVWV	1490 250	Fairmont Bcstg. Co. 119 Fairmont Ave. 5000	ABC MBS Cooke	J. Patrick Beacom, p Numa Fabre Jr., gm Robert M. Drummond, c & pmm Harry Riley, pd & sd	Harry J. Drummond, ce Charles Faulkner, nd Richard McBride, fd Rosemary Pearson, wd	Wld. AP G
	WJPB(FM)	Ch. 222 (B) 92.3mc 4.3kw	(WVWV, AM Affiliate)				..... WE
<b>HUNTINGTON</b>							
	WHTN	800 1,000-D	Greater Huntington Radio Corp. 1112½ 4th Ave. 33453	LBS IMS	A. B. Hyman, p Lan Singer, gm & sd Dean Sturm, pd & nd	Harold F. Sturm, ce	St. UP RCA
	WHTN-FM	Ch. 263 (B) 100.5mc 53kw					
	WPLH	1450 250	Huntington Bcstg. Corp. 1105 4th Ave. 33421	MBS Transit Radio Walker	F. J. Evans, p Ralph S. Hatcher, m Charles T. Snowdon, pd & sd	William R. Haldane, ce Bill Austin, nd	Cap. AP WE
	WPLH-FM	Ch. 273 (B) 102.5mc 41kw					
	WSAZ	930 5,000-LS 1,000-N DA	WSAZ Inc. 912½ Third Ave. 38401	ABC Branham	Col. J. H. Long, p Marshall Rosene, gm Tom Garten, cm Ted Eiland, pd & fd	Jack Gary, pmm Leroy Kilpatrick, ce Ron Miller, nd Jack Bradley, sd	L-W, SES. AP Col.
	WSAZ-TV	Ch. 5 76-82mc 8.5kw aur.; 12kw vis.	West Virginia Bldg. 3-9441	ABC, CBS, DuMont, NBC Katz	Lawrence H. Rogers II, TV sm James H. Ferguson, pd	Naseeb S. Tweel, pdm Elizabeth Conaty, traffic m	Flamingo ..... RCA

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

# WHTN has—

1. LIBERTY BROADCASTING SYSTEM . . . A New Network  
(and are we pleased!)
2. INDEPENDENT METROPOLITAN SALES . . . A New "Rep"  
(we like them—you will too!)
3. AVAILABILITIES ON MAJOR LEAGUE BASEBALL  
(thanks to L.B.S.—see our "Rep.")
4. LARGE COVERAGE . . . GOOD AUDIENCE . . . LOW PRICES

Represented by  
**INDEPENDENT METROPOLITAN SALES**  
55 W. 42nd Street,  
New York City

1000 w.  
800 kc AM **WHTN** FM 53,000 w.  
**HUNTINGTON** **W. VA.** 100.5 mc.

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transc. Library News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
<b>LOGAN</b>						
WLOG 1940	1230 250	Clarence H. Frey & Robert O. Greever P. O. Box 720 540				Wld. UP WE
WLOG-FM 1949	Ch. 277 (B) 103.3mc 2.7kw					
WVOW (CP)	1290 5,000-LS DA-1 1,000 N	Logan Bcstg. Corp.				
<b>MARTINSBURG</b>						
WEPM 1946	1340 250	Martinsburg Bcstg. Co. People's Trust Co. Bldg. 5252	Burn-Smith	C. M. Zinn & C. Leslie Golliday, ptnrs C. Leslie Golliday, gm Ames L. Harper, cm	Charles Rand, pd Robert Brown, pmm & sd Sterling H. Heil, ce Oscar Luria, nd & fd	Wld. AP ..... G .....
WEPM-FM 1948	Ch. 232 (A) 94.3mc 0.81kw					
<b>MONTGOMERY</b>						
WMON 1946	1340 250 CP: 790 1,000-LS 500-N DA	Fayette Associates Inc. 1028 First Ave. 620	MBS	Arnold M. Vickers, p Andrew W. Vickers, c & pmm Ted Nelson, pd J. C. Craver, ce	John Evans, nd Jack Moran, sd Betty Kitchen, wd	Wld. AP Col.
<b>MOOREFIELD</b>						
WFGG (CP)	790 1,000-D	Lost River Bcstg. Corp. Moorefield 15		R. E. Fisher, p & gm J. George Freeland, ce		
<b>MORGANTOWN</b>						
WAJR 1940	1230 250	West Virginia Radio Corp. 446 Spruce St. 9488	MBS	Mrs. A. J. R. Greer, p Ford Billings, gm John W. Johns, cm Bos Johnson, pd & nd	Clarence Rulong, ce Nick Basso, fd Jack Fleming, sd	Wld. UP RCA
WAJR-FM 1948	Ch. 257 (A) 99.3mc 1kw					
<b>MOUNDSVILLE</b>						
WMOD 1950	1470 1000-D	James D. Sinyard Box 308 1730		James D. Sinyard, p, g & cm Bob Clark, pd Helen Sandy, pmm & wd	Jerry Boles, ce & sd Andrew H. Kovlan, tech. sup. Bill Hawley, nd & fd	..... UP .....
<b>OAK HILL</b>						
WOAY 1947	860 1,000-D CP: 5,000-D	Robert R. Thomas Jr. Oak Hill 651	PBS	Robert R. Thomas Jr., p, gm & ce Chuck Balding, sd	Phyllis Stull, wd	Cap. AP Col.
WOAY-FM 1948	Ch. 231 (B) 94.1mc 20kw					
<b>PARKERSBURG</b>						
WCOM 1947	1230 250	Parkersburg Bcstg. Co. 317 9th St. 7-4491	ABC, LBS McGillvra	Joseph M. Handlan, p Richard S. Cotterman, gm & pd	Audra N. Archer, cm Buford Barickman, ce	Wld. UP WE
WPAR 1935	1450 250	Ohio Valley Bcstg. Corp. 211 1/2 5th St. 75475	CBS Branham	Austin V. Wood, p George H. Clinton, vp, g & cm Sherman Grimm, pd, nd & fd Joyce S. Burdette, pmm	V. G. Brooks, ce Don Hill, sd Ruth McGeary, wd	Thes. AP Col. ..... WH
WPAR-FM 1948	Ch. 293 (B) 106.5mc 8.9kw					
<b>PINEVILLE</b>						
WWYO 1949	970 1,000-D	Wyoming Bcstg. Co. Inc. P. O. Box 184 2711		R. D. Bailey, p Jack Shipman, evp Ted Wolfe, pd Erle G. Howery, g & cm & nd	William Stone, ce Paul Scott, sd Evelyn Hickman, wd	Mac., Cole UP Col.
<b>PRINCETON</b>						
WLOH 1947	1490 250	Mountain Bcstg. Service Lilly Grove Addit. 2151	LBS	H. P. Hunnicutt, p Melvin F. Barnett, gm & nd James M. Angel, cm James H. Mayes, pd & fd	Duke Bowman, pmm Earl Graham, ce Skip Erwin, sd	L-W UP WE
<b>RONCEVERTE</b>						
WRON 1947	1400 250	William E. Blake Shanklin Bldg. 300	MBS McGillvra	William E. Blake, gm Carl E. Lipps, cm		..... AP .....
<b>WEIRTON</b>						
WEIR 1950	1430 1,000 DA-2	The Tri-State Bcstg. Co. 243 No. 4th St. Steubenville, Ohio Steubenville 2-9721		Thomas E. Millsop, p Paul G. White, gm Charles H. McFarland, cm James M. Flenniken, pd & pmm	Frank W. Schaefer Jr., ce Paul Harris, nd Dick Jackson, sd Leslie Young, wd	Assoc., Thes. AP WE
<b>WELCH</b>						
WBRW 1940	1340 250	McDowell Service Co. 10 Riverside Dr. 818	MBS	J. G. Hunt, p Ellis Landreth, g, c & pmm	John J. Villani, pd & sd Dallas P. Boyd, ce	St. AP G
WELC 1950	1150 1,000-D	Pocahontas Bcstg. Co. King Coal Bldg. 1150	McGillvra	Howard R. King, p & ce Sammy Sidote, vp Tom Hicks, gm	Luther G. Bassett, cm Jim Runyon, pd & sd D. C. Bradberry, secy.-treas.	Cap. UP .....
<b>WESTON</b>						
WHAW 1948	1450 250	Lewis Service Corp. 170 Main Ave. 1555	KBS Cooke	Harold McWhorter, p & gm Ben Homel, cm Carl Loose, pd, nd & sd	Delores Homel, pmm George Waggoner, ce Louise L. Lawson, wd	Assoc., Wld. AP G
<b>WHEELING</b>						
WHLL 1949	1600 5,000-D	Wheeling Bcstg. Co. P. O. Box 989 6700		Kenneth H. Forney, p & gm Paul Miles, cm William H. Hausman, pd	Stanley Skoff, ce	Cap. UP G
WKWK 1941	1400 250	Community Bcstg. Inc. 16th & Market Sts. 5320	ABC Weed	Joe L. Smith, p John B. Reynolds, gm Alfred C. Ihlenfeld, cm Nancy A. Hilmes, pd	Raymond A. Vingli, pmm & sd Fred A. Baker, ce Dale Schussler, nd Evelyn Haden, wd	..... UP RCA
WKWK-FM 1948	Ch. 247 (B) 97.3mc 16kw					..... Fed.
WWVA 1926	1170 50,000 DA-N	The Fort Industry Co. Hawley Bldg. 5383	CBS Petry	George B. Storer, p William E. Rine, vp & mgng. d Paul J. Miller, asst. mgng. d	Paul A. Myers, pd Howard W. Meagle, pmm Edwin L. Keim, ce William McGlumphy, asst. ce	L-W, Cole AP RCA




WEST VIRGINIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. vp; Gen. Mgr. gm; Sta. Mgr. sm; 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	Transc. Library News Service Transmitter
<b>WHEELING—(Continued)</b>						
WWVA-FM 1947	Ch. 25.4 (L) 98.7mc 15.3kw					
<b>WILLIAMSON</b>						
WBTH 1939	1400 250	Williamson Bcstg. Corp. 5½ East Second Ave. 1241	MBS	Clarence Lovitch, co-Alice Shein, co, g & cm John T. Blair Jr., pd		Robert W. Bullis, ce UP Col.
<b>ANTIGO</b>						
WATK 1948	900 250-D	Antigo Bcstg. Co. 533 Superior St. 33		A. F. Berner, p & gm		L-W G
<b>APPLETON</b>						
WBHY 1925	1230 250	WBHY Inc. 600 S. Lawe St. 3-6639	MBS Wisconsin McKinney	Earl H. Huth, g & cm Robert Petrie, pd Richard Moore, pmm George Merkl, ce		Leo Dudek, nd Harry Krane, fd Bob Lloyd, sd Ann Rohowetz, wd L-W AP RCA
<b>ASHLAND</b>						
WATW 1940	1400 250	Upper-Mich.-Wisc. Bcstg. Co. Inc. Northern State Bank Bldg. 1680	MBS Walker	William L. Johnson, p Donald R. Hoover, gm Terrence G. Hogan, sm Mary Jean Anno, pd & wd		Arnold Peterson, pmm & nd Otto Link, ce Todd Hogan, sd Wld. UP G
<b>BEAVER DAM</b>						
WBEV (CP) 1948	1430 1,000-D	Beaver Dam Bcstg. Co.				
<b>BELOIT</b>						
WBEL 1948	1380 1,000-D	Beloit Bcstrs. Inc. 335 E. Grand Ave. College 1380		Lloyd Burlingham, p L. O. Fitzgibbons, gm John Rhodes, pd & nd Leo Wilson, ce		Bob Scholz, fd Joe Moen, sd Christie Thomsen, wd AP Ray.
WGEZ 1948	1490 100	Beloit Bcstg. Co Hotel Hilton College 6024	MBS Wisconsin Rambeau	Sidney H. Bliss, p, g & cm Bob Brown, pd & nd Stanley Holmes, ce		Grant Ritter, fd Bob Noe, sd Wld. AP WE
<b>EAU CLAIRE</b>						
WBIZ 1947	1400 250	WBIZ Inc. 609 Cameron St. 5111	ABC	James J. Conroy, p Alvina M. Britz, sm Kenneth Bergum, ce		Jack Davis, pd, pmm & nd Bob Cavanaugh, sd UP RCA
WEAU 1937	790 5,000 DA-N	Central Bcstg. Co. 203 So. Barstow St. 6149	NBC Arrowhead Ra-Tel	W. C. Bridges, p Harry S. Hyett, g & cm Robert E. Nelson, pd		T. O. Jorgenson, ce Richard Vogl, nd Carl M. Johnson, fd Assoc., L-W, Wld. UP

WISCONSIN

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

**"WE MAY BE ON THE OUTSIDE LOOKING IN — BUT MY WHAT BIG EYES WE HAVE"**



# WBEL

**BELOIT, WIS.  
1000 WATTS AT 1380  
JANESVILLE**

**BELOIT**

LOWEST RATES ALONG THE WISCONSIN-ILLINOIS STATE LINE

**L. O. FITZGIBBONS, MGR.**

OUR SIGNAL BLANKETS THE METROPOLITAN AREA

**ONLY Station With Primary Signal in ALL THREE CITIES**

**ROCKFORD ← 16 MILES → BELOIT ← 9 MILES → JANESVILLE**

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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.	Transc. Library News Service Transmitter
<b>EAU CLAIRE—(Continued)</b>					
WEAU-FM 1948	Ch. 231 (B) 94.1mc 60kw			Zora E. Guenard, pd	..... GE
WRFW 1948	1050 1,000-D	Chippewa Valley Radio & Television Corp. Rudolph Rd. 21629	Forjoe	Thomas K. Werner, p Jack Kelly, gm, nd & fd R. K. Werner, cm Robert Froemming, pd	Oscar Sielaff, ce James Cottrell, sd Heather Jean Snoddy, wd St. AP G
<b>FOND DU LAC</b>					
KFIZ 1922	1450 250	KFIZ Bcstg. Co. 18 W. First St. 356	MBS Wisconsin Holman	A. H. Lange, p Emery W. Martin, evp Lynn N. Fairbanks, g & cm Lucille A. Fairbanks, pd & wd	..... UP RCA
<b>GREEN BAY</b>					
WBAY 1925	1360 5,000 DA-N	WHBY Inc. Bellin Bldg. Adams 1	CBS Weed	Rev. M. J. Beemster, mgng. d Haydn R. Evans, gm Lee Stinson, cm Clair Stone, pd	..... AP RCA
WDUZ 1947	1400 250	Green Bay Bcstg. Co. Nicolet Bldg. Howard 6300	ABC Taylor	Ben A. Laird, p Robert C. Nelson, sm John Harvey, cm Don Arthur, pd & sd	Ken Peterson, pmm Paul Tyrrell, ce Robert C. Houle, nd Betty Quintal, wd L-W UP G
WJPG 1947	810 1,000-D CP: 1440 1,000-LS 500-N DA-2	Green Bay Newspaper Co. Green Bay Ad-ms 4400	Wisconsin	Andrew B. Turnbull, gm John M. Walker, sm Glen R. Holznecht, cm Bob Kelly, pd Ann Weizenegger, pmm	Elmo Reed, ce James Bartelt, nd Les Sturmer, fd Earl Gillespie, sd St. AP RCA
WJPG-FM 1947	Ch. 260 (B) 101.1mc 14.4kw				
<b>HARTFORD</b>					
WTKM (CP)	1540 500-D	Kittle-Moraine Bcstg. Co.			
<b>JANESVILLE</b>					
WCLO 1930	1230 250	Southern Wisconsin Radio Inc. 200 E. Milwaukee St. 3316	MBS Wisconsin Rambeau	Sidney H. Bliss, p Vern W. Williams, gm Charles W. Bessire, cm Joseph G. Urban, asst. m	Wayne Clay, ce Grant A. Ritter, fd Don Boyd, sd Adelie Dunn, wd Wld., Cap. AP WE

**WCLO.....WGEZ**  
*Janesville* *Beloit*  
 120 MILES OUTSIDE CHICAGO INFLUENCE

**EXCLUSIVE TWIN CITY—NETWORK—FULLTIME OUTLETS  
 SERVING 355,000 PEOPLE**

**PROOF OF EFFECTIVENESS  
 Is Volume Patronage at Card Rates**

**187 Area advertisers on long term contracts.**

**38 national spot and network clients.**

Radio listings and consistent newspaper advertising promotion in the  
 Janesville Daily Gazette ABC circulation 20,269 and the Beloit Daily News  
 ABC circulation 17,592.

*Write for Market Data and Combination rates*  
 Vern Williams Executive Office Janesville, Wis.

**AFFILIATED with MBS and WISCONSIN NETWORK**  
**William G. Rambeau NATIONAL REPRESENTATIVE**



WISCONSIN—(Continued)

City Established	Call Letters	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations 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.	Transc. Library News Service Transmitter
<b>JANESVILLE—(Continued)</b>						
	WCLO-FM 1947	Ch. 260 (B) 99.9mc 15.5kw				
<b>KENOSHA</b>						
	WLDP 1947	1050 250-D	William L. Lipman 625 57th St. 6162	McKinney	William L. Lipman, o Hugh L. Gately, sm Jerome Golden, pd	Casimir J. Lubinski, ce V. Taylor, nd Irene Buri, wd Wld. UP Ray.
<b>LA CROSSE</b>						
	WKBH 1923	1410 5,000 DA-N	WKBH Inc. Radio Bldg. 2-4678	NBC Taylor	Howard Dahl, p & gm Berneice Callaway, pd Paul Ziemer, pmm & nd	Al Leeman, ce Leonard G. Anderson, pdm Jack Martin, sd Wld. AP RCA
	WKTY 1948	580 1,000	LaCrosse Bcstg. Co. 112 N. Fourth St. 2-6042	ABC Weed	Verl Bratton, evp, g & cm John Bondeson, pd & pmm J. Harold White, ce	Richard L. Hansen, nd Charlie Kearns, sd Thes. UP RCA
	WL CX 1947	1490 250	Bermac Radio Inc. State Bank Bldg. 4-4521	MBS	James J. Conroy, p Milo G. Knutson, gm Jerry Moen, cm Stan Torgerson, pd & sd Paul G. Osborne, pmm	Elphin Rinn, ce Dean Osmundson, nd Clifford Lue, fd Rosemary Castor, wd St. UP Col.
<b>LADYSMITH</b>						
	WLDY 1948	1340 250	Flambeau Bcstg. Co. West Lake Ave. 584	KBS Clark	O. J. Falge, p A. T. Shields, gm R. I. Foreman, cm Joseph Dahlvig, pd Corinne Kopp, pmm	Darrel Holbrook, ce Jeff Evans, nd Orrin Garwood, fd Tom Anderson, sd Wld. UP GE
<b>MADISON</b>						
	WFOV(FM) 1948	Ch. 285 (A) 104.9mc 0.93kw	Earl W. Fessler 2047 Winnebago St. 4-2847		Earl W. Fessler, o & gm Robert Culp, cm Marion Weisensel, pd	Elmer Weisensel, ce UP Col.
	*WHA 1919	970 5,000-D	University of Wisc. Radio Hall 5-2988		H. B. McCarty, gm W. G. Harley, pd H. A. Engel, pmm John H. Stiehl, ce	Roy Vogelmann, nd Milt Bliss, fd Aline Hazard, wd Assoc. UP .....
	WIBA 1925	1310 5,000 DA-N	Badger Bcstg. Co. 3800 Regent St. 3-5311	NBC Avery-Knodel	William T. Evjue, p Kenneth F. Schmitt, gm Howard A. Johnson, bus. m Robert N. Dick, pd	Norman Hahn, ce Jack Newman, nd & sd Frank Mayfield, fd Thes. AP WE

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in *italics*. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

### COVERING A SOLID SECTION OF A RICH MARKET

(BMB DAYTIME MAP, WIBA, STUDY NO. 2)

# WIBA

## MADISON, WISCONSIN

PROVED BY EVERY SURVEY THE DOMINANT  
STATION IN METROPOLITAN MADISON FOR 25  
YEARS.

OCTOBER-NOVEMBER, 1950

	WIBA	STATION B	STATION C	STATION D
<b>MORNING</b> (MON THRU FRI)	<b>34.1</b>	8.0	15.2	13.4
<b>AFTERNOON</b> (MON THRU FRI)	<b>38.3</b>	12.3	13.6	8.3
<b>NIGHT</b> (SUN THRU SAT)	<b>42.4</b>	8.9	9.6	7.3

PERCENTAGES FOR MADISON ONLY COMPILED BY ECONOMIC  
RESEARCH AGENCY, MADISON, WIS.

REPRESENTED BY AVERY-KNODEL, INC.

## NBC 5000 WATTS ON 1310

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library News Service Transmitter
<b>MADISON—(Continued)</b>						
WIBA-FM 1948	Ch. 268 (B) 101.5mc 207kw					
WISC 1948	1480 1,000 DA-1	Radio Wisconsin Inc. Commercial State Bank Bldg. 7-2588	MBS Arrowhead Ra-Tel	Morgan Murphy, p W. C. Bridges, exec. d Ralph O'Connor, gm Richard Nickeson, cm Robert Swanson, pd	Charles Dickoff, pmm W. M. Greely, ce Michael Hinn, nd John McGeehan, sd	Wid. UP ..... ..... GE
WISC-FM 1948	Ch. 251 (B) 93.1mc 52kw					
WKOW 1948	1070 10,000-LS 5,000-N DA-2	Monona Bcstg. Co. 215 W. Washington St. 7-2261	CBS Headley-Reed	Stewart Watson, p Michael Henry, g & cm & pmm Mary Casey, pd Vincent Vanderheiden, ce	Jack Davis, nd Roy Gumtow, fd Pat Hernon, sd Luella Mortenson, wd	Cap. UP RCA
<b>MANITOWOC</b>						
WOMT 1926	1240 250	Francis M. Kadow Radio Bldg. 6015	MBS Wisconsin Ra-Tel	Francis M. Kadow, p & gm, & pmm John Kadow Jr., cm Geo. H. Erdman, pd, nd & fd	W. F. Duben, ce Leslie Mangin, sd Donna Wodak, wd	..... UP .....
WVOC (CP)	980 500-D	Manitowoc Bcstg. Co.				
<b>MARINETTE</b>						
WMAM 1939	570 250-LS 100-N	M. & M. Bcstg. Co. Radio Park 2-6631	NBC Meeker	William E. Walker, p Joseph D. Mackin, gm Howard Emich, cm Robert Southard, pd Pat Kehoe, pmm	Leo Stuart, ce Robert McCauley, nd Bill LeJoyce, sd Ruthe Mensing, wd	..... UP .....
<b>MARSHFIELD</b>						
WDLB 1947	1450 250	Dairyland's Bcstg. Service Inc. 1710 N. Central Ave. 1212	KBS	Lloyd L. Felker, p Robert W. Behling, g & pmm Duane Allen, cm Bob Hansen, pd	Jerry Boos, ce Robert Grossbier, bus. m Ted Moore, nd & sd Larry Sundquist, fd	Cap., SES. UP Ray. ..... ..... GE
WDLB-FM 1948	Ch. 280 (A) 103.9mc 0.25kw					

## LOOK WHO'S "BOSS" IN WISCONSIN



ONLY **WKOW** DELIVERS  
YOU THE "MOO-LA" FROM  
AMERICA'S DAIRY CAPITAL

Wisconsin has as many dairy cows as human beings—3 million of them—and the milk checks total half a billion dollars every year. WKOW-CBS delivers this buying power with Wisconsin's most powerful radio signal, located in the heart and capital of "America's Dairyland."

WKOW'S half millivolt listening area includes:

- 874,000 people, who spent 875 million dollars in 1949.
- 40% of Wisconsin's farm buying power, with an average family income of \$6,324.
- 9 of the 200 richest farm counties in the nation.

WKOW-CBS gives you not only primary coverage of 13 prosperous counties, but a proven listening audience throughout the state, proven large and responsive. Wisconsin turns to WKOW for America's most popular programs on CBS, and for the favorite local shows of 27 counties, as shown by independent surveys.

Your best 3-way advertising buy  
in Wisconsin is  
WKOW — CBS — 10,000 watts

WISCONSIN'S ONLY  
10,000 WATT  
RADIO STATION  
1070 kc.

# WKOW

**WKOW-CBS — WISCONSIN'S MOST POWERFUL STATION**



WISCONSIN—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transec. Library News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
<b>MEDFORD</b>						
WIGM 1941	1490 250	George F. Meyer Medford 5147	MBS, KBS Continental	George F. Meyer, p, g, c & pmm Irma Meyer, pd & wd	Raymond Bohnert, ce Dean Lybeck, sd	SES. UP RCA
<b>MENOMONIE</b>						
WMNE (CP)	1360 500-D	Capital City Bcstg. Co.				
<b>MERRILL</b>						
WLIN 1948	730 1,000-D CP: 550 1,000-DA-N	Alvin E. O'Konski Merrill 1444	ABC Rambeau	Alvin E. O'Konski, o & p Chris Zercher, ce		Cap., St. AP Col.
WLIN-FM 1947	Ch. 264 (B) 100.7mc 22.3kw					
<b>MILWAUKEE</b>						
WEMP 1935	1340 250	Milwaukee Bcstg. Co. 710 N. Plankinton Ave. Marquette 8-7722	Headley-Reed	Glenn D. Roberts, p Hugh Boice, g & cm Tom Shanahan, pd & sd	John Gagliano, prom. & slm Rolland Paske, ce Hal Prey, nd	Wld. UP .....
WEMP-FM 1948	Ch. 231 (B) 94.1mc 35kw					
WFOX 1946	860 250-D	Wisconsin Bcstg. System Inc. 739 North Broadway Broadway 2-1272	Ra-Tel	Charles J. Lanphier, p, g, c & pmm John Van Osch, pd	George Dodge, ce Neil K. Searles, sd	..... AP WE
WISN 1922	1150 5,000 DA-1	Hearst Radio Inc. 540 N. Plankinton Ave. Division 2-3000	CBS Katz	Charles B. McCabe, p Tom A. Brooks, vp & gm Gaston W. Grignon, vp, sta. & cm George DeGrace Jr., pmm	Jack Raymond, pd, nd & sd Donald A. Weller, ce Frances Haggerty, fd Mary Ann Lemay, wd	Wld. UP, INS. RCA
WISN-FM 1948	Ch. 275 (A) 102.9mc 55kw					
WMAW 1948	1250 5,000	Midwest Bcstg. Co. 723 N. Third St. Daly 8-2154	ABC Bolling	Clifford A. Randall, p Jack Bundy, gm Donald McClellan, pd Lou Riepenhoff, pmm & nd	Raymond Host, ce Hal Walker, sd Helen Day, wd	..... UP Col.
WMIL 1947	1290 1,000-D	Cream City Bcstg. Co. 2625 W. Wisconsin Ave. West 3-1290	Forjoe	Gene Posner, p Jerome Sill, gm Gino Monaco, ce	Arthur Vogel, nd Mary Karr, wd	SES., Cole UP Col.

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in *italics*. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

# Best Milwaukee Buy — And Here's Why

**1. High Hoopers \*** — 7th Highest Hooperated Independent in the Nation between 6:00 and 10:00 P.M. In Milwaukee consistently No. 3 Morning, Afternoon and Evening. No. 1 on individual program ratings competitive to National Network Shows.

**2. Lower Costs** — No other station in Milwaukee delivers audience at a lower cost per 1000. At the 250th frequency, \$9.75 buys a Nighttime minute — \$7.80 a daytime minute.

**3. Top Programming** — 24 Hours of Music, News and Sports. Continuous popular, familiar music native to Milwaukee, interrupted only by clear, concise 5 min. newscast and leading play-by-play Sports broadcasts.

**4. Personnel** — Highest Paid Program Staff with exception one Network Station. Air Salesmen — not announcers. Full time local news staff.

\* Based on 1950 May-September Hooperatings and 1950 October-November Index.

# W E M P

24 Hours of Music, News and Sports

HEADLEY REED, Nat'l Reps.

HUGH BOICE, Gen'l Mgr.

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transc. Library News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
<b>MILWAUKEE—(Continued)</b>						
WOKY 1947	920 1,000-DA-1	Bartell Bcstrs. Inc. 710 N. Plankinton Ave. Broadway 1-8428	Weed	Gerald A. Bartell, p & gm		
WTMJ 1927	620 5,000 DA-N	The Journal Co. 720 E. Capital Dr. Marquette 8-6000	NBC Petry	Walter J. Damm, vp & gm L. W. Herzog, asst. gm R. G. Winnie, sm George Comte, asst. to m George Nicoud, asst. to m Neale V. Bakke, loc. slm	Frank Bignell, traffic m Phillip B. Laeser, m of radio & TV engrg. Bruce Wallace, m, pub. service bcst. & prom	AP WE
WTMJ-TV 1947	Ch. 3 60-66mc 10.2kw-aur.; 16.1kw-vis.		ABC, CBS, NBC DuMont H, R & P	James Robertson, prog. m		RCA
<b>NEENAH</b>						
WNAM 1947	1280 1,000 DA-N	Neenah-Menasha Bestg. Co. 101 East Wisconsin 2-2871	Devney	Don C. Wirth, vp, gm & nd Fred W. Sample, slm Russ Ryan, sup. of ops. & pmm	E. W. Fliegel, ce Bob Cole, sd	Assoc. UP
WNAM-FM 1947	Ch. 253 (B) 98.5mc 3.1kw					
<b>OSHKOSH</b>						
WOSH 1941	1490 250	Oshkosh Bestg. Co. Bowen St. Rd. Stanley 4580	ABC Cooke	William F. Johns Jr., p Allen Embury, g & cm Warren Haines, pd Charles Dargan, pmm Oscar Oren, ce	William Jones, nd William McDonald, sd Allen Sampson, fd Edith Boch, wd	Wld. RCA
WOSH-FM 1947	Ch. 225 (B) 92.9mc 4.4kw					UP WE
<b>POYNETTE</b>						
WIBU 1925	1240 250	William C. Forrest Poynette 98	KBS Wisconsin Burn-Smith	William C. Forrest, p, g & cm & fd Sarah Forrest, pd Doris MacPherson, pmm & wd	L. Stanley Sadler, ce Clifford Conohan, nd Sturat Armstrong, sd	St., SES. UP Col.
WWCF(FM) 1947	Ch. 235 (B) 94.9mc 37kw	(WIBU, AM affiliate)				WE
<b>RACINE</b>						
WRAC 1950	1460 500-D	Bell City Bestg. Co. 423 Main St. 2-1627	Cooke	Jerome Sill, p & gm Gene Posner, secy.-treas. Herschell Lewis, cm Bert Mulroy, pd	Gino Monaco, ce Howard Immekus, engrg. sup. Bill Gumm, nd Geo. Brenard, sd	UP GE

**IF YOU'RE  
INTERESTED  
IN FACTS...**

**WISN IS THE BEST RADIO BUY IN  
THE ENTIRE MILWAUKEE MARKET . . .**

**WHY? . . . Because WISN Gives You More Listeners  
for Less Money Than Any Other Milwaukee Network  
Radio Station (According to Current City Hooperatings)**

IN MILWAUKEE  
THEY LIS'N TO  
**WISN**

5000 WATTS

Represented by  
KATZ Agency

CBS



WISCONSIN—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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.	Transc. Library News Service Transmitter
<b>RACINE—(Continued)</b>					
WRJN 1926	1400 250	Racine Bstg. Corp. 441 Main St. 4-3311	ABC Wisconsin Walker	Harry R. LePoidevin, gm Harold J. Newcomb, sm Gerald D. Nelson, cm Lyman Merens, pd & nd	Amelia French, pmm F. Lee Dechant, ce Bill Brook, sd Marjorie Allen, wd ..... AP RCA
WRJN-FM 1948	Ch. 264 (B) 100.7mc 15kw				
<b>RHINELANDER</b>					
WOBT 1947	1240 250	Oneida Bstg. Co. Rhinelander 1240	MBS KBS Cooke	John R. Tomek, p Don Mortwedt, g & cm & nd Bill Neal, pd	Bruce Radder, pmm Charles Bresette, ce Bart Curran, sd Wld. UP G
<b>RICE LAKE</b>					
WJMC 1938	1240 250	WJMC Inc. 1615 South Main St. 550	MBS Arrowhead Ra-Tel	Walter C. Bridges, p Russell J. Brown, g & cm	Paul Albrecht, pd, pmm, nd & sd Robert Kolsky, ce Wld. UP RCA
WJMC-FM 1947	Ch. 242 (B) 96.3mc 4.4kw				
<b>RICHLAND CENTER</b>					
WRCO 1949	1450 250	Richland Bstg. Corp. P. O. Box 192 20		Arthur Overgood, p Thomas R. Kelley, g & cm Joseph Koelsch, nd	Robert J. Bodden, pd & pmm Donald Northrop, ce L-W, SES. UP RCA
<b>SHAWANO</b>					
WTCH 1948	960 1,000-D	Shawano Co. Leader Pub. Co. 107 E. Green Bay St. 666	Schepp-Reiner	J. P. Heal, gm D. W. Hodgins, sm	Wld. UP .....
<b>SHEBOYGAN</b>					
WHBL 1924	1330 1,000-LS 250-N	WHBL Inc. Press Bldg. 4844	ABC Wisconsin Taylor	A. Matt. Werner, p G. P. Richards, g & cm Glen James, pd & nd Doris Domnie, pmm	Herbert J. Mayer, ce Hal O'Halloran, sd Marion Heiden, wd ..... AP RCA
WHBL-FM 1948	Ch. 262 (B) 100.3mc 15kw				
<b>STEVENS POINT</b>					
*WLBL	930 5,000-D	State of Wisc. Depart- ment of Agri.			
WTWT 1948	1010 250-D	Stevens Point Bstg. Co. 414 Main St. 2744	Holman	L. Larry Zurawski, g & cm Rikk Riley, pd, pmm & nd Justin Sloniker, ce	Violet Oksiuta, wd SES. UP G

Data corrected to Dec. 6, 1950. If executives or services for FM or TV 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, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

MILWOKY'S MOST POWERFUL FULLTIME INDEPENDENT

POWER

PRESTIGE

PERSONALITIES

PROGRAMS

More than 1,500,000 listeners come within the WOKY power saturation area. 1000 watts on 920 blankets Wisconsin's richest markets.

Milwaukee's biggest advertisers are moving to WOKY with programs . . . Miller Beer, Boston Store, Roundy-Peckham & Dexter, National Food Stores, The Borden Company, Schuster's, North Western-Hanna, The Speed Queen Corporation . . . the largest volume of local business.

MilwokY personalities have captivated the audience . . . slow-speaking, heart-warming Josh Adams, The Women's Home Companion . . . and Lucky Logan—one of Milwaukee's top salesmen—spinning records with solid, persuasive salesmanship. And Big John Reddy . . . ace sportscaster . . . for America's largest advertisers . . . can sell your products.

Successful programs that do a selling job for advertisers . . . Boston Blackie . . . Meet the Menjou's . . . Alan Ladd in Box 13 . . . Jerry Bartell's PlayTime for Children . . . to mention a few of the many prestige programs.

Represented by WEED & CO.

W  
O  
K  
Y

... and 920 on your dial ...

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transc. Library News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
<b>STURGEON BAY</b>						
WSTB (CP)	1050 250-D	Door County Radio Co.				
<b>SUPERIOR</b>						
WDSM 1939	710 5,000 DA-2	Ridson Inc. 921 Tower Ave. 4451	ABC Free & Peters	Robert Ridder, p Prevost Coulter, gm William Kirby, cm & sd	Lewis Martin, pd Melvin Lasky, ce James Payton, nd	St. UP .....
<b>WATERTOWN</b>						
WTTN 1950	1580 250-D	Watertown Radio Inc. 104 W. Main St. 2215	KBS Devney	Albert B. Gale, p Carl V. Kolata, pd Willard James, nd		..... UP G
<b>WAUKESHA</b>						
WAUX 1947	1510 250-D	Waukesha Bcstg. Co. 319 W. Main St. 6619	McGeehan & Omara Ra-Tel	Carl Taylor, p Mig Figi, g & cm Charles E. Williams, pmm	Donald Froehlich, pd & fd Adin Randall, ce Paul Clifford, nd	L-W AP G ..... ..... Col.
WAUX-FM 1948	Ch. 237 (A) 95.3mc 0.25kw					..... ..... Col.
<b>WAUSAU</b>						
WSAU 1937	1400 250	The Journal Co. 714 Fifth St. 6521	NBC Meeker	Ben F. Hovel, p R. J. Topinka, pd R. W. Richardt, ce	Keith Jacobs, nd	Thes. AP GE
<b>WEST BEND</b>						
WBKV 1950	1470 500-D	West Bend Bcstg. Co. Decorah Rd & S. Indiana Ave.		Paul J. Mueller p, g & cm August C. Berkholtz, chmn. of bd. Wendell S. Ciganic, vp	Carl H. Rhode, treas. Paul J. Ripple, secy. & ce Edward Ruetz, pd	Cap. UP G
<b>WISCONSIN RAPIDS</b>						
WFHR 1940	1340 250	Wm. F. Huffman Radio Inc. 143 West Grand Ave. 1340	MBS Wisconsin	(Mrs.) Louise Huffman, p Geo. T. Frechette, g & pmm Bruce G. Beichl, cm James Tighe, pd & nd	Gordon Miller, ce Arnie Strobe, fd Ed Hanson, sd Charlotte Bruener, wd	Cap. AP Col. ..... ..... GE
WFHR-FM 1948	Ch. 277 (B) 103.3mc 2.1kw					..... ..... GE

## WYOMING

<b>CASPER</b>						
KSPR 1930	1470 1,000	Donald Lewis Hathaway 1st & Lennox 407	MBS Intermountain Sears & Ayers	Donald L. Hathaway, p & gm Frederic W. Hufsmith, cm Marcus R. Nichols, pd William F. Shutts, pmm	Duane W. Simons, ce Jean Ann Dunn, nd Frances Cullen, women's editor Jack Moses, sports editor	Wld. UP RCA
KVOC 1946	1230 250	KVOC Bcstg. Co. 1540 S. Wolcott St. 130	ABC	Jack W. Perry, p John R. Bailey Jr., g & cm E. L. Peiss, pd	John Mursu, ce Frank Nagel, nd Barbara Davies, wd	Thes. AP G
<b>CHEYENNE</b>						
KFBC 1940	1240 250 CP: 710 10,000-LS 1,000-N DA-2	Frontier Bcstg. Co. Plains Hotel 4461	ABC McGillvra	Tracy S. McCracken, p W. C. Grove, gm Frank Flynn, cm		
<b>CODY</b>						
KODI 1947	1400 250	Absaroka Bcstg. Co. P.O. Box 319 444		William J. Garlow, p James A. Dumas, gm Mary J. LeClere, cm	Philip Barnhart, pd & ce Joe Proff, pmm	L-W, Wld. AP RCA
<b>LANDER</b>						
KOVE 1950	1230 250	Edward J. Breece P. O. Box 436 488	MBS, KBS Intermountain	Edward J. Breece, p Frank Toomey, gm & ce Maurice Fitzgerald, cm	Clayt Holm, pd & nd (Mrs.) Del McOmie, wd	Cap. UP Col.
<b>LARAMIE</b>						
KOWB 1948	1340 250	Snowy Range Bcstg. Co. Inc. P.O. Box 972 4888	MBS Intermountain Grant	F. O. Rice, p L. O. Smith, gm & pd John Steele, c & pmm & pd	Bob Libbey, ce Eileen Carroll, nd & wd Britt Davis, fd	St. AP Col.
<b>POWELL</b>						
KPOW 1941	1260 1,000 DA-N	Albert J. Meyer 223 E. 2nd St. 222	MBS, KBS Intermountain Avery-Knodel	Albert J. Meyer, p, g & pmm & sd Mel Whitmire, cm	Mary Meyer, pd & wd	SES., Cole UP G
<b>RAWLINS</b>						
KRAL 1947	1240 250	Rawlins Bcstg. Co. Box 511 1003	ABC Columbine	Wm. C. Grove, p Dwight A. Fisher, g & cm Evelyn Barlow, pd	Gordon E. Clark, ce Jack Vagner, sd Jerrl Micheal, wd	..... AP RCA
<b>RIVERTON</b>						
KWRL 1948	1450 250	Joseph P. Ernst Radio Station KWRL 789		J. P. Ernst, o, gm, pd, ce, nd, fd & sd	Mildred V. Ernst, c & pmm & wd	..... AP Col.
<b>ROCK SPRINGS</b>						
KVRS 1938	1360 1,000-LS 500-N DA	Wyoming Bcstg. Co. 1307 Wyoming St. 93	MBS Intermountain	(Mrs.) Marjorie L. McCracken, p & gm Michael Reid, cm & sd	Inogene Parr, pd & pmm Gilbert Mueller, ce John Hardaway, nd	St. AP Col.
<b>SHERIDAN</b>						
KWYO 1934	1410 1,000-LS 500-N	Big Horn Bcstg. Co. 21 N. Main St. 601	MBS Intermountain Avery-Knodel	Jim Carroll, p & gm Don Tannehill, cm Bob Wilson, pd, pmm & nd	Bob Crosthwaite, ce Lew Shank, sd Nova Spracklin, wd	L-W UP RCA
<b>TORRINGTON</b>						
KGOS 1950	1490 250	Joseph P. Ernst Radio Station KGOS 567		Joseph P. Ernst, o, cm, pd, pmm, ce, nd, fd, sd & wd		..... UP Col.
<b>WORLAND</b>						
KWOR 1946	1490 250	Joseph P. Ernst P.O. Box 92 303	KBS	Joseph P. Ernst, o Mildred V. Ernst, cm		



# Directory of BROADCASTING STATIONS OF U. S. POSSESSIONS AND TERRITORIES

(Data corrected to December 6, 1950)

## ALASKA

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations		Transc. Library News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
<b>ANCHORAGE</b>						
KBYR 1948	1240 250	Aleutian Bcstrs. Box 1960 3-4433	Cooke	Douglas Sparks, d		Cap., Mac INS, UP
KENI 1948	550 5,000	Midnight Sun Bestg. Co. Lathrop Bldg. 20301	ABC, MBS, NBC Don Lee Young	Miriam Dickey, p A. G. Hiebert, gm Frank O. Brink, pd & pmm Jack M. Walden, ce	Jack Borges, nd Ed Stevens, sd Ruth Briggs, wd	Assoc. AP, UP RCA
KFQD 1924	790 5,000	Wm. J. Wagner 830 Securities Bldg. Seattle, Wash. Seneca 6333	CBS, NBC, KBS Pan American & Scott	Wm. J. Wagner, o & gm Wm. Warner, asst. m Chas. Mohler, ce		L-W AP RCA
<b>FAIRBANKS</b>						
KFAR 1939	660 10,000	Midnight Sun Bestg. Co. Lathrop Bldg. East 380	ABC, MBS, NBC Young	Miriam L. Dickey, p Alvin O. Bramstedt, gm Arvid Erickson, cm Audree Vance, prnm	Richard Greuel, pd Jay Bickel, ce Gilbert Wellington, nat'l sim Loren T. Oldroyd, fd	Cap. AP, UP RCA
KFRB 1948	1290 5,000	Wm. J. Wagner 830 Securities Bldg. Seattle, Wash. Seneca 6333	CBS, NBC, KBS Pan American Scott	Wm. J. Wagner, o & gm Jack MacCahill, sm		L-W AP RCA
<b>JUNEAU</b>						
KINY 1935	1460 5,000	Wm. J. Wagner 830 Securities Bldg. Seattle, Wash. Seneca 6333	CBS, NBC KBS Pan American Scott	Wm. J. Wagner, o & gm John Ashbaugh, sm Richard Peter, pd	Charles Gray, ce	L-W AP
<b>KETCHIKAN</b>						
KTKN 1942	930 1,000	Wm. J. Wagner 830 Securities Bldg. Seattle, Wash. Seneca 6333	CBS, NBC KBS Pan American Scott	Wm. J. Wagner, o & gm James Kemp, ce		L-W AP Col.

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

# VITAL SALES VOICES of the **NEW ALASKA!**

Most potent sales force in all Alaska is the powerful KFAR-KENI combination. No other advertising medium can as effectively tap the new riches of this fast-growing new market of above average consumers.

\* NEW people . . . NEW money . . . and growing bigger and bigger! The Census Bureau reports Alaska's population gain over the last 10 years at 77% (56,119 to 128,643). A 14-story skyscraper approaches completion in Anchorage. Building activity in Fairbanks increased 2000%, 1950 over 1949. As of December, 1950, contracts for \$179,000,000 additional defense projects had been announced—and more to come! . . . all permanent construction with about one-half the money going directly into wages. It's the Gold Rush again for sure. Stake your claim now—on KFAR-KENI, covering 78% of Alaska's total population in an area that accounted for 95% of Alaska's phenomenal growth over the last ten years.

## MIDNIGHT SUN BROADCASTING CO.

<b>KFAR, FAIRBANKS</b> 10,000 Watts, 660 KC	<b>KENI, ANCHORAGE</b> 5,000 Watts, 550 KC
(Sold separately—or in Combination at 20% Discount)	
GILBERT A. WELLINGTON, Nat'l Adv. Mgr. 5546 White-Henry-Stuart Bldg., Seattle	ADAM J. YOUNG, Jr., Inc., East. Rép. New York • Chicago

**AFFILIATES**

**NBC - ABC - MUTUAL** DON LEE

Executive Abbreviations

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; Transc. Library News Service; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. Transmitter

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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.	Transc. Library News Service Transmitter
<b>SEWARD</b>					
KIBH 1948	1340 250	Wm. J. Wagner 830 Securities Bldg. Seattle, Wash. Seneca 6333	CBS, NBC KBS Pan American Scott	Wm. J. Wagner, o. g & cm Justin Stauter, sm Al Horton, ce	AP RCA
<b>SITKA</b>					
KALA 1950	1400 250	Baranof Enterprises Inc.			
KIFW 1949	1230 250	Wm. J. Wagner 830 Securities Bldg. Seattle, Wash. Seneca 6333	CBS, NBC KBS Pan American Scott	Wm. J. Wagner, o & gm Von Postel, sm Richard M. Nicholas, ce	L-W AP RCA

**HAWAII**

<b>HILO</b>						
KHBC 1936	970 1,000	Hawaiian Bcstg. System Ltd. P. O. Box 1476 4616	CBS Free & Peters	J. Howard Worrall, p C. T. Thurmonst, sm D. W. Rose, cm	Robert W. Moore, ce	Wld. St. AP, UP, INS RCA
KILA (CP)	850 1,000	Island Bcstg. Co.				
KIPA 1947	1110 1,000	Big Island Bcstg. Co. Ltd. 140 Haili St. 2177	Aloha Walker	A. H. Green, p, g & cm Wright Esser, pd Harold Marques, ce	Chas. Crockett, nd Joe Rose, sd	L-W UP RCA
<b>HONOLULU</b>						
KGMB 1929	590 5,000	Hawaiian Bcstg. System Ltd. 1534 Kapiolani Blvd. 90914	CBS Free & Peters	J. Howard Worrall, p Fitz Donnell, sm		St., Wld.
KGU 1922	760 2,500 L-WJR	Advertiser Pub. Co. Ltd. P. O. Box 311 52977	NBC Katz	Lorain P. Thurston, p Marion A. Mulroney, gm & ce William O. Faine, cm Owen Cunningham, pd	Margaret Taff, pmm John Torbert, nd Lee Hirschland, sd Jane Allen, wd	Thes. UP
KHON 1946	1380 5,000	Aloha Bcstg. Co. Ltd. P. O. Box 1380 95295	Aloha Walker	R. M. Fitkin, p Ira G. Mercer, sm & ce (Mrs.) Lynn Soon, pd	Rex Willis, nd Joe Rose, sd Christmas Early, wd	Cap., L-W UP RCA
KIKI 1950	860 250	KIKI Ltd. P. O. Box 692 50666	ForJoe	Royal V. Howard, o, p, gm & ce Wm. B. Meyers, asst. g & cm A. R. Goodwin, pmm	Clair Weidenaar, pd	L-W AP GE
KPOA 1946	630 5,000	Island Bcstg. Co. Box 3499 55911	MBS, LBS Hollingbery	John D. Keating & J. Elroy McCaw, ptrns. John Keating, gm Fin Hollinger, cm	Frank Valenti, pd & sd Carlos Rivas, pmm Bob Bird, ce	UP WE
KULA 1947	690 10,000	Pacific Frontier Bcstg. Co. Ltd. 1525 Kapiolani Blvd. 90926	ABC Avery-Knodel	Jack Burnett, p & gm Irving Phillips, loc. slm Hugh LaRue, pd Charles Christianson, pmm	Richard S. Smith, ce Bill Daniels, nd & sd Jacquelyn Gray, wd	St. UP RCA
<b>LIHUE</b>						
KTOH 1940	1490 250	Garden Island Pub. Co. Box 1748 361	Walker Aloha	Charles J. Fern, p & gm Dwight Mossman, cm Raymon K. Sasaki, pd Katashi Nose, ce	Clarence Mike Ashman, sm Charles E. Cherry, sd Sabine Ehlers, wd	St. UP Col.
<b>WAILUKU</b>						
KMVI 1947	550 1,000	Maui Pub. Co. Ltd. Box 374 981	Aloha Walker	J. Walter Cameron, p Ezra J. Crane, gm Charles C. Young, cm Richard E. Mawson, pd W. J. Belknap, pmm	Ronald Miyahira, ce Earl Tanaka, nd Wilson P. Cannon Jr., sd Phyllis Bradley, wd	L-W, St., Cole UP RCA
<b>WAIPAHO</b>						
KAHU 1950	920 1,000	Rural Bcstg. Co., Ltd. 420 National Bldg. 412-835	O'Connell	Victor Eckland, p & gm Arthur Sedgwick, cm Ed Marion, pd Frank W. Fitch Jr., ce	Harry En Chu, treas. Curt Butler, nd Louis Huffa, sd	Cap. AP RCA

**PUERTO RICO**

<b>AQUADILLA</b>						
WABA (CP) 1947	1240 250	Hector Reichard				
<b>ARECIBO</b>						
WCMN 1947	1280 1,000	Caribbean Bcstg. Corp. P. O. Box 755 589		Aristides Santoni, p Nabal Barreto, gm Francisco López Oronoz, cm	Rafael Escribano Jr., pd José Soler, ce	Ray.
WKUM 1946	1070 25,000 DA-1	American Colonial Bcstg. Corp.				
<b>BAYAMON</b>						
WENA 1947	1560 250	Bayamon Bcstg. Corp. Box 157 161		Dr. Alberton Diaz Atilas, p D. Diaz Alejandro, g & cm Juan Alfredo Arias, ce		G
<b>CAGUAS</b>						
WJFR (CP) 1947	1240 250	Jorama—Fer Radio Corp.				
WRIA 1947	1450 250	Inter-American Radio Corp.; Caguas; 678				
WVJP 1947	1110 250	Borinquen Bcstg. Co. Box 207 789		Hector Pereira Buonomo, gm Alicia P. Graf, asst. gm Jorge Luis Arzuaga, cm Ramon Mojica Sola, pd	Federico E. Virella, pmm Pedro Luis Jimenez, ce Cruz Iglesias, nd Juan Rodriguez Diaz, fd	Wld. RCA
<b>FAJARDO</b>						
WMDD 1947	1490 250	Madrado & Diaz P. O. Box 187 132		Agustin R. Camunas, gm		
<b>GUAYAMA</b>						
WXRF 1948	1590 1,000	Rafael Fuster Calle Hostos #42 243		Rafael Fuster, o Charles Cordero, gm Jose Colon Melendez, pd	J. H. Conesa, act. ce	G

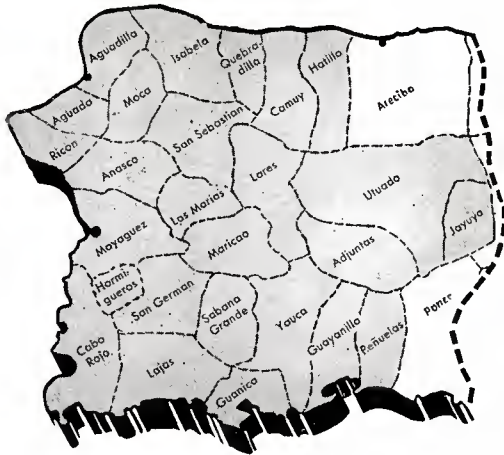


PUERTO RICO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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. pām; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library News Service Transmitter
<b>MAYAGUEZ</b>						
W A E L 1948	1400 250	Mario Acosta Iglesia No. 12 799		Mario Acosta, o & m Alfonzo Pagan, pmm		
W K J B 1946	710 1,000-LS 500-N	Jose A. Bechara Jr. Box 1293 983	Inter-American	José A. Bechara Jr., p Arturo Cortes, gm Jimmy Sanjurjo, cm Alberto Basora Suárez, pd	Rafael Colón Díaz, pmm Henry Fischback, ce Isauro Román, studio tech.	RCA
W O R A 1947	1150 1,000 CP: 5,000 DA	Radio Americas Corp. 1150 Guanajibo Ave. 1150	Guzman	Alfredo Ramirez de Arellano Jr., p & gm María Alvarez de Moran, cm Ramón S. Olivencia, pd	Reinaldo M. Dupont, asst. m Edgar S. Olivieri, ce Osvaldo Avilés Rodriguez, pmm	AP GE
W P R A 1937	990 10,000 DA-1	Puerto Rico Adv. Co., Inc. Box 869; 869		Andres Camara, p & gm Virginia Di Cristina, cm Ismael Torrellas, pd Esteban Rosado Baez, pmm & nd	Luis E. Freyre, ce & sd Tim Rodriguez, ce	
W T I L (CP)	1,300 1,000	Mayaguez Radio Corp.				
<b>PONCE</b>						
W P A B 1940	1370 5,000 CP: 550 5,000-LS 1,000-N	Porto Rican American Bcstg. Co. Inc. P. O. Box 786; 783	Inter-American	Carlos C. Clavell, p A. Giménez-Aguayo, gm Radames Mayoral, cm	Eliseo Borrero, pd Carlos R. Mercado, ce	AP RCA
W P R P 1950	910 5,000 DA-1	Voice of Porto Rico Inc. P. O. Box 430 1015	Guzman	Guillermo Marqués, p Celso E. García, gm Antonio Miro, c & pmm	Harold Zayas Torres, pd Jose Arzuaga, ce Pedro Juan García T., sd Nilda de Gonzalez, wd	G
<b>RIO PIEDRAS</b>						
W R I O 1949	1140 1,000-LS 500-N CP: 1320 1,000	The Master Bcstg. Corp. Gomez Bldg. Hato Rey 1096		Isidro Quinones Vidal, p Julio Morales Ortiz, vp & m & ce José R. Camacho Rabelo, adm. asst. to vp & nd	Waldemar Pilot Picon, adm. asst. to vp Carlos de Jesús, sd Alicia Moreda Tuya, wd	Col.
W W W W 1949	1520 250	Frank A. Gandia Box 935 1098		Frank A. Gandia, p, g & cm & pd Fernando Salazar, ce Oscar Gandia, sd		
<b>SAN JUAN</b>						
W A P A 1947	680 10,000	Jose Ramon Quinones 357 Ponce de Leon Ave. 3-1010	ABC, MBS Clark	José Ramón Quinones, p Harwood Hull Jr., gm Segismundo Quinones, cm Emilio H. Medrano, pd Jose A. Fernandez, ce	Jose Arnaldo Meyners, nd Guillermo Atilés, fd Pedro Vázquez, sd Vilma Carbia, wd	Thes. RCA

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

OPEN THE **SALES DOOR** TO WESTERN PUERTO RICO . . .



WITH **W O R A**, MAYAGUEZ

To sell the rich WORA area, you must advertise there! And rich indeed is this market of 26 counties—with 29% of the island's population, 23% of the radio homes, 21% of the refrigerators—and 26% of the island's entire retail sales!

Station WORA stresses **good programming, full and immediate news coverage, sales action** for your advertising!

For more information, contact

RADIO AMERICAS CORPORATION  
Mayaguez, Puerto Rico

MELCHOR GUZMAN COMPANY, INC.  
45 Rockefeller Plaza  
New York 20  
Circle 7-0624

Advertising Representative  
in U. S. and Canada

JUST OUT! New WORA Market Brochure . . . 16 pages of timely, fact-packed data on marketing and advertising in Western Puerto Rico. Yours for the asking!

# Si Señor - 1ST AGAIN



## WAPA is 1ST AGAIN... IN

**PUERTO RICO ... POPULARITY  
PROGRAMS ... PERFORMANCE**

# WAPA

10,000 WATTS

... and Puerto Rico, 1st. in number of radio homes per 1000 in the Caribbean, is a 1st. class market buying over \$350,000,000 worth of U. S. goods annually.

HARWOOD HULL, General Manager WAPA P. O. Box 4563, San Juan, Puerto Rico.

U.S. Representatives CLARK-WANDLESS-MANN, INC. 205 East 42nd Street, New York 17, New York.

BROADCASTING • Telecasting

1951 Yearbook Number • Page 335

DIRECTORY OF AM & FM STATIONS OF U. S. POSSESSIONS AND TERRITORIES

PUERTO RICO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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	Transc. Library News Service Transmitter
<b>SAN JUAN—(Continued)</b>						
WIAC 1942	580 5,000	Radio Station WIAC Inc. Ponce de Leon 654 2-0014	Guzman	(Mrs.) Urania Abarca, p Tomas Muniz, g & cm Francisco Rodriguez, pd Ester Pales, pmm & wd Alfonso Sanchez, ce	Enrique Abarca, vp José Perez Muros, nd Juan Maldonado, sd	St. RCA
WIPR 1949	940 10,000-DA-1	Dept. of Education 1310 Ponce de Leon Ave. 2-3218		Mariano Villaronga Toro, p José A. Buitrago, sta. d Francisco Arrivi, pd Pedro Luis Jiménez, ce	Olga H. Gómez, adm. asst. Ismael Delgado, nd Isabel Cortés, wd	Wld. R WH
WITA 1947	1400 250	Electronic Enterprises Inc; P. O. Box 3726		Fermin F. Bonni, studio d William H. Montalvo, cm		
WKAQ 1922	620 5,000-DA-1	Angel Ramos P. O. Box 3746 2-2023	CBS Inter- American	Miquel Cuetara, gm		Assoc. UP
WNEL 1934	860 5,000 DA-1	WNEL Inc. 960 Ponce de Leon Ave.	NBC Weed	Juan Piza, p & gm R. Blanco, m C. Fraticelli, slm		L-W
<b>SANTURCE</b>						
WIBS 1947	740 10,000 DA-1	WIBS Inc. P. O. Box 4809 2-1558	Pan American	Manuel S. Martinez, g & cm Jose Luis Torregrosa, pdm		
WIPR 1949	940 10,000 DA-1	P. R. Communications Authority Santurce; 2-3010		Jose A. Buitrago, sta. d		Wld. R

VIRGIN ISLANDS

CHARLOTTE AMALIE, St. Thomas

WIVI (CP)	1230 250	Radio American West Indies		Edward M. Vickers, Gen. Mgr. & Tech. Supvr.	R. E. Higdon, Chief Engr.	
WSTA (CP)	1340 250	William N. Greer Box 538 489		Wm. N. Greer, o, m & ce Nellie Greer, cm Ron de Lugo, pd	Carbys Saxe, pmm	SES., L-W AP
WSTB (CP)	1090 250	John W. Boler				

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

Directory of  
BROADCASTING STATIONS IN CANADA

(Data corrected to December 6, 1950)

ALBERTA

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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	Transc. Library News Service Transmitter
<b>CALGARY</b>						
CFAC 1922	960 5,000 DA-N	Calgary Bcstg. Co. Ltd. Greyhound Bldg. 61036	CBC All-Canada Weed	H. R. Carson, gm A. M. Cairns, m A. R. MacKenzie, cm Don MacMillan, pd R. J. Tregillus, pmm	Earl Connor, ce Joe Carbury, sd Larry Heywood, nd Brenda Cordwell, wd	Assoc., Thes., Wld. PN, BUP RCA
CFCN 1922	1060 10,000-DA-N	The Voice of the Prairies Ltd. Toronto General Trusts Bldg. 2-1161	CBC Radio Representa- tives Young	H. G. Love, p & gm E. H. McGuire, cm Jas. A. Love, pd G. L. Carter, pmm	R. W. Lamb, ce John Stout, nd Henry Viney, sd Dora Diney, wd	St., L-W, Cap. PN, BUP RCA
CKXL 1927	1140 1,000	Albertan Bcstg. Co. 210 9th Ave. West 61140	Cooke	G. Maxwell Bell, p Fred R. Shaw, gm E. K. Elton, cm John R. Stewart, pd	Peter Webb, pmm Ross L. Craig, ce F. R. Turner, office m	BUP RCA
<b>EDMONTON</b>						
CBX 1948	1010 50,000	Canadian Bcstg. Corp. Macdonald Hotel	CBC	Dr. Augustin Frigon (CBC), gm E. A. Weir (CBC), cm Dan E. Cameron, m Ron C. Fraser (CBC), d press & info. ser.	D. C. McArthur (CBC), nd Gordon W. Olive (CBC), d gen. enrg. A. R. Kemp, (CBC) fd	BUP, R, CP
CFRN 1934	1260 5,000	G. R. A. Rice 109 CPR Bldg. 22101	CBC Radio Repre- sentatives Young	G. R. A. Rice, p & gm A. J. Hopps, asst. m G. A. Duffield, prod. m F. G. A. Makepeace, ce	D. Atkinson, secy.-treas. Eve Henderson, wd A. G. Williams, sd & nd	St., L-W, United PN, BUP RCA
CHFA 1949	680 5,000 DA-1	Radio Edmonton Ltd. 10012-109 St. 42157	Renaud Inland	Dr. L. O. Beauchemin, p J. A. Gallant, gm Louis Hiller, cm	Fernand Ippersiel, pd Gordon L. Sadler, ce	PN RCA
CJCA 1922	930 5,000 DA-N	Edmonton Bcstg. Co. Ltd. 10113-104th St. 26131	CBC All-Canada Weed	Gerry Gaetz, gm Rolfe Barnes, asst. m Dait Elton, pd	Win Sutton, pmm Joe MacKenzie, cm Frank Hollingsworth, ce	Wld., Thes., St. PN, BUP Marc.
CJCA-FM 1949	Ch. 258 99.5mc 0.414kw					
*CKUA 1927	580 1,000	University of Alberta Provincial Bldg. 22191		John G. Langdon, gm Ivor D. Roberts, pd William Pinko, ce	A. A. Ward, sd R. G. Nightingale, nd	Assoc. PN RCA
CKUA-FM 1948	Ch. 251 98.6mc 0.25kw					GE

Data corrected to Dec. 6, 1950. If executives or services for FM or TV are same as AM affiliate names are not repeated. FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.