

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

(For complete listing of Tv Stations see TELECASTING Yearbook)

## ALABAMA

### MARKET DATA BY COUNTIES

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger Cars 1956
Autauga	18,186	3,830	\$6,221	\$1,848	\$236	3,885
Baldwin	40,997	10,950	32,568	8,498	1,043	14,058
Barbour	28,892	5,950	14,823	3,644	508	4,647
Bibb	17,937	3,810	8,558	2,275	312	3,054
Blount	28,975	6,470	13,033	2,712	240	5,525
Bullock	16,054	3,120	5,618	1,684	185	1,978
Butler	29,228	6,030	15,535	4,357	423	5,566
Calhoun	79,539	21,790	74,607	18,599	1,583	27,308
Chambers	39,528	9,000	16,178	6,379	523	10,099
Cherokee	17,634	3,670	6,373	1,008	90	4,357
Chilton	26,922	6,130	15,205	4,235	349	5,868
Choctaw	19,152	3,880	6,593	779	41	2,761
Clarke	26,548	5,780	22,456	4,508	635	5,429
Clay	13,922	2,770	7,978	2,284	221	3,306
Cleburne	11,904	2,490	5,373	966	98	2,925
Coffee	30,720	6,730	18,836	4,494	472	8,738
Colbert	39,561	10,850	36,047	9,630	985	13,384
Conecuh	21,776	4,070	8,025	2,123	213	3,101
Coosa	11,766	2,380	2,696	976	167	2,533
Covington	40,373	9,390	27,702	7,141	1,241	11,032
Crenshaw	18,981	4,110	7,638	1,802	79	3,285
Cullman	49,046	11,260	30,964	4,274	677	13,747
Dale	20,828	4,450	10,874	4,181	417	6,582
Dallas	56,522	13,900	42,250	10,227	1,508	14,170
De Kalb	45,048	10,570	19,823	4,555	594	10,438
Elmore	31,649	6,780	14,748	3,758	302	7,734
Escambia	31,443	6,880	26,651	5,437	834	8,347
Etowah	93,982	26,810	81,843	22,047	2,390	30,825
Fayette	19,388	4,010	9,527	2,037	226	4,368
Franklin	25,705	5,780	14,852	3,021	410	5,886
Geneva	25,899	5,650	15,457	4,793	387	5,868
Greene	16,482	3,040	7,005	1,064	138	2,036
Hale	20,832	4,110	6,826	1,411	134	2,870
Henry	18,674	3,510	9,922	2,544	244	3,423
Houston	46,522	11,750	49,047	1,038	1,231	14,061
Jackson	38,998	8,130	14,969	3,877	458	7,957
Jefferson	558,928	165,040	607,803	42,033	16,699	172,552
Lamar	16,441	3,370	6,324	1,223	224	3,811
Lauderdale	54,179	14,420	48,185	10,323	1,450	16,817
Lawrence	27,128	5,800	6,978	1,855	329	4,602
Lee	45,073	10,440	29,362	8,289	1,048	10,313
Limestone	35,766	7,340	13,035	4,815	377	8,461
Lowndes	18,018	3,160	6,085	686	67	2,138
Macon	30,561	6,110	10,770	3,549	249	4,583
Madison	72,903	19,910	67,762	15,965	1,902	25,078
Marengo	29,494	6,080	15,823	3,709	383	4,356
Marion	27,864	6,180	12,893	2,642	356	5,591
Marshall	45,090	11,130	39,042	7,156	1,058	13,422
Mobile	231,105	69,720	261,128	64,846	9,177	80,449
Monroe	25,732	4,960	12,458	3,084	217	4,487
Montgomery	138,965	40,760	176,069	32,189	4,854	48,563
Morgan	56,924	13,760	41,192	10,212	1,154	14,670
Peary	20,439	3,340	8,849	2,046	230	2,917
Pickens	24,349	4,670	11,328	2,630	474	4,318
Pike	30,608	6,740	17,044	3,531	605	5,946
Randolph	22,513	4,660	9,570	2,173	255	4,777
Russell	40,364	9,880	16,235	5,945	440	12,127
St. Clair	26,687	6,070	12,375	3,399	339	6,390
Shelby	20,362	7,190	15,106	4,539	319	7,303
Sumter	23,610	4,640	7,531	1,506	197	3,308
Talladega	63,639	15,410	44,007	12,276	1,270	15,810
Tallapoosa	35,074	8,310	25,687	7,288	879	9,048
Tuscaloosa	94,092	22,750	67,818	16,454	2,477	24,571
Walker	63,769	14,640	29,538	8,534	868	13,498
Washington	15,612	3,030	5,098	1,362	80	2,914
Wilcox	28,476	4,150	6,904	1,300	74	2,266
Winston	18,250	3,760	8,273	1,889	289	3,696
Total	3,061,743	766,950	\$2,351,870	\$560,283	\$67,734	819,952

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

### DIRECTORY OF AM AND FM STATIONS

City	Chan. or Freq.	Licensee Headquarters Telephone	Network	Station Rep.	Executives
<b>ALBERTSVILLE (Marshall County)</b>					
WAVU	630	Sand Mt. Bcstg. Service		Pat M. Courington, p, gm	
248	1,000-D	P. O. Box 411		Jim Thompson, cm	
		Ala. Community		Bill Hagler, pd, nd	
				Gene Killian, ce	
				Jesse Culp, fd	
WAVU-FM	105.1mc				
1949	4.7kw				

Executive Abbreviations: Owner 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. pm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.  
Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.  
FM's in *italics*. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

#### ALEXANDER CITY (Tallapoosa County)

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

WRFS-FM	106.1mc		
1949	4.6kw		

#### ANDALUSIA (Covington County)

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

WCTA-FM	98.1mc		
1950	10kw		

#### ANNISTON (Calhoun County)

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

WHMA	1450	Anniston Bcstg. Co.	Harry M. Ayers, p
1938	250	Radio Bldg.	Rosebud Waldrop, cm
		Adams 6-7545	Rosamond Ponder, pd
		ABC	W. Hall Wray, pmm
		Alabama Bcstg.	James A. Hudson, ce
		Sears & Ayer	George Rutledge, sd

WHMA-FM	100.5mc		
1947	3.6kw		

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

#### ATHENS (Limestone County)

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

#### ATMORE (Escambia County)

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

#### AUBURN (Lee County)

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

#### BAY MINETTE (Baldwin County)

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

#### BESSEMER (Jefferson County)

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

#### BIRMINGHAM (Jefferson County)

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

WAFM(FM)	99.5mc		
1946	72kw		

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

WBRC-FM	106.9mc		
(CP)	15kw		

# ALABAMA

City	Call Letters	Chan. or Freq.	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>BIRMINGHAM (Cont.)</b>				
WCRT	1260	1,000-D	Chapman Radio & Tv Co. 725 S. 22nd St. 7-3019	W. A. Chapman, co-o G. K. Chapman, co-o, ce Rudy Clark, gm, cm Don Kirkpatrick, nd, sd Arlene Voudrie, wd
WEDR	1220	1,000-D	Edwin H. Estes 1417 4th Ave. N. 4-0925 Pearson	William R. Kennedy, gm
WEZB	1320	1,000-D	Gene Newman Radio Inc. Tutwiler Hotel 44641	Gene Newman, p, gm Caines Allen, cm Ward McIntyre, pd Vearl Cicero, ce Leroy Garrett, nd
WILD	850	10,000-D 1,000-N DA-N	Gordon Ala. Bcstg. Co. 1901 Montgomery Hwy. 4-4511 MBS Weed	Sherwood R. Gordon, p Thomas W. Thuman, vp, mgng dir Bill Burns, pd Arthur Plaut, pmm Raymond Lowery, ce George Bell, sd, nd
WJLD	1400	250	Johnston Bcstg. Co. 1817 11th Place S.	George Johnston Jr., p James E. Connolly, gm
WJLN-TV (CP)	54.3466		Rambeau	C. Otis Dodge, cm Harry Herrod, pd, nd Willie McKinstry, pmm Cliff Goggins, ce
WJLN-FM	104.7mc	23kw	(WJLD, Am Affiliate)	
WLBS	900	1,000-D	WLBS Inc. P. O. Box 2190 54-2541	Mrs. C. G. Puett, o, p W. L. Steadman, slm Grady Puett, pd Cordon Bishop, ce Bill Steadman, nd
WSGN	610	5,000-D 1,000-N DA-N	Winston-Salem Bcstg. Co. 2320 7th Ave. S. 4-3434 ABC Venard, Rintoul & McConnell	James W. Coan, p Ben K. McKinnon, gm Henry Sullivan, cm Horace Pumphrey, pd Joyce Savage, pmm Emmett J. Smith, ce
WVOK	690	50,000-D DA-D	Voice of Dixie Inc. P. O. Box 2468 6-2924 Radio-Tv Reps	Iralee W. Benrs, p, gm Ira Leslie, sls dir, pd, pmm R. C. Blaskow, ce Dan Brennan, nd, fd Joan Foster, wd
<b>BREWTON (Escambia County)</b>				
WEBJ	1240	250	Brcwton Bcstg. Co. 1000 MBS KBS Dora-Clayton	W. Emmett Brooks, p, gm Charles E. Land, cm Helen Aughtman, pd Joseph A. Sikes, ce Bill Brooks, sd
<b>CARROLLTON (Pickens County)</b>				
WRAG	590	1,000-D	Pickens County Bcstg. Corp. P. O. Box 71 2364 KBS	R. E. Hook, p James Carl Sauceman, gm
<b>CLANTON (Chilton County)</b>				
WKLF	980	1,000-D	Southeastern Bcstg. Co. 448 KBS Alabama Bcstg.	J. Kelley Robinson, p Leland Hudson, gm, cm, nd, sd Helen Parrish, pd, pmm, wd Lester Carter, ce Curtis Harris, fd
WKLF-FM	100.9mc	0.37kw		
<b>CULLMAN (Cullman County)</b>				
WFMH	1460	5,000-D	Voice of Cullman 206 2nd Ave. E. 910	B. C. Eddins, p, gm V. E. Waters, pd J. D. Hardeman, fd Virginia Barnes, wd
WFMH-FM	101.1mc	5.3kw		
WKUL	1340	250	Cullman Bcstg. Co. P. O. Drawer 629 868 MBS KBS	Hudson C. Millar Jr., o, gm, cm Robert Bingham, pd, pmm Arthur Bachmann, ce James Miller, nd, sd Norman Ragsdale, fd Katherine Knighten, wd
<b>DECATUR (Morgan County)</b>				
WAJF	1490	250		J. B. Falt Jr., o 112 Grant St. S. E. 4016 Alabama Bcstg. Dixie Land
1953				
WHOS	800	1,000-D		North Alabama Bcstg. Co. Masonic Bldg. 931 Clark
1948				
WHOS-FM	92.5mc	8.6kw		
1951				
WMSL	1400	250		Tennessee Valley Radio & Tv Corp.
1935				
WMSL-TV	802	MBS		Louis C. Blizzard, sm, nd Alvin Millwool, ce Gene Harwell, sd
<b>DEMOPOLIS (Marengo County)</b>				
WXAL	1400	250		Demopolis Bcstg. Co. 400 MBS KBS
1948				
<b>DOTHAN (Houston County)</b>				
WAGF	1320	1,000 DA-N		Dothan Bcstg. Co. 204 1/2 E. Main St. 2-9100 McClivra
1952				
WDIG	1450	250		Houston Bcstrs. 208 N. Oates St. 3-4100 ABC Mutual Best
1947				Jess Swicegood, p, gm, cm Ralph Burgess, pd, nd Wiley Grissom, ce Luther Moore, sd
WOOF	560	5,000-D		The Wool Trust Columbia Hwy. 3-0560 KBS Clark
1948				Agatha Gay, gm R. A. Dowling, sm, pd, pmm Arthur Gay, cm John Hubbard, ce Gene Ragan, fd Sonny Harris, sd
<b>ENTERPRISE (Coffee County)</b>				
WIRB	1230	250		Wiregrass Bcstg. Co. 30 Dothan Highway
1948				R. E. James, co-o & gm Ralph M. Stanford, co-o Fred S. Watson, cm
<b>EUFAULA (Barbour County)</b>				
WULA	1240	250		L. H. Christian & C. A. McClure P. O. Box 301 744 KBS
1948				L. H. Christian, co-o C. A. McClure, co-o, mgr, ce
<b>EVERGREEN (Conecuh County)</b>				
WBLO	1470	1,000-D		Evergreen Bcstg. Co. c/o WEBY Milton, Fla.
(CP)				
<b>FAYETTE (Fayette County)</b>				
WWWF	990	1,000-D		Bankhead Bcstg. Co. Jasper, Ala. 2-3461 KBS Best
1949				W. W. Bankhead, p Jack Black, gm James Dickinson, ce
<b>FLOMATON (Escambia County)</b>				
WTCB	990	500-D		Tri-City Bcstg. Co. P. O. Box 386 2466 Best
1953				William I. Kline, p Sam B. Ford, gm, sd Milliard L. Harris, cm, pmm Paul S. Wood, pd, nd Hoyt T. Bonds, ce Leo Warren, fd
<b>FLORENCE (Lauderdale County)</b>				
WJOI	1340	250		Florence Bcstg. Co. 850 S. Court (1) 2608 MBS Alabama Bcstg.
1945				Joe T. Van Sandt, p, gm Jim Connolly, cm George Manush, pd, pmm, sd Paul Shannon, ce Judy Rutledge, nd, fd, wd
WOWL	1240	250		Radio Muscle Shoals Inc. P. O. Box 634 Atwater 2-7711 ABC Alabama Bcstg. Rambeau Dora-Clayton
1945				Richard B. Biddle, p, pmm Ronald Walker, gm Jack Worley, cm Melvin Hunt, pd, nd Lawrence Rohing, ce Ronald Fuller, sd
<b>FOLEY (Baldwin County)</b>				
WHEP	1310	1,000-D		Alabama-Gulf Radio Inc. P. O. Drawer F Whitehall 3-7131 Alabama Bcstg.
1953				Howard E. Pill, p Ralph O. Howard, gm James E. Stewart, sm Dick Killebrew, pmm Robert Switzer, ce Doris Rich, nd, wd

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.

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**FORT PAYNE (DeKalb County)**

WFPA 1949	1400 250	Geo. Gothberg's Community Bcstg. Co. Radio Ranch Box 391 643 Alabama Bcstg. Best	George Gothberg, o, p Ozelle Gothberg, gm Adis Childers, cm Paul Helms, ce, pdm Doug Helderfield, pmm Paul White, sd
WZOB 1950	1250 1,000-D	Glenn M. Gravitt P. O. Box 255 1250 KBS Alabama Bcstg.	Glenn M. Gravitt, p, gm N. B. Haston, cm Jack Dobbs, pd, nd F. L. Pierce, pmm Jess R. Moore, ce, fd Adrian Gibson, sd

**GADSDEN (Etowah County)**

WCAS 1947	570 1,000-D	Etowah Bcstrs. Inc. 750 Forrest Ave. 6-9301 MBS	Charles A. Smithgall, p John P. Kirby, gm Ray Estes, cm Edward R. Reilly, pd David Vowell, pmm W. G. Anderson, ce
WETO 1950	930 1,000-D	Gadsden Radio Co. 722 S. 12th St. 6-9201 KBS McGillvra	Cary L. Graham, o, p Mac M. Thomas, gm Jim Trippe, slm Velma Mote, pd Quinlene Martin, pmm Calvin C. Williamson, ce
VGAD .947	1350 5,000-D 1,000-N DA-N	Cosa Bcstg. Co. P. O. Box 351 LI-6-1611 ABC Rambeau Dora-Clayton	William A. Mapes, p, gm Arling Brooks, cm Billie Cornelius, pd, nd, fd, sd Dick Biddle, natl slm Oscar Pcdon, pmm Hailey D. Williams, ce

**GENEVA (Geneva County)**

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

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

WGSV 1950	1270 1,000-D	KBS Dixieland Best Guntersville Bcstg. Co. P. O. Box 32 4131 KBS	H. E. Moore, p E. Z. Carrell, gm, cm, pd, pmm Lavelle Jackson, ce, fd Dick Godfrey, nd, sd Margaret Henderson, wd
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**JALEYVILLE (Winston County)**

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

WERH 1950	970 5,000-D	Hugh J. Fite 3481 KBS Best	Hugh J. Fite, o Charles B. Tucker, cm, pmm, ce Edgar L. Clayton, pd, fd Johnie Lott, nd, sd
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**HARTSELLE (Morgan County)**

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

WEZB 1953	1320 1,000-D	(See Birmingham listing)	
WJLD 1942	1400 250	(See Birmingham listing)	

**HUNTSVILLE (Madison County)**

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

**JACKSON (Clarke County)**

WPBB 1950	1290 1,000-D	Jackson Bcstg. Co. P. O. Box 128 2413 MBS KBS Indie	T. H. Gaillard Jr., p, gm Ben Haskew, cm Charles Ballas, pd, pmm, nd Jim Eves, ce Ben Briggs, sd Dora Lee Clay, wd
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**JASPER (Walker County)**

WARF (CP)	1240 250	Walker County Bcstg. Co. P. O. Drawer 620 Cullman, Ala. 1809-B 4th Ave. KBS	Hudson C. Millar Jr., p Robert B. Bingham, gm, nd, sd James M. Waldrop, cm, pmm Norman Ragsdale, pd, fd Arthur Bachmann, ce Inez Ellison, wd
WWWB 1946	1360 1,000-D	Bankhead Bcstg. Co. P. O. Box 622 Fulton 4-3461 KBS	W. W. Bankhead, p Wm. C. Edgemon, gm, pmm J. L. Sartain Jr., cm, nd Marion B. Grant, pd, wd David Vanzandt, ce, fd Fred Norris, sd

**LANETT (Chambers County)**

WRLD 1941	1490 250	Valley Bcstg. Co. 602 N. Cherry Dr. 2-2771 ABC Clark	J. C. Henderson, p, gm Johnny M. Driskill, cm Aileen Love, pd, pmm James McKay, ce John Hodges, nd Bill Scott, sd
WRDL-FM 1946	102.9mc 10kw		

**MARION (Perry County)**

WJAM 1951	1310 5,000-D	Neely & Neely Murray 3-4881	Kathleen W. Neely, p, gm Virgil Moore, sm, cm, ce, slm Stan Kendrick, pd, sd, pdm Elizabeth W. Neely, pmm Garnett W. Stencil, nd John Rogers, fd
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**MOBILE (Mobile County)**

WABB 1948	1480 5,000 DA-N	Mobile Press Register 304 Government St. Hemlock 3-1551 ABC Branham	R. B. Chandler, p W. J. Hearin Jr., evp Dewey H. Long, gm, cm Phil Forrest, pd, nd William H. Murphree, ce Jack Bitterman, sd
WAIP 1954	1270 1,000-D	(See Prichard listing)	
WALA 1930	1410 5,000 DA-N	Pape Television Co. 210 Government St. Hemlock 3-3756 NBC H-R Reprs.	W. O. Pape, p W. B. Pape, vp, gm Al Holman, pd, nd, wd Charles Thompson, pmm Alvin R. Bcll, ce James McNamara, fd
WKAB 1947	840 1,000-D	Pursley Bcstg. Service Inc. 525 Donald St. Greenwood 7-7800 MBS Forjoe Dora-Clayton	Louise P. Pursley, chmn of bd R. H. Moore, gm W. C. Carter, cm J. Tom Jackson, pd Cliff Sizemore, ce
WKRG 1946	710 1,000-D 500-N DA-N	WKRG-TV Inc. P. O. Box 1184 2-6789 CBS Avery-Knodel	Kenneth R. Giddens, p William S. Baskerville Jr., gm
WKRG-FM 1946	99.9mc 3kw		
WMOZ 1953	960 1,000-D	Edwin H. Estes 1638 St. Stephens Rd. Garden 6-3546 Pearson	Edwin H. Estes, p, gm W. H. Dutton, cm Dorothy Benjamin, pd Pat Owens, pmm Vernon C. Floyd, ce Roberta Williams, wd

**MONROEVILLE (Monroe County)**

WMFC 1952	1360 1,000-D	Monroe Bcstg. Co. 1360 KBS	J. H. Faulkner, ptrnr W. M. Stewart, ptrnr, gm Tom Gardner, cm Riley N. Kelly, pd, pmm Harold Harris Jr., ce Bruce Shell Jr., nd
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**MONTGOMERY (Montgomery County)**

WAPX 1947	1600 1,000 DA-N	United Bcstg. Co. 116 Catoma St. 3-7569 ABC MBS Walker	Thomas E. Martin, p, gm Hoke S. Williford, cm, pmm Lee Gooch, pd Milton Lock, ce Don Nahley, nd Earl Hadaway, fd
WBAM 1953	740 50,000-D DA-D	Deep South Bcstg. Co. Montgomery 2 2-3851 Radio Tv Reprs.	W. J. Brennan, p, gm Felix Robinson Jr., cm Fred Wamble, pd Crawford Roquemore, fd Cyril G. Brennan, ce
WCOV 1939	1170 10,000-D 1,000-N DA-2	Southern Bcstg. Co. Adrian Lane 5-3561 CBS Raymer	Oscar P. Covington, p Hugh M. Smith, gm Joe Petranka, mgr, pmm W. W. Hunt, cm Weston Britt, pd W. D. Weatherly, ce Gordon Tucker, nd

City	Call Letters	Chan. or Freq.	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>MONTGOMERY (Cont.)</b>				
WETU	1250	1,000-D	(See Wetumpka listing)	
WHHY	1440	5,000-D	Charles W. Holt, Connie I. Holt & Robert N. Robinson	Robert N. Robinson, gm Robert L. Tuttle, natl slm, pmm
WHHY-TV	1,000-N	DA-N	10 E. Delano 5-1251 NBC Headley Reed	Gene R. Jacobsen, pd Robert M. Hayward, ce Frank McGee, nd
WMGY	800	1,000-D	Dixie Bcstg. Co. 358 N. Capitol Parkway 2-5245	L. D. Hargreaves, gm Frances Sewell, asst m Ann Fincher, pd, wd Beverly L. Lobdell, ce Randy Rainwater, slm Bob Clark, pd Chuck Elliott, pmm
WRMA	950	1,000-D	Southland Bcstg. Co. 135 Commerce St. 2-1475 McGillyvra	Ralph M. Allgood, p, gm Judd Sparling, cm, pmm Jacqueline Johnson, pd Walter B. Stevenson, ce Ace Anderson, nd, sd Bertha Lee Bailey, wd
<b>MUSCLE SHOALS (Colbert County)</b>				
WLAY	1450	250	Gregory Bcstg. Corp. P. O. Box 230 Sheffield, Ala. Evergreen 3-2525	Michael R. Freeland, p, gm Julian A. Flint, asst mgr Jerry Thompson, slm Stanley C. Walters, pd Benny Lott, ce
<b>ONEONTA (Blount County)</b>				
WCRL	1570	250-D	Blount County Bcstg. Service Inc. CR 4-2289 KBS	L. D. Bentley Jr., p, gm, nd Max C. Bynum, cm Beecher B. Hyde, pd Glenda R. Tolbert, pmm, wd H. C. McPherson, ce
<b>OPELIKA (Lee County)</b>				
WJHO	1400	250	Opelika-Auburn Bcstg. Co. 1400 Auburn Rd. Sherwood 5-2084 MBS KBS Indie Dora-Glayton	John E. Smollon, gm, ce, sd Lurline M. Smollon, cm Edwin P. Rowell, pd, fd Lynn Hackler, pmm Judy Ellis, wd Ennis Caldwell, pdm Ben Mikul, nd
<b>OPP (Covington County)</b>				
WAMI	860	1,000-D	Opp Bcstg. Co. P. O. Box 169 2-6591	H. N. Lee, p Beri F. Moore, gm, cm Lois Moore, pd Eugene E. Vinson, ce Jim Williams, fd, sd Willow Dean Leonard, wd
<b>OZARK (Dale County)</b>				
WOZK	900	1,000-D	Ozark Bcstg. Corp. P. O. Box 742 655	Douglas Brown, p Howard Parrish Jr., gm, ce Wade Sullivan, cm Miriam Brown, pd
<b>PELL CITY (St. Clair County)</b>				
WFHK	1430	1,000-D	St. Clair Bcstg. System, Inc. P. O. Box 68	John H. Haynes, p, gm, ce R. B. Taber, cm Fred L. Kelly, pd, pmm, nd Earl Murphy, fd Rachel Barber, wd
<b>PHENIX CITY (Russell County)</b>				
WPNX	1460	1,000	Community Bcstg. Co., Inc. P. O. Box 388 DA-N Phenix City	(See Columbus, Ga. listing)
<b>PIEDMONT (Calhoun County)</b>				
WPID	1280	1,000-D	C. L. Graham Gadsden, Ala. KBS	C. L. Graham, o Mac M. Thomas, gm Hank Smith, sm
<b>PRICHARD (Mobile County)</b>				
WAIP	1270	1,000-D	Prichard Bcstg. Co. 74 Main St. Glendale 2-2202 Walker	Herbert Johnson, vp, gm Jim Smith, cm Hy Davis, pd J. M. Frost, pdm Evelyn Martin, pmm H. Eugene Miller, ce Hubert Grant, nd, sd
<b>ROANOKE (Randolph County)</b>				
WELR	1360	1,000-D	Roanoke Bcstg. Co. 801 N. Main St. 3811 KBS	J. W. Buttram, o, gm, cm LaVerne Foster, ce, pd, wd Gordon Ellis, sd, nd

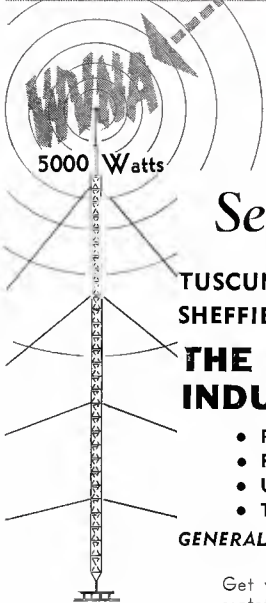
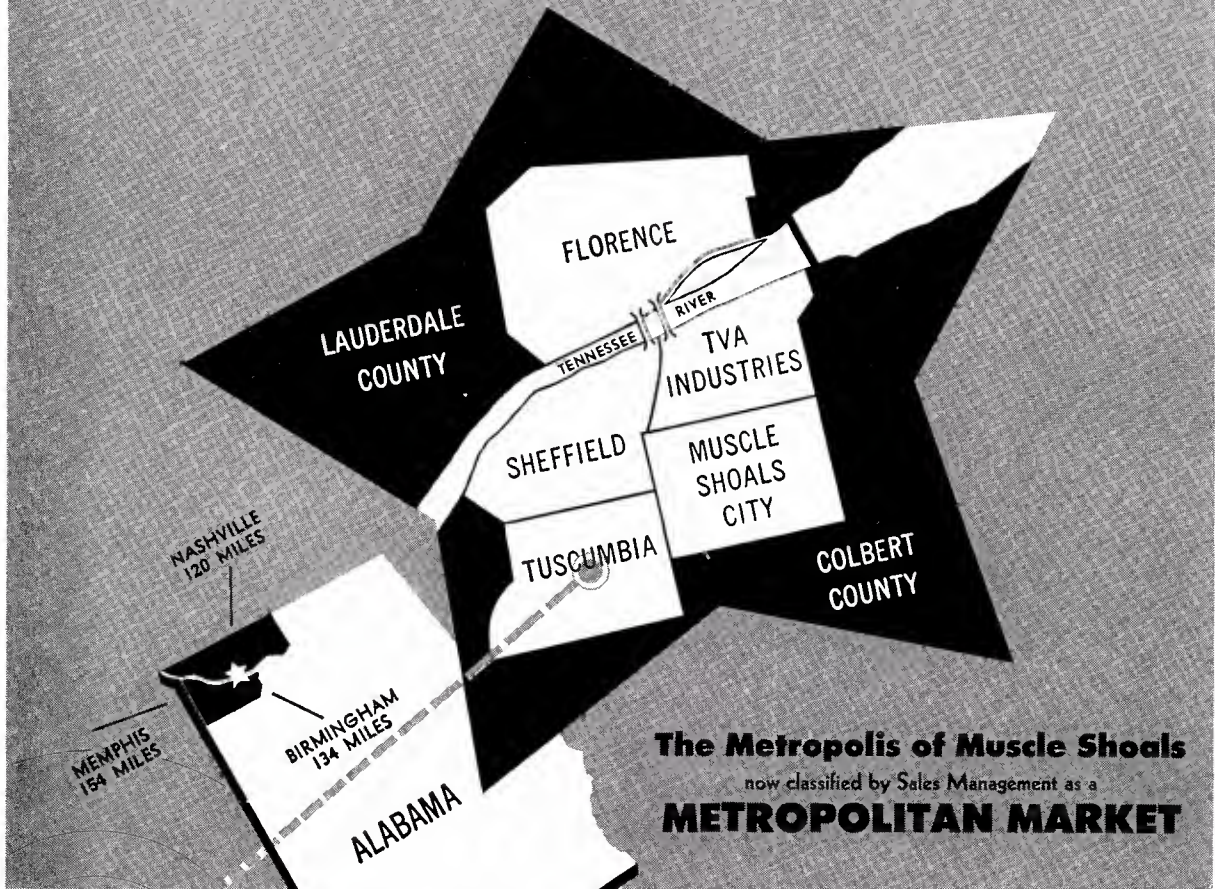
Executive Abbreviations: Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.

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

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

<b>RUSSELLVILLE (Franklin County)</b>				
WWWR	920	1,000-D	Bankhead Bcstg. Co. Jasper, Ala. Jasper 2-3461 KBS Tri-W Net. Best	W. W. Bankhead, p Hal Kirby, cm James W. Elliott, ce, pmm Richard Hargett, fd
<b>SCOTTSBORO (Jackson County)</b>				
WCRI	1050	250-D	Pat M. Courington Lee Hwy. U. S. 72 123 Ala. Community	Pat M. Courington, p John L. Fisher, gm, cm, ce Ken Frazier, pd, pmm, nd, sd John L. Fisher, ce Alvin Butler, fd Helen Arnold, wd
WROS	1330	1,000-D	Scottsboro Bcstg. Co. 717 Scott St. 156 KBS Alabama Bcstg.	Hugh T. Kirby, p Rose M. Kirby, gm, cm, pmm, wd Clyde R. Varner, pd Lomnie W. Frickett, ce, nd, fd Hugh Tommy Kirby Jr., sd
<b>SELMA (Dallas County)</b>				
WGWC	1340	250	Dallas Bcstrs. Inc. P. O. Box 686 Trinity 4-6687 CBS Alabama Bcstg. Holman	Oscar Covington, p Erle Hanna, gm Charles Stewart, cm, pd Stan Smith, pmm, ce Al Gore, nd, sd Bill Anderson, fd Carolyn Perrin, wd
WHBB	1490	250	Selma Bcstg. Co. P. O. Box 26 Trinity 4-8296 NBC KBS Avery-Knodel	John F. Townshend, p, gm, ce Jessica I. Townshend, wd
WRWJ	1570	1,000-D	Central Ala. Bcstg. Co. P. O. Box 71 Trinity 4-9062 Sears & Ayers	Roland Jordan Jr., o, gm, ce John Frasier, cm Charles Moore, pd John Rogers, nd Jim Aycock, sd Ed Lacy, fd
<b>SYLACAUGA (Talladega County)</b>				
WFEB	1340	250	Alabama Bcstg. Co. 527 N. Broadway 2-3281 MBS KBS Alabama Bcstg.	E. E. Forbes Sr., p George W. Carr, vp, gm, cm, pd, pmm, nd, sd Conrad B. Pickren, ce, fd Gertrude Tyson, wd
WMLS	1290	1,000-D	Marble City Bcstg. Co. P. O. Box 511 2-4354 Ala. Key Market Net	Curtis O. Liles, p, gm Lloyd Ross, slm Walter Welch, ce Walton Williams, sd
<b>TALLADEGA (Talladega County)</b>				
WHTB	1230	250	The Voice of Talladega Ft. Lashley Ave. 2205 MBS KBS Continental	Cecil Hornady, p, sec-treas Myron Snoddy, gm, cm Bill Beatty, ce, pd Dave Barclay, nd Hank Fannin, fd Marjorie Heath, wd
WHTB-FM	97.1mc	9.2kw		
WJHB	1580	1,000-D	Confederate Bcstg. Co. P. O. Box 292 EM 2-4965 McGillyvra	Ned Butler, co-o, gm, ce James Hemphill, co-o, sm W. K. Johnston, co-o, cm Ed. Wallace Hobgood, pd Harold Shedd, pdm
<b>THOMASVILLE (Clarke County)</b>				
WJDB	630	1,000-D	J. Dige Bishop P. O. Box 757 3438 Keystone Dixie'and	J. Dige Bishop, p Cecil Goodreau, gm
<b>TROY (Pike County)</b>				
WTBF	970	5,000-D	Troy Bcstg. Corp. College Drive 980 500-N DA-2 MBS	J. Roy Crow, p Jess L. Jordan, gm Robert Tolbert, cm Joe Gilchrist, ce Asa Dudley, sd, pdm
<b>TUSCALOOSA (Tuscaloosa County)</b>				
WJRD	1150	5,000-D	Wilhelmina Echols 2216 Broad St. PL 4-4464 1,000-N DA-N NBC Rambau Dixie'and	Wilhelmina Echols, p John C. Cooper Jr., gm Chuck Gardner, slm Roy McAllister, asst m, sd, pmm Percy Sexton, ce Don Wallace, pd Wendell Harris, nd
WNPT	1280	5,000-D	W. Alabama Bcstg. Co. P. O. Box 181 3311 ABC Alabama Bcstg. Indie Dora-Clayton	T. H. Todd, p, ce Joe L. Langston, sm Ruth Harris, cm, slm Betty Bailey, pd Jack Norman, nd William Harris, pmm
WTBC	1230	250	Tuscaloosa Bcstg. Co. Radio Center 8-5523 MBS KBS Sears & Ayer	Bert Bank, p, gm, cm Jack Mock, pd J. C. Rutledge, ce
WTBC-FM	95.7mc	17.5kw		

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



*Serving*

TUSCUMBIA • FLORENCE  
SHEFFIELD • MUSCLE SHOALS

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

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

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

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

**RANKS  
34th  
IN FOOD!**

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

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

# WVNA

TUSCUMBIA, ALABAMA



**ALABAMA**

City	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>TUSCUMBIA (Colbert County)</b>			
WVNA 1955	1590 5,000-D	Power Center Bcstg. 112 S. Main 2550 Devney Whitehead	Elton Darby, o Eulus O. Whitehead, gm James Allen Hall, sm Jean Pollard, pmm Lynn McMoran, ce Pete Bingham, nd
<b>TUCKEGEE (Macon County)</b>			
WTUS 1952	580 500-D	Radio Tuskegee Inc. P. O. Box 277 580 KBS Continental	J. A. Bowers, gm Jack Huffnan, cm, pd Oscar Lannan, ce
<b>WETUMPKA (Elmore County)</b>			
WETU 1954	1250 1,000-D	Elmore Service Corp. P. O. Box 60 7369 KBS Sears & Ayer Dixieland	Lem Coley, p Ed Morgan, gm, slm Dave Conley, ce Penn Scott, sd

**ARIZONA**

**ARIZONA  
MARKET DATA BY COUNTIES**

County	Population 1950	Radio Homes	Retail Sales		Food Sales		Drug Sales		Passenger Cars 1955
			1955(\$000)	1955(\$000)	1955(\$000)	1955(\$000)			
Apache	27,767	2,960	\$10,954	\$1,583	\$166	2,151			
Cochise	31,488	11,340	47,136	10,363	1,933	12,645			
Cocoino	23,910	7,030	36,167	4,789	773	6,751			
Gila	24,158	7,010	36,762	8,129	1,247	7,947			
Graham	12,935	3,260	12,287	2,309	382	3,898			
Greenlee	12,805	3,870	12,293	1,492	370	4,305			
Maricopa	331,770	134,600	525,567	119,684	19,707	164,471			
Mohave	8,510	2,010	11,562	1,423	340	2,544			
Navajo	29,446	5,590	30,489	4,772	663	5,068			
Pima	141,216	58,270	231,266	56,064	8,127	70,498			
Pinal	43,191	13,070	50,562	14,775	1,260	13,961			
Santa Cruz	9,344	2,390	15,809	3,997	358	2,906			
Yavapai	24,991	6,320	27,787	5,776	1,054	8,233			
Yuma	28,006	10,750	51,883	12,571	1,826	14,548			
Total	749,587	268,470	\$1,100,524	\$247,327	\$38,200	319,926			

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

**DIRECTORY OF AM AND FM STATIONS**

<b>BISBEE (Cochise County)</b>			
KSUN 1933	1230 250	Carlton W. Morris Lowell-Warren Rd. Hemlock 2-2277 MBS Don Lee Arizona Net.	Carlton W. Morris, p Arlo Woolery, gm, cm Ray Helgesen, pd Jay Ruiz, pmm Helen French, wd
<b>CASA GRANDE (Pinal County)</b>			
KPIN 1956	1260 1,000-D	ABC Service Co. Temple 6-7057 Best	E. Glenn Abercrombie, p gm, ce Annette Abercrombie, pd N. L. Caperton, pmm
<b>CLIFTON (Greenlee County)</b>			
KCLF 1950	1400 250	Gila Bcstg. Co. Box 548 University 4-4114 NBC Best	Paul Merrill, gm Eric L. Manola, sm David C. Leyendecker, pd, sd George T. Beattie, cm, pdm Frank Hancock, ce
KHCD 1956	1450 250	Darwin Bcstg. Co. P.O. Box 608 University 4-4185 Webb	Chester Darwin, o, gm, sd Jack Campbell, cm, pd George Salem, nd
<b>COOLIDGE (Pinal County)</b>			
KCKY 1948	1150 1,000 DA-N	Gila Bcstg. Co. Inc. Roosevelt at Main PA 3-5432 CBS Arizona Net. Best	Louis F. Long, p William F. Parady, gm, sd Bill Worley, cm Hal McWilliams, pd Frank Hancock, ce Ron Chrisco, nd, fd

Executive Abbreviations: Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.  
Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.  
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**ARIZONA**

<b>DOUGLAS (Cochise County)</b>			
KAWT 1946	1450 250	Carlton W. Morris P. O. Box 1118 EM 4-3484 MBS Arizona Net. Cactus Net. Best	Carlton Morris, p Edward Lee Williams, gm, cm Dick Miller, pd, sd Jim Collins, nd Terry Angell, pmm Ben Strotman, ce
<b>FLAGSTAFF (Coconino County)</b>			
KCLS 1950	600 5,000-D 500-N DA-N	Charles J. Saunders 946 NBC Arizona Bcstg.	Charles J. Saunders, o, gm, cm Robert Townsend, pd, pdm, pmm Jim Robinson, ce Leo Bernard, nd Bill Brechen, fd Bill Cleary, sd
KVNA 1950	690 1,000-D 500-N DA-N	Frontier Tv Co. Flamingo-El Rancho 51-656 MBC Arizona Net. McGillvra	Herb Jepko, act. gm, cm Bill Foley, pd Leonard Benson, ce Don Brown, nd Billie Faye Beamer, wd
<b>FRY (Cochise County)</b>			
KHFH (CP)	1420 1,000-D	Carlton W. Morris P. O. Drawer C, Lowell Station Bisbee, Ariz.	Arlo Woolery, gm John Bonnett, cm
<b>GLENDALE (Maricopa County)</b>			
KRUX 1947			'See Phoenix listing)
<b>GLOBE (Gila County)</b>			
KWJB 1938	1240 250	Gila Bcstg. Co. P. O. Box 2343 41 NBC Arizona Bcstg. Raymer	Louis F. Long, p Willard Shoecraft, sm David Tucker, cm Darrell Tucker, sd Harrayette Weinburg, wd
KWJB-FM (CP)	100.3mc 11kw		
<b>HOLBROOK (Navajo County)</b>			
KDJI 1955	1270 1,000-D	Northeastern Arizona Bcstrs. 1014 W. Hopi Dr. 40 KBS Moore Best	Donald Edward Jacobs Sr., co-o, pmm Donald E. Jacobs, gm Bill Cross, pd Gary Grant, ce Dale Guest, sd Olivia Arreola, wd
<b>KINGMAN (Mohave County)</b>			
KAAA 1949	1230 250	Stonybrook Bcstg. Co. 4th & Margaret Blue 462	Wallace E. Stone, co-o, gm John F. Holbrook, co-o, dir. ops., pd Bernard Wilson, slm, ce John Carroll, pdm Jack Kellner, nd Louise Stone, wd
<b>MESA (Maricopa County)</b>			
KTYL 1947	1310 5,000-D 500-N DA-N	Harkins Bcstg. Inc. P. O. Box 231 Woodland 4-4422	Walton Hershfield, p Dwight Harkins, gm Jack Harris, sm Martin Welch, cm Don Stewart, pmm, nd Ben Smith, ce
KTYL-FM 1951	104.7mc 16kw		
<b>NOGALES (Santa Cruz County)</b>			
KNOG 1948	1340 250	Charles F. & Alice B. Montano P. O. Box 1681 770 CBS Arizona Net. Best (East Coast) Oakes (West Coast)	Charles F. Montano, co-o, gm, cm, nd, sd Alice B. Montano, co-o, pd, wd Jean Lely, pmm, fd Miles Shepherd, ce
<b>PHOENIX (Maricopa County)</b>			
KHEP (1956)	1280 1,000-D	BamRay Bcstg. Co. 3883 N. 38th Ave. Applegate 8-5555 Bolling	Ray Odom, ptrn., gm, sd Joe Thompson, slm Neil Leavitt, pd A. V. Bamford, ptrn., pmm Geoffrey Lapping, ce Jimmy Johnson, nd
KIFN 1949	860 1,000-D	Western Bcstg. Co. 1975 S. Central Alpine 3-6155 Natl. Time Sales Oakes	Frank P. Redfield, p, gm John K. Redfield, cm, pmm Pedro Moraga, pd, sd Joseph Roeder, ce Joe D. Alvarado, nd Grace Gil, wd
KONI 1954	1400 250	Anjo Bcstrs. & Telecstrs. Inc. 112 N. Central Ave. Alpine 8-8044 Webb	Clarke Brown Tracy Moore Annie Dee Davis, p James T. Ownby, gm Dee Junker, pd James C. Corn, ce
KELE (FM) 1956	98.5mc 18kw		(KONI, AM Affiliate)

PHOENIX (Cont.)

KOOL 1947 KOOL-TV	960 5,000 DA-N	KOOL Radio-Television Inc. 511 W. Adams Alpine 3-3121 CBS AM Radio Sales	Gene Autry, p Tom Chauncey, vp, gm Homer L. Lane, asst gm Ed Marsett, sm Don McQuiston, pmm Milford Richey, cc
KOY 1922	550 5,000-D 1,000-N	KOY Bcstg. Co. P. O. Box 2671 Alpine 8-8181 MBS Don Lee Arizona Net. Blair	John L. Hogg, p, gm James W. Ross, slm John R. Williams, pd, pmm Edward R. Janney, ce Bill Close, nd, sd
KPHO 1940 KPHO-TV	910 5,000 DA-N	Meredith Engineering Co. 631 N. First Ave. Alpine 8-4511 ABC Katz	E. T. Meredith Jr., p Richard B. Rawls, gm Gene Spry, sm, pd Jo Hitchcock, pmm John Green, nd, sd George McClanathan, cc
KRIZ 1950	1230 250	KRIZ Inc. 2345 Westward Blvd. Alpine 4-8436 Burn-Smith	Howard M. Loeb, p, gm, pd Sheldon Engel, cm, pmm Andy Lane, cc
KRUX 1947	1340 250	Bartell Bcstrs. Inc. Sahara Hotel Alpine 8-1551 Young	Gerald A. Bartell, p Sahara Hotel Alpine 8-1551 Young Wm. Robbins Jr., slm Rex Munger, pd Ev Fliegel, ce Allene Biggs, pmm J. E. Patrick, nd
KTAR 1922 KVAR (TV)	620 5,000 DA-N	KTAR Bcstg. Co. 1101 N. Central Alpine 4-4161 NBC Raymer	John J. Louis, chmn of bd Richard O. Lewis, p, gm E. W. Harvey, cm Blue Wright, pd Hal Ackerman, pub. serv. dir. Harold Haughawout, ce
KUEQ (CP)	740 1,000-D DA-D	Q Bcstg. Co. 4631 E. Hubbell St.	Frank S. Barc Jr., p Frank S. Barc Sr., vp Stanley Worlund, treas Katherine Boos, sec Carmon Myrick, asst sec
<b>PRESCOTT (Yavapai County)</b>			
KYCA 1940	1490 250	Southwest Bcstg. Co. E. Gurley St. 244 NBC Arizona Bcstg. Raymer	Harold Ritter, p, gm
<b>SAFFORD (Graham County)</b>			
KGLU 1938	1480 1,000	Gila Bcstg. Co. 520 Main St. 15 NBC Arizona Bcstg. Raymer	Louis F. Long, p Paul Merrill, gm Harl Barnett, cm, pmm Lester McBride, pd, nd H. F. Hudson, ce Tom Moore, fd, sd
<b>SCOTTSDALE (Maricopa County)</b>			
KPOK 1956	1440 1,000-D	Scottsdale Bcstg. Co. Safari Radio Center Whitney 5-14-40	Dick Gilbert, p, gm, pd Saxie Dowell, evp Irving S. Leon Sr., cm Geoffrey A. Lapping, ce Irving S. Leon Jr., pmm James Doyle, nd
<b>SHOW LOW (Navajo County)</b>			
KVWM (CP)	1050 250-D	Peak Bcstg. Co. P. O. Box 606	S. J. Woodworth, o, gm, ce Dorothy L. Woodworth, pd
<b>TUCSON (Pima County)</b>			
KAIR 1956	1490 250	Pima Bcstg. Co. 48 E. Broadway Main 4-0401 Cowling	W. Dawkins Espy, p James H. Duncan, vp William J. Hyland III, sec-treas Ralph Anderson, sm Allan Lindemann, slm
KCNA 1947	580 5,000-D 500-N DA-N	Catalina Bcstg. Co. P. O. Box 2948 2-4064 ABC Gill-Perna (East Coast) Tracy Moore (West Coast)	Harry B. Chambers, p, gm R. O. Black, bus mgr Eugene E. Stough, ce Jim Officer, pd, nd
KEVT 1953	690 250-D	Tucson Radio Inc. 400 N. Shawnee Ave. 4-5588 Oakes Nat'l. Time Sales	Peter Trowbridge, p, gm, ce W. DeWitt Wray, cm Arturo Aguilar, slm Oscar H. Stevens, pd, nd Mike Quihuis, sd Delia Felix, wd
KMOP (CP)	1330 500-D	Bamray Bcstg. Co. 8230 N. 16th St. Phoenix, Ariz.	A. V. Bamford, co-o Ray Odom, co-o
KOPO 1947 KOPO-TV	1450 250	Old Pueblo Bcstg. Co. 115 W. Drachman 4-2511 CBS AM Radio	Gene Autry, p Stan Norman, gm

KTKT 1949	990 10,000-D DA-D	Thomas J. Wallace 500 W. Elm St. P. O. Box 5585 Forje	Thomas J. Wallace, gm George Wallace, asst. gm Dona Brown, off. mgr. Tom Wallace Jr., ce
<b>KTKT-FM</b>			
	99.5mc 3.1kw		
KTUC 1929	1400 250	Tucson Bcstg. Co. 900 E. Broadway Main 2-3344 MBS Arizona Net. Radio-TV Reps.	Lee Little, o, gm Mac Matheson, cm George Bradley, pmm Ed Bouchard, ce Joe Frank, fd Fred Finney, nd
KVOA 1929 KVOA-TV 1953	1290 1,000	Arizona Bcstg. Co. P. O. Box 2911 Main 3-2555 NBC ABC Arizona Net. Branham	Clinton D. McKinnon, p R. H. Rogers, bus mgr Ray Owen, sm Duey Du Bois, slm Henry Hubbard, pd Raymond H. Holsclaw, ce James H. Maize, nd
<b>WINSLOW (Navajo County)</b>			
KVNC 1952	1010 1,000-D 500-N DA-2	Gila Bcstg. Co. P. O. Box 373 1010 MBS Arizona Net.	L. F. Long, p Chuck Mizner, gm, cm, pd Warner Stensland, sd Jerry Graham, pmm, nd S. J. Woodworth, ce Connie Mizner, wd
<b>YUMA (Yuma County)</b>			
KOLD 1953	1240 250	KOLD Bcstrs. Inc. P. O. Box 1430 Sunset 3-8341 KBS Arizona Net. Tracy Moore	Fred A. Pelger, gm, slm Sheldon Gibbs, pd, fd Joe Armendariz, ce, sd Callie Britt, wd
KVOY 1950	1400 250	KYMA-Yuma Inc. P. O. Box 671 Sunset 3-7841 MBS Arizona Net. Radio-TV Reps.	Bill Lindsey, p, gm L. A. Newsome Jr., evp, sm Russ Foss, pd, fd John Ghiotto, slm Chuck Benedict, nd, sd Jim Welch, ce
KYUM 1940	560 1,000 DA-N	Yuma Bcstg. Co. 1901 First St. 3-3305 NBC Arizona Bcstg. Raymer	Roy L. Jorgensen, gm Marlene Romans, pd Hamilton Phillips, nd Maurice Higgins, ce Urban Simonton, sd

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

STATIONS  
BUILD  
SALES  
with . . .

**ARKANSAS**  
**MARKET DATA BY COUNTIES**

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger
						Cars 1955
Arkansas	23,665	6,460	\$31,153	\$5,164	\$725	*405,954
Ashley	25,660	5,040	17,039	4,277	556	
Baxter	11,683	2,240	6,696	1,550	249	
Benton	38,076	10,320	35,238	5,260	1,194	
Boone	16,280	3,940	13,346	3,192	421	
Bradley	15,987	3,270	11,931	2,464	231	
Calhoun	7,132	1,380	2,446	354	74	
Carroll	13,244	3,240	7,083	1,349	248	
Chicot	22,306	5,020	12,360	2,715	399	
Clark	22,998	5,510	15,465	3,511	506	
Clay	26,674	5,940	12,964	3,275	226	
Cleburne	11,487	2,180	3,952	589	142	
Cleveland	8,956	1,790	2,017	638	37	
Columbia	28,770	6,420	20,587	3,696	604	
Conway	18,137	3,700	9,309	1,799	214	
Craighead	50,613	12,860	36,703	8,006	1,070	
Crawford	22,727	5,760	10,779	3,345	504	
Crittenden	47,184	12,270	37,566	6,525	695	
Cross	24,757	5,520	12,714	2,333	513	
Dallas	12,416	2,760	9,440	1,882	168	
Desha	25,155	5,800	15,033	3,810	408	
Drew	17,959	3,800	8,693	2,828	284	
Faulkner	25,289	5,550	15,044	3,541	384	
Franklin	12,358	2,550	5,728	945	168	
Fulton	9,187	1,900	2,583	487	45	
Garland	47,102	15,030	50,532	10,856	1,878	
Grant	9,024	2,260	3,125	1,131	70	
Greene	29,149	6,710	15,598	3,265	322	
Hempstead	25,080	5,250	14,338	3,812	407	
Hot Springs	22,181	6,860	14,694	4,051	460	
Howard	13,342	2,550	7,066	1,411	305	
Independence	23,488	5,250	16,132	2,942	327	
Izard	9,953	1,720	2,903	370	61	
Jackson	25,912	6,660	20,931	3,089	515	
Jefferson	76,075	21,510	52,543	15,281	1,271	
Johnson	16,138	3,710	7,532	2,133	136	
Lafayette	13,203	2,860	5,845	1,425	143	
Lawrence	21,303	4,620	10,656	2,416	209	
Lee	24,322	5,750	13,276	2,712	350	
Lincoln	17,479	2,900	3,423	601	97	
Little River	11,690	2,460	4,942	1,511	195	
Logan	20,260	4,220	10,304	1,823	268	
Lonoke	27,278	5,910	17,682	4,028	335	
Madison	11,734	2,360	3,366	795	41	
Marion	8,609	1,690	2,611	993	79	
Miller	32,614	10,100	32,191	5,488	684	
Mississippi	82,375	16,980	56,609	14,690	1,403	
Monroe	19,540	4,490	12,042	2,822	291	
Montgomery	6,680	1,330	1,632	407	31	
Nevada	14,721	2,900	6,201	1,532	181	
Newton	8,685	1,500	481	216	30	
Ouachita	33,051	10,170	23,537	5,397	588	
Perry	5,978	1,030	1,265	340	89	
Phillips	46,254	11,970	29,016	7,382	808	
Pike	10,032	2,110	4,772	804	172	
Poinsett	39,311	7,040	24,115	4,773	824	
Polk	14,182	3,270	8,619	1,816	303	
Pope	23,291	5,140	15,893	3,307	447	
Prairie	13,768	2,910	6,400	1,370	221	
Pulaski	196,685	68,230	249,334	50,094	7,878	
Randolph	15,982	2,920	7,933	1,191	283	
St. Francis	36,841	8,020	20,818	5,195	443	
Saline	23,816	6,400	18,112	4,588	394	
Scott	10,057	1,700	4,420	1,076	126	
Searcy	10,424	2,310	3,437	703	109	
Sebastian	64,202	21,000	94,411	18,204	2,613	
Sevier	12,293	2,190	6,516	1,426	310	
Sharp	8,999	1,810	1,806	524	63	
Stone	7,662	1,410	2,987	477	180	
Union	49,686	14,290	50,224	12,468	1,445	
Van Buren	9,687	2,000	3,912	553	88	
Washington	49,979	14,890	52,459	9,776	1,517	
White	38,040	9,350	26,650	4,471	621	
Woodruff	18,957	3,620	8,040	1,958	238	
Yell	14,057	3,030	10,061	946	286	
Total	1,909,511	479,680	\$1,417,121	\$302,626	\$40,191	

\* State wide total.

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

**DIRECTORY OF AM AND FM STATIONS**

City	Call Letters	Established	Fv Affiliate	Chan. or Freq.	Power	Licenses Telephone Network Station Rep.	Executives
<b>ARKADELPHIA (Clark County)</b>							
WRC	1240	947				Arkadelphia Bestg. Co.	John Riggle, co-o Bill Deaton, co-o, gm, cm, pd, pmm, nd, fd, sd, wd Ray Burns, ce

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

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

FM's in italic. \*-Non-Commercial Station. CP-Construction Permit issued. D-Day. DA-D-Directional Antenna, day only. DA-N-Directional Antenna, night only. DA-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. S-Special Authorization. SH-Specified Hours. ST-Share Time.

**BATESVILLE (Independence County)**

KBTA 1950	1340 250	White River Valley Bstrs. Inc. P. O. Box 1112 1112 MBS KBS Razorback Best	J. F. Higginbottom, p, gm, sm Myrlene Morgan, pd, nd Morris Cofer, ce
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**BENTON (Saline County)**

KBBA 1953	690 250-D	Benton Bctgs. Service P. O. Box 294 Spring 8-2690 Arkansas Net.	Lavelle Langley, p, gm, cm Preston Bridges, pd, cm Phillip Craig, pmm, nd Meriel Wallace, wd
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**BLYTHEVILLE (Mississippi County)**

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

KAMD 1946	1450 250 (CP-910) 1,000-D 500-N DA-N	Camden Radio Inc. 674 California Ave. S.W. Temple 6-5091 MBS Razorback	W. E. Hussman, p Donald Cathey, gm John C. Guenther, cm Cal Carter, pd, pmm, nd, sd D. C. Hunter, ce E. A. (Jack) Wilson, fd
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**CLARKSVILLE (Peach County)**

KLYR (CP)	1360 500-D	Peach County Radio P. O. Box 489	Pat S. Goolshy, co-o Chester Wilkerson, ce
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**CONWAY (Faulkner County)**

KCON 1950	1230 250	Conway Bestg. Co. 903 1/2 N. Front St. 188 KBS	J. E. Clayton, p, gm, cm Sara Frances Morehead, pd, pmm Edward McClenden, ce
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**CROSSETT (Ashley County)**

KAGH 1951	800 250-D	Julian Haas 900 Main St. Forrest 4-2181 KBS Bogner-Martin Mcville	Julian Haas, o, mgr G. Kidd, ce
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**DeQUEEN (Sevier County)**

KDQN 1956	1390 500-D	Robert G. McKeever 1923 S. Fourth St. 111 Razorback	Jess T. Bagwell Jr., gm, pd, sd Jackie Foster, ce, m, wd Don Hopson, ce, nd
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**EL DORADO (Union County)**

KDMS 1950	1290 1,000-D (CP-1290) 5,000-D	El Dorado Bestg. Co. 208 N. Cleveland Union 3-5121 KBS Dora-Clayton Mcville	J. A. West Sr., co-o J. A. West Jr., co-o Edward R. Hall, gm Rodney P. Smith, pmm J. Andrew Wright, pd, ce, nd, sd Mike Michaels, fd
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KELD 1935	1400 250	Radio Enterprises Inc. Radio Center Bldg. Union 3-6126 ABC Razorback Bogner & Martin	W. N. McKinney, p, gm, cm pmm, nd Jerome Orr, pd Troy B. Eddins, ce Wayne Harper, sd Sarah Durrett, wd
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**FAYETTEVILLE (Washington County)**

KGRH 1946	1450 250	Fayetteville Bestg. Co. 103 West Mountain Hillcrest 2-2922 MBS Walker	Hayden McFroy, p Fred J. Stevenson, vp, gm Ed Gideon, cm, pmm, fd Wallie Ingalls, pd, sd Harold R. Lindsey, ce Steve Starwyck, nd
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**FORREST CITY (St. Francis County)**

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

KFPW 1930	1230 250	Tulsa Bestg. Co. 2415 N. Albert Pike Rd. Sunset 3-4105 CBS Razorback Net. Avery-Knodel	John Griffin, p James C. Leake, evp J. Paul McCaslin, gm, natl slm
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KFSA 1947	950 1,000-D	Fort Smith Bestg. Co. 920 Rogers ABC	Donald W. Reynolds, p J. W. Slates, gm Leo House, cm
KFSA-TV	500-N DA-N	MBS Pearson	Harry Freeman, pd, nd Robert Platt, ce



**FORT SMITH (Cont.)**

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

**HARRISON (Boone County)**

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

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

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

KBHS 1953	590 1,000-D	Resort Bcstg. Co. 113 Third St. National 3-6661 Sears & Ayer	A. B. McGregor, p Gene Kelley, vp, pmm Ed. C. Appller, gm, cm Steve Nichols, pd Clint Norman, ce
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KBLO 1953	1470 1,000-D	Bullard Enterprises 1011 Central National 3-2553 Razorback Indie Dora-Clayton	J. Carl Bullard, o C. J. Dickson, gm DeWitt Waites, slm, sd Robert G. King, ce Henry Sanders, pd Jerry Chambers, pdm Walter Ebel, nd
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KWFC 1941	1350 1,000-D 500-N DA-N	Spa Bcstg. Co. 819½ Central Ave. National 4-1225 ABC MBS Razorback Arkansas Net. Venard, Rintoul & McConnell	Walter E. Hussman, p, gm
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**JONESBORO (Craighead County)**

KBTM 1930	1230 250	Regional Bcstg. Co. KBTM Bldg. Webster 5-5997 MBS Razorback Burn-Smith	Harold E. King, gm Clarence Adams, sm, nd, fd James Barnes, cm Fred Byler, pd Evelyn Lanmert, pmm Norman Bowman, ce
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KBTM-FM 1949	101.9mc 8kw		
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KNEA 1950	970 1,000-D	Radio Jonesboro Inc. New Citizens Bank Bldg. Webster 2-8381 Razorback Gill-Perna	Ernest Farabee, p Harold Gregson, gm, cm Bob Blackwood, pd Wesley Ball ce
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**LITTLE ROCK (Pulaski County)**

KARK 1928	920 5,000 DA-N	Arkansas Radio & Equipment Co. 1001 Spring St. Franklin 6-2481 NBC Petry	T. K. Barton, vp, gm Doug Romine, asst gm Ernest Howard, cm, pd Shirley Kennedy, pmm Dan Winn, ce Bob Kemp, nd
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KGHI 1927	1250 1,000-D 500-N DA-N	Radio Arkansas-Radio Station KCHI P. O. Box 3099 Franklin 2-0166 Burn-Smith	Harold E. King, o, gm William J. Hart, sm Rex Parnell, cm Hugh Brown, pd Al Shirey, pmm V. O. Van Deusen, ce Kirk Justice, nd
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KLRA 1927	1010 10,000-D 5,000-N DA-N	WTCR Inc. P. O. Box 550 Franklin 5-3206 ABC Raymer	Connie B. Gay, bd chmn Jane E. Trimmer, p Donald J. Tucker, evp Naseeb S. Tweel, vp, gm Kermit F. Tracy, sm, cm, ce
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KOKY 1956	1440 1,000-D	Ebony Radio 1605 W. 14 St. Franklin 2-0391 McGillvra	John M. McLendon, gm Howard M. Peters, gm William Veidt, cm
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KTHS 1924	1090 50,000 DA-N	Radio Bcstg. Inc. 8th & Izard Sts. Franklin 4-3764 CBS Branham	W. H. Bronson, p Henry B. Clay, evp B. G. Robertson, gm A. C. Dowden, cm George Moore, pd R. E. Brown, pmm Cecil Sutt, ce
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KVLC 1948	1050 1,000-D	Southwestern Bcstg. Co. Southern Natl. Ins. Bldg. Franklin 5-5321 Radio Tv Reps. Brown Richard O'Connell Tracy Moore	R. M. Saxon, p Dale D. Mahurin, gm Henry H. Steele, asst. m. Charlie Simms, pmm. Ed Summers, ce Herbie Byrd, nd
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KXLR 1946	1150 5,000-D 1,000-N DA-N	Arkansas Airwaves Co. Cotton Belt Bldg. Franklin 2-2155 MBS Razorback Pearson	J. M. Sanders, p Melton B. Lancaster, gm, cm Roy C. Nichols, pd, pmm Earl Butler, ce Jon Holiday, nd, sd
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**MAGNOLIA (Columbia County)**

KVMA 1948	630 1,000-D	Magnolia Bcstg. Co. 212 N. Jefferson 630 MBS Razorback Pearson	Dr. Joe F. Rushton, p Bill Bigley, gm Dudley Waller, cm Ray Wells, ce Lois Russell, wd
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**MALVERN (Hot Spring County)**

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

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

KTML 1956	1580 250-D	Poinsett Co. Bcstg. Co. 1580 KBS Best	Earl W. Daly, o, gm Paul B. Owens, cm, sd Thomas W. Roane, pd, pmm James E. Weston, ce, nd Mary Grace Lee, wd
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LITTLE ROCK, ARKANSAS

**BILL HART,**  
Station Manager

**KBTM**

JONESBORO, ARKANSAS

**CLARENCE ADAMS,**  
Station Manager

ARKANSAS

City	Call Letters	Established	Chan. or Freq.	Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>McGEHEE (Desha County)</b>						
KVSA	1953	1220	1,000-D		Southeast Arkansas Bcstrs. Inc. P. O. Box 1220 McGehee, Ark. CA 2-4200 P. O. Box 1220 Dermott, Ark. FA 4-4200 KBS Razorback Arkansas State Net. Best	Abbott F. Kinney, p, gm, pmm, fd, sd Mrs. M. F. Kinney, cm Herschell E. Parent, pd, nd James S. Hunt, ce
<b>MENA (Polk County)</b>						
KENA	1950	1450	250		R. B. Bell 878	R. B. Bell, p Larry Sheppard, gm Ted Randell, cm O. D. Fredrick, ce
<b>MONTICELLO (Drew County)</b>						
KHBM	1955	1430	1,000-D		College Bcstg. Co. P. O. Box 446 91 KBS Arkansas Razorback Continental	J. A. West Jr., co-o, pmm Bill Wells, co-o, gm, cm, sd Elgie Risinger, co-o Bud White, co-o Sue Wells, pd, wd John Stanley, ce, fd Pat McGinnis, nd
<b>MORRILTON (Conway County)</b>						
KVOM	1953	800	250-D		Morrilton Bcstg. Co. P. O. Box 541 506	J. C. Willis, p, gm Weldon Sledge, cm, ce Hugh C. Jones, pmm, pd Ed Bailey, nd Harold Nichols, sd
<b>MOUNTAIN HOME (Baxter County)</b>						
KTLO	1953	1490	250		Mtn. Home Bcstg. Corp. P. O. Box 67 1490 Razorback Best	Arvin Stricklen, p, gm Bob Pratt, cm Ken Wilkins, ce
<b>NEWPORT (Jackson County)</b>						
KNBY	1949	1280	1,000-D		Newport Bcstg. Co. 749	Howard Sudbury, p Gene Howe, gm, cm, fd, sd Jerry Grojean, pd, nd Anson Clark, ce Bettie Stegall, wd
<b>OSCEOLA (Mississippi County)</b>						
KOSE	1949	860	1,000-D		Osceola Bcstg. Corp. Hwy. 61 South 860 KBS Best	Harold F. Ohlendorf, p Ted Woods, gm Betty G. Woods, cm, wd Harold M. Jones, ce
<b>PARAGOULD (Greene County)</b>						
KDRS	1947	1490	250		Progressive Bcstg. Co. P. O. Box 491 Cedar 2-7627 KBS	Ted Rand, gm T. M. Self, bus mgr D. F. Bateman, cm Wilma Wheelis, pd, wd Russ Schwamb, ce, nd, fd Charlie Park, sd

Executive Abbreviations: Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.  
Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.  
FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.



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CINCINNATI HOLLYWOOD

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

<b>PINE BLUFF (Jefferson County)</b>						
KCLA	1947	1400	250		Radio Engineering Service 2900 W. 28th Ave. 1900 Best	Kenneth Kesterson, ptrn, gm Charles Penix, ptrn, pd Clyde Martin, cm
KOTN	1934	1490	250		Universal Bcstg. Corp. Simmons Bank Bldg. JE 4-8732 MBS KBS	B. J. Parrish, p, gm, ce Joe Wallace, cm Hilda Matz, pd R. W. Eter, pmm Bobby Jones, nd J. K. Robinson, fd
<b>POCAHONTAS (Randolph County)</b>						
KPOC	1950	1420	1,000-D		Pocahontas Radio Inc. P. O. Box 250 Twinoaks 2-5234 KBS	Adrian L. White, gm Bill Nicholson, cm, pd, nd, sd Jack Wilson, ce, fd
<b>ROGERS (Benton County)</b>						
KAMO	1954	1390	1,000-D		KAMO Inc. American Natl. Bank Bldg. 1390 Magic Circle Best	G. Don Thompson, p, gm Leon McAuliffe, vp 1390 C. A. Davis, pd, nd W. E. Dacus, ce, fd Randal Littleton, sd
<b>RUSSELLVILLE (Pope County)</b>						
KXRJ	1947	1490	250		Valley Bcstrs. Williamson Hall 299 KBS Razorback Arkansas Net.	C. R. Horne, p, gm L. L. Bryan, cm, pd William C. McKenney, ce Kermit Womack, nd, sd Marjorie W. Crabaugh, wd
<b>SEARCY (White County)</b>						
KWCB	1951	1300	1,000-D		White Co. Bcstg. Co. P. O. Box 95 1281 KBS Best	Carl N. Dodd, gm
<b>SILOAM SPRINGS (Benton County)</b>						
KUOA	1923	1290	5,000-D		KUOA Inc. 777 MBS KBS Arkansas Net. Magic Circle Dora-Clayton	Dr. John E. Brown Sr., p Cecil E. Smith, gm, cm, ce Ralph Kennedy Jr., pd
<b>SPRINGDALE (Washington County)</b>						
KBRB	1949	1340	250		Northwest Arkansas Bcstg. & Tv Co. P. O. Box 29 Pleasant 1-4675 ABC KBS Magic Circle	Donald W. Reynolds, p Roy J. Bowman, gm, cm, nd William H. Ussery, ce, fd Maxine E. Bowman, wd
<b>STUTTIGART (Arkansas County)</b>						
KWAK	1948	1240	250		Stuttgart Bcstg. Co. Box 271 Wabash 2-5212 MBS KBS Razorback Arkansas Best	Beloit Taylor, p Melvin P. Spann, gm L. A. Sabo, cm John E. Spann, sm Marvin Heffington, ce
<b>TEXARKANA (Miller County)</b>						
KCMC					(See Texarkana, Tex., listing)	
KCMC-FM					(See Texarkana, Tex., listing)	
KOSY					(See Texarkana, Tex., listing)	
KTFS					(See Texarkana, Tex., listing)	
<b>WALNUT RIDGE (Lawrence County)</b>						
KRLW	1951	1320	1,000-D		Lawrence County Bcstg. Co. 980 Razorback	William H. Cate, p, gm, cm W. D. Thornton, pd John Shields, sd L. L. Ringle Jr., ce Bill Cate Jr., nd Francine Pickens, wd
<b>WARREN (Bradley County)</b>						
KWRF	1953	860	250-D		Pines Bcstg. Co. P. O. Box 480 353	Lee Reaves, co-o, gm Paul Fisher, co-o John G. Rye, co-o Howard M. Harris, cm Nell Brogden Cater, pd Pat Demaree, ce
<b>WYNNE (Cross County)</b>						
KWYN	1956	1400	250		East Arkansas Bcstrs. Inc. P. O. Box 225 1188	Thomas B. Murray Jr., p Raymond O. Raley, gm, cm Jimmy Haggert, pd Artie Rogers, pmm, nd, fd Earl Hodges, ce, sd Onalee Brawner, wd

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

County	Population 1950	Radio Homes	Retail Sales 1955(\$'000)	Food Sales 1955(\$'000)	Passenger	
					Drug Sales 1955(\$'000)	Cars 1956
Alameda	740,315	274,550	\$1,078,088	\$259,415	\$36,534	327,020
Alpine	9,241	180	752	103	77	236
Amador	9,151	2,340	8,233	2,226	277	3,639
Butte	64,930	20,460	96,257	24,327	2,750	31,352
Calaveras	9,902	2,650	7,265	2,151	269	4,161
Colusa	11,651	3,310	17,569	3,335	352	5,031
Contra Costa	298,984	96,220	356,148	107,007	10,531	139,040
Del Norte	8,078	5,860	20,777	4,790	495	6,241
El Dorado	16,207	5,310	22,072	6,132	426	9,081
Fresno	276,515	88,740	399,234	101,482	13,284	127,859
Glenn	15,448	4,420	22,684	4,357	533	7,023
Humboldt	69,241	26,520	148,673	37,472	3,262	37,792
Imperial	62,975	15,950	97,392	20,253	2,487	24,391
Inyo	11,658	4,320	20,205	4,326	542	5,979
Kern	228,309	70,400	317,733	75,178	8,858	104,281
Kings	46,768	12,810	54,818	12,035	1,627	18,683
Lake	11,481	3,560	15,357	4,223	399	5,704
Lassen	18,474	5,150	20,869	8,578	486	5,990
Los Angeles	4,151,687	1,736,610	7,554,403	1,724,147	239,313	2,369,086
Madera	36,964	9,710	40,256	11,675	935	13,539
Marin	83,619	34,030	134,519	38,088	3,823	45,972
Mariposa	5,145	1,190	4,174	1,640	133	1,999
Merced	40,654	15,860	60,615	15,163	1,231	19,750
Modoc	69,780	23,390	94,504	20,501	2,488	28,800
Monterey	9,678	2,750	9,834	2,136	354	3,256
Monterey	2,115	740	3,226	1,017	72	722
Monterey	130,498	46,360	181,099	40,693	5,034	58,056
Napa	46,603	15,440	56,546	13,791	1,474	21,162
Nevada	19,888	5,780	28,371	10,309	739	7,843
Orange	216,224	117,680	481,899	118,175	15,483	179,442
Placer	41,649	13,010	61,621	14,807	1,741	18,510
Plumas	15,519	3,460	13,322	4,331	710	4,932
Riverside	170,046	66,420	276,341	65,344	8,965	97,490
Sacramento	277,140	113,670	523,329	132,662	15,874	159,214
San Benito	14,370	4,020	15,675	3,230	501	6,758
San Bernardino	281,842	115,520	438,727	103,865	12,065	164,220
San Diego	556,808	255,020	882,813	199,062	26,708	294,607
San Francisco	775,357	266,410	1,234,310	262,358	33,968	248,849
San Joaquin	200,750	63,830	276,614	59,701	8,093	87,071
San Luis Obispo	51,417	19,100	79,814	19,060	1,975	26,305
San Mateo	235,659	106,750	399,014	113,475	13,744	146,872
Santa Barbara	95,220	33,290	150,012	34,735	5,198	49,081
Santa Clara	290,547	128,720	554,803	141,233	17,606	187,393
Santa Cruz	66,534	23,300	92,645	23,796	3,297	33,327
Shasta	36,413	12,900	69,420	18,177	1,728	19,880
Sierra	2,410	670	1,959	566	51	916
Siskiyou	30,733	9,560	39,641	10,311	1,090	13,406
Solano	104,833	36,670	132,183	35,525	3,569	43,509
Sonoma	103,405	40,060	190,907	41,527	5,569	54,572
Stanislaus	127,231	40,750	194,502	41,536	5,896	60,512
Sutter	26,239	8,180	22,942	6,877	410	11,161
Tehama	15,276	5,310	22,925	5,317	842	8,406
Trinity	6,087	2,140	3,918	1,215	22	2,335
Tulare	149,264	39,400	176,899	42,448	4,389	57,850
Tuolumne	12,584	4,250	15,248	3,819	460	6,544
Ventura	114,647	42,050	177,131	45,505	5,269	58,292
Yolo	40,640	15,050	64,578	15,490	1,828	20,974
Yuba	24,420	9,450	50,279	8,946	1,265	11,616
Total	10,586,223	4,132,150	\$17,518,034	\$4,128,343	\$536,742	5,523,853

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

**DIRECTORY OF AM AND FM STATIONS**

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

Executive Abbreviations: Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. dm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.  
Data collected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.  
FM's in *italic*. \*Non-Commercial Station. CP—Construction Permit issued. D—Day. A-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-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. I—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

**AVALON (Los Angeles County)**

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

**BAKERSFIELD (Kern County)**

KAFY 1946	550 1,000 DA-1	Paschall, Tullis & Hearne 1669 Chester Ave. Fairview 4-9861 MRS Don Lee	Benton Paschall, gm, cm Glenn D. Lockhart, pd Hal Lafoon, pmm, nd Carl Carlson, ce
KBIS 1950	970 1,000 DA-2	Marmat Radio. Co. 2013 Chester Ave. Fairview 4-6093 Young	Hal Brown, p, gm, pd Don Hopkins, cm, pmm Jack Duemler, ce
KERN 1938	1410 1,000	McClatchy Bestg. Co. Elks Bldg. 8-8431 CBS Raymer	Eleanor McClatchy, p Walter L. Baziuk, sm Verne Shatto, ce Paul McElroy, news reporter William Mead, farm ed.

**KERN-FM 1948**

KGEE 1946	1230 250	KCEE Inc. 1415 17th St. Fairview 7-3587 NBC Hollingbery	C. Dexter Haymond, p Herbert H. Wixson, gm, cm Thad Buckley, pd Bob Elias, sd Edwin Andress, ce
KMAP 1956	1490 250	Morris Mindel 1812 F St. Fairview 7-3541 Forjoe	Morris Mindel, o, gm Jack Shearin, pd, nd Woody Miller, nd Wally Jorgensen, cm
KPMC 1933	1560 10,000 DA-1	Pioneer Mercantile Co. 307½ E. 21st St. Fairview 7-8157 ABC Oakes Burn-Smith	F. G. R. Schamblin, p L. A. Schamblin, gm Paul R. Bierman, cm, pd Leo P. Jarvis, ce Don Irwin, nd
KQXR (FM) 1955	101.5mc 14.5kw	Klef Bestrs P. O. Box 425 Export 9-2047	Maude H. Robertson, co-o Edward L. Robertson, co-o gm, cm, ce Klaus Hoepfer, music dir. Rosina Robertson, pd

**BANNING (Riverside County)**

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

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

KPFA (FM) 1949	94.1mc 34kw	Pacifica Foundation 2207 Shattuck Ave. Ashbury 3-6767	Lewis K. Hill, p Robert Schutz, exec. dir. Eleanor McKinney, pd Erwin Goldsmith, ce
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**KRE 1924**

KRE 1924	1400 250	Central California Bcstrs. Inc. 601 Ashby Ave. Ashberry 3-7715 Grant	Arthur Westlund, p, gm Don Hamby, cm
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**KRE-FM 1949**

**BEVERLY HILLS (Los Angeles County)**

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

KOWL 1956	1490 250	Robert Burdette Lake Tahoe Bijou Kimball 4-2400	Robert Burdette, o, gm, pd, pmm Lyle Shuman, cm, ce Peter Petko, nd Jerry Cartwright, fd John Casey, sd Grace Clayton, wd
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**BISHOP (Inyo County)**

K1BS 1953	1230 250	Inyo Bestg. Co. S. Hwy. 395 4411 KBS Best. Time Sales	James R. Oliver, ptnr, gm, pmm, nd S. A. Cisler, p R. S. Deming, cm George Hobkirk, pd, ce Virginia Holmes, wd
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**BLYTHE (Riverside County)**

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

City	Call Letters	Chan. or Freq.	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>BRAWLEY (Imperial County)</b>				
KROP	1800	1,000-D	Imperial Bcstg. System Inc.	Frank K. Danzig, p, gm
1946	500-D	1300	Del Rio Country Club	A. Bartlett Ross Jr., vp
			ABC	Ed Silvera, sm
			Pearson	
<b>BURBANK (Los Angeles County)</b>				
KBLA	1490	250	Bcstrs. of Burbank Inc.	Gordon A. Rogers, p, nd, sd
1952			11516 Oxnard St.	Robert S. Marshall, gm, cm,
			N. Hollywood, Calif.	pd, pmm
			Sunset 2-1195	Henry May, ce
			Webb	Sue Rogers, wd
<b>CALEXICO (Imperial County)</b>				
KICO	1490	250	Charles R. Love	Charles R. Love, o
1947			California Hotel	W. L. Gleason, gm
			El Centro, Calif.	Ray Mitchell, sm
			Elgin 2-1490	
			Cooke	
			Lee O'Connell	
<b>CHICO (Butte County)</b>				
KHSL	1290	5,000	Colden Empire Bcstg. Co.	Mrs. Hugh McClung, p, gm
1935	DA-N		4th & Wall Sts.	Charles H. Kinsley Jr., sm
KHSL-TV			Fireside 2-0141	Justine A. Pero, cm
			CBS	Thomas Nelson, pd
			Avery-Knodel	Marc Stefano, pmm
				Russell Pope, ce
				Thomas Nelson, nd

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

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

We went on the air ...

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

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

Serving the Nation's 6th Farm County

KXOC	1060	Broadmoor Bcstg. Corp.	Jack O. Cross, p
1949	10,000	Radio Lane	Ted L. Snider, gm
	DA-N	Fireside 2-4211	Robert Cheller, cm
		MBS	Ned Tollinger, pd
		Don Lee	Robert Jennings, pmm
		McCavren-Quinn	William Pope, ce
		Branham	
<b>COACHELLA (Riverside County)</b>			
KCHV	970	Coachella Valley Bcstg. Co.	Edward Corges, ptrn, gm
1954	1,000-D	Avenue 50	Melvin Carroll, ptrn, ce
		8-5234	Ed Keane, sm, cm
<b>COALINGA (Fresno County)</b>			
KBMX	1470	Westside Bcstg. Co.	Vernon J. Stedry, p, gm, cm
1950	500-D	P. O. Box 1179	Gene Davis, pd, ce
		136	Glenn Adams, sd
		KBS	Annette McLellan, wd
		Webb	
<b>CORONA (Riverside County)</b>			
KBUC	1370	Radion Bcstg. Inc.	Henry Fritzen, p, gm
1948	1,000-D	P. O. Box 368	Charles M. Ferguson, sm, cm
	500-D	Redwood 7-1370	Robert Cochems, ce
	DA-N		Lou Evans, nd, sd
<b>CRESCENT CITY (De Norte County)</b>			
KCRE	1400	Del Norte Bcstg. Co.	Robert E. Crey, p, gm, pd
1951	250	P. O. Box 248	Peggy Burke, nd, id, wd
		3061	H. W. Hall, ce
		Ayres	Jerry Clausen, sd
<b>DELANO (Kern County)</b>			
KCHJ	1010	Charles Herman Johnes	Charles H. Johnes, p, gm, ce
1951	5,000-D	P. O. Box 262	Jean C. Johnes, pd
	1,000-N	8676	Jim Turner, nd, sd
	DA-2		Elliott Fouts, id
<b>DINUBA (Tulare County)</b>			
KRDU	1240	Radio Dinuba Co.	Egon Hofer, p, m
1946	250	P. O. Box 157	David L. Hofer Jr., vp
		500	Warren Nystrom, ce, fd
		KBS	Harold Sparks, nd
		Ayres	Jim Bailey, sd
<b>EL CAJON (San Diego County)</b>			
KBAB	910	Babcock Bcstg. Co.	Robert J. Babcock, p
1955	1,000	200 E. Main St.	Norman Kay, vp, gm
	DA-2	Hickory 4-6145	
		ABC	
		Bolling	
<b>EL CENTRO (Imperial County)</b>			
KAMP	1430	Ray Lapica	Olive L. Sherban, gm
(CP)	1,000-D	207 S. Hamel Dr.	
		Beverly Hills, Calif.	
		Crestview 4-3631	
KKO	1230	Valradio Inc.	Riley R. Cibson, p, gm
1927	250	P. O. Box 140	Marc Hanan, asst. gm, cm, sd
		Elgin 2-1230	Bob Weaver, pd, fd
		MBS	Jim Pollard, ce
		Don Lee	Mike Russell, nd
		Raymer	Jo Ann Bisgaard, wd
<b>EUREKA (Humboldt County)</b>			
KDAN	790	W. A. Hansen	W. A. Hansen, o
1956	5,000-D	P. O. Box 1109	
		Medford, Ore.	
KHUM	980	Carroll R. Hauser	Carroll R. Hauser, o, gm
1947	5,000-D	Vance Hotel	Frank Brown, sm, pd,
	500-N	Hillside 2-5744	pmm, nd
	DA-N	CBS	Frank Smith, slm
		Pearson	Dean Elliott, ce
		McCavren	Ken Stodder, sd
KIEM	1480	Redwood Bcstg. Co.	William B. Smullin, p
1933	5,000	P. O. Box 1021	John C. Bauriedel, vp, gm
KIEM-TV	DA-1	Hillside 3-1621	Robert Stach, cm
	(CP-930)	MBS	Eddy Arnold, pd
	5,000-D	Don Lee	Barry Adams, pmm
	1,000-N	Blair	Bert Speer, ce
	DA-2)		
KRED (FM)	96.3mc	(KIEM, AM Affiliate)	
1947	5.6kw		
<b>FT. BRAGG (Mendocino County)</b>			
KDAC	1230	Edward Mertle	Edward Mertle, o
1948	250	P. O. Box 616	Craig N. Smith, gm, ce
		3251	Mathew V. Huber, slm, pd
		KBS	
<b>FRESNO (Fresno County)</b>			
KARM	1430	KARM, The George	Hattie Harm, p
1938	5,000	Harm Station	Dell Core, gm
	DA-1	1333 Van Ness Ave.	George Nickson, cm
		Amherst 4-2966	Lou Lampe, pd
		ABC	E. Roth Cooney, pmm
		Bolling	Elbert H. Dean, ce
KARM-FM	101.9mc		
1948	7.4kw		
KBIF	900	John H. Poole	John H. Poole, p
1947	1,000-D	857 Van Ness Ave.	Dave Maxwell, gm
KBID-TV		Amherst 6-0791	Jim Bailey, pd, nd
(CP)		Meeker	Bob Love, ce
			Bill Foulkes, sd

FRESNO (Cont.)

KFRE 1937 940 50,000 DA-2 California Inland Bcstg. Co. T. W. Patterson Bldg. Amherst 8-6441 CBS Blair  
 Paul R. Bartlett, p, gm  
 Donald A. Barry, asst m  
 Robert Fulton, pd  
 Keith L. Mealey, vp, eng dir  
 Russell Powell, nd  
 Wally Erickson, fd

KFRM (FM) 1946 93.7mc 68kw (KFRE, AM Affiliate)

KCST 1949 1600 1,000-D Delle Bcstg. Co. 1244 O St. Amherst 6-9901 KBS Forjoe  
 Morrie Mindel, gm  
 Jeanne Bacher, pd, wd  
 Andy Kay, nd  
 Jim Russell, fd  
 Sy Dudley, sd

KMAK 1953 1340 250 McMahan Bcstg. Co. 2020 McKinley 6-9448 McCavren-Quinn  
 R. O. McMahan, p  
 Coyle Chambers, gm  
 Denny Whitney, asst mgr  
 Edward Nickels, ce

KMJ 1925 580 5,000 KMJ-TV McClatchy Bcstg. Co. 1515 Van Ness Ave. 3-6277 NBC Raymer  
 Eleanor McClatchy, p  
 Dave Harris, sm  
 Roy Swanson, cm  
 Ramsey Elliott, prog mgr  
 William Wallace, ce  
 Garnet Casselman, news editor

KMJ-FM 1949 97.9mc 7.3kw

KYNO 1947 1800 1,000 DA-2 Radio KYNO 2125 N. Barton CL 5-8383 MBS Hollingbery  
 L. E. Chenault, gm  
 Jim Carroll, cm  
 Jack Crady, pd  
 Bert Williamson, ce  
 Bob Robertson, nd, sd

GLENDALE (Los Angeles County)

KBMS (FM) 1956 105.9mc 18kw Planned Music Inc. 135 S. Kenwood Glendale 5  
 E. Schwartz, p

KFMU (FM) 1954 97.1mc 53kw Nicholas M. Brazzy 9221 W. Pico Los Angeles 35 Crestview 6-9270  
 Jacques Brazzy, p  
 Gordon Hickman, gm, ce  
 Perry C. Childers Jr., pd

KHOF-FM 1956 99.5mc 16.5kw The Maple Chapel 1516 West Clenoaks Glendale 1 Chapman 5-5668  
 R. A. Schoch, p  
 J. L. Carpenter, gm

KIEV 1932 870 250-D Cannon System Ltd. 102 N. Glendale Ave. Chapman 5-2888  
 David H. Cannon, p  
 Cal Cannon, gm, cm  
 Allin Slate, pd  
 Charles Whitten Jr., ce  
 Trav Bayly, nd  
 Paul Stewart, sd

KUTE (FM) 1951 101.9mc 11.6kw Robert P. Adams P. O. Box 729 Citrus 4-1414  
 Robert P. Adams, p

HANFORD (Kings County)

KNGS 1948 620 1,000 DA-N Hanford Bcstg. Co. P. O. Box 620 Ludlow 2-0361 Oakes  
 Earl J. Fenston, p  
 Mel Offenbach, gm  
 Forrest Howard, cm  
 Stan Vestal, pd, ce  
 Dave Camp, nd, fd

INDIO (Riverside County)

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

LANCASTER (Los Angeles County)

KAVL 1950 1340 250 (CP 610) 1,000-D 500-N DA-2 Antelope Bcstg. Co. P. O. Box 1192 Whitehall 2-1121 Bcst. Time Sales  
 Whitford B. Carter, p  
 Herbert L. Comstock, gm  
 Dean Roper, pmm, sd  
 Jack Hill, nd  
 James B. French, tech dir  
 Carl Pendergraft, ce

KBVM 1956 1380 1,000-D Brocaw Bcstg. Co. 119 E. Ave. J. Whitehall 2-8461  
 Harold J. Brown, ptrn  
 John J. Cawley Jr., ptrn  
 Don Hopkins, sm

LODI (San Joaquin County)

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

LONG BEACH (Los Angeles County)

KFOX 1924 1280 1,000 Hogan Bcstg. Corp. 220 E. Anaheim Blvd. Hemlock 6-7281 Headley-Reed  
 Arthur B. Hogan, p  
 Hal Shideler, gm  
 Stu Sanders, pd, nd, sd  
 J. Claude Warren, ce  
 Mary Alyce Rivard, wd

KFOX-FM 1951 102.3mc 1kw

KCER 1926 1390 5,000 DA-N John Brown Schools of California Inc. 3745 Atlantic Ave. Carfield 7-7907 KBS Walker  
 Dr. John E. Brown Sr., p  
 Clinton H. Fowler, gm, cm  
 Irene Cook, pd, wd  
 Luther Crumbaugh, ce  
 Finis Bell, nd  
 Harry L. Bateson, fd

KNOB (FM) 1949 103.1mc 0.32kw Cerritos Bcstg. Co. 1120 Pine Ave. Hemlock 8-5519  
 Ray Torian, p, gm, cm, ce  
 Jim Cowgill, pd  
 Paul Hill, bdm

LOS ANGELES (Los Angeles County)

KABC 1929 790 5,000 DA-N American Bcstg.-Paramount Theatres Inc. 1539 N. Vine Normandy 3-3311 ABC Katz  
 Earl J. Hudson, vp,  
 Western Div.  
 John Hansen, gm  
 Bill Baxley, cm  
 Dresser Dahlstead, pd  
 Ted Crenier, ce  
 Pat O'Reilly, nd

KABC-FM 1948 95.5mc 4.3kw

KBIC (See Avalon listing)

KCBH (FM) 1954 (See Beverly Hills listing)

KFAC 1929 1830 5,000 DA-N Los Angeles Bcstg. Co. 5773 Wilshire Blvd. Webster 8-0161 Bolling  
 Calvin J. Smith, gm, cm  
 Howard Rhines, pd  
 Ron Oakley, ce  
 Dick Joy, nd, sd

KFAC-FM 1948 92.3mc 18kw



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

# CALIFORNIA

City	Call Letters	Chan. or Freq.	Licensee Headquarters Telephone Network Station Rep.	Executives	Call Letters	Chan. or Freq.	Licensee Headquarters Telephone Network Station Rep.	Executives	
<b>LOS ANGELES (Cont.)</b>									
KFI	1922	640 50,000	Earle C. Anthony Inc. 141 N. Vermont Ave. Dunkirk 2-2121 NBC Christal	Earle C. Anthony, p, gm Charles E. Hamilton, asst to p Pat Kelly, pd Edward H. Grigg, pmm H. L. Blatterman, co-ce Curtis Mason, co-ce Kerwin Hoover, nd Jim Todd, fd Rolly Thomas, sd Mary Hickox, wd	KRDK	1927	1150 5,000-D 1,000-N ST-KFSG	Continental Telecasting Corp. 1050 Montecito Dr. Meeker	Frank Oxarant, p Jack Feldmann, gm Benjamin C. Brown, ce
KFOX	1924	1280 1,000	Los Angeles Office 6030 Sunset Blvd.	(See Long Beach listing)	KRDK-FM	1949	96.3mc 54kw		
*KFSG	1924	1150 2,500-D 1,000-N ST-KRDK	Echo Park Evangelistic Assn. 1100 Glendale Blvd. Dunkirk 9-1141	Dr. Rolf K. McPherson, p M. D. Buchen, gm, pd, pmm Donald K. Horton, ce Oval Wylie, nd	(FM) (CP)		105.1mc 17kw	WHM Bestg. Co. c/o Station KDB Santa Barbara, Calif.	Lucie Miltenberg, ptnr Rube Goldwater, ptnr James Harford, ptnr
KFSG-FM	(CP)	103.5mc 12.5kw			<b>MADERA (Madera County)</b>				
KFWB	1925	980 5,000	KFWB Bestg. Corp. 6419 Hollywood Blvd. Hollywood 3-5151 Branham McGavren-Quinn	Robert M. Purcell, vp, gm Frank King, gen slm Harry Myers, ce Sydney Yallen, ops dir Betty Thomas, merc dir Mickey Freeman, pub dir	KHOT	1956	1250 500-D	Glomor Music Bestrs. Inc.	Robert L. Moran, p Donald L. Edwards, vp Gloria L. Moran, sec-treas
KRHM (FM)	1948	94.7mc 58kw	Harry Maizlish 6419 Hollywood Blvd. Hollywood 3-5151	Harry Maizlish, o, gm	<b>MARYSVILLE (Yuba County)</b>				
KGFI	1926	1230 250	Ben S. McGlashan 6314 Sunset Blvd. Hollywood 4-0201	Ben S. McGlashan, o Thelma Kirchner, gm, cm Molly Low, slm Juanita McCurdy, pmm Homer M. Obuchon, ce Dan Speare, pd, nd	KMYC	1940	1410 5,000-D 1,000-N DA-2	Marysville-Yuba City Bestrs. Inc. P. O. Box 631 Sherwood 2-2396 MBS Don Lee Paschall Hall Grant	H. E. Thomas, p Joe D. Carroll, gm, cm William Cleveland, pd, fd Gene Walker, pmm Loyd McQueary, ce Bob Courts, nd
KHJ	1922	930 5,000 DA-N	RKO Teleradio Pictures Inc. 1313 N. Vine St. Hollywood 2-2133 MBS Don Lee H-R Reprs.	T. F. O'Neil, p Willet H. Brown, p, Don Lee Div. Ward D. Ingram, gm Norman Boggs, vp Terry Mann, cm A. J. LaFrano, pd	KMYC-FM	1947	99.9mc 4.9kw		
KHJ-TV					<b>MERCED (Merced County)</b>				
KHJ-FM	1941	101.1mc 16.8kw			KWIP	1956	1580 500-D	Joseph Gamble Stations Inc. Hotel Toga Randolph 2-3838 McGavren-Quinn	Joseph E. Gamble, p Jack Blake, sm Burt Rogers, pd Mal Beavers, ce Paul Wagner, nd Jane Cullen, wd
KLAC	1928	570 5,000-D 1,000-N	Hall Bestg. Co. 6363 Sunet Blvd. Hollywood 2-7271 Young	M. W. Hall, p, gm Felix Adams, cm R. F. Horgan, pd James McNamara, nd Sam Balter, sd	KYOS	1936	1480 5,000 DA-N	KYOS Inc. P. O. Box 717 Randolph 2-6251 MBS Don Lee Headley-Reed	Robert Garrett, p, gm Gene Bell, vp, cm John McAdam, pd, nd Cecil Lynch, ce Robert McVay, sd Margaret Puccinelli, wd
KMLA (FM)	(CP)	100.3mc 58.5kw	KMLA Bestg. Corp. 2917 Temples St. Dunkirk 2-8373 Oakes	J. B. Kiefer, p, gm Ned Connors, cm William Tomberlin, ce, pd	<b>MODESTO (Stanislaus County)</b>				
KMPC	1928	710 50,000-D 10,000-N DA-N	Golden West Broadcasters 5939 Sunset Blvd. Hollywood 9-5341 AM Radio Sales	Gene Autry, chmn of bd Robert O. Reynolds, p, gm Loyd C. Sigmon, vp, asst gm, ce Mark Haas, bestg dir Stanley Spero, cm Harry Golder, nd	KBEE	1951	970 1,000 DA-2	McClatchy Bestg. Co. 14th & 1 Sts. Lambert 2-2061 Raymer	Eleanor McClatchy, p Hugh Shelley, sm Albert Schneider, ce
KNX	1920	1070 50,000	Columbia Bestg. System 6121 Sunset Blvd. Hollywood 28, California Hollywood 9-1212 CBS Columbia Pacific Radio Net. CBS Radio Spot Sales	Fred Ruegg, gm Donald M. Ross, cm, gen slm Robert P. Sutton, pd Ted Denton, ce Jack Beck, nd John M. Asher, pmm	KBEE-FM	1948	103.3mc 11.5kw		
KNX-FM	1948	93.1mc 67kw			KMOD	1950	1360 1,000 DA-N	Radio Modesto Inc. P. O. Box 1360 Lambert 2-1051 ABC Headley-Reed	Don C. Reeves, p, gm Judd Sturtevant, cm Gene D'Accardo, pd, nd, sd, fd Mel Freedman, ce Jan Powell, wd
KPLA (FM)	1955	104.3mc 7.1kw	Don Martin School of Radio Arts 1653 N. Cherokee Hollywood 2-3281	Don C. Martin, p, cm James L. Fitch, pd Richard Browning, ce	KTRB	1933	860 10,000-D	KTRB Bestg. Co. P. O. Box 593	Wm. H. Bates Jr., p, gm, ce Richard Brown, cm Cal Purviance, pd, pmm Charles McEwen, nd Leonard Anderson, fd Phil Barber, sd
KPOL	1952	1540 10,000 DA-N	Coast Radio Bestg. Corp. 4628 Wilshire Blvd. Webster 8-2345 Keller	Hugh R. Murchison, p Fredrick D. Custer, gm, cm Robertson C. Scott, pd Floyd Hall, ce	KTRB-TV	(CP)	1,000-N DA-2	McGavren-Quinn	
XPOL-FM	(CP)	93.9mc 17kw			KTRB-FM	1949	104.1mc 4.7kw		
XPOL	925	1020 5,000 L-KDKA	Standard Bestg. Co. 338 S. Western Ave. Dunkirk 8-2345 Best. Time Sales Frank King	Frank Burke, p, gm Vern Lindblade, cm Earl McDaniel, pd, pmm Leonard Reeves, ce Violet Schram, wd	<b>MONTEREY (Monterey County)</b>				
<b>MT. SHASTA (Siskiyou County)</b>									
KWSD	1947	1340 250	Shasta Cascade Bestg. Corp. E. Alma St. 2124 McGavren-Quinn Continental	David H. Rees, co-o, ce Arthur Adler, co-o, gm Iola Huntingdon, pd					

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

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

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

# Don Lee's Do-it-yourself Hints

INSTRUCTIONS  
**HOW TO MAKE  
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**DON'T MISUNDERSTAND US, WE DON'T RECOMMEND COUNTERFEITING...**

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

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

CALIFORNIA

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>NAPA (Napa County)</b>			
KVON 1947	1440 500 DA-1	Jack L. and Alyce M. Powell Foster Road Baldwin 6-2023 Ayres Lee O'Connell	Jack L. Powell, gm Burke Riley, cm Alyce M. Powell, pd Beryl Conzaes, sd Alvin Wirick, pmm John Rabenseifner, nd
<b>NEEDLES (San Bernardino County)</b>			
KSFE 1952	1340 250	Needles Bcstg. Co. Box C-2 Eastgate 6-2101 KBS Continental	B. J. Fitzpatrick, o, gm Al Lincoln, ce
<b>OAKLAND (Alameda County)</b>			
KLX 1922	910 5,000 DA-N	Tribune Bldg. Co. 2150 Franklin St. Templebar 6-0910 Weed	J. R. Knowland Jr., p Wilson K. Foster, gm Bill Laws, pd, sd Roswell S. Smith, ce John K. Chapel, nd Anne Truax, wd
KROW 1925	960 1,000	KROW Inc. 464 19th St. Twin Oaks 3-9600 Raymer	Sheldon F. Sackett, p J. C. Paltridge, vp, gm Russ Coglin, slm Fred Cwynn, ce Ray A. Yeager, nd
KWBR 1920	1310 1,000	Warner Brothers Radio 327 22nd St. Higate 4-1212 Forjoe	E. N. Warner, p F. Wellington Morse, gm Jeane K. Fisher, pd Paul E. Cregg, ce
<b>OCEANSIDE (San Diego County)</b>			
KSLR 1956	1320 500 DA-1	San Luis Rey Bcstg. Co. P. O. Box 779 Saratoga 2-8294	C. W. Shancks, p W. J. Taylor, gm Hal Corwin, pd, nd, sd Al Wilt, ce, pdm
<b>ONTARIO (San Bernardino County)</b>			
KOCS 1946	1510 250-D	Daily Report Co. 222 E. "B" St. Yukon 6-1111 Best	Jerene A. Harnish, p Peter R. Odens, gm Pete Boghosin, slm Mel Hall, pd Charles Tucker, ce
KEDO (FM) 1947	93.5mc 0.31kw	(KOCS, AM Affiliate)	

<b>OROVILLE (Butte County)</b>			
KMOR 1948	1340 250	Oroville Bcstrs. Inc. P. O. Box 1032 Le 3-0334 Ayres	C. Ross McCarthy, gm, evp Vic Ives, pd, nd Geri Sevilla, wd, pdm Charles Peretti, slm Harry Ebeling, pmm Robert Fuller, ce
<b>OXNARD (Ventura County)</b>			
KOXR 1955	910 1,000-D DA-D	Oxnard Bcstg. Corp. 613 S. "C" St. Hunter 3-2303 Tracy Moore	Paul R. Schneider, p Charles Farmer, gm Robert Brown, slm
KUDU		(See Ventura listing)	
<b>PALMDALE (Kern County)</b>			
KUTY (CP)	1470 1,000-D	Palmdale Bcstrs. P. O. Box 348	Harold C. Singleton, p, gm Estelle Singleton, sec, pd, wd
<b>PALM SPRINGS (Riverside County)</b>			
KCMJ 1946	1340 250	Palm Springs Bcstg. Corp. P. O. Box KK 2253 CBS McCavren-Quinn	David H. Margolis, o, p Robert D. Blashek, evp Norman L. Lofthus, gm, cm Arthur Sipherd, pd Phil Stone, nd Don Beck, ce
KDES 1956	920 500-D	George E. Cameron Jr. 1432 Beverly Estates Drive Beverly Hills, California	George E. Cameron Jr., o
KPAL 1954	1450 250	KPAL Bcstg. Corp. Desert Inn Hotel 153 N. Palm Canyon Dr. 9171	Harry Maizlish, p Al Yallen, gm Ralph Warren, pd Robin Hill, ce
<b>PALO ALTO (Santa Clara County)</b>			
KIBE 1947	1220 1,000-D	Sundial Bcstg. Corp. 149 California St. San Francisco, Calif. Yukon 2-6272	William R. Crocker, p Edward Davis, gm Helen Davis, cm, pmm M. Cantisano, pd H. J. Richards, ce
<b>PASADENA (Los Angeles County)</b>			
KALI 1950	1430 5,000-D DA-D	Consolidated Bcstg. Co. 758 E. Colorado St. Ryan 1-7148	Chester W. Erickson, asst mgr Virginia M. O'Laughlin, pd Harvey Fritch, ce Bill Mountford, nd, sd
*KPPC 1924	1240 100 SH	Pasadena Presbyterian Church 585 E. Colorado (1) Sycamore 3-0200	Dr. Myron Nichols, gm Del Reynolds, pd Clayton Blake, ce
KWKW 1942	1300 1,000 DA-N	Southern California Bcstg. Co. 800 Sierra Madre Villa Ryan 1-6744 Bcst. Time Sales	Marshall S. Neal, p William J. Beaton, vp, gm James Coyle, slm Ernesto Cervera, pd, nd Claire Hughes, asst to m Paul W. Spargo, ce
KXLA 1942	1110 10,000 DA-2	Pacific Coast Bcstg. Co. 1401 S. Oak Knoll Ave. Ryan 1-6991 Burke-Stuart	Loyal K. King, p, gm Armond Lamont, pd Jack Reeder, ce Richard Blanchard, nd Carl Ludlow, fd

Executive Abbreviations: Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.  
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| GENE O'QUIN       | AL RYFLE         |
| SPEEDY WEST       | CHARLIE WILLIAMS |
| CHARLIE ALDRICH   | MERRILL MOORE    |
| SAMMY MASTERS     | FRANK SIMON      |
| TOMMY SANDS       | CARL SAUNDERS    |
| DARLA DARET       | JACK MORRIS      |
| HERMAN THE HERMIT | GARRY GOODWIN    |

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- |                 |               |
|-----------------|---------------|
| TENNESSEE ERNIE | EDDIE KIRK    |
| MARY FORD       | BUCKY TIBBS   |
| JIMMY WAKELY    | OLE RASMUSSEN |
| JOANNIE O'BRIEN | BOB WILLS     |
| CHARLIE MORGAN  |               |
| MOLLY BEE       |               |
| POLLY BERGEN    |               |
| MERLE TRAVIS    |               |

Loyal K. King, President & Gen. Mgr.

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



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

KPRL 1946	1230 250	Dale J. & Bernard Schwartz 32nd & Oak Sts. 204 MBS KBS Don Lee Crant	Dale J. Schwartz, co-o, gm, ce, fd Bernard Schwartz, co-o, cm, pd, nd, sd Dorothy Schwartz, pmm, wd
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**PETALUMA (Sonoma County)**

KAFP 1950	1490 250	Redwood Empire Bcstg. Co. P. O. Box 590 Porter 2-9787 KBS Bcst. Time Sales	A. T. Shields, p, gm, nd Gerald Hauser, cm, fd Corinne Shields, pd, pmm Aubin D. Thomas, ce Elena Rothaus, wd
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**PITTSBURG (Contra Costa County)**

KECC 1949	990 1,000 DA-N (CP 5,000 DA-2)	KECC Inc. 235 Railroad Ave. Hempstead 2-2964 Grant	John C. MacFarland, gm Marjorie Stancil, pd Merlin W. Haag, ce
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**POMONA (Los Angeles County)**

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

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

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

KRDG 1956	1230 250	Redding Bcstg. Co. 1214 Locust St. 5451 MBS Don Lee Best Tracy Moore	Howard N. Martineau, co-o, gm Reinard W. Brandley, co-o Lee Craig, cm Edith Martineau, pd Lynn Olsen, ce
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KSDA 1954	1400 250	Valr Inc. P. O. Box 1400 600 Grant	Betty M. Farrelle, p, wd Van C. Newkirk, evp Paul S. Farrelle, gm, ce Stanley P. Farrelle, sm Betty M. Hayes, cm Robert Russell, sm
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KVCV 1937	600 1,000 DA-1	Golden Empire Bcstg. Co. Chico, Calif. Fireside 2-0141 CBS Avery-Knodel	Mrs. Hugh McClung, p Fred M. Stuelpnagel, p H. E. McCarty, cm Lyle Mathys, pd Stanley Carvey, pmm Russell Pope, ce
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----- (CP)	540 1,000-D	Shasta Bcstg. Corp. 1923 Yuba St.	George C. Fleharty, p
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**REDLANDS (San Bernardino County)**

KCAL 1954	1410 1,000-D	Southwest Bcstg. Co. P. O. Box 52 Pyramid 3-2358 Tracy Moore Continental	Dr. Bernard Corren, p Roy C. Winklemann, gm, cm Ellen Winklemann, pd, wd Alfred Copeland, ce Orville Schumacher, fd Bill Paterson, nd, sd
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**RIDGECREST (Kern County)**

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

**RIVERSIDE (Riverside County)**

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

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

CALIFORNIA

City Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone Network Station Rep.	Executives
<b>SACRAMENTO (Cont.)</b>			
KFBK 1922	1530 50,000 DA-1	McClatchy Bestg. Co. 708 Eye St. Gilbert 3-1745 ABC Raymer	Eleanor McClatchy, p Keith B. Collins, sm Arthur C. Williams, slm Harry Warren, prog mgr Stam Sronce, ce Victor Blanks, news editor
KFBK-FM 1946	96.9mc 3.2kw		
KGMS 1952	1380 1,000 DA-2	Capital Radio Enterprises Hotel Senator Hudson 1-3133 Forjoe	Irving J. Schwartz, co-o, gm Jack Matranga, co-o, pd, nd Steve George, co-o, cm, sd Logan Z. Edwards, ce
KGMS-TV (CP)			
KGMS-FM (CP)	95.1mc 3.6kw		
KJML (FM) (CP)	94.5 1kw	Town & Country Bests. 2830 Auburn Blvd.	William T. White, ptr Virgil J. Nugent, ptr
KROY 1937	1240 250	KROY Inc. 1010 11th St. Gilbert 3-2325 CBS Hollingbery	Robert W. Dumm, o, p Dean Seaton, gm Maurice Hill, ce
KXOA 1945	1470 1,000 DA-N	Sacramento Bests. Inc. P. O. Box 3094 (15) Wabash 5-2717 MBS Don Lee	Lincoln Dellar, p, gm Howard Haman, sm Jack J. Lawson, pd, nd Ewald W. Berger, ce
KXOA-FM 1947	107.9mc 12.5kw		
<b>SALINAS (Monterey County)</b>			
KDON 1935	1460 5,000 DA-1	KDON Inc. 1024-C S. Main St. Harrison 2-6464 McGavren-Quinn	Clark Fee, p Glenn Stadler, vp A. L. Anderson, gm Harold Knowlton, sm Newt Deiter, sm Omer N. Wright, ce
KSBW 1947	1380 1,000 DA-1	Salinas Valley Bestg. Corp. P. O. Box 1651 MBS	John C. Cohan, p, gm Wm. Oates, asst m Mike Morisoli, pd, pmm, nd, sd Bill Hargan, ce Carroll Pederson, fd Mike Castillo, Spanish dir
KSBW-TV (CP-5,000 DA-2)		Headley-Reed	

SAN BERNARDINO (San Bernardino County)

KCSB 1947	1350 500 DA-N	Fred P. D'Angelo P. O. Box 269 8-0245 Grant	Fred P. D'Angelo, p, gm, cm Jim Lucas, pd, pmm, nd Jim Blaine, ce, fd Milt Boznic, sd Vera McHugh, wd
KFXM 1929	590 1,000 DA-2	KFXM Bestg. Co. 512 Fifth St. 9-3636 MBS Don Lee McGavren-Quinn	Phil Dexheimer, p, gm Howard Bailey, pd George Ewing, ce Howard Baichly, treas Bettie Iglai, traff mgr Jim Mergen, sd Marion McCook Moodey, wd
KITO 1947	1290 5,000 DA-2	Cosmopolitan Bestg. Corp. P. O. Box 889 7807 ABC Hollingbery	R. E. Rios, gm, cm Richard Klitzing, pd, ce Robert Van Roy, pdm Vivian McColey, pmm Marjorie Sharpe, wd
KRNO 1948	1240 250	Western Empire Bests. Inc. 990 Colton Ave. 8-2771 Bcst. Time Sales	Norman H. Rogers, p George W. Brock, gm, ce John Staples, cm Charles Palmer, pd, nd John Neal, off mgr Val Gearhart, sd

SAN DIEGO (San Diego County)

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

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with more coverage!

Especially in  
Sunny San Diego

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**KFMB**  
5000 WATTS 540 KC  
**CBS**

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

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

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

*(Sales Management's 1956 Copyrighted Survey)*



## McClatchy Broadcasting Company

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



SAN JOSE (Cont.)

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

SAN LUIS OBISPO (San Luis Obispo County)

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

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

SAN MATEO (San Mateo County)

KVSM 1050 Intercontinental Bcstg. Corp. Jack Grant, gm  
1948 1,000-D 279 Baldwin Ave. Ralph Emery, pd  
Diamond 4-2541 Carl Roloff, ce  
McGavren-Quinn Eileen Kirby, wd  
Oakes

SAN RAFAEL (Marin County)

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

SANTA ANA (Orange County)

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

KWIZ-FM 96.7mc  
1947 1kw

SANTA BARBARA (Santa Barbara County)

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

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

KRCW (FM) 97.5mc Cameron A. Warren, o, ce  
1956 17.5kw 2919 De La Vina St. Roger A. Clarke, pd  
Woodland 5-6422

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

SANTA CRUZ (Santa Cruz County)

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

SANTA MARIA (Santa Barbara County)

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

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

SANTA MONICA (Los Angeles County)

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

SANTA PAULA (Ventura County)

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

SANTA ROSA (Sonoma County)

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

SONORA (Tuolumne County)

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

STOCKTON (San Joaquin County)

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

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

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

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

SUSANVILLE (Lassen County)

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

TAFT (Kern County)

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

TULARE (Tulare County)

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

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

TURLOCK (Stanislaus County)

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

UKIAH (Mendocino County)

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

VALLEJO (Solano County)

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

# CALIFORNIA

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>VENTURA (Ventura County)</b>			
KUDU 1947	1590 1,000 DA-1	KVVC, Voice of Ventura Co. 235 S. LaBrea Inglewood, Calif. Orchard 7-0828 Oakes	William H. Haupt, p Bill E. Williams, gm, pmm Norton Gilson, cm, sd Cullen Tendick, ce Jack De Long, nd, fd Jim Williams, pd
KVEN 1948	1450 250	Coast Ventura Bcstg. Co. P. O. Box 1611 Miller 3-8675 MBS Don Lee Webb McGavren	Carroll Hauser, p Sid Held, gm Karl Rembe, cm Fred Hall, pd, ce Bob Godeck, pmm Jerry Thomas, nd
<b>VISALIA (Tulare County)</b>			
KONG 1947	1400 250	Radio KYNO, Voice of Fresno P. O. Box 1429 Redwood 4-5811 Hollingsbery	L. E. Chenault, p Gordon I. Jacobs, gm Randal Kyle, sm Dave Belman, pd Leon K. Jones, ce
<b>WASCO (Kern County)</b>			
KWSO 1950	1050 1,000-D	Maple Leaf Bcstg. Co. P. O. Box 966 Plateau 8-4265 Best. Time Sales	E. J. Peters, p, o Theo. G. Heinrichs, gm Bob Bann, pd Norman Berg, fd Ben Horch, music, d Herb Ratzlaff, ce
<b>WATSONVILLE (Santa Cruz County)</b>			
KHUB 1937	1340 250	William W. Morgan & Dorothy C. Morgan P. O. Box 349 4-5641 KBS Best	William W. Morgan, co-o, gm, cm Dorothy C. Morgan, co-o Merle E. Rossman, Jr., pd, fd, sd Ralph S. Click, ce Frederick H. Allen, nd Janice G. Trenchard, wd
<b>YREKA (Siskiyou County)</b>			
KSYC 1947	1490 250	Siskiyou County Bcstg. Co. Lawrence Lane 624 ABC Tracy Moore	Ernest G. Millbourn, p D. C. Hollinger, gm D. M. Comstock, sm, nd Wes Meyers, pd Sy Winch, ce
<b>YUBA CITY (Sutter County)</b>			
KAGR 1953	1450 100	James E. Jaeger P. O. Box 247 Sherwood 3-7343 KBS Best	James E. Jaeger, p James E. Walley, gm, cm, ce Dean Cull, pd, sd Sara Davis, nd, wd John Lindt, fd
KUBA 1947	1600 1,000-D 500-N DA-N	Peachbowl Bcstrs. Inc. Hotel Marysville Marysville, Calif. Sherwood 3-7309 United Pacific Avres O'Connell Continental	C. V. Ullom, co-o, p Roger R. Hunt, co-o, gm Lloyd H. Klemp, cm, sd Ric Ryan, pd, wd Don Taylor, pmm Carleton E. Currie, ce

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

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

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

# COLORADO

## COLORADO

### MARKET DATA BY COUNTIES

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger Cars	
						1955	1955
Adams	40,234	16,460	48,640	9,855	2,901	24,919	
Alamosa	10,531	2,570	11,891	2,520	380	3,019	
Arapahoe	52,125	21,650	92,801	27,449	3,392	34,430	
Archuleta	3,030	630	2,832	420	218	664	
Baca	7,964	2,400	5,062	850	213	2,209	
Bent	8,775	2,000	4,961	1,174	131	2,283	
Boulder	48,296	15,450	60,605	13,189	2,318	21,461	
Buffalo	7,168	2,020	9,599	2,034	231	2,877	
Cheyenne	3,453	1,060	2,352	563	145	962	
Clear Creek	3,289	1,160	4,583	654	148	1,345	
Conjos	10,171	2,650	4,169	713	198	1,979	
Costilla	6,067	1,020	1,656	155	77	917	
Crowley	5,222	1,350	2,925	493	111	1,447	
Custer	1,573	580	543	215	141	548	
Delta	17,365	5,160	14,445	3,626	522	5,706	
Denver	415,786	154,170	765,358	144,551	36,723	176,292	
Dolores	1,966	580	1,277	120	247	827	
Douglas	3,507	1,140	4,862	726	76	1,849	

# COLORADO

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger Cars	
						1955	1955
Eagle	4,488	1,050	3,066	863	185	1,638	
Elbert	4,477	1,050	2,083	686	50	1,451	
El Paso	74,523	32,750	159,608	30,553	6,258	42,095	
Fremont	18,366	5,170	15,890	3,439	543	6,547	
Garfield	11,625	3,540	15,654	2,853	697	4,182	
Gilpin	850	180	908	119	54	539	
Grand	3,963	1,040	5,390	845	382	1,601	
Gunnison	5,716	1,510	6,034	1,341	155	1,895	
Hinsdale	263	90	95	.....	.....	87	
Huerfano	10,549	2,650	6,264	1,707	275	2,320	
Jackson	1,976	650	1,578	207	179	903	
Jefferson	55,687	24,790	84,632	28,867	3,713	37,423	
Kiowa	3,003	860	3,048	870	94	945	
Kit Carson	8,600	2,510	8,372	1,330	355	2,533	
Lake	6,150	1,580	8,460	2,070	309	2,969	
La Plata	14,880	3,900	22,869	4,814	662	5,891	
Larimer	43,554	14,180	49,394	10,334	1,775	18,042	
Las Animas	25,902	6,320	16,482	3,376	504	6,136	
Lincoln	9,909	1,720	7,289	815	289	2,086	
Logan	17,187	5,110	27,002	4,531	673	8,538	
Mesa	38,974	13,320	72,667	14,658	2,148	18,535	
Mineral	698	190	407	78	.....	219	
Moffat	5,946	1,620	8,088	1,684	251	2,253	
Montezuma	9,991	2,730	15,099	2,833	529	3,470	
Montrose	15,220	4,180	16,364	3,520	719	5,478	
Morgan	18,074	5,070	27,163	5,363	959	9,119	
Otero	25,275	7,170	22,566	6,081	760	8,035	
Ouray	2,103	560	1,463	375	218	717	
Park	1,870	480	1,595	295	67	918	
Phillips	4,924	1,440	6,833	1,294	271	1,932	
Pitkin	1,646	460	2,404	340	106	918	
Prowers	14,836	4,770	15,412	2,717	581	4,607	
Pueblo	90,188	28,240	112,313	28,072	3,155	35,211	
Rio Blanco	4,719	1,620	4,715	1,125	256	2,100	
Rio Grande	12,832	3,290	10,919	2,535	430	3,568	
Routt	8,940	2,450	5,877	1,504	298	2,518	
Saguache	5,664	1,290	2,775	431	185	1,433	
San Juan	1,471	380	543	174	52	285	
San Miguel	2,693	650	1,875	353	52	939	
Sedgwick	5,095	1,450	6,515	1,052	185	1,796	
Summit	1,135	380	983	117	81	573	
Teller	2,754	570	2,363	679	224	1,195	
Washington	7,520	2,330	5,908	1,264	237	2,711	
Weld	67,504	19,320	72,064	13,895	1,962	24,984	
Yuma	10,827	3,000	9,616	1,912	431	3,753	
Total	1,325,089	449,060	\$1,909,216	\$401,384	\$79,481	568,768	

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

## DIRECTORY OF AM AND FM STATIONS

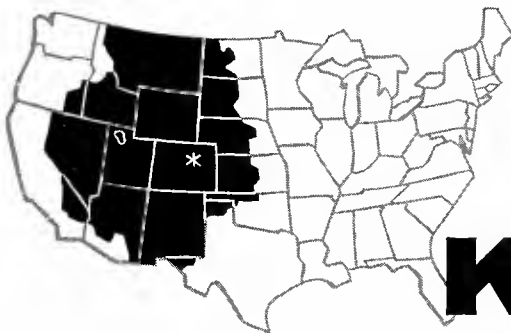
<b>ALAMOSA (Alamosa County)</b>							
KGW 1929	1450 250	D.L. & Kathleen Allen East of Alamosa 26 MBS KBS Intermountain Avery-Knodel	D. L. Allen, p, gm, ce Kyle McClaugherty, pd, nd Kathleen Allen, pmm, wd John Vos, fd Bud De Dautell, sd				
<b>AURORA (Arapahoe County)</b>							
KOSI 1954	1430 5,000-D (CP 5,000-D 500-N DA-N)	Mid-America Bcstg. Co. 9100 East Colfax Empire 6-2695 Forjoe	David M. Segal, p Edward M. Guss, gm James F. Brown, cm Lonnie A. Licata, pd, ce Bobby Beers, pmm Darlene Chaffee, wd				
<b>BOULDER (Boulder County)</b>							
KBOL 1947	1490 250	Boulder Radio KBOL Inc. P. O. Box 146 Hillcrest 2-2242 Holman	Russel Shaffer, p, gm Gene Palm, cm John Wilcox, pd Blair Dobbins, ce Peter Hansson, nd, sd				
KRNW (FM) 1955	97.3mc 2.0kw	Colo. Recording Co. 1305 Spruce St. Hillcrest 2-5797	Robert N. Wilkinson, o, gm, pd, ce Fred Z. Brown, cm				
<b>CANON CITY (Fremont County)</b>							
KRLN 1947	1400 250	Royal Gorge Bcstrs. Inc. 1615 Central Ave. 1400 MBS Intermountain KBS	Raymond M. Beckner, p, gm, cm, nd Al Rinn, slm Ray Beckner Jr., pd Ed Wood, ce Q. Bryan, sd				
<b>COLORADO SPRINGS (El Paso County)</b>							
KAFA 1956	1460 1,000-D	Taylor Bcstg. Co. P. O. Box 762 Melrose 3-2608 Clark Clarke Brown	W. G. Taylor, p James C. Carson, gm, sd Wayne Costner, cm Pat Brown, pd Tom Davidson, pmm, nd Vernon Hughes, ce				



**KOA...**

**The West's HOMETOWN RADIO STATION**

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



Let KOA-Radio sell the  
 rich Western market for YOU

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

One of America's great radio stations



50,000 WATTS • 850 KC.

WT 1/5-

**COLORADO**

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

Executive Abbreviations: *Owner* o; *Pres.* p; *Exec. vp.* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Div.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports or Women's Dir.* nd, fd, sd, wd.  
 Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.  
*FMs in Italic.* \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

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

**SOLD ON SPOT**  
AS A BASIC  
ADVERTISING  
MEDIUM

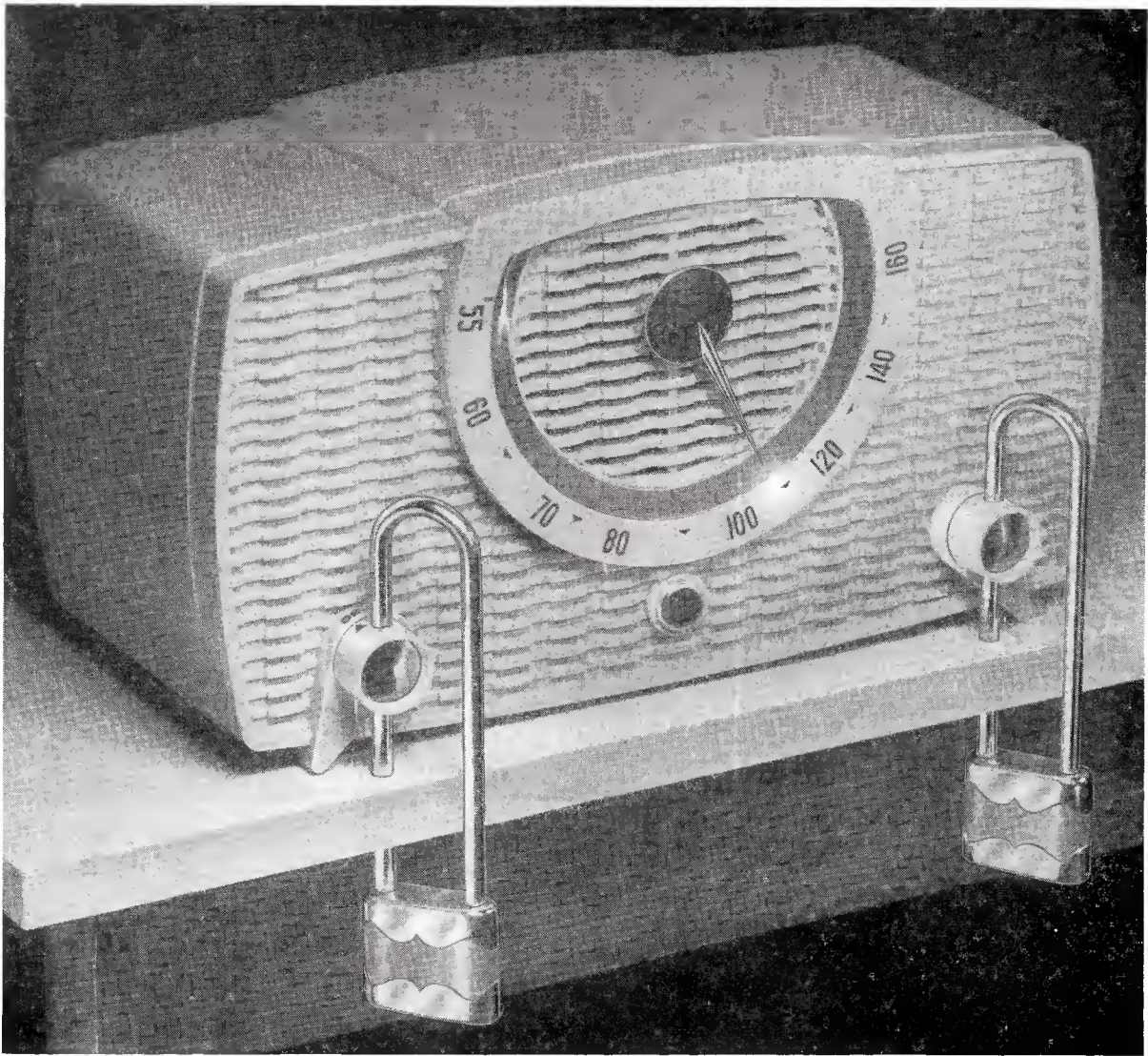
**ROGER BUMSTEAD**, Media Director for MacManus, John and Adams, New York, spells out his reasons for preferring *Spot* for clients like White Rock, Good Humor, and Regent Cigarettes:

"EVERY PRODUCT AND EVERY MARKET PRESENT THEIR OWN SALES AND DISTRIBUTION PROBLEMS. SPOT'S ADAPTABILITY—VERTICAL, HORIZONTAL, SATURATION, WHAT YOU WILL—MAKES IT POSSIBLE TO TAILOR CAMPAIGNS TO THE SPECIFIC NEEDS OF SPECIFIC CLIENTS."



<b>CRAIG (Moffat County)</b>			
KRAI 1948	550 1,000-D 500-N DA-N	Northwestern Colorado Bcstg. Co. P. O. Box 65 707 Colorado Net. Grant Webb	George O. Cory, gm Jack Miller, sd Dick Bonderud, sm
<b>DELTA (Delta County)</b>			
KDTA 1955	1400 250	Monarch Bcstg. Co. P. O. Box 452 140	D. E. Towne, p, gm, sd Darrell W. Blair, cm, pmm Rose Mary Towne, pd, wd Charles Jackson, ce Wallace Torfin, nd Roy Pace, sd
<b>DENVER (Denver and Jefferson Counties)</b>			
KDEN 1956	1340 250	KDEN Bcstg. Co. 1601 W. Jewell St. West 5-3525	Frank E. Amole, ptrn. Ewald Koepke, ptrn., gm Wally Geiger, cm Lloyd Knight, pd Ken Brothers, pmm Wal Wilson, ce
KFML 1955	1390 1,000-D	Note Bcstg. Co. 262 Fillmore St. East 2-7768	Evert A. Bancker Jr., gm Arthur L. Robertson, asst. gm, ce Lowell Switzer, cm Fred Hays, pd Amy Roosevelt, pmm Ida Janie, traff. m
KFML-FM 1953	98.5mc 2.35kw		
KFSC 1954	1220 1,000-D	Francisco V. (Paco) Sanchez 3340 Lafayette St. Acoma 2-8985 Oakes Natl. Time Sales	Francisco V. (Paco) Sanchez, o Levi J. Beall, gm Joseph Lito, pd Oran E. Kelley, ce
KGMC		(See Englewood listing)	
KTMN 1922	950 5,000 DA-1	KIMN Inc. 5350 W. 20th Ave. (14) Belmont 7-2734 MBS Intermountain Avery-Knodel	A. L. Glasmann, p Collin W. Lowder, gm George B. Morgam, cm Ted Nelson, pd, pmm Rollins Brook, ce Leslie A. Nichols, nd
KLIR 1955	990 1,000-D	George Basil Anderson 6536 W. Jewell Ave. Walnut 2-1189 KBS Continental Bidnick	George Basil Anderson, o, gm, pd L. L. "Bert" Tracy, cm H. G. Kinkaid, bus mgr
KLZ 1922 KLZ-TV	560 5,000 DA-1	Aladdin Bcstg. Corp. 131 Speer Blvd. Main 3-4271 CBS Great Western Katz	Hugh B. Terry, p, gm Phil Hoffman, sm Lee Fondren, cm John Conners, pmm Charles Roberts, pd Harvey Wehrman, ce
KMYR 1941	710 5,000 DA-1	Dolph-Petty Bcstg. Co. Security Life Bldg. Main 3-4161 Young	Ken Hildebrandt, gm Leonard Kehl, local sm Ev Wren, pd Joe Finch, ce
KOA 1924 KOA-TV	850 50,000	Metropolitan Television Co. 1625 California Main 3-6211 NBC NBC Spot Sales	William Grant, p, gm Robert S. Hix, sm Ralph Radetsky, asst gm, tv sm Jim Atkins, pd Delbert S. Greenwood, pmm J. A. Slusser, ce Ken White, nd
KOA-FM 1949	95.7mc 23kw		
KOSI		(See Aurora listing)	
*KPOF 1928	910 5,000-D 1,000-N	Pillar of Fire 1845 Champa St. Tabor 5-3733	Bishop Arthur K. White, p Kathleen M. White, gm L. Ray Sharpe, pd Paul Schissler, ce
KTGM (FM) 1956	105.1mc 10kw	Good Music Associates 7580 W. 16th Ave. Belmont 7-3665	William C. Kirk, o Irving C. Jackson, gm
KTLN 1948	1280 5,000 DA-2	Radio Station KTLN Inc. 431 W. Colfax Acoma 2-4811 Radio-Tv Reps.	Richard B. Wheeler, p, gm Lee P. Mehlig, gen. slm Perry Allen, pd Norman Peterson, ce Jack Erhart, nd, sd
KVOD 1925	630 5,000 DA-N	Colorado Radio Corp. Midland Savings Bldg. Tabor 5-2291 ABC Colorado Net. Crant Webb	George Cory, p Douglas J. Taylor, gm Shulona Kurtz, exec. sec. Bob Fehr, slm Bill Sharpe, pd, nd Bill Reed, sd
<b>DURANGO (La Plata County)</b>			
KIUP 1985	930 5,000-D 1,000-N DA-N	San Juan Bcstg. Co. Inc. P. O. Box 641 117 MBS Western Slope Holman	J. A. Segerberg, p R. E. (Pat) O'Brien, gm Lindsay Becker, cm Herb Jobs, pd, fd Bob Atkins, pmm Lou Shaw, ce





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

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



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

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

Executive Abbreviations: *Owner* o; *Pres.* p; *Exec. vp.* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports or Women's Dir.* nd, fd, sd, wd.  
Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.  
FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-I—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

# WSUX

The Amazing Newcomer

to

## DELAWARE

with blanket coverage of  
Lower Delaware and the  
Eastern Shore

1000 WATTS — 1280 Kc

**ELIZABETH EVANS**  
President  
Box 327  
Seaford, Delaware

WATERBURY (New Haven County)

WATR 1934	1320 1,000 DA-1	WATR Inc. 440 Meadow St. Plaza 5-1121 ABC Conn. State Burke-Stuart	Harold Thomas, p Samuel R. Elman, gm Gene Valentino, asst. m. Wally King, pd, pmm Andrew Tonoss, ce Robert Gillespie, nd
WBRY 1934	1590 5,000 DA-1	American-Republican Inc. 136 Grand St. Plaza 3-1125 CBS Avery-Knodel Kettell-Carter	William J. Pape, p J. Maxim Ryder, m Harry A. Devorken, cm Walter O. Howard, pd Robert S. Holzer, pmm Frank B. Hales, ce
WWCO 1946	1240 250	New England Bcstg. Corp. Plaza 4-5141 MBS Yankee McGillvra	Lawrence Brandon, p, gm Howard Mendel, cm, sd Robert C. Crager, pd Priscilla Talcott, pmm, wd Harold Schneers, ce Joseph McGuinness, nd

DELAWARE

DELAWARE  
MARKET DATA BY COUNTIES

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

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

DIRECTORY OF AM AND FM STATIONS

DOVER (Kent County)

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

GEORGETOWN (Sussex County)

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

WKSB 1953	930 500-D DA-D	Kent-Sussex Bcstg. Co. P. O. Box 444 8881	H. M. Griffith Jr., co-o, gm, cm Charles V. Lundstedt, co-o, opr mgr, ce Borden E. Smith, pd, nd, sd
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SEAFORD (Sussex County)

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

WAMS 1947	1380 1,000 DA-1	Rollins Bcstg. Inc. 414 French St. Olympia 4-8881 Zimmer	O. Wayne Rollins, p Byron Millenson, gm Tim Crow, pd, nd, sd Fitzgerald McDaniel, ce
WDEL 1922	1150 5,000 DA-2	Delmarva Bcstg. Co. 10th & King Sts. Olympia 8-7268 NBC Meeker	Clair R. McColough, sta excc Harvey C. Smith, sm J. Robert Gulick, gen slm Richard Aydelotte, pd Paul I. Woodland, pmm J. E. Mathiot, tech dir
WDEL-FM 1950	93.7mc 20kw		

ENGLEWOOD (Arapahoe County)

KGMG 1150 Grady Franklin Maples, co-o, gm, cm, pmm  
1952 1,000-D & R. B. McAlister  
P. O. Box 239  
Sunset 1-4481  
George G. Entz, pd  
David F. White Jr., ce  
Carl Siskind, nd  
Frances Prosser, wd

FORT COLLINS (Larimer County)

KCOL 1410 Northern Colorado  
1947 1,000 Bcstg. Co.  
DA-N 1600 La Porte  
Hunter 2-5991  
Intermountain  
Herb Hollister, p  
Ellis Atteberry, gm, pmm  
Bill Hansen, cm  
Holly Hoff, pd  
Harry Winter, ce  
Mona Atteberry, nd

FORT LUPTON (Weld County)

KHIL 800 Harry Laurence Hill, o  
1946 500-D c/o E. B. Evans  
718 Symes Bldg.  
Denver, Colo.

FT. MORGAN (Morgan County)

KFTM 1400 Morgan County Bcstg. Co.  
1949 250 P. O. Box 431  
UN 7-5674  
Robert H. Dolph, p, gm, pmm  
Lloyd Walker, cm, sd  
Dawson Jelinick, pd, fd  
Robert J. Duffy, ce  
Helen Cudworth, nd  
Ann Hastings, wd

GLENWOOD SPRINGS (Garfield County)

KGLN 980 KGLN Inc.  
1950 1,000-D P. O. Box C  
777  
MBS  
Western Slope  
Holman  
Rex Howell, p  
Marcie Fitch, pd, wd  
Bonner Z. Baker, ce  
Denny Hawkins, sd  
Del Chapman, fd

GOLDEN (Jefferson County)

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

KGOL 1250 Golden Radio Inc.  
(CP) 1,000-D 1220 Washington Ave.  
DA-D  
William H. Finch, p  
Robert W. Fouse, exec. sec.  
Conrad F. Schader, gm, pd,  
pmm  
Harold J. Paul, cm  
Frank Allen, ce

GRAND JUNCTION (Mesa County)

KEXO 1230 Voice of Western  
1948 250 Colorado Inc.  
2508 North Ave.  
1230  
Intermountain  
Oakes  
D. Spencer Grow, p  
H. Abbott Tessman, gm, cm  
Bob Collins, pd  
Jane Elbon, pmm  
Jim Eicher, ce  
Gene Wilburn, nd, sd

KREX 920 Westren Slope Bcstg.  
1926 5,000-D Go. Inc.  
KREX-TV 500-N P. O. Box 30  
Chapel 2-5000  
MBS  
Holman  
McGuire  
Rex G. Howell, p, gm  
Jerry Fitch, exec. vp, sm  
Warren Clark, pd  
Ray Kelley, nd  
Gene King, sd

GREELEY (Weld County)

KFKA 1310 Midwestern Radio Corp.  
1921 1,000 620 8th Ave.  
DA-N 450  
Intermountain  
Holman  
H. E. Green, p  
Ralph H. Green, gm, nd  
Virginia Sears, cm  
Joan Lynch, pd  
Harry Brewer, ce  
Jack Redus, sd

KYOU 1450 Meroco Bcstg. Co.  
1948 250 2424 6th Ave.  
3275  
KBS  
McGillvra  
Elwood H. Meyer, p  
Everett Shupe, gm

LA JUNTA (Otero County)

KBNZ 1400 Otero Bcstg. Co.  
1936 250 P. O. Box 485  
42  
MBS  
KBS  
Intermountain  
Indie  
M. S. Morrison, co-o  
A. B. Crichton, co-o  
R. D. McGregor, gm, cm, ce  
Bob Mahaffey, pd, nd, fd  
Jack Lee, pmm, sd

LAKEWOOD (Jefferson County)

KLAK 1580 Lakewood Bcstg. Service  
1955 250-D Inc.  
(CP)-1600 1315 Oak St.  
1,000 Belmont 3-5525  
DA-N  
Maurice J. DaVolt, p, gm  
Julia W. DaVolt, cm  
Edythe G. Sweeney, pd  
Lloyd W. Skillin, ce

LAMAR (Prowers County)

KLMR 920 Southeast Colorado  
1948 1,000-D Bcstg. Co.  
500-N P. O. Box 632  
DA-N 804  
MBS  
Intermountain  
Continental  
Ralph Eaton, p  
Dennis Behan, gm  
William M. Jack Jr., slm  
J. William Adams, pd

LEADVILLE (Lake County)

KLVC 1230 Raymond Tex Roberts  
1951 250 520 W. 6th St.  
70  
KBS  
Raymond Tex Roberts, gm  
Kenneth Roberts, slm, ce  
Kent Roberts, pd  
Juanita Roberts, pdm, wd

LONGMONT (Boulder County)

KLMO 1050 Grady Franklin Maples,  
1949 250-D Edna Hill Maples, &  
David White Jr.  
Imperial Hotel  
1911  
Robert J. Gutting, gm, pd,  
pmm, cm  
Joseph Jackson, ce  
Mrs. Jesse Powell, nd

LOVELAND (Larimer County)

KLOV 1570 Vogel & Smock  
1955 250-D 1440 E. 6th St.  
1570  
KBS  
William R. Vogel, o, gm  
David W. Martin, pmm, sd  
Allen D. Maggard, ce

MANITOU SPRINGS (El Paso County)

KCMS 1490 Garden of the Gods  
1956 100 Bcstg. Co.  
P. O. Box 592  
Mulberry 5-5776  
C. M. Edmonds, p, gm, ce  
Mrs. C. M. Edmonds, cm  
Jay Cook, pd

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

MONTE VISTA (Rio-Grande County)

KSLV 1240 Colorado Radio Corp.  
1954 250 109 Adams St.  
348  
Colorado Net.  
Geo. O. Cory, p  
Shulom Kurtz, exec. sec.  
Herb Shields, gm  
Clifford Marce, slm  
George Norvell, pd  
Jim Stowe, pmm

MONTROSE (Montrose County)

KUBG 580 Uncompahgre Bcstg. Co.  
1946 5,000-N P. O. Box 279  
1,000-N 599  
DA-N Colorado Net.  
Ross McCafferty, p  
George Cory, gm  
Bob Hale, sta dir  
Ed DeJulio, pd, nd, sd  
Tom Wehr, ce  
Lorraine Kretschman, wd

PUEBLO (Pueblo County)

KCSJ 590 Star Bcstg. Co.  
1947 1,000 2226 Big Hill Rd.  
KCSJ-TV DA-1 Lincoln 4-5782  
Intermountain  
Pearson  
Ray J. Williams, p  
Daniel F. Durniak, ops m  
Cliff Hendrix, radio d  
Howard Myers, pmm  
Marion Cunningham, ce  
John Douglas, nd

KDZA 1230 Pueblo Radio Co.  
1947 250 3011 Elizabeth St.  
Lincoln 4-5646  
McGillvra  
Dee B. Crouch, p, gm, cm,  
pd, pmm, ce

KFEL 970 KFEL Inc.  
1956 1,000-D 4411 Goodnight Ave.  
Lincoln 2-6884  
Continental  
Frank Donald Hall, o  
John T. Roscoe, asst. m., ce  
Earl B. Miller, sl rep.

KGHF 1350 Colorado Bcstg. Co.  
1928 5,000-D P. O. Box 293  
1,000-N Lincoln 2-5570  
DA-N ABC  
MBS  
Intermountain  
Gill-Perna  
Gifford Phillips, p  
Wm. G. Stewart, gm  
William Mahonev, cm  
Henry Ankenv, ce  
Kenneth Reyhons, nd

ROCKY FORD (Otero County)

KRFC 1320 Arkansas Valley Bcstg. Co.  
1956 1,000-D P. O. Box 632  
248  
Pearson  
Ray J. Williams, ptrn  
James L. Littlejohn, ptrn,  
gm, cm  
Dick Frink, slm  
Eleanor Lacey, wd, nd  
Bob Jones, ce

SAUIDA (Chaffee County)

KVRH 1340 Heart of the Rockies  
1948 250 Bcstg. Co.  
Poncha Blvd.  
30  
MBS  
KBS  
Intermountain  
Palmer  
A. N. Wall, o  
Glen Ayers, gm, slm, pd  
Seva T. Ayers, cm, wd  
Charles Upp, ce  
Orville Wright, music d.

STERLING (Logan County)

KGEK 1230 Elmer G. Beehler  
1925 250 Fleming Rd.  
LA 2-1607  
Elmer G. Beehler, p, gm, ce  
Al Ross, cm, pd, nd  
Al Gasev, fd, sd

KOLR 1490 High Plains Bcstg. Corp.  
1955 250 114 Main St.  
LA 2-1740  
Intermountain  
Holman  
Robin A. Morrow, gm  
Pat Crawford, cm  
Max Rossean, pd  
Guy Christian, ce  
John Gazdik, sm  
Dick Co Ette, nd

TRINIDAD (Las Animas County)

KCRT 1240 KCRT Inc.  
1946 250 P. O. Box 772  
338  
MBS  
FBS  
Intermountain  
Indie  
E. M. Cooper, p, gm, ce  
Francis Hayes, cm  
Peter Deluca, pd, sd  
Ester Griego, pmm  
John O'Connor, nd  
Mildred Cooper, wd

CONNECTICUT

MARKET DATA BY COUNTIES

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger	
						Cars	1955
Fairfield	504,342	172,400	\$766,094	\$184,526	\$23,656	214,401	
Hartford	539,661	180,410	803,377	169,823	28,417	204,380	
Litchfield	98,872	33,130	134,899	34,907	4,263	41,188	
Middlesex	67,332	21,060	93,428	20,333	3,132	27,255	
New Haven	545,784	177,150	763,840	181,116	24,124	194,240	
New London	144,821	47,130	195,225	44,145	4,765	50,707	
Tolland	44,709	14,430	37,579	9,138	975	18,262	
Windham	61,759	20,440	82,850	19,724	1,729	21,976	
Total	2,007,280	666,200	\$2,877,292	\$663,712	\$91,061	772,409	

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

DIRECTORY OF AM AND FM STATIONS

City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Lieense Headquarters Telephone Network Station Rep.	Executives
<b>ANSONIA (New Haven County)</b>				
WADS 1956	690 500-D DA-D	Valley Bcstg. Co. Capitol Bldg. Main St. Regent 5-4606 Walker	Sydney E. Byrnes, p, gm, natl. slm Howard Kester, local cm Bernard Tracy, pd, sd Barbara Criscuolo, pmm Lisle Dorrian Stelio Salmona	
<b>BRIDGEPORT (Fairfield County)</b>				
WICC 1926 WICC-TV	600 1,000-D 500-N DA-1	Bridgeport Bcstg. Co. P. O. Box 9140 Amherst 8-1601	Philip Merryman, p, gm Manning Slater, cm, sd Frank Delfino, pd Joan Fisher, pmm Pat Uliano, ce Bill Whalen, nd	
WNAB 1941	1450 250	WNAB Inc. 991 Broad St. Edison 3-3112 ABC MBS Yankee Conn. State Burke-Stuart	Harold Thomas, p John L. Ellinger, gm Harry Luke, pd Norman Howard, ce James Elliott, nd Bob Ritzert, sd	
<b>BRISTOL (Hartford County)</b>				
WBIS 1949	1440 500-D	Bristol Bcstg. Corp. 183 Main St. Ludlow 3-9265 Clark	Eric S. Hatch, p Richard C. Kilbourn, gm Amletto Ciccarelli, cm Richard L. Ricci, ce Joseph Barbarette, nd Carolyn Norton, wd	
<b>BROOKFIELD (Fairfield County)</b>				
WGHF (FM) 1957	94.5mc 20kw	Eastern Bcstg. System Carmen Hill Rd. Spring 5-9000	William C. H. Finch, p, gm A. J. Detzer, evp, slm Donald Detzer, pmm	
<b>DANBURY (Fairfield County)</b>				
WLAD 1947	800 250-D	Berkshire Bcstg. Corp. 207 Main St. Pioneer 8-3565 Indie	James B. Lee, chief o John P. Previdi, p Sol Robinson, gm, cm, pmm Paul Baker, pd Rudi Cehak, ce Frank Comer, nd	
WLAD-FM 1954	98.3mc 0.34kw			
<b>HARTFORD (Hartford County)</b>				
WCCC 1947	1290 500-D	Creater Hartford Bcstg. Corp. Hotel Bond Jackson 2-6115 Walker	William M. Savitt, p, gm Max M. Savitt, sec-treas Ralph H. Klein, sm, cm Jack Brooks, pd, nd William Hennessy, pmm	
WDRC 1922	1360 5,000 DA-1	Connecticut Bcstg. Co. 869 Blue Hills Ave. Chapel 2-5596 CBS Raymer	Franklin M. Doolittle, p Walter B. Haase, gm William F. Malo, cm, pmm Harvey Olson, pd, nd Henry Broderick, ce	
WFMQ (FM) 1939	93.7mc 20kw	General Bcstg. Co. P. O. Box 1062 Beverly 5-8622	T. Mitchell Hastings Jr., p William Meola, sm, ce	

Executive Abbreviations: Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sla. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.  
Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.  
FM's in Italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

WPOP 1935	1410 5,000 DA-2	Tele-Bcstrs Inc. 600 Asslun Ave. (5) Jackson 7-9131 ABC MBS Yankee H-R Reprs. Tele-Bcstrs.	H. Scott Killgore, p Philip Zoppi, gm, cm Anne Chownhill, pmm Rogers Holt, ce
WTIC 1925 WTIC-TV (CP)	1080 50,000 DA-N	Travelers Bcstg. 26 Grove St. Jackson 5-0801 NBC New England Christal	Paul W. Morency, p, gm Walter Johnson, asst gm & slm Irwin Cowper, asst slm Leonard J. Patricelli, pd Bernard Mullins, pmm Hermand D. Taylor, ce
WTIC-FM 1940	96.5mc 8kw		
<b>MERIDEN (New Haven County)</b>			
WMMW 1947	1470 1,000-D	Silver City Crystal Co. 8 W. Main St. Beverly 5-5747 Rambeau	C. A. Schultz, p C. Kruttschnitt, gm Jim MacCovern, cm Les Fox, pd John Roache, ce Nelson Payne, nd
WMMW-FM 1947	95.7mc 7kw		
<b>MIDDLETOWN (Middlesex County)</b>			
WCNX 1948	1150 500-D	Middlesex Bcstg. Co. 460 Main St. Diamond 7-2565 Dewey Nona-Kirby	Richard J. O'Brien, p William J. O'Brien Jr., gm William J. Clynn, pd, nd Francis Nabozny, ce Les Ross, sd
<b>NEW BRITAIN (Hartford County)</b>			
WHAY 1949	910 5,000 DA-2	Central Connecticut Bcstg. Corp. 22 Grove Hill Baldwin 3-2721 Connecticut Kirby O'Connell	Patrick J. Coode, p Aldo DeDominicis, gm Edward Taddei, evp Charles Bell Jr., sm, slm George Ehrlich, pd, sd Hillis Holt, ce
WKNB 1946 WKNB-TV	840 1,000-D	New Britain Bcstg. Corp. 1422 New Britain Ave. W. Hartford 10, Conn. Baldwin 3-3603 Bolling	Julian Cross, p Peter B. Kenney, evp, gm Gustave Nathan, cm Robert Bray, pd Frank Wooding, pmm John Shipley, ce Barry Barents, nd
<b>NEW HAVEN (New Haven County)</b>			
WAVZ 1947	1300 1,000 DA-N	WAVZ Bcstg. Corp. 152 Temple St. Spruce 7-4761 Hollingbery Kettell-Carter	Victor W. Knauth, p Daniel W. Kops, gm Richard J. Monahan, cm Erwin J. Markle, pd Samuel L. Barstein, pmm Fred Brill, ce
WELI 1935 WELL-TV (CP)	960 5,000-D 1,000-N DA-N	Connecticut Radio Foundation Inc. 221 Orange St. University 5-1133 H-R Reprs. Foster	Richard W. Davis, p, gm Edwin H. Schweitzer, cm Charles H. Wright, pd Rudy Frank, pmm Frederick T. King, ce Robert S. McKernan, nd
WNHC 1944 WNHC-TV	1340 250	Triangle Publications Inc. 1110 Chapel St. Spruce 7-3611 ABC Katz	Edward D. Taddei, gm Edward C. Obrist, sm, pmm, mgr J. Vincent Callanan, slm John J. Curran, pmm Vincent DeLauretis, ce
WNHC-FM 1948	99.1mc 10kw		
<b>NEW LONDON (New London County)</b>			
WNLC 1936 WNLC-TV	1490 250	Thames Bcstg. Corp. 281 State St. Cibson 2-4365 MBS Conn. State Yankee	Cerald J. Morey, p, gm Leo B. Keegan, cm Nelson C. L. Brown, pd, pmm Randolph Barrett, ce David A. Connors, nd, sd Carol Coulter, fd
<b>NORWALK (Fairfield County)</b>			
WNLK 1948	1350 500 DA-N	Norwalk Bcstg. Co. Inc. 11 Wall St. Temple 8-5566 McCillvra	James Stoicz, p, gm, cm Dick Bounerba, pd, sd Clarence Burnham, ce
<b>NORWICH (New London County)</b>			
WICH 1946	1310 1,000 DA-1	Eastern Conn. Bcstg. Co. Cuprak Rd. Turner 7-1613 Everett-McKinney Foster	Donald Lasser, p, gm Richard Reed, cm Mal Morse, pd Edward Adler, pmm Alexander Dubenetsky, ce Ed Leonard, nd, sd
<b>PUTNAM (Windham County)</b>			
WPCT 1953	1350 1,000-D	Israel Putnam Bcstg. Co. 42 Main St. Walnut 8-2721	Roland A. Coyette, p Henry E. Breault, gm John L. DuFour, ce Les Douglas, nd Dick Alarie, sd Marjorie Storm, wd

WILMINGTON (Cont.)

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

DISTRICT OF COLUMBIA

MARKET DATA

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

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

DIRECTORY OF AM AND FM STATIONS

WASHINGTON (District of Columbia)

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

ABC's of ABC



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

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

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

DISTRICT OF COLUMBIA

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives	WGMS-FM 1948	107.5mc 20kw		
WDON		(See Wheaton, Md., listing)		WINX		(See Rockville, Md., listing)	
WEAM		(See Arlington, Va., listing)		WMAL	630	Evening Star Bcstg. Co.	John W. Thompson Jr., p
WFAX		(See Falls Church, Va., listing)		1925	5,000	4461 Connecticut Ave.,	Frederick S. Houwink, gm
WGAY		(See Silver Spring, Md., listing)		WMAL-TV	DA-1	N.W.	Robert W. Jonscher, mgr, cm
WGMS 1947	570 5,000-D 1,000-N DA-2	The Good Music Station Inc. Hotel Harrington Executive 3-8676 MBS Young	M. Robert Rogers, p, gm Perry Walders, sm Stan Hamilton, pd Nicholas J. Chaconas, ce Jan Michael, nd Anne Blair, wd			Kellogg 7-1100 ABC H-R Reprs.	Martin Pinsker, pd Charles A. Macatee, pmm Allan T. Powley, ce Richard Rendell, nd James L. Gibbons, sd
				WMAL-FM 1948	107.3mc 20kw		
				WOL	1450	Washington Bcstg. Co.	Henry Rau, p, gm
				1924	250	2000 P St., N.W.	Charles Dillon, vp
				WOL-FM 1946	98.7mc 20kw	Hobart 2-3900 Webb	Maxwell Marvin, sm Lloyd S. Smith, ce Sam Kaufman, sd
				WOOK	1340	United Bcstg. Co.	Richard Eaton, p
				1940	250	8th & I Sts., N.W.	Arthur A. Snowberger, vp, gm
				WVOK-TV (CP)		Republic 7-8000	Kenneth Wood, cm Cliff Holland, pd E. E. Stephens, ce Al Jefferson, nd, pmm
				WFAN (FM) 1948	100.3mc 20kw	(WVOK, AM Affiliate)	
				WPGC		(See Oakland, Md., listing)	
				WPIK		(See Alexandria, Va., listing)	

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

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

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

1340 ON YOUR DIAL

THE AMAZING STORY OF WOOK!  
A UBC STATION

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

They Know

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

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

WOOK is Washington's most popular independent station.

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

WOOK—WASHINGTON'S FIRST INDEPENDENT STATION

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

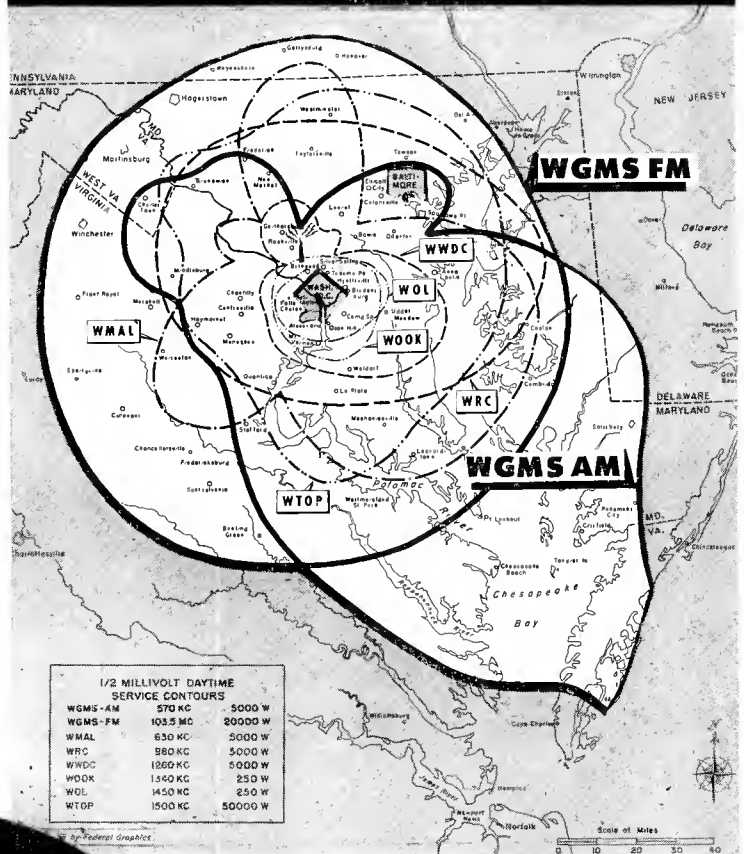
# What's Watts?

With its new facilities

# WGMS

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

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



# WGMS

WASHINGTON, D. C.

570 FIRST ON THE AM DIAL

103.5 ON FM

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

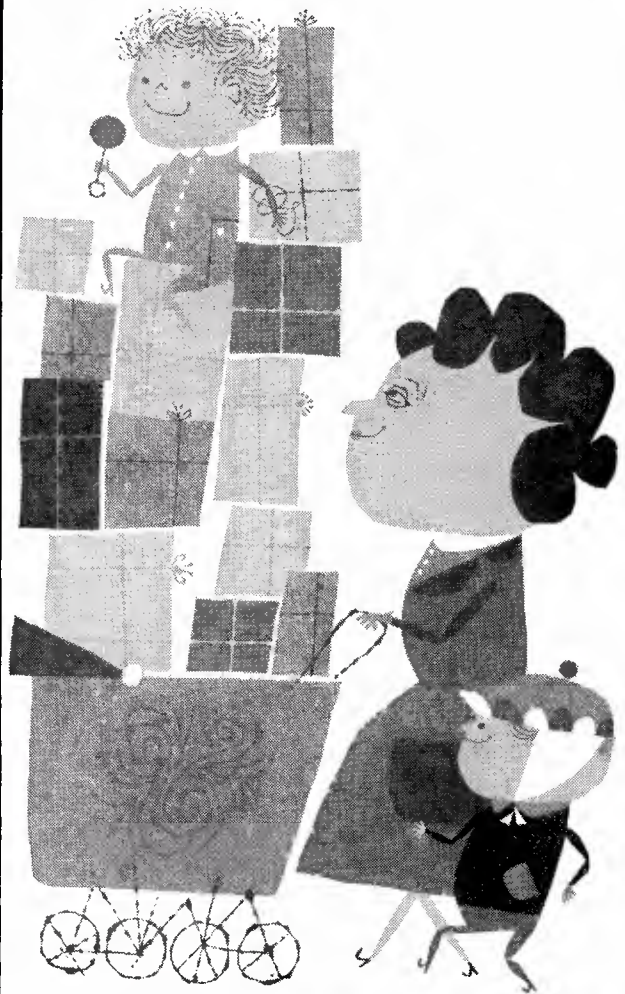
Represented nationally by  
**ADAM YOUNG, INC.**

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

# CAPITAL BOOM . . .



..... ALL THROUGH 1956 !



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

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

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

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

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

It's a simple story, but a story of prime importance to you. If you want to move your product into more Washington homes, move forward with the biggest guns in the Washington selling boom—

**WRC AND WRC-TV** . . . SOLD BY



**SPOT SALES**

NBC LEADERSHIP STATIONS IN WASHINGTON, D. C.



DISTRICT OF COLUMBIA

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
WRC 1923 WRC-TV	980 5,000 DA-N	Natl. Bstg. Co. Sheraton-Park Hotel Adams 4-5400 NBC NBC Spot Sales	Carleton D. Smith, vp, gm Joseph Goodfellow, sls dir Harry A. Karr Jr., slm James Kovach, pd William E. Coyle, dir adv., pm, pub aff John Rogers, ce L. A. McClelland, oper dir Jay Royen, m, pub dept John Lavan, bus mgr William Grayson, prod mgr James McMurry, prod mgr Cassius Keller, nd
WRC-FM 1947	93.9mc 20kw	(See Oakland, Md., listing)	
WTOP 1932 WTOP-TV	1500 50,000 DA-2	Washington Post Co. Broadcast House 40th & Brandywine Emerson 2-9300 CBS CBS Spot Sales	John S. Hayes, p Lloyd W. Dennis, vp, sm R. W. Schellenberg, cm Patricia A. Searight, prog mgr, wd W. J. Wiggins, pmm Donald Saunders, nd Edward F. Ryan, ce Claude Mahoney, fd Dan Daniels, sd
WTOP-FM 1946	96.3mc 20kw		
WUST-AM-FM		(See Bethesda, Md., listing)	
WWDC 1941	1260 5,000 DA-2	WWDC Inc. 1827 K St., N.W. Tuckerman 2-7600 Blair	Ben Strouse, p, gm Herman Paris, vp, gen slm Norman Reed, vp, pd Irv Lichtenstein, pmm Ross H. Beville, vp, tech dir Bob Wolf, sd
WWDC-FM 1946	101.1mc 20kw		

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

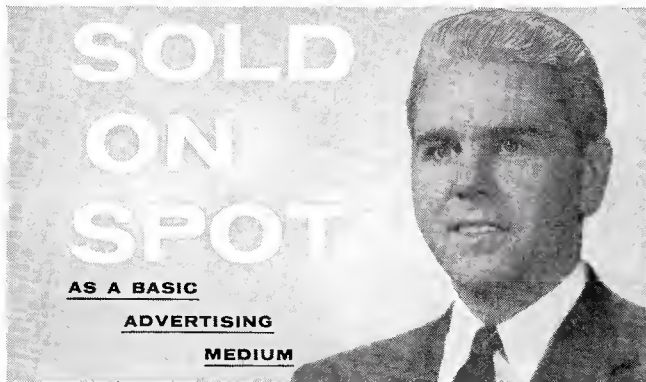
FLORIDA  
MARKET DATA BY COUNTIES

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Passenger Cars	
					1955(\$000)	1955
Alachua	57,026	14,370	\$60,876	\$14,290	\$1,993	18,812
Baker	6,313	1,180	4,982	1,465	152	1,861
Bay	42,689	14,310	62,562	14,649	2,072	17,754
Bradford	11,457	2,400	10,656	2,817	389	3,354
Brevard	23,653	13,320	46,743	12,944	1,860	17,152
Broward	83,933	51,710	275,980	58,199	10,468	77,278
Calhoun	7,922	1,770	6,045	1,094	285	1,515
Charlotte	4,286	1,680	5,533	1,668	131	2,408
Citrus	6,111	1,510	5,737	1,469	226	2,552
Clay	14,323	4,370	9,607	2,211	420	5,180
Collier	6,488	2,360	12,616	2,526	542	3,449
Columbia	18,216	4,700	17,063	3,747	354	4,765
Dade	495,084	220,210	1,133,071	234,569	39,813	303,515
De Soto	9,242	2,120	9,533	2,268	344	2,794
Dixie	3,928	900	3,594	1,137	119	971
Duval	304,029	106,670	496,520	116,818	16,499	118,283
Escambia	112,706	41,120	130,256	29,380	3,828	47,205
Flagler	3,387	1,080	3,072	627	240	1,900
Franklin	5,814	1,280	4,436	1,261	171	1,230
Gadsden	36,457	6,920	24,330	5,537	723	6,881
Gilchrist	3,489	550	2,482	697	...	964
Glades	2,199	640	1,392	943	30	512
Gulf	7,480	2,360	6,823	2,441	230	2,496
Hamilton	8,981	1,970	4,838	1,544	142	1,484
Hardee	10,073	2,910	12,580	2,664	331	3,784
Hendry	6,051	1,680	9,621	1,890	218	2,813
Hernando	6,693	2,640	8,500	1,867	268	2,794
Highlands	13,636	4,250	20,054	5,067	578	6,175
Hillsborough	249,894	91,200	357,048	78,305	13,039	111,336
Holmes	13,988	2,620	4,814	1,654	155	1,967
Indian River	11,872	4,120	22,450	4,733	787	6,548
Jackson	34,645	7,590	27,656	6,114	642	7,583
Jefferson	10,413	2,140	5,339	1,367	151	1,952
Lafayette	3,440	650	2,404	468	75	831
Lake	36,340	12,380	48,475	11,635	1,528	17,479
Lee	23,404	9,180	51,650	11,598	1,721	13,675
Leon	51,590	13,700	70,104	12,691	1,462	11,855
Levy	10,367	2,350	9,253	1,717	223	2,666
Liberty	3,182	650	1,459	754	...	554
Madison	14,197	2,910	9,168	2,157	194	3,001
Manatee	34,704	13,330	50,074	13,039	1,543	18,347
Marion	38,187	11,940	54,189	10,057	1,348	12,939
Martin	7,807	2,850	11,586	3,491	759	4,249
Monroe	29,957	13,730	38,647	9,517	1,402	10,777
Nassau	12,811	3,360	11,866	1,926	181	4,070
Oakalosa	27,533	8,620	34,651	6,919	918	11,946
Okeechobee	3,454	1,540	4,398	1,231	68	1,293
Orange	144,950	51,550	253,430	48,570	7,292	67,498
Osceola	11,406	4,090	14,691	4,071	436	5,500
Palm Beach	114,688	49,150	227,385	46,382	7,254	66,165
Pasco	20,529	7,040	22,656	5,757	703	9,853
Pinellas	152,249	75,970	824,098	60,726	10,717	100,922
Folk	123,997	43,020	165,635	42,151	5,081	55,170
Putnam	23,615	7,050	27,701	6,167	1,453	8,662
St. Johns	24,998	7,820	25,750	5,753	1,122	8,614
St. Lucie	20,180	7,130	35,100	8,473	1,009	9,931
Santa Rosa	18,554	4,970	11,697	3,862	248	6,277
Sarasota	28,827	12,070	69,114	14,872	2,696	22,349
Seminole	26,883	9,110	24,889	6,800	946	10,435
Sumter	11,330	2,640	8,324	2,008	283	2,722
Suwannee	16,986	3,610	14,376	2,540	408	3,412
Taylor	10,416	3,330	10,948	3,091	241	2,906
Union	8,906	320	2,296	676	48	730
Volusia	74,229	28,300	116,200	23,180	5,339	36,867
Wakulla	5,258	1,170	1,292	638	...	945
Walton	14,725	3,590	11,747	2,028	69	3,885
Washington	11,888	2,600	4,761	1,260	262	2,007
Total	2,771,305	1,040,830	\$4,577,023	\$993,497	\$154,227	1,327,769

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

ADVERTISERS AIMING

FOR A NATIONWIDE MARKET ON THE MOVE ARE



WENDELL D. "PETE" MOORE, Assistant Sales Manager in charge of Advertising and Sales Promotion for Chrysler's Dodge Division, counts on SPOT'S selective selling role:

"WITH GREATER SUBURBAN GROWTH AND INCREASED USE OF CARS FOR COMMUTING, SPOT RADIO IN EARLY MORNING AND LATE AFTERNOON NOW REACHES A GREATER AUDIENCE THAN EVER BEFORE.

"SPOT RADIO IS ESSENTIAL TO ANY BALANCED, OVERALL PROMOTIONAL OR ADVERTISING EFFORT!"



DIRECTORY OF AM AND FM STATIONS

ARCADIA (De Soto County)

WAPG 1955	1480 1,000-D	Arcadia-Punta Gorda Bstg. Co. P. O. Box 676 Walnut 8-6101	H. F. McKee, o James L. Derrick, gm, cm, ce Charles R. Bruce, sd Adella Robertson, wd
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ATLANTIC BEACH (Duval County)

WAJN (CP)	1600 1,000-D	Voice of the Sea 1629 Beach Ave.	William A. Partain III, o
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AUBURNDALE (Polk County)

WTWB 1956	1570 1,000-D	R. E. Hughes P. O. Box 7 Woodlawn 7-1129	R. H. Hughes, p, gm Bob Lay, sm Donald A. Brienon, ce Herbert H. Ayers, fd Margaret Dull, wd
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**FLORIDA**

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>BARTOW (Polk County)</b>			
WBAR 1953	1460 1,000-D	Radio Station WBAR 1nc P. O. Box 820 3-5111	W. A. Wynne, p John Burgreen, gm Francis L. Pipes, pd
<b>BELLE GLADE (Palm Beach County)</b>			
WSWN 1947	900 1,000-D	Seminole Bcstg. Scarborough Bldg. Wyman 6-2063 Stars Natl.	E. D. Rivers Jr., chmn Hubert E. Ulmer, p Marvin Smith, gm Al Harris, pd Buzz Walker, fd C. S. Clemans, ce
<b>BRADENTON (Manatee County)</b>			
WBRD (CP)	1420 1,000-D DA-D	Shunshine State Bcstg. Co. c/o Robert R. Nelson 1128 Parkside Dr. Wilmington, Del.	Robert R. Nelson, p William L. Aldredge Jr., vp
WTRL 1947	1490 250	Trail Bcstg. Corp. Memorial Pier 3-1531 KBS Best	Howard A. Donahue, p, gm Ken McKendree, sls dir Charles A. Blake, opr dir, nd, sd Carl Delay, ce Marjorie Collins, wd
<b>BROOKSVILLE (Hernando County)</b>			
WKTS (CP)	1450 250	Hernando Bcstg. Co. P. O. Box 738	Elmo B. Kitts, o, gm, cm, pd, pmm, ce
<b>CHIPLEY (Washington County)</b>			
WBGC 1956	1240 250	Tri-County Radio Bcstrs. P. O. Box 98 Mercury 8-1505	Edward C. Allmon, o, ce Karl M. Richards, gm Lloyd D. Hart Jr., pd, fd, pmm James W. Hart Jr., nd, sd Charlotte Kent, wd
<b>CLEARWATER (Pinellas County)</b>			
WDCL 1955		(See Tarpon Springs listing)	
WTAN 1948	1340 250	WTAN Inc. P. O. Box 1109 33-084 McGillvra	William G. Wells, p H. D. Parker, vp, gm F. L. Parker, cm Gene A. Robinson, pd, ce Harry Prior, nd Herb Williams, fd
<b>COCOA (Brevard County)</b>			
WKKO 1953	860 1,000-D	James H. Sawyer P. O. Box 1308 1020 Best Dora Clayton	Carl Collins, gm, cm, pd, pmm Davis Wilson, ce Jim Wright, nd Jimmy Oxford, fd Grady McAllister, sd Mercer Livermore, wd
<b>CORAL GABLES (Dade County)</b>			
WVCG 1948	1070 1,000-D	Peninsular Bcstg. Corp. 377 Alhambra Circle Highland 8-7411 Good Music Bcstrs. Clark	George W. Thorpe, p, gm Barbara L. Binns, asst sm Tim Carney, cm Robert R. Hildreth, pd Thomas F. Middleton, ce
<b>CRESTVIEW (Okaloosa County)</b>			
WCNU 1948	1010 1,000-D	Gulfshores Bcstg. Co. P. O. Box 518 3511 KBS Florida Net. Alabama Net.	Virginia O'Neal, o Sam F. Townsend, gm Vernon Cooper, sm James Heath, pd Carolyn Townsend, wd
WJSB 1954	1050 1,000	Crestview Bcstg. Co. P. O. Box 267 7701	Everett M. McCrary, gm, cm Cordel Whitlock, sd Judith McCrary, pd Jerry Tisdale, fd Frank Tenially, ce Risalie Barton, wd
<b>DADE CITY (Pasco County)</b>			
WDCF 1954	1350 1,000-D	Stuart G. Picard & Thelma R. Picard P. O. Box 952 Logan 7-3879 KBS	Stuart G. Picard, co-o Thelma R. Picard, co-o

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

WMFJ 1935	1450 250	WMFJ Inc. Daytona Plaza Hotel Clinton 2-6491	Emil J. Arnold, p Lee Menard, sm Carl Abel, cm Richard Marcellan, pd Ben W. Taylor, pmm Jack Siegel, ce
WNDB 1948	1150 1,000 DA-N	News-Journal Corp. 128 Orange Ave. Clinton 2-1511 ABC MBS Perry	Julius Davidson, p R. Y. Huffman, gm Lyman L. McGrath, cm Elizabeth J. Weed, pd Mary E. Hagman, pmm F. A. Scott, ce
WNDB-FM 1947	94.5mc 8.5kw		
WROD 1947	1340 250	Daytona Beach Bcstg. Corp. P. O. Box 991 Clinton 2-4626 NBC Rambeau	John S. Murphy, p, gm James F. McDonough, vp, ce, pd Alexander N. Sims, cm Edward L. New, pmm Robert Miller, pdm Jack Almond, fd

**DeFUNIAC SPRINGS (Walton County)**

WDSP 1956	1280 5,000-D	Euclue Valley Bcstg. Co. P. O. Box 441	W. D. Douglass, o
WFNM 1955	1460 1,000-D	Walton Bcstg. Co. P. O. Box 387	Clayton W. Mapoles, o Byrd Mapoles, gm, cm, sm Jimmie Whitaker, ce

**DeLAND (Volusia County)**

WJBS 1948	1490 250	John B. Stetson U. P. O. Box 808 1490 NBC Cooke	J. Ollie Edmunds, p R. H. Westervelt, gm, sd, pd Lonnie Padron, ce Ken Brown, slm Gene Pope, fd Dave Fulton, nd
WOOO (CP)	1310 1,000-D	DeLand Bcstrs. Inc. P. O. Box 101 Douglas, Ga.	W. H. Martin, p C. A. Martin, vp B. F. J. Timm, sec-treas

**DELRAY BEACH (Palm Beach County)**

WDBF 1952	1420 500-D	Delray Bcstg. Corp. E. Atlantic Ave. 7311	T. K. Cassel, p Harlan C. Murrelle, exec vp Jackson Lee, gm Jean Larkin, pd, wd John Hansen, nd
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**EAU GALLIE (Brevard County)**

WMEG 1956	920 1,000-D	Mel-Eau Bcstg. Corp. P. O. Box 98 2282	N. Jorgensen, p A. V. Catterton, vp, gm Victoria C. Martin, treas, sm S. Krieger, sec Bob Whiteley, ce Chick Catterton, nd
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**EUSTIS (Lake County)**

WLCO 1955	1240 250	Floyd W. Hess P. O. Box 1505 700 Continental	Floyd W. Hess, o, gm Morton C. Cook, sm, cm Robert Donald Blynn, ce Barbara Riddlebaugh, wd
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**FERNANDINA BEACH (Nassau County)**

WFBF 1955	1570 1,000-D	Fernandina Beach Bcstrs. 118 Atlantic Ave. 3667 KBS	Marshall W. Rowland, co-o, gm Robert Gleason, cm Carol C. Rowland, co-o, wd George J. Duck, ce, nd Curtiss Gordon, sd
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**FORT LAUDERDALE (Broward County)**

WFTL 1946	1400 250	Gore Publishing Co. P. O. Box 131 Jackson 3-2511 Sears & Ayer	J. W. Dickey, p R. L. Bowles, gm Art Harre, cm Jack Swart, pd Richard Northey, ce Orville Revelle, nd
WWIL 1955	1580 1,000 DA-1	Missouri Bcstg. Corp. P. O. Box 78 Jackson 3-7639	Lester A. Benson, p Nick Fagliari, vp, gm Bill Smith, pd Dan Curran, ce Elva Hefty, wd

**FORT MYERS (Lee County)**

WINK 1939	1240 250	Ft. Myers Bcstg. Co. Palm Beach Blvd. 4-1341 CBS Florida Net. Cooke	Edward McBride, p A. J. Bauer, gm, pmm Ken Parke, cm Frank Nodine, pd, sd Bob Bachman, ce Vernon Lundquist, nd
WMYR 1952	1410 5,000-D 500-N DA-N	Robert Hecksher 2835 Hanson St. 5-1175	Robert Hecksher, o, gm, ce

**FORT PIERCE (St. Lucie County)**

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

**FORT WALTON BEACH (Okaloosa County)**

WFBS 1956	950 1,000-D	West Florida Bcstg. Service Miramar Hotel Cherry 4-5658	H. French Brown Sr., p, gm H. French Brown Jr., cm, sd Mrs. H. French Brown Sr., pd Samuel A. Eaton, ce, nd Katherine Brown, wd
WFTW 1953	1260 1,000-D	Vacationland Bcstg Co. P. O. Box 687 CH 3-3123	Wilbur R. Powell, p, nd Milford A. Reynolds, gm

**GAINESVILLE (Alachua County)**

WDVH 1954	980 5,000-D	WDVH Inc. P. O. Box 289 2-2528 Clark	Robert A. Vaughn, p Thomas R. Hanssen, gm, ce sd Jimmy Hales, cm Joe Hill, pd Rick Hutto, nd Jack Herring, fd Betty Daniel, wd
WGGG 1948	1230 250	Alachua County Bcstg. Co. 1230 Waldo Rd. Franklin 6-5791 ABC KBS Best	R. M. Chamberlin, p, gm Leon E. Mims, cm Pierre A. Bejano, pd, pmm, nd, sd Dan R. Lunin, ce
WRUF 1928	850 5,000 DA-N	University of Florida Franklin 2-3261 MBS Burn-Smith	Maj. Garland Powell, dir emeritus Kenneth F. Small, dir R. L. Black III, cm Bob Smith, pd J. Francis Cooper, fd Bertram McNamara, ce
WRUF-FM 1948	104.1mc 12kw		

**GREEN COVE SPRINGS (Clay County)**

WGCS (CP)	1220 250-D	William F. Askew 2566 Anniston Rd. Jacksonville (7)	William F. Askew, o, gm
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**HAINES CITY (Polk County)**

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

WGMA 1953	1320 1,000-D	South Jersey Bcstg. Co. P. O. Box 539 Jackson 3-2616 KBS Best	Major Ranulf Compton, p Charles C. Castle, gm, ce Joseph Haddad, cm George Daye, pd Jack Grant, nd Carolyn Malchiodi, wd
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**JACKSONVILLE (Duval County)**

WIVY 1948	1050 1,000-D	Edward J. Oberle Rt. 9, Box 228A Burke Stuart	Edward J. Oberle, p, gm Larry Picus, sm Fred Schilling, slm Jim Stephens, ce Tommy Harper, pdm
WJAX 1925	930 5,000 DA-N	City of Jacksonville 1 Broadcast Place Elgin 4-1681 NBC Blair	J. Dillon Kennedy, comr. in charge of utilities William R. Terry, gm J. W. Douglas, cm, pmm Kenneth Kroier, ce Starling Coleman, nd John Zupall, fd
WJAX-FM 1948	95.1mc 7.7kw		
WJHP 1940	1320 5,000 DA-N	Jacksonville Journal Co. 4038 Phillips Hwy. Exbrook 8-9751 Perry	John H. Perry Jr., p T. S. Gilchrist Jr., gm Ted Chapeau, sm Charles Ost, pmm Beecher Hayford, ce Charles Schon, nd
WJHP-TV			

WJHP-FM  
1948 96.9mc  
9.7kw

take

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and get the whole  
rich northern  
Florida market, that  
The PERRY STATIONS  
cover as no  
other media can . . .  
completely, effectively,  
and with apparent but  
deceptive ease.




**THE PERRY STATIONS**

- WJHP AM/FM/TV** 1 Jacksonville
- WCOA** 2 Pensacola
- WTMC** 3 Ocala
- WDLP** 4 Panama City
- WESH-TV** 5 Daytona Beach

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>JACKSONVILLE (Cont.)</b>			
WMBR 1933 WMBR-TV	1460 5,000 DA-N	Washington Post Co. P. O. Box 5187 Exbrook 8-0501 CBS CBS Radio Spot Sales	Glenn Marshall Jr., p Sid Beighley, gm, cm Ken French, pd Ken McClure, pmm Ernest B. Vordermark, ce Bill Crove, nd
WMBR-FM 1949	96.1mc 50kw		
WOBS 1948	1360 5,000-D	Rounsaville of Charlotte Inc 1036 Mary St. Exbrook 8-3411 Gill-Perna Dora-Clayton	Robert W. Rounsaville, o Carter S. Jones, vp, gm David P. McLain, asst gm, cm Billy F. Freeman, pmm Jim Hall, ce Johnny Shaw, pd, nd
WPDQ 1942	600 5,000 DA-N	Jacksonville Bcstg. Corp. Gulf Life Bldg. Elgin 4-4421 ABC Florida American Group Venard, Rintoul & McConnell Ayers	James R. Stockton, p Robert R. Feagin, vp, gm Ernest R. Currie, sm Richard C. Fellows, opr mgr Ernest E. Haralson, ce Anne Daly, wd
WQIK 1955 WQIK-TV	1280 1,000-D	Telerad Inc. P. O. Box 8186 RA 5-0651	Carmen Macri, o, p Larry Glick, evp, gm Earl M. McRae, pd, pmm A. M. Thomas, ce Kelsey L. Hutchinson, nd, sd Lane C. Couey, fd

Executive Abbreviations: Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.  
Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.  
FM's in italic. \*—Non-Commercial Station. GP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

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**THE FLORIDA NEGRO NETWORK**

**WOBS**  
JACKSONVILLE  
1360 KC—5000 WATTS

**WIOK**  
TAMPA-ST. PETERSBURG  
1150 KC—1000 WATTS

**WMBM**  
MIAMI-MIAMI BEACH  
800 KC—1000 WATTS

THE ROUNSAVILLE STATIONS	
WCIN, CINCINNATI WLOU, LOUISVILLE WSOK, NASHVILLE WOBS, JACKSONVILLE WIOK, TAMPA-ST. PETERSBURG WMBM, MIAMI-MIAMI BEACH "100% NEGRO PROGRAMMED"	WQXI, ATLANTA THE SOUTH'S OUTSTANDING MUSIC AND NEWS INDEPENDENT

Home Offices: Rounsaville Radio, Peachtree at Mathieson, Atlanta 5, Ga.  
National Representatives National Representatives Southeastern Representative  
GILL-PERNA, INC. JOSEPH MCGILLYRA, INC. DORA-CLAYTON AGENCY  
WOBS, WMBM WIOK WOBS, WIOK, WMBM  
**ALL ROUNSAVILLE STATIONS**

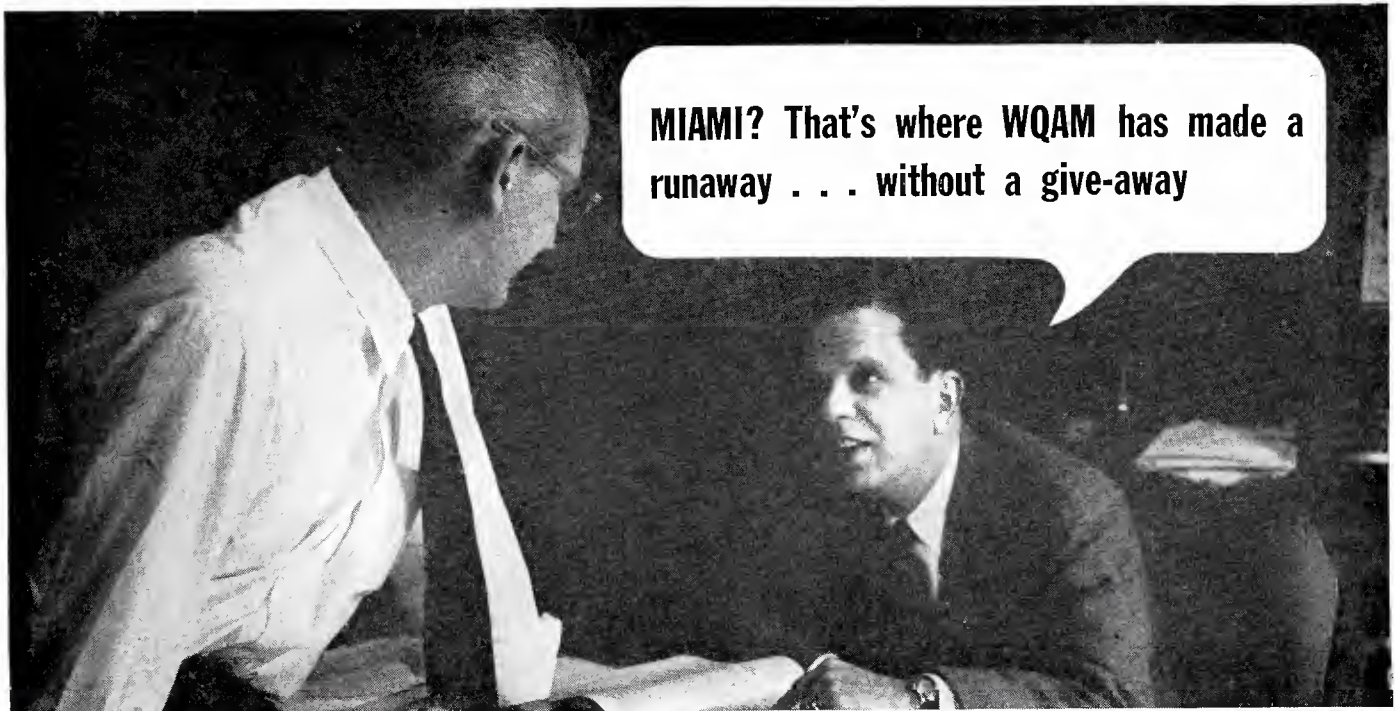
WRHC 1950	1400 250	WRHC Inc. 247 Margaret St. Elgin 6-0461 Interstate United Newspapers	Harold S. Cohn, p Harold Cohn II, gm William E. Alexander, ce Willard E. Lape, pd Ruth Fountain, wd
<b>JACKSONVILLE BEACH (Duval County)</b>			
WJVB 1947	1010 1,000-D	Jacksonville Beach Bcstg. Co. 5-5674 KBS	J. Lyle Williams Jr., p T. R. Mims, gm, pd W. P. Shannon, cm L. L. Cardona Jr., pmm W. E. Alexander, ce Kenneth H. French, nd
<b>KEY WEST (Monroe County)</b>			
WKWF 1945	1600 500	John M. Spottswood Stock Island Cypress 6-2222 MBS	John M. Spottswood, o, p, gm Mary S. Spottswood, pd Charles R. Lowe, ce
<b>KISSIMMEE (Osceola County)</b>			
WRWB 1954	1220 250-D	Frank A. Taylor Lago Vista Radio Park Lago Vista Blvd. Til 6-7181 KBS	Frank A. Taylor, o, gm Armand Hillburger, pd, cm, slm Mattie Van Laughlin, wd Hugh E. Carroll, ce
<b>LAKE CITY (Columbia County)</b>			
WDSR 1946	1340 250	Deep South Radioways Gainesville Highway 525	Alfred H. Temple, o, gm, cm Richard E. Cook, ce
<b>LAKELAND (Polk County)</b>			
WLAK 1936	1430 5,000-D 1,000-N	Lakeland Bcstg. Corp. P. O. Box 1211 Mutual 2-1431 NBC Pearson	S. O. Ward, p, gm, pmm William P. Lee, asst gm, ce, nd Powell Adams, cm Garland Burt, pd Earl Rahrer, sd
WONN 1949	1230 250	Coastal Bcstg. Co. Lake Hunter Dr. Mutual 5-1171 MBS Cooke	Robert S. Taylor, co-o, p, pmm, cm Ted Covington, co-o, pd, nd Duane F. McConnell, co-o, bus mgr, ce John M. Taylor, sd Johnnie Pinkston, wd
<b>LAKE WALES (Polk County)</b>			
WIPC 1951	1280 1,000-D	Imperial Polk Bcstg. Corp. P. O. Box 712 2-9831 KBS Best	Kenneth H. Berkeley, p William W. Van Steenburgh, gm, cm William Johnson, ce Tom Billington, nd Arch Abernethy, sd Eleanor Pryor, pd, wd
<b>LEESBURG-EUSTIS (Lake County)</b>			
WLBE 1949	790 1,000 DA-1	WLBE Inc. P. O. Box 790, Leesburg Leesburg 790 Eustis 790 MBS Best	Paul A. Husebo, p Wendell Husebo, gm Richard Coleman, pd Martin Kirkland, ce W. H. Reedy, sd
<b>LIVE OAK (Suwannee County)</b>			
WNER 1949	1250 1,000-D	Norman O. Protsman P. O. Box 655 1250 KBS Best	Norman O. Protsman, p, gm, cm Ruth Gunter, sm Faith Protsman, pd, wd Clarence S. Parker, ce, fd
<b>MADISON (Madison County)</b>			
WMAF 1956	1230 250	Norman O. Protsman P. O. Box 655 Live Oak, Fla.	Norman O. Protsman, o
<b>MARIANNA (Jackson County)</b>			
WTYS 1948	1340 250	John H. Phipps Bcstg. U. S. 90, East HU 2-2131 MBS	John H. Phipps, p L. Herschel Graves, gm Guy Hamilton, sm Berta Hamilton, pd, wd William E. Snowden, ce John Gause, nd, sd
<b>MELBOURNE (Brevard County)</b>			
WMMB 1956	1240 250	Melbourne Bcstg. Corp. Riverfront Park 574-5 MBS Florida State Net.	Erna Bessler, p Vern L. Bessler, vp, gm Richard Bate, sm Karl Meier, pd Robert Bones, ce Gene Bueckman, nd
<b>MIAMI (Dade County)</b>			
WCKR 1926 WCKT (TV)	610 5,000 DA-2	Biscayne Tv Corp. 1401 N. Bay Causeway Plaza 1-6692 NBC Christal	Niles Trammell, p Owen F. Uridge, gm L. L. Zimmerman, cm Walt Svehla, pd Gene Rider, ce Marshall Parsons, sd
WCKR-FM 1946	97.3mc 15kw		
WFEC 1947	1220 250-D	Florida East Coast Bcstg. Co. Inc. 350 N.E. 71st 89-7534 Rambeau Ayers	Harry Trenner, p Herbert Schorr, vp, gm Sidney Drossner, slm Rocky Groce, pd William Reeder, ce J. Arnold Schorr, pmm

MIAMI (Cont.)

WGBS 1944	710 50,000-D 10,000-N DA-2	Storer Bcstg. Co. 1605 Biscayne Blvd. 9-2401 CBS Katz	George B. Storer, p Miller N. Babcock, vp, gm C. Bud Dailey, cm Donald F. Fischer, pd Edward S. Lockwood, ce James Gilleland, nd Stan Ornest, sd Jane Butler, wd
WGBS-FM 1951	96.3mc 1.55kw		
WGMA 1953		(See Hollywood listing)	
WINZ 1946	940 50,000-D 10,000-N DA-2	Hollywood Bcstg. Co. Penthouse Biscayne Terrace Hotel Franklin 1-6641 Van Dolen	Rex Rand, p, cm Bernard E. Neary, sm, cm Walter Molic, ce Lee Taylor, nd
WMFL (TV) (CP)			
WMIE 1947	1140 10,000-D 5,000-N DA-2	WMIE Inc. 139 N.E. 1st St. (32) Franklin 3-55-56 Stars Natl.	Kurt A. Meer, p, gm Jack E. Nobles, sm Russell H. Bennett, ce Jack K. Chandler, pmm Pat Neil, nd
WMMA (CP)	1260 5,000-D DA-D	Frieda Bcstg. Corp. Collins Ave.	Keith Moyer, p James Hilderbrand, gm Charles Aldrich, cm V. P. Keay Jr., pd T. A. Giles, ce
WQAM 1921	560 5,000-D 1,000-N	Miami Bcstg. Co. 1723 duPont Bldg. Franklin 4-6121 Blair Cummings	Fodd Storz, p Dale L. Moudy, vp, dir engrng Jack Sandler, gm Noland Manning, slm George Jamison, bus mgr. Dave Croninger, pd Chuck Dougherty, pdm Gerry Spinn, pmm Morris Barwick, ce
WSKP 1947	1450 250	WSKP Inc.	
WVCG 1948		(See Coral Gables listing)	
WXPB (FM) 1948	101.5mc 8.5kw	Paul Brake 414 S.W. 2nd Ave.	Paul Brake, o, gm, ce Paul Keefe, asst gm John Cash, pd

MIAMI BEACH (Dade County)

WAHR 1954	1490 250	Alan H. Rosenson P. O. Box 1740 Jefferson 8-0411 Indie Dixieland	Alan H. Rosenson, p, ce Marshall J. Simmons, gm, cm George Mac, sd
WAHR-FM 1948	93.9mc 13kw		
WKAT 1937	1360 5,000-D 1,000-N	WKAT Inc. 1759 Bay Rd. Jefferson 1-5711 ABC, MBS Headley-Reed	A. Frank Katzentine, p John I. Prosser, evp, gm Arthur P. Smith Jr., ce David Miller, nd Bob Harnish, sd
WKAT-FM 1947	93.1mc 2.85kw		
WMBM 1947	800 1,000-D	Rounsaville of Miami Beach Inc. MacArthur Causeway Jefferson 1-5586 Gill-Perna Dora-Clayton	R. W. Rounsaville, p, gm Paul Cram, tech dir Bert Noble, pd, asst mgr Charles Burton, ce Eddie Castleberry, nd Joe Walker, sd
MILTON (Santa Rosa County)			
WEBY 1954	1330 1,000-D	Milton Bcstg. Co. Ward Basin Road 2591 MBS	Clayton W. Mapoles, o, gm, pmm, nd Earl Williford, cm Doyle Cook, pd Bert Mead, ce Hazel Mapoles, wd
NAPLES (Collier County)			
WNOG 1954	1270 500-D	Radio Naples Inc. Tamiami Trail Best	Wm. J. Ryan, p, gm John E. Martin III, slm David G. Pfaff, pmm Eileen Eilers, cm Al Wood, nd Dave Traer, ce
NEW SMYRNA BEACH (Volusia County)			
WSBB 1951	1230 250	Broadcasters, Inc. New Smyrna Hotel Garden 8-9091 KBS	A. V. Tidmore, o Rita Y. Lucy, gm Garnet Smith, cm Sim S. Eagleson, ce Bob White, pd Art Andrews, nd



MIAMI? That's where WQAM has made a runaway . . . without a give-away

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tion. First in the morning, with 26.6% of audience. First in the afternoon with 32.6%. First all day with a resounding 29.8%.\*

Already a fine buy to begin with—WQAM is now the buy in Miami. Talk to your nearest Blair man—or General Manager Jack Sandler.

**WQAM**

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

**MIAMI**  
**"A STORZ STATION"**

City	Call Letters	Chan. or Freq.	Licensee Headquarters Telephone Network Station Rep.	Executives	Power	Affiliate
<b>OCALA (Marion County)</b>						
WMOP	1953	900 1,000-D	A. B. Letson Quincy, Fla. Main 7-6700 Dora-Clayton	A. B. Letson, p Jim Kirk, gm Vernon Arnette, cm Gene Turner, pd Lloyd Lutz, ce Ed Sherer, nd, fd		
WTMC	1939	1290 5,000-D 1,000-N DA-N	Ocala Bcstg. Co. 14 S. Magnolia Marion 2-4127 NBC Perry	John H. Perry Jr., p T. S. Gilchrist Jr., gm C. T. Catalano, sm Kenneth H. Brown, pd James Harold Bailey Jr., ce John Cowden, nd		
(CP)		1370 1,000-D	Marion County Bcstg. Co. c/o W. H. Martin Box 1222 Lakeland, Fla.	Ellis M. Hutto, vp W. C. Berry, sec-treas		
<b>ORLANDO (Orange County)</b>						
WABR	1954	1440 1,000-D	(Sec Winter Park listing)			
WDBO	1924	580 5,000 DA-N	Orlando Bcstg. Co. P. O. Box 3707 5-0541 CBS Florida Radio Net. Blair Cummings	Harold P. Danforth Sr., p, gm Wm. G. McBride, sls dir Rosalind F. Boggs, pd J. E. Yarbrough, ce D. J. Kurzenknebe, nd, sd Carter Scofield, fd		
WDBO-FM	1950	92.3mc 25kw				
WHOO	1947	990 10,000-D 5,000-N DA-N	WHOO Inc. P. O. Box 992 5-3591 ABC Florida-American Forjoe	Edward Lamb, p Al Stockmeier, gm cm Warren Chenevert, ce John Lofton, nd Claude Raney, sd Charles Reiner, fd		
WHOO-FM	1946	96.5mc 59kw				
WLOF	1940	950 5,000 DA-N	Mid-Florida Radio Corp. P. O. Box 5275 2-8163 Gill-Perna	Joseph L. Brechner, p Donn R. Colee, gm, cm Ernest G. Legge, pd Lee Hall, pmm W. D. Daniel Jr., ce Ben Aycrigg, nd		
WORZ	1946	740 5,000-D 1,000-N DA-N	Central Florida Bcstg. Co. WORZ Bldg. 2-2451 MBS NBC Hollingbery	Naomi T. Murrell, p, gm W. O. Murrell Jr., cm Stephen Wesley, pd W. C. Murrell Jr., pmm W. R. Miller, ce Tom Doyle, nd		
Executive Abbreviations: Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated. FM's in italic. *-Non-Commercial Station. CP-Construction Permit issued. D-Day. DA-D-Directional Antenna, day only. DA-N-Directional Antenna, night only. DA-1-Directional Antenna, same pattern day and night. DA-2-Directional Antenna, different pattern day and night. L-Limited Time with Dominant Station. LS-Local Sunset. N-Night. SA-Special Authorization. SH-Specified Hours. ST-Share Time.						
<b>WKIS (FM) 100.3mc 16.5kw (WORZ, Am Affiliate) 1951</b>						
<b>PALATKA (Putnam County)</b>						
WSUZ	(CP)	800 1,000-D				Raymac Inc. 4955 River Basin Dr., S. Jacksonville, Fla. Flander 9-5140
WWPF	1947	1260 1,000-D 500-N				Palatka Bcstg. Co. P. O. Box 86 East 5-4555 MBS KBS
<b>PALM BEACH (Palm Beach County)</b>						
WWPG	1941	1340 250				Palm Beach Radio Inc. 3000 S. Ocean Palm Beach Justice 2-7401 ABC Florida-American Stars Natl.
WWPG-FM	1946	97.9mc 3.6kw				
<b>PANAMA CITY (Bay County)</b>						
WDLP	1940	590 1,000 DA-N				Panama City Bcstg. Co. 323 West Beach Dr. Poplar 3-1777 NBC KBC Perry
WDLP-FM	1952	98.9mc 1.6kw				
WPCF	1949	1430 5,000 DA-2				Bay County Bcstg. Co. 300 E. 15th St. Sunset 5-6176 MBS Walker Co. Dora-Clayton
<b>PENSACOLA (Escambia County)</b>						
WBOP	1956	980 500-D				WBOP Bcstg. Co. 709 S. Baylen Hemlock 8-2400
WBSR	1946	1450 250				WBSR Inc. 1603 North Pace Blvd. Hemlock 2-6173 CBS Venard, Rintoul & McConnell
WCOA	1926	1370 5,000 DA-N				WCOA Inc. 118 E. Intendencia St. Hemlock 2-4111 NBC Perry
WEAR	1946	1230 250				Gulfport Bcstg. P. O. Box 431 Glendale 5-7311 ABC Hollingbery
WEAR-TV						
WPFA	1955	790 1,000-D				J. W. O'Connor P. O. Box 27 Hemlock 3-1141 McGillvra
WPFA-TV	(CP)					
Carmen Macri, p J. E. Massey, co-o L. C. McCall, co-o, gm, ce Herb Young, cm Claude F. White, pd Bob James, nd Phyllis Ladd, wd Harold Young, p Al Keirse, gm, cm Bob Klingler, pd Margaret MacEachron, pmm, wd Clyde Walkden, ce Larry Coney, nd John H. Perry Jr., p Cecil B. Kelley, gm Don Brookins, sm, cm, nd George Feger, pd Hunt Cunningham, pmm Cal Howrigan, ce Elbert L. Dukate, p, gm Martha Ann Heath, pd, wd Gwynneth T. Dukate, pmm Bob McConnell, ce John McMullen, nd John Bogges, sd Vern L. Bessler, p, gm R. K. Schurr, vp E. V. Spencer, vp M. W. Stacy, sec-treas Howard DeMere, sm Don Lynch, p, gm Bo Mitchell, cm, pd, sd Glenn Nichols, ce John H. Perry Jr., p J. Holliday Veal, gm Ron Tuten, sm Harold L. Heath, ce Don Griffith, sd Clarine S. Porter, wd Mel Wheeler, p, gm Milt de Reyna, asst gm Irv Welch, cm Fred Murray, pd Jim Smith, ce Dave Fulton, nd J. W. O'Connor, p John B. Hoag, gm Taris Savell, pd, wd Leonard Zepp, ce						

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**WDBO STATIONS**

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**PERRY (Taylor County)**

WPRY 1954	1400 250	Taylor County Bcstg. Co. 540 KBS	E. P. Martin, p Hyman Wolfe, gm, ce Cathy Landry, pd, wd Hoyt Ragan, sd
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**PLANT CITY (Hillsborough County)**

WPLA 1949	910 1,000-D	W. A. Smith 1570 S. Collins St. 2-1551 Best	W. A. Smith, o George Friend, gm, cm, ce O. Hutto, pd, wd J. J. Wilson, nd Al Berry, pmm Ken Shroyer, fd
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**PORT ST. JOE (Gulf County)**

WJOE 1956	1570 250-D	Vacationland Bcstg. Co. P. O. Box 996 Ball 7-2426	Wilbur R. Powell, p M. A. Reynolds, gm Martin Begley, cm, pd
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**QUINCY (Cadsden County)**

WCNH 1948	1230 250	Quincy Bcstg. Corp. 602 W. Jefferson Main 7-6700 MBS	A. B. Letson, p, gm, ce William J. Taylor, cm Shirley Thomas, pd Hilda Massey, pmm Roger Fricke, nd Mrs. W. S. Bell, wd
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**ST. AUGUSTINE (St. Johns County)**

-WFCZ 1936	1240 250	Ponce de Leon Bcstg. P. O. Box 588 Valley 9-3416 CBS	John E. Bernhard Jr., p, gm, cm, nd Frankye C. Walker, pd, pmm Ernest Raistrick, ce Bob Sheppe, fd Julian Fant, sd Alberta Dillin, wd
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WSTN 1954	1420 1,000-D	James D. Sinyard 66 Treasury St. Valley 9-9094 Indie	Wm. M. Harding, gm, nd J. C. Leuschel, sm, sd Tom Hopkins, pd A. H. Beckwith, cm E. P. Gildow, ce Gene Paul, pmm
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**ST. PETERSBURG (Pinellas County)**

WPFN 1948	680 1,000-D	Florida West Coast Bcstrs. Inc. Royal Palm Hotel 7-0511 Walker	Arthur Mundorff, o, gm Richard Marsh, cm James Carley, pd, nd Manly St. Jean, ce Dick Baker, fd Larry Rhodes, sd
WSUN 1927	620 5,000 DA-N	City of St. Petersburg Million Dollar Pier 5-4121 ABC Venard, Rintoul & McConnell	Fred P. Shawn, gm J. L. Hitchcock, sm Chas. D. Bishop, pd Louis J. Link, ce Charles W. Mason, pmm, pdm Dayton Saltsman, community serv mgr
WTSP 1940	1380 5,000 DA-N	WTSP Inc. 440 1st Ave. So. 7-8108 MBS Weed	N. Joe Rahall, p Sam G. Rahall, vp Farris E. Rahall, sec Marshall S. Cleaver, gm Le Leslie, slm Rob Allan, pdm, nd William D. Mangold, ce Rob Allan, pdm, nd Beth McNeely, wd

**SANFORD (Seminole County)**

WIOD 1956	1360 500-D	Sanford Bcstg. Co. 1st St. & Seminole	Jack Siegel, co-o, ce Robert Wasden, co-o Carl Abel, gm George Fee, cm Jay Caldwell, pd Norm Brooks, pmm
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WTRR 1947	1400 250	Myron A. Reck P. O. Box 1541 999 KBS	Myron A. Reck, p, gm, pmm Roy D. Green, cm Edna Reck, pd James S. Williamson Jr., ce John O. Keeling Jr., nd, sd Nick Pfeiffau, fd
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**SARASOTA (Sarasota County)**

WCBQ (CP)	1220 250-D DA-D	Trade Winds Bcstg. Co. c/o M. R. Lankford	
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WKXY 1949	1540 1,000-D (CP-930 DA-D)	Sarasota Bcstg. Co. P. O. Box 2431 Ringling 7-1151 KBS Clark	Charles J. Fernandez, co-o, nd Antonio G. Fernandez, co-o, gm, cm Gonzalo Fernandez, co-o Red Ermisch, pd Robert Kohlmeyer, ce
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WSPB 1939	1450 250	WSPB Inc. City Island Fulton 8-2121 CBS Pearson	Robert C. Jones Jr., p John B. Browning, gm Dean Fleischman, cm David C. Hale, pd G. W. McGougan, ce E. L. Richards, nd
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**SEBRING (Highlands County)**

WJCM 1950	1340 250 (CP 960 500-D)	Clearfield Bcstrs. Inc. Assembly Point on Dinner Lake 5-1811 MBS KBS	W. K. Ulerich, p A. J. Frank, gm Ken Bowers, slm Betty J. Frank, pd, wd Robert Goshorn, ce
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**SOUTH DAYTONA (Volusia County)**

WDAT (CP)	1590 1,000-D	Thomas Carr 535 Ponte Vedra Blvd. Ponte Vedra Beach, Fla.	Thomas Carr, o
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**STARKE (Bradford County)**

----- (CP)	1580 1,000-D	Ben Akerman 2646 Cheshire Bridge Road, N.E. Atlanta, Ga.	Ben Akerman, o
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WRCR (CP)	1490 250	Tidewater Broadcasters c/o R. H. Chamberlin Box 501 Gainesville, Fla.	Alfred H. Temple, ptrn Alma H. Temple, ptrn Rudolph H. Chamberlin, ptrn Dorothy L. Chamberlin, ptrn
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**STUART (Martin County)**

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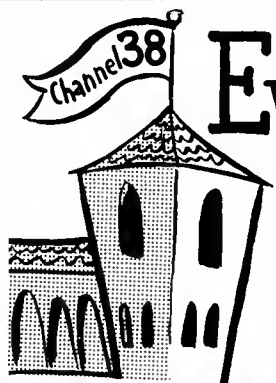
**TALLAHASSEE (Leon County)**

WMEN 1954	1330 5,000-D	WMEN Inc. Hotel Floridian 3-2550 KBS Dora-Clayton	B. F. J. Timm, p Don C. Price, sm Ken McNaron, ce
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WTAL 1935	1270 5,000	John H. Phipps Bcstg. Stations 2219 N. Monroe 2-1270 CBS Meeker Cummings	John H. Phipps, o Ansley Cohan Jr., sm John French, pd Sam Dudas, ce
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WCTV (TV)	DA-N		
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WTNT 1946	1450 250	Tallahassee Appliance Corp. Hotel Duval 2-1450 ABC MBS Florida-American McGillvra	F. W. Hazelton, p, gm Hurley W. Rudd, cm Jack Edger, ce, sd Jack Sutor, nd Janecan Morse, wd
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**WSUN-TV**  
ST. PETERSBURG  
FLORIDA

# Everything's **JUMPING** around Tampa Bay!



... AND WSUN-TV is one big jump ahead with top rated ABC network and local, live shows in the booming Tampa Bay-Sun-coast market. Smart advertisers have caught the tide, and they reach a surging \$800,000,000 market over WSUN-TV. That's Channel 38, you know!

**Represented Nationally by**  
**Venard, Rintoul & McConnell**

**FLORIDA**

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>TAMPA (Hillsborough County)</b>			
WALT 1946	1110 1,000-D	Tampa Bcstg. Co. Inc. 401 W. Tyler St. 2-7921 Pearson	E. J. Arnold, p Robert Wasdon, vp W. W. Johnson, sm Ed Bray, pd Charles Fuller, pdm
WDAE 1922	1250 5,000 DA-1	Tampa Times Co. 114 N. Franklin St. 2-2911 CBS	David E. Smiley, p L. S. Mitchell, gm, cm Van Wilson, pd Sol Fleischman, pmm, sd Wm. Pharr Moore, ce Mark Swingley, nd, fd
WDAE-FM 1951	100.7mc 65kw	Katz	
WELA 1926	970 5,000 DA-N	The Tribune Co. 905 Jackson St. 2-0131 NBC	J. C. Council, p George W. Harvey, vp, gm Edward C. Walker, pd Tom Matthews, pmm J. H. Mitchell, ce Fred Clampitt, nd
WFLA-TV		Blair	
WFLA-FM 1948	93.3mc 46kw		
WGTO 1955		(See Haines City listing)	
WHBO 1948	1050 250-D	Gateway Bcstrs. Inc. 11011 Florida Ave. 91-1711	John Boling, p B. A. Martin, gm, cm Bonita Fishback, pd Bill Polk, ce Bob Ross, pmm Bert Coyle, slm
WIOK 1954	1150 1,000-D	R. W. Rounsaville P. O. Box 1101 4-1109 Dora-Clayton	R. W. Rounsaville, p, gm Jack Everbach, asst mgr John Sanders, cm Joe T. Starr, sm Warren Kaufman, pd, ce
WPKM (FM) 1954	104.7mc 10.5kw	Fm Bcstrs. Bayshore Royal Hotel (6) 8-5144	Frank Knorr Jr., p, gm Col. J. S. Garrett, sm Bob Ayle, cm, pmm Eloise P. Knorr, pd G. H. Brown, ce
WWTB 1950	1300 1,000-D DA-D	Tison Bcstg. Co. 1521 E. Broadway 4-4177 KBS Devney	E. P. Martin, co-o Alpha Martin, co-o, gm, wd wd Herb Buck, pd

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

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

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

**TARPON SPRINGS (Pinellas County)**

WDCL 1954	1470 5,000-D	Freede-Miller Bcstg. Co. P. O. Box 1470 Clearwater 81-5411	Hal M. Freede, p, gm, sm, pmm Gurney P. Sloan, cm Clair Linn, pd John H. Walker, ce Harry Prior, nd Everett Whitney, fd
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**TITUSVILLE (Brevard County)**

WRMF (CP)	1050 500-D	Melbourne On-The-Air Inc. c/o Richard M. Fairbanks 2835 N. Illinois St. Indianapolis 8, Ind.	Richard M. Fairbanks, co-o, p Rudi Oudshoff, co-o, sec- treas
WTVT (CP)	1300 1,000-D	Titusville Bcstg. Co. 3204 S. Grand Blvd. St. Louis, Mo.	Edward V. Spencer, co-o Medford W. Stacy, co-o

**VERO BEACH (Indian River County)**

WNTM 1954	1370 1,000-D	WNTM, Inc. 5405 MBS Hollingbery	Naomi T. Murrell, p Gene Stuart, pd Robert Pike, ce
WTTB 1954	1490 250	Tropics Inc. 15-36 20St. 5454 ABC	Senator Merrill P. Barber, p Stanley B. Wood, sm, ce Howard Haid, slm Roger Mansfield, pd Ruth Mitchell, wd

**WARD RIDGE (Okaloosa County)**

WJOE 1956	1570 250-D	Vacationland Bcstg. Co. P. O. Box 687 Fort Walton Beach, Fla.	Wilbur R. Powell, p
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**WEST PALM BEACH (Palm Beach County)**

WEAT 1948	850 1,000 DA-1	WEAT-TV Inc. Pennsylvania Hotel TC 3-9668 NBC H-R Reprs.	Thomas E. O'Neil, p Bertram Lebbhar Jr., gm Charles M. Stalk, sm Peter F. Cole, pd Ross McPherson, ce
WIRK 1947	1290 5,000-D	Ken-Sell Inc. 711 S. Flagler Dr. 3-1711 MBS Clark	Joseph S. Field Jr., p, gm Rome J. Hartman, slm, opr mgr William Heitzman, ce William Gordon, nd John Wooten, fd Chuck Niles, sd
WIRK-TV (CP)	1,000-N DA-N		
WJNO 1936	1230 250	WJNO Inc. 1500 N. Flagler Dr. Temple 2-3638 CBS Florida Bcstg. Meeker Ayres	Sydney K. Russell, p H. V. McMillan, evp, gm, cm, pd, pmm Robert Monroe, slm Curtis Brinson, ce Robert Hawkey, nd Robert Massey, sd

**WINTER HAVEN (Polk County)**

WSIR 1947	1490 250	Hundred Lakes Bcstg. Corp. 665 W. Lake Howard Dr. S.W. Cy 42-122 MBS Devney	Tom Moore, p Lawrence A. Rollins, gm Earl Sturgeon, cm Dick Eyrich, pd, nd L. Orden Craig, ce
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**WINTER PARK (Orange County)**

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

EST. 1936

**WJNO**

**CBS**

RADIO NETWORK

"The Most Influential Voice of the Palm Beaches"

WJNO easily leads  
PULSE rating October 1955  
3rd LARGEST CITY  
on the famous Florida Gold Coast  
TRADING AREA—249,000 plus  
—and a bonus tourist population year around

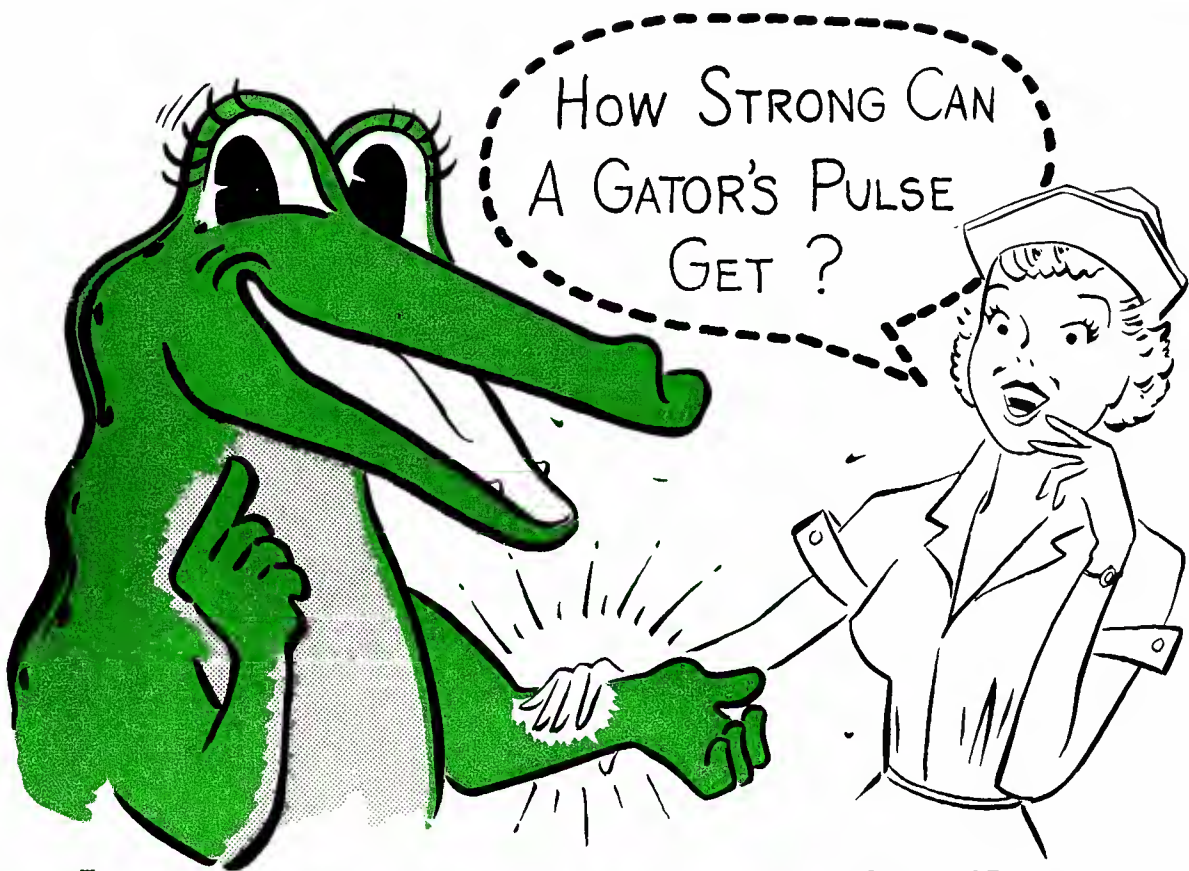
**WEST PALM BEACH, FLORIDA**



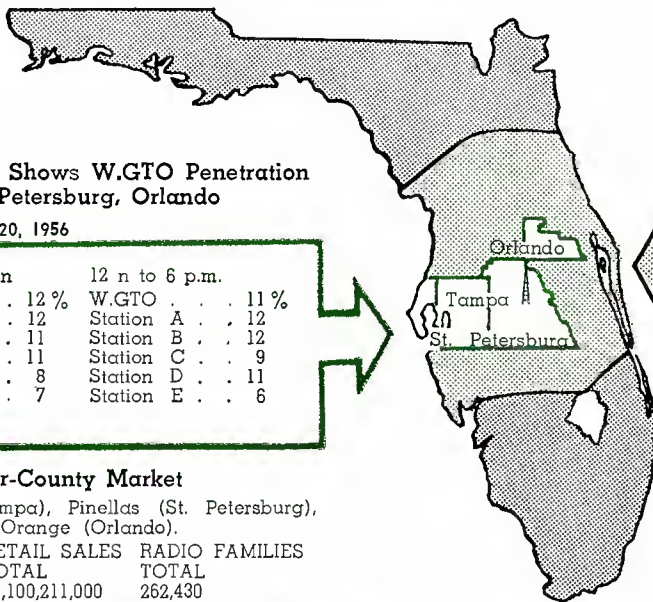
THE STATION WITH PROVEN  
"PULL"  
YOU JUST CAN'T MISS ON  
**WJNO RADIO**  
IN WEST PALM BEACH  
GROWING BY LEAPS  
AND BOUNDS!

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





# Latest Pulse Puts W-GTO First By 3 to 1, in 24 Florida Counties !



### Previous \*Pulse Shows W.GTO Penetration in Tampa, St. Petersburg, Orlando

\*July 16 thru July 20, 1956

6 a.m. to 12 n		12 n to 6 p.m.	
W.GTO . . . . .	12%	W.GTO . . . . .	11%
Station A . . . . .	12	Station A . . . . .	12
Station B . . . . .	11	Station B . . . . .	12
Station C . . . . .	11	Station C . . . . .	9
Station D . . . . .	8	Station D . . . . .	11
Station E . . . . .	7	Station E . . . . .	6

### Here's the Four-County Market

Hillsborough (Tampa), Pinellas (St. Petersburg), Polk (Lakeland), Orange (Orlando).

POPULATION	RETAIL SALES	RADIO FAMILIES
TOTAL	TOTAL	TOTAL
890,300	\$1,100,211,000	262,430

Just take a look at these Pulse figures. No other Florida advertising facility comes even close to the amazing penetration of W.GTO in this rich, booming Florida market. In Gatorland, W.GTO is undeniably your best radio buy.

### Pulse 24-County Survey—Sept. 17-25, 1956

6:30 to 12 n		12 n to 6 p.m.	
W.GTO . . . . .	17%	W.GTO . . . . .	16%
Station A . . . . .	6	Station A . . . . .	7
Station B . . . . .	5	Station B . . . . .	6
Station C . . . . .	3	Station C . . . . .	4
Station D . . . . .	3	Station D . . . . .	3
Station E . . . . .	2	Station E . . . . .	3
Station F . . . . .	1	Station F . . . . .	1
Station G . . . . .	1	Station G . . . . .	1
*Miscellaneous	62	*Miscellaneous	59

### Here's the 24-County Market

Brevard, Charlotte, Citrus, DeSoto, Flagler, Glades, Hardee, Hernando, Highlands, Indian River, Lake, Levy, Manatee, Marion, Martin, Okeechobee, Osceola, Pasco, Polk, Sarasota, Saint Lucie, Seminole, Sumter, Volusia.

POPULATION	RETAIL SALES	RADIO FAMILIES
TOTAL	TOTAL	TOTAL
684,500	\$770,178,000	194,820

\*(The miscellaneous category represents 50 stations all of which were less than 2 per cent)



A KWK STATION

### WRITE, WIRE OR PHONE:

W.GTO Haines City, Fla. Haines City, 6-2621

or

Adam Young, Inc. New York Chicago · St. Louis  
Los Angeles · San Francisco Boston

GEORGIA

MARKET DATA BY COUNTIES

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Passenger		County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger Cars 1955
					Drug Sales 1955(\$000)	Cars 1955							
Appling	14,003	2,810	\$8,083	\$1,427	\$250	2,414	Johnson	9,893	2,240	4,099	1,034	129	1,683
Atkinson	7,362	1,590	2,585	739	101	1,198	Jones	7,538	1,500	2,647	532	59	1,398
Bacon	8,940	2,070	8,043	1,754	344	1,904	Lamar	10,242	2,270	7,861	2,488	245	2,410
Baker	5,952	1,010	815	279	25	775	Lanier	5,151	1,200	3,887	926	92	1,174
Baldwin	29,706	4,710	14,343	3,953	513	4,564	Laurens	33,123	7,010	20,490	4,527	616	6,930
Banks	6,935	1,430	504	367	.....	1,493	Lee	6,674	1,260	1,095	400	80	1,105
Barrow	13,115	3,260	11,748	2,752	328	3,710	Liberty	8,444	1,930	6,533	1,884	150	2,696
Bartow	27,370	6,690	16,719	4,776	583	7,245	Lincoln	6,462	1,220	2,937	697	57	1,351
Ben Hill	14,879	3,630	11,399	2,444	263	3,435	Long	3,598	820	1,573	303	78	816
Berrien	13,966	2,840	13,556	5,828	388	2,630	Lowndes	35,211	11,100	47,750	8,411	1,378	12,808
Bibb	114,079	34,630	140,599	30,267	4,799	33,890	Lumpkin	6,574	1,400	2,842	455	136	1,338
Bleckley	9,218	2,060	5,642	1,369	210	2,424	McDuffie	11,443	2,730	8,698	1,714	269	3,085
Brantley	6,387	1,400	2,522	1,006	100	1,145	McIntosh	6,008	1,500	3,060	853	39	1,145
Brooks	18,169	3,540	10,282	2,285	275	3,173	Macon	14,213	2,850	6,431	1,674	196	2,472
Bryan	5,965	1,310	3,603	1,047	50	1,141	Madison	12,238	2,460	2,503	880	97	3,103
Bulloch	24,740	5,290	14,780	3,057	510	5,180	Marion	6,521	1,280	2,178	507	73	968
Burke	23,458	4,870	8,989	2,142	197	3,486	Meriwether	21,055	4,720	10,205	2,844	389	3,975
Butts	9,079	2,090	5,713	1,422	84	2,150	Miller	9,023	1,960	3,683	783	180	1,298
Calhoun	8,578	1,180	3,696	636	242	1,189	Mitchell	22,528	4,820	14,463	3,618	381	3,899
Camden	7,322	2,150	5,707	1,246	208	2,324	Monroe	10,523	2,250	8,638	1,924	101	2,236
Candler	8,063	1,680	6,410	1,289	154	1,698	Montgomery	7,901	1,500	1,687	592	42	1,188
Carroll	34,112	8,230	24,435	4,793	693	9,099	Morgan	11,899	2,300	4,544	1,200	197	2,103
Catoosa	15,146	4,130	6,580	1,929	341	4,980	Murray	10,676	2,370	4,547	1,341	186	2,209
Charlton	4,821	1,030	4,799	957	207	1,284	Muscogee	118,028	33,730	159,134	34,060	4,895	35,866
Chatham	151,481	45,550	162,507	36,102	4,990	46,390	Newton	20,185	4,780	15,417	4,182	399	4,740
Chattahoochee	12,149	1,520	1,369	161	.....	9,584	Oconee	7,009	1,530	1,182	569	.....	1,498
Chattooga	21,197	5,190	12,288	2,434	371	5,525	Oglethorpe	9,958	2,060	1,733	255	71	1,797
Cherokee	20,750	5,020	18,168	3,158	328	5,760	Paulding	11,752	2,490	4,672	1,280	185	3,126
Clarke	36,550	10,220	48,741	9,160	1,711	11,392	Peach	11,705	2,670	10,204	2,526	339	2,598
Clay	5,844	1,180	1,904	239	80	896	Pickens	8,855	2,100	7,630	1,124	134	2,181
Clayton	22,872	7,250	9,102	3,843	211	10,030	Pierce	11,112	2,120	7,442	1,262	227	2,031
Clinch	6,007	1,330	4,552	897	146	1,254	Pike	8,459	1,690	1,918	725	42	1,615
Cobb	61,830	20,500	55,647	16,119	2,015	32,210	Polk	30,976	7,540	22,890	5,901	937	7,804
Coffee	23,961	5,180	16,034	2,891	845	4,956	Pulaski	8,808	1,940	7,329	1,533	256	1,958
Colquitt	33,999	8,550	29,484	7,922	1,053	9,071	Putnam	7,731	1,450	5,454	1,057	165	1,542
Columbia	9,525	2,150	2,864	1,283	.....	2,715	Quitman	3,015	740	421	101	.....	397
Cook	12,201	2,750	8,216	1,683	353	2,656	Rabun	7,424	1,600	4,526	902	178	1,719
Coweta	27,786	6,750	19,125	5,141	691	6,517	Randolph	13,804	2,630	6,421	1,783	387	2,096
Crawford	6,080	1,100	1,479	548	26	1,085	Richmond	108,876	42,030	159,909	37,977	4,109	37,933
Crisp	17,663	4,410	13,332	3,012	341	3,918	Rockdale	8,464	2,110	5,455	1,959	152	2,380
Dade	7,364	1,610	2,301	635	43	2,110	Schley	4,036	750	2,327	245	107	632
Dawson	3,712	670	1,820	381	19	924	Screven	18,000	3,760	8,571	2,093	188	2,810
Decatur	23,620	5,790	15,959	3,787	534	7,040	Seminole	7,904	1,780	5,806	1,203	137	1,552
De Kalb	136,395	47,430	122,357	38,755	6,268	69,145	Spalding	31,045	8,220	30,104	7,791	698	9,519
Dodge	17,865	3,540	8,159	2,425	144	3,174	Stephens	16,647	4,530	13,318	3,192	342	5,188
Dooly	14,159	2,890	4,760	1,260	247	2,266	Stewart	9,194	1,790	4,692	1,730	162	1,248
Dougherty	43,617	13,990	68,843	16,347	2,231	16,176	Sumter	24,208	5,800	17,208	4,575	660	4,960
Douglas	12,173	2,970	8,781	2,614	247	3,761	Talbot	7,687	1,660	2,783	553	45	1,292
Early	17,413	3,570	6,358	1,311	227	2,380	Taliaferro	4,515	820	1,222	305	32	688
Echols	2,494	480	172	38	.....	385	Tattnall	15,939	3,200	7,971	1,613	190	2,931
Effingham	9,133	2,060	3,528	692	139	1,830	Taylor	9,113	1,990	4,321	615	103	1,768
Elbert	18,583	4,190	10,355	2,608	431	4,835	Telfair	13,221	2,540	7,225	2,070	227	2,498
Emanuel	19,789	4,000	12,548	2,410	285	3,640	Terrell	14,314	2,730	10,023	2,685	359	2,473
Evans	6,653	1,420	6,894	1,013	170	1,808	Thomas	33,932	8,540	33,304	7,825	1,529	9,245
Fannin	15,192	3,290	8,122	1,899	147	3,595	Tift	22,645	5,830	16,872	4,353	511	5,557
Fayette	7,978	1,810	3,376	814	165	1,928	Toombs	17,382	3,890	16,038	3,494	523	3,660
Floyd	62,899	17,120	67,260	16,813	1,815	19,835	Towns	4,803	940	1,697	192	36	834
Forsyth	11,005	2,490	10,309	2,113	202	3,078	Treutlen	6,522	1,330	2,100	761	89	1,203
Franklin	14,446	3,150	8,372	1,439	119	3,643	Troup	49,841	13,110	43,208	9,963	1,216	12,031
Fulton	473,572	145,290	915,102	156,961	27,325	170,595	Turner	10,479	2,350	5,800	1,203	152	1,841
Gilmer	9,963	2,280	5,242	992	87	2,446	Twiggs	8,308	1,560	1,246	275	85	1,259
Glascock	3,579	670	228	17	.....	645	Union	7,318	1,600	2,958	267	118	1,181
Glynn	29,046	8,810	35,148	8,530	1,307	9,840	Upson	25,078	6,190	17,168	5,476	572	6,027
Gordon	18,922	4,420	13,013	2,925	512	5,098	Walker	38,198	10,800	20,694	5,424	915	14,821
Gordon	18,922	4,420	13,013	2,925	512	5,098	Walton	20,230	4,660	12,046	3,832	311	4,970
Greene	12,843	2,620	6,322	1,174	247	2,445	Ware	30,289	8,040	37,385	7,525	1,366	8,673
Gwinnett	32,320	8,090	30,454	5,253	686	10,658	Warren	8,779	1,960	3,929	925	185	1,615
Habersham	16,553	3,920	13,810	2,111	428	4,876	Washington	21,012	4,260	9,227	2,525	231	3,324
Hall	40,113	10,660	62,094	10,037	1,276	13,265	Wayne	14,248	3,270	11,320	2,704	454	3,711
Hancock	11,052	2,000	3,659	994	74	1,612	Webster	4,081	720	350	92	41	468
Haralson	14,663	3,450	9,244	2,007	293	3,885	Wheeler	6,712	1,310	1,079	430	19	1,025
Harris	11,265	2,400	5,409	1,282	59	2,286	White	5,951	1,330	2,439	130	16	1,635
Hart	14,495	3,060	7,625	1,680	415	3,821	Whitfield	34,432	9,540	32,798	7,444	966	11,856
Heard	6,975	1,410	2,016	551	38	1,196	Wilcox	10,167	2,140	2,886	865	67	1,451
Henry	15,857	3,500	6,466	1,738	429	3,685	Wilkes	12,388	2,490	7,528	1,747	251	2,410
Houston	20,964	6,610	25,827	6,429	912	8,608	Wilkinson	9,781	2,060	3,304	1,178	209	1,866
Irwin	11,973	2,260	4,008	1,141	189	1,870	Worth	19,357	3,900	6,198	1,770	208	2,925
Jackson	18,997	4,180	11,936	2,369	372	4,698	Total	3,444,578	902,410	\$3,305,686	\$721,813	\$104,392	985,705
Jasper	7,473	1,490	3,376	664	191	1,280							
Jeff Davis	9,299	2,240	8,780	2,501	134	1,896							
Jefferson	18,855	3,930	9,957	2,064	398	3,498							
Jenkins	10,264	2,120	5,644	1,428	234	1,795							

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

DIRECTORY OF AM AND FM STATIONS

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensor Headquarters Telephone Network Station Rep.	Executives
<b>ADEL (Cook County)</b>			
WAAG 1955	1470 1,000-D	M. E. Shepherd & W. M. Forshee P. O. Box 508 8571 KBS	W. M. Forshee, o, gm C. A. Christensen, ce, slm Donald Wingate, pd, nd Calvin Key, sd Roger Croft, fd
<b>ALBANY (Dougherty County)</b>			
WALB 1941	1590 1,000 DA-N	Herald Pub. Co. Stewart Ave. Hemlock 5-8386 ABC Burn-Smith	James H. Gray, p T. R. Stillwagon, gm Bill Goodson, pd John Rivard, ce
WALB-TV			
WGPC 1933	1450 250	Albany Bstg. Co. New Albany Hotel Hemlock 2-1277 CBS Hollingbery	J. W. Woodruff, p J. W. Woodruff Jr., exec mgr L. M. George, sm, cm, pmm W. H. Flint, pd, nd R. A. Carlton, ce
WJAZ 1952	1050 1,000-D	James S. Rivers Inc. North Slappey Dr. Hemlock 2-7447 Clark	James S. Rivers, p Richard B. Smith, gm Robert V. Rogers, cm Pat Lockwood, pd Jack Willis, pmm, nd Bruce Smith, ce, sd
<b>AMERICUS (Sumter County)</b>			
WDEC 1947	1290 1,000-D	Americus Bstg. Co. Rembert Bldg. 8681 KBS Indie Dora-Clayton	Charles C. Smith, vp, gm, nd Raymond C. LaPrade, ce Sue M. Smith, wd
<b>ATHENS (Clarke County)</b>			
WGAU 1938	1340 250	Clarke Bstg. Corp. P. O. Box 1189 Liberty 6-6575 CBS KBS Brown	H. Randolph Holder, co-o, gm, nd J. Thomas Lloyd, co-o, cm Mary L. Betts, pd Les Brooks, ce Susan L. Baker, wd Bill Marston, pmm
WGAU-FM 1948	99.5mc 4.4kw		
WRFC 1948	960 1,000-D 500-N DA-N	Radio Athens Inc. 279½ N. Lumpkin St. Liberty 3-3411 Forjoe Dixieland	L. H. Christian, p, gm Dorothy N. Gayner, slm Gus Mann, pd Ed Thilenius, pmm, nd, sd L. D. Drewry, ce R. D. Stephens, fd
<b>ATLANTA (Fulton County)</b>			
WAGA 1937	590 5,000 DA-N	Storer Bstg. Co. 1018 W. Peachtree, NW Trinity 2-3553 CBS Katz	George B. Storer Sr., p Claude H. Frazier, gm L. W. Reynolds, cm Les Henrikson, pd, sd Betty Merritt, pmm Hugo A. Bondy, ce Dale Clark, nd, fd
WAGA-TV			
WAGA-FM 1948	103.3mc 36kw		
WAKE 1946	1340 250	Bartell Bcstrs. Inc. Georgian Terrace Hotel Trinity 5-8511	Gerald A. Bartell, p Morton J. Wagner, evp & gm William Jones, pd Morris Jones, ce
WAOK 1954	1380 5,000 DA-N	WAOK Bstg. Co. 70 Houston St., N. E. Alpine 1515 Forjoe	L. M. George, p Dorothy Lester, sm Stan Raymond, cm Zenas Sears, pd, nd Eathel Holley, ce Ned Luken, sd

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

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

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

BROADCASTING • TELECASTING

WEAS 1947	1010 50,000-D	WEAS Inc. Drake 3-2521 Stars Natl.	E. D. Rivers Jr., o Warren Roberts, sm William Packham, cm Malcom Moore, ce Bob Prather, pmm
WERD 1948	860 1,000-D	Radio Atlanta Inc. 330 Auburn Ave., N. E. Jackson 4-0666 Interstate United Newspapers Dora-Clayton	J. B. Blayton Sr., o,p J. B. Blayton Jr., gm Albert H. Saddler, cm Jack Moore, pmm William F. Kennedy, ce Dr. Robert Brisbane, nd
WGKA 1955	1600 1,000-D	Glenkaren Associates Inc. 1140 Peachtree St., N. E. Trinity 6-6228	Locke E. Glenn, chmn of bd John P. Culver, gm Lee Nance, cm, pmm Norman Reyes, pd David L. Lyndon, ce Arthur Borgersen, nd
WGKA-FM 1955	92.9mc 9.4kw		
WGST 1923	920 5,000-D 1,000-N	Board of Regents Univ. Sys. of Ga. 165 8th St. N. W. Trinity 5-8441 ABC Avery-Knodel	Ben Akerman, gm Jack Kelly, pd, sd Ivan Miles, ce Lewis Riefstahl, nd Dean Dickens, wd
WQXI 1948	790 5,000-D	Rounsville of Atlanta Inc. 3165 Mathieson Dr., N.E. Cedar 3-2195 Gill-Perna	Robert W. Rounsville, p John Fulton, sm Frank Erwin, cm Lee R. Smith, natl. slm Bob Corley, pd Elton Chick, ce
WATL-TV (CP)	1,000-N DA-N		

Serving the Flourishing ATLANTA Market!

**WQXI**  
790 KC—5000 WATTS

ATLANTA'S LEADING STATION FOR  
**MUSIC & NEWS**  
SEVEN PERSONALITY DISC JOCKEYS  
TWO ROVING MOBILE NEWS UNITS  
ATLANTA'S FIRST STATION FOR  
LOCAL NEWS  
"EXCLUSIVE BROADCASTS OF ALL  
ATLANTA CRACKER BASEBALL  
GAMES"  
"EXCLUSIVE BROADCASTS OF ALL  
ATLANTA HIGH SCHOOL FOOTBALL  
GAMES"  
Peachtree at Mathieson Atlanta 5, Ga.

**THE ROUNSAVILLE STATIONS**

WCIN, CINCINNATI WLOU, LOUISVILLE WSOK, NASHVILLE WOB, JACKSONVILLE WIOK, TAMPA-ST. PETERSBURG WMBM, MIAMI-MIAMI BEACH "100% NEGRO PROGRAMMED"	<b>WQXI, ATLANTA</b> THE SOUTH'S OUTSTANDING MUSIC AND NEWS INDEPENDENT
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Home Offices: Rounsville Radia, Peachtree at Mathieson, Atlanta 5, Ga.  
National Representatives **GILL-PERNA, INC.**

**A ROUNSAVILLE STATION**

# GEORGIA

City Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives	Call Letters Established	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>ATLANTA (Cont.)</b>							
WSB 1922 WSB-TV	750 50,000	Atlanta Newspapers Inc. 10 Forsythe St. Trinity 5-7221 NBC Petry	J. Leonard Reinsch, mgng dir John M. Outler, gm Frank Gaither, sm Elmo Ellis, pd Walter Paschall, pmm Robert A. Holbrook, ce	WMOG 1940	1490 250	Radio Brunswick Inc. Torras Causeway 1500 MBS KBS Indie	Allen Woodall, p E. Jere Turk, gm, pmm Lew Carter, cm, fd, sd Jay Lingle, pd Mary J. McEvan, pd Cecil Tankersley, ce
WSB-FM 1944	98.5mc 52kw			<b>BUFORD (Cwinnett County)</b>			
WTAM 1949	970 5,000-D	WTAM Inc. 526 Church St. Drake 7-6471 KBS	Emil J. Arnold, p	WDMF 1956	1460 1,000-D	Gwinnett County Bcstg. Co. Harmony Rd. 3555	Madeleine Fleagle, ptrn. David Fleagle, ptrn., gm, slm, pd, nd Clinton Provost, pmm, ce, fd Harold Pendley, sd Dorothy Stephens, wd
WYZE 1956	1480 5,000-D	Greater South Bcstg. Co. Henry Grady Bldg. (3) Jackson 4-1953 Walker	P. H. Whitcraft, p S. W. Kane, gm, cm Bob Kind, pd, nd Rober Hassell, ce Ed Morton, sd	<b>CAIRO (Craday County)</b>			
<b>AUGUSTA (Richmond County)</b>				WGRA 1950	790 1,000-D	Grady Mitchell Bcstg. Bainbridge Rd. 2-4592 KBS Ga. Assn. of Local Stations Indie	Geise Dozier, p Lowell E. Takles, gm Bernice J. Porter, pmm, wd
WAUG 1952	1050 1,000-D	Garden City Bcstg. Co. Bon Air Hotel 3-4441 Rambeau Clarke Brown	George C. Nicholson, co-o, gm Chester H. Jones, co-o J. L. Solomon, cm, pmm Reese Vaughn, pd J. C. Atkinson, ce	<b>CALHOUN (Cordon County)</b>			
WAUG-FM 1952	105.7mc 5.5kw			WCGA 1953	900 1,000-D	Gordon County Bcstg. Co. 112½ Court St. 2111	R. R. Magill, p, gm, ce Judy Magill, cm Richard Bowman, pd Nelson Warren, pmm, sd James Bridges, nd James Ellis, fd
WBBQ 1947	1340 250	Savannah Valley Bcstg. Co. 515 15th St. 4-5441 MBS Savannah Valley Net. Everett-McKinney Forjoe	Ed H. Dunbar, gm, cm George W. Fisher, pd Patrick R. Mulherin, pmm, sd Kenneth Freeman, ce Ken Kurtz, nd Martha Boyd, wd	<b>CAMILLA (Mitchell County)</b>			
WBBQ-FM 1955	103.7mc 10.5kw			WCLB 1954	1220 1,000-D	Capel Bcstg. Co. P. O. Box 147 2776 KBS	Russell A. Browne, gm Charlie Browne, cm Dan O'Keefe, ce Wayne Hilliard, sd Margaret Palmer, wd
WBLA 1946	1230 250	Augusta Bcstg. Co. 15 8th St. 4-2421 NBC Dixieland	W. Ray Ringson, p, gm J. R. Owens Jr., vp, sm Ralph Lavendar, pd R. F. Bobo, ce	<b>CANTON (Cherokee County)</b>			
WGAC 1940	580 5,000-D 1,000-N DA-N	Twin States Bcstg. Co. 664 Broad St. 2-2692 ABC Avery-Knodel	A. D. Willard Jr., p, gm Martin E. White, cm Stanley Carey, pd, nd James Clegg, ce J. W. Chambers, fd John Vance, sd	WCHK (CP)	1290 1,000-D	Christian & McClure P. O. Box 1388 Athens, Ga.	L. H. Christian, ptrn C. A. McClure, ptrn
WRDW 1930 WRDW-TV	1480 5,000 DA-N	Radio Augusta Inc. 1301 Georgia Ave. 7-5432 CBS Branham	Pat H. Rice Jr., p James W. Hicks, gm Lewis Heilbronner, sm, slm Jim Armistead, pd Joe Gill, ce Ed Tracy, fd	<b>CARROLLTON (Carroll County)</b>			
<b>BAINBRIDGE (Decatur County)</b>				WLBB 1947	1100 250-D	Carroll Bcstg. Co. Inc. P. O. Box 569 Terrace 2-7041 KBS Indie	Thomas K. Vassy, p, gm J. D. Norton Jr., cm Hiram Bray, pd, pmm Bill Shell, ce Bob Bright, nd, sd Ethel McGiboney, wd
WMGR 1946	930 5,000-D	Decatur Bcstg. Co. Box 375 776	John Dowdy, gm Herman Coleman, pd, cm Walt Freeman, ce	<b>CARTERSVILLE (Bartow County)</b>			
<b>BAXLEY (Appling County)</b>				WBHF 1946	1450 250	W. R. Frier West Avenue 1200 MBS	W. R. Frier, p, gm Roland Brooks, pd Horace Bridges, ce Hal David, nd
WHAB 1954	1260 5,000-D	Tri-City Bcstg. System P. O. Box 265 3000	Farnell O'Quinn, o, gm Ted Kirby, cm Iona Moody, pd Dane Bruce, pmm Delmas A. Nichols, ce Ann Lightsey, nd	<b>CEDARTOWN (Polk County)</b>			
<b>BREMEN (Haralson County)</b>				WGAA 1941	1340 250	Polk County Bcstg. Co. P. O. Box 807 777 KBS	Frank Proctor, p, gm, ce Grady Cooper Jr., sm, cm Jo Proctor, pd, wd Arnold Walker, nd Jimmy Wright, fd Olin Bates, sd
WWCC (CP)	1440 500-D	West Georgia Bcstg. Co. P. O. Box 78	J. J. Mangham Jr., ptrn E. E. Hubbard, ptrn G. E. Wasdin, ptrn	<b>COLUMBUS (Muscookee County)</b>			
<b>BRUNSWICK (Clynn County)</b>				WCLS 1955	1580 1,000-D	Muscookee Bcstg. Co. Inc. 1028½ Broadway 7-3648 United Bcstg. Dora-Clayton	Charlie H. Parish Jr., p, gm
WGIG 1949	1440 1,000 DA-N	Brunswick Bcstg. Corp. 1514 Union St. 2714 ABC Ga. Assn. of Local Stations McGillvra	E. M. Champion Sr., p Hugh K. Tollison, gm John Lane, cm Jack Lenz, pd Sammy Middleton, pmm, nd Herman F. Lange, ce	WDAK 1943 WDAK-TV	1340 250	Radio Columbus Inc. Martin Bldg. 5447 NBC Headley-Reed	Allen M. Woodall, p Miles H. Ferguson, gm W. S. Massie, cm Patricia Lynn, pd Joe Byars, pmm Max Harper, ce
<b>EXECUTIVE ABBREVIATIONS: Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, id, sd, wd.</b>				WGBA 1947	1270 5,000-D	WGBA Inc. 1213½ Broadway Fairfax 3-3603 Forjoe Dixieland	C. A. McClure, p, gm Bob Ruppel, sm William L. Bowick Jr., pd F. Keith Brown, ce Dick Weiss, nd, sd H. Brown, fd Mary Lou Reece, wd
<b>Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.</b>				WPNX 1952	1460 1,000 DA-N	Community Bcstg. Co. P. O. Box 687 8-8787 ABC MBS James S. Ayers	Roy M. Greene, p, gm Sam W. Keel, cm Ralph Burgess, pd, nd, sd Arnold White, ce V. R. Greene, fd Earline Duncan, wd
<b>FM's in italic. *-Non-Commercial Station. CP-Construction Permit issued. D-Day. DA-D-Directional Antenna, day only. DA-N-Directional Antenna, night only. DA-1-Directional Antenna, same pattern day and night. DA-2-Directional Antenna, different pattern day and night. L-Limited Time with Dominant Station. LS-Local Sunset. N-Night. SA-Special Authorization. SH-Specified Hours. ST-Share Time.</b>				WRBL 1928 WRBL-TV	1420 5,000 DA-N	Columbus Bcstg. Co. Inc. 1350 13th Ave. Fairfax 2-0601 CBS Hollingsbery	J. W. Woodruff Jr., p, gm Walter Graham, sm, cm David Lea, pd Eleanor Whitelaw, pmm Joseph A. Gamble, ce Glen Broughman, nd
<b>Page 92 • 1957 BROADCASTING Yearbook-Marketbook</b>				WRBL-FM 1946	93.3mc 25kw		
<b>COMMERCIAL (Jackson County)</b>				WJJC (CP)	1270 1,000-D	Albert S. Hardy P. O. Box 209	



## *White Columns*

### **A symbol of broadcasting integrity**

“White Columns” is the home of WSB Radio and WSB-TV. To the people of this region, “White Columns” is more than a beautiful building. No other broadcast source, or combination, has such a vital influence in Atlanta and Georgia.

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**wsb radio / wsb-tv**

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NBC affiliate. Represented by Edw. Petry & Co.*

# GEORGIA

City	Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>CORDELE (Crisp County)</b>				
WMJM 1940	1490 250		Southeastern Bcstg. Sys. 20 Ave. B St. 666 MBS, KBS Ga. Assn. of Local Stations Clark	James S. Rivers, p William E. Blizzard Jr., gm, pmm, nd Clark Standard, cm, pd, fd John Lane, ce Fritz Van, sd
<b>CORNELIA (Habersham County)</b>				
WCNN 1953	1450 250		Habersham Bcstg. Co. 1 Burrell St. 1450	Jack Bradley, p James H. Marlowe, gm, cm George R. Wilkes, ce Billy C. Massey, pd Robert A. Kilgore, nd, fd Janet S. Davison, wd
<b>COVINGTON (Newton County)</b>				
WCFS 1953	1430 1,000-D		Georgia Bcstg. Service Inc. 615 Monticello St. 2337 KBS Scars & Ayer	James L. Coley, p Otis Parker, gm Jim Whatley, cm Knox Carreker, ce
<b>DALTON (Whitfield County)</b>				
WBLJ 1940	1230 250		Dalton Bcstg. Corp. P. O. Box 811 1180 MBS KBS	H. C. Kenemer, p William B. Davies, gm Marthel Acree, pd John S. Andrews, ce Jimmy Clark, nd, fd
WRCD 1954	1430 1,000-D		Whitfield Bcstg. Co. Inc. 104 S. Pentz St. 1892 Dora-Clayton	James Q. Honey, p, gm Edwin B. Jordan, cm Patty Hampton, pd Sandy Willis, ce
<b>DAWSON (Terrell County)</b>				
WDWD 1948	990 1,000-D		Dawson Bcstg. Co. P. O. Box 90 416 MBS KBS Indie	W. C. Woodall Jr., p, gm cm, sd Owen W. Parnacott, pd Bruce Bostwick, pmm Joseph N. Stephens, ce, fd Margaret Orndorff, nd, wd
<b>DECATUR (DeKalb County)</b>				
WEAS			(See Atlanta listing)	
WTAM			(See Atlanta listing)	
<b>DOUGLAS (Coffee County)</b>				
WDMG 947	860 5,000-D (CP-5,000 DA-N)		WDMG Inc. P. O. Box 590 564 Dora-Clayton	B. F. J. Timm, p Mary Jarrard, gm Roy L. Jones, cm Jimmy Holland, sd Dick Williamson, nd Jay Lamb, ce
<b>Dublin (Laurens County)</b>				
VMLT 945	1330 1,000-D		Dublin Bcstg. Co. Franklin St. 871 MBS KBS	George T. Morris, p W. Newton Morris, gm Frank Floyd, sm, cm Fred Watkins, pd, nd Tom Berliner Jr., ce Sara Orr Williams, nd
<b>EAST POINT (Fulton County)</b>				
VTJH 949	1260 5,000-D		Radio Station VTJH Plaza 8-1473	James S. Rivers, p James A. Davenport, gm, cm Claude V. Jones, pd, nd, sd Raymond L. Kinnamon, pmm William J. Hill III, ce Kermit Reid, fd
<b>ELBERTON (Elbert County)</b>				
WCC 346	1400 250		Elberton Bcstg. Co. MBS KBS	Melvin C. Gorman, m
<b>ITZGERALD (Ben Hill County)</b>				
WBHB 146	1240 250 (CP-1380 5,000-D)		Ben Hill Bcstg. Corp 601 Roanoke Dr. 2077 MBS, KBS Ga. Assn. of Local Stations	H. C. Vaughn, p Paul E. Reid, vp, sec, gm, pd Harry Roberts, sm Tony Carter, pd Mike Pelton, ce Bill Pack, nd, fd

Executive Abbreviations: *Owner* o; *Pres.* p; *Exec. vp.* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *ml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pm; *News, Farm, Sports or Women's Dir.* nd, fd, sd, wd.  
Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, mes are not repeated.  
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<b>FT. VALLEY (Peach County)</b>				
WFPM 1951	1150 1,000-D		Peach Belt Bcstg. Co. P. O. Box 229 Taylor 5-2642 KBS Ga. Assn. of Local Stations Indie	Mississippi Clark, gm Mel Nixon, cm Bobby Bragg, pd Marshall Mann, pmm, sd Bob Collins, ce Troy Fore, sd Rosemary Reid, wd
<b>GAINESVILLE (Hall County)</b>				
WDUN 1949	1240 250		Northeast Georgia Bcstg. Co. 1140 Thompson Bridge Rd. Lenox 4-7331 Clark	John W. Jacobs Jr., p, gm Claire Palmour, cm, wd Bill Sellers, pd Don Sheldon, pdm Ted Ogesbly, nd Gilmer Hulsey, ce
WDUN-FM 1949	103.9mc 342kw			
WGGA 1941	550 5,000-D 500-N DA-N		Blue Ridge Bcstg. Corp. Press-Radio Center Lenox 2-6211 MBS KBS Dora-Clayton	Charles A. Smithgall, p Robert P. Schwab, vp, gm James A. Hartley, vp, cm Wilbur Darracott, ce Robert Burton, nd Doris Smith, wd
WLBA 1956	1580 5,000-D		Hall County Bcstg. Co. 535 N. Bradford St. Lenox 2-6167	Ernest H. Reynolds Jr., p, gm
<b>GRIFFIN (Spalding County)</b>				
WHIE 1952	1320 1,000-D		Gateway Bcstrs. Inc. P. O. Box 971 9451 Dixieland	John A. Boling, p, gm Johnny Williams, sm, cm
WKEU 1933	1450 250		Radio Station WKEU P. O. Box 1001 5507 MBS KBS	A. W. Marshall Jr., p, gm
<b>HARTWELL (Hart County)</b>				
WKLY 1947	980 1,000-D		Louie L. Morris Estate P. O. Box 189 71	Max G. Pfaender, p, gm Burch T. Griffin, cm Joe Grammer, pd, nd, fd, sd Broadus A. McLane, ce Jean Vickery, wd
<b>HAWKINSVILLE (Pulaski County)</b>				
WCEH 1952	610 500-D		Tri County Bcstg. Co. P. O. Box 184 Twilight 3-3381 KBS	R. T. Ragan, p James D. Popwell, gm, pmm, sd, cm W. R. Powell, ce Tony Pavone, pdm, slm Alecia Pavone, pd Jerry Young, nd, fd
<b>HAZELHURST (Jeff Davis County)</b>				
WKLI (CP)	1450 250		A. M. Thomas P. O. Box 732 Jacksonville, Fla.	A. M. Thomas, o
<b>JESUP (Wayne County)</b>				
WBGR 1949	1370 1,000-D		W. Glenn Thomas Sr. P. O. Box 147 2444 KBS	W. Glenn Thomas Sr., o Eddie Lynch, m, cm, fd Jimmy Miller, pd, nd Art Manning, ce Reid Tyre, wd
<b>LAFAYETTE (Walker County)</b>				
WLFA 1954	1590 5,000-D		Radio Dixie Inc. P. O. Box 393 4-7676 KBS Best	J. A. Gallimore, p C. W. Gwyn, gm, cm, pd, nd C. M. Lowry Jr., ce Bill Benton, sd
<b>LA GRANGE (Troup County)</b>				
WLAG 1941	1240 250		LaGrange Bcstg. Co. 305 Broome St. 2-3505 MBS, KBS Indie Dora-Clayton	Roy W. Swank, p Edwin Mullinax, gm, cm Jimmy Dunaway, pd Patricia Smith, pmm J. M. McKay, ce
WLAG-FM 1948	104.1mc 2.3kw			
WTRP 1953	620 1,000-D		Chattahoochee Bcstg. Co. Ltd. Hammett Bldg. 9877 McGillvra	Byron H. Hurst, ptnr, gm George L. Pettett, cm, sm Frank E. Hurst, bus mgr James N. Martin, pd, sd W. Weyman Brooks, pmm, nd Ray J. Relihan, ce
<b>MACON (Bibb County)</b>				
WBML 1940	1240 250		Middle Georgia Bcstg. Co. P. O. Box 1325 3-5454 Forjoe Dora-Clayton	C. R. Radar, p George W. Patton, gm, slm Ben Keenum Jr., bus mgr C. L. Wilder, ce Howard Absalom, nd Helen Farmer, wd
WIBB 1948	1280 1,000-D		Peach State Bcstg. Co. Inc. Professional Bldg. 2-2505 Walker	Thomas H. Maxwell, p, gm Donald C. Frost, cm Gordon Price, pd

**MACON (Cont.)**

WMAZ 1922 WMAZ-TV	940 10,000 DA-2	Southeastern Bcstg. Co. Bankers Ins. Bldg. 2-7373 CBS Avery-Knodel	George P. Rankin Jr., p, ce Wilton E. Cobb, gm Frank Crowther, cm Ed Pendleton, pmm D. F. Bruce, fd Bob Savage, sd William P. Coulter, nd
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WMAZ-FM 1946	99.1mc 3kw		
WNEX 1945	1400 250	Macon Bcstg. Co. Bibb Bldg. 5-3301 ABC MBS Branham	Edward M. Lowe, p Alfred Lowe, gm Marion P. Bragg, cm Emory C. Stroberg, bus mgr Emanuel Farber, ce Ted Arnold, nd
WNEX-FM (CP)	96.9mc 4.1kw		

**MADISON (Morgan County)**

WMGE 1955	1250 1,000-D	Dairyland Bcstg. Co. Beacon Heights 760 KBS	W. C. Woodall, gm O. G. Swindle, sm
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**MARIETTA (Cobb County)**

WBIE 1955	1050 500-D	Marietta Bcstg. Co. 112½ Atlanta St. 8-0469	James Wilder, co-o, gm, ce Dudley D. McCaskill, co-o, p, cm
WFOH 1946	1230 250	Fred B. Wilson & Albert L. Jones S. Cobb Dr. 8-3396 KBS	Fred B. Wilson, co-o Albert L. Jones, co-o, gm John K. Williams, slm Bill Scott, pd Chuck Strauss, ce Cerow Carr, fd Pepper Martin, sd Sunny Young, wd

**MILLEDGEVILLE (Baldwin County)**

WMVG 1946	1450 250	Jere N. Moore P. O. Box 476 2250 MBS, KBS Ga. Assn. of Local Stations Griffith	Jere N. Moore, o Michael T. Landy, gm Josephine Ragsdale, pd Joseph S. Boone, ce, sd Anthony Seneker, nd
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**MONROE (Walton County)**

WMRE 1954	1490 250	Walton Bcstg. Co. P. O. Box 191 8-1711 KBS	Warren G. Cilpin, p, gm Deral Morris, cm Dorothy B. Gilpin, pmm Hamilton Masters, ce
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**MOULTRIE (Colquitt County)**

WMGA 1939	1400 250	Radio Station WMGA 999 ABC KBS Everett-McKinney James S. Ayers	John F. Pidcock, p Roy F. Zess, gm Robert Lenihan, cm Everett Griner, pd, pmm Homer Sloan, ce
WMTM 1953	1300 5,000-D	Colquitt Bcstg. Co. P. O. Box 531 1300 Clark	N. B. Mills, ptrn, gm, cm Douglas Turner, ptrn, ce Fleta Crews, pd Donnie Turner, nd Virginia Deen, wd Gene Mills, fd

**NEWMAN (Coweta County)**

WCOH 1947	1400 250	Newnan Bcstg. Co. P. O. Box 581 1400 MBS	James O. Hardin Jr., p, gm, cm, pd, pmm, nd, fd William E. Davis Jr., ce Johnny Brown, sd Joyce Coggin, traff. mgr. Mary Lou Cook, wd
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**WCOH-FM**

1948	96.7mc 0.33kw		
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**PERRY (Houston County)**

WBBN 1956	980 500-D	Gateway Bcstg. Co. Hiway 41, S. 712 Clark	John H. Patrick, ptrn Al Evans, ptrn, gm, cm Joseph Bilodeau, ptrn, pd Joe Beaumont, pmm C. G. Huey, ce Jack Rupert, sd
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**QUITMAN (Brooks County)**

WSFB 1955	1490 250-D	Quitman Bcstg. Co. Citizens Natl. Bank Bldg. 2681	Emerson W. Browne, o, gm, ce David Missingill, cm Margie Bowman, pd, wd
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**ROME (Floyd County)**

WLAQ 1947	1410 1,000 DA-N	Don Mitchell Mt. Alto Road 7767 ABC	Don Mitchell, o, gm Walter Baldwin, pd Howard Scott, pdm Carolyn Busby, pmm Jean Ludwick, ce Martha Daniel, wd
WRGA 1929	1470 5,000 DA-N	Rome Bcstg. Corp. 501 Broad St. 2-2411 MBS North Ga. Net. Walker Dora-Clayton	Charles Smithgall, o Mather Payne, p, gm Clarence Salmon, cm James F. Roberts, pd Cap Hicks, nd R. A. Starr, ce Ben Lucas, pmm

WROM 1946 WROM-TV	710 1,000-D	Coosa Valley Radio Co. Horseleg Mountain 2-0893 McGillvra	Dean Covington, ptrn Ed McKay, ptrn, gm, pmm Charles Doss, ptrn, cm Dorothy McKay, pd, wd T. H. Roberts, ce Ivan Hoge, nd
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**SANDERSVILLE (Washington County)**

WSNT 1956	1490 250	Washington Bcstg. Co. Morningside Drive 3174 Dixieland	Jack Bradley, p Jim Stevenson, gm, fd Carl Woolf, cm Johnny Browning, pd George Mattox, Negro pd E. R. Ridenour, ce
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**SAVANNAH (Chatham County)**

WCCP 1946	1450 250	Dixie Bcstg. Co. Georgia State Bank Bldg. 2-4182 MBS Walker	Carter C. Peterson, p, gm Weldon Herrin, cm, sm
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WFRP 1946	1230 250	Georgia Bcstg. Co. 219 E. Charlton St. 3-9642 Everett-McKinney Ayers	John F. Pidcock, p John G. Williams, gm Bennett M. McKnight, ce Richard M. Hull Jr., nd, sd Shirley Brogdon, wd
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WJIV 1950	900 1,000-D	WJIV Inc. 128 W. Taylor St. 4-7264 Stars Natl.	E. D. Rivers Jr., chmn of bd James L. Woods, gm, cm, pd Frank Freeman, pmm J. Allen Brimmer, ce Scipio Collins, nd Danny Clark, fd
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WSAV 1939 WSAV-TV	630 5,000 DA-N	WSAV Inc. Liberty Natl. Bank Bldg. 3-0234 NBC Blair	Harben Daniel, p, gm Robert W. Ward, cm M. E. Thompson, opr mgr Elmer Alley, pmm Robert B. Roth, pd Byron Strong, ce
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WSGA 1956	1400 250	Coastal Bcstg. Co. 34 E. Bryan St. Adams 3-8807	D. K. Jones, p, gm John Williams, cm C. Rawlinson, pd George F. Andrews, ce Fred Heckman, nd
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The Borden Company  
General Motors  
Chrysler Corporation  
Belk Stores  
and other leaders

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LaGrange, Georgia**

NATIONAL REPS:  
Indie Sales  
Dora-Clayton Agency

City	Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>SAVANNAH (Cont.)</b>				
WTOC	1290	Savannah Bcstg. Co.	William T. Knight Jr., p, gm	
1929	5,000	516 Abercorn St.	Ben Williams, vp, cm	
WTOC-TV	DA-N	Adams 2-0127	Dwight S. Bruce, vp, pd	
		CBS	Frank S. Bryson Jr., pmm	
		Avery-Knodel	Gordon Hester, radio ce	
			Ben H. Quick, pd	
<b>WTOC-FM</b>				
1946	97.3mc			
	7.9kw			
<b>STATESBORO (Bulloch County)</b>				
WWNS	1240	Robert H. Thompson Sr	Robert H. Thompson Sr., p,	
1946	250	P. O. Box 146	gm	
		Poplar 4-5446	Jim Watson, cm, sd	
		MBS, KBS	Jack V. LoPresti, sm, ce, pd	
		Ga. Assn. of Local Stations	Eloise Ware, nd	
			Ralph E. Mikell, fd	
			Mrs. Ernest Brannen, wd	
<b>SUMMERVILLE (Chattooga County)</b>				
WGTA	950	Tri-State Bcstg. Co. Inc.	William B. Farrar, co-o, m	
1950	1,000-D	296	Hoyt Ramey, pd	
		Ga. Assn. of Local Stations	James S. Stowers Jr., ce	
		Stars Natl.		
<b>SWAINSBORO (Emanuel County)</b>				
WJAT	800	Jack A. & Nancy M.	Jack A. Thompson, co, gm	
1950	1000-D	Thompson	Jack Wiseley, sm, cm, ce	
		P. O. Box 371		
		2011		
<b>WJAT-FM</b>				
1951	101.7mc			
	0.97kw			

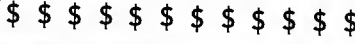
Executive Abbreviations: Owner o; Pres. p; Exec. vp, evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.  
Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.

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

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

SYLVANIA (Screven County)

WSYL	1490	Sylvania Bcstg. Co.	Robert H. Thompson Sr., o, gm
1955	250	P. O. Box 502	Edwin H. Bass, sm, ce, cm,
		6601	pmm
		KBS	Peter Franklin, pd
		Ga. Assn. of Local Stations	Shirley Scott, nd

THOMASTON (Upson County)

WSFT	1220	Thomaston Bcstg. Co.	S. J. Carswell, gm
1947	250-D	WSFT Bldg.	
		5421	
		MBS, KBS	
		Dora-Clayton	

THOMASVILLE (Thomas County)

WKTG	730	John H. Phipps Bcstg.	John H. Phipps, o
1946	1,000-D	Stations	Herschel L. Graves, gm
WCTV (TV)		P. O. Box 358	Louie T. Porter, sm
		CA 6-5343	Frank Johnson, pd
		Clark	Leon Lloyd, ce, fd
			Betty Williams, nd, wd
WPAX	1240	H. Wimpy	H. Wimpy, o & gm
1934	250	117 Remington Ave.	Al Feinberg, cm
		Canal 6-4110	

THOMSON (McDuffe County)

WTWA	1240	Hickory Hill Bcstg. Co. Inc.	Edgar Kobak, p
1947	250	127 Journal St.	Frank F. Hash, gm
		141	H. E. Buffington Jr., cm
		MBS	Gene Hardin, sm, ce
		KBS	Mary J. Young, traff. mgr
		Savannah	
		Valley Net.	

TIFTON (Tift County)

WWGS	1340	Tifton Bcstg. Corp.	Ralph N. Edwards, p, gm
1946	250	800 S. Main St.	Wm. E. Sides, sm
	(CP-1430	921	Evelyn K. Edwards, cm
	5,000-D)	MBS	Norm Anderson, pd
		Clark	Frank Raley, nd
			Jack Chambers, pdm
WTIF	1340	C. N. Todd	
(CP)	250	P. O. Box 72	
		Douglas, Ga.	

TOCCOA (Stephens County)

WLET	1420	R. G. LeTourneau	R. G. LeTourneau, o
1941	5,000-D	423 Prather Bridge Rd.	Virgle E. Craig, gm, cm
		Tucker 6-3181	Gene Bollinger, pd, pmm
		MBS	C. H. Sutton, ce
		Clark	Jim Dillard, nd, sd
		Dixieland	Evelyn Bruce, wd
WLET-FM	106.1mc		
1947	0.73kw		
WNEG	1320	Stephens County Bcstg. Co.	Charles H. Gaines, ptrn,
1956	1,000-D	108 E. Savannah St.	co-gm, pd, sd
		Tucker 6-3131	Roy E. Gaines, ptrn, co-gm,
			cm, nd
			W. B. Schaefer, ptrn
			Robert E. Shifflet, ptrn
			Ray Shader, pmm, fd
			J. Carl Meeks, ce
			Jean L. Bailey, wd

VALDOSTA (Lowndes County)

WGAF	910	Valdosta Bcstg. Co.	George B. Cook, p, gm, cm,
1951	5,000	116 W. Hill Ave.	pmm
	DA-N	910	Willard Belote, pd
		ABC	E. W. Green, ce, fd
		Pearson	Ann Kirby, nd
			Bryant Lane, sd
			Frankie Sowell, wd
WGOV	950	Georgia-Florida Radio	W. H. Keller Jr., p, gm
1940	5,000-D	& Tv Co.	A. B. Smith, vp, sta. dir
	1,000-N	P. O. Box 1452	Mrs. Nettie T. Keller, sec-treas
	DA-N	Quitman Hiway	Mrs. A. B. Smith, slm
		Dora-Clayton	Irving F. Key, ce
			Denny Denman, fd
WJEM	1150	Lowndes Co. Bcstrs.	James E. Massey Jr., gm
1955	1,000-D	P. O. Box 368	Julian Tucker, slm

VIDALIA (Toombs County)

WVOP	970	Vidalia Bcstg. Co.	Howard C. Gilreath, p, gm,
1946	5,000-D	Box 391	cm
		3029	Dobbie Thompson, pd
		KBS	Ruby Bryant, pmm, wd
		Continental Sales	Loren Dorrough, ce
			Max McKinzie, nd, fd
			Joe Duggan, sd

WARNER ROBINS (Houston County)

WRPB	1350	Warner Robbins Bcstg.	D. L. Fountain, p
1954	1,000-D	Co.	Ed M. Nobles, bus mgr.
		P. O. Box 727	cm, ce
		1350	Glenn A. Weber, sm, pd
		Clark	Lowell L. Register, nd
			Jim F. Saddler, fd
			Lester C. Carlson, sd



WASHINGTON (Wilkes County)

WKLE 1370 Max G. Pfaender  
1955 1,000-D P. O. Box 189  
Hartwell, Ga.

Max G. Pfaender, o  
Grady Berry, gm  
Burch Griffin, cm  
Tucker Irvin, pd  
Ben McWorter, nd  
Grace Walton, wd

WAYCROSS (Ware County)

WACL 570 Teletronics Inc.  
1951 1,000 P. O. Box 858  
DA-N Clark

James S. Rivers Sr., p  
William B. Hill, gm, cm  
L. C. McKinney, ce

WAYX 1230 Jack Williams  
1936 250 1600 Carswell Ave.  
965  
MBS, KBS  
Ga. Assn. of  
Local Stations  
Holman

Jack Williams, o  
John J. Tobola, mgr, cm  
Raymond Williamson, pd  
Charles Witt, pmm  
Curtis Frazier, ce  
Franklin Smith, nd

WAYNESBORO (Burke County)

WBRO 1310 Burke County Bcstg. Co.  
1954 1,000-D Inc.  
P. O. Box 151  
2139  
KBS

Carl Pugh, co-o, gm, ce  
Harrod A. Pugh, co-o, sec-  
treas  
Jack K. McNutt, cm  
John L. Rowland, fd

WEST POINT (Troup County)

WRLD 1490 Valley Bcstg. Co.  
1940 250 P. O. Box 312  
2-2771  
ABC  
Clark  
Ga. Assn. of Local Stations

J. C. Henderson, p, gm  
Johnny M. Driskill, sm, cm  
Aileen Love, pd, pmm, wd  
Dorothy Forrester, pdm  
James E. Mckay, ce  
John Hodges, nd

WRLD-FM 102.9mc  
1947 10kw

WINDER (Barrow County)

WIMO 1300 Winder-Monroe Bcstg. Co.  
1952 1,000-D P. O. Box 526  
4831  
KBS  
Best

W. C. Woodall Jr., p  
C. H. Grider, gm, cm  
Joy Simpson, pd, wd  
Royce A. Jones, pmm, nd  
D. E. Stafford, ce

IDAHO  
MARKET DATA BY COUNTIES

County	Population 1950	Radio Homes	Retail Sales 1955(\$'000)	Food Sales 1955(\$'000)	Passenger	
					Drug Sales 1955(\$'000)	Cars 1955
Ada	70,649	23,740	\$109,141	\$20,243	\$3,225	34,586
Adams	3,347	870	2,059	746	103	1,086
Bannock	41,745	11,990	52,369	11,748	1,475	16,492
Bear Lake	6,834	1,760	8,483	1,454	235	2,761
Benewah	6,173	1,460	4,750	1,017	143	2,460
Bingham	23,271	6,400	23,550	4,217	579	8,025
Blaine	5,394	1,250	5,890	417	154	2,089
Boise	1,776	580	1,371	303	-	825
Bonner	14,853	4,250	16,690	3,782	390	5,952
Booneville	30,210	9,460	54,159	9,626	1,312	14,276
Boundary	5,908	1,450	6,701	1,390	79	2,296
Butte	2,722	780	2,624	709	74	1,224
Camas	1,079	290	472	219	63	389
Canyon	53,597	16,190	61,671	11,793	1,541	21,162
Caribou	5,576	1,850	5,873	1,141	121	2,392
Cassia	14,629	3,690	18,904	3,064	588	4,984
Clark	918	190	782	110	-	628
Clearwater	8,217	2,000	7,549	1,770	253	3,280
Custer	3,318	960	2,601	687	82	1,095
Elmore	6,687	2,800	10,246	1,609	105	4,598
Franklin	9,867	2,450	9,284	2,212	320	3,755
Fremont	9,351	2,240	8,046	1,589	407	3,106
Gem	8,730	2,140	7,766	1,596	142	3,395
Gooding	11,101	3,120	9,666	1,624	357	3,690
Idaho	11,423	2,980	12,620	2,500	288	4,106
Jefferson	10,435	2,640	7,275	1,483	315	3,394
Jerome	12,080	3,220	13,023	2,263	539	4,229
Kootenai	24,947	7,590	30,112	6,808	952	12,833
Latah	20,971	5,760	22,521	4,738	824	7,518
Lemhi	6,278	1,640	6,371	1,507	153	2,124
Lewis	4,208	1,160	4,569	943	207	1,710
Lincoln	4,256	1,070	2,402	705	158	1,235
Madison	9,156	2,250	12,278	2,035	296	3,034
Minidoka	9,785	2,250	11,547	2,179	233	4,037
Nez Perce	22,658	6,990	46,087	9,081	1,250	10,944
Oneida	4,367	960	3,367	730	149	1,871
Owyhee	6,307	1,540	4,750	946	232	2,403
Payette	11,921	3,420	10,855	2,357	329	4,563
Power	3,988	870	4,578	814	106	1,519
Shoshone	22,806	6,420	25,292	7,736	652	8,922
Teton	3,204	680	2,183	416	139	1,032
Twin Falls	40,979	12,600	56,958	10,641	1,790	16,367
Valley	4,270	1,070	4,061	407	67	1,433
Washington	8,576	2,240	11,211	2,179	136	3,168
Total	588,637	169,190	\$722,707	\$143,534	\$20,563	240,588

# WVOP — Vidalia, Georgia

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Middle of the  
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Coverage of the  
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Phone 3029



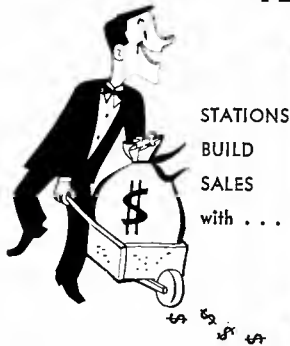
WE OFFER:

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- GOOD MUSIC
- FULL TIME LOCAL NEWS DEPARTMENT
- MORE RESULTS

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>BLACKFOOT (Bingham County)</b>			
KBLI 1951	1490 250 (CP-690 1,000-D)	Blackfoot Bcstg. Co. P. O. Box 192 780	Howard Johnson, p Thos. L. Morrison, gm, sd Frank Samargis, cm
<b>BOISE (Ada County)</b>			
KBOI 1946	950 5,000 DA-N	Boise-Valley Bcstrs. Inc. 1007 W. Jefferson 3-2511 CBS Peters, Griffin, Woodward	Westerman Whillock, p, gm Earl Glade Jr., sm, cm Hal Knudson, pmm James M. Johntz, ce Dave Johnson, nd William Eames, pd
KGEM 1946	1140 10,000 DA-1	Idaho Bcstg. & Tv Co. 5601 Cassia 4-3511 ABC Intermountain Avery-Knodel	Cecil Heftel, gm Roy Vance, sm Merrill L. Skinner, cm Bob Beodles, ce Charles Freed, pdm Clara Nagle, wd Ken Bart, reg. mgr.
KIDO 1923	630 5,000 DA-2	KIDO Inc. Chamber of Commerce Bldg. 2-4611 NBC Great Western Blair	Georgia M. Davidson, p, gm John Young, cm Del Lundbom, pd Harold W. Toedtmeier, ce Wayne Davis, nd Grant McDaniel, fd
KIDO-TV			
KYME 1955	740 500-D	Radio Boise Inc. Hotel Boise	Roger L. Hagadone, p, gm Bert Godfrey, vp, pd Richard K. Mooney, natl adv dir Lou Clemens, local slm Martha Godfrey, traf dir
<b>BURLEY (Cassia County)</b>			
KBAR 1946	1230 250	KBIO Inc. Box 461 OR 8-2244 ABC MBS Intermountain	Jessica Longston, p K. Clark, sm Bob Sumbardo, cm Marilyn Hall, pd, wd Don Lockwood, ce
<b>CALDWELL (Canyon County)</b>			
KCID 1947	1490 250	Caldwell Bcstg. Co. Inc. 819 Main St. 9-3608 Oakes	Clair B. Hull, p, gm Duane D. Wolfe, sm, cm Fran Booton, pd, nd, fd Jim Young, ce Takaki Yominaka, sd Alice Ballantyne, wd
<b>COEUR D'ALENE (Kootenai County)</b>			
KVNI 1946	1240 250	Coeur d'Alene Bcstg. Blackwell Island Mohawk 4-2522 MBS Don Lee	Alan Pollock, o Bernard Merriman, cm

Executive Abbreviations: *Owner* o; *Pres.* p; *Exec. vp.* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports or Women's Dir.* nd, fd, sd, wd.  
Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.  
FM's in *italic*. \*—*Non-Commercial Station*. CP—*Construction Permit issued*. D—*Day*. DA—*Day*. DA-D—*Directional Antenna, day only*. DA-N—*Directional Antenna, night only*. DA-1—*Directional Antenna, same pattern day and night*. DA-2—*Directional Antenna, different pattern day and night*. L—*Limited Time with Dominant Station*. LS—*Local Sunset*. N—*Night*. SA—*Special Authorization*. SH—*Specified Hours*. ST—*Share Time*.

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FEATURES!**



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SALES AND  
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CINCINNATI HOLLYWOOD  
CANADIAN REPRESENTATIVES . . . ALL-CANADA RADIO,  
FACILITIES LIMITED, VICTORY BUILDING, TORONTO

<b>GRANGEVILLE (Idaho County)</b>			
KORT 1954	1230 250	Far West Radio Inc. P. O. Box 72 51	Hub Warner, p, gm, pd, nd Helen H. Warner, sec-treas, wd Don Manning, ce John McBoyle, sd
<b>IDAHO FALLS (Bonneville County)</b>			
KID 1928	590 5,000-D	Idaho Radio Corp. P. O. Box 701	A. W. Schwieder, p C. N. Layne, gm Leonard Wasden, cm Leo Higham, pd, pmm Carroll Secrist, ce Elayne Bybee, nd
KID-TV	1,000-N DA-N	4 CBS Gill-Perna	
KIFI 1946	1400 250	Eastern Idaho Bcstg. & Tv Co. P. O. Box 581 1054 ABC MBS Intermountain Avery-Knodel	James M. Brady, p, gm J. L. Thomas, cm Bobbie Barker, pd, wd Muriel Smith, pmm Cecil B. Criddle, ce Keith Clarke, nd, sd
<b>JEROME (Jerome County)</b>			
KART 1956	1400 250	Northside Bcstrs. Inc. 128 W. Maine St.	Karl Metzberg, p Herbert Everitt, vp, gm Tom Prescott, sec Charles L'Harrison, treas
<b>LEWISTON (Nez Perce County)</b>			
KLER 1953	1300 5,000-D 1,000-N DA-N	Cole E. Wylie 2829 Country Club Dr. 3-5558 Grant	Cole E. Wylie, o William C. Rhodes, gm Henry Neal Currie, pd Irving Faling, fd
KOZE 1955	950 500-D	Lewis-Clark Bcstg. Co. 924 Main St. Sherwood 3-2502 Grant Webb Jacobson	John Matlock, co-o Eugene Hamblin, co-o Reg Roos, gm, cm Jack Wilbur, pd, ce
KRLC 1935	1350 5,000-D 1,000-N DA-N	Donald Thomas & Elaine S. Thomas Box 363 3-1551 MBS Don Lee Forjoe Art Moore	Donald Thomas, o, gm Al Nelson, pd George Reeve, slm William Neumann, ce George Schreve, nd Bill Dodell, pmm
<b>MOSCOW (Latah County)</b>			
KRPL 1947	1400 250	KRPL Inc. P. O. Box 396 Tucker 2-1283 KBS Moore & Lund Best	Roy Anderson, p Randolph Gretes, gm, cm Robert Tompkins, pd, fd James Sanberg, slm, pmm Jack Hewitt, sd, nd Jack Lewis, ce
<b>NAMPA (Canyon County)</b>			
KFXD 1930	580 5,000 DA-N	Frank E. Hurt & Son Inc. P. O. Box 891 6-4611 MBS Intermountain Avery-Knodel	Edward Hurt, p, gm Doyle Cain, sm, sd Shirl Black, pd, pmm, fd Gilbert Rose, ce Byron Taylor, nd
<b>POCATELLO (Bannock County)</b>			
KSEI 1926	930 5,000 DA-N	Radio Service Corp. P. O. Box 31 4000 NBC Great Western Weed Feltis	Henry H. Fletcher, p, gm, cm Ruthe A. Fletcher, pd, wd Ellis W. Call, ce John Hardaway, nd, fd, sd
KSEI-TV (CP)			
KWIK 1946	1240 250	Pocatello Tv Corp. 1140 Yellowstone Ave. 3400 MBS, KBS Intermountain Avery-Knodel	G. Nicholas Ifft, p James H. Schoonover, gm
KYTE 1956	1290 1,000-D	J. Ronald Bayton 355 Yellowstone Ave. 1290 Best William A. Ayres	J. Ronald Bayton, o Jerry Fennell, gm, cm Don Fuhrmann, pd Mac Fennell, pmm
<b>PRESTON (Franklin County)</b>			
KPST 1948	1340 250	Voice of the Rockies Inc. P. O. Box 395 600 KBS Continental	Leo R. Hawks, p D. A. Nash, gm Geraldyn Hobbs, pd, wd D. A. Nash Jr., ce, fd, sd
<b>REXBURG (Madison County)</b>			
KRXK 1950	1230 250	Snake River Radio & Tv Inc. 455 S. 2nd E. 700 KBS Western Radio Sales	Gene Shumate, p, gm, nd, sd Wes Lawrence, cm James Clawson, pd, fd Merrill Andrus, ce May-Floyd Shumate, wd

ROBERT (Minidoka County)			Mervin V. Ling, p, gm		
970	Inland Bcstg. Co.	George MacDonald, cm, sm,			
1,000-D	HE 6-3746	sd			
E. C. Miller, ce					
SANDPOINT (Bonner County)			Norman E. Bauer, p, gm, sd		
1400	Bauer Bcstg. Co.	Chuck Heaton, nd, cm			
250	P. O. Box 431	Watt L. Moreland Jr., pd			
	555	Vern Sutherland, ce			
	KBS	Tom Buckney, fd			
	Continental	Ione Bauer, wd			
	Art Moore				
TWIN FALLS (Twin Falls County)			D. Spencer Grow, p		
1450	Radio Sales Corp.	F. L. Scott, pm			
250	P. O. Box 511	Ron Bailie, pd			
	3002	Lloyd James, ce			
	Bonneville	D. David Lewis, sd			
	Gill-Perna	Dave Eardle, nd			
	McGavern				
KELIX (Twin Falls County)			A. L. Glasmann, p		
1310	Southern Idaho Bcstg.	Frank C. McIntyre, vp, gm			
1946	& Tv Co.	Joe Clements, cm, sd			
KELIX-TV	P. O. Box 432	Juncau Shinn, cm			
DA-2	2820	Don Allen, pd			
	ABC	Don Cedarstrom, ce			
	MBS				
	Intermountain				
	Avery-Knodel				
	Moore & Lund				
KFTI (Twin Falls County)			F. M. Gardner, p, gm		
1270	Radio Bcstg. Corp.	Dewain Silvester, cm			
1928	5,000-D	Lenore Parker, pd, pmm, wd			
	1,000-N	Marvin Hartley, ce			
		Bonnie Baird, nd			
		Jack Farrar, fd, sd			
WALLACE (Shoshone County)			R. Lee Black, p, gm		
620	Metals Bcstg. Co.	Jack Barton, cm			
1,000	P. O. Box 930	Wesley E. Roberts, pd			
1928	DA-N	Jane Adams, pmm			
		Joseph E. Martin, ce			
		Bob Trembly, nd, sd			
WEISER (Washington County)			Mervin V. Ling, p		
1240	Inland Bcstg. Co.	Don D. Quigley, sm, cm, pd,			
1947	P. O. Box 791	sd			
	700	Ed C. Miller, pmm, ce			
		Marilyn Fox, nd, wd			
		William E. Smith, music dir			

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger
						Cars 1955
La Salle	100,610	31,780	138,422	29,309	4,280	36,211
Lawrence	20,539	15,126	4,052	4,052	483	6,767
Lee	36,451	10,110	38,957	7,636	976	12,123
Livingston	37,809	10,720	44,132	8,907	846	13,235
Logan	30,671	8,620	30,650	6,712	574	9,236
McDonough	28,199	9,160	44,327	6,926	913	9,893
McHenry	50,656	17,750	88,694	19,956	2,426	26,232
McLean	76,577	26,450	100,624	19,834	2,973	27,160
Macon	98,853	35,150	149,588	30,875	3,058	37,596
Macoupin	44,210	13,550	41,138	10,785	781	13,863
Madison	182,307	62,020	213,692	57,815	5,945	66,236
Marion	41,700	12,480	47,716	10,866	1,629	13,854
Marshall	13,025	3,990	13,584	2,221	342	4,513
Mason	15,326	4,900	19,593	3,681	394	5,512
Massac	13,594	4,480	15,004	2,844	439	4,812
Menard	9,639	2,800	9,231	2,011	206	3,352
Mercer	17,374	5,270	13,615	886	347	6,018
Monroe	13,282	3,900	15,906	2,704	159	4,862
Montgomery	32,460	10,180	30,651	7,169	610	10,158
Morgan	35,568	9,740	48,787	7,734	890	11,038
Moultrie	13,171	3,600	13,282	2,306	137	4,411
Ogle	53,429	10,660	49,959	8,172	769	13,253
Peoria	174,347	57,350	250,455	46,304	7,885	61,453
Perry	21,684	6,460	17,164	4,321	588	6,216
Piatt	13,970	4,180	12,957	2,553	290	5,039
Pike	22,155	6,600	19,623	4,094	379	7,131
Pope	5,779	1,350	3,246	762	61	1,276
Pulaski	13,639	4,030	5,998	1,472	170	2,625
Putnam	4,746	1,240	2,576	655	40	1,651
Randolph	31,673	7,980	24,491	6,030	525	8,733
Richland	16,889	6,050	19,694	3,757	488	5,560
Rock Island	133,558	44,040	165,389	38,663	5,342	50,098
St. Clair	205,995	66,110	221,867	55,099	5,870	70,879
Saline	33,420	10,380	32,047	7,390	914	8,434
Sangamon	131,484	44,720	193,921	36,632	6,864	46,965
Schuyler	9,613	2,950	7,231	1,532	136	2,991
Scott	7,245	2,180	7,232	1,040	80	2,323
Shelby	24,434	7,370	15,346	3,033	331	7,696
Stark	8,721	2,540	7,947	1,777	174	3,105
Stephenson	41,595	13,980	57,405	9,859	1,275	15,444
Tazewell	76,165	26,720	84,459	25,067	1,589	31,061
Union	20,500	5,250	14,885	3,231	274	4,698
Vermilion	87,079	28,390	128,109	37,667	3,803	30,842
Wabash	14,651	4,510	16,625	3,550	285	5,039
Warren	21,931	7,760	26,602	5,081	470	7,515
Washington	14,460	4,320	17,484	2,388	141	4,680
Wayne	20,933	7,200	18,030	3,096	313	6,481
White	20,935	6,480	25,504	4,968	655	7,070
Whiteside	49,336	16,330	65,338	15,298	1,433	20,277
Will	134,336	43,360	177,419	42,971	5,813	52,403
Williamson	48,621	15,960	42,403	10,451	1,118	13,369
Winnebago	152,385	53,670	232,787	45,802	6,894	67,062
Woodford	21,335	6,540	32,812	4,353	371	7,963
Total	8,712,176	2,886,590	\$11,904,531	\$2,499,935	\$349,019	2,844,572

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

ILLINOIS

ILLINOIS

MARKET DATA BY COUNTIES

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger
						Cars 1955
Adams	64,690	21,390	\$74,945	\$16,323	\$2,582	21,189
Alexander	20,316	6,580	22,301	3,632	431	4,206
Bond	14,157	4,400	11,815	2,635	165	4,478
Buene	17,070	5,450	20,678	4,385	400	6,865
Brown	7,132	2,100	7,433	1,687	152	2,189
Bureau	37,711	11,600	39,965	8,460	755	13,691
Calhoun	6,898	1,610	5,216	400	...	1,884
Carroll	18,976	6,120	24,162	4,176	282	7,022
Cass	15,097	4,470	16,199	4,629	480	5,026
Champaign	106,100	32,270	134,453	25,020	4,326	36,580
Christian	38,816	12,240	47,220	10,219	916	12,657
Clark	17,362	5,150	18,117	3,144	366	5,763
Clay	17,445	5,290	16,014	2,812	276	5,527
Clinton	22,594	6,520	19,553	4,209	200	6,903
Coles	40,328	13,210	51,269	10,427	1,489	13,911
Cook	4,508,792	1,509,130	6,701,689	1,363,662	208,630	1,316,423
Crawford	21,137	6,970	20,057	4,708	367	8,004
Cumberland	10,496	2,950	7,014	1,106	113	2,990
De Kalb	40,781	12,720	86,852	11,513	1,687	16,377
De Witt	16,894	5,130	20,973	4,094	365	6,048
Douglas	18,706	4,950	21,967	4,821	510	8,204
Du Page	154,599	71,080	213,209	62,132	7,905	81,709
Edgar	23,407	7,480	24,517	5,626	776	7,965
Edwards	9,056	2,670	8,638	1,231	79	2,904
Effingham	21,675	6,190	28,712	5,125	411	7,089
Egypt	24,582	6,800	21,389	4,180	305	7,116
Esch	15,901	4,910	20,176	3,322	516	6,006
Franklin	48,685	15,090	35,947	9,933	967	12,830
Fulton	43,716	14,030	47,921	10,205	1,175	15,308
Gallatin	9,818	2,438	7,871	1,508	133	2,263
Greene	16,852	5,480	18,432	3,220	439	5,744
Grundy	19,217	5,960	22,524	5,081	393	7,425
Hamilton	12,256	3,580	9,171	2,135	198	3,069
Hancock	25,790	8,080	25,642	4,884	474	8,880
Hardin	7,530	1,960	3,092	832	143	1,565
Henderson	8,416	2,410	5,911	1,287	...	2,727
Henry	46,492	15,710	61,936	11,171	1,478	17,102
Jersey	32,348	10,110	37,905	6,074	703	11,886
Jackson	38,124	12,390	38,013	7,905	901	11,094
Jasper	12,266	3,630	7,779	1,817	106	3,606
Jefferson	35,892	11,750	34,563	7,061	765	10,659
Jersey	15,294	4,620	14,787	3,299	396	4,737
Jo Daviess	21,459	6,500	24,135	4,226	405	6,723
Johnson	8,729	2,220	6,855	1,421	100	2,143
Kane	150,388	48,310	240,063	52,051	8,451	60,897
Kankakee	73,524	20,460	100,240	22,813	2,255	24,914
Kendall	12,115	3,680	13,124	4,070	252	4,870
Knox	54,366	17,830	74,535	14,814	2,284	20,084
Lake	176,097	70,960	285,818	68,043	8,789	81,806

ALTON (Madison County)			Edward N. Palen, p, gm		
WOKZ	1570	Palen Bcstg. Corp.			
1948	1,000-D	Hotel Stratford			
		W. E. Huff, cm			
		Russ Benson, pd			
		Lloyd Smith, pmm			
		Nicholas Bono, ce			
		Clyde Wiseman, nd, fd			
ANNA (Union County)			Pierce E. Lackey, ptrn		
WRAJ	1440	Anna Bcstg. Corp.			
1957	500-D	P. O. Box 450			
		Paducah, Ky.			
		F. E. Lackey, ptrn			
AURORA (Kane County)			Martin R. O'Brien, o, m		
WMRO	1280	WMRO Inc.			
1938	250-D	184 S. River St.			
		7-4215			
		Vincent G. Coffey, cm, nd, sd			
		Jeanne M. Doran, pd			
		John R. Kitner, ce			
BELLEVILLE (St. Clair County)			John W. Lewis, p, gm		
WIBV	1260	Belleville Bcstg. Co. Inc.			
1947	1,000-D	2100 W. Main St.			
		Adams 3-5000			
		Indie			
		Clarence J. Keller, cm, pmm			
		William C. Bailey, pd			
		Ralph L. Clark Jr., nd, sd			
		Buck Lips, fd			
		Glady's Hartley, wd			
BLOOMINGTON (McLean County)			Loring Merwin, p		
WJBC	1230	Bloomington Bcstg. Co.			
1924	250	209 E. Washington St.			
		5-2078			
		ABC			
		Pearson			
		John McDermott, cm			
		Fred Bailey, ce			
		Don McKellar, sd			
WJBC-FM			Oscar C. Hirsch, p		
1947	101.5mc	5.1kw			
CAIRO (Alexander County)			Merrill C. Currier, gm, cm		
WKRO	1490	Cairo Broadcasting Co.			
1942	250	P. O. Box 311			
		1490			
		MBS			
		Pearson			

# ILLINOIS

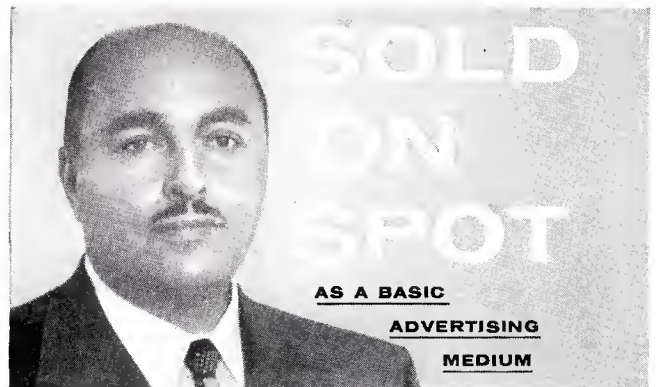
City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone Network Station Rep.	Executives
<b>CANTON (Fulton County)</b>			
WBYS 1947	1560 250-D	Fulton County Bestg. Co. East Linn Limits 1877 KBS	Harriett B. Winsor, p Charles E. Wright, gm, cm Elizabeth Sawyer, pmm Howard Elliott, ce Don Frederick, fd George Tierney, pd, nd
<b>CARBONDALE (Jackson County)</b>			
WCIL 1946	1020 1,000-D	Southern Illinois Bestg. Partnership 218 W. Main 167	Paul F. McRoy, p, gm, cm, pd, pmm, ce Bob Armstrong, nd Roy Freeman, fd Johnnie Hollister, wd
<b>CARMI (White County)</b>			
WROY 1949	1460 1,000-D	Carmi Bestg. Co. P. O. Box 31 4161	Samuel A. Hassan, gm, pmm Fred Mosiman, cm Bill Baker, pd, nd, sd John Greenwood, ce Marty Westfall, wd
WROY-FM 1951	97.3mc 11.2kw		
<b>CARTHAGE (Hancock County)</b>			
WCAZ 1921	990 1,000-D	Superior Bestg. Service 502 Wabash Ave. 520 Scars & Ayer	Zola Compton, p John M. Palmer, gm Jerry Nutt, pd Wayne Meredith, ce
<b>CENTRALIA (Marion County)</b>			
WCNT 1946	1210 1,000-D	Southern Illinois Bestg. Corp. P. O. Box 428 Centralia 5151 KBS	Carson W. Rodgers, p Benjamin E. Shore, gm Dick Bieser, pd, fd Sammye Cervi, pmm, wd Ray Millmaker, ce Martin Meyers, nd
<b>CHAMPAIGN (Champaign County)</b>			
WDWS 1937	1400 250	Champaign News Gazette Inc. 48 Main St. 6-1855 CBS Mecker	Helen M. Stevick, p Larry Stewart, sm, cm William Robert Brown, ce Dick Schmitz, nd
WDWS-FM 1949	97.5mc 27kw		
<b>CHARLESTON (Coles County)</b>			
WEIC 1955	1270 1,000-D DA-D	Friendly City Bestrs. P. O. Box 107 2990 KBS	Jack G. Owens, p, gm Bob Hewitt, cm, pmm Lloyd McFee, pd, nd Bill Setliffe, ce Earl Strodbeck, fd, sd Louise Taylor, wd
<b>CHICAGO (Cook County)</b>			
WAAF 1922	950 1,000-D	Corn Belt Publishers 221 N. LaSalle St. Randolph 6-1932 Young	Ward Neff, p Wm. E. Hutchinson, vp Thomas L. Davis, gm, cm Bill Bauer, pd, sd Fred Randazzo, pmm Carl Ulrich, ce Mike Rapchak, nd
WAIT 1934	820 5,000 SH	Radio Station WAIT Daily News Plaza Franklin 2-0660 Headley-Reed	Robert O. Miller, gm, pd Lloyd F. Webb, sm William Travis, slm Julius Miller, cm Harry W. Berg, ce Irving Rantanen, nd
WBBM 1923 WBBM-TV	780 50,000	Columbia Bestg. Sys. Inc. 410 Michigan Ave. Whitehall 4-6000 CBS CBS Radio Spot Sales	H. Leslie Atlas, vp, gm James P. Hensley, cm Art Mercier, pd Harry Wilber, pmm William Fligel, ce William Garry, nd George Menard, fd John Harrington, sd Eloise Kummer, wd
WBBM-FM 1941	96.3mc 10.5kw		

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

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

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

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Chicago: 6205 S. Cottage Grove Ave., NO 7-4124

CHICAGO (Cont.)

WCBD 1947	820 5,000 SH	(See Zion listing)	
WCFL 526	1000 50,000 DA-2	Chicago Federation of Labor 666 Lake Shore Drive Mohawk 4-2400 Burke Stuart	Martin F. Hogan, gm Thomas E. Haviland, cm Bob Finnegan, pd Betty Jones, pub rel dir Charles E. Willett, ce Vic Barnes, nd Bob Elson, sd
WGLM (FM) (CP)	101.9mc 17.19kw	Carol Music Inc. 333 N. Michigan Ave. (1)	Carol J. Drenthe, p Laura Drenthe Magginas, vp Marie L. Drenthe, sec-treas
WCRW 1926	1240 100 SH	Clinton R. & Josephine A White 2756 Pine Grove Ave. Diversey 8-4440	Clinton R. White, o, ce J. A. White, gm
WVHF (FM) (CP)	95.5mc 30kw	deHann Hi-Fi Inc. 1655 W. 79th St.	James de Hann, p Abel J. de Hann, vp
WEFM (FM) 1940	99.5mc 44kw	Zenith Radio Corp. 6001 W. Dickens Ave. Berkshire 7-7500	E. F. McDonald Jr., p Ted Leitzell, gm Violet Kmety, pd Ross Utter, ce
WENR FM 1948 WBKB (TV)	94.7mc 4.3kw	American Bcstg.-Paramount Theatres Inc. 20 N. Wacker Dr. Andover 3-0800	Sterling C. Quinlan, vp Mathew Vieracker, treas, gm Clair Heider, natl spot slm Dan Schuffman, pgm mgr William Kusack, ce Elliott (Ell) Henry, dir adv, prom, publicity
WFDC 1926	1240 250 SH	Emil Denmark Inc. 3860 W. Ogden Ave. Crawford 7-4100	Emil Denmark, p Bill Mack, gm, cm, pd Wayne Smith, ce Tony Ventrella, sd Helen Jones, wd
WFMM (FM) 1948	100.3mc 33kw	Functional Music Inc. 1313 W. Randolph St. Canal 6-7313	Carl J. Weitzel, p Gerald J. Broderick, gm, cm, pd Ivan Bukousky, ce
WFMT (FM) 1951	98.7mc 29.5kw	Gale Bcstg. Co. Inc. 221 N. LaSalle St. State 2-5668	Bernard Jacobs, p, gm, cm Norman Pellegrini, pd
WGES 1924	1390 5,000 DA-2	Radio Station WGES 2708 W. Washington Blvd. Sacramento 2-1700	John A. Dyer, gm E. M. Hinzman, cm Herbert Rudolph, pd K. P. Freda, pmm Wm. A. Shunk, ce
WGN 1924 WGN-TV	720 50,000	WGN Inc. 441 N. Michigan Ave. Michigan 2-7600 Petry	J. Howard Wood, p Ward L. Quaal, vp, gm William A. McGuineas, cm Bruce W. Dennis, pd Charles A. Wilson, pmm Carl J. Meyers, ce Norman Kraftt, fd Jack Brickhouse, sd Myrtle Stahl, educ-rel-dir
WIND 1927 WIND-TV (CP)	560 5,000 DA-2	Westinghouse Bcstg. Co. 400 N. Michigan Whitehall 4-2170 Am Radio Sales	Ralph L. Atlas, gm John T. Carey, cm H. Leslie Atlas Jr., pd Robert Peel, pmm Kenneth Shirk, ce James Dale, nd
WJJD 1934	1160 50,000 DA-1 L-KSL	Plough Bcstg. Co. 230 N. Michigan State 2-5466 Radio-Tv Reps.	Abe Plough, p Frederick G. Harm, gm James A. Jordan, cm Ralph E. Blank, pd Fred Livingston, pmm Carl Warner, nd Randy Blake, fd
WLS 1924	890 50,000	WLS Inc. 1230 W. Washington Blvd. Monroe 6-9700 ABC MBS Blair	James E. Edwards, p Glenn Snyder, gm Charles M. Freeman, cm Herb Howard, pd Perry Hamilton, pmm Thomas L. Rowe, ce Wm. Salzman, nd Maynard Bertsch, fd
WMAQ 1922 WNBQ (TV)	670 50,000	National Bcstg. Co. Merchandise Mart Superior 7-8300 NBC NBC Spot Sales	Jules Herbeveaux, gm Russell Stebbins, sls dir Rudi Neubauer, slm Harry Trigg, pd John M. Keys, pmm Howard C. Luttgens, ce William Ray, nd Everett Mitchell, fd
WMAQ-FM 1948	101.1mc 24kw		
*WMBI 1926	1110 5,000-D L-KFAB, WBT	Moody Bible Institute 820 N. LaSalle St. Michigan 2-1570	Dr. William Culbertson, p C. B. Norland, gm Robert Parsons, pd John H. Raymond, pmm A. P. Frye, ce Don Turner, nd, fd
WNIB (FM) 1955	97.1mc 11kw	Northern Illinois Bcstg. Co. 6 N. Hamlin Nevada 8-6262	William C. Florian, p, pd Donald E. Robinson, ce

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ILLINOIS

City	Call Letters	Established	Chan. or Freq.	Power	Licensee Headquarters Telephone Network Station Rep.	Executives	City	Call Letters	Established	Chan. or Freq.	Power	Licensee Headquarters Telephone Network Station Rep.	Executives				
<b>CHICAGO (Cont.)</b>																	
WIBC	1240	1925	250	SH	WSBC Bcstg. Co. 2400 W. Madison St. Monroe 6-9060 Stars Natl.	Louis B. Lee, p, gm, cm Odette La Mare, pd Walter Byrnes, ce	EFFINGHAM (Effingham County)	WCRA	1090	1947	250-D	Effingham Bcstg. Co. 110 N. Banker St. 1090 KBS	Joseph E. McNaughton, p George Walker, gm. Tom Mathis, pd, ce Zona B. Davis, nd, wd				
WSEL (FM)	104.3mc	1953	40kw		Chicago Skyway Bcstg. Co. 188 W. Randolph St. Andover 3-6767	William Irvin, p D. Irvin, gm Vigil Kraft, cm Doris Keane, pd Ronald Piotrowski, ce	WSEI (FM)	95.7mc	1954	20kw		Ill. Bcstg. Co. 1100 E. Pershing Rd. Decatur, Ill. 5371 Weed	M. H. Stuckwish, gm				
<b>CICERO (Cook County)</b>																	
WHFC	1450	1926	250		WHFC Inc. 3350 S. Kedzie Ave. Townhall 3-6305	Charles J. Lanphier, gm F. Summers, sm E. P. Hayes, ce	ELGIN (Kane County)	WRMN	1410	1949	500-D	Elgin Bcstg. Co. 156 Division St. Sherwood 1-7700 McGillvra	J. Richard Sutter, p, gm, cm, pmm George Walker, gm Phyllis Warner, nd Ron Miller, sd Florence Rogers, wd				
WEHS (FM)	97.9mc	1941	21kw		(WHFC, Am Affiliate)		<b>ELMWOOD PARK (Cook County)</b>										
<b>CLINTON (DeWitt County)</b>																	
WHOW	1520	1947	1,000-D		Cornbelt Bcstg. Co. 401 1/2 South Side Sq. 305 Abe Lincoln Holman	J. R. Livesay, p Rolland O. Loofer, vp, gm, ce Jim Williams Sr., cm Frenk C. Jennings, pd Bill Ward, nd, sd John Barton, fd	WLEY (FM)	105.9mc	1947	32kw		Elmwood Park Bcstg. Co. 2526 N. Harlem Ave. Tuxedo 9-1133 Reese	Zeb Zarnecki, p, gm Robert Brandt, cm W. Corvine, pd Don Larsen, ce				
<b>DANVILLE (Vermilion County)</b>																	
WDAN	1490	1938	250		Northwestern Publishing Co. 17-19 W. North St. 1000 CBS Everett-McKinney	Robert J. Burrow, gm Max Shaffer, sm, sd Honore Ronan, pd, wd Norlyn Dossey, ce	<b>EVANSTON (Cook County)</b>										
WDAN-TV							WEAW	1330	1953	1,000-D	DA-D	North Shore Bcstg. Co. Inc. 2425 Main University 4-4606 Good Music Bcstrs.	Edward A. Wheeler, p, gm Don Springgate, cm Dale Stockwell, pd Virginia McCowan, pmm Fred Dennison, ce Martin Robinson, nd				
WITY	980	1953	1,000	DA-1	Vermilion Bcstg. Corp. P. O. Box 142 1312 KBS Burn-Smith	Dr. G. E. Metzger, p Chas. A. Schacht, Jr., gm Robert Bivans, pd Catherine Scheurich, wd James McClain, pmm Taylor Clawson, ce	WEAW-FM	105.1mc	1947	36kw		WVMP	1590	1948	1,000-D	Evanston Bcstg. Co. 1580 Sherman Ave. Greenleaf 5-1590	Angus D. Pfaff, p, cm Hal Bohm, pd Larry Attebery, nd, sd
<b>DECATUR (Macon County)</b>																	
WDZ	1050	1921	1,000-D		WDZ Bcstg. Co. 265 S. Park St. 3-9744 Peters, Griffin, Woodward	Charles C. Caley, p Frank C. Schroeder Jr., vp, gm Robert B. King, cm E. James Scaney, pd L. E. Mayfield, ce E. James Scaney	<b>FAIRFIELD (Wayne County)</b>										
WSOY	1340	1925	250		Illinois Bcstg. Co. 1100 E. Pershing Rd. 5371 CBS Weed	F. W. Schaub, p Merrill Lindsay, exec vp M. H. Stuckwish, gm Dale E. Eyman, cm Eugene C. Dorsey, pd, pmm Allan L. Doyle, ce	WFIW	1390	1953	500-D		Wayne County Bcstg. Co. P. O. Box 72 2159 KBS Webb	Thomas S. Land, co-o, gm, fd Bryan Davidson, co-o Garnet Williams, cm, sd Gilbert T. Wallace, pd, ce Dick Berry, nd Gladys Onstott, wd				
WSOY-FM	102.1mc	1946	31kw				<b>FREEPORT (Stephenson County)</b>										
<b>DE KALB (DeKalb County)</b>																	
WLKB	1360	1947	500-D		DeKalb Radio Studios Inc. 711 N. First St. 6-3485 Sears & Ayer	George C. Biggar, p, gm, fd Richard J. Meier, cm R. C. Brown, pd W. Dean Clayton, ce David Lee, nd Marge Given, wd	WFRL	1570	1947	1,000-D		Freeport Bcstg. Co. Inc. 9 N. Chicago Ave. State 436 Headley-Reed	Vincent S. Barker, p, gm, ce Dave Taylor, cm, nd Bud Walters, pd				
<b>DIXON (Lee County)</b>																	
WSDR	1240	1949	100		(See Sterling listing)		<b>GALESBURG (Knox County)</b>										
<b>DuQUOIN (Perry County)</b>																	
WDQN	1580	1951	250-D		DuQuoin Bcstg. Co. 30 1/2 W. Main Lindon 2-3894 McGillvra	M. R. Lankford, o Phil Richardson, sm, cm J. V. Walker, slm Art Smith, pd, sd Bert Pike, ce	WGIL	1400	1958	250		Galesburg Bcstg. Co. 312 Hill Arcade Bldg. 4626 Rambeau	William C. Pritchard, gm, cm A. H. (Jerry) Tallman, pd Richard L. Braughman, ce David W. Loring, nd A. R. Kemp, fd James E. Dunlevey, sd				
<b>EAST ST. LOUIS (St. Clair County)</b>																	
WTMV	1490	1935	250		On The Air Inc. Broadview Hotel Bridge 1-4625 Bogner & Martin	Alvin O. Eads, p F. J. Prendergast, gm Thelma Curry, cm D. Dellamano, pd Dan Stengel, pmm Erle White, ce	<b>HARRISBURG (Saline County)</b>										
<b>HERRIN (Williamson County)</b>																	
<b>HARVEY (Cook County)</b>																	
WBEE	1570	1955	1000-D	DA-D	Rollings Bcstg. Inc. 6205 Cottage Grove Chicago, Illinois Normal 7-4124	O. Wayne Rollins, p Richard C. Scheele, gm William H. Smith, sm E. Beasley, pdm A. Edelenbos, ce	WJPF	1340	1940	250		Egyptian Bcstg. Co. P. O. Box 179 381 MBS Pearson	Maybelle J. Lyerla, p Charles R. Cook, gm, cm, pmm Ben Orf, ce Chet Townsend, nd, sd Robert Fulkerson, fd				

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

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**JACKSONVILLE (Morgan County)**

WLDS 1180 Jacksonville Radio & Tv  
1941 1,000-D Bcstg. Corp.  
Fox Theatre Bldg.  
Chestnut 5-7171  
Holman

Robert A. Fay, p  
William L. Fay, sec-treas  
R. Karl Baker, vp, gm, cm,  
pmm  
Ted Fairburn, pd, nd  
G. J. Cassens, ce  
E. H. Garlich, fd

WLDS-FM 100.5mc  
1948 9.0kw

**JOLIET (Will County)**

WJOL 1340  
1929 250

WJOL Inc.  
601 Walnut St.  
4761  
Rambeau

Joseph F. Novy, co-o, p, gm  
pmm  
Jerome F. Cerny, co-o, vp,  
sm  
Eileen Caron, pd  
Lester DeCosta, ce  
Marion W. Philbin, nd  
Wayne Churchill, fd

**KANKAKEE (Kankakee County)**

WKAN 1320  
1947 1,000-D

Kankakee Daily Journal  
Co.  
183 N. Schuyler Ave.  
3-6633  
Sears & Ayer

Burrell Small, gm  
Bruce Brown, sm  
Robert J. Hawkins, asst sm  
Donald Hoover, ssm  
Richard Eckels, ce  
Stan Ronald, nd

**KEWANEE (Henry County)**

WKEL 1450  
1952 100

WKEL Bcstg. Co.  
202 1/2 N. Tremont  
4471  
Best

E. D. Scandrett, p, gm, cm,  
pmm, ce  
Paul Messplay, pd  
Bert Jackson, nd, fd  
Phil Miler, sd  
Bette Jackson, wd

**LA GRANGE (Cook County)**

WTAQ 1300  
1950 500  
DA-N

S & S Bcstg. Co.  
P. O. Box 408  
Fleetwood 2-1300  
Gill-Perna

Charles F. Sebastian, p, gm  
Ralph Faucher, cm, sd  
Ted Carlson, pd  
Arthur Schlaman, pmm  
William Wardle, ce  
Vincent Essig, nd

**LA SALLE (LaSalle County)**

WLPO 1220  
1947 1,000-D  
DA-D

LaSalle County Bcstg. Corp.  
P. O. Box 215  
3100

Peter Miller, p  
William Holm, gm, pmm  
Roy Kurkowski, cm  
Phil Kane, pd  
Lawrence McCann, ce  
Laverne Waitman, nd, fd, sd

**LINCOLN (Logan County)**

WPRC 1370  
1951 500-D

Prairie Radio Corp.  
P. O. Box 37  
1370  
Sears & Ayer

Ray F. Knochel, p, gm  
Paul Rankin, cm  
William Brady, pd, nd  
John H. Deal, pmm  
Donald Thompson, ce  
Harold Brinkmeyer, fd

**LITCHFIELD (Montgomery County)**

WSMI 1540  
1950 1,000-D

Mid-Illinois Bcstg. Co.  
P. O. Box 241  
100  
Best

Hayward L. Talley, p, gm  
Clark O. Whitman, ssm  
Donald W. Yaeger, pd, nd  
Orin Coddington, merc dir  
Robert Miller, ce, fd  
Ed Johnson, sd

**MACOMB (McDonough County)**

WKAI 1510  
1947 250-D

Macomb Bcstg. Co.  
113 E. Carroll St.  
1350

William E. Schons, p  
Robert E. Douglas, sm, cm  
Jack Hallstrom, ssm  
Dave Naber, pmm, pdm  
Don Newberg, nd, sp  
Howard Welty, ce

**MARION (Williamson County)**

WGGH 1150  
1949 5,000-D  
DA-D

Marion Bcstg. Co.  
P. O. Box 311  
824  
Sears & Ayer

George W. Dodds, p, ce  
Jim Duncan, gm, pd  
Ina Trammell, cm, wd  
Irv Coppi, pmm  
John Anapolopolis, nd, fd

**MATTOON (Coles County)**

WLBH 1170  
1946 250-D

Mattoon Bcstg. Co.  
1632 1/2 Broadway  
6464  
Holman

J. R. Livesay, o, p, gm  
Ken Wooddell, cm, sd  
Bob Guess, pd, nd  
Robert Veech, pmm  
Ray Livesay, ce  
Howard Miller, fd

WLBH-FM 96.9mc  
1949 23kw

**WPRC**  
Lincoln, Illinois

500 Watts 1370 KC

Repeated surveys and the constant flow of station mail prove the pulling power of WPRC

Central Illinois' Best Salesman.

STATION MAIL  
Solid coverage of 16 counties  
Mail Area: 42 counties

Put Central Illinois' Best Salesman to work for you!

**MARKET DATA**  
within 0.1 MV/M contour  
POPULATION 1,433,000  
TOTAL RETAIL SALES \$1,591,000,000

# Lincoln, Illinois

**THE NATION'S RICHEST FARMLAND**

WPRC has a solid 82% circulation of the Logan County audience, and ranges from 14% to 63% circulation in the adjacent counties.

Eight of the counties covered, rank among the first hundred in value in farm products.

**BONUS LISTENERS:**

Thousands of automobile and truck radios on the Chicago—St. Louis main route, #66.

# WPRC

*"Central Illinois' Best Salesman"*

**PRAIRIE RADIO CORPORATION**

Ray F. Knochel, President & Gen. Mgr.

City Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>METROPOLIS (Mossac County)</b>			
WMOK 1951	920 1,000-D	Fort Massac Bcstg. Co. Natl. State Bank Bldg. 2106 Holman	James H. Firmin, gm, pmm V. E. Smith, cm, sd Fleeta Firmin, pd Carlos M. Steele, ce Odell Korte, nd J. R. Strubinger, fd
<b>MOLINE (Rock Island County)</b>			
WQUA 1946	1230 250	WQUA Inc. 1319 5th Ave. 4-6727 ABC Hollingbery	G. LaVerne Flambo, p, gm, cm Wilbur L. Mason, pd, nd Harold W. Higby, ce Bud Dawson, sd
<b>MONMOUTH (Warren County)</b>			
WRAM (CP)	1330 1,000-D DA-D	PrairieLand Bcstrs. R.R. #3 Mount Carmel, Ill.	Stephen P. Bellinger, mgng ptrn
<b>MOUNT CARMEL (Wabash County)</b>			
WVMC 1948	1360 500-D	Radio Station WVMC N. Cherry St. Rd. 1360 KBS Best	Charles H. Green, gm, cm Gilbert T. Wallace, pd Eugene D. Garrett, ce Bert Freedman, nd Venus Vaughn, fd Jessie Burke, wd

Executive Abbreviations: *Owner* o; *Pres.* p; *Exec. vp.* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Frog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports or Women's Dir.* nd, fd, sd, wd.  
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<b>MOUNT VERNON (Jefferson County)</b>			
WMIX 1947	940 1,000-D	Mt. Vernon Radio & Tv Co. 121½ N. 9th St. 3500 Abe Lincoln Pearson	John R. Mitchell, p Raymond J. Cheney, gm Claude Schoch, cm Ed Howell, ce Steve Rowan, nd Curt Bradley, fd
WMIX-FM 1946	94.1mc 15.2kw		
<b>MURPHYSBORO (Jackson County)</b>			
WINI 1954	1420 500-D	Robert D. & Martha M. Rapp P. O. Box 647 282 KBS Best	Robert D. Rapp, co-o Martha M. Rapp, co-o
<b>OAK PARK (Cook County)</b>			
WOPA 1950	1490 250	Village Bcstg. Co. 408 S. Oak Park Ave. Village 8-5760 Forjoe	Egmont Sonderling, p, gm Albert C. Michel, sm S. Mitchell, pd Sidney Schneider, ce Jay Smith, nd Wayne Osborn, sd
WOPT (TV) (CP)			
WOPA-FM 1950	102.3mc 1kw		
<b>OLNEY (Richland County)</b>			
WVLN 1947	740 250-D	Olney Bcstg. Co. 2156 KBS Holman	Marshall H. Poole, o, p, gm Charles R. Griggs, evp, cm Joe Kosack, pd Les Mitchel, nd W. C. Phelps, fd Paul Hartsey, ce
WVLN-FM 1953	92.9mc 18.5kw		
<b>OTTAWA (LaSalle County)</b>			
WCMY 1952	1430 500-D	Carl H. Meyer 417 W. Madison St. 551 Sears & Ayer	Carl H. Meyer, o, gm, ce Dorothy M. Meyer, cm Robert C. Meyer, sm Ron Wilson, nd Dan Dunlap, fd Stuart Norgard, sd
<b>PARIS (Edgar County)</b>			
WPRS 1951	1440 500-D	Paris Bcstg. Corp. P. O. Box 262 3-1440	Adlai C. Ferguson Jr., p, gm, slm James D. Savoye, cm Claude V. Thomas, ce John Powell, sd
WPRS-FM 1952	98.3mc 1kw		
<b>PEKIN (Tosawell County)</b>			
WSIV 1946	1140 1,000-D	Pekin Bcstg. Co. 15 S. Capitol 6-2134 Sears & Ayer	George C. Udry, co-o, pmm W. Kenneth Patterson, co-o, gm Margaret M. Honer, cm Thomas Q. Dunn, pd Lowell Lovely, ce Randall C. Furnace, nd
<b>PEORIA (Peoria County)</b>			
WEEK 1946	1350 1,000 DA-2	West Central Bcstg. Co. 2907 Springfield Rd. 9-3961 NBC Headley-Reed	Robert S. Kerr, p Fred C. Mueller, gm Coleman Scott, sm, pd Al Knapp, pmm Wayne Lovely, ce Bob Arthur, nd
WEEK-TV			
WIRL 1948	1290 5,000 DA-2	Illinois Valley Bcstg. Co. 125 N. Jefferson Ave. 4-9239 ABC MBS H-R Reps.	Timothy W. Swain, p John H. Altorfer, vp, gm James T. Butler, asst gm Bobyn Weaver, pd Efic Sams, slm Jeanne Luukinen, pmm Rudy Luukinen, ce Ralph Smith, nd
WIRL-TV (CP)			
WMBD 1927	1470 5,000 DA-2	WMBD Inc. 212 S. Jefferson 6-0711 CBS Peters, Griffin, Woodward	Charles C. Caley, p Robert O. Runnerstrom, vp Robert M. Riley Jr., natl slm Walter Thurman, pd John Lauer, pmm George Pyle, ce
WMBD-FM 1947	92.5mc 2.5kw		
WPEO 1946	1020 1,000-D	WPEO Inc. 926 Main 4-9249 Burke-Stuart	John R. Livingston, p, gm David T. Fritchard, slm Harry Harrison, pd, sd Gerard G. DeVore, ce F. R. (Bill) Oakley, nd Dick Herm, fd

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NEW AUDIENCES  
NEW PROFITS**

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PROGRAM SERVICE

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CINCINNATI HOLLYWOOD

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



## PITTSFIELD (Pike County)

WBBA 1580 Pike Bcstg. Co.  
1954 250-D 650  
Continental

G. B. Meyer, p  
Bill Meyer, gm  
Frank Luepke, ce

## QUINCY (Adams County)

WGEM 1440 Quincy Bcstg. Co.  
1948 1,000 Hotel Quincy  
WGEM-TV DA-2 Baldwin 2-6840  
ABC  
Young

T. C. Oakley, p  
Joe Bonansinga, gm  
J. Ben Stewart, cm  
Fred Colgan, pd  
Hal Heibredner, dir adv  
Frank E. Laughlin, ce

WGEM-FM 105.1mc  
1947 8.3kw

WTAD 930 Lee Bcstg. Inc.  
1926 5,000-D W.C.U. Bldg.  
WJQA-TV 1,000-N Baldwin 2-6200  
DA-N CBS  
Weed

Lee P. Loomis, p  
Walter J. Rothschild, gm,  
nat'l sm  
Merritt Milligan, asst mgr,  
pd  
Dick Faler, pdm, fd  
Dick Moore, pmm  
J. E. Gray, ce  
Don Nicholson, nd  
Bill Crews, sd  
Marian Milligan, wd

WTAD-FM 99.5mc  
1948 27kw

## ROBINSON (Crawford County)

WTAY 1570 Ann Bcstg. Co.  
1956 250-D 1025 W. Market St.  
Taylorville, Ill.

Edwin P. Phelps Jr., o, gm  
Willard Lindsay, sm  
Earl Johns, ce  
Wilma Renchen, pmm  
Phil Brook, nd  
Clyde White, fd

## ROCKFORD (Winnebago County)

WROK 1440 Rockford Bcstrs. Inc.  
1929 1,000-D News Tower  
500-N 2-6621  
ABC  
H-R Reps.

E. Kenneth Todd, p  
John J. Dixon, gm, cm  
Maurice P. Owens, pd, sd  
Bruce Richardson, asst pd  
Betty Thro, pmm  
Maurice H. Nelson, ce

WROK-FM 97.5mc  
1949 16kw

WRRR 1330 Rock River Bcstg. Co.  
1953 1,000-D 113 S. Court St.  
DA-D 8-2263  
Radio-TV Reps.

William E. Walker, p  
William R. Walker, gm  
Jack Harvey, asst mgr  
H. I. Tingley, pd  
Virginia Colwell, pmm  
George Reynolds, ce

## ROCK ISLAND (Rock Island County)

WHBF 1270 Rock Island Bcstg. Co.  
1925 5,000 Telco Bldg.  
WHBF-TV DA-N 6-5441  
CBS  
Avery-Knodel

Ben H. Potter, p  
Leslie C. Johnson, vp, gm  
Maurice Corken, asst gm,  
sls dir  
F. S. Hicks, pd  
H. E. Darton, merc, pmm  
Robert J. Sinnett, ce

WHBF-FM 98.9mc  
1947 3.7kw

## SALEM (Marion County)

WJBD 1350 Salem Bcstg. Co.  
1956 500-D 121 S. Walnut  
2000  
Webb

Thomas S. Land, co-o  
Bryan Davidson, co-o, gm,  
cm, pd, ce, nd

## SPARTA (Randolph County)

WHCO 1230 Hirsch Communication  
1955 250 Engineering Corp.  
P. O. Box 225  
333

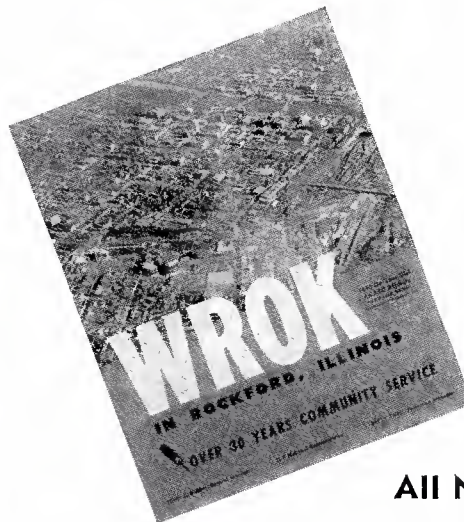
Robert O. Hirsch, p  
Oscar C. Hirsch, gm  
Buford L. Mabery, cm

## SPRINGFIELD (Sangamon County)

WCVS 1450 WCBS Inc.  
1926 250 3000 S. 4th St.  
WICS (TV) 4-9855  
ABC  
MBS  
Bogner & Martin

Harold L. Dewing, p  
C. W. Need, gm, cm  
John C. Geil, pd  
Kenneth E. Spengler, pmm  
Bruce Still, sd

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ASK H-R, Nat'l. Reps.

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Bogner &amp; Martin—Nat'l Reps.

P.O. BOX 1088

## More Audience Than Other Springfield Stations Combined!

Year after year HOOPER has shown WTAX far in front in Springfield, Illinois. The October 1956 Index, released one week before the deadline for this Yearbook, again confirms WTAX's wide margin—more audience than other Springfield stations combined—Morning—Afternoon—Evening.

# WTAX

CBS Radio Affiliate  
Represented by Weed & Company

## ILLINOIS

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>SPRINGFIELD (Cont.)</b>			
WMAY 1950 WMAY-TV (GP)	970 1,000-D 500-N DA-2	Lincoln Bcstg. Co. Myers Bldg. 4-1766 NBC Pearson	Gordon Sherman, p, gm, cm Syl Binkin, pd Mel Kampe, pmm Melvin Feldman, ce W. F. Miller, nd Don Hanley, sd
WTAX 1950	1240 250	WTAX Inc. US 66 & E. Gook St. 2-4441 CBS Weed	O. J. Keller, p, gm O. J. Keller Jr., cm John W. Midgley, pd Bill Miller, pmm E. G. Swearingen, ce Glen Farrington, nd
WTAX-FM 1948	103.7mc 6.7kw		
<b>STERLING (Whiteside County)</b>			
WSDR 1949	1240 100	Blackhawk Bcstg. Co. 218 First Ave. Main 3400	Sam Bartlett, p, gm, fd Lillian Bartlett, cm John Rohwer, asst mgr, pd Gerald W. Gamel, pmm Edward Fisher, ce Victor Korte, nd
<b>STREATOR (LaSalle County)</b>			
WIZZ 1953	1250 500-D DA-D	Streator Bcstg. Co. P. O. Box 431 22947 Best	Stephen P. Bellinger, mngng ptnr Vernon R. Nunn, gm Jim Austin, cm Kes Pollock, asst mgr, pd, sd Shirley Smith, nd Verne Buland, ce, fd

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

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⎵ *Could I Interest You—  
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I'll give you the inside on the  
station that has the—

**POWER + PROGRAMS + PERSONALITIES**

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# WMAY



Springfield, Illinois

970 KC. 1000 watts, day, 500 watts, night

Represented By JOHN E. PEARSON COMPANY

TAYLORVILLE (Christian County)

WTIM 1410 Moyer Bcstg. Co. Rober L. Moyer, p  
1949 1,000-D P. O. Box 481 James C. Hilderbrand, gm,  
DA-D 1410 Continental Sales Keith W. Moyer, pmm

URBANA (Champaign County)

\*WILL 580 University of Illinois Dr. David D. Henry, p  
1922 5,000-D 1010 S. Wright Frank E. Schooley, gm  
WILL-TV DA-D 7-6611 John A. Regnell, pd  
Pat Jordan, pmm  
Rob R. Beldon, ce  
Don Brown, nd

\*WILL-FM 90.9mc  
1971 300kw

WKID 1580 WKID Bcstg. Co. Donald Harding, p  
1948 250-D Box 192 Joseph S. Rider, gm  
75431 Pearson

WAUKEGAN (Lake County)

WKRS 1220 News Sun Bcstg. Co. William Just, p  
1949 1,000-D P. O. Box 500 Joseph B. Kirby, gm, cm  
DA-D Delta 6-7900 Robert Sorensen, pd  
McCilvra Stanley Chadwick, ce

WEST FRANKFORT (Franklin County)

WFRX 1300 Pyramid Radio Bcstg. & C. W. Lambert, p  
1951 1,000-D Tv Co. Walter C. Schafer, gm, cm,  
P. O. Box 359 sm  
1300 Billy E. Spangler Jr., pd,  
pmm, nd  
Bob Foster, sd  
Everett T. Kennedy, ce, fd  
Deanna Sukoski, wd

ZION (Iake County)

WCBD 820 Michael J. Mintern Michael J. Mintern, mng dir  
1947 5-000-SH 2714 Enoch Ave. Carl Q. Lee, cm  
Trinity 2-4521

INDIANA

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MARKET DATA BY COUNTIES

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Passenger	
					Drug Sales 1955(\$000)	Cars 1955
Adams	22,393	6,500	\$22,353	\$4,719	\$411	8,380
Allen	183,722	63,340	278,383	44,345	8,123	69,370
Bartholomew	36,108	12,860	46,478	11,885	1,227	14,270
Benton	11,462	3,100	14,493	2,752	202	4,020
Blackford	14,026	4,070	15,548	3,104	509	5,307
Boone	23,933	8,100	27,117	5,012	955	9,556
Brown	6,209	1,370	2,583	736	79	1,996
Carroll	16,010	5,020	18,751	3,744	319	6,246
Cass	38,793	11,960	46,027	8,867	1,310	14,584
Clark	48,330	16,560	48,053	15,300	1,525	17,290
Clay	23,918	7,420	21,876	5,668	572	7,718
Clinton	29,734	9,820	34,054	7,015	849	11,216
Crawford	9,289	2,360	5,503	1,570	56	2,482
Daviess	26,762	7,950	23,087	4,947	565	7,988
Dearborn	25,141	7,610	23,851	6,704	757	8,893
Decatur	18,218	5,440	22,603	3,666	412	6,479
De Kalb	26,023	8,300	27,761	5,919	601	9,813
Delaware	90,252	32,390	116,159	29,010	3,562	35,695
Dubois	23,785	6,580	29,576	4,533	540	7,384
Elkhart	84,512	28,730	124,761	25,472	2,707	37,784
Fayette	23,391	7,480	26,927	6,256	813	8,315
Floyd	43,955	15,180	52,204	12,204	1,307	14,808
Fountain	17,836	5,650	21,176	4,356	410	6,654
Franklin	16,034	4,370	10,371	2,036	187	6,034
Fulton	16,565	5,250	19,660	3,381	491	6,369
Gibson	30,720	9,340	30,930	6,777	551	9,355
Grant	62,156	20,100	70,445	15,683	2,304	23,215
Greene	27,886	8,640	24,792	5,436	614	9,518
Hamilton	28,491	9,470	29,455	6,151	695	12,231
Hancock	20,332	7,000	24,384	4,849	653	8,506
Harrison	17,858	4,990	12,546	2,504	144	5,500
Hendricks	24,594	11,340	25,010	4,310	1,050	10,605
Henry	45,505	14,320	51,642	11,371	1,331	17,668
Howard	54,498	18,580	70,476	15,324	1,908	21,968
Huntington	31,400	10,340	36,643	7,630	946	11,697
Jackson	28,237	8,600	31,383	6,995	434	9,319
Jasper	17,031	5,240	21,333	4,112	316	7,218
Jay	23,157	7,330	22,730	4,901	456	8,788
Jefferson	21,613	6,050	27,159	5,852	903	8,243
Jennings	15,250	4,020	12,198	2,042	233	4,384
Johnson	26,183	10,340	32,095	7,304	978	12,187
Knox	43,415	13,380	46,030	9,830	1,253	13,205
Kosciusko	33,002	10,790	46,335	8,568	2,320	13,598
La Grange	15,347	3,970	12,625	1,931	246	5,024
Lake	368,152	132,520	542,825	132,112	15,536	140,398
La Porte	76,808	25,830	104,196	24,768	3,105	33,147
Lawrence	34,346	10,410	36,131	9,801	867	11,502
Madison	103,911	36,010	132,794	29,732	4,756	41,354
Marion	551,777	191,470	894,717	162,066	40,274	219,096
Marshall	29,468	9,520	35,093	6,866	782	11,307
Martin	10,678	2,920	8,477	1,647	192	2,911
Miami	28,201	9,230	32,349	6,585	573	11,172
Monroe	50,080	14,020	51,920	11,928	1,757	15,567
Montgomery	29,122	9,490	39,824	7,126	996	11,132
Morgan	23,726	9,300	25,090	6,392	594	9,196
Newton	11,006	3,390	12,968	1,814	441	4,039
Noble	25,075	7,830	32,088	5,550	582	10,059
Ohio	4,223	1,160	2,479	829	199	1,411
Orange	16,879	4,790	13,919	3,404	446	4,926
Owen	11,763	3,430	8,355	2,032	258	3,470
Parke	15,674	4,540	11,931	3,090	251	5,457

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger
						Cars 1955
Perry	17,367	4,790	16,144	4,091	360	4,687
Pike	14,995	4,230	11,214	2,486	143	4,632
Porter	40,076	13,440	45,648	9,782	1,335	15,682
Posey	19,818	5,760	18,370	3,756	413	6,642
Pulaski	12,493	3,860	2,390	2,390	349	4,487
Putnam	22,950	6,590	24,944	4,859	616	7,142
Randolph	27,141	8,850	30,505	5,669	715	10,728
Ripley	18,763	5,660	22,815	4,261	543	5,671
Rush	19,799	5,960	21,963	3,486	493	6,935
St. Joseph	205,058	70,490	266,526	56,103	8,342	75,289
Scott	11,519	4,090	12,807	2,852	364	3,994
Shelby	28,026	9,410	32,967	7,306	895	10,654
Spencer	16,174	3,680	11,437	2,198	299	3,553
Starke	15,282	4,950	20,426	3,462	224	6,206
Steuben	17,087	4,750	20,740	4,497	590	7,049
Sullivan	23,667	6,050	17,427	4,301	392	7,282
Switzerland	7,599	1,850	4,022	683	153	2,254
Tippacanoe	74,473	23,250	92,561	17,999	4,207	25,629
Tipton	15,566	4,680	12,499	2,462	396	5,894
Union	6,412	1,540	6,829	1,097	236	2,306
Vanderburgh	160,442	54,580	201,209	45,108	7,580	52,396
Vermillion	19,723	6,330	17,798	4,232	477	6,413
Vigo	105,160	33,810	124,407	24,194	4,178	33,823
Wabash	29,047	9,390	34,359	6,774	909	11,359
Warren	8,535	2,390	4,329	1,700	82	3,003
Warrick	21,527	6,740	15,585	4,079	390	6,188
Washington	16,520	4,810	14,890	3,796	256	5,555
Wayne	68,566	22,680	90,053	18,616	3,003	24,615
Wells	19,564	6,090	23,650	4,774	308	7,766
White	18,042	5,810	23,571	5,095	652	7,120
Whitley	18,828	6,230	20,801	4,106	469	8,047
Total	3,934,224	1,299,930	\$4,965,693	\$1,033,626	\$156,804	1,459,846

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

DIRECTORY OF AM AND FM STATIONS

ANDERSON (Madison County)

WCBC 1470 Civic Bcstg. Corp. Paul E. Billheimer, p  
1946 1,000-D P. O. Box 350 Cordon L. Beck, gm  
WCBC-TV 3-5321 David Crubbs, cm  
(CP) Best Charles Bates, pd, sd  
Robert Mstrom, ce  
Evelyn Beck, wd

WHBU 1240 Anderson Bcstg. Corp. C. Bruce McConnell, p  
1923 250 640 Citizens Bank Bldg. John R. Atkinson, gm  
7791  
CBS  
Bolling

BEDFORD (Lawrence County)

WBIV 1340 Bedford Bcstg. Co. Joseph H. McCillvra, co-o,  
1948 250 P. O. Box 472 co-m  
4421 Agnes I. McCillvra, co-o,  
McCillvra co-m  
Carl Finger, ce

BLOOMINGTON (Monroe County)

\*WFIU (FM) 103.7mc Trustees of Indiana Elmer G. Sulzer, dir  
1950 33kw University James E. Lynch, pd  
6811 L. James Rolfe, ce  
WTTT 1370 Sarkes Tarzian Inc. Sarkes Tarzian, p  
1949 5,000-D 535 S. Walnut Glenn Van Horn, gm, pd  
WTTV (TV) 500-N 2-3366 C. Raymond Bartlett, cm,  
DA-2 ABC pmm  
Meeker John Snider, nd  
Maurice Latimer, sd  
Virginia Fiscus, wd

BOONEVILLE (Warrick County)

WBNI 1540 Boonville Bcstg. Co. H. C. Sanders, co-o, p, ce  
1950 250-D Lynville Rd. Norman Hall, co-o, mgr, pd,  
980 sd  
KBS Owen Guthrie, cm  
Indiana State Net. George McCoy, pmm  
Triangle Radio Net. C. K. Kleinlein, nd  
Continental Otus Justus, fd

COLUMBUS (Bartholomew County)

WCST 1010 Syndicate Theatres Inc. Joseph P. Finneran, p  
1950 500-D Carr Hill Dick Jewell, gm, cm, pd  
7411 Max Cockley, ce  
Rambeau Jerry Castor, nd, sd  
A. V. Kesling, fd  
Margaret Wells, wd

CONNERSVILLE (Fayette County)

WCNB 1580 News-Examiner Co. C. S. Tatman, sec  
1948 250-D 406 Central Ave. E. M. Jackson, gm  
1950 R. T. Underwood, asst mgr,  
Cill-Perna pd, sd  
Francis Chomel, nd  
Cecil Miller, ce

WCNB-FM 100.3mc  
1948 9.8kw

# INDIANA

City	Call Letters	Chan. or Freq.	Licenses Headquarters Telephone Network Station Rep.	Executives	City	Call Letters	Chan. or Freq.	Licenses Headquarters Telephone Network Station Rep.	Executives
<b>CRAWFORDSVILLE (Montgomery County)</b>					<b>GARY (Lake County)</b>				
*WBBS (FM)	106.3mc	1kw	First Baptist Church 116 S. Walnut St. 755	D. J. Burns, gm Janice Conner, pd Arthur B. Lewellen, ce	WGRY	1370	500-D	WGRY Inc. 3669 Broadway Turner 5-7511	George M. Whitney, p, gm S. E. Siders, cm Lee Hartgrave, music dir Albert Gibson, fd
1953					WWCA	1270	1,000	Lake Bestg. Co. 578 Broadway Turner 6-9171	Dee O. Coe, p Boyd W. Lawlor, sm, cm Tom Whitmore, pd, pmm Jerry Healey, sd Victor H. Voss, ce Patt Patterson, fd
1953					1949	DA-1		Pearson	
<b>ELKHART (Elkhart County)</b>					<b>GOSHEN (Elkhart County)</b>				
WCMR	1270	500-D	Clarence C. Moore 17th at Michawaka Rd. 3-4567	Clarence C. Moore, p Harry Waterhouse, pd Jack L. Miller, ce	WKAM	1460	500-D	Kosciusko Bestg. Corp. 612 W. Pike St. 3-2219	William N. Udell, p Richard S. Olson, evp, pd C. J. Pajakowski, evp, cm Robert E. Pfister, nd, pd Howard Murdock, sd Les Rash, ce
1956	DA-D				1949			Holman	
WCMR-FM (CP)	95.1mc	4.4kw			<b>HAMMOND (Lake County)</b>				
WTRC	1340	250	Truth Radio Corp. P. O. Box 636 3-1960	John F. Dille Jr., p Don McFall, sm Don Freed, cm Lester Zellmer, ce Bill Donnella, nd	WJOB	1230	250	South Shore Bestg. Corp. Radio Center 6405 Olcott Tilden 4-1230	Robert C. Adair, p, gm Joe Fife, cm Gerold Mitchell, pd, fd Len Ellis, pmm Jess Peters, ce William Spellbring, nd
1931					1928			Rambeau	
WSJV (TV)			NBC H-R Reps		WJOB-FM	92.3mc	3.1kw		
1947					1947				
WTRC-FM	100.7mc	9.7kw			<b>HUNTINGTON (Huntington County)</b>				
1947					WHLT (CP)	1300	500-D	Huntington Bestg. Co.	Ted Nelson, p
						DA-D			
<b>EVANSVILLE (Vanderburgh County)</b>					<b>INDIANAPOLIS (Marion County)</b>				
WEOA	1400	250	WEHT Inc. P. O. Box 395 Harrison 4-9215	Edwin G. Richter, p Ernest Felix, evp Wilbur Walker, cm Robert M. Cleveland, ce Anita Cook, pmm Vic Sterling, sd	WFBM	1260	5,000	Consolidated Tv & Radio Bstrs Inc. 1330 N. Meridian St. Melrose 4-8521	Harry M. Bitner Jr., p William F. Kibley, gm Hugh L. Kibbey, slm Franklin H. Small, cm Charles Breccc, pd Estel D. Freeman, pmm Harold Holland, ce Gilbert Forbes, nd
1936					1924	DA-N		ABC MBS Katz	
WEHT (TV) Henderson, Ky.			CBS Young		WFBM-TV				
WGBF	1280	5,000-D	On The Air Inc. P. O. Box 485 (3) Harrison 2-1171	Alvin Q. Eades, p Martin L. Leich, evp, gm, cm Pat Roper, pd Erwin P. Schoeny, ce Gene Crawford, nd, fd, pmm Marvin Bates, sd	WFMS (FM) (CP)	95.5mc	4.5kw	Williams Fm Service 750 N. Meridian St. Melrose 4-1512	Indiana Bestg. Corp. gm M. L. Morris, cm Elizabeth J. Williams, pd Martin R. Williams Jr., ce
1925	1,000-N	DA-N	NBC Weed		1947				
WIKY	820	250-D	South Central Bestg. Corp. 1162 Mt. Auburn Rd. Harrison 4-8284	John A. Engelbrecht, p, gm, cm, pd, pmm George F. Stoltz, ce George Van Horn, nd Kenneth McCutchan, fd Bettie G. Engelbrecht, wd	WGEE (CP)	1590	5,000-D	Rollins Bestg. Inc. 4800 E. Raymond St.	O. Wayne Rollins, p Arnold C. Johnson, gm
1947			Pearson		1938	1070	50,000-D	WIBC Inc. 2835 N. Illinois St. Walnut 4-2661	R. M. Fairbanks, p, gm Gil Berry, cm William L. Dean, pd, pmm Robert W. Minton, ce Gordon Craham, nd Harry Andrews, fd William F. Fox Jr., sd Joan Evans, wd
						10,000-N	DA-2	Blair	
WIKY-FM	104.1mc	19kw							
1948									
WJPS	1330	5,000-D	WJPS Inc. 206 1/2 Main St. Harrison 5-2221	Robert S. Davis, p Jack McLean, gm, cm, sd Charles Caldwell, pd Verne Paule, nd James Jared, ce Clara Henry, bus mgr	WIRE	1430	5,000	Indianapolis Bestg. Inc. 307 N. Pennsylvania St. Melrose 5-1541	Eugene C. Pulliam, p Willard C. Worcester, vp, gm Daniel C. Park, cm M. Wayland Fullington, pd Richard L. Higgs, pmm Eugene E. Alden, ce
1948	1,000-N	DA-2	ABC Hollingbery		1924	DA-N		NBC Peters, Griffin, Woodward	
<b>FORT WAYNE (Allen County)</b>					<b>JASPER (Dubois County)</b>				
WANE	1450	250	Indiana Bestg. Corp. 1205 Ft. Wayne Bank Bldg. Anthony 6212	C. Wrede Petersmeyer, p Robert F. Bryan, sec-treas Reid G. Chapman, gm Merlin Smith, cm Doug Hadley, pd	WITZ	990	1,000-D	Jasper on the Air Inc. P. O. Box 167 678	Dr. G. E. Metzger, p Dennis J. Keller, gm Al Farber, cm John Williamson, pd Pat Pinnick, pmm Peter L. Russo, ce Jim Eisenmenger, nd
1948			CBS H-R Reps.		1948				
WINT (TV) Waterloo, Ind.									
WGL	1250	1,000	News-Sentinel Bestg. Co. 201 W. Jefferson Eastbrook 3366	Helene R. Foellinger, p Merrill C. Johnson, vp, gm, cm Norman C. Widenhofer, pd Robert Storey, pmm Damon Wilson, ce Len Davis, sd	WISH	1310	5,000-D	Martin R. Williams Sr., p, 1440 N. Meridian St. Melrose 4-6411	C. Wrede Petersmeyer, p Robert B. McConnell, vp, gm Robert F. McHaley, cm William Froesch, pd James A. Buck, pmm Stokes Gresham Jr., ce Dallas DeWeese, nd
1924	DA-2		ABC Headley-Reed		1941	1,000-N	DA-N	CBS Bolling	
					WISH-TV				
WKJG	1380	5,000	Northeastern Indiana Bestg. Co. 220 E. Jefferson St. Anthony 2295	Clarence L. Schust, p Edward G. Thoms, gm Carleton B. Evans, cm Calo Mahlock, pd Wilson Schroeder, pmm Eugene A. Chase, ce	1941	DA-N			
1947	DA-2		NBC MBS Raymer						
WKJG-TV									
WOWO	1190	50,000	Westinghouse Bestg. Co. 124 W. Washington Anthony 9436	Donald H. McGannon, p Carl W. Vandagriff, gm H. D. Longworth, cm Cal Bollwinkel, pd Carol A. Johnson, pmm Harold L. Brokaw, ce Cal Stewart, nd, sd Jay Gould, fd Jane Weston, wd	1948	5,000-D	DA-D	Radio Indianapolis Inc. 3003 Kessler Blvd. Walnut 5-6494	Lyman S. Ayres, p Robert D. Enoch, vp, gm Eugene W. Strack, asst mgr Greg Smith, pd Norbert Coetzinger, ce
1925	DA-N		Peters, Griffin, Woodward						
<b>FRANKFORT (Clinton County)</b>					<b>JASPER (Dubois County)</b>				
WILO	1570	250-D	Lake Eric Radio & Tv Corp. 52 1/2 E. Washington 3338	Ted M. Nelson, p Lewis M. Shroyer, gm, ce Phil Wise, cm James Cronkright, pd, pmm, nd Helen Carroll, wd	WITZ	990	1,000-D	Jasper on the Air Inc. P. O. Box 167 678	Dr. G. E. Metzger, p Dennis J. Keller, gm Al Farber, cm John Williamson, pd Pat Pinnick, pmm Peter L. Russo, ce Jim Eisenmenger, nd
1953			KBS Best		1948				

Executive Abbreviations: Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.  
Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.  
FM's in *italic*. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

**KENDALLVILLE (Noble County)**

WKTL 1955	1570 250-D DA-D	Noble-DeKalb Bcstg. Co. P. O. Box 47 764 KBS Best	Carl V. Shellene, p Charles R. Palmquist Jr., gm cm, sd Donald L. Head, sm, ce, pd H. Brooks Dawson, nd William Miller, nd, fd Charlotte Whitson, wd
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**KOKOMO (Howard County)**

WIOU 1948	1350 1,000 DA-2	Booth Radio & Television Stations Inc. 700 Buhl Bldg., Detroit, Mich. WO 2-0220 CBS Weed	John L. Booth, p John Carl Jeffrey, gm, cm, pmm Elvin Cunningham, ce Dan O'Meara, nd Ray Watson, fd Art Collier, sd
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**LAFAYETTE (Tippecanoe County)**

WASK 1942	1450 250	WFAM Inc. McCarty Lane 2 4300 MBS Rambeau	O. E. Richardson, p, gm, cm James Mathis, pd Henry Rosenthal, pmm Richard Cochran, ce Earl Richardson, nd Harry Bradway, pd
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**LA PORTE (La Porte County)**

WIMS 1947	1420 1,000-D 500-N DA-N	Northern Ind. Bcstrs. Inc. 611 Pine Lake Ave.	(See Michigan City listing)
WLOI 1948	1540 250-D	La Porte County Bcstg. Co. 906 Lincolnway 3734 Pearson	Dee O. Coe, p Bob Harris, sm L. B. Weller, pdm, pmm Maxine Ford, pd Ben Munson, ce Earl Feather, fd

**LINTON (Greene County)**

WBTO 1954	1600 500-D	Linton Bcstg. Co. State Hwy. 54	Henry C. Sanders, ptrn Norman Hall, ptrn
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**LOGANSPORT (Cass County)**

WSAL 1949	1230 250	Logansport Bcstg. Corp. 3111 MBS	Glenn L. Miller, p Richard E. Jackson, gm Joseph A. Wiler, cm Gene Waters, pd, fd Donald C. Neal, pmm Raymond A. Olson, ce Bill Knisely, nd
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**MADISON (Jefferson County)**

WORX 1956	1270 1,000-D DA-D	Electronic Laboratories Inc. P. O. Box 96 1270 Best	Clarence E. Henson, p, ce Herbert L. Arms, gm Lloyd L. Walker, cm Graham C. Taylor, nd, sd Condon F. Boaz, fd
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WORX-FM 96.7mc  
1950 0.35kw

**MARION (Grant County)**

WBAT 1947	1400 250	Marion Radio Corp. Resneck Bldg. 5500 CBS Everett-McKinney	Lester Spencer, p, gm William C. Fowler, vp, sm James L. Landry Jr., pd Bill Shannon, nd Guy T. Harris, fd Phyllis Whiteman, wd
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WMRI 1955	860 250-D DA-D	Chronicle Publishing Co. Pennsylvania St. 5705	Gardner Thomas, p Ken Kilmer, gm Robert Fincannon, slm, sd Ralph Wayne, pd Chester Perice, pmm Lloyd Smith, ce Harry Waterhouse, nd
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WMRI-FM 106.9mc  
1948 31kw

**MICHIGAN CITY (La Porte County)**

WIMS 1947	1420 1,000-D 500-N DA-N	Northern Indiana Bcstrs. Inc. Old Chicago Road, Route 2 5-5245 611 Pine Lake Ave. La Porte, Ind. (also)	William N. Udell, p Al Halus, co-cm Richard S. Olson, pd Stewart C. McDonnell, pmm Robert J. Schilling, ce John H. Gleason, co-nd Robert E. Pfister, co-nd
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**MT. VERNON (Posey County)**

WPCO 1955	1590 500-D	Mt. Vernon Bcstg. Co. Hiway 62-W PO 3-4484 Triangle Radio Net.	H. C. Sanders, co-o Norman Hall, co-o, pd F. Courtney Smith, gm Owen Guthrie, cm Jerry Webb, pmm John Davis, ce
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# WIBC - Leads in Indiana



The walls of the lobby at WIBC are crowded with community service awards and certificates. WIBC's staff and management are proud of these awards because they represent successful integration into the community efforts of their listeners, and consequent leadership among the radio stations of Indianapolis and Indiana.

WIBC's leadership in public service has brought with it leadership in audience, too. In the 31 county Indianapolis trading area, WIBC programs rank first in 447 out of 504 rated quarter hours each week.\*

\*Pulse Area Study, Sept.-Oct., 1955

WIBC's success in building big audiences and in public service is due largely to the efforts of the station's well known personality salesmen . . . names like Easy Gwynn, Robin Bright, Al Brooks, Jim Shelton, Gordon Graham and many others. These same personalities are available on a "first come, first serve" basis to help you sell your product or service.

**To Sell Indianapolis, and Indiana,  
the Best Buy... the Only Buy Is... WIBC!**



2835 N. Illinois Street  
Indianapolis 8, Indiana

RICHARD M. FAIRBANKS,  
President and General Manager

**JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVE**

# INDIANA

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives	City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>MUNCIE (Delaware County)</b>				<b>SOUTH BEND (ST. Joseph)</b>			
WLBC 1926 WLBC-TV	1340 250	Tri City Radio Corp. P. O. Box 271 U. S. Highway No. 35 So. of Muncie 4403 CBS Holman	Don Burton, p, gm Bill Craig, cm, pmm Lee Allerton, pd, sd Maury Crain, ce Fred Hinshaw, nd	WHFS (FM) 1956	101.3mc 8.6kw	Commercial Sound & Hi-Fidelity 114 North Hill St. Central 2-6730	Allen E. Kester Sr., ptnr Allen E. Kester Jr., ptnr John F. Schumacher, sm James R. Hougens, slm Frederic W. Soburg, music dir Kevin A. Joyce, pdm
WMUN (FM) 1947	104.1mc 7.4kw	(WLBC, Am Affiliate)		WJVA 1947	1580 250-D	Booth Radio & Tv Stations Inc. P. O. Box 179 Central 4-1111 Pearson	John L. Booth, o, p Martin Creel, gm Jack Freeborn, pd Stephen Grundtner Jr., ce Bob Porter, nd Louise Ottersen, wd
<b>NEW ALBANY (Floyd County)</b>				WNDU 1944 WDNU-TV	1490 250	Michiana Tcstg. Corp. P. O. Box 989 Central 3-7111 ABC Petry	Bernard C. Barth, vp, gm William T. Hamilton, sm D. Martin, cm William Etherton, pd Clark B. Kelsey Jr., pmm Bazil O'Hagan, ce
WLRP 1949	1570 1,000-D	Ohio Valley Bcstg. Inc. P. O. Box 285 WH 4-2235	Roy L. Hickox, p, gm Lynn Stephens, cm Jerry Fordyce, pd, nd Joe Gillum, pmm Tom Allebrandi, ce Keith L. Reising, sd	WSBT 1921 WSBT-TV	960 5,000 DA-2	South Bend Tribune 300 W. Jefferson Blvd. Central 3-3141 CBS Raymer	Franklin D. Schurz, vp Neal B. Welch, gm Wilbur Darch, natl slm Robert J. Drain, pd Judd Choler, pmm Arthur R. O'Neil, ce
<b>NEW CASTLE (Henry County)</b>				<b>TELL CITY (Perry County)</b>			
WCTW (FM) 1947	102.5mc 4kw	Courier Times Inc. 202½ S. 14th St. 2600 Scheerer	Scott B. Chambers, p Howard A. White, gm, cm William E. Turner, pd Francis A. Thompson, ce Jamie Cunningham, nd	WTCJ 1948	1230 250	Tell City Bcstg. Co. 740	James R. Brewer, o, gm
<b>NORTH VERNON (Jennings County)</b>				<b>TERRE HAUTE (Vigo County)</b>			
WOCH 1955	1460 500-D	Dorrell Ochs P. O. Box 46 Fillmore 9-8421	Dorrell Ochs, o Donald K. Edwards, gm, cm Edwin P. Healy, asst mgr, ce Eddie Sears, fd Marguerite Ochs, wd	WBOW 1927	1230 250	Banks of the Wabash Inc. 303 S. 6th St. Crawford 5034 NBC Weed	Alvin Eades, p Wm. F. Rippetoe, gm, cm Ralph S. McHargue, pd, pmm Howard Stewart, ce Martin Plasac, nd A. D. Luers, fd
<b>NOTRE DAME (St. Joseph County)</b>				WTHI 1947 WTHI-TV	1480 1,000 DA-1	Wabash Valley Bcstg. Corp. 918 Ohio St. Crawford 9481 CBS Bolling	Anton Hulman Jr., p J. M. Higgins, gm Tom Lawrence, radio dir Don E. Petit, ce Howard Caldwell, nd, sd Helen Ryan, wd
WNDU 1944 WNDU-TV		(See South Bend listing)		WTHI-FM 1947	99.9mc 7.4kw		
<b>PERU (Miami County)</b>				WWVR (CP)	1300 500-D	Citizens Bcstg. Co. 2327 Lafayette Ave. North 3985	Archie S. Mobley, p, cm, fd Paul D. Ford, vp, gm, ce, nd Eleanor J. Ford, sec, pd Pauline A. Mobley, treas, pmm, wd
<b>PORTLAND (Jay County)</b>				<b>VINCENNES (Knox County)</b>			
WPGW 1950	1440 500-D DA-D	Glenn West P. O. Box 608 1094 KBS	Glenn West, p, gm, cm, ce K. K. Rippey, fd Ted Montgomery, sd Mrs. Glenn West, wd	VIAOV 1940	1450 250	Vincennes Sun Co. Grand Hotel 787 MBS Free & Peters	Eugene C. Pulliam, p Howard Greenlee, gm A. H. Edmondson Sr., sm, nd William Kepler, pd William Litherland, slm Ralph Baldwin, ce
<b>PRINCETON (Gibson County)</b>				<b>WABASH (Wabash County)</b>			
WRAY 1950 WRAY-TV (CP)	1250 1,000-D	Princeton Bcstg. Co. P. O. Box 8 Fulton 5-4861 McGillivra	M. R. Lankford, o, gm D. T. Critchfield, cm Stuart K. Lankford, pd Harold S. Bass, ce Richard Lankford, nd	WAIU-FM 1955	97.5mc 4.6kw	Wabash-Peru Bcstg. Co.	Dr. Wendell Hansen, p Howard Roby, gm Lou Spradling, ce
<b>RICHMOND (Wayne County)</b>				<b>WARSAW (Kosciusko County)</b>			
WKBV 1926	1490 250	Central Bcstg. Corp. West Main St. 3-1156 ABC Everett-McKinney	Lester G. Spencer, gm Roland L. Nusbaum, cm C. E. Stevens, slm Marie Robbins, pd Bill Woehrmann, pmm Louis Dunning, ce Ted Westbrook, nd	WRSW 1952	1480 500 DA-2	Reub Williams & Sons Inc. Times Bldg. 194	R. B. Williams, p William Mallenhour, gm, cm, nd Marie Snyder, pd, wd Jack Essenberg, pmm Fred Gresso, ce Milo Clase, fd, sd
<b>SALEM (Washington County)</b>				WRSW-FM 1948	107.3mc 34kw		
WSLM 1953	1220 1,000-D	Don H. Martin Radio Ridge 700 KBS Best	Don H. Martin, p, gm Boyd Smedley, cm, sd Margaret Martin, pd, wd Barney Schocke, pmm Darrell Dixon, ce Ben Hilton, nd	<b>WASHINGTON (Davies County)</b>			
<b>SEYMOUR (Jackson County)</b>				WAMW 1955	1580 250-D	Washington Radio Inc. P. O. Box 89 1810 Best	Helen B. Bausman, p Joseph Edwards, gm Joseph Floerke, cm Eugene Cabel, pd Paul Davis, ce Jim Foster, pmm, nd Judy Breedlove, wd
WJGD 1949	1390 1,000-D	Dr. Azra C. Baker 1534 Ewing JA 2-3969	Dr. Azra C. Baker, o Bob Shippee, sm Eugene Perrigo, ce Vi Jaynes, wd	WFML (FM) 1948	106.5mc 14kw	(WAMW, Am Affiliate)	

Executive Abbreviations: Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.  
Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.  
FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-I—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

IOWA

MARKET DATA BY COUNTIES

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger Cars 1955
Adair	12,292	3,820	\$11,064	\$1,837	\$237	4,498
Adams	8,753	2,550	7,434	1,354	151	3,107
Allamakee	16,351	4,480	17,320	2,036	246	5,203
Appanoose	19,683	5,867	14,509	2,457	369	5,734
Audubon	11,979	3,430	13,172	1,379	260	4,331
Benton	22,956	6,940	26,236	4,823	408	8,470
Black Hawk	100,448	33,740	140,179	26,318	3,899	38,961
Boone	28,139	8,030	30,150	6,525	885	10,071
Bremer	18,884	5,570	23,126	4,134	385	7,414
Buchanan	21,927	5,820	18,219	3,829	263	7,019
Buena Vista	21,113	6,970	30,648	4,828	647	8,742
Butler	17,394	5,270	22,012	2,603	442	6,937
Calhoun	16,925	5,180	16,825	3,766	390	6,383
Carroll	23,065	6,350	33,246	5,183	555	8,505
Cass	18,532	6,060	27,356	4,408	688	7,304
Cedar	16,910	5,380	23,756	2,801	478	6,530
Cerro Gordo	46,053	14,380	72,098	12,042	1,875	17,749
Cherokee	19,052	5,090	22,052	3,693	549	7,024
Chickasaw	15,228	4,300	18,846	2,685	266	5,236
Clarke	9,369	2,930	10,036	2,081	22	3,168
Clay	18,103	5,970	24,635	4,427	536	7,462
Clayton	22,522	6,320	23,338	3,209	283	7,651
Clinton	49,664	15,860	74,673	13,170	1,590	18,594
Crawford	19,741	5,380	20,013	3,386	453	6,904
Dallas	23,681	7,520	28,425	5,470	702	9,406
Davis	9,959	2,810	7,499	1,670	164	3,521
Decatur	12,601	3,590	8,544	2,228	217	3,653
Delaware	17,734	5,000	15,159	2,455	325	6,316
Des Moines	42,056	14,150	51,703	11,600	1,026	16,063
Dickinson	12,756	3,920	14,890	1,781	591	5,161
Dubuque	71,337	20,130	93,584	18,266	3,122	22,599
Emmett	14,102	4,120	18,538	3,598	429	5,797
Euette	28,294	7,940	31,858	5,682	660	9,675
Floyd	21,505	6,830	24,625	4,652	363	8,034
Franklin	16,268	4,990	19,993	3,245	266	6,460
Fremont	12,323	3,410	10,912	1,815	312	4,137
Greene	15,544	4,690	19,677	2,993	218	6,135
Grundy	13,722	4,210	18,840	1,753	488	5,618
Guthrie	15,197	4,290	13,882	2,736	247	5,303
Hamilton	19,660	6,170	28,225	4,441	538	7,792
Hancock	15,077	4,210	17,790	2,724	400	5,720
Hardin	22,218	7,240	33,124	5,081	585	8,921
Harrison	19,560	5,470	16,933	3,111	600	6,256
Henry	18,708	5,470	21,346	3,343	467	6,644
Howard	13,105	3,790	13,670	2,066	333	4,576
Humboldt	13,117	3,910	18,018	3,052	263	5,125
Ida	10,697	3,120	12,322	1,534	272	4,336
Iowa	15,835	4,680	18,385	3,417	354	5,719
Jackson	18,622	5,450	22,751	4,275	510	7,026
Jasper	32,305	9,990	38,783	9,798	1,175	12,888
Jefferson	15,696	4,890	19,304	3,856	457	5,760
Johnson	45,756	12,860	51,610	8,869	1,680	14,226
Jones	19,401	5,550	23,163	3,793	388	6,988
Keokuk	16,797	5,370	17,952	2,881	324	6,045
Kossuth	28,241	7,240	31,705	4,773	499	9,568
Lee	43,102	13,150	44,583	10,163	1,407	15,399
Linn	104,274	36,600	160,457	28,516	5,370	42,985
Louisia	11,101	3,100	11,355	2,551	289	4,034
Lucas	12,069	3,600	10,871	2,660	178	4,020
Lyon	14,697	4,100	14,337	2,433	254	5,499
Madison	13,131	4,070	15,675	2,744	523	4,612
Mahaska	24,672	7,640	29,873	5,611	668	9,024
Marion	25,930	7,320	22,181	4,505	630	8,240
Marshall	35,611	10,980	50,528	9,220	1,697	13,824
Mills	14,064	3,410	11,043	2,140	265	4,383
Mitchell	13,945	4,010	16,811	3,164	243	5,166
Monona	16,303	4,770	16,352	3,293	313	5,607
Monroe	11,814	3,020	10,420	2,298	185	3,844
Montgomery	15,685	4,990	19,960	3,847	497	5,902
Muscatine	32,148	10,560	40,911	8,223	740	12,150
O'Brien	18,970	5,870	26,494	4,533	414	7,475
Osceola	10,181	2,840	12,503	1,844	203	4,031
Page	23,921	7,040	31,928	5,270	824	8,011
Palo Alto	15,891	4,210	18,596	2,732	303	5,561
Plymouth	23,252	6,550	29,138	4,338	686	8,702
Pocahontas	15,496	4,320	17,008	2,943	332	5,961
Polk	226,010	80,110	337,357	65,911	11,391	87,165
Pottawattomie	69,682	21,300	71,107	16,508	2,492	26,320
Poweshiek	19,344	5,570	19,969	4,159	481	6,975
Ringgold	9,528	2,930	6,166	1,116	155	3,167
Sac	17,518	5,280	22,149	3,394	353	6,941
Scott	100,698	33,090	150,194	27,987	4,707	41,014
Shelby	15,942	4,300	16,154	1,814	365	5,877
Sioux	26,381	7,120	29,662	4,125	572	9,743
Story	44,294	13,130	55,139	12,780	1,512	15,117
Tama	21,638	6,750	24,096	3,765	509	7,812
Taylor	12,420	3,800	7,434	1,340	207	4,086
Union	15,651	5,450	15,892	3,459	527	5,439
Van Buren	11,007	3,510	9,535	2,069	112	3,635
Wapello	47,397	14,800	47,504	10,745	1,761	15,830
Warren	17,758	5,180	15,246	3,443	184	6,618
Washington	19,557	6,120	28,099	3,461	583	7,154
Wayne	11,737	3,610	9,520	1,845	242	3,878
Webster	44,241	13,590	63,671	12,073	1,930	17,127
Winnebago	13,450	3,820	16,272	3,308	313	5,176
Winneshiek	21,639	6,350	19,039	3,238	377	6,989
Woodbury	103,917	35,560	147,730	26,112	4,639	36,133
Worth	11,068	3,110	9,295	1,855	126	3,988
Wright	19,652	6,170	24,855	4,644	584	7,510
Total	2,621,073	811,490	\$3,241,308	\$591,121	\$84,085	966,649

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

DIRECTORY OF AM AND FM STATIONS

City	Call Letters	Established	Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>ALGONA (Kossuth County)</b>						
K.L.G.A.	1956	1600		5,000-D	Kossuth County Bstg. Co. McGregor Road Walker	Frederick Epstein, p James J. Wychor, gm Ruth Epstein, wd
<b>AMES (Story County)</b>						
KAS1	1948	1430		1,000-D	Ames Bcstg. Co. Main at Burnett Cedar 2-3152	W. S. Rupe, p A. A. Skinner, vp, gm L. J. Grafunder, cm Ruby Tillerson, pd Doyle Kelso, ce Basil Grimes, nd
WOI	1922	640		5,000-D	Iowa Tall Corn Net. Pearson	Dr. James H. Hilton, p Robert C. Mulhall, gm James H. Davis, assoc. gm Nancy F. Seeley, pmm Wally Bishop, nd Richard F. Vogl, pd Keith K. Ketcham, ce
*WOI-FM		90-1mc			Iowa State College of Agriculture & Mechanic Arts	
WOI-TV		16kw				
<b>ATLANTIC (Cass County)</b>						
KJAN	1950	1220		250-D	Nishna Valley Bcstg. Co. North Olive 1717	Franklin G. Miller, p, co-gm H. A. (Skcet) Preston, co-gm, sd E. G. Faust, cm Roy Marsh, pd Bob Freund, ce Robert Einhaus, nd, fd
<b>BOONE (Boone County)</b>						
*KFGQ	1927	1260		250-D	Boone Biblical College 924 W. 2nd St. 1119W	Lois Crawford, p, gm Gerald Kleppinger, pd Kieth Ketcham, co-ce Bill Hughes, co-ce
*KFGQ-FM	1950	99.3mc		0.31kw		
KWBG	1950	1590		1,000-D	Boone Bcstg. Co. P. O. Box 36 500-N 1590	Mrs. H. A. Garvey, p H. A. Garvey, gm Dick Canier, cm Tom Quinlan, pd Dale Burge, ce Don Reed, nd
<b>BURLINGTON (Des Moines County)</b>						
KBUR	1941	1490		250	Burlington Bcstg. Co. Roosevelt Ave. Plaza 2-2701 ABC	G. B. McDermott, p David H. Steinle, gm, sd Marc Howard, cm, gm Dick Mosena, pd Roy A. Hodges, pmm John F. Gallino, ce
<b>CARROLL (Carroll County)</b>						
KCIM	1950	1380		1,000	Carroll Bcstg. Co. Radio Park 3586	Vincent Collison, co-o Marvin Collison, co-o Milford Collison, co-o M. W. McPherson, gm Leo R. Mayr, cm Eugene H. Reiff, pd, asst gm, ce
<b>CEDAR RAPIDS (Linn County)</b>						
KCRG	1947	1600		5,000	Cedar Rapids Tv Co. First Ave. at First St. SW	Joseph F. Hladky Jr., vp Edna A. Herbst, gm Robert C. Richards, dir of radio
KCRG-TV		DA-N			EM 4-4194 MBS Everett-McKinney	Ralph D. Willey, pd Carl Rollert, ce Richard D. Yoakam, nd
KPIG	1949	1450		250	Cedar Rapids Bcstg. Corp. 211 First St. S.W. 3-8265	James I. Mitchell, gm Kenneth C. Delp, cm Robert Carpenter, pd LaMar Hay, ce, nd Wayne C. Cornils, sd

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**Anyone who reads  
this is interested  
in radio**

*(So, we might add, are we, so  
look out for that last paragraph)*

Once upon a time there was a preacher who got up early. This was four years ago. The preacher was a Rev. Jones, who lives near Clarence, Iowa. When he got up early, he turned on the radio and there was Chuck Worcester telling about Myzon, which is an additive that you feed to poultry, hogs or cows if you have poultry, hogs, or cows, which this preacher had because he was also a farmer on the side, which isn't too unusual in Iowa, but he hadn't heard of Myzon before, which is. The way Chuck carried on about Myzon made it sound pretty good, so the preacher tried it. Today the Rev. Jones swears by . . . well, let's just say he thinks Myzon is great. He says his flock (of hens—140 at last count) sometimes gives him 100 eggs a day and seldom less than 72. He says he can get his hogs ready for market now in 5½ months, which is like writing an advertisement in 5½ minutes. This speaks well for Myzon, of course, and it also proves that preachers believe what they hear on WMT.

Items like the paragraph above convey the impression that Iowa is full of farmers. It is, of course, but it would be nice to find a preacher who is a part-time manufacturer so we could make another point. Our home county ranks among the hundred leading U.S. counties in the manufacture of food and kindred products as well as in the manufacture of machinery. The industrial payroll is 2½ times the agricultural income for the county. The state's *industrial* income is greater than its farm income.

Go ahead and think of Iowa as great farm country. But don't overlook industry. Four of the five top industrial counties of Iowa are located within our 2½ mv contour. All of the counties within the 2½ mv contour add up to two-thirds of the state total. Yet, there is no big concentration of consumer buying power, industrial payrolls or farm income in Iowa. You've got to have coverage in Iowa. Our 600 kc 5,000 watt signal gives it to you. Plus listeners—more, in fact, in our 33-county primary area than all other radio stations in the area combined. For details, see the man from Katz.

WMT • Mail address: Cedar Rapids • CBS





City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives	Call Letters Established	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>CLAR RAPIDS (Cont.)</b>				KROS 1941	1340 250	Clinton Bcstg. Corp. 246 5th Ave. South Chapel 2-1252 MBS Iowa Tall Corn Net. Pearson	Bernard M. Jacobsen, p, gm Darline Gordon, cm Gerald A. Parker, ce Lee White, nd David Sylvester, fd Hank Dihlmann, sd
WMT 1922	600 5,000	American Bcstg. Stations Inc.	William B. Dolph, p William B. Quarton, vp, gm	KROS-FM 1947	96.1mc 13kw		
WMT-TV	DA-N	Paramount Theatre Bldg. Empire 4-0171 CBS Katz	Kenneth L. Hastie, slm Dean Landfear, pd James Bowermaster, pmm George Hixenbaugh, ce Leo Cole, bus mgr	<b>COUNCIL BLUFFS (Pottawattamie County)</b>			
<b>CENTERVILLE (Appanoose County)</b>				KSUI 1947	1560 500-D	Nonpareil Bcstg. Co. 120 S. Main 4041 Hagg	Robert H. O'Brien, p, gm, ce Donald Gillman, cm Robert M. Hallgren, pd, nd Marjorie W. Morris, pmm, wd Walter Gibbs, sd
KCOG 1947	1400 100	Hiawatha Bcstg. Co. 1910 S. Main St. 407 MBS	Alex Chesley, p Clyde Holbrook, gm Richard Moran, cm Don-Carroll, pd Vic Avers, pmm, nd Gene Logston, fd	<b>CRESTON (Union County)</b>			
<b>CHARLES CITY (Floyd County)</b>				KSIB 1946	1520 1,000-D	Southwest Iowa Bcstg. Co. State 2-2155 Iowa Tall Corn Pearson	Arden D. McKee, p E. M. Horning, gm, cm Jack Mills, pd, pmm, nd William Zollman, ce Dutch Horning, sd Delores Thorp, wd
KCHA 1949	1580 250-D	Radio Incorporated 300½ N. Main 787 KBS	Charles J. Ellis, p, pmm, ce Lu Verne J. Bromberg, sm, cm, pd Phyllis Boggess, nd Robert Monroe, sd	<b>DAVENPORT (Scott County)</b>			
<b>CHEROKEE (Cherokee County)</b>				KFMA 1952	1580 500-D	KFMA Bcstg. Co. 415 Perry St. 6-4407 McGillvra	Lester L. Gould, p, gm Howard N. Fisher, cm, pmm Bill Greener, pd, nd, fd, sd, wd Walter Atamanec, ce Dorothy R. Gould, wd
KCHE 1952	1440 500-D	Cherokee Bcstg. Co. 219½ W. Main St. 51 Best	Charles Reznikov, p, gm, pd, pmm, fd, cm Sterling Heil, ce Caryl Lee Cline, nd	<b>DAVENPORT (Scott County)</b>			
<b>CLINTON (Clinton County)</b>				KSTT 1946	1170 1,000 DA-2	Quint Cities Bcstg. Co. 310½ Harrison St. 6-2541 MBS Walker	Frederick Epstein, p, gm, cm Joseph Coval, pd, ce Jack Barlow, fd Jim Watt, sd Ruth Epstein, wd
KCLN 1956	1390 1,000-D DA-D	Mississippi Valley Bcstg. Co. 514 S. 2nd St. Chapel 3-2174 Best	W. L. Murray, gm, tech dir K. A. Willis, cm Russell H. Snow, pd, nd	WOC 1922	1420 5,000 DA-2	Tri-City Bcstg. Co. 805 Brady St. 3-3661 NBC Peters, Griffin, Woodward	Col. B. J. Palmer, p D. D. Palmer, vp, treas Ralph Evans, exec vp William D. Wagner, sec Ernest C. Sanders, sm Mark Wodlinger, slm Raymond E. Guth, pd Paul Arvidson, ce Bob Frank, nd Hal Hard, sd

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

There's Buying Power In This Here Valley



Tri-City Broadcasting Co., Davenport, Iowa

Our geiger-counter shows this is a market with money to spend — actually a market with an annual effective buying income of \$463,891,000.\* That's a lot of power to spread among 253,800 people . . . it represents an annual per capita effective buying income of \$1,827 . . . or more than \$200 above the national per capita average. Also, it represents an annual per family effective buying income of \$5,955 . . . or almost \$500 above the national per family average.

"Stake out your claim" on this market by placing a schedule of advertising on WOC — the radio-active station that has delivered this market's favorite listening since 1922.

WOC is 5000 watts . . . 1420 Kc . . . and an NBC Affiliate. Peters, Griffin, Woodward, Inc. Exclusive National Representatives.

\*SALES MANAGEMENT "Survey of Buying Power — 1956"

# WOC

Col. B. J. Palmer, President  
Ernest C. Sanders, Manager  
Mark Wodlinger, Sales Mgr.

Peters, Griffin, Woodward, Inc.  
Exclusive National Representatives

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>DECORAH (Winneshiek County)</b>			
KDEC 1947	1240 250	Scenic Bcstg. Co. 308½ W. Water St. 1240 KBS Pearson	Verne Koenig, p, gm, pd Kenneth Bjerke, cm Arnold Zaruba, ce
*KWLC 1926	1240 250 SH	Luther College 687	Esther J. Olson, gm, pd Oliver M. Eittrheim, ce Robert Ruen, nd
<b>DENISON (Crawford County)</b>			
KDSN 1956	1580 500-D DA-D	Denison Bcstg. Co. 45	Walter Morrison, p, gm Jim A. Peterson, pd, ce, fd Tony Larson, nd, sd
<b>DES MOINES (Polk County)</b>			
KCBC 1947	1390 1,000 DA-1	Majestic Bcstg. Co. 3512 Ingersoll Crestwood 7-4483	Karl Peters, p Rollo H. Bergeson, gm Claire E. Grant, cm Mary Schwind, pd Donald R. Priddy, slm Robert S. Brown, ce John Goslin, nd
KIOA 1948	940 10,000-D 5,000-N DA-2	Town & Farm Co. 10th & Mulberry Atlantic 2-9191 ABC H-R Reps.	Don Searle, p Bill Martin, evp Joe Rohrer, gm, vp Willard Morton, bus mgr Albert Michael, pmm Ed Monray, pd, sd U. L. Lynch, ce R. J. Nash, nd Bill Hitt, f dept mgr Scott Lamb, fd Les Wright, f specialist
KRNT 1935 KRNT-TV	1350 5,000 DA-N	Cowles Bcstg. Co. 9th & Pleasant AT 8-3671 CBS Katz	Luther L. Hill, p Robert W. Dillon, sm Paul M. Elliott, cm Wm. H. Hippee, slm Richard H. Covey, pd Joe G. Hudgens, pmm Charles F. Quentin, eng dir
KSO 1921	1460 5,000 DA-N	KSO Inc. 1910 Ingersoll Ave. Cherry 3-0571 Pearson	Lyman S. Ayres, p Raymond W. Baker, gm Robert D. Enoch, evp Lee R. Lemon, pd Rex Hargitt, slm Samuel Mazza, ce Glenn Goodwin, nd Bob Earle, sd
KWDM 1948	1150 1,000 DA-2	Des Moines Bcstg. Corp. 419½ Locust AT 2-8363 MBS Indie	George W. Webber, p, cm, pmm Robert L. Webber, gm Edith D. Webber, pd, wd Werner C. Schwarz, ce John T. Flynn, nd Max P. Rauer, sd
WHO 1924 WHO-TV	1040 50,000	Central Bcstg. Co. 1100 Walnut St. Atlantic 8-6511	Col. B. J. Palmer, p Dr. D. D. Palmer, vp, treas Ralph Evans, evp
WHO-FM 1948	100.3mc 24kw	NBC Peters, Griffin, Woodward	Paul A. Loyet, vp, res mgr W. W. Woods, asst mgr Robt. H. Harter, slm Jack Kerrigan, pd Cecil Huntzinger, prod mgr Reed E. Snyder, ce Jack Shelley, nd Herb Plambeck, fd Jim Zabel, sd
<b>DUBUQUE (Dubuque County)</b>			
KDTH 1941	1370 1,000 DA-N	Telegraph Herald 8th & Bluff Sts. 3-7351 ABC Iowa Tall Corn Net. Pearson	F. W. Woodward, p K. S. Gordon, gm Al Newburgh, cm Robert Gribben, pd Gordon Kilgore, pmm Donald Abitz, ce Ed DeFontaine, nd G. McAteece, fd, sd Mary McGuire, wd
WDBQ 1933	1490 250	Dubuque Bcstg. Co. 505 Main St. 3-8241	John J. Roshek, p James R. King, gm Patrick G. Fleming, cm
WDBQ-FM 1948	103.3mc 15kw	MBS Meeker	Thomas G. Goodman, pd, fd Donald Heim, co-ce Francis Barker, co-ce Vaughn Gayman, nd

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<b>ESTHERVILLE (Emmet County)</b>			
KLIL 1952	1340 100	Estherville Bcstg. Co. Emerson 2-3521	William E. Schons, p, gm Jack Turnbull, sm Cleon LeMont, ce James Colston, nd Mavis L. Peterson, wd
<b>FAIRFIELD (Jefferson County)</b>			
KFAD 1953	1570 250-D	Hiawatha Bcstg. Inc. P. O. Box 494 845	Ray Hatley, p Richard J. Moran, cm, sd Vic Avers, nd Warren Gohn, ce Myrtle Nelson, wd
<b>FORT DODGE (Webster County)</b>			
KEOK 1956	540 1,000-D DA-D	Ft. Dodge Bcstrs. 540 A St. 7-2651 Everett-McKinney	Harold W. Cassill, p Wyman N. Schnepf, sm Ralph Carroll, pd, fd Wilbur Flaherty, ce
KVFD 1939 KQTV (TV)	1400 250	Northwest Bcstg. Co. Warden Bldg. 4-0351 MBS Iowa Tall Corn Pearson	Edward Breen, p, gm Max Landes, cm Drexel Peterson, pd Ruth McTigue, pmm David Gilbert Sinclair, ce Kenneth Peterson, nd
<b>FORT MADISON (Lee County)</b>			
KXGI 1948	1360 500-D	KXGI Inc. Marquette Bldg. 1360	J. E. McNaughton, p Jack Armel, gm Jack Lee, pd Jim Tschantz, ce M. E. Mosley, nd
<b>IOWA CITY (Johnson County)</b>			
KXIC 1948	800 1,000-D DA-D	Johnson County Bcstg. Corp. 108½ E. Washington 8-1181 Iowa Tall Corn Pearson	Scott Swisher, p Gene Claussen, gm, cm, sd Robert Hutchison, pd, nd F. M. Broders, pmm Elliott Full, ce C. M. Ludwig, fd
*WSUI 1919	910 5,000	State University of Iowa 8-0511	Carl H. Menzer, gm Lee Eitzen, pd S. J. Ehert, ce
*KSUI (FM) 1947	DA-2 91.7mc 17.5kw		Paul Eells, sd
<b>KEOKUK (Lee County)</b>			
KOKX 1947	1310 1,000-D 500-N DA-2	Keokuk Bcstg. Co. 5th & Main Sts. 235 Pearson	H. W. Stadler, p R. W. Erickson, gm Bud Duvall, cm Joe Malkin, pd, ce Lee Loomis, pmm Eddy Rodgers, fd
<b>LE MARS (Plymouth County)</b>			
KLEM 1954	1410 1,000-D	George M. DeRuyter P. O. Box 1410 1410	Harry Mower, slm Larry O'Toole, fd, sd cm Bob Coddington, ce, pd George M. DeRuyter, gm Heinz Wilms, pdm Lois De Ruyter, wd
<b>MARSHALLTOWN (Marshall County)</b>			
KFJB 1923	1230 250	Marshall Electric Co. 133 E. Main St. 3361 Iowa Tall Corn Pearson	John Norris, p William P. White, gm William C. Doll, cm Dale Smith, pd, pmm, sd Herbert G. Anderson, ce Howard Vint, fd
<b>MASON CITY (Cerro Cordo County)</b>			
KGLO 1937 KGLO-TV	1300 5,000 DA-N	Lee Radio Inc. Second & Pennsylvania 2800 CBS Weed	Lee P. Loomis, p Herbert R. Ohrt, evp, gm Lloyd Loers, cm Paul Millen, natl. slm Bob Clausen, pd Don Harrer, pmm Roger Sawyer, ce
KGLO-FM 1948	101.1mc 16kw		
KRIB 1948	1490 250	Edward B. Lamson 402 19th S.W. 5400 Pearson	Ed Lamson, p, gm, pd, fd Emmanuel Frank, cm, sm, pmm John Hibbard, ce Stuart Grummon, nd Nancy Kelly, wd, pdm Jim Gogg, sd
KSMN 1948	1010 1,000-D	Land-O-Corn Bcstg. Weir Bldg. 5420 Holman Devney	Charles Warren, p Ray Malmberg, gm John Powell, res mgr Robert Booe, pd, nd Hubert Marshall, ce

# A HALF DOLLAR

will go  
a long way  
these days on **WHO Radio!**



Take 9 a.m. to 12 noon as an example . . .

**F**AR be it from us to suggest that radio is the *only* worthwhile advertising medium — but we do say it can get more mileage out of a dollar than most people realize. *Especially on WHO Radio!*

## LET'S LOOK AT THE RECORD . . .

On WHO Radio, a 1-minute spot between 9 a.m. and 12 noon delivers a minimum of 47,086 actual listening homes, in Iowa alone!

That's at least 496 homes for half a dollar, or 1000 homes for \$1.01—**ALL LISTENING TO WHO!**

That's the half-dollar *minimum*. With its 50,000-watt, Clear-Channel voice, WHO also gets thousands of unmeasured listeners, both in and outside Iowa. Iowa alone has 527,000 extra *home* sets and 573,000 *car* radios — and "Iowa Plus" coverage represents a *third* big bonus!

Let Peters, Griffin, Woodward give you full details — including availabilities.

*(Computations based on projecting Nielsen figures and 1955 Iowa Radio Audience Survey data against our 26-time rate.)*

WHO Radio is part of  
Central Broadcasting Company,  
which also owns and operates  
WHO-TV, Des Moines  
WOC-TV, Davenport

# WHO

for Iowa **PLUS!**

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President  
P. A. Loyet, Resident Manager  
Robert H. Harter, Sales Manager



Peters, Griffin, Woodward, Inc.  
*National Representatives*

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone Network Station Rep.	Executives
<b>MUSCATINE (Muscatine County)</b>			
KWPC 1947	860 250-D	Muscatine Bcstg. Co. Mulberry & Houser Amherst 3-2442 Iowa Tall Corn Net. Pearson	George J. Volger, ptrnr, gm, cm Mrs. George J. Volger, ptrnr Marion Templeman, pd Lee McKee, ce Frank Mangold, nd, sd Joyce Bausman, wd
KWPC-FM 1948	99.7mc 0.78kw		
<b>NEWTON (Jasper County)</b>			
KCOB 1955	1280 500-D DA-D	Newton Bcstg. Co. P. O. Box 190 2100	John J. Brandt, gm Blean A. Calkins, slm Marvin Kettnich, pd, nd Jim Edwards, ce, fd Frances Lynn, wd
<b>OELWEIN (Fayette County)</b>			
KOEL 1950	950 1,000-D 500-N DA-2	Northeast Iowa Radio Corp. 109 S. Frederick 120 Iowa Tall Corn Pearson	C. W. Crahan, p W. J. Teich, gm Don L. (Fibber) McKee, cm Dale Wood, pd, pmm Burt N. Murphy, ce Dick Petrik, nd
<b>OSKALOOSA (Mahaska County)</b>			
KBOE 1950	740 250-D	Oskaloosa Bcstg. Co. P. O. Box 518 Orchard 3-9493 Iowa Tall Corn Pearson	E. G. Wenrick, p William A. Stanley, gm, cm Donn Kirton, pdm Robert Moore, ce Lew Hudson, nd, sd Geraldine Freed, wd
<b>OTTUMWA (Wapello County)</b>			
KBIZ 1941 KTVO (TV) (Kirksville, Mo.)	1240 250	KBIZ Inc. 209 E. 2nd St. Murray 2-4535 ABC MBS	James J. Conroy, p, gm Alice E. Fisher, sm, cm, nd Woody Hirsch, pd Loyd Hanson, ce Dean Osmundson, fd Chuck Fellers, sd
KLEE 1954	1480 500-D	Mid-America Bcstg. Co. Inc. 425½ West Second St. Murray 4-5425 Forjoe Devney	David M. Segal, p, gm Ray L. Watton, sm, cm Von Neubauer, pd, pmm David Barcus, ce Darrell Bray, nd, sd Myrna Peterson, wd
<b>SHENANDOAH (Page County)</b>			
KFNH 1924	920 1,000-D 500-N	Capital Bcstg. Co. Inc. MBS Pearson	Don Searle, p William A. Martin, evp K. D. Titus, vp, gm
KMA 1925	960 5,000 DA-N	May Bcstg. Co. Lowell & Elm Sts. 192 ABC	Edward W. May, p Owen Saddler, evp, gm Anthony J. Koelker, sm, slm Warren Nielson, pdm Floyd Nelson, pmm R. J. Schroeder, ce Dean Naven, pd, nd Merrill Langfitt, fd
KMTV (TV) (Omaha, Neb.)		ABC Petry	
<b>SIOUX CITY (Woodbury County)</b>			
KMNS 1949	620 1,000 DA-2	Siouxland Bcstg. Co. Insurance Exchange Bldg. 8-0628 Pearson	William F. Johns Jr., p Robert J. Flynn, gm Don Frost, pd Ray Coffie, pmm Phil Maher, ce Don Miller, nd
KSCJ 1927 KTIV (TV)	1360 5,000 DA-N	Perkins Brothers Co. 415 Douglas St. 5-7995 ABC Hollingbery	W. R. Perkins, p Eugene T. Flaherty, gm, cm Elizabeth Sammons, pd Jean Harraday, pmm Don Stone, pdm S. C. Dier, ce
KTRI 1939	1470 5,000 DA-2	Sioux City Bcstg. Co. 400 Commerce Bldg. 8-0165 Venard, Rintoul & McConnell	John C. Kelly, p Lennon Kelly, vp H. W. Cassill, gm Robert Hanson, pd, nd Sam Seldon, ce Darlene Dahl, wd

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<b>SPENCER (Clay County)</b>			
KICD 1942	1240 250	Iowa Great Lakes Bcstg. Co. P. O. Box 631 1240 Pearson	Ben B. Sanders, p, gm, cm Mason Dixon, pd T. L. Shumate, pmm Eldon, Karago, ce Harvey Sanford, nd Filmore Stoermer, fd
<b>STORM LAKE (Buena Vista County)</b>			
KAYL 1948	990 250-D	Cornbelt Bcstg. Co. Park Bldg. 1490	Oscar Grau, p Paul Benson, gm, pmm Andy Lynn Statz, pdm Aleda Horner, cm Robert Lamp, ce Dave Wayne, nd
KAYL-FM 1949	101.5mc 8.9kw		
<b>WATERLOO (Black Hawk County)</b>			
*KNWS 1953	1090 1,000-D	Northwestern College P. O. Box 31 Adams 3-3108 American Family Net.	Dr. Richard A. Elvee, p Loren F. Bridges, gm Robert R. Goffrier, res mgr, pd Charles A. Frank, ce
KWWL 1947 KWWL-TV	1330 5,000-D 1,000-N DA-2 (CP-5,000 DA-2)	Black Hawk Bcstg. Co. Hotel Russell Lamson Adams 4-4404 MBS Avery-Knodel	R. J. McElroy, p, gm Don E. Inman, sls dir John Talbot, pd Naomi McElhinney, pmm T. W. Kirksey, ce Ed Falk, nd Frank Arney, fd Clare Rampton, sd Libbie Vaughn, wd
KXEL 1942	1540 50,000 DA-N	Josh Higgins Bcstg. Co. Hwy. 20 East Adams 3-3371 ABC Bolling	Edmont Sonderling, p Alan Henry, vp, sm Don E. Kassner, opr dir, ce Al Laval, pmm Grant Price, nd Byron Gosden, sd Ralph Vogel, fd
<b>WEBSTER CITY (Hamilton County)</b>			
KJFJ 1950	1570 250-D	Land O'Corn Bcstg. Co. E. Hwy. U. S. 20 1500 Best	C. V. Warren, p Ray Ma'mberg, gm Charles H. Warren, cm C. D. Warland, pd, nd, fd Aldis Hendrickson, ce

KANSAS

KANSAS  
MARKET DATA BY COUNTIES

Parish	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Passenger	
					Drug Sales 1955(\$000)	Cars 1955
Allen	18,187	5,830	\$17,022	\$3,646	\$241	6,471
Anderson	10,267	3,210	8,650	1,972	223	3,577
Atchison	21,496	6,410	18,000	4,131	705	7,103
Barber	8,521	2,910	11,462	2,764	502	3,512
Barton	29,909	10,930	46,160	9,228	1,557	14,366
Bourbon	19,153	6,000	18,174	3,868	464	6,374
Brown	14,651	4,860	14,087	3,139	546	5,206
Butler	31,001	12,050	44,763	8,839	1,071	15,163
Chase	4,631	1,550	3,379	866	125	1,656
Chautauqua	7,376	2,110	7,268	1,167	243	2,558
Cherokee	25,144	7,840	15,995	4,685	572	8,594
Cheyenne	5,668	1,460	4,907	860	158	2,002
Clark	3,946	1,070	3,878	853	293	1,522
Clay	11,697	3,710	15,269	2,571	241	4,473
Cloud	16,104	5,140	18,221	3,870	605	5,591
Coffey	10,408	2,640	8,007	1,390	330	3,348
Comanche	3,688	1,160	3,533	830	178	1,472
Cowley	36,905	11,860	48,729	9,487	1,328	14,860
Crawford	40,231	14,770	39,354	9,594	1,382	13,494
Decatur	6,185	2,240	5,953	1,188	156	2,417
Dickinson	21,190	7,220	23,664	4,882	617	8,198
Doniphan	10,459	3,270	5,996	1,839	167	3,510
Douglas	34,086	10,740	39,242	8,220	1,264	12,943
Edwards	5,936	1,950	6,666	1,078	207	2,239
Elk	6,679	1,950	4,516	1,080	152	2,266
Ellis	19,043	5,160	27,725	4,866	559	6,677
Ellsworth	8,465	2,910	8,666	1,896	320	3,316
Finney	15,092	4,090	25,488	5,048	524	5,538
Ford	19,670	6,250	33,692	4,879	861	7,867
Franklin	19,928	6,520	21,658	5,319	633	7,226
Geary	21,671	6,030	28,307	5,779	719	10,217
Gove	4,447	970	3,496	797	134	1,481
Graham	5,020	1,560	5,128	915	230	2,080
Grant	4,638	1,440	8,058	1,565	191	1,848
Gray	4,894	1,230	4,173	720	184	1,772
Greely	2,010	580	2,700	483	64	750
Greenwood	13,574	4,180	12,114	2,383	399	4,910
Hamilton	3,696	780	4,712	879	120	1,162
Harper	10,283	3,420	11,945	2,561	475	4,109
Harvey	21,698	7,510	27,750	5,316	606	8,953
Haskell	2,606	780	2,875	483	98	1,095
Hodgeman	3,310	880	3,088	348	88	1,339
Jackson	11,098	3,380	10,142	2,745	180	4,058
Jefferson	11,084	3,580	8,920	1,724	233	3,916
Jewell	9,698	2,820	5,365	1,305	171	3,497
Johnson	62,783	37,710	79,114	26,841	4,204	43,672
Kearny	3,492	870	2,361	601	96	1,146
Kingman	10,324	3,400	9,573	2,180	245	4,186
Kiowa	4,743	1,360	5,360	1,004	231	1,911
Labette	29,285	10,200	28,057	6,586	810	10,153
Lane	2,808	970	3,982	869	111	1,233

County	Population 1950	Radio Homes	Sales				Passenger Cars 1955
			Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)		
Leavenworth	42,361	10,560	32,066	8,033	1,156	12,493	
Lincoln	6,643	1,950	5,579	1,125	75	2,494	
Linn	10,053	3,080	8,966	1,268	182	3,101	
Logan	4,206	1,170	5,882	1,158	118	1,488	
Lyon	26,576	7,780	29,467	5,715	1,161	9,530	
McPherson	23,670	7,320	23,981	4,639	807	5,919	
Marion	16,307	5,140	15,835	2,635	417	6,764	
Marshall	17,926	5,740	18,475	3,339	2,359	9,247	
Meade	5,710	1,460	5,100	1,108	226	2,107	
Miami	19,698	6,220	18,293	3,883	522	6,883	
Mitchell	10,320	2,920	18,041	2,310	418	3,799	
Montgomery	46,487	16,390	55,180	13,302	1,822	17,977	
Morris	8,485	2,440	7,324	1,380	83	3,251	
Morton	2,610	860	4,233	947	129	1,114	
Osage	14,341	4,170	13,620	2,361	452	4,636	
Osborne	20,348	6,600	20,154	4,264	556	7,558	
Pawnee	6,322	2,050	5,188	1,239	182	2,313	
Peru	8,808	2,810	10,609	1,880	377	3,424	
Pottawatomie	12,811	4,370	11,497	2,607	271	4,528	
Pratt	8,558	2,540	7,203	1,670	179	3,267	
Rice	7,265	2,440	5,828	1,113	165	2,821	
Riley	11,041	3,020	11,115	2,426	384	4,130	
Saline	9,273	3,580	10,174	1,866	276	3,809	
Sedgewick	12,344	3,690	14,927	2,261	373	4,209	
Shawnee	12,156	3,980	20,556	3,487	578	5,364	
Stanton	5,728	1,560	4,836	953	154	2,030	
Sumner	54,058	18,780	77,804	14,784	2,147	23,642	
Trego	11,478	3,590	8,893	1,753	270	4,085	
Thomas	15,635	4,980	15,212	3,988	498	6,227	
Wagoner	33,405	7,640	39,020	7,290	1,048	11,734	
Washington	9,043	3,110	13,110	2,555	379	3,885	
Wichita	7,231	2,140	7,610	1,236	272	2,784	
Woodson	13,406	4,000	15,715	3,227	592	5,241	
Wyandotte	33,409	13,370	65,873	11,745	1,592	17,725	
Total	1,905,299	670,470	\$2,344,582	\$487,229	\$78,569	795,569	

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

DIRECTORY OF AM AND FM STATIONS

ARKANSAS CITY (Cowley County)

KSOK 1947	1280 1,000-D 100-N	KSOK Bcstg. Co. P. O. Box 455 2666	Oscar S. Stauffer p S. C. Thompson, vp, gm N. Wayne Owens, ce Arch E. Gibson, nd, sd
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ATCHISON (Atchison County)

KARE 1939	1470 1,000 DA-1	Griffith-Buenning Bcstg. Co. 5th & Kansas Ave. 2477 KBS Sears & Ayer	James M. Griffith, co-ptnr, gm, fd Paul H. Buenning, co-ptnr, cm L. D. Winegardner, ce Ed Arthur, nd Bill Ervin, sd
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CHANUTE (Saline County)

KCRB 1952	1460 1,000-D	Cecil W. and Jane A. Roberts Beach & Plummer 434 KBS Best	Cecil W. Roberts, p Duane W. Hoisington, gm, cm, pnm, ce Paula Hoisington, pd, wd Tom Alden, nd, fd Dale Spry, sd
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COFFEYVILLE (Montgomery County)

KGGF 1930	690 10,000-D 5,000-N DA-2	Midwest Bcstg. Co. 8th & Elm 1843 ABC Sunflower Net. Pearson	Richard M. Seaton, p Robert L. Pratt, gm, pmm E. B. Spoonamore, cm Richard S. Embody, pd J. Sarto Jaminet, ce Harold Springer, nd
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COLBY (Thomas County)

KXXX 1947	790 5,000-D	Western Plains Bcstg. Co. Inc. 880 W. Fourth St. 790 H-R Reps.	Don Searle, p Bill Martin, evp Ed Mason, vp, gm Bill Moore, regional slm Willard Morton, bus mgr Albert Michael, pmm U. L. Lynch, ce Don Secord, pd Doc Embree, fd Pete Howard, sd Janice Brillhart, wd
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CONCORDIA (Cloud County)

KFRM 1947	550 5,000-D DA-D	KMBC Bcstg. Co. 11th & Central Sts. Kansas City, Mo. Harrison 1-2650 ABC MBS Peterson, Criffin, Woodward	Donald D. Davis, p, cm, pmm John T. Schilling, evp George Higgins, vp, slm John F. Cash, vp, treas Dick Smith, gm Henry Goldenberg, ce Claude Dorsey, nd
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KNCK 1954	1390 500-D	General Bcstg. Co. Inc. 1414 KBS	W. F. Danenbarger, p, gm, nd Oscar W. Allen, vp, cm, pd Gene Shrouf, ce Jim Farley, fd Phil Atkisson, sd Nancy Nading, wd
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DODGE CITY (Ford County)

KGNO 1930	1370 5,000-D 1,000-N DA-N	Dodge City Bcstg. Co. 705 2nd St. Hunter 3-3151 MBS Hagg	Jess Denious Jr., p Wendell Elliott, gm Ruth Petersen, cm Herschel Holland, pd Bob Ellinger, ce Don Hopkins, nd
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EL DORADO (Butler County)

KBTO 1953	1360 500-D	El Dorado Bcstg. Co. 205 1/2 S. Main 3480 Indie	Jim Platt, gm Jay Pratt, cm Chuck Nichols, pd Billie Jo Harms, pmm Jay Williams, ce Bob Lutz, nd
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EMPORIA (Lyon County)

KVOE 1939	1400 250	Lyon County Bcstg. Co. Inc. P. O. Box 350 153 MBS KBS Holman	Sherwood R. Parks, p, gm Richard Fraley, slm Curt Stallings, pd Charles Stark, ce, nd, sd Coleen Dawson, wd
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FORT SCOTT (Bourbon County)

KMDO 1954	1600 500-D	Fort Scott Bcstg. Co. P. O. Box 72 2545 Ovark Net. Best	Lloyd Clinton McKenney, p Jim McKenney, sm George Brock, slm Victor Lindsey, pd, nd Phil Hendricks, ce Jim Ross, sd
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GARDEN CITY (Finney County)

KIUL 1935	1240 250	KIUL Inc. 509 1/2 N. Main 3251 NBC KBS Holman	Robert Wells, p, gm, sd Joe Weddle, cm Tony Jewell, pd, nd, fd Mary Connors, pmm Joe Tennessen, ce Lucille Kaiser, wd
KNCO 1948	1050 1,000-D	Ark Valley Bcstg. Co. P. O. Box 247 3041 Continental	Elsworth Sherman, p John Hendry, gm, nd Wilma Goulding, pd Gene Conjurski, ce Jim Nichols, sd John Straus, fd

GOODLAND (Sherman County)

KWGB 1947	730 1,000-D	James E. Blair 331 MBS KBS	James E. Blair, o, gm Bert Blair, cm Carl Lewis, ce T. L. Blair, fd
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GREAT BEND (Barton County)

KVGB 1937	1590 5,000 DA-N	KVGB Inc. 2007 17th 4317 NBC Sunflower Net. Pearson	Helen T. Coogan, p Crover C. Cobb, vp, gm Robert D. Hilgendorf, asst gm, fd, sd Dale W. McCoy Jr., slm Ray H. Beals, pd Bette Moore, pmm Gilbert Hanzlicek, ce James F. Heaton, nd
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HAYS (Ellis County)

KAYS 1948	1400 250	KAYS Inc. 2450 Hall St. 4-2578 KBS Holman	Ross Beach Sr., p Bob Schmidt, gm, cm Kay Melia, pd, sd Bud Ryan, pmm Glen Barnett, ce Don Gill, nd
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HUTCHINSON (Reno County)

KWBW 1935	1450 250	Nations Center Bcstg. Co. Inc. 17th & Harding Mohawk 2-4486 NBC KBS Devney	Bess Marsh Rickard, p Fred L. Conger, evp, gm Robert Hanna, slm, sd Kenn Maloney, pd, nd Don W. Warnock, ce
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KWHK 1946	1260 1,000-D 500-N DA-2	KWHK Inc. 18 W. 5th St. 5-4461 Everett-McKinney	J. D. Hill, o, gm Vern Minor, slm Stan Gribble, pd M. H. Clary, ce Monte Moore, nd, sd Dick Jones, music dir
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INDEPENDENCE (Montgomery County)

KIND 1947	1010 250-D	Central Bcstg. Inc. 1010 MBS KBS	Nels Rupard, p, gm Frances Hagan, wd Jimmy Goodman, fd
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# KANSAS

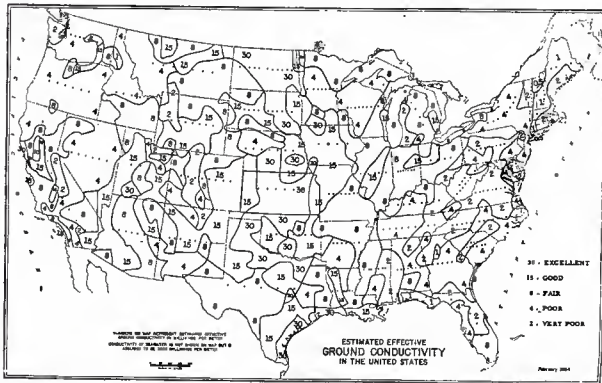
City	Call Letters	Chan. or Freq.	Licensee Headquarters Telephone Network Station Rep.	Executives	City	Call Letters	Chan. or Freq.	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>JUNCTION CITY (Geary County)</b>					<b>PARSONS (Labette County)</b>				
KJCK	1420	1,000-D	Junction City Bcstg. Co. 724½ N. Washington 8-3165 Indie	Ralph L. Weir Jr., p, gm, cm Tony Valencia, slm Don Whitebread, pmm Royce Baerg, ce Bruce Karns, nd Hayes Beck, fd	KLKC	1540	250-D	Community Bcstg. Co. 109½ S. Central 4050 KBS	Carol B. Combs, p Richard R. Combs, gm, ce Eugene L. Joslin, cm, fd Jack Bateman, pd, nd, sd
<b>KANSAS CITY (Wyandotte County)</b>					<b>PITTSBURG (Crawford County)</b>				
KCKN	1340	250	Cy Blumenthal 250 W. 2nd 2-3864 Capper	Cy Blumenthal, o	KOAM	860	10,000-D	Pittsburg Bcstg. Co. Professional Bldg. 2165 NBC	E. V. Baxter, p, gm Warren Stout, cm Ed Wilson, pd, nd Paul Hudson, pmm Leo Stafford, ce George Terry, sd
<b>LAWRENCE (Douglas County)</b>					<b>PRATT (Pratt County)</b>				
*KFKU	1250	5,000 DA-N	University of Kansas Viking 3-2700	R. Edwin Browne, dir Mildred Seaman, pd Glenn Price, pdm R. P. Stringham, ce Alice Davis, sports mgr	KSEK	1340	250	KSEK Bcstg. Co. P. O. Box 610 742 KBS	Oscar S. Stauffer, p Thad M. Sandstrom, gm John Glynn, ce Paul A. Winders, pd
*KANU (FM)	91.5mc	35kw			KWKS	1570	250-D	Clem Morgan 207½-209½ S. Main 1570	Clem Morgan, o, gm, nd Francis C. Morgan, cm Margaret Godfrey, pd Dave Blevins, pmm Carl Lewis, ce M. H. Morgan, wd
KLWN	1320	500-D	Lawrence Bcstrs. Inc. R. 5 Viking 3-1320 Indie	Arden Booth, gm Tom Beal, cm Prentice Jefferies, pd Earl Sundbye, ce Ken Coy, nd E. C. Quigley, sd	<b>RUSSELL (Russell County)</b>				
<b>LEAVENWORTH (Leavenworth County)</b>					<b>SALINA (Saline County)</b>				
KCLO	1410	500-D	George Basil Anderson Florence L. Anderson P. O. Box 809 Mutual 2-1410 KBS Best	George Basil Anderson, co-o, gm Florence L. Anderson, co-o Paul Deck, sm Chester Kozak, cm Amedeo Moretti Jr., ce	KSAL	1150	5,000 DA-N	KSAL Inc. 201 W. Iron Ave. Tailor 3-3701 MBS	R. J. Laubengayer, p Ray V. Jensen, mgr, cm Alfred Thompson, pd Kip Lamer, pmm Donald Engelhardt, ce John Henshall, nd
<b>LIBERAL (Seward County)</b>					<b>TOPEKA (Shawnee County)</b>				
KSCB	1270	1,000-D	Seward County Bcstg. Co. Inc. P. O. Box 311 Maine 4-3891 Best	Alf M. Landon, p Leon S. Salathiel, gm J. Hobart Hill, cm Wayne Pash, ce	KJAY	1440	5,000-D 1,000-N DA-2	KJAY Inc. 908 Kansas Ave. 3-1336 Walker	Robert Rohrs, p, gm, cm Wayne J. Hatchett, ce Jim Howell, pd, sd Roy Vernon, nd
<b>MANHATTAN (Riley County)</b>					<b>WIBW (Wichita County)</b>				
KMAN	1350	500-D	Manhattan Bcstg. Co. 114 N. 4th P. O. Box 391 Prescott 8-4451 KBS	Fred A. Seaton, p Lowell E. Jack, gm, pd, pmm Peter Wimsatt, cm Harold Luerhing, ce Saralena Sherman, nd, wd	WIBW	580	5,000 DA-N	Topeka Bcstg. Assn. Inc. 1035 Topeka Blvd. 3-2377 CBS	Philip Zach, p Ben Ludy, gm Lewis Dickensheets, asst gm, ce Hilton Hodges, slm Vic Boutwell, publicity dir Ken Reed, nd Wes Seyler, fd
*KSAC	580	5,000-D	Kansas State College Prescott 6-8811	James A. McCain, p Kenneth E. Thomas, dir, pd, pmm G. E. Landon, asst. dir, pdm Bernard P. Holbert, ce Frank Jones, nd, fd, sd Miriam Dexter, wd	WIBW-TV	5,000	ST-KSAC		
KSAC-TV	500-N	ST-WIBW			<b>WREN (Wichita County)</b>				
<b>MARYSVILLE (Marshall County)</b>					<b>WICHITA (Sedgwick County)</b>				
KNDY	1570	250-D	Marshall Transmitter Inc. 803½ Broadway 255	Andrew J. E. Grauer, p, gm, cm, pmm Al Hunter, pd, sd Gary Vadnais, ce Lindell Grauer, nd, wd	KAKE	1240	1947	KAKE Bcstg. Co. 1500 North West St. Whitehall 3-4221 MBS	Mark H. Adams, p Martin Umansky, vp, gm Roger W. Pepper, slm Scot McCullough, pd Ira E. Courtney, ce
<b>McPHERSON (McPherson County)</b>					<b>KANS (Sedgwick County)</b>				
KNEX	1540	250-D	K. R. Krehbiel McPherson Daily Republican 1540 KBS	K. R. Krehbiel, o Hank Dais, gm Morris Heitschmidt, pd, nd Claude Hughes, ce Jay Conard, sd Betty Jo Donham, wd	KANS	1480	5,000-D 1,000-N DA-2	State Bcstg. Co. 1015 N. Broadway Hobart 4-2387 NBC	Kenyon Brown, co-o Frank J. Lynch, co-o, gm Jim Yost, slm J. W. Harmon, pd George Gow, nd Graeme Fletcher, assoc nd
<b>NEWTON (Harvey County)</b>					<b>KFBI (Franklin County)</b>				
KJRG	950	500-D	George Basil Anderson P. O. Box 77 3240 KBS	George Basil Anderson, p Bob Kent, gm, cm, ce Hugh Ross, nd, fd Ted Hill, sd	KFBI	1070	10,000-D 1,000-N DA-N	KFBI Inc. 42nd & Broadway N. Temple 8-3377 Avery-Knodel	Hale Bondurant, gm, cm Jim O'Neill, pd Lew Hunter, pmm K. W. Pyle, ce Henry Harvey, nd Lester Weatherwax, fd Lynn Sucher, sd Marie MacDonald, wd
<b>OTTAWA (Franklin County)</b>					<b>KFH (Franklin County)</b>				
KOFO	1220	250-D	Ottawa Bcstg. Co. P. O. Box 46 1045	Roderick B. Cupp, co-o, gm Edwina W. Cupp, co-o Ronald G. Reed, slm Gerald Servatius, ce	KFH	1330	5,000 DA-N	Radio Station KFH Co. KFH Bldg. Amherst 2-4491 CBS	John Rigby, p Marcellus M. Murdock, evp Thomas B. Bashaw, gm John N. Merrell, slm Don Anderson, pd Russel Lowe, pmm Leslie Campbell, tech dir

Executive Abbreviations: Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.  
Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.  
FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

# Let These RADIO BASICS Guide Your RADIO BUYING

Thirty years ago, when WIBW first went on the air, every time buyer knew the basic radio facts for determining a station's effective coverage, listenability, and audience. Today, only a handful of old timers are familiar with this information and use it to their advantage.

Because distorted "Surveys" and irresponsible salesmanship have jeopardized the foundation upon which radio was built, we are reproducing TWO BASICS OF RADIO COVERAGE that will help guide your selection of any radio station. Study them! Use them! They're fundamentals!



## DOWN TO EARTH

The better the ground conductivity, the better any station's signal. The first step in evaluating a station's coverage is to locate it on this map. Note that WIBW is favored with the nation's highest ranking ground conductivity. This means that people living in four states can hear WIBW clearly, easily. And it's this same, wonderful soil that accounts for the rich Kansas farm land and the wealth of the farm families that make up the majority of WIBW's steady listeners.

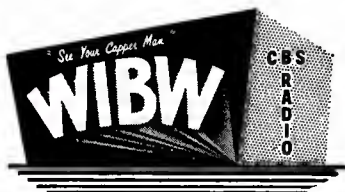
## POWER IS NOT ENOUGH

The higher a station's frequency, the smaller its coverage. High power and high frequency cancel each other out. For example, let's check WIBW on this table. Our 5,000 watts on 580 kc., with excellent ground conductivity delivers a socking DAYTIME half-millivolt signal in every direction for 200 miles. No wonder the old timers use WIBW so consistently. They're getting RESULTS because they're getting maximum coverage at minimum cost. Isn't this something that you too should consider?

APPROXIMATE RADIUS OF HALF-MILLIVOLT CONTOUR - DAYTIME						
Power	Frequency	Excellent Ground	Good Ground	Fair Ground	Poor Ground	Very Poor Ground
Clear Channel Stations 50,000 watts	( 640kc	302 miles	207 miles	151 miles	115 miles	76 miles
	( 870kc	217 "	150 "	109 "	82 "	54 "
	( 970kc	192 "	132 "	96 "	72 "	48 "
	(1190kc	160 "	106 "	77 "	58 "	39 "
	(1460kc	125 "	85 "	62 "	47 "	31 "
	(1490kc	122 "	83 "	61 "	46 "	30 "
Regional Channel Stations 5,000 watts	( 550kc	257 "	162 "	118 "	89 "	59 "
	( 650kc	205 "	141 "	105 "	77 "	51 "
	( 880kc	145 "	97 "	71 "	53 "	35 "
	( 950kc	131 "	90 "	66 "	49 "	33 "
	(1220kc	101 "	69 "	50 "	38 "	25 "
	(1450kc	84 "	58 "	42 "	31 "	21 "
Local Channel Stations 250 watts	(1200kc	54 "	38 "	27 "	20 "	14 "
	(1500kc	45 "	50 "	22 "	16 "	11 "

PRINTERS' INK for April 26, 1940

For free 8x10 copies of the above charts, call your Capper Man



OUR  
30th  
YEAR

TOPEKA,  
KANSAS

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

KCKN in Kansas City

Rep: Capper Publications, Inc.

**KENTUCKY  
MARKET DATA BY COUNTIES**

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger Cars 1956
Adair	17,603	3,370	\$7,478	\$1,523	\$238	3,319
Allen	13,787	3,630	9,700	1,658	210	3,098
Anderson	8,984	2,110	5,730	1,424	199	2,940
Ballard	8,545	3,350	5,935	1,923	140	2,302
Barren	28,461	8,200	23,522	4,726	760	7,681
Bath	10,410	2,340	3,766	1,363	96	1,930
Bell	47,602	8,000	25,279	6,682	912	6,582
Boone	13,015	4,530	9,653	2,477	182	8,193
Bourbon	17,752	4,800	16,157	4,450	384	4,974
Boyd	49,949	14,860	56,431	14,015	1,609	15,664
Boyle	20,532	5,360	19,928	4,097	549	6,445
Bracken	8,424	2,690	5,196	1,229	87	2,413
Breathitt	19,964	3,170	5,555	1,593	83	1,413
Breckinridge	15,528	3,640	5,873	1,499	82	3,350
Bullitt	11,349	3,570	7,181	2,315	245	3,686
Butler	11,309	2,120	2,321	749	61	1,744
Caldwell	13,199	3,990	10,290	2,560	330	3,527
Calloway	20,147	4,510	18,957	3,601	527	5,931
Campbell	76,196	25,590	75,577	22,172	2,776	27,144
Carlisle	6,206	1,740	5,024	979	118	1,686
Carroll	8,517	2,370	8,114	2,290	169	2,474
Carter	22,559	5,280	9,724	2,620	257	3,706
Casey	17,446	3,110	5,303	1,281	...	2,855
Christian	42,359	15,670	42,573	8,255	926	12,967
Clark	18,898	5,720	17,794	4,233	593	6,313
Clay	23,116	3,550	7,073	1,145	46	2,796
Clinton	10,605	1,780	3,505	738	103	1,787
Crittenden	19,318	2,360	5,696	1,322	170	2,355
Cumberland	9,309	1,960	3,651	749	116	1,356
Daviess	57,241	16,420	72,134	17,478	2,122	19,493
Edmonson	9,376	1,780	2,709	391	46	1,517
Elliott	7,085	1,310	1,100	378	...	844
Estill	14,677	2,500	5,637	1,860	154	2,598
Fayette	100,746	32,200	138,986	25,256	4,882	31,787
Fleming	11,962	2,760	6,897	1,302	134	3,386
Floyd	53,500	8,690	17,728	4,115	378	5,990
Franklin	25,933	7,420	26,213	6,940	919	8,277
Fulton	13,668	3,330	13,469	3,988	385	3,103
Gallatin	3,969	1,050	4,006	693	72	1,420
Garrard	11,029	3,060	6,010	1,261	145	2,828
Grant	9,809	2,950	6,806	1,534	151	3,257
Graves	31,364	9,980	26,056	5,862	680	8,858
Grayson	17,063	4,170	9,388	1,729	296	3,243
Green	11,261	2,380	5,815	1,620	106	2,638
Greenup	24,887	6,650	8,086	3,203	317	7,137
Hancock	6,009	1,420	2,175	885	...	1,484
Harlan	59,312	10,620	38,714	7,769	848	17,756
Harrison	17,751	14,710	33,426	8,887	737	10,487
Hart	13,736	4,690	12,665	2,611	288	4,609
Hart	15,321	3,380	7,540	1,876	280	3,303
Henderson	30,715	9,720	33,870	7,528	608	10,829
Henry	11,394	3,050	7,108	1,592	317	2,054
Hickman	7,778	2,000	4,315	1,296	81	1,705
Hopkins	38,815	11,590	30,751	8,335	500	10,367
Jackson	13,101	2,270	3,596	596	46	1,426
Jefferson	464,615	162,550	679,965	144,137	27,869	178,445
Jessamine	12,458	3,790	8,403	1,907	195	3,489
Johnson	23,846	4,170	11,819	2,908	170	3,534
Kenton	104,254	34,510	112,243	33,170	3,887	30,441
Knott	20,320	2,900	2,419	898	...	1,832
Knox	30,409	5,760	8,421	2,328	93	3,776
Larue	9,956	2,750	5,997	1,279	174	2,959
Laurel	25,797	5,650	13,332	3,367	332	4,931
Lawrence	14,418	3,490	5,614	722	146	1,985
Lee	8,759	1,670	3,082	609	81	1,307
Leslie	15,537	2,770	2,424	746	63	1,082
Letcher	39,522	6,300	13,505	3,583	232	5,571
Lewis	13,520	2,930	5,243	1,231	110	2,596
Lincoln	18,668	4,750	8,554	1,869	134	3,368
Livingston	7,184	1,940	2,864	838	29	1,911
Logan	22,335	6,460	15,575	3,703	446	5,513
Lyon	6,853	1,790	2,430	642	110	1,291
McCracken	49,137	22,350	66,994	16,040	2,736	18,697
McCreary	18,660	2,650	5,923	1,520	62	2,420
McLean	10,021	3,160	4,812	989	113	2,511
Madison	31,179	8,800	24,384	4,611	2,076	8,203
Magoffin	13,839	2,170	2,026	90	70	1,241
Marion	17,212	3,230	11,775	2,596	205	3,947
Marshall	13,387	4,460	11,823	3,400	189	4,607
Martin	11,677	2,130	1,897	337	51	1,430
Mason	18,486	5,580	19,238	4,311	616	5,288
Meade	11,018	2,000	8,535	1,203	69	2,965
Menifee	4,798	830	610	160	...	669
Mercer	14,643	3,930	11,234	2,509	366	4,920
Metcalfe	9,851	1,610	2,870	549	84	1,634
Monroe	13,770	2,620	7,916	1,063	247	2,488
Montgomery	13,025	2,390	13,873	2,661	404	3,852
Morgan	13,624	2,040	4,735	1,093	59	1,597
Muhlenberg	32,501	7,250	19,927	5,015	395	6,852
Nelson	19,521	4,570	14,389	2,878	292	5,149
Nicholas	7,532	2,000	3,553	1,112	147	2,015
Ohio	20,840	4,480	7,829	2,856	327	3,927
Oldham	11,018	2,590	6,934	1,930	185	4,236
Owen	9,775	2,390	4,400	1,034	247	2,214
Owsley	7,324	1,290	813	359	...	615
Pendleton	9,610	2,790	5,374	1,399	177	2,916
Perry	46,566	7,140	20,964	5,053	443	5,836
Pike	81,152	14,350	29,627	7,936	490	13,980
Powell	6,812	1,430	1,694	217	74	1,207
Pulaski	38,452	8,140	19,707	4,588	663	8,237
Robertson	2,881	670	519	278	...	693
Rockcastle	13,925	2,370	4,150	948	131	2,083
Rowan	12,708	2,510	8,277	1,374	243	2,801
Russell	13,717	2,450	4,905	1,130	185	2,462
Scott	15,141	4,110	10,303	3,158	352	4,409
Shelby	17,912	5,770	16,359	2,899	143	5,892
Simpson	11,678	3,680	10,827	1,787	126	3,219
Spencer	6,157	1,340	3,598	683	415	1,902
Taylor	14,403	3,720	10,750	2,370	234	4,374
Todd	12,890	3,210	6,876	1,640	278	2,406
Trigg	9,683	1,890	4,766	1,189	181	2,173
Trimble	5,148	1,620	1,898	402	125	1,419
Union	14,883	3,330	13,748	3,234	404	4,238
Warren	42,758	12,310	41,558	8,471	1,325	12,567

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger Cars 1956
Washington	12,777	2,690	7,035	1,824	196	3,193
Wayne	16,475	3,130	4,569	609	276	2,464
Webster	15,535	4,120	9,448	2,158	228	3,751
Whitley	31,940	5,990	19,054	4,638	443	5,352
Wolfe	7,615	1,190	1,250	241	37	779
Woodford	11,212	3,140	8,420	2,334	264	3,578
Total	2,944,806	774,610	\$2,372,901	\$545,245	\$76,888	768,201

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

**DIRECTORY OF AM AND FM STATIONS**

City	Call Letters	Established	Chan. or Freq.	Power	Licenses Headquarters	Telephone Network	Executives
<b>ASHLAND (Boyd County)</b>							
WCMI	1935	1340	250	Edwina Bcstg. Co.	120 20th St.	East 4-6111	George H. Clinton, p W. R. Martin, gm, pmm Robert L. Gilmore, ce Ken Jones, nd, sd
WCMI-FM	1948	93.7mc	2.75kw			Hollingbery	
WTCR	1954	1420	5,000-D	WTCR Inc. P. O. Box 848 Catlettsburg 661 Rambeau			Connie B. Gay, chmn Jane E. Trimmer, p Donald J. Tucker, evp N. S. Tweel, vp, gm Carroll G. Ogle, cm, ce Jimmy Oakes, pd Johnny Simpson, pmm Ernest Sparkman, nd, fd
<b>BARBOURVILLE (Knox County)</b>							
WBVL	1955	950	1,000-D	Dwight L. Brown 109 Sycamore St. 498			Dwight L. Brown, o, gm Everett Lawson, ce Charles W. Read, cm D. C. Mullins, nd Bessie L. McDonald, wd
<b>BARDSTOWN (Nelson County)</b>							
WBRT	1954	1320	1,000-D	Lawrence W. Adams Hartford, Ky.			V. R. Anderson, p Thomas E. Skinner, gm Jack E. Emerson, cm, pd Felice Penew, cont dir Polly Hall, wd
<b>BENTON (Marshall County)</b>							
WCBL	1954	1290	1,000-D	Purchase Bcstg. Co. Lakeside 7-2581 KBS Continental			Shelby McCallum, p, nd John L. Stewart, gm Betty McCallum, gm Jerry Don Crutchfield, pd Paul Harrington, ce Chuck Thompson, fd
<b>BOWLING GREEN (Warren County)</b>							
WKCT	1947	930	1,000-D	Daily News Bcstg. Co. P. O. Box 727 Victor 3-4325 DA-N Pearson			J. Ray Gaines, p Alvis H. Temple, gm, pmm Jeff Wright, cm, sd Jack Eversole, pd, nd Haro Durham, co-ce Jack Hendricks, co-ce
WLBJ	1940	1410	5,000-D	Greenwood Bcstg. Co. 901 Fairview Ave. Victor 3-3212 DA-2 Walker			Cy N. Bahakel, o Bob Proctor, sm, sd Bud Tyler, nd, ce Helen Griffin, wd Dean Danner, pmm Otis Blanton, fd
WLBJ-FM	1949	101.1mc	8.6kw				
<b>CAMPBELLSVILLE (Taylor County)</b>							
WTCO	1950	1450	250	Taylor County Bcstg. Co. W. Main St. 380 KBS Best			H. T. Parrott, p R. D. Ingram, pm R. L. Turner, gm Lindsay Harden, cm Tommy Kerr, asst. gm Bobby Colvin, pd J. B. Crawley, ce

Executive Abbreviations: Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.  
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FM's in *italics*. \*-Non-Commercial Station. CP-Construction Permit issued. D-Day. DA-D-Directional Antenna, day only. DA-N-Directional Antenna, night only. DA-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.



# WHAS RADIO IS GREAT RADIO . . .

And in each market  
ONE GREAT STATION  
stands out\*



Serving and selling Kentucky  
and Southern Indiana



Go where there's growth . . .  
Go **WHAS RADIO**

50,000 Watts  
A-1 Clear Channel

Victor A. Sholis, Director      Neil Cline, Station Mgr.

Represented Nationally by

**Henry I. Christal Co., Inc.**

\*Alfred Politz Research, Inc.

Associated with the Courier-Journal and Louisville Times

a Whopper of a buy

# WHOP

fulltime CBS Radio  
for  
Hopkinsville and Ft. Campbell,  
Kentucky

FULLTIME LOCAL NEWS DEPT.  
FULLTIME FARM DIRECTOR  
FULLTIME WOMENS DIRECTOR

F. Ernest Dutch Lackey  
President & General Manager

**WHOP**

1230 Kc  
250 watts

+

**WHOP - FM**

98.7 MC  
8800 watts

**MORE** news

**MORE** features

**MORE** regional coverage



... and **MORE**

radio and television stations use

**THE ASSOCIATED PRESS**

## KENTUCKY

City Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>CENTRAL CITY (Muhlenberg County)</b>			
WMTA 1955	1380 500-D	Central City-Greenville Bcstg. Co. 110 N. First St. 818	L. L. Stone, co-o A. E. Stone, co-o Ralph Utley, co-o Bobby Anderson, sm, cm, sd Johnny Tooley, pd, nd, fd A. Harry Zoog, ce
WNES 1955	1600 500-D	Muhlenberg Bcstg. Co. P. O. Box 512 1000	Andy Anderson, p Ronald L. Beane, gm, sd Murrel Fortney, cm Dean Harden, pd, nd Robert J. Beane, ce Don Markwell, fd Jacqueline Beane, wd
WNES (FM) 1956	101.9mc 21.5kw		
<b>COLUMBIA (Adair County)</b>			
WAIN 1951	1270 1,000-D	Tri-Corpus Radio Bcstg. Corp. 4111 KBS Bcst	S. C. Bybee, p, gm, fd Lanier Burchett, cm, sd Oris Gossen, pd Ray Doss, pmm Lewis Owens, ce Allen Young, nd
<b>CORBIN (Whitley County)</b>			
WCTT 1947	680 1,000 DA-N	Corbin Times-Tribune Inc. 1071 MBS	J. Springer Robinson, p John L. Crawford, gm S. G. Hembree, cm Kenneth Z. Turner, pd C. R. Austin, ce Arch Wyatt, sd
<b>COVINGTON (Kenton County)</b>			
WZIP 1947	1050 250-D	WZIP Inc. 6th & Madison Ave. Juniper 1-5300 KBS Kentucky Radio Sales	Arthur L. Eilerman, p, gm Francis Mc Nerney, cm Paul F. Mathew, ce Frank Scholle, sd Carmen G. Eilerman, wd
<b>CUMBERLAND (Harlan County)</b>			
WCPM 1951	1490 250	Tricity Bcstg. Co. 260 KBS	E. F. Shadburne, o, gm, cm Clyde Beal, pd Jim Egbert, ce Bettie Shadburne, wd
<b>CYNTHIANA (Harrison County)</b>			
WCYN 1956	1400 100	WCYN Radio Inc. Pike & Walnut Sts. 1480	Estil R. Anderson, p, ce Bob Doll, gm Helen Williams, cm Bob Chandler, pd, nd, fd John Warner, pmm Lewis Tolle, sd
<b>DANVILLE (Boyle County)</b>			
WHIR 1947	1230 250	Commonwealth Bcstg. Corp. P. O. Box 632 1230 MBS KBS Holman	W. T. Isaac, p, cm David B. Highbaugh, vp, pd, nd, fd Henry C. Lovell, ce Hank Royce, sd Martha Elliott, wd
<b>ELIZABETHTOWN (Hardin County)</b>			
WIEL 1950	1400 250	Elizabethtown Bcstg. Co. 5151 KBS Bcst	J. W. Hodges, p Walter D. Huddleston, gm Calvin Skaggs, cm Tom Skinner, pd Thomas M. Baldwin, ce, fd Bill Earle, nd
<b>EMINENCE (Henry County)</b>			
WSTL 1956	1600 500-D	J. W. Dunavent Bcst	J. W. Dunavent, o, gm, pd, pmm Gene Jones, cm Paul D. Milby, ce Ron Carrell, nd Charles Schumann, fd Billie Wentworth, wd
<b>FRANKFORT (Franklin County)</b>			
WFKY 1946	1490 250	Frankfort Bcstg. Co. Kentucky Ave. 4-8281 MBS, KBS Blue & White Burn-Smith	Ken Hart, p, gm C. A. McLain, cm Mary Garland, pd, pmm, wd Wallace Roach, ce Robert Heath, fd Paul Scott, sd

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

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**FRANKLIN (Simpson County)**

WFKN 1220 Franklin Bcstg. Co.  
1954 250-D North High St.  
33  
KBS  
Best

L. L. Valentine, p, gm, fd  
A. W. Kockritz Jr., evp  
Howard H. Ogles, cm  
Nell Hill James, pd, wd  
William French, ce  
Stan R. Fortmann, sd

**FULTON (Fulton County)**

WFUL 1270 Ken-Tenn Bcstg. Corp.  
1951 1,000-D P. O. Box 482  
1270  
Best

Paul Westpheling, p  
Jo Westpheling, gm  
J. O. Lewis, cm  
Horace Bowden, ce  
Bing Hampton, pd  
Gene Gardner, nd, fd  
Mary-Nelle Wright, wd

WVFL-FM 104.9mc  
1951 0.5kw

**GLASGOW (Barren County)**

WKAY 1490 Glasgow Bcstg. Co.  
1946 250 Olive 1-2141  
KBS

Jack Pedigo, p  
Clovis Sadler, gm, pmm, ce, fd  
John M. Barrick, cm  
Moena Sadler, pd, nd  
Opal E. Cherry, wd

**HARLAN (Harlan County)**

WHLN 1280 Radio Harlan Inc.  
1941 1,000-D 625-626  
KBS  
Burn-Smith (Nat.)  
Ky. Radio Sales

J. Francke Fox Jr., p  
James T. Morgan, gm  
Jack McCoy, pd, sd  
Marvin E. Johnson, ce  
Jack Hoskins, nd  
Pat Farmer, wd

**HARRODSBURG (Mercer County)**

WHBN 1420 Fort Harrod Bcstg. Corp.  
1955 1,000-D

I. C. Spencer Sr., p  
Vic Bellamy, vp, gm  
Joann Warner, bus mgr  
Joe Polsgrove, ce  
Buzz Riggins, nd

**HAZARD (Perry County)**

WKIC 1430 Mountain Bcstg Service Inc.  
1947 1,000-D Peoples Bank Bldg.  
720  
MBS  
Best

Fred Bullard, co-o, p  
Robert S. Mansfield, co-o,  
gm, sd  
Julius Lasslo, cm  
Norma Strong, pd, wd  
Yancy Bowling, ce

WWOW 1390 Perry County Bcstg. Co.  
(CP) 5,000-D Whitesburg, Ky.

Frank L. Jones, ptrnr  
Claude P. Stephens, ptrnr

**HENDERSON (Henderson County)**

WSON 860 Henderson Bcstg. Co.  
1941 500-D 121 North Main St.  
3923

Hecht S. Lackey, p, gm  
Ewing Graham, cm  
Martin E. Schaeffer, pd, nd  
Doris E. Gibson, ce, fd  
Del McLachlan, sd  
Jane Halle, wd

WSON-FM 99.5mc  
1946 20kw

**HOPKINSVILLE (Christian County)**

WHOP 1230 Hopkinsville Bcstg. Co.  
1940 250 1102 So. Va. St.  
Tuxedo 5-5331  
CBS

F. Ernest Lackey, p, gm  
Katherine Pcden, cm  
Margaret Wyatt, pd, wd  
Joyce Ann Kane, pmm  
Leo Y. Wilson, ce  
Frank Cameron, nd

WHOP-FM 98.7mc  
1948 8.8kw

WKOA 1480 Pennyryle Bcstg. Co.  
1954 1,000-D P. O. Box 101  
Tuxedo 6-1204  
KBS

Charles W. Stratton, p, gm  
Don Ritter, cm  
Susan Hyde, pmm  
Bob Spradlin, pd  
Walter Wilson, ce  
Robert McGaughey, nd, fd

**LEBANON (Marion County)**

WLBN 1590 Lebanon-Springfield  
1953 1,000-D Bcstg. Co.  
P. O. Box 647  
486  
KBS  
Best

Charles Shuffett, co-o, cm  
C. H. Hulse, co-o, ce  
E. Jeffries, pd  
J. T. Whitlock, pmm  
Emerson Lay, fd  
Mary Lou Clements, wd

**LEXINGTON (Fayette County)**

WLAP 630 Community Bcstg. Co.  
1922 5,000-D Radio Bldg.  
WLAP-TV 1,000-N 3-2727  
DA-2 ABC  
Pearson

Frederic Cregg Jr., co-o  
Charles H. Wright, co-o  
Harry C. Feingold, co-o

WLAP-FM 94.5mc  
1950 3.5kw

WLEX 1300 Central Kentucky Bcstg.  
1946 1,000 Co.  
WLAP-TV DA-N 134 N. Limestone St.  
3-0433  
Bolling  
Dora-Clayton

J. D. Gay Jr., p  
Earl L. Boyles, evp, gm  
Harry C. Barfield, asst mgr  
Les Tackett, cm  
Jim Robertson, ce  
Sue Fennimore, nd, wd

WVLC 590 Bluegrass Bcstg. Co.  
1947 1,000 Phoenix Hotel  
DA-1 4-6470  
MBS  
Burn-Smith

Donald J. Horton, p  
Ted Grizzard, vp, gm  
George T. Webb, cm  
Claude Sullivan, pd, sd  
Jay Watters, pmm  
Paul Dunbar, ce  
Raymond P. Holbrook, nd

**LONDON (Laurel County)**

WFTG 1400 London Bcstg. Co.  
1955 250 P. O. Box 333  
598

Elmo Mills, gm  
Russell Henson, sm, ce  
Ray Asher, cm, pd  
Charles Nelson, sd  
Fred Johnson, nd  
Benard Stallard, fd



**Your Best Buy in the Blue Grass!**

ABC, as of April, 1956, gives Lexington City Zone a population of 101,428. New, big industry—including huge plants of International Business Machine and R. J. Reynolds Tobacco Company—moving into this market makes it one of the fastest growing areas in the country today! Independent WLEX, with well balanced, appealing LOCAL programing is your hardest hitting radio buy!

Lexington's Only Non-Directional Station

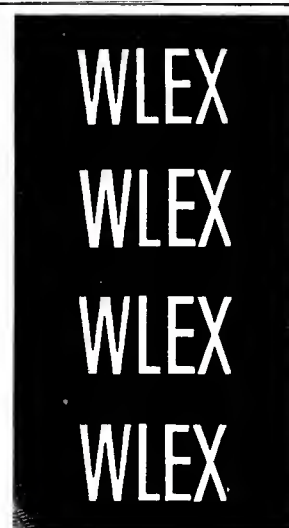
**WLEX • LEXINGTON, KENTUCKY**

Earl L. Boyles, V. P. and Gen. Mgr.

Contact the Bolling Company, Inc.

In Deep South—Dora-Clayton Agency

COVERING CENTRAL KENTUCKY LIKE THE BLUE GRASS



**DECISION-MAKERS WHO DIRECT  
NATIONWIDE BUSINESS EXPANSION ARE**



**LAWRENCE L. MACK**, THE PRESIDENT AND FOUNDER OF SLENDERELLA INTERNATIONAL, PULLS NO PUNCHES WHEN HE DESCRIBES SPOT'S ROLE IN HIS BUSINESS:

"WE'VE FOUND THAT SPOT RADIO IS THE MOST EFFECTIVE MEDIUM TO BUILD OUR SERVICE, MARKET BY MARKET. WE'RE LIVING ON OUR SUCCESS WITH SPOT!"



**WLOU**

1350 KC — 1000 WATTS

LOUISVILLE'S ONLY 100% NEGRO PROGRAMMED STATION  
ALL NEGRO AIR PERSONALITIES  
PRIMARY COVERAGE COMPLETELY BLANKETS LOUISVILLE METROPOLITAN TRADING AREA.  
ALSO SERVES SOUTHERN INDIANA  
COVERS THE LOYAL AND ATTENTIVE RICH NEGRO MARKET WITH HIGH FAMILY INCOMES.  
OFFICES: 2549 S. 3RD ST., LOUISVILLE

**THE ROUNSAVILLE STATIONS**

WCIN, CINCINNATI  
WLOU, LOUISVILLE  
WSOK, NASHVILLE  
WOSB, JACKSONVILLE  
WIOK, TAMPA-ST. PETERSBURG  
WMBM, MIAMI-MIAMI BEACH  
"100% NEGRO PROGRAMMED"

**WQXI, ATLANTA**  
THE SOUTH'S OUTSTANDING  
MUSIC AND NEWS  
INDEPENDENT

Home Offices: Rounsaville Radio, Peachtree at Mathieson, Atlanta 5, Ga.  
National Representatives: GILL-PERNA, INC. Southeastern Representative: DORA-CLAYTON AGENCY

**A ROUNSAVILLE STATION**

**KENTUCKY**

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone Network Station Rep.	Executives
<b>LOUISVILLE (Jefferson County)</b>			
WAVE 1933 WAVE-TV	970 5,000 DA-1	WAVE Inc. 334 E. Broadway Wabash 2201 NBC NBC Spot Sales	George W. Norton Jr., p Nathan Lord, gm Woody Dulaney, cm James Caldwell, pd, pmm Wilbur Hudson, ce Rodney Ford, nd
WCRC 1936	790 5,000-D 1,000-N DA-2	Northside Bestg. Corp. Ky. Home Life Bldg. Juniper 7-8871 MBS Walker	J. Porter Smith, p Charles L. Harris, gm Tom Underwood, cm, pmm George Partridge, pd W. J. Morrison, ce Jerry East, fd
WHAS 1922 WHAS-TV	840 50,000	WHAS Inc. 525 W. Broadway Wabash 2211 CBS Christal	Barry Bingham, p Victor A. Sholis, vp, dir Neil D. Cline, sm John M. Fouts, sls dir Samuel H. Cifford, pd William F. Loader, pmm Orrin W. Towner, eng dir William J. Small, nd Barney Arnold, fd George Walsh, sd Phyllis Knight, wd
WINN 1940	1240 250	Kentucky Bestg. Corp. 412 Speed Bldg. Juniper 5-5148 Forjoc	Emil J. Arnold, p Glen A. Harmon, vp, gm James J. Nathan, cm Johnny Martin, pd Melvin C. Scarsdale, ce Helen Roberts, pdm
WKLO 1948 WKLO-TV (CP)	1080 5,000-D 1,000-N DA-2	Mid-America Bestg. Corp. Henry Clay Hotel Juniper 3-4411 ABC Air Trails Net. Blair	Charles Sawyer, p J. P. Williams, evp, gm Alexander Buchan, vp William H. Spencer, sm Pat Fredericks, pmm William J. Faulkner, ce
WKYW 1947	900 1,000-D	Radio Kentucky Inc. 431 Jefferson St. (2) Juniper 3-4811 Burn-Smith	F. Eugene Sandford, p, treas Edwin E. S. Weldon, vp, sm H. Parker Smith, cm
WLOU 1948 WQXL-TV	1350 1,000-D	Rounsaville of Louisville Inc. 2549 S. 3rd St. Melrose 7-3689 Cill-Perna Dora-Clayton	Robert W. Rounsaville, p Arthur Selley, gm William Summers, cm Jerry Schwartz, slm Paul Cram, tech dir Steve Dawson, ce
<b>MADISONVILLE (Hopkins County)</b>			
WFMW 1947	780 250-D	Messenger Bestg. Co. P. O. Box 351 1885 KBS	Edgar Arnold Sr., p H. W. Wells, gm, nd, fd E. L. Kelley, cm, sd John Catlin, pd Jim Hearon, pmm Chas. Lee, ce
WFMW-FM 1949	93.9mc 2.5kw		
WTTL 1956	1310 500-D	Hopkins County Bests. 342 N. Seminary St.	Evers Mick, ptrn Conway M. Smith, ptrn
<b>MANCHESTER (Clay County)</b>			
WWXL 1956	1580 250-D	The Wilderness Road Bestg. Co. P. O. Box 333 Columbia, Ky.	Clifford Spurlock, o
<b>MAYFIELD (Graves County)</b>			
WKTm 1946	1050 1,000-D	Kentucky Bestg. Co. P. O. Box 232 46 Best	Fred L. Thomas, o, gm Jerry Watson, cm John Latham, ce
WKTm-FM 1955	107.1mc 0.510kw		
WNCO 1947	1320 1,000-D	West Kentucky Bestg. Co. Paducah Rd. 1597 Paschall	H. M. Suthard, p T. E. Brewer, gm, cm Otis L. Davis, asst mgr Margaret Cannon, pd John E. Skelton, ce Robert C. Horton, nd
WNCO-FM 1955	94.7mc 2.3kw		
<b>MAYSVILLE (Mason County)</b>			
WFTM 1948	1240 250	Standard Tobacco Co. 626 Forest Ave. Logan 4-3361 MBS KBS	Charles P. Clarke, p John W. Betts, gm Herbert N. Williams Jr., cm Lawrence McGill, pd Chester A. Terry, ce J. Scott True, fd

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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.

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pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunse  
N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

Styled after Monitor . . .

that's "DIAL 970"—

Exclusive in Louisville

with **WAVE!**

## NIGHT BEAT

"The Pulse of Louisville After Dark"  
(9:15—12 midnight)

*Night Beat* is DIAL 970's most unusual program — "the pulse of Louisville after dark". It's headed up by Bob Kay who keeps a running commentary on events as they happen — often direct from the scene.

Ed Kallay and a staff of 22 correspondents cover sports, with half-time and final scores on *all* high school and college games in the Louisville area reported immediately.

In addition, *Night Beat* features local news, human-interest items, fire and police calls — all framed in popular music. It's on-the-spot radio at its best — dynamic, flexible, up-to-the-minute.

DIAL 970—  
WAVE'S DYNAMIC NEW RADIO SERVICE  
FOR A DYNAMIC NEW LOUISVILLE!

# WAVE

5000 WATTS • NBC AFFILIATE



SPOT SALES

Exclusive National Representatives



### Other Coordinated DIAL 970 Programs Complementing MONITOR—

**ROAD SHOW** Riding with Louisvillians in their cars—getting them home relaxed and informed. Music, news, weather and traffic reports, time, sports and humor.

**WAKE UP WITH WAVE** Brings Louisvillians all they need to know to start the day. News every half hour. Time, weather, traffic, farm and school news. Sports scores and other services.

**CAROUSEL** Fun and facts for busy Louisville homemakers. Club news and interviews. Book reviews and music. Brass-ring contest.

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<b>MIDDLESBORO (Bell County)</b>					<b>PAINTSVILLE (Johnson County)</b>				
WM1K	1948	560 500-D	Cumberland Gap Bcstg. Co. P. O. Box 698 980 KBS McGillvra	U. G. Brummett, p Maurice K. Henry, gm, cm K. Bronell Reedy, ce Cris Rogers, sd Bill Baker, pd, nd	WSIP	1949	1490 250	Big Sandy Bcstg. Co. Silvert Bldg. 1196 MBS KBS Best	Ted Arnold Silvert, gm Bill Barker, pd, fd Gene Baldrige, ce
<b>MONTICELLO (Wayne County)</b>					<b>PARIS (Bourbon County)</b>				
WFLW	1955	1570 250-D	Fred A. Staples P. O. Box 36 192	James Shacklette, p, gm, pd Welby Hoover, cm Ralph Fendell Clinton Collins, fd Edward Brandon, sd Charline Conley, wd	WK1X	1955	1440 1,000-D	Stephens Industries Inc. 611	D. C. Stephens, o Rex Osborne, gm Dora Stephens, sm, pmm, pd Woody Pridemore, cm Kenney Rosenbury, wd Bill Williams, ce Tom Jones, nd
<b>MOREHEAD (Rowan County)</b>					<b>PIKESVILLE (Pike County)</b>				
WMOR	1955	1330 1,000-D	Morehead Bcstg. Co. Inc. Main Street 880	J. Earl McBrayer, p Joe J. Mauk, vp William M. Whitaker Jr., vp, gm Tommy C. Combs, sec-treas John M. Ridenour, cm, pd Earl S. Young, ce Murvel J. Hall, asst engr	WLS1	1949	900 1,000-D	Cumberland Publishing Co. 456	Mrs. W. J. Ward Jr., p Roy E. Alexander, gm, cm John C. Adkins, pd, pmm Phil Pummill, nd Guy N. Ferrell, ce Mike Paxton, fd
<b>MT. VERNON (Rockcastle County)</b>					<b>PINEVILLE (Bell County)</b>				
WRVK	(CP)	1460 500-D	Renfro Valley Bcstrs. Inc. Renfro Valley, Ky.	John Lair, p Thomas G. Hargis, vp	WMLF	(CP)	1230 250	States Bcstg. System Inc.	Charles F. Trivette, p South C. Bevins, gm
<b>MUNFORDVILLE (Hart County)</b>					<b>PRESTONBURG (Floyd County)</b>				
WLOC	1956	1150 1,000-D	Souht Central Kentucky Bcstg. Co. Ja 4-4111	H. T. Parrott, p J. W. Pickett, gm, cm, pmm Mary Goodman, pd Glenn C. Frogge, ce William O. Mardis, nd Herbert Edwards, fd	WPRT	1952	960 1,000-D	Stephens Industries Inc. South Lake Drive 2050 KBS	D. C. Stephens, p Rex Osborne, gm, cm, pmm Ollie Robinson, pd V. E. Hutchinson, ce Charles Spradlin, nd Ellis Boggs, fd
<b>MURRAY (Calloway County)</b>					<b>PRINCETON (Caldwell County)</b>				
WNBS	1948	1340 250	Murray Bcstg. Co. Ed Griffin, sm 1340	H. T. Waldrop, o & p Ed Griffin, sm J. J. Johnson, nd, sd	WPKY	1950	1580 250-D	Princeton Bcstg. Co. Dawson Rd. 2072 KBS Continental	Leslie Goodaker, p, gm Ellis Burnam, cm Mrs. Leslie Goodaker, pd Wilburn Wilson, pmm Marvin Mahoney, ce
<b>NEON (Letcher County)</b>					<b>RADCLIFF (Hardin County)</b>				
WNKY	1956	1450 250	Letcher Bcstg. Corp. 7714 KBS	Dave L. Craft, p Hence Eversole, gm Estill Stewart, asst, gm, cm James R. Branham, pd Joseph W. Good, ce Beryl L. Davis, nd	WSAC	1955	1470 1,000-D	Ft. Knox Bcstg. Corp. Ft. Knox, Ky. Rose Terrace 3-2354	Byron E. Cowan, p, gm Seymour Goodman, vp Gerald W. Howard, sec, treas Clement Cockrel, pd Eugene K. Hornback, ce Dick Landfield, nd
<b>NEWPORT (Campbell County)</b>					<b>RICHMOND (Madison County)</b>				
WNOP	1948	740 1,000-D	Tri-City Bcstg. Co. 606 Monmouth St. Juniper 1-7100	James G. Lang, p Ann Rolfe Lang, gm R. Doug Nunn, sm, pd, pmm, nd, fd Richard L. Pike, cm, sd Jack L. Tichenor, ce	WEKY	1953	1340 250	WEKY Inc. McKee Bldg. 1340 MBS KBS	Dages I. Boyle, p O. C. Halyard Jr., gm, sd Fred Welch, cm John Sullivan, pd Jack Parrish, pmm Paul Smith, ce Ray Hooper, nd
<b>OWENSBORO (Daviess County)</b>					<b>RUSSELLVILLE (Logan County)</b>				
WOM1	1938	1490 250	Owensboro Bcstg. Co. Livermore Rd. & Byers Ave. Murray 3-1558 MBS Burn-Smith	Lawrence W. Hager, p Hugh O. Potter, gm, cm Cliffordean Potter, pd, wd James E. Wilkinson, pmm Harold I. Peters, ce Marshall W. Bruner, nd, fd, sd	WRUS	1953	800 1,000-D (CP-610 500-D)	South Kentucky Bcstrs. Nashville Rd. 459 KBS Best	Roth E. Hook, p Woodrow Sosh, gm Earl Johnson, sm, ce James H. Johnson, cm, pd Stanford Murphy, fd Gene Locke, nd, sd
WOM1-FM	1948	92.5mc 19.5kw			<b>SOMERSET (Pulaski County)</b>				
WVJS	1947	1420 1,000 DA-2	Owensboro On The Air 324 Allen St. Murray 3-3521 ABC Rambeau	Vincent P. Steele, p Malcolm Greep, vp, gm John T. Rutledge, asst gm, cm Earl Fisher, pd Joe Bell, pmm Robert Earl Jagoe, ce Irene May, nd	WSFC	1947	1240 250	Southeastern Bcstg. Co. P. O. Box 740 KY 1247 MBS Kentucky Radio Sales	Mike Layman, p, gm Donald F. Orwin, cm John A. Harnett, pd Ralph F. Denton, tech dir Johnny Agostine, ce Clyde Denton, nd
WVJS-FM	1950	96.1mc 45kw			<b>VANCLEVE (Breathitt County)</b>				
<b>PADUCAH (McCrocken County)</b>					<b>WHITESBURG (Letcher County)</b>				
WKYB	1946	570 1,000-D 500-N DA-2	WKYB Inc. 504 Kentucky Ave. 2-1678 NBC Pearson	E. J. Paxton Jr., p, gm Sam Livingston, bus mgr Ernest Pell, ce, pdm Bob Swisher, sd Mal Topping, rd	WTWCW	1953	920 1,000-D	Folkways Bcstg. Co. 2711	Wm. R. McDaniel, p Don Crosthwaite, sm Wm. Gregory, ce
WKYB-FM	1947	93.3mc 31.5kw			<b>WINCHESTER (Clark County)</b>				
NPAD	930	1450 250	Paducah Bcstg. Co. 4th & B'way 2-8231 CBS Sears & Ayer	Pierce E. Lackey, p Prewitt Lackey, gm Ray Molfield, asst mgr, pd, pmm, nd, fd, sd U. C. Morris, ce D. J. Henderson, wd	WWKY	1954	1380 1,000-D	Winchester Bcstg. Co. P. O. Box 492 1380 MBS Best	N. B. Ratliff, p Charles Drew, gm Tom Wade, cm Betty Barnett, pd Thomas Bratton, ce Herman Kelly, nd, fd
VPAD-FM	1946	96.9mc 36kw							

LOUISIANA

MARKET DATA BY PARISHES

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger
						Cars 1956
Acadia	47,050	12,130	\$37,741	\$ 6,305	\$ 933	*779,229
Allen	18,035	5,030	14,059	1,976	365	
Ascension	22,387	5,680	16,197	3,395	376	
Assumption	17,278	3,790	7,869	1,265	280	
Avoyelles	38,031	9,740	19,922	3,538	730	
Beauregard	17,766	5,170	11,780	2,986	326	
Bienville	19,105	4,250	8,105	2,084	274	
Bossier	40,139	12,130	32,204	9,308	656	
Caddo	176,547	56,600	248,421	53,932	8,327	
Calcasieu	89,635	32,200	115,365	21,752	3,398	
Caldwell	10,295	2,500	5,100	1,049	130	
Cameron	6,244	1,240	3,347	1,194	97	
Catahoula	11,834	2,540	8,075	3,198	287	
Claiborne	25,063	5,930	15,492	3,587	838	
Concordia	14,398	3,570	10,784	2,100	376	
De Soto	24,398	5,470	16,041	3,381	394	
E. Baton Rouge	158,236	56,940	217,520	40,750	7,999	
E. Carroll	16,302	3,660	6,684	1,773	241	
E. Feliciana	19,133	3,150	5,168	1,122	85	
Evangeline	31,629	8,270	12,967	1,968	316	
Franklin	29,376	6,750	11,900	2,097	471	
Grant	14,263	3,280	5,006	1,473	102	
Iberia	40,059	10,610	36,922	7,392	1,096	
Iberville	26,750	6,710	13,046	3,358	340	
Jackson	15,434	3,460	22,846	2,291	330	
Jefferson	103,873	41,230	97,406	34,719	3,218	
Jefferson Davis	26,298	6,910	23,831	4,687	678	
Lafayette	57,743	16,960	60,201	9,598	1,560	
Lafourche	42,209	10,600	38,946	8,155	886	
La Salle	12,717	3,630	8,755	1,957	255	
Lincoln	25,782	6,440	22,357	4,421	533	
Livingston	20,054	5,270	11,938	3,210	261	
Madison	17,451	4,210	11,252	1,910	397	
Morehouse	32,038	8,470	22,171	5,964	813	
Natchitoches	38,144	8,830	17,275	3,558	480	
Orleans	570,445	177,640	701,766	118,767	29,156	
Ouachita	74,713	23,640	95,782	18,854	2,570	
Plaquemines	14,239	3,430	9,781	3,787	199	
Pointe Coupee	21,841	4,970	8,457	2,416	356	
Rapides	90,648	26,890	84,174	16,200	2,226	
Red River	12,113	2,540	5,785	1,238	169	
Richland	26,672	6,090	16,808	3,730	388	
Sabine	20,880	4,870	10,016	2,598	372	
St. Bernard	11,087	3,350	6,081	2,367	146	
St. Charles	13,363	3,450	7,104	1,267	259	
St. Helena	9,013	2,270	1,655	419	14	
St. James	15,334	3,310	9,012	1,773	138	
St. John the Baptist	14,861	3,230	5,764	1,774	255	
St. Landry	78,476	18,900	55,429	8,999	1,092	
St. Martin	26,353	5,800	11,993	1,981	196	
St. Mary	35,848	9,620	31,620	8,966	1,004	
St. Tammany	26,968	7,670	24,273	4,767	627	
Tangipahoa	53,218	15,010	46,818	9,942	1,357	
Tensas	13,209	2,970	6,217	1,025	295	
Terrebonne	43,328	11,070	42,843	9,928	1,034	
Union	19,141	4,510	10,558	2,147	244	
Vermillion	36,929	9,620	26,970	5,434	879	
Vernon	18,974	5,580	10,565	2,147	280	
Washington	38,371	10,360	28,818	6,835	1,045	
Webster	35,704	9,750	31,911	7,738	948	
W. Baton Rouge	11,738	3,030	4,871	1,794	123	
W. Carroll	17,248	3,560	7,329	746	209	
W. Feliciana	10,189	4,890	2,984	784	85	
Winn	16,119	4,180	8,695	2,587	463	
Total	2,683,516	772,140	\$2,530,692	\$512,463	\$84,007	

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

DIRECTORY OF AM AND FM STATIONS

<b>ABBEVILLE (Vermillion Parish)</b>						
KROF	960	Abbeville Bcstg. Service	George P. Martin, gm, cm			
1948	1,000-D	P. O. Box 620	ce			
		90	Ebba Lou Martin, pd			
<b>ALEXANDRIA (Rapides Parish)</b>						
KALB	580	Alexandria Bcstg. Co.	T. B. Lanford, o			
1935	5,000-D	601 Washington St.	Walter Melson, gm			
KALB-TV	1,000-N	3-2543	Alex Marchand, asst mgr			
	DA-N	ABC	W. F. deTourneillon, slm			
		Louisiana State Net.	Jim Caines, sta dir			
		Weed	Robert E. Miller, ce			
			Norma Sartori, pmm			
			Lois Creduer, nd			
KALB-FM	96.9mc					
1948	11.5kw					
KDBS	1410	Dixie Bcstg. Service	Irving Ward-Steinman, ptrn,			
1953	1,000-D	P. O. Box 306	gm			
		3-7454	John Anthony Lazarone,			
			ptrn			
			Dallas Ed Pebbles, cm			
			William C. Lynch, sta dir			
			David Ward-Steinman,			
			music ed.			
			Henry J. Lazarone, ce			

KSYL	970	KSYL Inc.	Milton Fox, p, cm
1947	1,000	Bolton Ave. at Hwy. 71	Virgil C. Evans, gm, pmm
	DA-N	6611	Bruce Rainey, pd, fd
		NBC	Jim Perkins, ce
		Everett-McKinney	Cary Tyler, nd, sd
		Clarke Brown	Francis Faulk, wd
<b>AMITE (Tangipahoa Parish)</b>			
WABL	1570	Amite Broadcasting Co.	Louis Alford, co-o
1956	500-D	P. O. Box 611	Phillip D. Brady, co-o
		Amite, La.	Albert Mack Smith, co-o
		8385	Wehman Fitz, sm, cm, pmm
			Jim McLaughlin, pd
			A. M. Smith, ce
<b>BASTROP (Morehouse Parish)</b>			
KTRY	790	Morehouse Bcstg. Co.	Nathan Bolton, co-o
1948	250-D	P. O. Box 193	A. R. McCleary, co-o
		1400	Bill Davis, gm
		KBS	C. I. Johnson, cm
			Harry Howard, ce
<b>BATON ROUGE (E. Baton Rouge Parish)</b>			
WAFB	1460	Modern Bcstg. Co. of	Tom E. Gibbens, p, gm
1948	5,000-D	Baton Rouge Inc.	Ron Litteral, slm
WAFB-TV	1,000-N	929 Government St.	Owen Elliott, mgr of radio,
	DA-N	4-8571	pd
			Crace McElveen, pmm
			Donald K. Allan, ce
			Roland Daye, nd
WAFB-FM	104.3mc		
1948	3kw		
WEND	1380	Vox Inc.	
1956	500-D	Texas Eastern Bldg.	
		Shreveport, La.	
WIBR	1300	Community Bcstg. Co.	C. T. Owen, p
1948	1,000	P. O. Box 1226	Robert Earle, vp, gm
	DA-2	8-6716	Scott W. Erwin, asst mgr, pd
		Walker	Olas Olsen, cm
			E. E. Case, ce
			Bernard Zuccaro, nd
WJBO	1150	Baton Rouge Bcstg. Co.	Douglas L. Manship, p
1934	5,000	444 Florida St.	Chas. P. Manship Jr.,
WBRZ (TV)	DA-1	2-5271	sec-treas
		NBC	R. Kelly Maddox, gm
		Louisiana Net.	John D. Woodbridge, slm
		Hollingbery	Jim Cathey, prod sup
			Theodore Hubert, ce
			Ed Clinton, nd
WBRL (FM)	98.1mc	(WJBO, Am Affiliate)	
1941	7.6kw		
WLCS	910	Air Waves Inc.	Norman Saurage, p
1946	1,000	204 North St.	Lamar Simmons, vp, gm
	DA-1	2-4411	T. A. LeBlanc, cm, slm
		Rambeau	Herman E. Nelson Jr., pd,
			pmm, nd
			L. E. Van Valkenburg, ce
WXOK	1260	WXOK Inc.	Jules Paglin, co-o
1953	1,000-D	243 Convention St.	Stanley Ray Jr., co-o
		4-7604	Tommy McGuire, gm
		Forjoe	Lucille J. Pollack, pd
			Francis Fendason, ce
			Bert Winder, nd
<b>BOGALUSA (Washington Parish)</b>			
WHXY	920	Bogalusa Bcstg. Corp.	Charles W. Holt, p
1954	1,000-D	P. O. Box 689	Robert N. Robinson, vp, gm
		Republic 2-4254	Bill Seewart, sm
		Dixie Bcstg. Sys.	J. D. Davis, pd, nd, fd, sd,
		Clark	wd
			Don Estes, ce
WIKC	1490	Curt Siegelin	Curt Siegelin, o
1947	250	607 Rio Grande St.	John H. Knight, gm, cm, fd
		Republic 5-1355	Delos Knight Jr., pd, sd
		KBS	William Morris, ce
			Lacy Richardson, nd
			Billie Bond, wd
<b>COVINGTON (St. Tammany Parish)</b>			
WARB	730	A. R. Blossman Inc.	David C. Blossman, p, gm
1953	250-D	590	Betty Ferrer, cm
		KBS	Rick Webb, ce
<b>CROWLEY (Arcadia Parish)</b>			
KSIG	1450	KSIG Bcstg. Co.	Hirsch J. Scholl, p
1947	250	P. O. Drawer 228	Louis M. Basso, gm
		1450	Ninfa C. Gaidry, cm
		Clark	Boyce J. Trahan, pd
			W. H. Bland, ce
			Alden C. Sonnier, nd, fd
<b>DE RIDDER (Beauregard Parish)</b>			
KDLA	1010	Sabine Bcstg. Co.	Cyril W. Reddoch, ptrn
1950	1,000-D	P. O. Box 46	John B. McCrary, ptrn
		7600	Ralph L. Hooks, gm
		KBS	Wayne L. Sanders, cm
			Ted Thompson, pd, ce
			Winsett Reddoch, pmm

City Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>EUNICE (St. Landry Parish)</b>			
KEUN 1952	1490 250	Tri-Parish Bcstg. Co. Inc. 3041 MBS	Vincent Riehl, p John A. Chauvin, gm, sd Terrell McCrory, cm Bob Compton, ce Herman Miller, fd Houston Le Jeune, nd
<b>FERRIDAY (Concordia Parish)</b>			
KFNV 1956	1600 1,000-D	Miss-Lou Bcstg. Co. 7200	Mrs. Marie K. Zuccaro, o Joseph S. Zuccaro, gm Ervin Parks, cm Jeff Holt, pd, sd W. S. Perkins, pmm, nd Ervin Parks Jr., ce
<b>GOLDEN MEADOW (Lafourche Parish)</b>			
KLFT 1955	1600 500-D	Leo J. Theriot Theriot Bldg. 5-5165 Best	Leo J. Theriot, p, gm H. Earl Herron, sm, pd, ce S. R. Vidrine, cm Judy Charpentier, pmm Katherine Richardelle, nd Jerry Chatagnier, nd
<b>HAMMOND (Tangipahoa Parish)</b>			
WFPR 1947	1400 250	Louisiana Bcstrs. P. O. Box 432 960 KBS	Cyril W. Reddoch, co-o, gm Jack Moore, sm, cm Ralph L. Hooks, co-o
<b>HAYNESVILLE (Claiborne Parish)</b>			
KLUV 1956	1580 250-D	Charles E. Ray 3678 Beckham Drive Shreveport, La. 8-1552	Charles Edward Ray, o, gm, cm, pd Gale Straley, ce Carl Roberts, fd Joe Rosser, sd June Rosser, wd
<b>HOMER (Claiborne Parish)</b>			
KVHL 1955	1320 1,000-D	Claiborne Bcstg. Corp. Homer, La. 3804	Frank Harkness, p, gm Jim Blanchard, slm Beverly Harkness, pd
<b>HOUMA (Terrebonne Parish)</b>			
KCIL 1948	1490 250	KCIL Inc. P. O. Box 1031 6828 NBC KBS Indie	Denver T. Brannen, p L. H. Thesmar, sec-treas Virginia Wade Ryder, vp, pd Les Ryder, sm, cm Ken Rogers, nd Tom Chancey, ce, sd
<b>JENNINGS (Jeff Davis Parish)</b>			
KJEF 1950	1290 1,000-D 500-N DA-N	Jennings Bcstg. Co. 1521 Lake Arthur Ave. 1155 MBS KBS	Clovis L. Bailey, p, gm, ce Jerry Dugas, cm Jackie Todd, wd

Executive Abbreviations: Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.  
Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.  
FM's in *italic*. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

<b>JONESVILLE (Catahoula Parish)</b>			
KLEC 1956	1480 500-D	Old South Bcstg. Co. 2481 KBS	Laurie G. Ratcliffe, p Paul Schilling, gm, cm Doug Moulds, ce Mildred Osmon, pmm Don Partridge, pd Jim Dowdy, nd, sd
<b>LAFAYETTE (Lafayette Parish)</b>			
KLFY 1950 KLFY-TV	1420 1,000-D 500-N DA-N	Camellia Bcstg. Co. Box 398 Center 5-9494 ABC Louisiana Rambeau	Paul H. DeClouet, p James W. Lucas, gm Bob Castellon, cm Ernie Alexander, pd, nd Fred Hebert, ce
KVOL 1935	1330 1,000 DA-N	Evangeline Bcstg. Co. 519 S. Buchanan Center 4-5151 NBC Meeker	George H. Thomas, gm Evan H. Hughes, sm, nd Thomas G. Pears, cm Donna Cox, pmm M. E. Case, ce James Drake, sd
<b>LAKE CHARLES (Calcasieu Parish)</b>			
KAOK 1947	1400 250	KAOK Inc. 1 Mill St. Hemlock 6-7541 MBS Forjoe	Jules J. Paglin, p Stanley Ray, sec-treas Thomas A. Gresham, vp, co-mgr, cm Roy K. Rhodes, co-mgr, pd, nd, sd Walter Jones, ce Jim Lester, fd
KLOU 1947	1580 1,000 DA-1	Gulf Bcstg. Co. P. O. Box 975 Hemlock 6-7277 Pearson	G. T. Owen, p Bob Earl, vp Roger S. Davison, gm Gertrude Levens, slm Rollie Rowlands, pd, nd G. M. Meisner, ce
KPLC 1935 KPLC-TV	1470 5,000-D 1,000-N DA-N	Calcasieu Bcstg. Co. P. O. Box 1521 Hemlock 9-2713 NBC Louisiana Net. Weed	T. B. Lanford, p Pelham Mills, gm R. L. White, cm A. B. Craft, pd, ce Rachael Davidson, pmm Joe Keith, nd
<b>LEESVILLE (Vernon Parish)</b>			
KLLA 1956	1570 250-D	Leesville Bcstg. Co. P. O. Box 1323	Irving Ward-Steinman, ptrn, gm, slm, pmm John Anthony Lazorone, ptrn Ed Marshall, cm Bob Hamm, pd Gwene Heiser, wd Byron Stokes, ce
<b>MANSFIELD (DeSoto Parish)</b>			
KDBC 1954	1360 1,000-D	DeSoto Bcstg. Corp. P. O. Drawer 740 1360 Louisiana State Net.	H. E. Sewell, p Arthur L. Greene, gm, cm, pd, pmm, sd Boyd Allinson, ce Don Haynes, nd R. U. Johnson, fd
<b>MARKSVILLE (Avoyelles Parish)</b>			
KAPB 1954	1370 1,000-D	Avoyelles Bcstg. Corp. 110 W. Mark St. 7206 Best	W. L. Billups, p Chester J. Coco, evp Dave Chapman, gm, pd Willie J. Bordelon, cm Katherine Ducote, pmm Charles Woodside, ce
<b>MINNEN (Webster Parish)</b>			
KAPK 1952	1240 100	Parish Bcstg. Corp. Lakeview Dr. 2940	Martin Kirsch Jr., p, gm M. E. Brown, sm Billy Hyatt, ce Robert Holliday, nd Billy Sue Bryant, wd
<b>MONROE (Ouachita Parish)</b>			
KLIC 1950	1230 250	Dr. Frank P. Cerniglia Bernhardt Bldg. 3-4617 MBS	Dr. Frank P. Cerniglia, p, gm, pmm Harry Van Sant, cm Billie Gates, pd Joe Turbyfill, ce Bob Jacobs, nd John Lacy, sd
KMLB 1930	1440 5,000-D 1,000-N DA-N	Liners Bcstg. Station Inc. Alvis Hotel 7161 ABC NBC Pearson	Mrs. R. W. Gaston, p Charles Price, vp, gm J. C. Limer III, cm, pmm J. R. Plaisance, pd O. L. Morgan, ce Laurence Gibbs, nd, sd
KMLB-FM 1947	104.1mc 17kw		
KNOE 1944 KNOE-TV	1390 5,000 DA-N	James A. Noe KNOE Rd. 8155 H-R Repts.	James A. Noe, p Paul Goldman, vp, gm Dick Amundson, sm Bill Enis, pd, pmm, co-nd Jack Ratliff, ce Jack Peart, co-nd

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**MORGAN CITY (St. Mary Parish)**

KMRC 1430 Tri City Bcstg. Inc.  
1954 500-D P. O. Box 889  
2011  
KBS

Warren J. Fortier, p  
Earl Wooton, gm  
J. Brown, ce  
Robert Boys, pd  
Jo Jordan, wd

**NATCHITOCHE (Natchitoches Parish)**

KNOC 1450 Natchitoches Bcstg. Co.  
1947 250 Box 74  
MBS  
KBS

B. Hillman Bailey Jr., p,  
gm & ce  
Jim Soileau, pdm  
Norman A. Fletcher, cm & pd  
Don Lyons, pmm  
Dwayne Murphy, fd  
Alta Marie Osborn, wd

**NEW IBERIA (Iberia Parish)**

KANE 1240 New Iberia Bcstg. Co.  
1946 250 P. O. Box 383  
Emerson 9-6726  
ABC  
KBS

George H. Thomas, ptrn  
Donald Bonin, gm  
John Selleck, pd, nd  
Ken Nowell, sd  
Myrle Case, ce

KVIM 1360 Queen City Bcstg. Co.  
1951 1,000-D P. O. Box 50  
Emerson 4-5826

Paul M. Cochran, p  
John H. Coco, gm, sd  
A. J. Guerin, slm  
Eldridge White, ce  
Paul Carrol, nd  
B. Romero, fd

**NEW ORLEANS (Orleans Parish)**

WBOK 800 WBOK Inc.  
1951 1,000-D 505 Baronne  
DA-D Tulane 5363  
Forjoe

Stanley W. Ray Jr., co-o, gm  
Jules J. Paglin, co-o  
Ed Prendergast, sm  
Fred Schwarz, cm  
Dave Schaeffer, pd, pmm  
John Rhode, ce  
Hardin Smith, nd, fd

WDSU 1280 WDSU Bcstg. Corp.  
1923 5,000 521 Royal St.  
WDSU-TV DA-1 Tulane 4371  
NBC  
Blair

Edgar B. Stern Jr., p  
Robert D. Sweczy, evp  
A. Louis Read, vp  
Hal Mathews, sm  
Hal Fredericks, pd  
Marion Annenberg, pmm  
Lindsey Riddle, ce  
Nick Cearhart, nd,  
sp events dir

WDSU-FM 105.3mc  
1948 3.4kw

WJBW 1230 Louise C. Carlson Inc.  
1926 250 Cigali Bldg.  
Magnolia 3488

Louise C. Carlson, p, gm  
Edward C. Carlson, asst gm  
Milton J. Hansman, cm  
Johnny Rhode, ce  
Vern Cook, pd  
Richard Fahey, nd

WJMR 990 Supreme Bcstg. Co.  
1946 250-D 1500 Canal St.  
WJMR-TV Canal 0356  
Burke-Stuart

Chester F. Owens, p  
George A. Mayoral, vp, gm,  
cm  
Robert Jeffers, vp, sec-treas

WRCM (FM) 97.1mc (WJMR affiliate)  
1945 5.9kw

WMRY 600 Southland Bcstg. Co.  
1950 1,000-D WMRV Building  
2905 Tulane Ave.  
Galvez 4112  
Gill, Perna  
Dixieland

Lester Kamin, p  
Mort Silverman, evp, gm  
John Revisore, sm  
Mike Verges, cm  
Larry McKinley, pd, nd, sd  
Al Shea, pmm, pdm  
Samuel Perkins, ce

WNOE 1060 James A. Noe  
1925 50,000-D St. Charles Hotel  
5,000-N Express 2173  
DA-2 H-R Reprs.

James A. Noe, o, p  
B. C. Baldwin, vp, gm  
Larry Monroe, pd  
A. J. Bourgeois, ce

WSMB 1350 WSMB Inc.  
1925 5,000 Maison Blanche Bldg.  
DA-N Magnolia 5921  
ABC  
Weed

Henry G. Plitt, p  
John R. O'Meallie, vp, gm  
Dennis V. Donegan, cm  
Marshall Pearce, pd  
Ben Shirley, nd  
Louis Grunewald, pmm  
Harold G. Nebe, ce

WTIX 1450 Mid-Continent Bcstg. Co.  
1953 250 624 Canal St.  
Magnolia 3562  
Young

Todd Storz, p  
Fred Berthelson, vp, gm  
Robert L. Lewis, slm  
Eddie Clarke, pd  
Mike Secrest, pdm  
Dale L. Moudy, vp, en dir  
Charles E. Schmid, ce

WTPS 940 Times Picayune Publishing  
1948 1,000-D Co.  
500-N 615 Howard Ave.  
DA-N Canal 5561  
MBS  
Branham

John F. Tims, p  
Henry F. Wehrmann, gm  
Carl J. Junker, pd  
Martin Burke, pmm



**NEW ORLEANS? That's where WTIx is still rocketing, still first in audience by a wide margin**

Among New Orleans' 11 radio stations, WTIx has been a commanding first for some time now, and month after month maintains or widens its first place position, per Hooper. Of 220 weekly Hooper quarter hours, 170 belong to WTIx, which also has 40 2nd place quarters, 10 thirds . . . and not a single one lower.

Another look at new data shows WTIx with double the audience of the nearest network competitor. And wait 'til you see the newest Pulse! 'Nuff said. It's Storz Station news, music, ideas at work. Put Adam Young to work, or look up WTIx General Manager, Fred Berthelson.

The New  
**WTIX**  
New Orleans, 16, La.  
**"A STORZ STATION"**

# LOUISIANA

City Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives	KTBS-FM 1952	96.5mc 14kw		
<b>NEW ORLEANS (Cant.)</b>							
WWEZ 1947 WWEZ-TV (CP)	690 5,000 DA-2	WWEZ Radio Inc. 614 N. Rampart Canal 3521 Webb	A. L. Chilton, p J. A. Oswald, gm, cm Harrison C. Mondy, ce	KWKH 1925	1130 50,000 DA-N	International Bcstg. Corp. P. O. Box 1387 2-8711 CBS Branham	William H. Bronson, p Henry B. Clay, evp, gm F. A. Watkins Jr., cm Frank Page, pd James T. Briggs, pmm W. E. Antony, tech dir O. S. Droke, ce Gene Goss, nd Jack Timmons, fd Jack Fiser, sd
WWL 1922	870 50,000 DA-1	Loyola University Roosevelt Hotel Raymond 2194 CBS Katz	Rev. Patrick W. Donnelly, p W. H. Summerville, gm L. N. Baird, cm E. M. Hoerner, pd J. D. Bloom, ce George Shannon, fd	KWKH-FM 1948	94.5mc 13.5mc		
WWMT (FM) 1954	95.7mc 48kw	Fidelity Bcstg. Inc. 2031 St. Charles Ave. Raymond 3904	George R. Montgomery, p Macy O. Teetor Jr., gm James H. Hilburn, ce	<b>SPRINGHILL (Webster Parish)</b>			
<b>OAKDALE (Allen Parish)</b>							
KREH 1955	900 250-D	Louisiana Bcstg. Service P. O. Box 571 900 KBS	Cyril W. Reddoch, co-o Ralph L. Hooks, co-o, gm Mel Bennett, cm, sm	KBSF 1954	1460 1,000-D	Springhill Bcstg. Co. P. O. Box 614 669 KBS	Roy M. Fish, p Johnnie K. Hill, gm Arthur Dickerson, cm Howard Clark, pd Robert R. Wainwright, ce, nd Don Burford, fd
<b>OPELOUSAS (St. Landry Parish)</b>							
KSLO 1947	1230 250	KSLO Bcstg. Co. P. O. Box 392 2635 ABC KBS Sears & Ayer	W. E. Jones, gm A. B. Reed Jr., cm Wandell Allegood, pd, sd Rita Valin, pmm R. M. Cole, ce Jim Schmitt, nd, fd	KIKS 1955	1310 500-D DA-D	Lake Bcstg. Co. Inc. P. O. Box 895 Jackson 7-5266 KBS	J. A. West Jr., co Al Tremble, gm Royce Johnson, pd, nd James A. Robinson, ce George Thompson, fd, sd Peggy Petty, wd
<b>RUSTON (Lincoln Parish)</b>							
KRUS 1947	1490 250	Clarence E. Faulk, Jr. Railroad Ave. 1490 KBS Best	Clarence E. Faulk Jr., p Wm. S. Carter, gm	<b>TALLULAH (Madison Parish)</b>			
<b>SHREVEPORT (Caddo Parish)</b>							
KANV 1954	1050 250-D	Northwest Louisiana Bcstg. Corp. P. O. Box 3611 2-3122 Dora-Clayton United Bcstg. Oakes	Travis T. Hailey, p Glenn V. Wilson, gm, cm Doris F. Nargassans, pd, pmm Carl Goulden, ce Brown E. Moore, nd Ernest Miller, sd	KTLD 1954	1360 500-D	Howard E. Griffith Radio KTLD 1360 Best Pelican Sales	Howard E. Griffith, p, ce Si Willing, gm, cm Nap Nappier, pd Max Mac Donald, fd Pearle Luckett, wd
KCIJ 1950	980 5,000-D	Southland Bcstg. Co. 205 Milam St. 4-6681 Young Brown	John H. Pace, gm, cm	<b>THIBODAUX (Lafourche Parish)</b>			
KENT 1947	1550 1,000-D 500-N DA-N	Frank H. Ford 311 Milam Bldg. 3-3681 MBS Walker	Frank H. Ford, o Frank H. Ford Jr., gm Robert Shipley, cm William F. Ford, slm Sid Knight, pd Bill Monroe, pmm L. J. Carlson, ce	KTIB 1953	630 500-D	Delta Bcstrs. Inc. Lafourche Comet Bldg. 9006 Louisiana Net. Best	Ferd H. Block, p Ray Saadi, gm Lee Martin, ce Roy Hill, pdm Jim Eisner, nd, sd Leroy Martin, fd
KJOE 1954	1480 1,000-D	Audiocasting Inc. 529½ Crockett St. 2-0732 Forjoe	Joe Monroe, p, gm Vern Stierman, cm Bobby Ward, pmm Don Gillispie, ce Doug Way, nd, sd Dollye Lloyd, wd	<b>VILLE PLATTE (Evangeline Parish)</b>			
KLUE (CP)	1300 1,000-D	Twin City Bcstg. Co. 206 Texas Eastern Bldg. 4-1461	Charles E. Ray, p, gm	KVPI 1953	1050 250-D	Ville Platte Bcstg. Co. Evangeline Bank Bldg. 5888	Lionel B. Deville, p Chris T. Duplechain, gm, cm, pd, pmm J. L. Sylvester, ce, nd Bootsy Cappell, fd, sd Henrietta D. Freeman, wd
KRMD 1928	1340 250	Radio Station KRMD P. O. Box 1712 3-6171 ABC Louisiana Net. Weed	T. B. Lanford, p W. L. Switzer, gm Fred J. Hosli, cm Elizabeth A. Roberts, pd W. J. Wilkinson Jr., ce Dave Hagli, nd	<b>VIVIAN (Caddo Parish)</b>			
KRMD-FM 1949	101.1mc 11.8kw			KLVI 1956	1600 500-D	Joel Ellis Wharton 309½ Airport Dr. Shreveport, La.	Joel Ellis Wharton, o, ce
KTBS 1922 KTBS-TV	710 10,000-D 5,000-N DA-2	KTBS Inc. 512 E. Kings Hwy. 7-3644 NBC Texas Quality Net. Petry	E. Newton Wray, p, gm Michael A. Roppolo Jr., sm Podge M. Reed, cm Mary Lou O'Brien, pmm C. H. Maddox, ce Maury Wayne, nd	<b>WEST MONROE (Ouachita Parish)</b>			
<b>WHITE CASTLE (Iberville Parish)</b>							
<b>WINNFIELD (Winn Parish)</b>							
<b>WINNSBORO (Franklin Parish)</b>							
Executive Abbreviations: <i>Owner</i> o; <i>Pres.</i> p; <i>Exec. vp.</i> evp; <i>Gen. Mgr.</i> gm; <i>Sta. Mgr.</i> sm; <i>Coml. Mgr.</i> cm; <i>Sales Mgr.</i> slm; <i>Prog. Dir.</i> pd; <i>Chief Eng.</i> ce; <i>Prom. Mgr.</i> pmm; <i>Prod. Mgr.</i> pdm; <i>News, Farm, Sports or Women's Dir.</i> nd, fd, sd, wd. Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated. FM's in <i>italics</i> . *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.							
KUZN 1956	1310 1,000-D	Howard E. Griffith P. O. Box 616 2-1491	Howard E. Griffith, o, gm, ce Harry G. Howard, cm	KEVL 1955	1590 1,000-D	Big League Bcstg. Co. c/o Mrs. Elayn Hunt Reywood Bldg. Baton Rouge, La.	William C. Lee Jr., p
KVCL 1955	1270 1,000-D	Southern Bcstg. Co. P. O. Box 548 5822 Best	James A. West Jr., ptnr Elgie M. Risinger, ptnr Delvin R. White, ptnr William G. Darland Jr., gm, cm Charles Christie, pd John Burdue, ce	KMAR (CP)	1570 500-D	Franklin Bcstg. Co. c/o James H. Martin Delhi, La.	James H. Martin, p W. Gordon Allen, vp

MAINE

MARKET DATA BY COUNTIES

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger Cars 1955
Androscoggin ...	83,594	24,350	\$88,000	\$22,079	\$1,679	*253,485
Aroostook .....	96,039	23,770	96,774	23,682	2,576	
Cumberland .....	169,201	50,710	207,427	46,367	7,805	
Franklin .....	20,682	5,520	15,174	4,494	428	
Hancock .....	32,105	9,830	36,036	10,155	696	
Kennebec .....	83,881	23,250	111,944	29,359	2,599	
Knox .....	28,121	8,390	30,506	7,685	865	
Lincoln .....	18,004	5,150	21,742	5,507	502	
Oxford .....	44,221	11,770	39,471	10,114	886	
Penobscot .....	108,198	29,340	134,559	31,356	2,704	
Piscataquis .....	18,617	4,980	16,169	4,575	534	
Sagadahoc .....	20,911	6,140	17,423	4,599	376	
Somerset .....	39,785	10,850	35,281	10,223	1,077	
Waldo .....	21,687	6,040	20,742	5,166	340	
Washington .....	35,187	9,540	34,929	10,803	1,046	
York .....	93,541	27,290	109,263	32,140	3,066	
Total .....	913,774	256,920	\$1,015,460	\$258,264	\$27,179	

\* State wide total.

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

DIRECTORY OF AM AND FM STATIONS

AUGUSTA (Kennebec County)

WFAU 1946	1340 250	Twin City Bcstg. Co. 160 Bangor St. Mayfair 3-3878 MBS Yankee O'Connell Wheeler	Faust Couture, p Norman G. Gallant, gm Harry Simons, cm Mona Toothaker, pd Gregory Evans, pmm Joseph Roy, sup eng
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WRDO 1932	1400 250	WRDO Inc. 175 Water St. Mayfair 3-4735 NBC Weed	Adeline B. Rines, p Donald K. Powers, gm, cm Leslie R. Hubley, pd, pmm Harold T. Dinsmore, ce Lawrence Geraghty, nd Linwood Brofee, fd
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BANGOR (Penobscot County)

WABI 1924 WABI-TV	910 5,000 DA-N	Community Bcstg. Service 57 State St. 6446 ABC MBS Yankee Hollingsbery	Horace A. Hildreth, p Leon P. Corman Jr., vp, gm Donald Knowles, loc cm John MacRae, pd Walter L. Dickson, ce John Manchester, fd
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WGUY 1947	1230 250	Bangor Bcstg. Corp. 26 Central St. 7354 CBS Lobster Net. Richard O'Connell Harry Wheeler	Sherwood J. Farlow, p Kenneth A. Manley, sm Nicholas A. Bell, cm Robert G. Shaw, pd Donald H. Sylvia, ce Dick Thackery, nd
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WLBZ 1926	620 5,000 DA-N	Maine Bcstg. Co. 100 Main St. 2-4656 NBC New England Regional Net. Maine Bcstg. Sys. Weed	Adeline Rines, p Edward E. Guernsey, gm Irving Hunter, pd John Wibby, ce William Mincher, nd Jake Brofee, fd
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BIDDEFORD (York County)

WIDE 1948	1400 250	Biddeford Bcstg. Corp. 234 Main St. 4-4566 MBS Yankee Raymer	Victor C. Diehm, co-o Arthur Peters, p, gm, ce Carl Swanson, cm Tom Lummis, pd William Pettit, nd, sd
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BRUNSWICK (Cumberland County)

WCME 1955	900 250-D (CP: 500-D)	Westminster Bcstg. Corp. River Road Parkview 5-5507	Roger H. Strawbridge, p, gm Clifford Kemberling, evp, sm Glenn H. Hillmer, pd Melville T. Whitcomb, ce Holland Lowe, nd Annetta Colie, wd
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CARIBOU (Aroostook County)

WFST 1956 WFST-FM 1956	600 1,000-D 97.7mc 0.19kw	Northern Bcstg. Co. P. O. Box 65 3731 Richard O'Connell Harry Wheeler	F. Sidney Tibbetts, o, ce Elby Stevens, gm, pd, pmm, nd Lois Clemens, cm, wd
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HOULTON (Aroostook County)

WABM 1950	1340 250	Aroostook Bcstg. Corp. 1340 N. Road 2257 MBS, KBS Yankee Maine Bcstg. Sys. Webb	Harold D. Glidden, l, gm Stanley Lyons, sm, ce
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LEWISTON (Androscoggin County)


WCOU 1938	1240 250	Twin City Bcstg. Co. 223 Lisbon St. 4-6921 MBS Yankee-Lobster O'Connell Wheeler Holman	Faust Couture, p John C. Libby, gm, sd Oscar Normand, cm Annette Howanick, pd Carl P. Rounds, ce Don Roberts, nd
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WCOU-FM 1948	93.9mc 13.7kw		
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WLAM 1947 WLAM-TV (CP)	1470 5,000 DA-1	Lewiston-Auburn Bcstg. 129 Lisbon St. 4-5401 ABC Everett-McKinney Kettell-Carter L. F. O'Connell	F. Parker Hoy, p, sm Frank S. Hoy, gm Romeo E. Sansoucy, cm Harold W. Dutch, pd Herbert Wiles, ce Frederick Gage, nd, sd Sonia Forgue, wd
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RADIO'S NO. 1 SOURCE OF

# LOCAL PERSONALITY PROGRAMS, SPORTS AND SPECIAL EVENT SHOWS!



**STATIONS BUILD SALES with . . .**

## WORLD SALES AND PROGRAM SERVICE

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

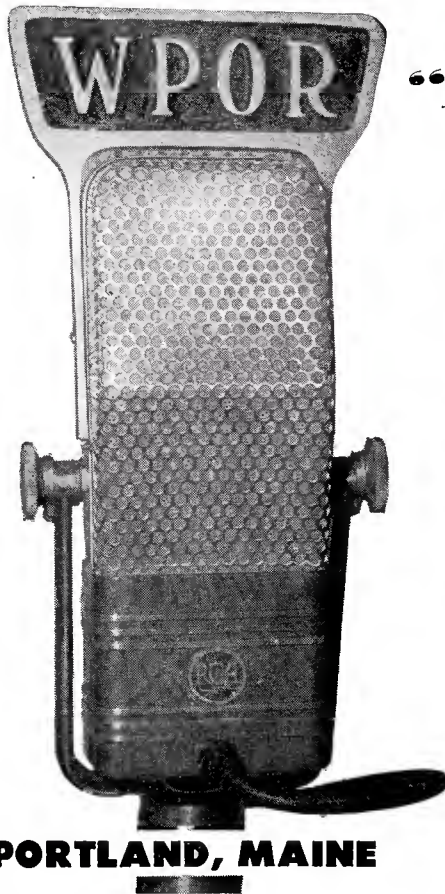
CINCINNATI      HOLLYWOOD

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

**MAINE**

City Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone Network Station Rep.	Executives
<b>PORTLAND (Cumberland County)</b>			
WCSH 1925 WCSH-TV	970 5,000 DA-N	Maine Radio & Tv Co. 137 High St. Spruce 2-0181 NBC New England Regional Net. Weed	Adeline B. Rines, p William H. Rines, mgng dir Arthur Owens, opr dir Ray Mercier, pd Linwood T. Pitman, pmm Charles R. Brown, ce Philip N. Johnson, nd
WGAN 1938 WGAN-TV	560 5,000 DA-1	Guy Gannett Bcstg. Services 390 Congress St. Spruce 2-4661 CBS Avery-Knodel Foster	Jean Gannett Williams, p Creighton E. Gatchell, vp, gm Francis H. Farnum Jr., sm Charles R. Sanford, pd Robert W. Jennings, cm Perleston L. Pert Jr., pmm Roger W. Hodgkins, ce
WLOB 1956	1310 1,000-D	Casco Bcstrs. Corp. 212 Middle St. Lobster Net. Richard O'Connell Hal Holman Harry Wheeler	Sherwood J. Tarlow, p Melvin L. Stone, vp, gm Elliot Field, pd Thomas R. Dünm, ce
WPOR 1946 WMTV (TV)	1490 250	Oliver Bcstg. Corp. 477 Congress St. Spruce 3-8111 ABC, MBS Yankee Downeast Hollingbery Kettell-Carter	Harold H. Meyer, p, gm William J. Mullen, natl sm Henry Jordan, loc sm Robert O' Wril, pd, nd Thomas F. Conneen, ce Howie Leonard, sd
<b>PRESQUE ISLE (Aroostook County)</b>			
WAGM 1931 WASM-TV	1450 250	Aroostook Bcstg. Co. 489 Main St. 9-2461 MBS Yankee Net. Maine Bcstg. Sys. Webb	Harry Umphrey, p Dick Marshall, sm, cm, pd Elmer Snow, ce Dick Meyer, nd, fd Dewey Dewitt, sd
<b>ROCKLAND (Knox County)</b>			
WRKD 1952	1450 250	Knox Bcstg. Co. 493 Main St. 1600 ABC Kettel-Carter	Carleton D. Brown, p Paul R. Huber, gm V. B. Crockett, cm Alford M. Thurlow, ce Raymond Cross, nd, sd Frank Knight, fd Marian Laine, wd
<b>RUMFORD (Oxford County)</b>			
WRUM 1953	790 1,000-D	Rumford Bcstg. Co. 89 Congress St. 1057 Lobster O'Connell Wheeler Holman	Melvin L. Stone, p, nd Kenneth J. Ellis, gm, sd, pd George B. Cunningham, cm Stan Milton, fd Peter Paul, pmm Edward J. Tremblay, ce
<b>SKOWHEGAN (Somerset County)</b>			
WGHM 1956	1150 1,000-D	Pineland Bcstg. Co. 61 Water St. 7-2727 Lobster O'Connell Wheeler	Melvin L. Stone, co-o, p, gm Harold Andrews, sm, pd, fd Edward J. Tremblay, co-o, ce Donald Brough, sm Raymond Maxwell, nd John Dalton, sd
<b>SOUTH PARIS (Oxford County)</b>			
WKTQ 1955	1450 250	Oxford Bcstg. Corp. Alpine St. 1061	Gerald T. Higgins, p, cm Elden H. Shute Jr., vp, sm Dick Dean, pd Louise Keith, pmm Don Winslow, ce Denny Shute, nd
<b>WATERVILLE (Kennebec County)</b>			
WTVL 1946	1490 250	Kennebec Bcstg. Co. 36 Silver St. TR 3-3311 ABC Kettell-Carter Hollingbery	Carleton D. Brown, p, cm Harold L. Vigue, cm Fred Preble, pd Ken Chase, pmm fd Don Sutherland, ce Ralph Wallace, nd

Executive Abbreviations: *Owner* o; *Pres.* p; *Exec. vp.* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports or Women's Dir.* nd, fd, sd, wd.  
Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.  
FM's in *italic*. \*—*Non-Commercial Station*. CP—*Construction Permit issued*. D—*Day*. DA-D—*Directional Antenna, day only*. DA-N—*Directional Antenna, night only*. DA-1—*Directional Antenna, same pattern day and night*. DA-2—*Directional Antenna, different pattern day and night*. L—*Limited Time with Dominant Station*. LS—*Local Sunset*. N—*Night*. SA—*Special Authorization*. SH—*Specified Hours*. ST—*Share Time*.



**“Portland’s Favorite Station”  
Ask Anyone!**

KEN GARLAND'S  
**ALARM CLOCK CLUB**  
PORTLAND'S MOST POPULAR\*  
EARLY MORNING PROGRAM  
6 A.M. to 9 A.M.  
\*Hooper 1954                      \*Pulse 1956

**NETWORKS:**  
American  
Downeast  
Mutual  
Yankee

REPRESENTED NATIONALLY BY  
GEORGE P. HOLLINGBERY COMPANY  
BOSTON - KETTELL - CARTER

**MARYLAND**  
**MARKET DATA BY COUNTIES**

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger
						Cars 1955
Allegany	89,556	25,020	\$85,010	\$23,259	\$2,396	23,035
Anne Arundel	117,392	37,640	127,428	42,173	4,767	44,234
Baltimore	1,219,981*	355,330	1,534,600	343,969	61,770	358,269
Calvert	12,100	2,770	11,752	2,398	34	3,334
Caroline	18,234	4,950	24,595	3,870	628	6,425
Carroll	44,907	11,460	48,077	9,656	1,005	16,328
Cecil	33,356	9,000	32,897	7,205	497	12,407
Charles	23,415	5,260	29,535	7,975	572	8,078
Dorchester	27,815	7,250	31,224	7,558	492	8,356
Frederick	62,287	17,430	65,938	13,596	1,394	20,799
Garrett	21,259	4,510	17,140	3,574	414	5,040
Harford	51,782	15,650	66,638	15,159	1,867	20,182
Howard	23,119	6,320	20,554	2,613	531	9,048
Kent	13,877	3,580	15,462	3,404	266	4,794
Montgomery	164,401	69,430	280,066	70,067	10,447	95,792
Prince Georges	194,182	71,890	224,934	77,936	10,772	93,052
Queen Annes	14,579	3,710	11,825	2,384	235	4,615
St. Marys	29,111	7,420	23,165	5,506	685	7,042
Somerset	20,745	5,140	17,840	5,363	458	4,805
Talbot	19,428	5,580	36,360	6,418	1,193	6,962
Washington	78,886	22,490	98,574	20,198	2,547	27,085
Wicomico	39,641	11,790	72,927	13,476	1,720	14,393
Worcester	23,146	6,630	48,373	7,774	1,132	7,062
Total	2,343,001	710,250	\$2,925,914	\$695,531	\$105,822	801,637

\*Independent city of Baltimore combined with Baltimore County.

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

**DIRECTORY OF AM AND FM STATIONS**

**ABERDEEN (Harford County)**

WAMD 970 Harford County Bestg. Co. John L. Allen, o  
(CP) 500-D P. O. Box 485  
DA-D

**ANNAPOLIS (Anne Arundel County)**

WANN 1190 Annapolis Bestg. Corp. Morris H. Blum, p, gm  
1947 1,000-D P. O. Box 749  
Colonial 3-2500  
Dora-Clayton

WASL 810 Norwalk Bestg. Co. Robert L. Bialock, p, cm  
1946 250-D Truxton Heights Mariel E. Bialock, pd, wd  
Colonial 3-9211 Joseph P. Raymond, pmm, nd  
Robert J. Bennett, sd  
Patrick W. Larkin, pdm

WNAV 1430 Capital Bestg. Co. Albert H. MacCarthy, p  
1948 1,000 P. O. Box 829 Malcolm A. Campbell Jr., m,  
DA-N Colonial 3-2639 sd  
Elizabeth Straubel, pd, wd  
Alan Laffler, ce  
Bill W. Fillingham, asst mgr,  
fd  
Mike James, nd

WNAV-FM 99.1mc  
1948 16.6kw

**BALTIMORE (Baltimore County)**

WAYE 1955 (See Dundalk listing)

WBAL 1090 Hearst Corp. Charles B. McCabe, vp, exec  
1925 50,000 2610 N. Charles St. dir  
WBAL-TV DA-N Hopkins 7-3000 D. L. Provost, vp, gm  
NBC Leslie H. Peard Jr., vp, sm  
Christal John T. Wilner, eng g vp  
Howard E. Williams, pd  
Alfred Burk, slm  
F. W. Cardall, bus m  
Galen Fromme, nd  
Conway Robinson, fd  
Mollie Martin, wd  
Joseph M. Croghan, sd  
William C. Bareham, ce

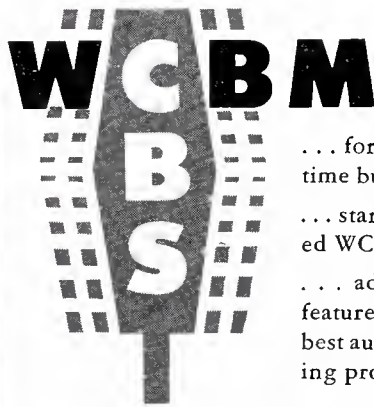
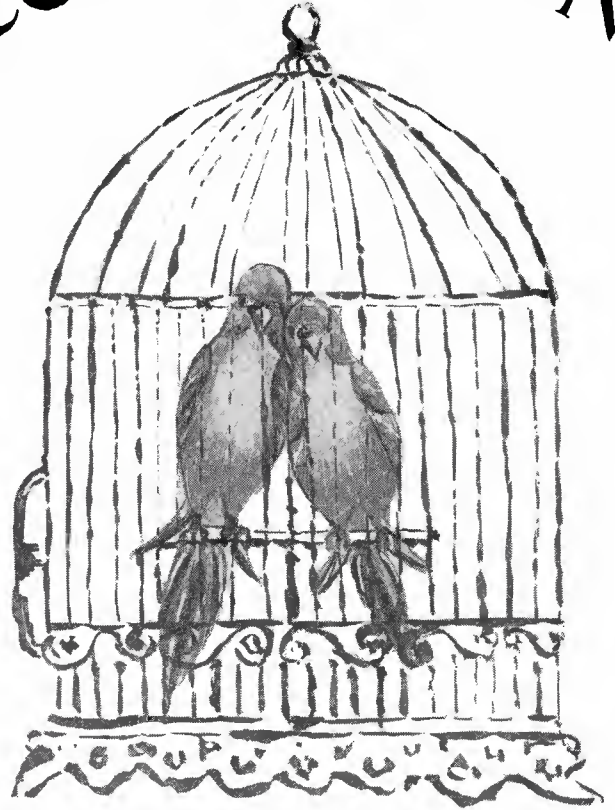
WBMD 750 Key Bestg. Corp. George E. Hull, p  
1947 1,000-D 879 Park Ave. H. Shelton Earp Jr., gm, cm  
Mulberry 5-7095 Thomas O'Connor, pd, fd  
Leo W. Karns, ce  
Roger Criswold, sd  
Polly Dorsey, wd

WCAO 600 Plough Bestg. Co. Inc. Harold Burke, vp, gm  
1922 5,000 1102 N. Charles St. (1) Edward L. Anzmann Jr., cm  
DA-1 Mulberry 5-0600 Dick Covington, pd  
Radio-TV Reps.

WCAO-FM 102.7mc  
1948 20kw

WCBM 680 Baltimore Bestg. Corp. John Elmer, o., p  
1924 10,000-D North & Harford Aves. George H. Roeder, evp, gm  
5,000-N Belmont 5-8400 John K. Healy, cm  
DA-2 CBS Charles A. Roeder, pd, nd  
Bolling Newell Warner, pmm  
G. Porter Houston, ce  
Edward Fenton, sd  
Jacqueline Soble, wd

**A HAPPY  
COMBINATION**



... for lower cost-per-thousand radio time buying in Baltimore!

... start with top-rated, well established WCBM local shows!

... add famous CBS radio network features ... and you end up with the best audience-building, audience-holding programming in Baltimore!

Since WCBM offers more listening pleasure to more Baltimoreans throughout the day and night ... you can sell more products to more Baltimoreans at a lower cost-per-thousand ... when your Baltimore radio schedules include ... WCBM.

**CBS RADIO AFFILIATE • 10,000 WATTS ON 680 K. C BALTIMORE 13, MD.**

**Exclusive National Representatives THE BOLLING COMPANY, INC**

MARYLAND



**3 cities in 1 signal**

PLUS THIS RICH FARM AREA

... with an average annual income of \$12,930 per commercial farm!

**WAYE**

THE ERWAY STATION

Guy S. Erway, President  
Baltimore 1, Md.  
VE 7-5160

National Representatives: HIL F. BEST COMPANY

NEW YORK—101 Park Avenue  
CHICAGO—228 N. LaSalle  
DETROIT—Park Ave. Building

ATLANTA—Mortgage Guarantee Bldg.  
SAN FRANCISCO—Monadnock Bldg.  
LOS ANGELES—439 La Cienega

RADIO'S EXCLUSIVE SOURCE  
OF THE NEW MONEY-MAKING

**"VOICE OF FORTUNE"**



TELEPHONE  
QUIZ  
GAME!



**WORLD**  
SALES AND  
PROGRAM SERVICE

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

CINCINNATI HOLLYWOOD

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

STATIONS  
BUILD

SALES with . . .

City	Call Letters	Established	Tv Affiliate	Chan. or Freq.	Power	Licenses Headquarters Telephone Network Station Rep.	Executives
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**BALTIMORE (Cont.)**

WEBB	1955	1360	5,000-D	DA-D	1360 Bcstg. Co. Mulberry 6-3180 Gill-Perna	Leon Back, p Bentley A. Stecher, gm Norman N. Baum, sm Leroy Reckling, ce Frank Graham, fd Buddy Young, sd
WFBR	1922	1300	5,000	DA-1	Baltimore Radio Show Inc. 10 E. North Ave. (2) Mulberry 5-1300 ABC Blair	Robert S. Maslin Jr., p Robert B. Jones Jr., vp, gm W. Dudley Tichenor, asst gm, sls dir W. Bert Hanauer, pd Jean L. Mowbray, pmm William R. Hoos, ce Lou Corbin, nd
WITH	1941	1230		250	Maryland Bcstg. Co. 7 E. Lexington St. Lexington 9-7808 Forjoe Select	Thomas G. Tinsley Jr., p R. C. Embry, evp George Shaffer, cm Anna Ray Suter, pd Paul Custer, ce Joel Chaseman, sd
WITH-FM	1949	104.3mc		20kw		
WSID	1947	1010	1,000-D		United Bcstg. Co. of Eastern Maryland Inc. 912 N. Charles St. (1) Saratoga 7-8250 Dora-Clayton United Bcstg. Co.	Richard Eaton, p, nd Marvin Mirvis, vp, gm, cm Helen G. Wberley, pd, pmm, wd A. A. Snowberger, ce
WTOW	1955	1570		1,000-D	(See Towson listing)	
WWIN	1951	1400		250	Belvedere Bcstg. Corp. 1119 N. Charles St. Saratoga 7-3555 MBS Meeker	Thomas F. McNulty, p, gm Clifford Inman, ce Jack Dawson, cm, pd Anthony B. Hartman, pmm

**BETHESDA (Montgomery County)**

WGMS	1947				(See Washington, D. C., listing)	
WETV (TV)	(CP)					
WUST	1951	1120	250-D		Broadcast Management Inc. 1343 U. St., N.W. Washington, D. C. Hobart 2-0011 Forjoe	Harold E. Sheffers, p, gm Jackson Lowe, cm Georgette Leighton, pd Ruth M. Weaver, pmm, wd Arnold Beland, ce Jerry Buffay, nd
WUST-FM	1951	106.3mc		0.5kw		

**CAMBRIDGE (Dorchester County)**

WCEM	1947	1240	250		Shore Bcstg. Co. The Pines 1580	G. P. Richards, o, gm S. M. Cannon Jr., sm, cm Bette B. Robbins, pd Wilson D. Price, ce
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**CUMBERLAND (Allegany County)**

WCUM	1948	1230	250		Tower Realty Co. P. O. Box 360 Parkview 4-5400 CBS Clark	Karl F. Steinmann, p Eldred Steinmann, gm, pmm Roy Knotts, cm James Webster, pd, fd James Simpson, ce William Criswell, nd, sd
WCUM-FM	1948	102.9mc		1.39kw		
WTBO	1928	1450	250		Cumberland Valley Bcstg. Corp. 31 Frederick St. Parkview 2-6666 NBC Branham	Arthur W. German, p, gm M. Virginia Rosenbaum, asst gm, wd Sam Cozad, cm Chad Riley, pd Robert Rosamond, nd Ralph Wirgman, ce

**DUNDALK (Baltimore County)**

WAYE	1955	860	500-D	DA-D	Erway Bcstg. Corp. North Charles St. Baltimore, Md. Vernon 7-5160 Best	Guy S. Erway, p, gm Frieda Boessel, cm Duane Cornett, ce John Ademy, nd Ron Wilner, sd
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Executive Abbreviations: Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.

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DUNDALK (Cont.)

WEBB 1955	1360 1,000-D DA-D	1360 Bcstg. Co. P. O. Box 6222 Baltimore (6) Murdock 6-3180 Gill-Perna	Leon Back, p Bentley A. Stecher, gm Wiley Daniels, pd Joseph Sporney, ce Milton Macfarland, nd William Dupre, pmm William Johnson, nd Lucille Sevel, wd
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FREDERICK (Frederick County)

WFMD 1936	930 1,000 DA-N	Monocacy Bcstg. Co. 1 W. 7th St. Monument 3-4181 CBS Gill-Perna	Laurence Leonard, p Roger A. Beane, sm Eve Leonard, pd E. C. Johnston, ce
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HAGERSTOWN (Washington County)

WARK 1947	1490 250	United Bcstg. Co. of Western Maryland 128 S. Prospect St. 4500 CBS United Bcstg.	Richard Eaton, p S. E. Phillips, vp, gm Richard Collyer, pd, fd Lyn Keller, nd G. Harold Brewer, ce John Staub, pmm
WJMJ 1932	1240 250	Hagerstown Bcstg. Co. Franklin Court Regent 9-2323 ABC MBS Burn-Smith	Grover C. Crilley, p, gm Wm. H. Paulsgrove, cm, pmm Robert Leasher, pd George McIntire, ce Glenn Thomas, nd, sd Jim Solt, fd
WJMJ-FM 1947	104.7mc 9.36kw		

HAVRE de GRACE (Harford County)

WASA 1948	1330 1,000-D	Chesapeake Bcstg. Co. P. O. Box 97 800	Jason T. Pate, p, gm Charles W. Irwin, cm Gerald D. Johnson, ce Allen Anderson, sd Monica Schwarz, wd
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LEONARDTOWN (St. Mary's County)

WKIK 1953	1370 1,000-D	Southern Maryland Bcstrs. Inc. Greenwood 5-2211	James L. Bittner, p, gm, cc, nd, fd, sd William C. Redd, cm, pmm
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LXINGTON PARK (St. Mary's County)

WPTX 1953	920 500-D	Patuxent Radio Inc. Volunteer 2-1031 KBS	William J. Thomas, p Sam H. Stonebraker, gm Ralph W. Hawkins, pd Guy Willie, nd, sd, ce Mike Loyd, fd Ellen Wilkinson, wd
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MORNINGSIDE (Prince Georges County)

WPGC 1954	1580 1,000-D (CP: 10,000-D DA-D)	WPGC Inc. 4421 Southern Ave. S. E. Washington 19, D. C. Jordon 8-6677	Maxwell Richmond, p Melvin Winters, ce John Marquette, pd
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OAKLAND (Prince Georges County)

WRNC (FM) 1947	95.5mc 16.5kw	WPGC Inc. 4421 Southern Ave. S.E. Washington 19, D. C.	Maxwell Richmond, p Melvin Gene Winters, ce John Marquette, pd
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POCOMOKE CITY (Worcester County)

WDVM 1955	540 500-D	Eastern Shore Bcstg. Co. Dun Swamp Rd. 937 Zimmer	G. Russell Chambers, o Dave Welborne, gm Phil Goethals, pd Eddie Matherly, fd Claude Jones, ce Catherine Sparrow, cmml info
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**W S I D**  
BALTIMORE, MD.

- **BALTIMORE'S PIONEER  
NEGRO PROGRAMMED STATION  
NON-DIRECTIONAL 1010 Kc**
- **AIDING YOUR PRODUCT SALES  
THROUGH WSID PLUS  
MERCHANDISING**

**U  
B  
C**

**W A R K**  
CBS IN HAGERSTOWN

1. Capital of Western Maryland
2. 2nd in Sales

**WARK Leads the Entire Area**

so mark  
**WARK**

# WINX

The Voice of Suburban Maryland

ROCKVILLE, MD.

The first and only fulltime station serving two of the richest counties in the United States—Montgomery, and Prince Georges Counties, Maryland.

For complete details on this rich Maryland market, see

Bob Wittig

at United Broadcasting Company's

New York Office

40 East 51st Street

PLaza 5-9145

## MARYLAND

City Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>ROCKVILLE (Montgomery County)</b>			
WINX 1951	1600 1,000-D 500-N DA-N	Montgomery County Bcstg. Co. 8 Baltimore Rd.	Pierre D. Eaton, gm Richard Denham, pd Peter Giordano, cm John Robbins, pmm James Moore, ce Nancy Graybell, wd
<b>SALISBURY (Wicomico County)</b>			
WBOG 1940	960 5,000-D 1,000-N DA-2	Peninsula Bcstg. Co. Radio-Tv Park 6131 MBS Burn-Smith	John W. Downing, p Charles J. Truitt, vp, gm, cm John W. Downing Jr., pd Jack W. Ward, ce Bill Anderson, nd John B. Greenberger, sd
WBOC-TV			
WIGO 1956	1320 500-D	Elizabeth Evans & W. Courtney Evans P. O. Box 144 Frankford, Del. United Bcstg. Co.	W. Gourtney Evans, co-o, p Elizabeth Evans, co-o
WMPY (CP)	1470 5,000-D DA-D	Hoyt G. Murphy 411 N. Fourth St.	Hoyt G. Murphy, o
<b>SILVER SPRING (Montgomery County)</b>			
WGAY 1946	1050 1000-D	Tri-Suburban Bcstg. Corp. 11306 Kemp Mill Rd. Juniper 9-1050 Walker	John W. Kluge, p Marion B. Brechner, vp Joseph L. Brechner, gm Stuart J. Hepburn, cm Ghuck Dulane, pd, nd, fd Arthur McDougall, ce Val Thomas, sd Gini Maxwell, wd

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

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# W B O C

## NOW 5,000 WATTS

TWICE AS MANY PEOPLE NOW ENJOY  
ONE OF AMERICA'S FINER STATIONS

AN AUDIENCE LOYAL TO THE STATION AND ITS ADVERTISERS

With its 16 years' experience, know-how, and resources WBOC daily brings the best in radio to Del-Mar-Va.

WEEKDAYS: 5:45 AM to 12:05 AM; Sundays: 8 AM to 12:05 AM

### \$681,383,000 RETAIL SALES

And WBOC is the DOMINANT advertising medium in this market. . . .  
Used by 58% more advertisers day by day than any other medium  
(except WBOC-TV)

Contact **Burn-Smith Co., Inc.**, or

Now 172,392  
Radio Homes

# WBOC

Radio-TV Park  
Salisbury, Md.

John W. Downing, President

Charles J. Truitt, Gen. Mgr.



Your best buy

in SALISBURY

is WICO

THE BRIGHTEST SPOT ON THE DIAL  
COVERING THE SHORE

For complete details in selling the big Eastern Shore Market, see

W. Courtney Evans, President  
700 East Main Street • Pioneer 2-3203

United Broadcasting Co.,  
40 East 51 St., N.Y.C. • PLaza 5-9145

MARYLAND

TOWSON (Baltimore County)

WTOW 1570 WTOW Inc. John S. Booth, p, gm  
1955 1,000-D 26 W. Pennsylvania Ave. Edward W. Hearn, sm  
Valley 5-9660 Ed Backey, pd  
Green & Ward John Steele, nd  
Charles Buffington, ce

WESTMINSTER (Carroll County)

WTTR 1470 Carroll County Bcstg. Corp. Russell H. Morgan, vp, gm,  
1953 1000-D Westminster 1170 cm, ce  
Sverne S. MacLaughlin, pd  
Gladys Wimert, wd

WHEATON (Montgomery County)

WDON 1540 Everett L. Dillard, o, gm  
1953 250-D 1319 F St., N.W. Everett L. Dillard, o, gm  
Washington, D. C. Nelson Griggs, sm  
District 7-1356 Harold Levy, slm  
Richard Patrick, pdm  
Sonald E. Dillard, sd  
Eugene V. Jurasinski, ce

MASSACHUSETTS

BOSTON (Suffolk County)

WBMS 1090 WBMS Inc. Jack Berkman, p  
1946 1,000-D Hotel Somersct Norman Furman, gm  
Copley 7-3005 Ken Malden, pd  
Indie Harry Foster, sm  
Harry Paul, pmm  
Don Snider, ce  
Steve James, nd, fd

WBZ† 1030 Westinghouse Bcstg. Co. Donald H. McCannon, p  
1921 50,000 Inc. Paul E. Mills, gm  
WBZ-TV DA-1 1170 Soldiers Field Rd. William J. Williamson, cm  
Brighton Grady Edney, pd  
Algonquin 4-5670 Roy M. Schwartz, pmm  
Peters, Criffin, Woodward W. H. Hauser, ce  
Rod McLeish, nd  
Malcolm MacCormack, fd  
Leo Egan, sd

WBZA† (See Springfield listing)  
1924

WCOP 1150 Plough Bcstg. Co. Roy V. Whisnand, vp, gm  
1935 5,000 489 Boylston St. (16) Peter T. McGovern, cm  
DA-2 Copley 7-0123 Irvin E. Dierdorff Jr., pd  
Radio-TV Reps. Roland G. Hale, ce

WCOP-FM 100.7mc  
1948 20kw

WCRB 1330 Charles River Bcstg. Theodore Jones, p, gm, slm  
1948 5,000-D Co. Inc. Richard L. Kaye, sm  
1,000-N Boston 54, Mass. Robert Vail, pd  
DA-2 Twinbrook 3-7080 Leonard Buckwalter, ce  
Good Music T. F. Conley, nd  
Bcstrs.

WCRB-FM 102.5mc  
1954 9.2kw  
WEEI 590 Columbia Bcstg. Sys. Inc. Arthur Hull Hayes, p  
1924 5,000 182 Tremont St. Thomas Y. Gorman, gm  
DA-1 Hubbard 2-2323 Robert Sinnett, sm  
CBS Kenneth R. Ovenden, pd  
CBS Radio Joseph Cullinane, pmm  
Spot Sales Warren J. Stevens, ce  
Arthur C. King, nd  
Louis A. Webster, fd  
Fred Cusick, sd

WVEI-FM 103.3mc  
1948 20kw

WHDH 850 WHDH Inc. Robert B. Choate, p  
1929 50,000 6 St. James Ave. William B. McGrath, vp,  
DA-2 Hancock 6-5500 mgng dir  
Blair Alexander M. Tanger, cm  
John Day, pd, nd  
William E. Shea, pmm  
Phillip K. Baldwin, ce  
Joe Kelly, fd  
Curt Gowdy, pd  
Christine Evans, wd

WVHDH-FM 94.5mc  
1949 20kw

WMEX 1510 The Northern Corp. Wm. S. Pote, p, gm  
1934 5,000 70 Brookline Ave. George Lasker, cm  
DA-1 Commonwealth 6-3900 George Kaplan, pd, pmm  
Wm. Ferruzzi, ce  
Frank Fallon, sd

WNAC 680 RKO Teleradio Pictures Thomas F. O'Neil, p  
1922 50,000 21 Brookline Ave. Norman Knight, evp, gm  
WNAC-TV DA-1 Commonwealth 6-0800 George Steffy, vp  
NBC Thomas Bateson, cm  
MBS John D. Maloy, pd  
Yankee George W. Hallberg, pmm  
H-R Reps. Irving B. Robinson, ce  
Le'and Bickford, nd  
Louise Morgan, wd

WNAC-FM 98.5mc  
1948 20kw

† WBZ Boston and WBZA Springfield, Mass., operate synchronously.

MASSACHUSETTS

MASSACHUSETTS  
MARKET DATA BY COUNTIES

County	Population 1950	Radio Homes	Passenger Cars			
			Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	1955
Barnstable	46,805	16,900	\$95,877	\$24,879	\$3,609	*1,358,649
Berkshire	132,966	40,800	159,960	39,341	4,381	
Bristol	381,569	120,430	410,141	104,716	12,609	
Dukes	5,633	1,810	11,495	4,528	468	
Essex	522,384	166,400	617,837	160,760	20,425	
Franklin	52,747	17,030	58,685	12,920	1,540	
Hampden	367,971	117,010	482,174	106,056	15,386	
Hampshire	87,594	24,830	85,354	19,948	2,689	
Middlesex	1,064,569	320,140	1,237,403	313,557	39,286	
Nantucket	2,484	1,070	7,649	2,072	252	
Norfolk	392,308	129,520	451,284	109,142	15,424	
Plymouth	189,468	62,910	242,125	63,871	7,854	
Suffolk	896,615	241,150	1,476,057	343,744	39,538	
Worcester	546,401	172,700	624,927	152,136	18,899	
Total	4,690,514	1,474,200	\$5,960,968	\$1,457,670	\$182,970	

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

DIRECTORY OF AM AND FM STATIONS

ATTLEBORO (Bristol County)

WARA 1320 Attleboro Radio Assn. Howard H. Sweet, p  
1950 1,000 8 N. Main St. Keith S. Field, gm  
DA-2 1-1320 William A. Dawson Jr., cm  
Walker David P. Mohr, pd  
Raymond D. Arnold, ce  
Charles J. Mahan, nd

**MASSACHUSETTS**

City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>BOSTON (Cont.)</b>				
WORL 1950	950 5,000-D	Pilgrim Bcstg. Co. 705 Beacon St. (15) Copley 7-3800 Headley-Reed	Joseph Dunn, p Arthur E. Haley, gm, cm Stan Richards, pd Polly E. Haddad, pmm John W. Parker, ce Hank Elliott, nd, sd	
WVDA 1953	1260 5,000 DA-N	Victor Diehm Assoc. Inc. Hotel Bradford Hancock 6-1122 ABC Raymer	Victor C. Diehm, p Len Hornsby, gm Jim Pansullo, pd Elaine McDonnell, pmm Yale Lasker, sim George Jowdy, ce James Murray, nd	
WBOS 1948		(See Brookline listing)		
<b>BROCKTON (Plymouth County)</b>				
WBET 1946	1460 1,000 DA-N	Enterprise Publishing Co. 60 Main St. 7062 Walker	Charles A. Fuller, gm, nd Earle G. Clement, cm Arthur B. Jones, pd, fd Charles Nowell, ce Walter Dunbar, sd Freddie Seymour Dalton, wd	
WBET-FM 1947	97.7mc 0.8kw			
<b>BROOKLINE (Suffolk County)</b>				
WBOS 1947	1600 5,000 DA-1	Champion Bcstg. System 790 Commonwealth Ave. Beacon 2-5650 KBS McGillvra	Benjamin Bartzoff, vp, gm James A. Fitzgerald Jr., pd Jerome Bartzoff, ce	

Executive Abbreviations: Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.  
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<b>CAMBRIDGE (Middlesex County)</b>				
WTAO 1948	740 250-D	Middlesex Bcstg. Corp. 439 Concord Ave. Eliot 4-9500 Richard O'Connell	Frank L. Lyman Jr., p Wallace Dunlap, gm, cm Ed Penney, pd John Ackles, ce Ken Wayne, nd, sd Bob Mehrman, fd	
WXHR (FM) 1946	96.9mc 20kw	(WTAO, Am Affiliate)		
<b>CHICOPEE (Hampden County)</b>				
WACE 1946		(See Springfield listing)		
<b>FALL RIVER (Bristol County)</b>				
WALE 1948	1400 250	Narragansett Bcstg. Co., 374 Central St. 4-1400 MBS Yankee O'Connell	George L. Sisson Jr., p, gm Markey Gosciminski, slm Madeleine Hamel, cm Roland Berube, ce Chris Barnes, nd, sd Evelyn Lowenstein, wd	
WSAR 1921	1480 5,000 DA-2	Fall River Bcstg. Co. Walker St. Somerset, Mass. Fall River 7-9477 ABC Headley Reed Kettell-Carter	Frank W. Miller, p Lincoln W. N. Pratt, gm, treas Cornelius D. Sullivan, cm Joseph Welch, pd, nd, fd, sd Arnold Malloy, ce	
<b>FITCHBURG (Worcester County)</b>				
WEIM 1941	1280 5,000-D 1,000-N DA-2	WEIM Fitchburg Inc. 717 Main St. 2-3677 MBS Yankee Kettell-Carter	Henry G. Molina Jr., p James W. Chalmers, gm, cm Theodore Kalin, ce Richard Hennessy, slm Dorothy Prevost, pmm Guy Andrews, pdm Sherman L. Baldwin, nd, fd	
WFGM 1950	1580 1,000-D	Wachusett Bcstg. Corp. 455 Main St. 3-4897 Walker	David M. Myers, p Ruane B. Hill, gm Richard W. Ziegler, cm Tal Hood, pd Ray V. Loter, nd Donald L. Coleman, ce	

**BASICALLY  
BOSTON  
WVDA 5000 WATTS  
1260**

**HOTEL BRADFORD • Boston, Mass.**

Member of the "VIC" DIEHM RADIO GROUP  
(The Best of Buys In Radio Represented by Paul H. Raymer Company)

**WHOL • WAZL • WHLM • WIDE • WVDA**  
Allentown, Pa. Hazleton, Pa. Bloomsburg, Pa. Biddeford-Saco, Me. Boston, Mass. ABC  
NBC-MBS MBS-Yankee

**FRAMINGHAM (Middlesex County)**

WKOX 1190 WKOX Inc.  
947 1,000-D Mountwaite Ave.  
Trinity 3-7409  
Webb  
Kettell-Carter

Richard E. Adams, gm  
A. A. Anderson, sm  
John Centri, pd  
Francis W. Bartol, ce  
Les Levinson, nd  
Bill Galvin, sd

**GARDNER (Worcester County)**

WGAW 1340 Cardner Bcstg. Co.  
1946 250 3 Pleasant St.  
1490  
Webb  
Borgatti

Emilien R. Robillard, p  
William C. Engel, vp, gm  
Perry C. Copeland, cm  
Durham Caldwell, pd, pmm  
Cordon Wiley, ce  
Robert E. Johnson, nd

**GREAT BARRINGTON (Berkshire County)**

WSBS 860 Berkshire Bcstg. Co.  
1949 250-D U. S. Route 7  
Bay State Quality

James W. Miller, co-o  
John T. Parsons, co-o, gm  
Ralph N. Winquist, ce

**GREENFIELD (Franklin County)**

WHAI 1240 Haigis Bcstg. Corp.  
1938 250 486 Main St.  
Prescott 4-4301  
MBS  
Yankee  
Walker

John W. Haigis Sr., o  
John W. Haigis Jr., p, gm  
Harry J. Frank, sm  
Ira I. Hewey, pd, sd  
June K. Greene, pmm, wd  
Leland F. Wheeler, ce

WHAI-FM 98.3mc  
1948 1kw

**HAVERHILL (Essex County)**

WHAV 1490 WHAV Bcstg. Co.  
1947 250 30 How St.  
Drake 4-4733  
Nona Kirby  
Stars Natl.

Robert I. Kimel, gm  
James Simmons, pd  
Edward I. Cetlin, treas  
David E. Cate, ce  
Edward V. Johnson, nd  
Alan H. Noyes, sd

**HOLYOKE (Hampden County)**

WREB 930 Valley Bcstg. Corp.  
1950 500-D Holyoke Natl. Bank Bldg.  
Jefferson 2-3296  
WREB Radio Sales (N.Y.)  
Nona Kirby (Boston)

John H. Vendell Jr., sm  
Robert H. Berger, sm  
William D. Trumbull, pd  
David E. Forester, nd  
Frank T. Cook, ce

**LAWRENCE (Essex County)**

WCCM 800 Lawrence Bcstg. Co.  
1947 1,000-D 278 Essex St.  
3-7171  
Walker

George H. Jaspert, p, gm  
Daniel B. Ruggles III, cm  
Forrest N. Morgan, pd  
Bernard J. Fionte, pmm  
Norman Round, ce  
Alexander C. Macbeth, sd

WLLH (See Lowell listing)  
1934

**LOWELL (Middlesex County)**

WCAP 980 Northeast Radio Inc.  
1951 1,000-D 243 Central St.  
Clenview 4-0404  
Crant Webb  
Kettell-Carter

Israel Cohen, p  
William J. Warren, gm, cm  
Theodore Cohen, ce

WLLH 1400 Merrimac Bcstg. Co.  
1934 250 39 Kearney Square, Lowell  
Cregg Bldg., Lawrence  
Lowell, Clenwood 8-8715  
Lawrence 2-2148  
MBS  
Yankee  
Kirby

Cerald Harrison, p  
A. N. Armstrong, gm, cm  
Tom Clayton, pd, sd  
Tony Michaels, ce  
Fred Simmons, nd

WLLH-FM 99.5mc  
1948 12.2kw

**LYNN (Essex County)**

WLYN 1360 Puritan Bcstg. Service  
1946 1,000-D 7 Willow St.  
5-6200  
Walker

Theodore Feinstein, p  
Melvin Lahr, gm, cm

**MEDFORD (Middlesex County)**

WHIL 1430 Conant Bcstg. Co.  
1952 1,000-D 99 Revere Beach Pky.  
Mystic 6-1430  
Bcstg. Time  
Sales

Sherwood J. Tarlow, p, gm  
Joseph Kruger, sm, cm  
Bob Walsh, pd  
Jim Alyward, pmm  
Sal Fulchino, ast mgr, ce  
Cy Kassel, nd, sd

**MILFORD (Worcester County)**

WMOO 1490 Milford Bcstg. Corp.  
1956 250 Opera House Bldg.  
1490  
Bay State Quality  
Nona Kirby

James W. Miller, p, treas  
Robert F. Nims, vp, gm  
Henry F. Murray, cm  
Joseph Hyder, pd  
Lena Nargi, pmm  
Ralph N. Winquist, ce

**NEW BEDFORD (Bristol County)**

WBSM 1420 Bay State Bcstg. Co.  
1949 1,000 Pope's Island  
DA-1 Wyman 3-1767  
Boiling

Joseph P. Duchaine, p  
Otto F. A. Arnold, gm  
Richard G. Evans, cm  
Hal Peterson, pd  
James Wooler, ce  
Jerry Jerome, nd

WBSM-FM 97.3mc  
1949 2.5kw

WNBH 1340 E. Anthony & Son Inc.  
1921 250 432 County St.  
Wyman 8-5228  
MBS  
Yankee  
Walker

Basil Brewer, vp  
Henry M. Solomon, m, cm

WNBH-FM 98.1mc  
1946 20kw

**NEWBURYPORT (Essex County)**

WNBP 1470 Theodore Feinstein  
1949 (CP) 500-D 185 Devonshire St.  
Boston, Mass.

Theodore Feinstein, o

**NORTH ADAMS (Berkshire County)**

WMNB 1230 Northern Berkshire Bcstg.  
1947 250 466 Curran Hwy.  
Mohawk 3-6567  
McCillvra  
Kirby

J. Gordon Keyworth, p, treas,  
gm, ce  
Richard J. O'Brien, comm  
rep  
Roy M. Anderson, prog mgr,  
nd  
Bernard Bullett, sd  
Belva C. Keyworth, wd

**NORTHAMPTON (Hampshire County)**

WHMP 1400 Pioneer Valley Bcstg. Co.  
1950 250 78 Main St.  
JU 4-4275  
Borgatti  
Webb

John H. Williams, p  
Alexander W. Milne, gm, cm  
Joseph Fennessey, pd, nd, sd  
Dan Marou, ce

**ORANGE (Franklin County)**

WCAT 1390 Miller's River Bcstg. Corp.  
1956 1,000-D First Natl. Bank Bldg.  
Athol, Mass.  
2340  
Bay State  
Nona Kirby

James W. Miller, p  
Robert F. Nims, vp, gm, pmm  
Paul A. Belaire, cm  
Bradford Drawbridge, pd  
Chandler K. Waterman, ce  
Chuck Stone, nd

**AM** **WCRB** **NOW** **FM**  
**5000 WATTS**

**BOSTON'S FINE MUSIC STATION**

(Listed under Waltham, Mass.)

Rep: GOOD MUSIC BROADCASTERS  
N.Y.C. MU 3-2295

**WCRB • BOSTON 54, TW 3-7030**

See Boston Hooper for proof "Boston Loves Fine Music"

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>PITTSFIELD (Berkshire County)</b>			
WBEC 1947	1420 1,000 DA-2	Western Mass. Bcstg. Co. 33 Eagle St. 8292 ABC Kettell-Carter Everett-McKinney	L. K. Miller, p W. W. Budrow, gm Ed Johnson, cm Paul Edwards, pd, pmm, sd Walton T. Ayer, ce Ed Farrell, nd
WBEC-FM 1947	94.3mc 1kw		
WBRK 1937 WMGT (TV)	1340 250	Creylock Bcstg. Co. 8 Bank Row 2-1553 MBS Yankee Walker	Leon Podolsky, p Walter Kearsy, gm Martin Schecter, cm William Nickum, pd Walter Keogh, nd Dan Healy, sd
<b>PLYMOUTH (Plymouth County)</b>			
WPLM 1955	1390 500-D	Plymouth Rock Bcstg. Co. 2600 Walker	John T. Campbell, p, gm, cm Robert Wells, pd, pmm Richard Taylor, ce Charles Gordon, nd, sd Arthur E. Pratt, slm Wellington O. Sawyer, fd
<b>QUINCY (Norfolk County)</b>			
WJDA 1947	1300 1,000-D	South Shore Bcstg. Co. P. O. Box 373 Mayflower 9-1300	James D. Asher, p, gm Kenneth P. Fallon Jr., cm Winslow Bettinson, pd Arthur Fred Lane, ce Herbert Fontaine, nd

Executive Abbreviations: *Owner* o; *Pres.* p; *Exec. vp.* cvp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports or Women's Dir.* nd, fd, sd, wd.  
Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.  
FM's in *italic*. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-T—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

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**THE ASSOCIATED PRESS**

<b>SALEM (Essex County)</b>			
WESX 1939	1230 250	North Shore Bcstg. Corp. P. O. Box 710 5670	James D. Asher, treas William C. Asher, gm, pmm Charles E. Asher, cm Norman Durkee, pd, ce, nd, fd Thomas Brown, sd
<b>SOUTHBURIDGE (Worcester County)</b>			
WESO 1955	970 500-D	WESO Bcstg. Co. Blanchard Bldg. Porter 4-4381 Walker (Boston only)	Joseph L. Rosenmiller, p Peter A. Bordes, vp Joseph C. Amaturio, vp, gm Robert S. Binet, pd Sumner Weisman, ce Joseph P. Capillo, nd, sd
<b>SPRINGFIELD (Hampden County)</b>			
WACE 1946	730 1,000-D	Regional Bcstg. Co. Hotel Bridgeway Lyceum 4-6654 Bolling	John S. Begley, o David Hayes, p Ralph J. Robinson, gm, cm Sy Levy, pd Dick Glinka, ce Ruth Batcheller, wd
WBZA 1924	1030 1,000	Westinghouse Bcstg. Co. 651 Page Blvd. E. Springfield Springfield 7-0537 Peters, Griffin, Woodward	Donald H. McGannon, p Paul E. Mills, gm William J. Williamson, cm Grady Edney, pd Roy M. Schwartz, pmm W. H. Hauser, ce Rod McLeish, nd
WHYN 1941 WHYN-TV	560 1,000 DA-1	The Hampden-Hampshire Corp. 1300 Liberty St. Republic 4-1126 CBS Branham Weed	Charles N. DeRose, gm Patrick J. Montague, cm Michael Horn, pmm Harold Schumacher, ce Bill Keating, sd
WHYN-FM 1947	93.1mc 3.2kw		
WJKO 1948	1600 5,000-D	Springfield Bcstg. Co. P. O. Box 898 Republic 2-7487 Gill-Perna Nona-Kirby	Earle G. Hewinson Sr., p, cm Chris M. Manitas, gm, pd, ce Phil Drumheller, nd William Kupec, fd Carol Stowe, wd Frian Henry, sd
WMAS 1932	1450 250	WMAS Inc. 101 West St. Republic 7-1414 MBS Yankee H-R Reps.	Gerald Harrison, p Robert Donahue, gm Zack Land, cm Roland Dumas, pd, nd John Michnovetz, ce George Sands, sd
WMAS-FM 1947	94.7mc 1.35kw		
WREB 1950	930 500-D	(See Holyoke listing)	
WSPR 1936	1270 1,000 DA-1	WSPR Inc. 63 Chestnut St. Republic 2-4182 ABC Hollingsbery Kettell-Carter	Alan C. Tindal, p, gm Jack Sullivan, cm Paul Monson, pd, pmm Valentino Partyka, ce Durham Caldwell, nd Keith Silver, sd
WTXL 1949	1490 250	Telecolor Corp. 34 Sylvan St. Republic 9-4768 Walker	Lawrence A. Reilly, p, gm James L. Spates, opr mgr Holland D. Cameron, cm James L. Spates, ce
<b>TAUNTON (Bristol County)</b>			
WPEP 1949	1570 1,000-D	Silver City Bcstg. Corp. 174 Broadway VA 4-7528 Walker	J. Marshall McGregor, p, gm Earle Blackwell, cm Joseph G. Quill, sm, pd Lawrence Prado, ce Edward Litchfield, nd, sd Harold Woodward, fd
<b>WALTHAM (Suffolk County)</b>			
WCRB 1948	1830 5,000-D 1,000-N DA-2	(See Boston listing)	
WCRB-FM 1954	102.5mc 9.2kw		

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(PULSE OCTOBER 1956)

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2. More Sports Coverage
3. More Special Events
4. More Personalities
5. 199,000 Radio Families

## WORCESTER, MASSACHUSETTS

Rep. by: George P. Hollingsbery Co.  
In Boston: Kettell-Carter

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A  
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### MASSACHUSETTS

Station	Frequency	Power	Service	Rep.
WARE (Hampshire County)				
WARE 1548	1250 1,000-D (CP: 1,000 DA-N)		Central Mass. Bcstg. Co. Off East St. 1250 MBS Yankee Webb Wheeler	Bertram Roberts, p Allan W. Roberts, evp, gm Sherwood J. Tarlow, treas Lillian Winiarski, cm Joe Martin, pd Dick Cole, pmm, pdm Tom Moriarty, nd
WEST SPRINGFIELD (Hampden County)				
WTXL 1949	1490 250		(See Springfield listing)	
WEST YARMOUTH (Barnstable County)				
WOCB 1940	1240 250		E. Anthony & Sons Inc. S. Sea Ave. Hyannis 501 MBS Yankee Walker	Basil Brewer, p Paul W. Stiles, mgr, cm Joan Holbrook, pd Frank L. Lynch, ce Edgar H. Semprini, nd, sd Maggie Perkins, wd
WOCB-FM 1948	94.3mc 1kw			
WORCESTER (Worcester County)				
WAAB 1931	1440 5,000 DA-2		Waterman Bcstg. Corp. 34 Mechanic St. Pleasant 2-5611 NBC ABC, MBS Yankee Hollingsbery Kettell-Carter	Bernard Waterman, p, gm Tom Sawyer, pd, pmm, nd George Capalbo, ce Chester Kaminski, shm Vera Green, wd
WAAB-TV (CP)				
WNEB 1946	1230 250		New England Bcstg. Co. 405 Main St. Pleasant 6-4672 Bolling	Paul C. Lytle, p John J. Hurley, gm Edward T. McCann Jr., cm Vernon P. Wilson, ce Thomas C. Phillips, nd Robert L. Gallagher, sd
WORC 1925	1310 1,000 DA-1 (CP-5,000-D 1,000-N DA-2)		WORC Inc. Bancroft Hotel Swift 9-0581 Forjoe Harry Wheeler	Robert F. Bryar, p, gm Bernard Koten, vp Bart Coblenz, treas, cm Herman Gruzen, ce
WTAG 1924	580 5,000 DA-2		WTAG Inc. 20 Franklin St. Pleasant 5-4321 CBS Christal	Robert W. Booth, p Herbert L. Krueger, vp, gm Robert J. Brown, cm Ben G. Oman Jr., sm A. J. Brissette, prog-prod mgr E. A. Browning, ce James G. Little, nd
WTAG-FM 1940	96.1mc 10kw			

### MICHIGAN

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger Cars 1955
Berrien	115,702	41,250	167,953	41,240	6,520	53,098
Branch	30,202	9,680	37,070	8,153	1,050	12,564
Calhoun	120,813	39,870	153,422	38,159	5,592	48,526
Cass	28,185	10,170	24,374	7,138	796	12,466
Charlevoix	13,475	3,730	16,040	3,654	422	4,883
Cheboygan	13,731	3,400	15,954	3,780	683	4,497
Chippewa	29,206	8,100	34,501	9,228	635	9,699
Clare	10,253	3,220	14,502	3,063	602	4,407
Clinton	31,195	9,340	28,931	6,461	589	11,851
Crawford	4,151	1,200	5,592	1,163	196	1,675
Delta	32,913	9,000	37,538	10,000	958	11,086
Dickinson	24,844	7,360	25,496	6,396	568	8,784
Eaton	40,023	13,170	41,530	10,834	1,381	16,727
Emmett	16,534	4,500	23,728	4,705	688	5,385
Genesee	270,963	96,130	503,160	107,548	18,709	137,189
Gladwin	9,451	2,320	10,292	2,495	281	3,526
Gogebic	27,053	7,700	26,410	7,210	640	8,582
Grand Traverse	28,598	8,290	43,344	9,551	1,360	10,750
Gratiot	33,429	9,790	38,850	8,219	919	13,262
Hillsdale	31,192	11,170	36,484	7,634	671	12,668
Houghton	39,771	10,850	34,357	11,793	839	11,030
Huron	33,149	8,940	41,000	7,602	1,203	13,152
Ingham	172,941	58,490	285,208	57,287	9,122	76,398
Ionia	38,158	10,980	44,258	9,276	1,199	15,347
Iosco	10,906	3,690	19,785	4,992	1,010	5,271
Iron	17,692	5,200	16,908	4,680	521	6,682
Isabella	28,964	7,780	29,601	6,419	671	9,843
Jackson	107,925	34,750	148,193	32,355	5,266	44,831
Kalamazoo	126,707	42,990	183,948	37,717	7,509	54,557
Kalkaska	4,597	1,220	3,541	1,013	187	1,584
Kent	288,292	97,580	431,625	94,731	19,875	123,945
Keweenaw	2,918	630	1,407	722	185	969
Lake	5,257	1,600	4,204	1,322	185	1,813
Lapeer	35,794	10,190	41,223	8,301	1,233	13,825
Leelanau	8,647	2,330	5,930	1,939	238	3,391
Leonia	64,629	21,380	88,500	19,359	2,473	28,738
Livingston	26,725	8,800	36,844	7,897	818	12,143
Luce	8,147	1,440	6,159	1,589	381	1,899
Mackinac	9,287	2,340	11,454	3,869	84	3,052
Macomb	184,961	69,930	300,830	85,846	9,384	107,554
Manistee	18,524	5,980	17,884	4,628	664	6,481
Marquette	47,654	14,300	47,734	16,766	905	16,188
Mason	20,474	6,320	24,080	6,356	734	7,703
Mecona	18,968	5,280	16,583	4,202	629	6,112
Menominee	25,299	7,260	18,751	4,860	243	8,934
Midland	35,662	11,500	46,463	12,568	1,539	15,151
Missaukee	7,458	1,970	7,723	2,006	64	2,362
Monroe	75,666	24,780	88,767	19,451	2,191	33,642
Montcalm	31,013	10,220	40,966	10,076	1,248	13,353
Montmorency	4,125	1,090	5,613	1,337	310	1,707
Muskegon	121,545	40,710	155,769	41,196	5,803	50,555
Newaygo	21,517	6,630	20,223	5,064	617	8,045
Oakland	369,001	153,170	729,607	168,715	24,956	228,599
Oceana	16,105	4,880	17,046	4,904	478	5,875
Ogemaw	9,345	2,690	10,261	2,528	588	3,294
Ontonagon	10,282	2,610	9,647	2,792	193	3,480
Oscoda	13,707	3,930	13,268	2,950	398	4,819
Oseoda	3,134	870	4,039	901	101	1,128
Otsego	6,435	1,550	10,067	2,213	320	2,560
Ottawa	75,751	24,470	93,500	21,853	2,480	32,083
Presque Isle	11,996	2,700	10,566	3,137	358	4,168
Roscommon	5,916	2,410	10,925	3,142	478	2,946
Saginaw	153,515	48,150	210,784	40,083	7,307	62,065
St. Clair	91,599	30,170	120,804	32,711	3,703	37,425
St. Joseph	35,071	11,850	41,943	8,891	1,413	16,310
Sanilac	30,837	8,980	32,972	7,520	885	12,402
Schoolcraft	9,148	2,330	10,860	2,665	347	3,111
Shiawassee	45,987	14,560	64,710	14,717	1,552	19,370
Tuscola	38,258	11,290	40,975	9,186	1,116	15,048
Van Buren	39,184	13,370	46,963	12,269	1,532	17,188
Washtenaw	134,606	41,030	188,370	42,446	7,487	54,111
Wayne	2,435,235	775,320	3,811,177	831,489	159,428	996,661
Wexford	18,628	5,660	20,452	4,903	690	6,599
Total	6,371,766	2,071,100	\$9,271,611	\$2,107,109	\$344,775	2,716,713

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

### MICHIGAN MARKET DATA BY COUNTIES

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger Cars 1955
Alcona	5,856	1,520	\$6,758	\$1,654	\$412	2,217
Alger	10,007	2,500	8,360	2,912	221	2,737
Allegan	47,493	15,010	46,455	10,652	941	19,059
Alpena	22,189	6,470	27,297	7,232	934	8,772
Antrim	10,721	3,230	8,594	2,755	366	3,477
Arenac	9,644	2,570	11,137	2,333	283	3,599
Baraga	8,037	2,090	4,831	1,650	249	2,191
Barry	26,183	8,700	28,190	6,690	1,013	10,605
Bay	88,461	27,700	109,864	25,151	3,912	33,596
Benzie	8,306	2,300	8,384	2,220	392	3,286

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A Gerity Station

Affiliated with WJON-TV, Flint, Saginaw, Bay City      Affiliated with WPON, Pontiac, Mich.

## MICHIGAN

City Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>ADRIAN (Lenawee County)</b>			
WABJ 1945	1490 250	Gerity Bcstg. Co. 2982 Treat Rd. Colfax-5-7123 ABC Best	James Gerity Jr., p Robert W. Cessna, sm J. O. Stone, pd, nd Galen Stutzman, ce Don Dean, fd Keith Roper, sd
<b>ALBION (Calhoun County)</b>			
WALM 1952	1260 1,000-D	Calhoun Bcstg. Co. 101 N. Superior 5065 KBS	L. E. Bedient, p W. J. Schwoebell, gm
<b>ALMA (Grafton County)</b>			
WFYC 1948	1280 1,000-D	WFYC Inc. 5310 N. State Rd. 95 KBS	Victor R. Wilson, p David W. Sommerville, gm David Van Sluyters, slm, pmm Bruce Rigg, fd Don Seaman, nd
<b>ALPENA (Alpena County)</b>			
WATZ 1946	1450 250	Midwestern Bcstg. Co. 1049 MBS KBS Paul Bunyan Holman	Les Biederman, p Drew McClay, gm William Kiker, ce
<b>ANN ARBOR (Washtenaw County)</b>			
WHRV 1947	1600 1,000 DA-1	M. W. Bcstg. Inc. ABC Walker	Charles H. Mayne, p Donald T. Wattrick, vp

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

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

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ANN ARBOR (Cont.)

WUOM-FM 948 WUOM-TV (CP)	91.7mc 115kw	Regents U. of Michigan 504 S. State St.	W. Abbot, dir E. Burrows, pd Wm. Stegath, nd, sd J. J. Swantek, ce
WPAG 1954 WPAG-TV	1050 1,000-D	Washtenaw Bcstg. Co. Inc. Hutzel Bldg. Normandy 2-557 Everett-McKinney	Edward F. Baughn, o, gm Kenneth MacDonald, cm Albert Samborn, pd, nd Donald Bowdish, ce Howard Heath, fd Robert Ufer, sd

LAD AXE (Huron County)

WLEW 1950	1340 250	Stevens-Wismer Bcstg. Co. 935 S. Van Dyke Rd. 1010	John Wismer, gm Jim Muehlenbeck, sm Don Hill, pd Loren Guild, ce Dick Jeffries, nd
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BATTLE CREEK (Calthoun County)

WBCK 1948	930 1,000 DA-2	Michigan Bcstg. Co. Security Natl. Bank Bldg. 3-5555 MBS Burn-Smith	Robert H. Holmes, p Eugene F. Cahill, gm Harley Hammond, ce
WELL 1925	1400 250	Federated Publications Inc. Michigan Natl. Bank Bldg. Woodward 4-7173 ABC Meeker	Robert B. Miller, p Paul J. Haller, gm, cm Bob Geedes, ops dir Jack Newman, pmm Earl Stone, ce

BAY CITY (Bay County)

WBCM 1925	1440 1,000-D 500-N	Michigan Bcstg. Co. Wenonah Hotel TW 3-7551 ABC Hollingbery	Robert H. Holmes, p Leo A. Jylha, gm Hal Shore, pd Cal Meyers, nd Ralph H. Carpenter, ce G. Edward Vallender, fd
WWBC 356	1250 1,000-D	Water Wonderland Bcstg. Co. 306 Pboenix Bldg. Twinbrook 3-4588 Best	Mrs. Patrick J. Trahan, p Charles E. Anthony, gm, cm Robert F. Benkelman, pd, pmm Ralph Carpenter, ce Pat Dakin, nd C. Hansen, fd

BENTON HARBOR (Berrien County)

WHFB 1947	1060 1,000-D	Palladium Publishing Co. Fairplain Ave. Walnut 5-2113 Holman	Stanley Banyon, p J. P. Scherer, gm John P. Chase, cm, fd Dwight Edmonds, pd Munson U. Robinson, ce Ray Mittan, nd
WHFB-FM 1947	99.9mc 9.2kw		

BIG RAPIDS (Mecosta County)

WBRN 1953	1460 1,000-D	WBRN Inc. 13804 Northland 648 Best	Spencer Denison, p, gm, cm, pd Richard F. Cook, ce
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CADILLAC (Wexford County)

WATT 1945	1240 250	Midwestern Bcstg. Co. U. S. 131 South Prospect 5-7831 MBS Paul Bunyan Holman	Les Biederman, p Art Nyhus, gm Merritt L. Chandler, slm Bill Kiker, ce
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CHARLOTTE (Eaton County)

WCER 1956	1390 1,000-D DA-D	Eaton County Bcstg. Co. P. O. Box 269 1390 Best	Roy W. McLean, p, gm Robert S. Greenhoe, cm, pd, pmm, nd J. Irving Grove, ce, fd John Wheeler, sd
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CHEBOYGAN (Cheboygan County)

WCBY 1954	1240 250	Straits Bcstg. Co. Mackinaw Ave. 554 Best	Richard E. Hunt, p, gm, pmm Ben Morrow, cm, sd Dick Welsh, pd Norb Poeppelman, ce Cliff Richmond, nd Geri McDonald, wd
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COLDWATER (Branch County)

WTVB 1949	1590 5,000-D 500-N DA-N	Twin Valley Bcstrs. Inc. P. O. Box 32 1230 Southern Michigan Radio Net. Best	James B. Luck, sm, cm Virgil Royer, ce William J. H. Smith, nd Ron Hutson, pdm Joyce Walker, wd
WTVB-FM 1950	98.3mc 0.26kw		

**WBCM**  
**Bay City**  
**1000 WATTS**

Represented by  
**George Hollingbery Co.**  
ABC Net

Michigan's Important Markets

The measure of . . . .

Michigan's 4th Market . . .  
the Bay City-Saginaw  
Area

*2 big radio buys with  
3 big features . . .*

✓ AUDIENCE ✓ COVERAGE ✓ RESULTS

Another Michigan  
Must—the  
Battle Creek-Kalamazoo  
Area

**WBCK**  
**Battle Creek**  
**1000 WATTS**

Represented by  
**Burn-Smith Co.**  
MBS Net

**MICHIGAN BROADCASTING COMPANY** Battle Creek, Mich.

City	Call Letters	Chan. or Freq.	Power	Licensee Headquarters Telephone Network Station Rep.	Executives	WCHB 1956	1440 500-D	(See Inkster listing)	
<b>DEARBORN (Wayne County)</b>									
WKMH	1946			(See Detroit listing)		*WDET (FM) 1948	101.9mc 52kw	Wayne State University Temple 1-1450	Paul B. Rickard, gm Lee S. Dreyfus, sm J. Daniel Logan, asst mgr Robert F. Schlorff, ce
<b>DETROIT (Wayne County)</b>									
CKLW	1931	800 50,000	DA-1	Western Ontario Bcstg. Co. Guardian Bldg. Woodward 1-7200 MBS Young	J. E. Campeau, p, gm E. Wilson Wardell, cm John Gordon, pd S. C. Ritchie, pdm A. R. Gloster, pmm William Carter, ce Austin Grant, nd, fd Art Laing, sd Myrtle Labbitt, wd	WJBL 1926	1400 250	Booth Radio & TV Stations Inc. Buhl Bldg. Woodward 2-0220 Forjoe	John L. Booth, o, p Edwin E. Nyy, sm Eric V. Hay, slm George Kendall, pd, pmm, fd G. Elwood Ryan, ce Richard Pavey, nd
CKLW-TV						WJBL-TV	1500 10,000-D 1,000-N DA-2	Storer Bcstg. Co. Second & Bethune Trinity 5-7400 Katz	George B. Storer, p Harry R. Lipson, vp, mgng dir Herbert J. Weber Jr., gen sm Leonard Spragg, ce Norm Lenhardt, nd Peter Storer, nd Barney Lee, sd Rosemary McGann, wd
CKLW-FM 1949		93.9mc 0.25kw				WJBL-FM 1946	93.1mc 30kw		
WCAR 1939		1130 50,000-N (CP-50,000-D 10,000-N DA-2)		WCAR Inc. 18915 7 Mile Rd., W. Kenwood 5-9000 AM Radio Sales	H. Y. Levinson, p, gm Wayne N. Cook, evp, ce Lawrence W. Bova, sls, serv dir James R. Balmer, asst ce Bruce G. Martyn, sd	WBRI (FM) 1941	97.9mc 3.3kw	(WJLB, AM Affiliate)	
<p>Executive Abbreviations: Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.</p> <p>Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.</p> <p>FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.</p>									
						WJRT (TV) (CP)	760 50,000	WJR, The Goodwill Station Inc. Fisher Bldg. (2) Trinity 5-4440 CBS Christal	John F. Patt, p Worth Kramer, vp, gm F. Sibley Moore, vp, opr mgr Elmer O. Wayne, vp, slm Ron Gamble, pd Andrew Friedenthal, ce Jack White, nd James H. Quello, pmm Marshall Wells, fd Bob Reynolds, sd Agnes May, wd
						WJRT-FM 1948	96.3mc 24kw		

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**CKLW-TV**  
channel  
**9**  
325,000  
WATTS

**CKLW**  
radio  
**800 kc**  
50,000  
WATTS

**THE MOST POWERFUL RADIO AND TELEVISION COVERAGE IN THE MARKET!**

**YOUNG TELEVISION CORP.**  
**ADAM YOUNG, INC.**  
National Representatives

**J. E. Campeau, Pres.**  
Guardian Bldg.  
Detroit





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That's the way it is. Some folks have more buying power than others—and that's important to anyone who has something to sell.

People who want to sell radio listeners in Metropolitan Detroit and the Great Lakes area just naturally call on WJR—and with good reason. WJR reaches the most people with the most buying power.

According to the Bureau of the Census, folks 30 years of age and over control 81% of the purchasing power. According to a survey made by

Alfred Politz Research, Inc., WJR has more listeners in this choice group on an average day than the next six Detroit radio stations combined! That's a lot of people, a lot of money, and a lot of purchasing power.

We'd like to give you a closer look at our figures, and prove just how much WJR and its multitude of listeners can do for you and your products.

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*The Great Voice of the Great Lakes*

**WJR** *Detroit*  
 50,000 Watts CBS Radio Network



*Build up your buying power for the future with U. S. Savings Bonds.*

**MICHIGAN**

City Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone Network Station Rep.	Executives	1270 5,000 DA-N	WXYZ Inc. 1700 Mutual Bldg. Woodward 3-8321 ABC Blair	James G. Riddell, p Hal Neal, gm Robert Baldrice, slm Robert Baker, pd Page Heidenbrand, pmm Charles Kocher, ce Thomas A'Hearne, nd Donald Wattrick, sd
<b>DETROIT (Cont.)</b>						
WKMH 1946	1310 5,000 DA-2	Knorr Bstg. Corp. WKMH Bldg. Tiffany 6-8500 Michigan Bstg. Sys. Headley-Reed	Frederick A. Knorr, p, o John Carroll, gm John O. Gilbert Jr., cm Robin Seymour, pd Jack Davidson, pmm Jerrold Martin, ce Frank Gaal, nd Richard Buller, fd			
WKMH-FM 1946	100.3mc 7kw					
WLDM (FM) 1949	95.5mc 20kw	Lincoln Bstg. Co. 15401 W. Ten Mile Rd. (37) Good Music Bstgs.	Harold I. Tanner, b, gm Robert J. Conger, cm Richard J. Bernard Jr., pd Jerome F. Steadley, ce			
WMUZ (FM)	103.5mc 25kw	Mich. Music Co. 15,900 Hamilton Ave. (3) Townsend 8-1366				
WWJ 1920 WWJ-TV	950 5,000 DA-N	Evening News Assn. 622 W. Lafayette Woodward 2-2000 NBC Peters, Criffin, Woodward McDermott	Warren S. Booth, p Edwin K. Wheeler, gm Don DeGroot, asst gm Henry C. Rogers, bus mgr Robert J. McIntosh, slm Robert Henabery, pd Edgar J. Love, ce James F. Clark, nd John Merrifield, fd Fran Harris, wd			
WWJ-FM 1941	97.1mc 50kw					
<b>EAST LANSING (Ingham County)</b>						
*WKAR 1922 WKAR-TV	870 5,000-D				State Board of Agriculture Edgewood 2-1511	John A. Hannah, p Robert J. Coleman, gm Lawrence Frymire, pd John Blakeslee, ce Rob Downey, nd Art Boroughs, fd
WKAR-FM 1948	90.5mc 93kw					
<b>ESCANABA (Delta County)</b>						
WDBC 1941	680 1,000 DA-2				Delta Bstg. Co 606 Ludington St. 3190 MBS	Geo. D. Lindenthal, p, gm, cm F. J. Lindenthal, sec-treas W. J. Duchaine, pmm, nd H. C. Olsen, ce Frank Bourke, co-sd Bob Locke, co-sd
<b>FLINT (Genesee County)</b>						
WAMM 1955	1420 500-D DA-D				Binder-Carter-Durham Inc. 3506 E. Kearsley St. Cedar 9-8631 Rambeau	Richard S. Carter, p, gm Harry I. Binder, evp Ronald Craig, slm Noble R. Geavelin, pd Charles R. Wallace, ce Melvin Beogman, sd

Executive Abbreviations: *Owner* o; *Pres.* p; *Exec. vp.* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports or Women's Dir.* nd, fd, sd, wd.  
Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.  
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Twenty-four hours a day, W E X L delivers Greater Detroit. It's Michigan's oldest independent—33 years in the business—and now serving over 950,000 homes. Whatever your delivery job, W E X L has just the horsepower to do it fast. You don't pay for coverage beyond your distribution area nor for wattage which wanders around in search of a sale.

**For delivery, Call W E X L**

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

FOR 33 YEARS MICHIGAN'S OLDEST INDEPENDENT SERVING OVER 950,000 HOMES

## ROYAL OAK — DETROIT — MICHIGAN



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*for* **SOUND SELLING** *in Detroit*

**WWJ's new Hi-Fi quality transmitter makes station a better buy than ever**

**New transmitter, new phasing equipment, and other technical improvements have added even greater distinction to Detroit's oldest and most esteemed radio voice.**

**WWJ's high fidelity signal penetrates with crystal clarity every corner of the big, prosperous Detroit-area market. Listeners enjoy a new high in brilliant radio reception. Advertisers get more . . . much more . . . for their money.**

**Buy the new WWJ for its great personalities, its crack news and sports coverage, its NBC programming—and its new Hi-Fi quality. Use this new sound for sound selling in Detroit and southeastern Michigan.**

*the new* **WWJ** AM and FM **RADIO**

**WORLD'S FIRST RADIO STATION**  
*Owned and operated by The Detroit News*  
*National Representatives: Peters, Griffin, Woodward, Inc.*

**NBC Affiliate**

# MICHIGAN

City Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>FLINT (Cont.)</b>			
WBBC 1947	1330 1,000 DA-2	Booth Radio & Tv Stations Inc. G-3076 E. Bristol Rd. Cedar 9-8686 MBS Weed	John L. Booth, p Jerry Schroeder, sm Sam Samora, pd E. H. Clark, cc Larry Jones, nd Jim Rush, sd
WDFD 1922	910 1,000 DA-1 (CP-5,000-D 1,000-N DA-2)	The Trebit Corp. Garland at First Ave. Cedar 2-7158 NBC Katz	H. M. Bitner Jr., p L. W. Lindow, vp, gm Marvin Levey, cm, pmm E. A. Knopf, pd, fd Gerald Wolpert, ce Geo. Jaksa, nd
WKMF 1953	1470 1,000 DA-1	Knorr Bcstg. Corp. 112 W. Water St. Cedar 9-7608 Headley-Reed	Fred A. Knorr, p W. Eldon Garner, gm Philip R. Munson, cm, pmm Stan High, pd Tom McHale, sd John C. Woodard, ce Oscar Huff, nd
WMRP 1946	1570 1,000-D	Methodist Radio Parish Inc. 3217 Lapeer St. (3) Cedar 3-5112	Arthur Howard, p William H. Morford, gm Virgil Lewis, cm Robert Swayze, ce

Executive Abbreviations: *Owner* o; *Pres.* p; *Exec. vp.* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports or Women's Dir.* nd, fd, sd, wd.  
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## WMIC - 560 kc

### Monroe, Michigan

- ★ First dial spot in Michigan!
- ★ Monroe County's Only Station!
- ★ Service to the communities between Detroit and Toledo!
- ★ 0.5 mv/m signal over the most populous counties of Eastern Michigan!
- ★ Maximum Independent Coverage!

with

## WMIC

THE McINTYRE BROADCASTING CO., INC.

*Les Dana, General Manager*

Phone: Cherry 1-5550      Mailing Address: P.O. Box 306

### Monroe, Michigan

WTAC 1946	600 1,000-D 500-N DA-2	WTAC, The Big Station Inc. P. O. Box 929 Owen 4-4146 ABC Hollingbery	John M. Shaheen, p David Mendelsohn, gm Walter L. Dennis, sm Thomas J. Warner, natl slm Robert Wheaton, ce Michael Joseph, pd
<b>FREMONT (Newaygo County)</b>			
WBFC 1955	1490 250	Paul A. Brandt Beebe St. 415 KBS Capital Radio Net. Best	Paul A. Brandt, o Earl Peterson, gm, cm Dave Kolk, ce, pd Neal Johnson, nd, sd Jean McGowen, wd
<b>GAYLORD (Otsego County)</b>			
WATC 1950	900 1,000-D	Midwestern Bcstg. Co. MBS Paul Bunyan Holman	Les Biederman, p, gm C. O. Reed, cm Robert Fritz, pd William H. Kiker, ce
<b>GRAND HAVEN (Ottawa County)</b>			
WGHN 1956	1370 500-D	Grand Haven Bcstg. Co. 228 Washington St. 5397	Robert N. Runyon, p, pd, nd Robert L. Kirby, gm, cm Robert T. Schmitt, ce Bob Walker, sd Del Rose Heinelman, wd
<b>GRAND RAPIDS (Kent County)</b>			
WFUR 1947	1570 1,000-D	Furniture City Bcstg. Corp. 399 Garfield Ave. S. W. Glendale 6-9541	William Kuiper Sr., p, gm, pd Peter Vanden Besch, cm William E. Kuiper Jr., pmm Gilbert Waite, ce Doug Tjapkes, nd Henry Van Hattem, fd, sd
WGRD 1947	1410 1,000-D	Music Bcstg. Co. 35 Lafayette Ave. N.E. 94-111 Gill-Perna	Paul F. Eichorn, p, gm Glenn R. LePard, vp, sm Richard Groenevelt, ce Tom Van Tol, nd Rudy Pessel, fd Bruce Grant, sd Mid Baer, wd
WJEF 1945	1230 250	Amalgamated Properties Inc. 187 Monroe N.W. Glendale 6-8512 CBS Avery-Knodel	John E. Fetzer, p Carl E. Lee, mgng dir Martin Gialmo, sm, cm, pd Bruce M. Glycagdis, ce Margaret Curly, wd John Oakvik, nd
WJEF-FM 1945	93.7mc 115kw		
WLA V 1940	1340 250	Versluis Radio & Tv Inc. 6 Fountain St. N.E. Glendale 6-5461 ABC Burke-Stuart	Leonard A. Versluis, p Lee G. Stevens, gm Donald Mullen, pd Carroll Hutchings, ce Ray Blair, nd Jack Harrison, sd Edith Kaleser, wd
WLA V-FM 1947	96.9mc 1.75kw		
WMAX 1954	1480 1,000-D	WMAX Inc. Keith Theater Bldg. Glendale 6-8621 McGillvra	Charles A. Sprague, gm Joseph C. Hooker, cm Ed Fitzgerald, pmm Ron Newhouse, nd Bob Trap, pd John Rader, pdm
WOOD 1924	1300 5,000 DA-N	Grandwood Bcstg. Co. 120 College Ave. S.E. Glendale 9-4125 NBC Katz	Harry M. Bitner Jr., p Willard Schroeder, gm Michael O. Lareau, slm Frank Sisson, pd Clark Grant, pmm Charles Robison, ce Dick Cheverton, nd
WOOD-TV			
<b>HANCOCK (Houghton County)</b>			
WMPL (CP)	920 1,000-D	Copper Country Bcstg. Co. P. O. Box 147	Ben D. Miller, p Clifford F. Paulson, vp Francis S. Locatelli, sec-treas
<b>HILLSDALE (Hillsdale County)</b>			
WBSE 1955	1340 100	Baw Beese Bestrs. Inc. 92½ N. Broad St. Hemlock 7-4444 Southern Michigan Net. Best	Stanley H. White, p E. Harold Munn Jr., gm, ce Lincoln A. Mayo, cm, pd E. Harold Munn Sr., acting station dir Merritt Greene, nd John O'Brien, sd
WBSE-FM 1956	103.9mc 1kw		
<b>HOLLAND (Ottawa County)</b>			
WHTC 1948	1450 250	Holland Bcstg. Co. 5 East 8th St. 9482 Best	W. A. Butler, p Sandy Meek, gm, cm Harold Franken, pd William Young, nd Julius Van Oss, ce Harold Volkema, sd

**HOLLAND (Cont.)**

W3BL 1956	1260 500-D DA-D	Ottawa Bcstg. Co. P. O. Box 808 6-5281	Bernard Grysen, gm Leonard Ver Schure, cm John Klungic, pd, ce Clarence Walters, pmm Jack McCauley, nd, fd Don Reynolds, sd
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**HOUGHTON (Houghton County)**

WHDF 1929	1400 250	Upper Michigan Bcstg. Co. Douglass Hotel 1 NBC Walker	George L. Burgan, o, ce Albert W. Payne, gm Earl Norden, pd, nd Peter Fausone, sd
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**HOUGHTON LAKE (Roscommon County)**

WHGR 1954	1290 1,000-D	Sparks Bcstg. Co. 3431 Houghton Lake Dr. Greenwood 8-3040	J. B. Sparks, p, gm Gordon A. Sparks, sec-treas Garnett G. Sparks, vp, ce Robert D. Dittmer, sm, sd Lee Hohisel, nd Lloyd Andersen, fd
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**HOWELL (Livingston County)**

WHMI (CP)	1350 500-D	Livingston Bcstg. Co. 201 1/2 W. Grand River Owosso, Mich. Hil Best	M. H. Wirth, o
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**INKSTER (Wayne County)**

WCHB 1956	1440 500-D DA-D	Dr. Haley Bell 9521 Joseph Campau Detroit 12 Trinity 5-1440 Pearson	William J. Jory, gm Larry Dean Faulkner, pd John Haskett, ce Herman Griffith, nd Bill Matney, sd Trudy Haynes, wd
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**IONIA (Ionia County)**

W10N 53	1430 500-D	Ionia Bcstg. Co. P. O. Box 143 1537 Best	Monroe MacPherson Jr., p, gm, pd Kenneth Chapin, cm Erwin L. Fuller, ce Harry Boyes, nd, sd Ellis Shotwell, pdm Jim Pegg, fd
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**IRON MOUNTAIN (Dickinson County)**

WMIQ 1947	1450 250	Iron Mountain-Kingsford Bcstg. Co. Inc. 211 East Ludington St. 2031 ABC	Frank J. Russell, p William C. Johnson, gm, cm, sm
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**IRON RIVER (Iron County)**

WIKB 1949	1230 250	WIKB Inc. 232 W. Genesee St. 102 KBS Walker	Henry Frailing, p Bud Shields, gm, cm Milo Jordan, pd Bob Campbell, pmm Les Patten, ce Al Silfven, nd
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**IRONWOOD (Gogebic County)**

WJMS 1931 WJMS-TV (CP)	630 1,000 DA-N	Upper Michigan-Wisconsin Bcstg. Co. Inc. 124 E. McLeod Ave. 20 Best	William L. Johnson, p, gm Laura Johnson, pd Arne Dahlbacka, ce Joe Bloke, nd Bob Olson, sd, pdm Rose Isaac, wd
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**ISHPEMING (Marquette County)**

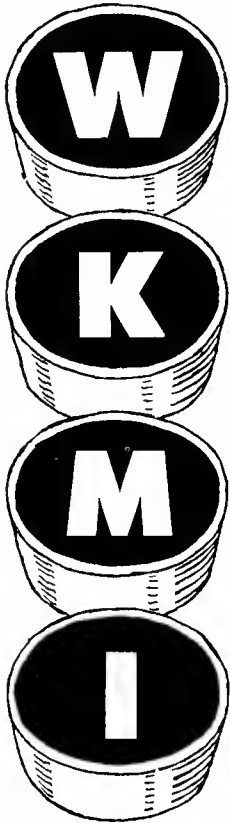
WJPD 1947	1240 250	Ishpeming Bcstg. Co. Jenks Block Hudson 6-9937 KBS	Mrs. James P. Deegan, p Howard Smith, sm Eldon Wallace, cm Baker Urdan, sd, pd Don Ryan, nd Louis Roncaglione, ce
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**JACKSON (Jackson County)**

WIBM 1927	1450 250	Booth Radio & Tv Stations Inc. 2511 Kibby Rd. State 2-7176 ABC Weed	John L. Booth, p George P. Lasley, gm Robert B. Lees, cm, pmm Al Waters, pd Carl Hahn, nd Paul Wolfcale, ce
WKHM 1951	970 1,000 DA-2	Jackson Bcstg. & Tv Corp. 441 Wildwood Ave. State 4-7181 MBS Headley-Reed	Fred A. Knorr, p, gm Merritt W. Greene, mgng dir

**KALAMAZOO (Kalamazoo County)**

WKLZ 1956	1470 500-D	Circle Corp. 2315 Schippers Lane Fireside 3-2541 Gill-Perna	Joseph F. Butler, p, gm Ralph E. Patterson, evp, sm Leon VanDam, pmm, Dennis Burgess, nd, sd Marion Oosting, wd
WKMI 1947	1360 5,000-D 1,000-N DA-N	Steere Bcstg. Corp. State Theatre Bldg. Fireside 4-0111 Bcst. Time Sales	Howard D. Steere, p Emil J. Popke Jr., gm F. K. Doyle, cm Dan Daniels, pd Kenneth Farrance, ce Bob Barr, nd

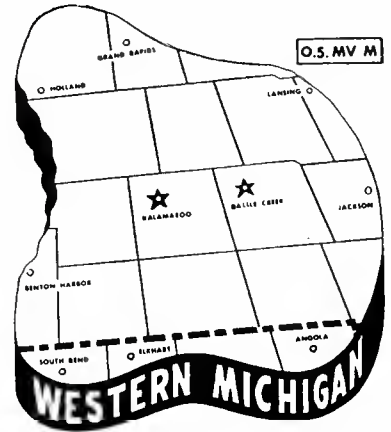


**WESTERN MICHIGAN'S MOST POWERFUL INDEPENDENT**

**KALAMAZOO AND BATTLE CREEK**

**MICHIGAN'S BEST REGIONAL BUY**

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



- **NOW 5000 WATTS**
- **Covering 1,719,000 Population in primary markets**
- **270,000 in Metropolitan Kalamazoo • Battle Creek**
- **84,000 Prosperous commercial farms**

**WKMI • STEERE BROADCASTING CORPORATION • KALAMAZOO, MICHIGAN**

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone Network Station Rep.	Executives
<b>KALAMAZOO (Cont.)</b>			
WKZO 1923 WKZO-TV	590 5,000 DA-N	Fetzer Bestg. Co. 124 W. Michigan Ave. FL 5-2101 CBS Avery-Knodel	John E. Fetzer, p Carl E. Lee, vp, mgng dir John W. O'Harrow, natl sls dir Otis T. Caston, radio adm asst Ken Hirsch, pmm Charles T. Lynch, pd Arthur E. Covell, ce Len Colby, nd, sd
IVMCA (FM) 1951	102.1mc 36kw	Western Mich. College of Education	
<b>LANSING (Ingham County)</b>			
WILS 1947	1320 5,000-D 1,000-N DA-2	Lansing Bestg. Co. 407 N. Washington Ave. IV 2-1655	John C. Pomeroy, p, gm, cm David L. Froh, sm, sd Richard French, pd Stanley Kirby, pmm John Whitacre, ce John Maters, nd
WJIM 1934 WJIM-TV	1240 250	Gross Telecasting Inc. 2820 E. Saginaw IV 2-1333 ABC, CBS NBC Peters, Griffin, Woodward	Harold F. Cross, p, gm Howard K. Finch, vp, cm Car Meadowcroft, sm Bert Mitchell, pd Carleton Musson, ce
<b>LAPEER (Lapeer County)</b>			
*WMPC 1926	1230 250	Liberty St. Cospel Church	Frank S. Hemingway, p
<b>LUDINGTON (Mason County)</b>			
WKLA 1944	1450 250	Ludington Bestg. Co. E. Ludington Ave. 1450 ABC KBS Best	Raymond A. Plank, p, gm, pmm Gordon Andersen, cm Charles J. Hagerman, pd, ce Tom Roy, nd, sd John Thiel, fd Charlene R. Englebrecht, wd
<b>MANISTEE (Manistee County)</b>			
WMTE 1951	1340 250	Manistee Radio Corp. P. O. Box 322 1340 Best	James R. Sumbler, p Stephen P. Cole, gm Edward H. Owens, cm Ken Kott, nd Bob Amsterburg, fd Bruce Anderson, sd Betty Noteware, wd

Executive Abbreviations: Owner o; Pres. p; Exec. vp. cvp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Spots or Women's Dir. nd, fd, sd, wd.  
Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.  
FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

<b>MARINE CITY (St. Clair County)</b>			
WDOG 1250	1590 1,000-D DA-D	Radio St. Clair Inc. Rockwell 2-1111	Jerry W. Coughlin, o, p John S. Bell, gm Harry Coughlin, cm Robert Burr, co-ce Carleton Goodwin, co-ce Jim Sullivan, nd, sd

<b>MARQUETTE (Marquette County)</b>			
WDMJ 1931 WDMJ-TV	1320 1,000 DA-N	Lake Superior Bestg. Co. 247 W. Washington Canal 6-3524 MBS	Frank J. Russell Jr., p W. H. Treloar, gm Robert J. Luke, sm, slm John Holmes, pd Paul Anick, ce James P. Dolan, sd

<b>MENOMINEE (Menominee County)</b>			
WACN 1952	1340 250	Men-Mar Bestg. Corp. Glickman Bldg. UNion 3-5551 KBS	Vernon H. Uecker, p, gm Edward Swartzby, cm Larry Koesling, ce B. M. Johnson, pd Robert Macaulay, nd E. V. Mottard, wd, pdm Thomas Ferega, pmm Roger Christ, sd

<b>MIDLAND (Midland County)</b>			
WMDN 1948	1490 250	Rich Publishing House 2500 Swede Rd. Temple 9-9988 Best	Philip T. Rich, p Peter A. Wolf, gm, cm, ce Ernie Strickland, fd Cerry Roberts, nd Bill Steele, sd Virginia Florey, wd

<b>MONROE (Monroe County)</b>			
WMIC 1956	560 500-D DA-D	McIntyre Bestg. Co. P. O. Box 306 Cherry 1-5550	C. S. McIntyre, p Lester A. Dana, gm Donald J. Wolf, cm Kenneth Zank, pd, nd George Stearns, ce Roy Hines, fd

<b>MT. CLEMENS (Macomb County)</b>			
WBRB 1956	1430 500-D DA	WBRB Inc. Colonial Hotel Howard 3-5876	Morris H. Ravitz, p, gm Bob Maxwell, slm, pd Jim Hughs, nd Jack Brookbank, ce Dick Cline, fd, sd

<b>MT. PLEASANT (Isabella County)</b>			
WCEN 1949	1150 1,000-D 500-N DA-N	Paul A. Brandt Blue Crass Rd. Spring 3-3171 Best	Paul A. Brandt, p Russell Holcomb, gm, cm

<b>MUNISING (Alger County)</b>			
WMAB 1956	1400 250	Munising-Alger Bestg. Co. First Natl. Bank Bldg. 518	Charles Symon, ptrn Stanley L. Sadak, ptrn Richard E. Hunt, ptrn, gm Walt Jonas, sm Ray Bloomquist, pd Francis Locatelli, ce

<b>MUSKEGON (Muskegon County)</b>			
WKBZ 1926	850 1,000 DA-1	Ashbacker Radio Corp. 432 Apple Ave. 2-6051 ABC Meeker	Arch Shawd, p, gm, cm Jack Roach, pd Bill Bennett, pmm George Krivitsky, ce Dick Hughes, nd Jack Roach, sd Betty Van Haver, wd

WKNK 1949	1600 5,000 DA-N	Nick and Gladys Kuris Federal Square 32-126 Gill-Perna	Nick Kuris, o, gm William B. Murphy, sm, cm Grace Boes, pd Bill Musgrave, pmm James Swanson, ce Skip Knight, nd
WMUS 1947	1090 1,000-D	Greater Muskegon Bestrs. Inc. 517 W. Giles Rd. 41-672 McGillvra	R. Bunker Rogoski, p Dalton C. Hille, gm, cm Emily Kadlec, pd Ralph Bell, ce Dick Knudsen, nd-sd Henry Johnson, fd

<b>NILES (Berrien County)</b>			
WNIL (CP)	1290 500-D	Lawrence J. Plym 1105 N. Front St.	L. J. Plym, o

<b>OWOSSO (Shiawassee County)</b>			
WOAP 1948	1080 250-D	Owosso Bestg. Co. 2300 N. Shiawassee 980 McGillvra	J. E. Campbell, p M. H. Wirth, gm Merrill Walker, sm Fran Bowles, ce Rita Pattee, wd

<b>PETOSKEY (Emmet County)</b>			
WMBN 1946	1340 250	Midwestern Bestg. Co. MBS Paul Bunyan Holman	Les Biederman, gm

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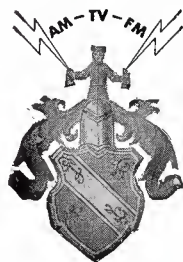
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WKZO Kalamazoo and WJEF Grand Rapids deliver the Greater Western Michigan market day and night at less cost than any other radio buy!

The March, '56, 6-county Pulse Report for the Kalamazoo-Battle Creek area credits WKZO with almost TWICE AS MANY listeners as the next station, *day and night!*

January, '55 Hoopers for Grand Rapids credit WJEF with 20.7% more *morning* listeners than the next station . . . 13.8% more *afternoon* listeners . . . 53.3% more *nighttime* listeners!

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



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

**WKZO-WJEF**

**CBS RADIO  
KALAMAZOO**

**CBS RADIO  
GRAND RAPIDS**

Avery-Knodel, Inc., Exclusive National Representatives

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

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone Network Station Rep.	Executives
<b>PONTIAC (Oakland County)</b>			
WPON 1954	1460 500 DA-N	Gerity Bcstg. Co. 7 S. Perry St. Federal 8-0444 Michigan Spot Sales	James Gerity Jr., p Russell Gohring, gm William L. Belaney, slm Don Zee, pd Carl Kueck, ce Larry Payne, nd Gib Shanley, sd
<b>PORT HURON (St. Clair County)</b>			
WHLS 1938 WHLS-TV (CP)	1450 250	Stevens-Wismer Bcstg. Co. 932 Military St. Yukon 2-8536 Gill-Perna Michigan Spot Sales	John F. Wismer, ptrn, gm Thomas G. Sicklesteel, sm John J. Shepard, cm Harold E. Oliver, ce William Saunders, nd
WTHH 1947	1380 1,000 DA-1	Times Herald Co. 606 Water St. Yukon 5-5171 ABC	F. Granger Weil, evp Richard S. Sommerville, gm Kenneth M. Blevins, asst gm Kenneth E. Kunze, ce Ronald E. Mires, nd William Vincent, fd J. Edward Senyczko, sd Jane Marshall, wd
<b>ROGERS CITY (Presque Isle County)</b>			
WHAK 1948	960 5,000-D	Rogers City Bcstg. Co. Moltke Drive 7751	Harvey A. Klann, p, gm, ce Albert G. Klann, cm, pmm Harry E. Brege, pd Bob Shurts, nd, sd Jack Brown, fd Ellen Furtaw, wd

Executive Abbreviations: *Owner* o; *Pres.* p; *Exec. vp.* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports or Women's Dir.* nd, fd, sd, wd.  
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<b>ROYAL OAK (Oakland County)</b>			
WEXL 1923	1340 250	Sparks Bcstg. Co. P. O. Box 190 Jordan 4-6523	Jacob B. Sparks, p, gm Gordon A. Sparks, sm, pd Ernie P. Holder, slm Garnet G. Sparks, vp, ce Jack Ihrie, nd Bob Terry, sd
WOMC (FM) 1947	104.3mc 18kw		
<b>SAGINAW (Saginaw County)</b>			
WKNX 1947 WKNX-TV	1210 1,000-D	Lake Huron Bcstg. Corp. 221 S. Washington Ave. PLEasant 3-4471 Gill-Perna	William J. Edwards, p, gm Hon. Alvin M. Bentley, vp Howard H. Wolfe, sm Robert M. Chandler, cm Charles Renwick, pd L. Lee Purvis, bus mgr Max W. Thomas, ce Don Potter, nd
WSAM 1940	1400 250	Knorr Bcstg. Corp. 2435 Holland Ave. 2-8161 NBC Michigan Bcstg. Sys. Headley-Reed	Fred A. Knorr, p Richard Schueler, mgng dir Orrin A. Nordenskjold, ce Bruce Malle, nd, sd Ken Clark, fd Marilyn Dinninger, wd
WSAM-FM 1947	98.1mc 1.7kw		
WSGW 1950	790 1,000 DA-2	Booth Radio & Tv Stations Inc. Mason Bldg. PL 3-4456 MBS Pearson	John L. Booth, p Robert W. Phillips, vp, gm, cm Frederick W. Krell, pd Harold Volz Jr., ce Frank Wells, nd Arnold Kaine, fd

<b>ST. JOSEPH (Berrien County)</b>			
WSJM 1956	1400 250	Lake Bcstrs. 220 State St. Yukon 3-5579	Maurice G. Humphrey, p Richard W. Lee, sm Ralph W. Newland, cm Carl L. Benson, ce Bob Carlin, news ed Jan Hendryks, wd

<b>SALINE (Washtenaw County)</b>			
WOIA (CP)	1290 500-D DA-D	Saline Bcstg. Co. 220 Detroit St.	Meredith Bixby, p Eugene H. Hannah, vp Henry Leutheuser, treas

<b>SAULT STE. MARIE (Chippewa County)</b>			
WSOO 1940	1230 250	Hiawathaland Bcstg. Co. 208 Ashmun St. Melrose 2-2231 Independent Northern Broadcast Sales	Stanley R. Pratt, p J. Oscar Frenette, pd Bill Thorne, pmm Wm. F. Morris, ce Homer W. Foster, nd

<b>STURGIS (St. Joseph County)</b>			
WSTR 1951	1230 250	WSTR Inc. P. O. Box 67 1199 Southern Michigan Net. Best	Hugh A. White, p Frank Cummins, sta dir Chas. Hill
WSTR-FM 1953	103.1mc 0.285kw		

<b>TRAVERSE CITY (Grand Traverse County)</b>			
WTCM 1941 WPBN (TV)	1400 250	Midwestern Bcstg. Paul Bunyan Bldg. 2700 MBS Paul Bunyan Holman	Les Biederman, gm

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**MINNESOTA  
MARKET DATA BY COUNTIES**

County	Population 1950	Radio Homes	Passenger			
			Retail Sales 1955(\$'000)	Food Sales 1955(\$'000)	Drug Sales 1955(\$'000)	Cars 1954
Aitkin	14,327	3,650	\$10,027	\$2,548	\$216	5,901
Anoka	35,579	14,070	27,995	8,790	937	15,810
Becker	24,836	6,500	21,221	4,077	389	11,172
Bertram	24,962	6,710	25,037	5,065	759	9,595
Benton	15,911	3,990	15,899	3,600	351	6,742
Big Stone	9,607	2,440	9,795	1,861	219	4,955
Blue Earth	38,327	11,290	59,392	10,769	1,452	20,710
Brown	25,895	7,390	34,215	5,431	1,076	13,635
Carlton	24,584	6,570	23,878	6,568	554	10,924
Carver	18,155	4,960	18,132	3,375	418	8,910
Cass	19,468	5,200	13,679	3,590	351	7,526
Chippewa	16,739	4,680	22,239	3,512	416	8,857
Chisago	12,669	3,770	12,410	2,403	274	6,551
Clay	30,363	9,660	32,651	5,674	701	15,619
Clearwater	10,204	2,470	7,718	1,080	187	4,429
Cook	2,900	860	4,081	1,227	138	1,458
Cottonwood	15,763	4,500	19,699	2,070	392	9,176
Crow Wing	30,875	9,210	34,698	8,636	731	15,237
Dakota	49,019	15,440	54,765	9,862	1,126	23,587
Dodge	12,624	3,510	12,291	2,002	352	5,966
Douglas	21,304	6,120	23,827	3,670	388	10,981
Faribault	23,879	6,940	37,244	5,542	613	13,936
Fillmore	24,465	7,060	24,557	4,422	483	12,001
Freeborn	34,517	10,350	38,107	5,319	756	17,248
Goodhue	32,118	9,820	38,390	6,668	856	15,964
Grant	9,542	2,610	10,789	1,380	185	5,022
Hennepin	676,579	228,810	1,065,916	209,703	34,905	310,767
Houston	14,455	4,070	12,326	2,432	247	7,237
Hubbard	11,085	3,080	9,236	2,452	192	5,037
Isanti	12,123	2,590	11,922	1,930	345	5,274
Jasca	33,321	11,500	36,961	8,748	1,007	16,594
Jackson	16,306	4,480	17,086	3,361	407	8,594
Kanabec	9,192	2,320	6,952	1,208	167	4,074
Kandiyohi	28,644	8,100	36,111	5,514	622	13,275
Kittson	9,649	2,430	9,927	905	162	5,639
Koochiching	16,910	4,760	17,527	4,560	433	7,300
Lac Qui Parle	15,545	3,820	12,931	2,363	257	7,419
Lake	7,781	3,770	10,873	2,402	242	4,729
Lake of the Woods	4,955	1,150	4,128	701	143	2,015
Le Sueur	19,088	5,730	23,097	3,912	434	9,915
Lincoln	10,150	2,810	9,646	1,277	363	5,433
Lyon	22,253	6,450	30,092	5,314	719	11,232
McLeod	22,198	6,810	31,234	4,761	686	13,312
Mahnomen	7,059	1,430	5,026	951	146	2,658
Marshall	16,125	4,100	12,788	1,728	164	8,380
Martin	26,655	7,750	36,668	6,381	835	14,320
Meeker	18,966	5,230	19,169	2,801	482	9,183
Mille Lacs	15,165	4,730	15,472	2,547	291	7,282
Morrison	25,832	6,630	22,182	3,665	661	11,242
Mower	42,277	12,520	51,958	8,636	1,236	21,172
Murray	14,801	4,400	13,741	2,417	231	7,333
Nicollet	20,929	5,380	14,765	3,165	609	8,647
Nobles	22,435	6,450	35,008	6,067	447	11,993
Norman	12,909	3,080	11,154	1,921	187	7,109
Nottingham	48,228	13,440	70,386	9,243	3,136	22,384
Otter Tail	51,320	13,040	44,056	7,341	1,230	22,166
Pennington	12,965	3,560	16,807	2,876	578	6,257
Pine	18,223	4,700	14,545	2,427	265	8,937
Pipestone	14,003	4,190	20,932	3,374	299	8,119
Polk	35,900	10,090	38,216	7,740	872	17,945
Pope	12,862	3,430	8,545	1,891	215	6,355
Ramsey	355,332	116,530	508,703	109,331	17,042	152,058
Red Lake	6,806	1,570	6,092	965	...	2,930
Redwood	22,127	6,220	28,464	3,769	547	12,507
Renville	23,954	6,630	28,557	4,018	482	13,298
Rice	36,235	9,360	32,775	6,367	879	14,458
Rock	11,278	2,720	14,209	1,767	171	6,038
Roseau	14,505	3,760	11,485	1,996	251	6,373
St. Louis	206,062	65,740	247,717	59,737	6,756	87,336
Scott	16,486	4,390	19,314	2,874	324	7,731
Sherburne	10,661	2,300	9,097	1,452	201	4,598
Sibley	15,816	3,810	15,121	1,969	380	8,590
Stearns	70,681	18,330	78,690	11,419	2,598	28,888
Steele	21,155	5,760	28,224	5,060	639	11,286
Stevens	11,106	3,020	12,594	2,004	253	6,261
Swift	15,877	4,290	20,305	3,073	309	7,753
Todd	25,420	6,550	19,115	3,630	421	10,220
Traverse	8,053	2,040	10,025	1,512	186	4,352
Wabasha	16,878	4,710	17,884	3,548	304	7,657
Wadena	12,806	3,370	18,948	2,506	294	5,646
Waseca	14,957	4,770	16,975	2,907	347	7,431
Washington	34,544	11,040	32,721	8,091	884	15,511
Watsonwan	13,881	4,010	17,058	3,080	442	7,820
Wilkin	10,567	2,340	9,423	2,064	273	5,247
Winona	39,841	11,410	40,869	7,457	969	16,886
Wright	27,716	7,780	28,493	5,366	548	13,741
Yellow Medicine	16,279	4,600	15,766	3,187	398	8,465
Total	2,982,483	903,670	\$3,718,743	\$715,064	\$103,423	1,393,332

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

**DIRECTORY OF AM AND FM STATIONS**

**ALBANY (Stearns County)**

KASM 1950	1150 500-D	Stearns County Bcstg. Co. 5-3005 KBS Continental	William Blattner, p Urban J. Keppers, gm Lee Krause, cm Cliff Mitchell, pd, nd, fd Charles Gilbert, ce Dick Hamilton, sd
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BROADCASTING • TELECASTING

**ALBERT LEA (Freeborn County)**

KATE 1937	1450 250	Albert Lea-Austin Bcstg. Co. Inc. 332 S. Broadway 2338 ABC Mecker Bulmer & Johnson	Bennett O. Knudson, p E. A. Van Alstye, gm Tom Golden, cm Bill Rudd, pd Robert Holt, ce Cliff Cairns, fd
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**ALEXANDRIA (Douglas County)**

KXRA 1949	1490 250	Alexandria Bcstg. Corp. 1315 Broadway Rockwell 3-3131 ABC KBS UMBS	Everette Q. Walters, p, cm Kenneth A. Tessmer, sm Kenneth C. Bechtel, pd Kenneth L. Olson, ce, fd Ercel Aga, nd Ray Long, sd
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**ANOKA (Anoka County)**

KANO 1956	1470 1,000-D	Anoka Bcstg. Co. c/o John H. Lemme 105 E. Broadway Little Falls, Minn.	John H. Lemme, p Dean Johnson, sm Stan Frost, fd Cliff Thomas, cm
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**AUSTIN (Mower County)**

KAUS 1948	1480 1,000	Minn.-Iowa Tv Co. Hemlock 3-8836 MBS	Gene P. Loffler, gm, pd Ken Soderberg, cm Leo Chenier, ce Bill Gilbert, nd Chuck Painter, fd Dick Mahar, sd
KMMT (TV)	DA-2	Avery-Knodel	

**BEMIDJI (Beltrami County)**

KBUN 1946	1450 250	Paul Bunyan Bcstg. Co. 511 Beltrami 1900 MBS	James R. Hambacher, vp, gm, cm, pd Robert Zellmer, ce James Carrington, nd, sd Norm Rick, fd
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**BENSON (Swift County)**

KBMO 1956	1290 500-D	Arline H. Steinbach 1205 Pacific Ave. Viking 2-4601	Arline H. Steinbach, o, gm George McLellen, cm, fd David W. Hodgins, pd, pmm, nd Dale Schultz, ce Dick Logan, sd Lois Burrington, wd
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**BRAINERD (Crow Wing County)**

KLIZ 1946	1380 1,000-D	Brainerd Bcstg. Co. 2700 E. Oak St. 2853 Walker	E. T. O'Brien, p Earl R. Johnsen, sm, cm Robert Barker, pd Nordus Thibes, wd, nd George Melin, ce Al Leighton, sd
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**BRECKENRIDGE (Wilkin County)**

KBMW 1948	1450 250	Interstate Bcstg. Corp. 519 Dakota Ave. Wapepton, N. D. 2-5567 Valley Radio Net.	Robert E. Ingstad, p, gm George W. Kaufmann, cm, sd Newell Grant, pd Al Knight, nd Harold Grant Unkenholz, ce Marly's Stone, wd
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**CLOQUET (Carlton County)**

WKLK 1949	1230 250	Cloquet Bcstg. Co. Reliable Bldg. Triangle 9-6725 KBS	Richard A. Rall, o, gm Sidney Markusen, ce
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**CROOKSTON (Polk County)**

KROX 1948	1260 1,000-D 500-N DA-N	Crookston Bcstg. Co. Inc. Eagles Bldg. 1050 KBS UMBS Cooke Tracy Moore	William J. Kiewel, co-o, gm Jerome A. Dahlberg, co-o, pd E. R. Melbye, sm Earl Handyside, ce John Kalin, nd
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**DETROIT LAKES (Becker County)**

KDLM 1951	1340 250	Detroit Lakes Bcstg. Corp. 1360 Richwood Rd. 1100 KBS Continental Radio Sales UMBS	Garfield L. Fox, p, gm Norman Engstrom, cm Robt. Ackerman, pd Marcy Yerka, pmm Bill Wilson, ce Garry Fox, nd
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**DULUTH (St. Louis County)**

KDAL 1936	610 5,000	Red River Bcstg. Co. 218 Bradley Bldg. Randolph 2-2628 CBS	Dalton LeMasurier, p Odin S. Ramsland, cm Jack Cordon, pd Dale Cowie, pmm R. A. Dettman, ce Bill Krueger, nd
KDAL-TV	DA-N	Avery-Knodel	

**WDSM (See Superior, Wis., listing)**

WDSM 1939		(See Superior, Wis., listing)	
WDSM-TV (Superior, Wis.)			
WEBC 1924	560 5,000 DA-2	Head of the Lakes Bcstg. Co. WEBC Bldg. Randolph 2-2873 NBC Arrowhead Net. Hollingbery	Morgan Murphy, p Walter Bridges, vp Robert J. Rich, gm Dennis Murphy, pd, sd Norman Gill, ce Glen Maxham, nd

MINNESOTA

City	Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>ELY (St. Louis County)</b>				
WELY 1954	1450 250	Charles B. Persons WELY Bldg. 744 KBS	Charles B. Persons, p, gm, cm, cc Scott Dudley, pd Mark Whitney, nd Robert Kimball, sp events Bob Basiuk, sd June Persons, wd	
<b>EVELETH (St. Louis County)</b>				
WEVE 1948	1340 250	Carl Bloomquist Virginia Rd. 1340 MBS KBS Paul Bunyan	Carl Bloomquist, o Arthur F. Nelson, gm, cm Joe Cerar, pd, cc Al Williams, sd Rose Ullman, wd	
<b>FAIRMONT (Martin County)</b>				
KSUM 1949	1370 1,000 DA-2	Fairmont Bestg. Co. Inc. 306 N. Park St. 1370 MBS UMBS Rambau	Leo J. Seifert, p Frank Endersbe, gm Ev. Ohrt, cm V. P. Halligan, pmm Wm. V. Small, off mgr Larry Lawson, cc	
<b>FARIBAULT (Rice County)</b>				
KDHL 1948	920 1,000 DA-2	KDHL Bestg. Co. 213 Central Ave. 4-4345 UMBS	J. E. Hyde Jr., gm Palmer Dragsten, cm Irv Kjelland, pd Richard Biddick, nd Dean Curtiss, fd James Lundquist, sd	
<b>FERGUS FALLS (Ottertail County)</b>				
KGDE 1926	1250 1,000-D 500-N DA-N	Fergus Radio Corp. 6996 MBS Bulmer & Johnson	Harold L. Dell, exp, gm Frederic T. Dell, sm, cm, fd Roger Larson, pd, pmm, nd Harold E. Allen, cc June V. Barnum, wd	
<b>GRAND RAPIDS (Itasca County)</b>				
KOZY 1948	1490 250	Itasca Bestg. Co. 207½ N. 1st Ave. W. Fairview 6-3446 MBS	Robert D. Kennedy, p, gm, cm Bud Germ, pd Ross Fesenmeyer, cc	
<b>HIBBING (St. Louis County)</b>				
WMFG 1935	1240 250	Head of the Lakes Bestg. Co. 37th St. & 7th Ave. W. Amherst 3-7531 NBC Arrowhead Net. Hollingbery	Morgan Murphy, p Harold Parise, gm, cm George Johnson, pd, pmm, nd Norman Gill, cc Ron Marinelli, fd, sd Nancy Goodell, wd	
<b>HOPKINS-EDINA-ST. LOUIS PARK (Hennepin County)</b>				
KRSI (CP)	950 1,000-D DA-D	Radio Suburbia Inc. 1151 Plymouth Blvd. Minneapolis	William E. Schons, co-o Edward Schons, co-o	


Executive Abbreviations: *Owner* o; *Pres.* p; *Exec. vp.* exp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coul. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Fair, Sports or Women's Dir.* nd, fd, sd, wd.  
Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.  
FM's in italic. \*—*Non-Commercial Station*. CP—*Construction Permit issued*. D—*Day*. DA-D—*Directional Antenna, day only*. DA-N—*Directional Antenna, night only*. DA-1—*Directional Antenna, same pattern day and night*. DA-2—*Directional Antenna, different pattern day and night*. L—*Limited Time with Dominant Station*. LS—*Local Sunset*. N—*Night*. SA—*Special Authorization*. SH—*Specified Hours*. ST—*Share Time*.

<b>HUTCHINSON (McLeod County)</b>				
KDUZ 1953	1260 1,000-D	North American Bestg. Co. Hiway 15 1555 Best	Albert Tedesco, p Heinz Fruck, gm Dean Nolt, cm Lorraine Lhotka, pd John Speech, pmm, nd Darell Gander, cc	
<b>LITTLE FALLS (Morrison County)</b>				
KLTF 1950	960 500-D	Little Falls Bestg. Co. 105½ E. Broadway 367 KBS	John H. Lemme, p, gm Charles J. McCartney, cm, sd Richard J. Rudeck, slm Wesley Olson, pd, nd Gordon O. Lommen, cc Robert Pro, fd	
<b>MANKATO (Blue Earth County)</b>				
KTOE 1950	1420 5,000 DA-N	Minnesota Valley Bestg. Co. 4537 ABC Dairyland Net. Pearson	H. W. Linder, p Don Linder, gm, cm Wayne Will, fd Steve Wolf, cc Bob Wetherill, nd Bill Smith, sd Marion Mason, wd	
KYSM 1938	1230 250	F. B. Clements & Co. 101 N. Second St. 4673 NBC Southern Minnesota Net. Mecker	Robert E. DeHaven, gm, cm Charles Pasek, pd, sd Thomas Cornica, pmm James Houts, cc Steve Henry, nd Earl Koehnen, fd	
<b>KYSM-FM 103.5mc 47kw 1948</b>				
<b>MARSHALL (Lyon County)</b>				
KMHL 1946	1400 250	Harry Willard Linder KMHL Bldg. 2282 ABC Pearson	Harry W. Linder, o Gilmore F. Frayseth, gm	
<b>MINNEAPOLIS (Hennepin County)</b>				
KEVE 1948	1440 5,000-D	Western Bestg. Corp. 917 N. Lilac Dr. Orchard 5-5601 Gill-Perna	Robert M. Purcell, p R. M. (Mack) Lester Jr., vp, gm Bob Kaye, pd Denny Doty, cc	
KSTP 1923 KSTP-TV		(See St. Paul listing)		
*KTIS 1949	900 1,000-D	Northwestern College 50 Willow St. Federal 8-3244	Loren F. Bridges, gm Paul E. Ramseier, sm E. Brandt Gustavson, pd Wayne Jacobsen, nd Clarence LaBonte, tech dir David Brush, cc	
*KTIS-FM 1949	98.5mc 5.3kw			
*KUOM 1922	770 5,000-D ST-WCAL	University of Minnesota 1 Eddy Hall Federal 2-8158	Burton Paulu, gm Robert Boyle, pd Lawrence A. Brogger, cc Ray Wolf, fd Audrey June Booth, wd	
KWFM (FM) (CP)	97.1mc 9.7kw	Fidelity Bestg. Co. 3800 Minnehaha Ave.		
WCCO 1924 WCCO-TV	830 50,000	Midwest Radio-Tv Inc. 625 Second Ave. South Federal 2-1202 CBS CBS Radio Spot Sales	F. Van Konynenburg, exp Larry Haeg, gm Larry Lewis, sm Bob McKinsey, pd Clayton Kaufman, prom dir Kermit Sueker, cc Jim Bormann, nd Charles H. Smith, research dir Maynard Speece, fd Dick Enroth, sd Meg Kingbay, wd	

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## WORLD

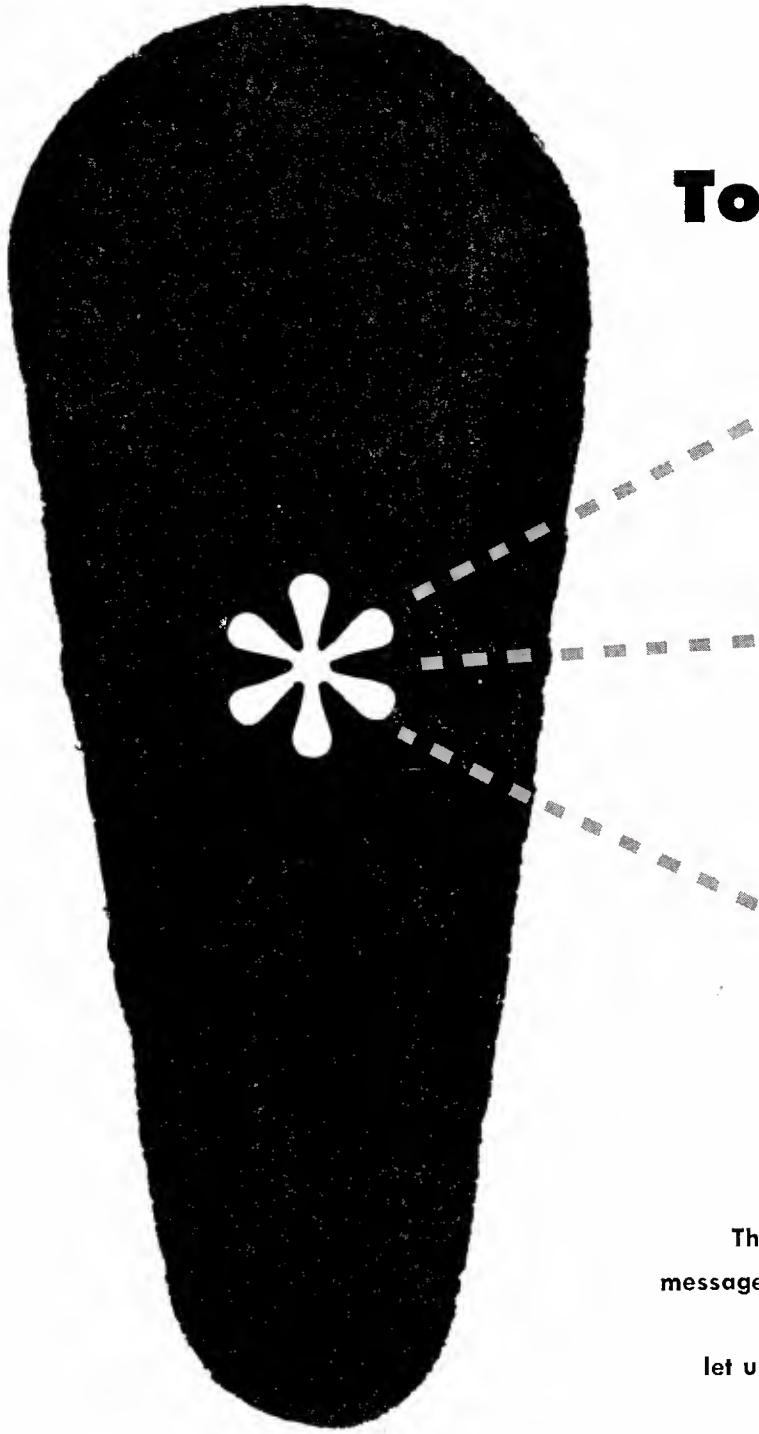
**SALES AND  
PROGRAM SERVICE**

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

CINCINNATI      HOLLYWOOD

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

# To the Point . . .



\* Only three cities in the nation have stations with larger average audiences than WCCO Radio!

\* More people listen to WCCO Radio than all other Minneapolis-St. Paul stations . . . combined!  
(53.8% share of audience!)

\* 34% more adults listen to WCCO Radio than all other Minneapolis-St. Paul stations . . . combined!  
(And it's even better in the daytime!)

The point is: If you have an advertising message for the vast, 109-county primary area† served by 50,000-watt WCCO Radio, let us make the point for you!

## WCCO RADIO

*The Northwest's 50,000-Watt Giant  
Minneapolis • St. Paul  
Represented by CBS Radio Spot Sales*

\*Nielsen Station Index reports, June-August '56,  
total station audience, total day, seven-day week.

†SAMS.

# MINNESOTA

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone Network Station Rep.	Executives
<b>MINNEAPOLIS (Cont.)</b>			
WDGY 1923	1130 50,000-D 25,000-N DA-2	Mid-Continent Bcstg. Co. Builders Exchange Bldg. Federal 5-2271 Blair	Todd Storz, p Steve Labunski, gm Donald Loughnane, pd Oscar Bennett, slm Bill Armstrong, pdm Herbert O. Anderson, pmm Dale L. Moudy, vp, eng dir
WLOL 1940	1330 5,000 DA-1	BFR Bcstg. Corp. 554 Northwestern Bank Bldg. (2) Federal 3-0406 Midwest Radio Net. AM Radio Sales	N. L. Bentson, p Joe Floyd, vp Wayne Williams, gm, cm Ray Christensen, pd, sd Bryce Ekberg, ce Don Kelly, nd
WLOL-FM 1956	99.5mc 10kw		J. Warren Burke, gm, cm
WMIN 1938		(See St. Paul listing)	
WPBC 1949	980 1,000-D	People's Bcstg. Co. 1135 Stinson Blvd. Sterling 9-4356 Sears & Ayer	William V. Stewart, o, p, gm, cm Becky Ann Stewart, pd, wd Jack I. Moore, pmm Eugene Chenette, ce Larry Paynter, nd
WTCN 1934 WTCN-TV	1280 5,000-D 1,000-N	Minnesota Tv Public Service Corp. 2925 Dean Blvd. Walnut 7-8881 ABC Katz	Harry M. Bittner Jr., p Miller C. Robertson, vp, gm William E. Daley, slm Sev Widman, pd George Lord, pmm Joseph Kabinke, ce Stuart A. Lindman, nd

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

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

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## MONTEVIDEO (Chippewa County)

KDMA 1951	1450 100	Midwest Bcstg. Corp. West Hwy. 212 8891 ABC Dairyland Net. Pearson	H. W. Linder, p Willard Linder, gm Richard Beckman, sm, ce
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## MOORHEAD (Clay County)

KVOX 1937	1280 1,000-D 500-N DA-N	KVOX Bcstg. Co. Inc. Radio Ranch 3-1522 MBS Great Northern Bcstg. Sys. McGillvra	E. J. McKellar, o, p M. M. Marget, sm, sd R. L. Owens, asst mgr, cm Ed Klink, ce Tom Hannaher, nd
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## MORRIS (Stevens County)

KMRS 1956	1570 1,000-D	Western Minn. Bcstg. Co. 68	Clifford L. Hedberg, o, gm Peter Steel, cm Paul Stacke, pd Paul Hedberg, pmm James Wanke, ce
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## NEW ULM (Brown County)

KNUJ 1949	860 1,000-D	KNUJ Inc. 304 1/2 N. Minnesota St. 904 KBS	Walter K. Mickelson, p George Korenchen, gm, cm
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## NORTHFIELD (Rice County)

*WCAL 1921	770 5,000-D ST-KUOM	St. Olaf College 0500	Milford C. Jensen, gm Carl B. Helgen, pmm Paul Lundy, ce Edwin Cass, pd Arlen Wilson, nd Roger Engstrom, sd Elaine Pederson, wd
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## ORTONVILLE (Big Stone County)

KDIO 1956	1350 1,000-D	Tri-State Bcstg. Co. P. O. Box 6 680	James D. Kaercher, p, treas, nd, sd Warren F. McCormick, sec, gm, cm Donald P. Egert, vp, pd, wd Richard S. Schultz, ce, fd
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## OWATONNA (Steele County)

KRFO 1950	1390 500-D	Owatonna Bcstg. Co. 5541 KBS	Bob Behling, co-o, p, gm Charles Vais, co-o, vp, slm Duane Allen, co-o, vp, pd Gerald Boos, co-o, sec-treas, ce
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Hooper, Pulse, Nielsen and a host of Twin Cities advertisers agree—WDGY has the big audience for those big results. There's a new listen in Minneapolis-St. Paul. Hardly a factor less than a year ago—WDGY is now a major factor in any Twin Cities advertising campaign.

Storz Station programming quality plus 50,000 watt coverage are doing a big job for an increasing number of national and local accounts whose audience story is up to date. Are yours? See the man from John Blair or talk to WDGY General Manager Steve Labunski.

**WDGY**  
50,000 watts and nearly perfect-circle daytime signal  
**MINNEAPOLIS-ST. PAUL**  
**"A STORZ STATION"**



**WTCN**  
 clicks  
 .....  
 with the  
buying public!

In the Twin Cities market, WTCN Radio aims straight for the massive BUYING audience! WTCN features the kind of radio that more listeners prefer and this wide variety of programming is designed to appeal to all ages! WTCN reaches more people each week with: outstanding ABC Network shows, top local news and sports coverage, interesting civic discussions, current hit tunes and standard pops featuring favorite local personalities with music to suit *every* taste!

In Minneapolis-St. Paul your *best buy* is the station that delivers the *buying* audience! Call your nearest Katz office or WTCN Radio for the full story today.

**WTCN Radio**  
 1280 kilocycles 5,000 watts ABC Network  
**MINNEAPOLIS-ST. PAUL**

Represented Nationally by the Katz Agency, Inc.

Affiliated with WDFD, Flint; WOOD AM and TV, Grand Rapids; WFBM AM and TV, Indianapolis.

# MINNESOTA

City Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives			
<b>PINE CITY (Pine County)</b>						
WCMP (CP)	1350 1,000-D	Pine County Bcstg. Co.	Richard K. Power, p Dewey S. Campbell, vp			
<b>PIPESTONE (Pipestone County)</b>						
KLOH 1955	1050 1,000-D DA-D	Pipestone Radio Corp. 118 W. Main St. 1050	C. B. Thomas, p Gene Callahan, cm Clarence Ausham, ce Ron Overlander, nd			
<b>RED WING (Goodhue County)</b>						
KCUE 1949	1250 1,000-D	Hiawatha Valley Bcstg. Co. RFD 4 3314 Rambeau Bulmer & Johnson	Nicholas Tedesco, p Gene Elston, vp, gm Charles C. Bremer, cm Alan M. Kennedy Jr., ce Harley Flathers, pd, fd, sd			
<b>REDWOOD FALLS (Redwood County)</b>						
KLGR 1954	1490 100	Harry Willard Linder 209 S. Washington St. 2729 Dairyland Pearson	H. W. Linder, p Willard Linder, gm Ward Shaw, cm Ron Skow, ce			
<b>ROCHESTER (Olmstead County)</b>						
KROC 1935 KROC-TV	1340 250	Southern Minnesota Bcstg. Co. First Ave. Bldg. 3924 NBC Mecker	Mrs. Gregory P. Gentling, p C. David Gentling, gm, cm Cal Smith, sm, pd Genevieve Holmes, pmm Robert Cross, ce Ray Thompson, nd			
<b>ST. CLOUD (Stearns County)</b>						
KFAM 1938 KFAM-FM 1948	1450 250 104.7mc 15kw	Times Publishing Co. Weber Bldg. Blackburn 2-1551 NBC Dairyland Net. Pearson	Frederick C. Schilplin, p Dale F. Rainsberger, gm Charles J. Willms, pd, nd, fd Loretta Hemberger, pmm Robert Witschen, ce Frank Farrington, sd			
WJON 1950	1240 250	Granite City Bcstg. Co. Lincoln Ave. S.E. Blackburn 1-4422 ABC	John Haerle, p, gm Richard Dunne, cm Van VanderArk, pd, fd Vincent Stephens, ce Sam Westrom, nd Earl Ellis, sd			
<b>ST. PAUL (Ramsey County)</b>						
KEVE 1948		(See Minneapolis listing)				
KSTP 1928 KSTP-TV	1500 50,000 DA-2	KSTP Inc. 3415 University Ave. Midway 5-2717 NBC Petry	Stanley E. Hubbard, p, gm K. M. Hance, evp, treas Marvin L. Rosene, sls vp Stanley S. Hubbard, research & development vp Karl A. Plain, sls, co-o Byron Anderson, natl slm D. Brooks Henderson, prod sup Wm. S. Sadler, ce William P. Davey, sls prom Julian Hoshal, nd Dick Nesbitt, sd			
Executive Abbreviations: Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. Data corrected to Dec. 15, 1955. If executives or services for FM are same as AM affiliate, names are not repeated. FM's in <i>italic</i> . *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.						
<b>*KTIS</b> 1949 (See Minneapolis listing)						
<b>*KTIS-FM</b> 1949 (See Minneapolis listing)						
<b>*KUOM</b> 1922 (See Minneapolis listing)						
<b>WCCO</b> 1924 (See Minneapolis listing)						
<b>WCCO-TV</b>						
<b>WDGY</b> 1923 (See Minneapolis listing)						
<b>WISK</b> 1951 (See Minneapolis listing)						
<b>WLOL</b> 1940 (See Minneapolis listing)						
<b>WMIN</b> 1938 (See Minneapolis listing)						
<b>WPBC</b> 1949 (See Minneapolis listing)						
<b>WTGN</b> 1934 (See Minneapolis listing)						
<b>ST. PETER (Nicollet County)</b>						
<b>KRBI</b> 1910 (CP) 1,000-D DA-D (See Minneapolis listing)						
<b>STILLWATER (Washington County)</b>						
<b>WAVN</b> 1949 1220 250-D (See Minneapolis listing)						
<b>THIEF RIVER FALLS (Pennington County)</b>						
<b>KTRF</b> 1947 1230 250 (See Minneapolis listing)						
<b>VIRGINIA (St. Louis County)</b>						
<b>WHLB</b> 1936 1400 250 (See Minneapolis listing)						
<b>WADENA (Wadena County)</b>						
<b>KWAD</b> 1948 920 1,000 DA-N (See Minneapolis listing)						
<b>WILLMAR (Kandiyohi County)</b>						
<b>KWLM</b> 1940 1340 250 (See Minneapolis listing)						
<b>WINONA (Winona County)</b>						
<b>KAGE</b> 1957 1570 1,000-D (See Minneapolis listing)						
<b>KWNO</b> 1938 1230 250 (See Minneapolis listing)						
<b>KWNO-FM</b> 1948 97.5mc 18.5kw (See Minneapolis listing)						
<b>WORTHINGTON (Nobles County)</b>						
<b>KWOA</b> 1947 730 1,000-D (See Minneapolis listing)						

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**MISSISSIPPI  
MARKET DATA BY COUNTIES**

County	Population 1950	Radio Homes	Passenger			
			Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Cars 1955
Adams	32,256	8,540	\$34,559	\$7,196	\$1,236	*452,648
Alcorn	27,158	7,130	21,107	3,384	665	
Amite	19,261	3,860	7,577	1,062	130	
Attala	28,562	5,550	13,956	3,455	327	
Benton	8,793	1,740	997	188	42	
Bolivar	63,004	13,870	33,694	7,401	986	
Calhoun	18,369	3,840	6,679	1,146	288	
Carroll	15,499	2,750	2,301	890	66	
Chickasaw	18,951	3,950	7,541	1,954	252	
Choctaw	11,009	2,320	2,735	406	61	
Claiborne	11,944	2,380	6,055	1,435	173	
Clarke	19,362	3,920	7,464	1,713	197	
Clay	17,757	3,580	9,351	2,352	391	
Coahoma	49,361	13,020	32,447	8,074	814	
Copiah	30,493	6,630	13,850	3,944	612	
Covington	16,036	3,140	5,574	1,124	242	
De Soto	24,599	4,880	7,573	1,831	97	
Forrest	45,055	13,330	49,952	8,121	1,278	
Franklin	10,929	2,330	3,846	1,057	189	
George	10,012	2,300	7,182	1,576	161	
Greene	8,215	1,640	2,396	766	110	
Grenada	18,830	4,200	11,296	2,667	461	
Hancock	11,391	2,690	7,853	2,397	264	
Harrison	84,073	28,910	97,394	22,013	2,890	
Hinds	142,164	41,580	166,700	34,725	5,418	
Holmes	33,301	6,360	14,532	3,334	455	
Humphreys	23,115	4,480	9,113	2,288	315	
Issaquena	4,966	960	588	368	...	
Itawamba	17,216	3,780	4,777	755	100	
Jackson	31,401	10,290	31,600	9,627	1,134	
Jasper	18,912	3,690	6,675	1,178	221	
Jefferson	11,506	2,430	4,341	810	133	
Jefferson Davis	15,800	3,250	5,692	1,200	193	
Jones	57,235	15,940	38,151	8,248	1,296	
Kemper	15,893	2,640	3,435	566	136	
Lafayette	22,798	4,770	9,102	1,922	350	
Lamar	13,225	3,080	4,064	1,322	316	
Lauderdale	64,171	17,850	62,033	13,520	1,728	
Lawrence	12,639	2,500	4,940	833	232	
Leake	21,610	4,590	7,708	1,102	233	
Lee	38,237	10,300	36,745	7,460	1,558	
LeFlore	51,813	11,440	42,178	7,640	989	
Lincoln	27,899	6,940	19,280	4,803	681	
Lowndes	37,852	9,240	26,052	5,579	699	
Madison	33,880	6,540	15,715	3,024	303	
Marion	23,967	5,490	15,115	2,846	512	
Marshall	25,106	4,840	8,217	2,366	250	
Monroe	36,543	8,570	18,084	5,143	480	
Montgomery	14,470	3,190	7,703	1,854	78	
Neshoba	25,730	5,820	9,009	1,905	338	
Newton	22,681	4,870	11,306	2,265	326	
Noxubee	20,022	3,320	7,834	1,487	263	
Oktibbeha	24,569	5,420	11,515	2,429	349	
Panola	31,271	6,440	16,161	4,226	453	
Pearl River	20,641	5,180	16,861	3,162	514	
Perry	9,108	1,940	3,636	516	84	
Pike	35,137	8,440	28,443	6,562	861	
Pontotoc	19,994	4,530	8,450	1,218	302	
Prentiss	19,810	4,530	8,410	1,372	420	
Quitman	25,885	5,370	9,611	2,603	276	
Rankin	28,881	5,420	8,837	1,778	222	
Scott	21,681	4,540	19,742	1,682	401	
Sharkey	12,903	2,400	7,570	973	125	
Simpson	21,819	4,810	10,771	1,236	239	
Smith	16,740	3,270	4,234	635	232	
Stone	6,264	1,420	5,724	1,502	187	
Sunflower	56,031	11,190	25,477	4,993	826	
Tallahatchie	30,486	6,170	8,981	2,104	278	
Tate	18,011	3,560	11,000	2,176	200	
Tippah	17,522	3,690	5,961	1,168	181	
Tishomingo	15,544	3,630	5,902	1,284	215	
Tunica	21,664	4,450	9,511	2,463	185	
Union	20,262	5,020	11,100	2,366	351	
Walthall	15,563	2,940	7,380	1,211	241	
Warren	39,616	11,650	38,211	9,086	735	
Washington	70,504	18,560	59,108	13,768	1,383	
Wayne	17,010	3,290	9,771	1,553	287	
Webster	11,607	2,330	8,051	1,070	208	
Wilkinson	14,116	2,750	5,604	1,525	228	
Winston	22,221	4,680	10,233	2,657	348	
Yalobusha	15,191	3,210	6,200	1,630	250	
Yazoo	35,712	7,670	18,719	3,937	659	
Total	2,178,914	513,310	\$1,384,942	\$298,697	\$41,852	

\* State wide total.  
Note: Population 1950, U. S. Census. Radio homes, estimated and copyrighted by A. C. Nielsen Co. as form by other than Nielsen Services subscribers without prior written approval. Food, drug and retail sales copyright 1956 by Sales Management; further reproduction unlicensed. Automobiles supplied by state.

**DIRECTORY OF AM AND FM STATIONS**

Station	Frequency	Owner	Service
<b>ABERDEEN (Monroe County)</b>			
WMPA	1240	Ray Tolar Co.	F. O. Roden, co-o
1951	250	P. O. Box 402	James Reese, co-o
		1050	Don Moore, gm, pmm, cm, ce
		Skyline Net.	Mat Moore, pd, wd
		Best	
<b>AMORY (Monroe County)</b>			
WAMY	1580	Charles C. Boren Jr.	Charles C. Boren Jr.,
1955	250-D	P. O. Box 54	p. gm, cm, fd
	(CP-5,000-D)	500	Jerry Barton, pd, nd
			Bobby Ritter, pmm, wd
			James D. Green, ce
			Elsie S. Sanderson, wd

<b>BATESVILLE (Panola County)</b>			
WBLE	1290	Panola Bestg. Co.	Harold B. McCarley, p
1953	1,000-D	Drawer 73	gm, cm, pd
		7266	Norman R. Phillips, ce
		KBS	R. B. Wade, nd
		Best	W. C. Eaker, sd
			Billie P. Phillips, wd
<b>BILOXI (Harrison County)</b>			
WLOX	1490	WLOX Bestg. Co. Inc.	J. S. Love Jr., p
1948	250	Buena Vista Hotel	B. Ray Butterfield, gm, sd
		Idlewood 6-5581	T. B. Majure, cm
		MBS	Mary Grace Migues, pd
		Holman	Richard Kettering, pmm
			Blue Majure, ce
WVMI	570	Radio Associates Inc.	Odes E. Robinson Sr., p, gm,
1950	1,000-D	P. O. Box 152	cm, pmm
		7001	Richard Crans, pd, nd
		McGillvra	Odes E. Robinson Jr., ce
			Hazel P. Crans, wd
<b>BOONEVILLE (Prentiss County)</b>			
WBIP	1400	Booneville Bestg. Co.	E. O. Roden, p
1950	250	U. S. Hwy. 45 South	Don Moore, gm, cm
		678	Jean Cochran, pd
		KBS	
		Dora-Clayton	
<b>BROOKHAVEN (Lincoln County)</b>			
WCHJ	1470	Rural Bestg. Co.	W. M. Jones, ptrn
1955	1,000-D	147 W. Enterprise St.	Laura Jane Huff, ptrn
		Best	
WJMB	1340	Brookhaven Bestg. Co.	Tullius Brady, p, gm, cm
1948	250	215 W. Chicasaw	Dorothy Harrison, pd
		1298	Aubrey H. Felder, ce
		MBS	Karl Austin, nd
		Continental	
<b>CANTON (Madison County)</b>			
WDOB	1370	Madison County Bestg. Co.	Hugh Hughes, p
1953	1,000-D	Hwy. 51 North	Al Simmons Jr., gm
		1370	Billy Harris, sm
			Martha Wren, cm
			Gene Maughn, pd
<b>CENTREVILLE (Wilkinson County)</b>			
WGLC	1580	Southern Bestg. Co. Inc.	Alvin Sansing, p
1951	250-D	4001	C. W. Wright, gm, cm, pmm
		Continental	Thelma McCrairie, pd, nd, wd
			E. Case, ce
			Henry Ash, fd, sd
<b>CLARKSDALE (Coahoma County)</b>			
WKDL	1600	Coahoma Bestg. Co.	W. L. Kent, gm
1955	1,000-D	1 State St.	Kersh Walters, sm
		Main 4-4908	Al Cassidy, asst sm, pd
			Robert N. Meader, ce
WROX	1450	Mrs. Eunice Tanner Imes	Bob McRaney, gm
1943	250	Columbus, Miss.	P. B. Hinman, sm, pd
		MBS	Helen Suggs, cm, wd
		Mid-South Net.	C. D. Graves, ce
		McGillvra	Jean Cauthen, nd
			Paul Barnett, sd
<b>CLEVELAND (Bolivar County)</b>			
WCLD	1490	The Voice of the Delta	Joseph W. Carson, p
1949	250	3-4091	George C. Shurden, vp, gm,
		KBS	cm, ce
		Best	Prentiss Webb, pd, nd, fd
			Lane Tucker, sd
			Belinda Norwood, wd
<b>COLUMBIA (Marion County)</b>			
WCJU	1450	WCJU Inc.	Lester Williams, gm
1946	250	P. O. Box 472	Ray Tolar, sm
		Republic 6-2616	
		MBS	
		KBS	
<b>COLUMBUS (Lowndes County)</b>			
WACR	1050	J. W. Furr	J. W. Furr, o, gm
1950	1,000-D	P. O. Box 707	A. E. Cappe, sm
		Fairfax 8-1735	Syd Thweatt, cm
		Best	Landis Rogers, pd
			Jay Aldridge, ce
			Judy Whitley, wd
WCBI	550	Columbus Bestg. Co. Inc.	Binney Imes Jr., p
1940	1,000-D	Gilmer Hotel	Bob McRaney, gm, pmm
WCBI-TV	500-N	Fairfax 8-7271	James W. Eatherton, cm
	DA-2		Jack Cochrane, pd, nd, fd
		MBS	Thomas McFerrin, ce
		Mid-South Net.	Evan Lewis, sd
		Mississippi Net.	
		McGillvra	
<b>CORINTH (Alcorn County)</b>			
WCMA	1230	Corinth Bestg. Co. Inc.	Aaron B. Robinson, p
1946	250	Ray Bldg.	John E. Bell, gm, pmm
		5575	Joe P. VanDyke, cm
		KBS	Tom Weaver, pd
		Dixie Net.	James D. Anderson, ce
		Headley-Reed	Lois Counce, nd, wd

City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>CORINTH (Cont.)</b>				
WKBX 1956	1330 500-D	Triangle Bcstg. Co. 614½ Waldron St. 6691 Southeastern Key Net. Best	Luther C. Moore, ptrn W. E. Cray, ptrn Charles W. Bolton, ptrn, gm, co-pmm E. H. Huntley, ptrn, sm, co-pmm Jim Ward, pd, fd W. M. Essary, ce Jerry Thompson, nd, sd	
<b>FOREST (Scott County)</b>				
WMAG 1955	860 500-D	Scott Co. Bcstg. Co. Inc. Box 188	W. E. Farrar, p R. E. Hook, evp Hugh Hughes, gm Willie Weems, cm Leo Burns, slm Tom Estes, pd	
<b>GREENVILLE (Washington County)</b>				
WDDT 1956	900 1,000-D	WDDT Radio Co. 207 Main St. 2-0526 Best	William Hodding Carter Jr., co-o John P. Gibson, co-o Ross Charles, gm W. H. Deans, cm Tommy Nelson, pd Ron Lundy, pmm, nd Joe Gunter, ce	
WCVM 1949	1260 1,000-D	Mid-America Bcstg. Co. 118 S. Broadway 4559 Devney Melville Dixieland	David M. Segal, p Jack R. Stull, gm, cm Wallace D. Hoy, pd Joseph Gunter, ce Barbee Ashley, nd Charles Rickard, fd, sd	
WJPR 1939	1330 1,000-D 500-N DA-N	Radio Services Co. 120 South Poplar St. 9040 MBS Bogner & Martin	Emmett H. McMurray Jr., ptrn, gm Frank W. Baldwin, ptrn, cm Mildred Flowers, pd, pmm Percy Kuhn, ce Sidney Leak, nd Ina Rankin, fd	
<b>GREENWOOD (Leflore County)</b>				
WABG 1950	960 1,000-D 500-N DA-N	Greenwood Bcstg. Co. 222 Howard St. 3010 ABC	Cy N. Bahakel, p, gm Tom Reardon, cm Lane Tucker, pd C. C. Greene, ce	
WGRM 1937	1240 250	Mrs. P. K. Ewing, executrix 600 Walnut St. 1900 NBC KBS Mississippi Net.	F. C. Ewing, gm	
<b>GRENADE (Grenada County)</b>				
WNAG 1949	1400 250	Birney Imes Jr. 1400 MBS, KBS Mid-South Net. McGillvra Dixieland	Birney Imes Jr., o Bob McRaney, gm Monroe Looney, sm, cm, pd, pmm, nd Jimmie Pinnix, ce	
<b>GULFPORT (Harrison County)</b>				
WDEB 1955	1390 1,000-D	Denver T. Brannen P. O. Box 382 2832 Clark	L. H. Thesmar, gm B. R. Behrendt, cm, nd C. M. Pearson, ce LeRoy Drake, fd Irene Leach, wd	
WGCM 1928	1240 250	WGCM Bcstg. Co. 1500 22nd St. 1110 ABC KBS Bogner Martin	Hugh O. Jones, o, gm Holton Turnbough, sm Mrs. O. L. Owens, cm Tommie Meek, pd Donavan Murphy, ce	
WGCM-FM 1948	101.5mc 3kw			
<b>HATTIESBURG (Forrest County)</b>				
WBKH 1954	950 5,000-D	Deep South Radio, Inc. 305 Bay St. Juniper 2-1986 McGillvra	B. L. Blackledge, p F. M. Smith, sec-treas, gm Laura McGee, asst mgr Walter Smith, cm Terry Spights, pd, fd Clarence Vogel, ce Gerald Howell, pmm	
WFOR 1925	1400 250	Forrest Bcstg Co. 302 Hemphill St. Juniper 4-5432 NBC Rambeau Dixieland Rebel Net.	C. J. Wright Sr., p E. M. Jenkins, sm, cm Cliff Sessions, pd B. B. McLemore, ce	

Executive Abbreviations: Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.  
Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.  
FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. V—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

WHYS 1948	1230 250	Hub City Bcstg. Co. Inc. P. O. Box 1008 3-1741 ABC MBS Dixie Bcstg. System Clark	Charles W. Holt, p Robert N. Robinson, gm W. H. Slaton, pd Charles Sharpling, ce Al Lowe, nd Charles Pratt, fd, sd
<b>HAZLEHURST (Copiah County)</b>			
WMDC 1953	1220 250-D	Southwestern Bcstg. Co. of Mississippi P. O. Box 571 869 KBS McGillvra	Louis Alford, gm A. M. Smith, sm, ce Mal Jones, cm, pd Bob Prather, pmm, fd Billy Armstrong, nd, sd Mary Francis Green, wd
<b>HOUSTON (Chickasaw County)</b>			
WCPC 1955	1320 1,000-D	WCPC Bcstg. Co. P. O. Box 552 CL 6-3528 KBS	Robin H. Mathis, ptrn, gm, cm, nd, fd Ralph C. Mathis, ptrn, pd, pmm, sd, wd Rad W. Mathis, ptrn John B. Skelton Jr., ptrn, ce
<b>INDIANOLA (Sunflower County)</b>			
WNLA 1953	1380 500-D (CP-1,000-D)	Central Delta Bcstg. Co. Inc. 134 Baker St. 500 KBS	W. L. Kent, co-o John M. McLendon, co-o Kit Carson, gm, cm Paul Artman, pd, fd Robert N. Meador, ce, nd Carnell Tucker, sd
<b>JACKSON (Hinds County)</b>			
WJDX 1929	620 5,000-D	Lamar Life Insurance Co. 715 S. Jefferson St. 2-2691	Fred L. Beard, gm Frank Gentry, cm Forrest Cox, pd Chuck Allen, pmm Percy G. Root, ce Dick Sanders, nd Howard Langfitt, fd Woodie Assaf, sd
WLBT (TV)	1,000-N DA-N	NBC Hollingbery	
WJDX-FM 1948	102.9mc 50kw		
WJQS 1947	1400 250	Miss. Bcstg. Co. Edwards Hotel 3-9681 CBS Miss. Network	Withers Cavin, p, gm
WJXN 1945	1450 250	Jackson Bcstg. Co. 916 Foley St. 2-6673 Indie	James T. Ownby, p Robert L. Statham, gm Al Evans, cm Ralph Starling, pd, ce John Bomer, nd Larry Parks, pmm
WOKJ 1954	1590 1,000-D (CP-5,000-D)	Dixieland Bcstg. Co. 1017 Lynch St. 3-7830 McGillvra	John McLendon, co-o, gm W. L. Kent, co-o Jay Gilbert, sm, ce William Anderson, slm Lee Nowell, pd
WRBC 1947	1300 5,000-D 1,000-N	Rebel Bcstg. Co. of Mississippi Inc. 125½ S. Lamar St. 5-1562 MBS Rambeau Dixieland	T. E. Wright, p W. V. Dubard, gm, pd, pmm Percy H. Powers, cm G. G. Benson, ce
WSLI 1938	930 5,000	Capitol Bcstg. Co. P. O. Box 1847 3-2788	T. M. Hederman Jr., p L. M. Sepaugh, gm F. E. Wilkerson Jr., cm B. K. Smith, pd, pmm C. A. Perkins, ce Jeff Hester, nd
WJTV (TV)	DA-N	ABC Weed	
<b>KOSCIUSKO (Attala County)</b>			
WKOZ 1947	1350 5,000-D	Cy N. Bahakel Sunnyside Bldg. Roanoke, Va. Roanoke 2-3131	Cy N. Bahakel, o Mims Boswell Jr., sm, cm Peggy Wasson, pd, wd Wayne A. Oliver, ce Jack Davis, nd Charles Brown, sd
<b>LAUREL (Jones County)</b>			
WAML 1932	1340 250	New Laurel Radio Station Inc. 442 6th Ave. 5601 NBC Hollingbery	Harold M. Matison, p Granville Walters, gm, pd M. M. Caver, cm Walter Hitt, ce Ed Breland, nd Len Maith, sd
WNSL (CP)	1260 1,000-D	Voice of the New South P. O. Box 1511 Meridian, Miss.	Joe Carson, ptrn Ed Holladay, ptrn
WLAU 1946	1490 250	Southland Bcstg. Co. 437 N. Magnolia St. 8-7227 ABC MBS McGillvra	Chalmers T. McCallum, co-o, p Norma H. Leggett, co-o, sec-treas, gm Dave K. Stensrud, cm Jim Gibbon, pd, nd W. B. Carter, ce Nancy Allen, wd
WPWR (CP)	1430 1,000-D	American Southern Bcstrs. P. O. Box 1133 2143	Rev. Carrol F. Jackson, ptrn Dr. D. N. Jackson, ptrn



## LOUISVILLE (Winston County)

WLSM 1270 Louisville Bcstg. Corp.  
1953 1,000-D 1000 Best

William R. Parkes, sm  
Herb Cuthrie, ce  
Dave Childs, fd

## MACON (Noxubee County)

WMBC 1400 J. W. Furr  
1947 250 P. O. Box 151  
310  
KBS  
Mississippi Net.  
Best

J. W. (Billy) Furr, p  
Felix Adams Jr., gm, nd  
E. C. Farr, cm  
Emmett Hadaway, pd  
John Houck, ce  
Troy York, fd

## McCOMB (Pike County)

WAPF 980 Southwestern Bcstg. Co.  
1948 1,000-D of Miss.  
Pike Hotel  
1884  
KBS  
McGillvra

Phillip Brady, gm, ce  
Carl Welch, cm  
Carl Dyer, pd  
Bonne Sanders, local nd

WHNY 1250 Bcstg. Service Inc.  
1952 5,000-D P. O. Box 111  
2080  
500-N ABC  
DA-N Dixie Bcstg. Sys.  
Clark

Charles W. Holt, p  
W. R. Tyler, gm  
U. C. Hines, cm  
Joe Jordan, slm  
Herb Knotts, pd, fd  
Robert Louis Sanders, ce  
Dean Strickland, sd  
Maureen Clark, pmm, wd

## MERIDIAN (Lauderdale County)

WCOB 910 Miss. Bcstg. Co.  
1926 5,000-D Threefoot Bldg.  
WCOB-TV 1,000-N 2-7714  
(CP) CBS

Withers Gavin, p, gm

WMOX 1240 Birney Imes Jr.  
1945 250 Columbus, Miss.  
MBS  
Mid-South Net.  
McGillvra

Birney Imes Jr., p  
Bob McRaney, gm  
Joseph W. Carson, sm, pmm  
Ed Holladay, cm, pd  
J. B. Griffith, ce  
J. Joiner, nd

WTOK 1450 Southern Television Corp.  
1947 250 Southern Bldg.  
2-6183  
WTOK-TV ABC

Robert Wright, p  
Frank Hollifield, gm, cm  
Dan Hollingsworth, pd  
Joe Saxon Sr., ce

## NATCHEZ (Adams County)

WMIS 1240 Natchez Bcstg. Co.  
1941 250 City Bank Bldg.  
2-2522  
NBC  
KBS  
Louisiana Net.  
Mississippi Net.

P. K. Ewing Jr., p  
Eddie Phelan, gm, cm  
Bobby Brewer, pd  
Bill Wall, pmm  
George Wilson, ce  
H. L. Littlejohn, nd

WNAT 1450 Old South Bcstg. Co.  
1949 250 Eola Hotel  
4621  
ABC  
MBS

Laurie G. Ratcliffe, p  
Paul Schilling, gm, cm  
Jim Dowdy, pd  
Don Partridge, pmm  
Jim White, ce  
Elliott Trimble, nd

## NEW ALBANY (Union County)

WNAU 1470 New Albany Bcstg. Co.  
1955 500-D 202 Bankhead St.  
4361  
KBS

V. Keith Wroten, p, gm, ce  
Dan Skilton, cm  
Wynnez Wroten, pd, wd  
Lee Elman, pmm, nd  
Joseph Bryant, fd  
Paul Jones, sd

## NEWTON (Newton County)

WECA 1410 Newton Bcstg. Co.  
1956 500-D P. O. Box 58  
596

Dennis N. Brown, gm, cm  
Justina H. Brown, pd, wd  
Joe Liber, ce, pmm  
Pete Ward, nd  
Albert Carr, fd  
Fred Speed, sd

## OXFORD (LaFayette County)

WSUH 1420 Colonel Rebel Radio  
1955 1,000-D University Ave. E.  
1133  
Skyline Net.  
Best

C. H. Quick, p, gm, cm  
Netta Quick, pd, wd  
Quin Ivy, pmm  
Mitchell Self, sd, ce, nd  
John King, fd

## PASCAGOULA (Jackson County)

WPMP 1580 Crest Bcstg. Co. Inc.  
1951 1,000-D P. O. Box 391  
83  
ABC  
KBS  
Mississippi Net.  
Best

Wm. R. Guest Jr., p, gm  
Ollie Bales, slm, pmm  
Fred Strother, pd  
Bill Collins, ce  
Don Grider, nd, sd  
M. P. Lewis, fd

## PHILADELPHIA (Neshoba County)

WHOC 1490 William H. Cole  
1948 250 P. O. Box 26  
740  
Best

William H. Cole, o, gm, cm,  
pmm, nd, sd  
Jean Nicholson, pd  
Paul M. Miller, ce  
Bill Norton, fd  
Gerry W. Cole, wd

## PICAYUNE (Pearl River County)

WRJW 1320 Tung Bcstg. Co. Inc.  
1949 5,000-D Sycamore 8-4835  
Dixie Net.  
McGillvra

S. G. Thigpen Sr., p  
Herb Witthauer, gm, cm  
Archie Rushing Jr., pd, ce  
E. C. "Pa" Mills, fd  
Maxie Stephens, sd

## STARKVILLE (Oktibbeha County)

WSSO 1230 Starkville Bcstg. Co.  
1948 250 Hwy. 12  
1230  
KBS  
Mid-South Net.

Joe Phillips, p, gm, cm, pmm  
Jayne McNeil, pd, wd  
Travis Palmer, ce, nd  
Jeff Holt, fd  
John Houck, sd

## TUPELO (Lee County)

WELO 580 Tupelo Bcstg. Co. Inc.  
1944 1,000-D S. Spring St.  
500-N 1400  
DA-2 MBS  
KBS  
McGillvra

Birney Imes Jr., p  
Robert McRaney, gm  
Robert E. Evans, sm  
Ernest L. Bowen Jr., cm  
Edward Cleary, pd  
LeRoy Green Sr., ce  
William R. Sides, nd

WTUP 1380 Lee Bcstg. Co.  
1953 1,000-D P. O. Box 362  
(CP-1,490 Vinewood 2-3301  
250) Skyline Net.

E. O. Roden, p  
James E. Reese, gm, cm, sd  
Evelyn B. Morgan, pd, wd  
Charlie Watts, pmm, fd  
Rawald Brandon, ce

## VICKSBURG (Warren County)

WQBC 1420 Delta Bcstg. Co. Inc.  
1931 1,000-D Post-Herald Bldg.  
500-N 312  
MBS  
KBS  
Bogner & Martin

L. P. Cashman, p  
Mary-Van Cashman, gm  
L. L. Miller, cm  
Charlotte Kahn, pd  
Waverley Conway, ce

WVIM 1490 Radio Mississippi Inc.  
1948 250 P. O. Box 76  
3901  
Clark  
Dora-Clayton

John F. Shea, p, gm, ce  
Roy Harris, sm, cm  
Mary F. Shea, wd

## WAYNESBORO (Wayne County)

WABO 990 New Laurel Radio Station  
1954 250-D Inc.  
P. O. Box 95  
5-4700  
KBS  
Best

Dave Matison, co-o  
Harold Matison, co-o  
Granville Walters, gm  
Paul Carlisle, sm  
Nathan Shoemaker, pmm  
Gene Perry, pd  
Forrest Williams, ce

## WEST POINT (Clay County)

WROB 1450 Robert L. McRaney Sr.  
1947 250 1250  
MBS  
Mid-South Net.  
McGillvra  
Dixieland

Robert L. McRaney Sr., p  
John E. King Jr., gm  
Clyde W. McPherson, ce

## YAZOO CITY (Yazoo County)

WAZF 1230 WAZF Inc.  
1947 250 1300  
MBS  
Skyline

E. O. Roden, p  
Bruce Gresham, gm, pmm  
Dennis Hancock Jr., cm, nd  
Fred Rand, pd, sd  
Earl B. Neal Jr., ce, fd  
Peggy Cresham, wd



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FACILITIES LIMITED, VICTORY BUILDING, TORONTO

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BUILD  
SALES  
with . . .

**MISSOURI**  
**MARKET DATA BY COUNTIES**

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger
						Cars 1955
Adair	19,689	6,470	\$20,213	\$4,429	\$512	5,238
Andrew	11,727	3,730	9,840	1,760	126	3,094
Atchison	11,127	3,290	11,839	1,847	306	3,080
Audrain	23,829	7,980	20,751	5,634	783	7,661
Barry	21,755	6,290	20,270	5,634	556	5,477
Barton	12,678	4,130	11,365	2,148	281	3,624
Bates	17,534	5,920	15,553	3,244	330	5,094
Benton	9,080	2,330	6,893	880	177	2,564
Bollinger	11,019	2,800	5,810	1,012	29	2,183
Boone	48,432	13,850	45,126	9,384	1,564	12,260
Buchanan	96,828	31,330	110,932	23,867	5,040	26,528
Butler	37,707	11,120	33,072	6,579	805	7,701
Caldwell	9,929	3,370	10,031	1,702	115	3,231
Callaway	23,316	6,140	15,826	2,781	460	5,536
Camden	7,861	2,270	6,825	1,678	103	2,247
Cape Girardeau	38,397	11,810	49,815	9,661	1,384	10,926
Carroll	15,589	4,870	13,110	2,674	289	4,423
Carter	4,777	1,300	2,315	428	57	892
Cass	19,325	6,300	22,371	4,826	949	6,988
Cedar	10,663	3,510	10,113	1,800	153	2,655
Chariton	14,944	4,580	12,450	2,312	253	3,667
Christian	12,412	3,710	7,103	835	181	3,241
Clark	9,003	2,660	7,287	1,283	111	2,741
Clay	45,221	19,050	124,530	17,457	5,057	20,125
Clinton	11,726	3,670	17,730	3,762	498	3,889
Cole	35,464	9,950	43,942	9,097	1,324	10,247
Cooper	16,608	4,970	14,024	2,465	502	4,284
Crawford	11,615	3,200	8,708	1,914	281	3,216
Dade	9,324	2,680	6,577	800	180	2,200
Dallas	10,392	2,920	8,140	1,133	200	2,685
Davies	11,180	3,480	8,559	1,327	247	3,089
De Kalb	8,047	2,690	6,061	1,223	129	2,429
Dent	10,936	2,990	10,522	3,035	213	2,836
Douglas	12,638	3,390	6,167	823	245	2,197
Dunklin	45,329	12,210	41,007	7,564	967	8,988
Franklin	36,046	11,230	39,220	9,186	1,094	12,596
Gasconade	12,342	3,900	12,496	2,944	473	3,706
Gentry	11,036	3,240	9,873	1,948	295	3,157
Greene	104,823	38,210	130,021	25,455	4,219	34,448
Grundy	13,220	4,300	15,661	2,530	441	3,929
Harrison	14,107	4,190	16,722	2,391	326	3,876
Henry	20,403	6,300	20,794	4,424	821	6,258
Hickory	5,387	1,700	2,489	415	83	1,146
Holt	9,833	2,850	10,344	1,443	321	2,688
Howard	11,857	3,430	7,566	1,766	434	2,847
Howell	22,725	6,870	22,241	3,624	588	5,789
Iron	9,458	2,210	4,440	1,090	182	1,865
Jackson	541,035	194,570	980,543	158,734	49,259	181,100
Jasper	79,106	27,760	100,828	21,235	2,590	25,748
Jefferson	38,007	12,280	37,998	10,659	845	15,468
Johnson	20,716	7,460	19,422	4,281	740	6,911
Knox	7,617	2,310	6,038	1,080	147	2,110
Laclede	19,010	5,850	21,025	3,032	498	5,290
Lafayette	25,272	7,540	26,135	4,768	1,106	7,767
Lawrence	23,420	7,460	18,706	2,913	613	7,091
Lewis	10,733	3,460	10,528	1,432	132	3,380
Lincoln	13,478	4,620	15,471	2,155	191	4,635
Linn	18,865	6,330	17,597	3,886	624	5,699
Livingston	16,532	5,040	19,890	3,345	633	4,805
McDonald	14,144	4,010	12,413	1,519	198	3,218
Macon	18,332	5,720	16,199	2,688	500	5,190
Madison	10,380	2,990	9,040	2,039	228	2,780
Maries	7,423	1,890	3,773	462	87	1,732
Marion	29,765	9,870	33,270	7,795	976	8,345
Mercer	7,235	2,310	5,663	968	92	1,892
Miller	13,734	3,930	11,681	2,346	186	3,814
Mississippi	22,551	5,630	17,698	4,282	507	4,379
Moniteau	10,840	3,310	8,963	1,664	147	3,115
Monroe	11,314	3,620	10,509	1,918	189	3,263
Montgomery	11,555	3,690	10,698	1,634	364	3,284
Morgan	10,207	2,810	9,275	2,514	127	2,821
New Madrid	39,444	9,620	21,904	4,720	609	5,801
Newton	28,240	8,590	26,948	3,845	790	7,901
Nodaway	24,883	7,290	21,419	3,607	546	6,730
Oregon	11,978	3,150	7,294	1,773	249	2,107
Osage	11,301	2,720	7,034	955	49	3,050
Ozark	8,856	2,110	3,763	522	111	1,448
Pemiscot	45,624	11,290	27,806	6,407	678	7,164
Perry	14,890	4,020	11,742	1,639	240	4,065
Pettis	31,577	11,440	39,271	7,642	1,077	10,112
Phelps	21,504	6,990	25,476	5,647	707	6,235
Pike	16,944	5,590	17,857	2,993	525	4,739
Platte	14,793	4,930	21,647	4,337	112	6,245
Polk	16,062	4,960	13,789	1,573	250	4,419
Pulaski	10,392	3,010	15,263	3,186	785	5,455
Putnam	9,166	2,870	5,594	918	208	2,343
Ralls	8,686	2,380	4,181	996	151	2,327
Randolph	22,918	7,720	27,520	5,034	712	6,864
Ray	15,932	5,290	12,311	2,424	521	4,616
Reynolds	6,918	1,460	3,209	519	21	1,101
Ripley	11,414	3,250	6,596	2,021	206	1,961
St. Charles	29,834	9,380	40,813	7,914	979	11,841
St. Clair	10,482	3,210	6,149	786	160	2,585
St. Francois	11,299	3,270	32,723	10,344	873	10,344
St. Louis	1,263,146*	423,410	1,719,420	391,521	59,824	388,016*
Ste Genevieve	11,237	2,880	8,788	1,820	66	173,576
Saline	26,694	7,930	25,726	4,205	672	7,233
Schuyler	5,760	1,700	7,156	1,503	283	1,702
Scotland	7,332	2,280	6,087	1,096	220	2,160
Scott	32,842	9,700	33,786	7,458	712	7,997
Shannon	8,377	1,960	2,863	795	65	1,448
Shelby	9,730	3,430	9,460	1,704	193	2,997
Stoddard	33,463	8,650	23,884	4,774	378	6,707
Stone	9,748	2,440	4,768	740	58	2,146
Sullivan	11,299	3,340	6,582	1,121	213	2,737
Taney	9,863	2,800	9,008	1,516	289	2,940
Texas	18,992	5,500	12,306	2,787	310	4,558
Vernon	22,685	6,580	18,140	3,925	524	5,987

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger
						Cars 1955
Warren	7,666	2,340	6,523	1,281	119	2,478
Washington	14,689	3,640	8,339	2,040	106	3,095
Wayne	10,514	2,410	4,339	978	87	1,954
Webster	15,072	4,410	9,461	1,409	224	3,730
Worth	5,120	1,530	4,416	536	74	1,470
Wright	15,834	4,600	12,975	1,793	257	3,624
Total	3,954,473	1,276,520	\$4,821,512	\$961,919	\$169,650	1,169,371

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

**DIRECTORY OF AM AND FM STATIONS**

City	Call Letters	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>BOONVILLE (Cooper County)</b>				
KWRT	1370	1,000-D	Radio Station KWRT KWRT Bldg. Tuxedo 2-6505 Indie	William R. Tedrick, o, gm James R. Gammon, cm Audrey M. Tedrick, pd, wd Don Shepard, ce Bob Wareham, nd Jim Gammon, sd
<b>BRANSON (Taney County)</b>				
KBHM	1220	250-D	Shepherd of the Hills Bstg. Co. 111 W. Pacific Edison 4-3139 Ozark Best	Robert Neathery, co-o L. C. McKenney, co-o Orville Barton, gm, nd, fd C. A. Barker, cm, sd Maynard Sloan, pd B. F. Piper Jr., ce
<b>BROOKFIELD (Linn County)</b>				
KGHM	1470	500-D DA-D	Green Hills Bstg. Co. 308½ N. Main St. 1800 Indie	Ira J. Williams, o C. W. Peck, gm Ron Lutz, pd Robert Breeding, ce Joan Bevier, wd
<b>CAPE GIRARDEAU (Cape Girardeau County)</b>				
KFVS	960	1,000-D	Hirsch Bstg. Co. 324 Broadway 5-5511 MBS Pearson	Oscar C. Hirsch, p, gm Ralph L. Hirsch, cm
KFVS-TV	500-N	DA-N		
KGMO	1220	250-D	KGMO-Radio Tv Inc. P. O. Box 274 KBS	William C. Brandt, p, pd, nd Richard C. Brandt, gm, pm Jack H. Kohrumel, cm, sd William M. Bryan, ce
<b>CARTHAGE (Jasper County)</b>				
KDMO	1490	250	Carthage Bstg. Co. 1201 E. Chestnut 2648 KBS Magic Circle	John Joseph Daly, p, gm, cm Leon H. Crocker, pd, fd George F. Province, ce Donald Green, nd Marvin Van Gilder, sd
<b>CARUTHERSVILLE (Pemiscot County)</b>				
KCRV	1370	1,000-D	Pemiscot Bstg. 106½ W. 3rd St. 965 KBS	Eric Taylor, p Edwin R. Dyer Jr., gm Harry Moreland, pd Albert Lawrence, ce, nd Jim Brassfield, sd W. F. James, fd
<b>CHARLESTON (Mississippi County)</b>				
KCHR	1350	1,000-D	South Missouri Bstg. Co. Inc. 2-4451 KBS	Kermit Barker, p, gm, cm, ce James L. Byrd III, pd
<b>CHILLICOTHE (Livingston County)</b>				
KCHI	1010	250-D	Cecil W. Roberts & Jane Roberts Farmington, Mo. Farmington 107 Best	Cecil W. Roberts, p Howard G. Rion, gm, cm, ce John F. Way, pd, nd, sd Terry Cooper, pm Jerry Litton, fd

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

\*KFUO 1924 850 5,000-D L-KOA The Lutheran Church-Missouri Synod 801 DeMun St. St. Louis 5, Mo. Parkview 3-3030 Emerson Russell, gm Emil Wilde, pdm Rev. H. H. Hohenstein, extension sup Larry N. Strahan, off mgr Rev. Walter Grotrian, religious dir. Albert H. Wiese, ce

\*KFUO-FM 1947 99.1mc 6.7kw

KXLW 1947 (See St. Louis listing)

CLINTON (Henry County)

KDKD 1951 1280 1,000-D Osage Bcstg. Co. Inc. P. O. Box 113 233 KBS O. A. Tedrick, ptrn William J. Allen, ptrn William R. Tedrick, ptrn, gm Robert F. Morey, sm Irving Nagel, cm

COLUMBIA (Boone County)

KBIA 1955 1580 250-D Cecil W. & Jane A. Roberts P. O. Box 412 2-4401 KBS Best Cecil W. Roberts, p Robert R. Stoner, gm, cm Ray Phipps, pd Joseph F. Mackey, ce Tod Oliver, nd, sd

KFRU 1925 1400 250 KFRU Inc. Hwy. 40 East 4141 ABC Webb H. J. Waters Jr., p Mahlon R. Aldridge, gm, pmm, sd Greg Reeser, cm Shirley Bauderer, pd Robert Haigh, ce Richard Cottam, nd Evan Slack, fd Shirley Mason, wd

DEXTER (Stoddard County)

KDEX 1955 1590 1,000-D Dexter Bcstg. Co. P. O. Box 125 1280 Sears & Ayer Jerome B. Zimmer, gm S. W. Stanton, pd Lionel D. Speidel, sm, ce

FARMINGTON (St. Francois County)

KREI 1947 800 1,000-D Cecil W. & Jane A. Roberts 710 KBS Best Cecil W. Roberts, co-o Jane A. Roberts, co-o Robert D. Rapp, gm

FESTUS (Jefferson County)

KJCF 1951 1010 250-D Jefferson County Radio & TV Co. North Mill St. Yellowstone 7-8810 Magic Circle Donald M. Donze, o, gm Russell C. Seals Jr., ce

FLAT RIVER (St. Francois County)

KFMO 1947 1240 250 Lead Belt Bcstg. Co. GE 1-2000 MBS Oscar C. Hirsch, p James F. Collins, gm, cm, sd Lynn Bohs, pd Virginia Collins, pmm, wd Gilbert Collins, ce, fd James Strader, nd

FULTON (Callaway County)

KFAL 1950 900 1,000-D Missouri Central Bcstrs. 5th & Market Sts. 1400 Indie Robert W. Nickles, co-o, gm Roger P. Fox, co-o, sta dir L. Reed Holt, cm Brooks Ann Cole, nd Mel A. Lee, fd Kathryn Lynn, wd

HANNIBAL (Marion County)

KHMO 1941 1070 5,000-D 1,000-N DA-2 Mt. Rainer Radio & Tv Bcstg. Co. P. O. Box 711 3450 MBS Grant Webb Lscter M. Smith, p F. J. LeGrand, gm Wm. Stephenson, cm Ken Albridge, pd Ben Parrish, ce Bob Voss, nd, sd

INDEPENDENCE (Jackson County)

KIMO 1947 1510 1,000-D Craig Siegfried 310 N. Osage Clifton 9815 Missouri Net. Craig Siegfried, o L. W. Hardt Jr., gm, cm, pd Donna Tuttle, pmm Bob Atkeisson, ce Ted Cramer, nd Geo. Smith, fd

JEFFERSON CITY (Cole County)

KLIK 1954 950 5,000-D Empire Bcstg. Co. 410 E. Capital Ave. 6-3191 Walker Jerrell A. Shepherd, p Ed Dahl, vp, gm Don Steele, pd Ed Scarr, ce Jack Kroeck, fd Bill Cannady, nd

KWOS 1937 1240 250 Capital Bcstg. Co. 210 Monroe 6-3137 MBS KBS Bogner & Martin Mrs. L. R. Goshorn, p M. L. Rose, gm E. A. Richter, sm L. S. Hackman, ce Dick Chapman, nd John Muessig, fd

KWOS-FM 1948 98.5mc 7.65kw

JOPLIN (Jasper County)

KFSB 1948 1310 5,000-D 1,000-N DA-2 Four States Bcstrs. Inc. 1027 Main St. Mayfair 4-1310 Mecker Harry Easley, p W. H. Clark, vp, gm Robert A. Barry, cm Ed Johnson, pd, pmm Lloyd Frazier, ce Jim Randall, nd Leonard Brown, fd Don Gross, sd Linda Haslett, wd

KODE 1946 1230 250 WSTV Inc. 1928 W. 13th St. Mayfair 3-7260 CBS Avery-Knodel Jack N. Berkman, p John J. Laux, evp Harry D. Burke, vp, gm Rod Gibson, natl slm, pd D. T. Knight, local slm Jack Langford, ce

WMBH 1934 1450 250 Joplin Bcstg. Co. Frisco Bldg. Mayfair 4-4330 MBS Magic Circle Sears & Ayer D. J. Poynor, p, gm Merle Dunn, cm Jerry O'Neal, pd Maxine DeVaney, pmm, wd Al Tourtlot, ce Lee George, nd Jim Howell, sd

WMBH-FM 1948 96.1mc 70kw

KANSAS CITY (Jackson County)

KCKN 1925 (See Kansas City, Kan., listing)

KCMO 1925 810 50,000-D 10,000-D DA-N Meredith Engineering Co. 125 E. 31st St. Jefferson 1-6789 CBS Katz E. E. Meredith Jr., p E. K. Hartenbower, gm R. W. Evans, cm George Stump, pd W. W. Cunningham, pmm Karl Troeglen, ce Jim Monroe, nd Jack Jackson, fd Ann Hayes, wd

KCMO-FM 1948 94.9mc 56kw

KFRM 1947 (See Concordia, Kan., listing. Duplicates KMBC with studios at Kansas City)

KMBC 1921 980 5,000 DA-N KMBC Bcstg. Co. 11th & Central Sts. Harrison 1-2650 ABC MBS Peters, Griffin, Woodward Donald D. Davis, p, cm, pmm John T. Schilling, evp George Higgins, vp, slm Dick Smith, sm Henry Goldenberg, ce Claude Dorsey, nd Phil Evans, fd

KPRS 1949 1590 1,000-D Twin City Advertising Agency Inc. 2814 E. 23rd St. Humboldt 3-3100 Pearson Edward H. Pate, p, gm Eugenia Lawton Pate, pd Andrew R. Carter, ce Dave Butler, nd Chuck Moore, sd Psyche Pate, wd

KUDL 1953 1380 1,000-D Heart of America Bcstrs. Inc. 1012 Baltimore Bldg. Baltimore 1-0077 Weed Tele Bcstrs. H. Scott Killgore, p Irving Schwartz, cm Harold Backun, bus mgr Wayne Stitt, pd John Posch, ce

WDAF 1922 610 5,000 WDAF-TV The Kansas City Star Co. 3030 Summit St. Harrison 1-1200 NBC Christal H. Dean Fitzer, mgng dir V. S. Batton, sm E. Manne Russo, cm Julian Harris, pd, pmm James Schmidt, ce Randall Jesse, nd Paul Vogel, fd Jay Barrington, sd Martha Spalding, wd

MISSOURI

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone Network Station Rep.	Executives
<b>KANSAS CITY (Cont.)</b>			
WHB 1922	710 10,000-D 5,000-N DA-2	Mid-Continent Bstg. Co. Pickwick Hotel Baltimore 1-8300 Blair	Tod Storz, p George W. Armstrong, vp, gm John E. Pearson, pd A. A. Zimmerman Jr., pmm Dale L. Moudy, vp, eng dir Charles Gray, nd Gene Davis, fd Irv Smith, sd Jeanne Greendahl, wd
<b>KENNETT (Dunklin County)</b>			
KBOA 1947	830 1,000-D	Kennett Bstg. Corp. 8-4616	Paul C. Jones, p, gm Charles H. Harrison, sm, sd Joe Bankhead, cm John T. Reeder, pd Robert Conner, ce Johnny Mack, nd, fd
<b>KBOA-FM</b> 1949			
	98.9mc 6.9kw		
<b>KIRKSVILLE (Adair County)</b>			
KIRX 1947	1450 250	North Missouri Bstg. Co. KIRX Bldg. Mohawk 5-3781 ABC KBS	Sam A. Burk, o, gm, sd J. J. Dougherty, cm, pmm Robert Carlson, pd Charles P. Porter, ce, fd Hal Oyler, nd Lois Daudel, wd
<b>LEBANON (Laclede County)</b>			
KLWT 1948	1230 250	Lebanon Bstg. Co. 221 E. Commercial 1015 Magic Circle	O. R. Wright, p Jack A. Sellers, gm, pd Clarence Duvall, cm Eugene Clay, ce Delmar Hilton, nd, sd Everette Edwards, fd

Executive Abbreviations: Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.  
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<b>LEXINGTON (Lafayette County)</b>			
KLEX 1956	1570 250-D	Lexington Bstg. Co. P. O. Box 341 1096	Ralph E. Meador, gm Myron E. Chamberlain, pd
<b>MALDEN (Dunklin County)</b>			
KTCB 1954	1470 1,000-D	Tri County Bstg. Co. P. O. Box 278 851 KBS	Charles W. Craft, p Dick Wiethan, gm Carlton Garner, cm Mack Howerton, ce
<b>MARSHALL (Saline County)</b>			
KMMO 1949	1300 1,000-D	KMMO, Inc. 40 Pearson	F. V. Heinkle, p J. M. Silvey, gm Harold Douglas, cm Fred Miller, pd Bill Williams, ce John Hughes, nd, sd
<b>MARYVILLE (Nodaway County)</b>			
KNIM 1953	1580 250-D	KNIM Inc. P. O. Box 278 730 KBS	Les Ware, p Gil Poese, gm Jim Shaddock, ce, fd Arline Lynch, nd Elizabeth Piveral, wd Donna Potter, pmm
<b>MEXICO (Audrain County)</b>			
KXEO 1948	1340 250	Audrain Bstg. Corp. 1705 E. Liberty 2340 MBS	W. Earl Dougherty, gm, cm Sue Gibbs, pd Hyle Lemen, ce Don Hague, nd, sd Emily Kaye, wd
<b>MOBERLY (Randolph County)</b>			
KNCM 1950	1230 250	Jerrell A. Shepherd 1600	Jerrell A. Shepherd, o, gm Jim Lipsey, asst mgr Dale Low, nd Jim Palmer, sd
<b>MONETT (Lawrence County)</b>			
KRMO 1950	990 250-D	Monett Bstg. Co. KRMO Bldg. Belmont 5-5220 KBS Magic Circle	Lloyd C. McKenney, p Floyd Stewart, gm, nd Marion Piant, cm Noel Moody, pd, sd Joe McCullah, pmm Jack Allen, ce



**KANSAS CITY? That's where WHB has top ratings . . . results . . . and an 87% renewal rate**

87% of WHB's largest billing local accounts in 1955 . . . renewed in 1956! WHB has a higher renewal percentage among both local and national advertisers than any other Kansas City Station.

Thus WHB is Kansas City's **RESULTS** station . . . and **RATINGS** station, because WHB is a dominant all-day first on every survey!

Latest Metro Pulse: WHB first 360 of 360 1/4's.

Latest Area Pulse: WHB first 263 of 288 1/4's.

Latest Area Nielsen: WHB first all day, every day!

Latest Hooper: WHB first all day, every day!

Talk ratings and results with Blair . . . or General Manager George W. Armstrong.

**W H B**

10,000 watts—710 kc.

**KANSAS CITY**

**"A STORZ STATION"**



City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>ST. LOUIS (Cont.)</b>			
KSD 1922 KSD-TV	550 5,000 DA-N	Pulitzer Publishing Co. 1111 Olive St. Main 1-1111 NBC NBC Spot Sales	Joseph Pulitzer Jr., p George M. Burbach, gm Harold Grams, pd Fred J. Mueller, pmm J. E. Risk, ce
KSTL 1948	690 1,000-D	Radio St. Louis Inc. P. O. Box 1440 Bridge 1-6090 Everett-McKinney	Dick J. Kasten, p, gm Art Ford, cm Tony Glenn, pd, nd Bill Vietmeier, pmm Ira E. Pollock, ce Charley Stookey, fd Doris Jennemann, wd
KWK 1927 KWK-TV	1380 5,000 DA-N	KWK Inc. 1215 Cole St. (6) Main 1-9100 Katz	Robert T. Convey, p, gm Ray E. Dady, vp, sta dir V. E. Carmichael, vp, comm dir Gil Johnston, slm Russell C. Kaiser, pd John W. Tinnea, exec pd, asst sta dir Tom Stanton, pmm N. J. Zehr, ce Jack Griffin, nd
KXLW 1947	1320 1,000-D	St. Louis County Bstg. Co. 2735 Bomparte Ave. Woodland 1-1320	John W. Kluge, p William W. Jefferay, vp, gm Wm. Don Herman, cm Marshall Zwick, pd James F. Mitchell, ce

Executive Abbreviations: *Owner*; *Pres.*; *Exec. vp.*; *Gen. Mgr.*; *Sta. Mgr.*; *sm*; *Coml. Mgr.*; *cm*; *Sales Mgr.*; *slm*; *Prog. Dir.*; *pd*; *Chief Eng.*; *ce*; *Prom. Mgr.*; *pmm*; *Prod. Mgr.*; *pdm*; *News, Fam., Sports or Women's Dir.*; *nd*, *fd*, *sd*, *wd*.  
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**MEN WHO PLAN ADVERTISING CAMPAIGNS ARE**

**SOLD ON SPOT**  
AS A BASIC  
ADVERTISING  
MEDIUM

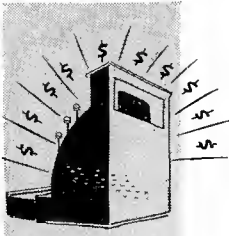
**GEORGE POLK**, IN CHARGE OF BROADCAST PLANNING AND DEVELOPMENT FOR BBD&O, COMES RIGHT TO THE POINT:

"SPOT OFFERS BOTH DEEP PENETRATION OF MARKET AND HIGH FREQUENCY OF MESSAGE. IN ADDITION, OF COURSE, IT PROVIDES GOOD FLEXIBILITY."



**SPOT SALES**

KXOK 1938	630 5,000 DA-2	KXOK Bstg. Inc. Radio Park (13) Forest 7-6000 ABC Blair	Flzey M. Robert Jr., p C. L. (Chet) Thomas, vp, gm William C. O'Donnell, cm Elmer G. Muschany, pd John T. Corrigan, pmm, nd Arthur Rekart, ce
WEW 1921	770 1,000-D	Barrington Co. 1014 Locust Chestnut 1-1921 Bolling	Bruce Barrington, p, gm Ed Wolfe, cm Don Phillips, pd Chas. C. Casey, ce
WIL 1922	1430 5,000 DA-2	Missouri Bstg. Co. 3715 Lindell Blvd. Olive 2-4500	L. A. Benson, p, gm N. Pagliara, vp, asst gm C. W. Beintker, cm Roy A. May, pd R. Rives, pmm L. A. Benson, ce
<b>STE. GENEVIEVE (Ste. Genevieve County)</b>			
KSGM 1947	980 500 DA-N	Donze Enterprises Inc. 410 Merchant St. 980	Elmer L. Donze, p, gm, cm Mrs. Elmo Donze, pd, pmm Murel Rose, ce
<b>SALEM (Dent County)</b>			
KSMO 1953	1340 250	Zola Bstg. Co. 4th & Hickory 303 KBS	William B. Smith, o, gm, ce
<b>SEDALIA (Pettis County)</b>			
KDRO 1939 KDRO-TV	1490 250	KDRO Tv & Radio Inc. 2100 W. Broadway 4004 MBS Pearson	Milton J. Hinklein, p Herbert W. Brandes, gm Jimmy Glenn, cm, sd Jim Murray, pd Jimmy Glenn, sd Dorothy Hopkins, wd
KSIS 1954	1050 1,000-D	Carl W. Yates Jr. KSIS Bldg. 590 Best	Carl W. Yates Jr., p, gm, cm Mrs. Carl Yates, sm Bette Baldwin, pd, wd Bud Pratt, ce Marion Pratt, nd, sd Richard Thomas, fd
<b>SIKESTON (Scott County)</b>			
KSJM 1948	1400 250	Sikeston Community Bstg. Corp. 1	L. R. Bowman Jr., p R. L. Watkins Jr., gm, cm, pmm Raymond Norton, pd, nd, sd Ralph L. Hirsch, ce Nelson Wheeler, fd
<b>SPRINGFIELD (Greene County)</b>			
KGBX 1926	1260 5,000 DA-N	Springfield Bstg. Co. 605 Boonville 4-2822 NBC Venard, Rintoul & McConnell	Keith C. Wells, p, gm Don C. Dailey, cm Dudley McGovern, pmm Richard Bowman, ce Ann Gibson, nd William West, sd
KICK 1949	1340 250	Kickapoo Prairie Bstg. Co. Inc. 610 College St. 4-1561 MBS KBS Magic Circle Best	Floyd W. Jones, p Robert Vinyard, gm M. Richard Bradley, cm Gail Kline, pd Bill Dunham, ce Nova Nash, nd Robert Lee, sd
KTTS 1942 KTTS-TV	1400 250	Independent Bstg. Co. P. O. Box 1716 S.S.S. 2-7474 CBS Sears & Ayer	J. H. Cooper, p G. Pearson Ward, gm, pmm Wendel Smith, pd William F. Curry, ce Bill Bowers, nd Bill Maynard, sd
KTTS-FM 1948	94.7mc 9.1kw		
KWTO 1933	560 5,000 DA-N	Ozarks Bstg. Co. Inc. 1121 S. Glenstone 2-4422 ABC Pearson	R. D. Foster, p, gm Leslie L. Kennon, vp, asst mgr R. M. Keltner, slm Joe Slattery, pd Bill Bailey, pmm Wallis Fender, ce Vern Hawkins, nd, sd
<b>THAYER (Oregon County)</b>			
KALM 1953	1290 1,000-D	Radio Station KALM P. O. Box 326 165 KBS Ozark Net.	Robert F. Neathery, p, gm, cm Thomas Stone, pd Carlie Hamilton, pmm Willis S. Beatty Jr., ce J. W. Gillespie, sd Ann Woodside, wd
<b>TRENTON (Grundy County)</b>			
KTTN 1955	1600 500-D	Trenton Bstg. Co. 112 E. 9th St. 1600 KBS	Sam A. Burk, p, gm Ed Hundley, sm, pmm, fd Robert Dennis, cm, sd Lynn Bradley, ce Gib Keith, nd Rick McHargue, pd



## The local advertisers know . . .



The most sensitive barometer of a station's effectiveness is the local advertiser! To him the jingle of the cash register is an impartial gauge that produces irrefutable sales measurements!

During 1956, KSD served 163 LOCAL advertisers . . . more local advertisers than in any previous year! More than one-half, or 57.6% of those accounts had been on KSD the year before—27.6% had been on during the last five years! Most significant is the fact that nearly one-fourth, 22.7%, of all of KSD's 1956 local advertisers have been on the station continuously for the last five years.

KSD has repeatedly proved itself . . . producing the traffic—the sales results LOCAL advertisers must have! Check the KSD story. Put the KSD facilities to work for your business!

**THE ST. LOUIS POST-DISPATCH RADIO STATION** **550**

 **SPOT SALES**  
National  
Representative  
Basic Affiliate



**First in  
St. Louis**

# The Continental Divide Station

*1½ miles in the sky*

TV'S GREATEST COVERAGE AREA

**K  
X  
L  
F  
TV**

**1st in  
MONTANA**

**BUTTE**

**Serving more people than all other Montana T V**

**Affiliated with the **X L** stations of the **Z Net** -  
Montana's Radio Network**

**ABC - NBC**

**Reps :**

**East - The Walker Co.**

**West - Pacific Northwest Broadcasters**



MISSOURI

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone Network Station Rep.	Executives
<b>UNION (Franklin County)</b>			
FLPW 1954	1220 250-D	Franklin County Bcstg. Co. Inc. P. O. Box 72 755 Indie	Leslie P. Ware, p Norb Moore, gm, cm, pd, pmm, nd Frank Lohmeyer, ce Herb Houseman, fd Chuck Otte, sd LaVerna Latham, wd
<b>WARRENSBURG (Johnson County)</b>			
WOKO 1953	1450 250	Warrensburg Bcstg. Co. KBS	Lee E. Baker, p, ce C. L. Parks, gm, cm Jim Gammon, pd, fd, sd Gene Tipton, pmm Jack Lester, nd, wd
<b>WARRENTON (Warren County)</b>			
KWRE 1949	730 500-D	W. T. Zimmerman KBS Continental	W. T. Zimmerman, p, gm Russell Benton, cm Richard Cole, ce Francis Rees, fd Merle Zimmerman, wd
<b>WEST PLAINS (Howell County)</b>			
KWPM 1947	1450 250	Robert F. Neathery 1100 Abe Taylor Blvd. 700 KBS Ozark Best	Robert F. Neathery, p, gm Fritze Williams Dixon, cm Ann Woodside, pd, wd Laurel Thompson, ce, sd Oscar Johnson, nd
KWPM-FM 1951	97.3mc 3kw		
<b>WILLOW SPRINGS (Howell County)</b>			
(CP)	1330 500-D	Radio Station K c/o Station KWPM West Plains, Mo.	Robert F. Neathery, ptrn Robert Neathery, ptrn

MONTANA

MONTANA  
MARKET DATA BY COUNTIES

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Passenger Cars	
					1955(\$000)	1955
Beaverhead	6,671	2,260	\$10,401	\$1,598	\$101	2,417
Big Horn	9,824	2,310	8,853	1,963	171	2,771
Blaine	8,516	2,240	9,650	1,864	130	2,325
Broadwater	2,922	860	2,754	468	91	1,032
Carbon	10,241	3,040	7,267	1,504	291	3,068
Carter	2,798	560	1,782	311	41	866
Cascade	53,027	19,360	90,922	15,976	2,524	21,362
Chouteau	6,974	2,220	10,842	1,223	282	3,156
Custer	12,561	3,830	19,122	3,117	697	4,666
Daniels	3,945	970	6,342	918	178	1,637
Dawson	9,092	2,820	15,783	2,483	279	4,555
Deer Lodge	16,553	4,950	16,666	4,788	374	5,800
Fallon	3,660	960	4,395	847	221	1,546
Fergus	14,015	4,420	19,161	3,407	597	5,226
Flathead	31,495	10,280	43,768	9,505	1,143	12,555
Gallatin	21,902	7,070	29,480	5,799	832	8,654
Garfield	2,172	660	1,323	404	41	641
Glacier	9,645	2,570	14,652	2,884	108	3,326
Golden Valley	1,337	390	1,235	120	447	447
Granite	2,773	950	4,949	639	113	1,092
Hill	14,285	4,780	27,974	4,699	562	5,862
Jefferson	4,014	950	3,375	510	101	1,232
Judith Basin	3,200	860	2,437	468	108	1,379
Lake	13,835	3,490	11,316	2,221	231	4,075
Lewis & Clark	24,540	8,420	32,768	7,624	793	9,594
Liberty	2,180	390	3,879	435	66	1,347
Lincoln	8,693	2,860	9,088	2,110	226	3,636
McCone	3,258	2,320	3,550	502	44	1,292
Madison	5,998	1,940	4,629	1,167	159	1,752
Meagher	2,079	770	2,001	383	40	876
Mineral	2,081	570	2,202	632	36	926
Missoula	35,493	12,750	51,535	10,015	1,378	14,411
Musselshell	5,408	1,730	5,633	1,225	223	1,858
Park	11,999	3,970	14,565	3,401	391	5,011
Petroleum	1,026	290	314	60	.....	387
Phillips	6,334	1,890	9,457	1,435	249	2,340
Pondera	6,392	1,620	12,116	1,708	210	2,766
Powder River	2,693	950	1,373	323	.....	865
Powell	6,301	1,630	6,999	1,791	270	2,560
Prairie	2,377	770	2,394	514	41	848
Ravalli	13,201	4,040	10,638	2,432	302	4,162
Richland	10,366	2,970	13,831	2,084	382	3,689
Roosevelt	9,580	2,770	20,201	3,018	616	3,950
Rosebud	6,570	1,520	5,360	1,042	76	1,802
Sanders	6,983	2,220	5,499	649	189	2,356
Sheridan	6,674	1,620	9,683	1,251	370	2,656
Silver Bow	48,422	18,820	71,663	17,308	1,557	17,215
Stillwater	5,416	1,440	4,422	1,038	231	2,121
Sweet Grass	3,612	1,040	3,755	637	176	1,247
Teton	7,232	2,290	9,865	1,584	289	2,933
Toole	6,867	1,910	13,346	2,053	191	3,053
Treasure	1,402	360	1,124	258	102	462
Valley	11,353	3,010	17,628	2,758	426	4,253
Wheatland	3,187	1,060	4,606	977	66	1,235
Wibaux	1,907	380	1,957	337	46	759
Yellowstone	55,875	21,650	102,717	18,641	2,994	27,333
Total	591,024	191,870	\$823,807	\$157,128	\$21,355	229,435

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

MONTANA

DIRECTORY OF AM AND FM STATIONS


<b>ANACONDA (Deer Lodge County)</b>			
KANA 1946	1230 250	Anaconda Bcstg. Co. Box 727 Gill-Perna	A. J. Mosby, p, gm Bud Moore, sm, cm
<b>BILLINGS (Yellowstone County)</b>			
KBMY 1946	1240 250	Billings Bcstg. Co. P. O. Box 2544 9-4586 MBS, KBS Intermountain Avery-Knodel	Rockwood Brown, p Ken Nybo, gm, cm Charles G. duBois, pd, pmm Ted Hildebrand, ce Don Jones, nd, fd Bob McCann, sd
KGHL 1928	790 5,000	Midland Empire Bcstg. Co. 420 N. Broadway 2-2222	P. N. Fortin, o, p Jeff Kiichli, gm, ce Warren Marshall, cm V. Braunberger, pd
KGHL-TV (CP)	DA-N	NBC Great Western Net. Katz	
KOOK 1951	970 5,000	Montana Network Inc. P. O. Box 2557 9-5970	Joseph S. Sample, p V. V. Clark, gm, ce W. P. McCracken, cm Cliff Ewing, pd Conna C. May, pmm Grant French, ce Francis B. Welsh, nd, fd
KOOK-TV	DA-N	CBS Headley-Reed	
KOYN 1955	910 1,000-D	D. Gene Williams & Delbert Bertholf Riverside Dr. 4-4177	D. Gene Williams, co-o Delbert Bertholf, co-o Robert Eubanks, gm, cm Jerry Fay, pd Lew Theusen, pmm Bill Banks, ce
<b>BOZEMAN (Gallatin County)</b>			
KBMN 1950	1230 250	Penn Engineering Co. Inc. P. O. Box 691 JU 6-6228 Gill-Perna	Dale G. Moore, gm Wm. A. Merrick, cm, sm Charles Harkins, pd, sd, nd Vonnie Vaughan, wd G. Norman Fenwell, ce
KXLQ 1939	1450 250	KRBM Bcstrs. Inc. Ju 6-5881 NBC Z-Bar Net. Walker	Ernest A. Neath, gm Dick Smiley, pd Pen Edwards, ce Marcellus D. Rapkoch, nd
<b>BUTTE (Silver Bow County)</b>			
KBOW 1947	1490 250	Copper City Radio Co. 720 Yale Ave. 7429 CBS Cooke	Frank Reardon, p Bill Carroll, gm Art Collins, pd, nd Al Morgan, ce Helen Reardon, wd
KOPR 1948	550 1,000 DA-N	Copper Bcstg. Co. Finlen Hotel 6546 ABC, MBS Intermountain Avery-Knodel	George C. Hatch, p Ed Cooney, gm, cm James Harold, pd William Emerson, ce Don Evans, nd Horst Burgman, sd
KXLF 1929	1370 5,000	KGIR Inc. P. O. Box 1956 2-2344	Ed Craney, p Arne E. Anzjon, gm, cm Paul Hatton, pd, nd Vern Totten, pmm, ce
KXLF-TV		NBC Pacific Northwest Bcstrs. Z-Bar Net. Walker	
<b>DILLON (Beaverhead County)</b>			
KDBM 1956	800 1,000-D	Vigilante Bcstg. Co. P. O. Box 950 703 KBS	Allen H. Smith, p, ce, sd Burt Oliphant, vp, pd, nd Claude Moore, treas, sm, fd Donald J. Smith, sec Peggy Oliphant, wd
<b>GLASGOW (Valley County)</b>			
KLTZ 1954	1240 250	Glasgow Bcstg. Co. P. O. Box 909 1000	Charles L. Scofield, co-o W. L. Holter, co-o James C. Carson, co-o William Beach, cm, pd Tom Ash, pmm, sd W. A. Sebastian, ce
<b>GLENDEIVE (Dawson County)</b>			
KXGN 1948	1400 250	Glendive Bcstg. Corp. P. O. Box 200 Empire 5-3377 Grant Webb	Lewis Wiles Moore, p Daniel C. Palen, gm, nd, fd Donald J. Powers, ce
<b>GREAT FALLS (Cascade County)</b>			
KBGF 1955	1450 250	Community Bcstrs. P. O. Box 1405 Glendale 2-9533 KBS Webb	Dan Snyder, p, gm Richard V. Coon, cm, pmm William A. Zimlich, sm, pd Eugene B. Bunker, ce Shan Welcome, wd
KFBB 1922	1310 5,000	Wilkins Bcstg. Inc. P. O. Box 1139 Gl 3-4377	J. P. Wilkins, p, gm W. C. Blanchette, sm, cm W. E. Spahr, asst sm, pub rel dir pmm Richard Osborn, pd A. J. Lopuch, ce Gene Harrington, sd
KFBB-TV	DA-N	Bolling	

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>GREAT FALLS (Cont.)</b>			
KMON 1948	560 5,000 DA-N	Montana Farmer Bestg. Corp. 4-4382 ABC, MBS Intermountain Avery-Knodel	Lester Cole, p Robert H. Warner, gm F. W. Kaul, cm Jim Pease, pmm Bob Greer, fd Oscar Hendrickson, ce
KXLK 1947	1400 250	Great Falls Bcstg. Co. P. O. Box 2072 2-2453 NBC Z-Bar Net. Pacific Northwest Bcstrs. Walker	T. L. Frayling, p, gm, cm Eugene Kukkola, ce, pd, pmm
<b>HAVRE (Hill County)</b>			
KOJM 1947	610 1,000 DA-2	North Montana Bestg. Co. 426½ First St. 1096 MBS, KBS Intermountain Avery-Knodel Cooke	O. R. Rubie, p Charlotte H. Brader, gm Carlyle D. Leeds, cm James R. Saenger, pd Stanley C. Stephens, pmm Harold Bustard, ce Lyle Leeds, nd, sd
<b>HELENA (Lewis &amp; Clark County)</b>			
KCAP 1949	1340 250	Lewis & Clark Bestg. Corp. 1705 Jerome Place HI 2-4490 MBS, KBS Intermountain Webb Feltis	E. P. Maronick, p K. O. MacPherson, gm Walter Marshall, cm Pat Lee, pd Dean Mack, ce

Executive Abbreviations: *Owner* o; *Pres.* p; *Exec. vp.* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports or Women's Dir.* nd, fd, sd, wd.  
Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.  
FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Shave Time.

**RADIO'S NO. 1 SOURCE  
OF PROFIT-BOOSTING**

**ACROSS-THE-BOARD  
PROGRAMMING!**



**STATIONS  
BUILD SALES with . . .**

**WORLD  
SALES AND  
PROGRAM SERVICE**

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

CINCINNATI      HOLLYWOOD

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

KXLJ 1937	1240 250	Peoples Forum of the Air 1306 11th Ave. NBC Z-Bar Net. Pac Northwest Bcstrs. Walker	Al Hibbart, p Barclay Craighead, sm Robert Cagnon, cm Jerry McCabe, pd Clenn Breed, ce Al Johnson, nd
<b>KALISPELL (Flathead County)</b>			
KCEZ 1927 KCEZ-TV	600 1,000 DA-2	KCEZ Inc. P. O. Box 439 4331 MBS, KBS Intermountain Cooke	Frank Reardon, p Richard V. Vick, gm Bob Rigler, pd Duane J. Morgan, ce
KOFI 1955	980 1,000-D	Flathead Valley Bcstrs. P. O. Box 75 6900 Art Moore	William H. Patterson, co-o, gm Leslie L. Sterling, co-o, pd, ce Crover D. Allen, cm Larry Stem Jr., nd
<b>LEWISTOWN (Fergus County)</b>			
KXLO 1947	1230 250	Montana Bcstg. Co. P. O. Box 620 1210 MBS Intermountain	W. C. Kelly, p Donald C. Williams, gm Joe Spojka, cm Lola Uhlhorn, pd David Sather, ce
<b>LIBBY (Lincoln County)</b>			
KLCB 1950	1230 250	Lincoln County Bcstrs. Inc. P. O. Box 636 410 Clacier Net.	Oliver C. Coburn, p, gm, cm, ce Shirley Carlson, pmm
<b>LIVINGSTON (Park County)</b>			
KPRK 1947	1340 250	Yellowstone Amusement Co. P. O. Box 691 1000 MBS, KBS Intermountain Avery-Knodel	P. B. McAdam, p, gm. Jack Hinman, cm Harry Roylan, c. e. music libr. Frank Lewis, pdm, pd, nd Bill Couch, sd, fd Nikki Ko'ence, wd
<b>MILES CITY (Custer County)</b>			
KATL 1941	1340 250	Star Printing Co. P. O. Box 720 1340 MBS, KBS Intermountain Avery-Knodel	Ian A. Elliot, gm, nd Fred B. Hunnes, cm Tom Biedrzycki, pd, sd Robert McKendrick, pmm William Abel, ce Harold Anderson, pdm,
<b>MISSOULA (Missoula County)</b>			
KBTK 1955	1340 250	Montana Bcstg. Co. P. O. Box 1202 9-3344 MBS, KBS Intermountain Avery-Knodel	Wm. J. Strothman, gm Lou Torok, cm Del Strothman, pd Bruce Hamilton, ce Bob McDole, nd
KCVO 1931 KMSO-TV	1290 5,000 DA-1	Mosby's Inc. 132 West Front St. 2-2155 CBS Gill-Perna	A. J. Mosby, p Cuy B. Farnsworth, gm, cm Don Bradley, pd, pmm A. L. Stewart, ce Don Weston, nd, sd Bob McCoy, fd
KXLL 1948	1450 250	Western Montana Assoc. P. O. Box 1508 4-4114 NBC Z-Bar Net. Pacific Northwest Great Western Net. Walker	Pat M. Goodover, p, gm R. J. Cillis, cm Charles Cromwell, pd J. T. Campbell, pmm Pat M. Goodover, ce
<b>SHELBY (Toole County)</b>			
KIYI 1947	1240 250 (CP-1150 kc 1,000-D 500-N DA-N)	Tri County Radio Corp. HE 4-5414 MBS Intermountain Avery-Knodel	John Lyon, p, pd Mike T. Donovan, gm Frank Krska, cm, pmm George Potter, ce, fd Georgia Knickerbocker, wd
<b>SIDNEY (Richland County)</b>			
KGCC 1926	1480 5,000 DA-1	KGCC Inc. 205 S. Central 408 MBS Great Northern Bestg. Sys. Gill-Perna	E. E. Krebsbach, p R. Keith Krebsbach, cm. Bud Bird, nd. E. Clair Krebsbach, sm Dale Wilson, ce Don Cole, slm

**NEBRASKA  
MARKET DATA BY COUNTIES**

County	Population 1950	Radio Homes	Retail Sales 1955(\$'000)	Food Sales 1955(\$'000)	Drug Sales 1955(\$'000)	Passenger
						Cars 1955
Adams	28,855	9,280	\$41,605	\$8,001	\$1,136	11,468
Antelope	11,624	3,210	13,249	1,710	219	4,154
Arthur	803	200	336	.....	.....	164
Banner	1,325	480	20	.....	.....	620
Blaine	1,203	200	1,551	512	.....	397
Boone	10,721	3,100	9,408	1,521	301	3,645
Box Butte	12,279	3,790	18,394	3,458	608	4,462
Boyd	4,911	1,450	5,782	768	91	1,779
Brown	5,164	1,350	5,609	1,680	176	1,848
Buffalo	25,134	8,070	34,446	4,407	1,012	9,247
Burt	11,536	3,320	14,639	2,504	273	4,205
Butler	11,432	3,740	9,892	1,990	254	4,253
Cass	16,361	5,440	15,209	3,914	464	6,209
Cedar	13,843	3,600	12,252	2,158	349	4,638
Chase	5,176	1,460	5,999	1,058	262	1,833
Cherry	8,397	2,820	11,639	1,805	342	3,042
Cheyenne	12,081	4,870	21,583	4,069	499	6,302
Clay	8,700	3,000	7,495	1,019	126	3,533
Colfax	10,010	3,320	15,876	2,428	266	3,920
Cuming	12,994	3,610	15,483	2,073	433	4,815
Custer	19,170	5,680	17,066	3,419	586	6,705
Dakota	10,401	3,240	11,981	3,582	285	3,984
Dawes	9,708	2,610	11,881	2,586	342	3,483
Dawson	19,393	6,400	29,966	4,397	886	7,784
Deuel	3,330	980	5,597	773	126	1,417
Dixon	9,129	2,730	8,001	1,114	257	3,152
Dodge	26,265	9,180	45,167	7,252	701	11,663
Douglas	281,020	94,280	421,983	78,209	13,956	98,029
Dundy	4,354	1,160	4,508	1,060	169	1,539
Fillmore	9,610	2,910	10,292	1,472	407	3,838
Franklin	7,096	2,220	6,453	1,215	164	2,509
Frontier	5,539	1,740	3,739	250	121	1,848
Furnas	9,585	3,310	11,747	1,699	369	3,319
Gage	28,052	8,190	31,963	5,950	862	10,234
Garden	4,114	970	3,831	537	116	1,536
Garfield	2,912	780	3,749	683	88	1,114
Gosper	2,734	790	1,114	228	41	1,105
Grant	1,057	200	1,315	281	41	455
Greeley	5,575	1,530	5,431	741	203	1,796
Hall	32,186	11,480	47,116	8,401	1,921	14,214
Hamilton	8,778	2,640	9,449	1,692	124	3,528
Harlan	7,139	1,940	4,189	839	107	2,254
Havens	2,404	6,650	640	151	.....	837
Hitchcock	5,667	1,750	5,322	816	124	1,954
Holt	14,859	4,190	14,158	2,448	454	5,056
Hooker	1,061	290	1,211	91	87	464
Howard	7,226	2,220	6,348	818	87	2,777
Jefferson	13,623	4,040	14,671	2,847	395	5,173
Johnson	7,251	2,140	6,951	1,024	284	2,688
Kearney	6,409	1,950	6,212	1,725	201	2,672
Keith	7,449	2,520	13,008	2,557	230	3,246
Keya Paha	2,160	2,380	906	198	.....	677
Kimball	4,283	1,260	7,493	1,727	157	2,521
Knox	14,620	4,150	14,828	2,615	419	5,053
Lancaster	119,742	42,500	165,354	26,353	5,882	49,534
Lincoln	27,380	8,950	36,860	6,580	1,320	11,472
Logan	1,357	390	815	150	.....	447
Loup	1,248	380	458	30	41	492
McPherson	625	200	122	20	.....	9,064
Madison	24,338	7,600	40,878	6,759	731	293
Merrick	8,812	2,620	10,265	1,728	230	3,415
Morrill	3,263	2,210	8,013	1,688	209	2,918
Nance	6,512	1,860	5,280	827	162	2,309
Nemaha	10,973	3,500	9,874	1,630	360	3,674
Nuckolls	9,609	2,820	10,526	2,070	275	3,688
Otoe	17,056	5,270	21,897	4,169	454	6,625
Pawnee	6,744	1,950	3,891	1,065	178	2,410
Perkins	4,809	1,270	4,759	902	215	1,815
Phelps	9,048	3,120	19,125	2,648	391	3,976
Pierce	9,405	2,630	8,315	1,266	119	3,497
Platte	19,910	6,120	29,628	5,901	722	8,253
Polk	8,404	2,530	8,608	1,233	253	2,997
Redwillow	12,977	4,030	20,971	4,068	524	5,114
Richardson	16,886	4,870	17,953	3,180	494	5,817
Rock	3,026	860	3,456	412	41	1,075
Saline	14,046	4,350	15,830	2,697	500	5,316
Sarpy	15,693	6,140	9,312	2,465	296	8,674
Saunders	16,923	5,450	19,319	4,410	451	7,209
Scotts Bluff	33,939	9,970	50,216	9,127	1,270	13,109
Seward	13,155	4,100	13,361	2,721	369	5,163
Sheridan	9,539	2,690	12,389	1,996	371	3,334
Sioux	6,421	1,730	4,820	979	81	2,175
Stanton	3,124	870	703	51	43	1,060
Stearns	6,387	1,760	3,616	925	184	2,419
Thayer	10,563	3,320	9,897	1,681	251	3,940
Thomas	1,206	380	831	136	126	374
Thurston	8,590	2,370	7,423	1,106	108	2,636
Valley	7,252	2,220	7,607	1,455	250	2,605
Washington	11,511	3,610	10,703	2,558	194	4,483
Wayne	10,129	2,840	10,360	1,905	201	3,747
Webster	7,395	2,300	7,953	1,827	152	2,687
Wheeler	1,526	500	539	118	.....	542
York	14,346	4,800	17,972	2,097	356	5,474
Total	1,325,510	433,100	\$1,679,222	\$298,827	\$48,925	503,352

**BEATRICE (Gage County)**

KWBE 1949	1450 250	Blue Valley Bstg. Co. Sherman & Mary Sts. 1245 MBS KBS Nebraska Net.	Merle G. Jones, p Coltton C. Bud Fcntz, gm William R. Boyce, asst mgr, cm Arlin Holle, eng sup, fd Darrell Junker ops. sup. Frank Thurston, nd
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**BROKEN BOW (Custer County)**

KCNI 1949	1280 1,000-D	Custer County Bstg. Co. P. O. Box 561 611	Mrs. Georgia A. Crawford, pd, wd, pmm. Joe Crieser, cm Harold R. Hromas, ce Quentin Dahlstedt, fd Bill Thomas, nd
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**CHADRON (Dawes County)**

KCSR 1954	1450 250	Community Service Radio Corp. 212 Bordeaux St. 554 KBS Nebraska Net.	Bob Fouse, co-o, co-mgr, pd, fd Bill Finch, co-o, co-mgr, cm, ce Cliff Pike, pmm Freeman Hovner, nd Dick Porter, sd
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**COLUMBUS (Platte County)**

KJSK 1948	900 1000-D	Geo. Basil Anderson P. O. Box 460 5154 KBS Continental Biddick	Geo. Basil Anderson, p M'lo Kincaid, gm, cm, pd Bob Miller, ce Dave Olson, nd, sd Mel Krehbiel, fd
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**DREMONT (Dodge County)**

KFGT 1939	1340 100	Snyder Enterprises 118 E. 5th St. Park 1-5012	H. C. Snyder, gm, ce Harry L. Cehrcrt, pd, nd Ernestine Smizer, pmm, wd Don Murdy, slm Russell D. Hughes, fd John Hanlon, sd
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**GRAND ISLAND (Hall County)**

KMMJ 1925	750 1,000-D L-WSB	Town & Farm Co. Inc. Cedar at Division 703 ABC Nebraska Net. H-R Repts.	Don Searle, p Bill Martin, evp Ken Titus, gm Willard Morton, bus mgr Albert Michael, pmm U. L. Lynch, tech sup George C. Kister, nd
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**KRGI (Lancaster County)**

KRGI 1953	1430 1,000 DA-N	Grand Island Bstg. Co. Inc. 315 S. Locust DUpont 2-5420 Bogner & Martin	Robert L. Lester, p Wick Heath, gm Ray Kozak, cm, pmm Mel Hatnes, pd, fd Don Campbell, ce Harry Perkins, nd, sd
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**HASTINGS (Adams County)**

KHAS 1940	1230 250	Nebraska Bstg. Co. 906 W. Second St. 2-5101 Cill-Perna	John W. Powell, sm Edward Knight, pd Vance Filken, ce
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**HOLDREGE (Phelps County)**

KUVR 1956	1380 500-D	W. W. Bstg. Co. P. O. Box 144 W. W. Bstg. Co. P. O. Box 144 York, Neb.	William C. Whitlock, p Betty Rae Whitlock, sec-treas
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**KEARNEY (Buffalo County)**

KCFW 1927	1340 250	Central Nebraska Bstg. Co. Platte Valley Bldg. 2131 MBS KBS Nebraska Net. Holman	John C. Mitchell, gm Bob Jenkins, sm, sd Don Sherrill, pd Reiney Ehly, cm Wallace V. Rockefeller, ce Mary Mitchell, pmm Gene Larsen, nd
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**KRNY (Lincoln County)**

KRNY 1956	1460 5,000-D	Elbert M. Callemore Sr. 3303 F Ave	Elbert M. Callemore Sr., o Jack B. Lewis, gm William Giesler, cm Don Main, pd Elbert M. Callemore Jr., ce
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**LEXINGTON (Dawson County)**

KRVN 1950	1010 25,000-D DA-D	Nebraska Rural Radio Inc. 104 W. 8th St. Fairview 4-2371 Raymer	Jay A. Person, p Max Brown, gm Cary Schroeder, asst. mgr. Robert J. Bitner, ce Chet Allan, nd Merle Johnson, fd
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**LINCOLN (Lancaster County)**

KFOR 1924	1240 250	Cornbelt Bstg. Co. 814 Stuart Bldg. 2-6606 ABC Raymer	James Stuart, p Richard W. Chapin, gm Rodger Larson, slm Robert Askey, pd Allan Pugsley, ce Jack Bates, nd
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Note: Population 1950, U. S. Census. Radio homes, estimated and copyrighted by A. C. Nielsen Co. as of March 1956, and may not be reproduced in any form by other than Nielsen Services subscribers without prior written approval. Food, drug and retail sales copyright 1956 by Sales Management; further reproduction unlicensed. Automobiles supplied by state.

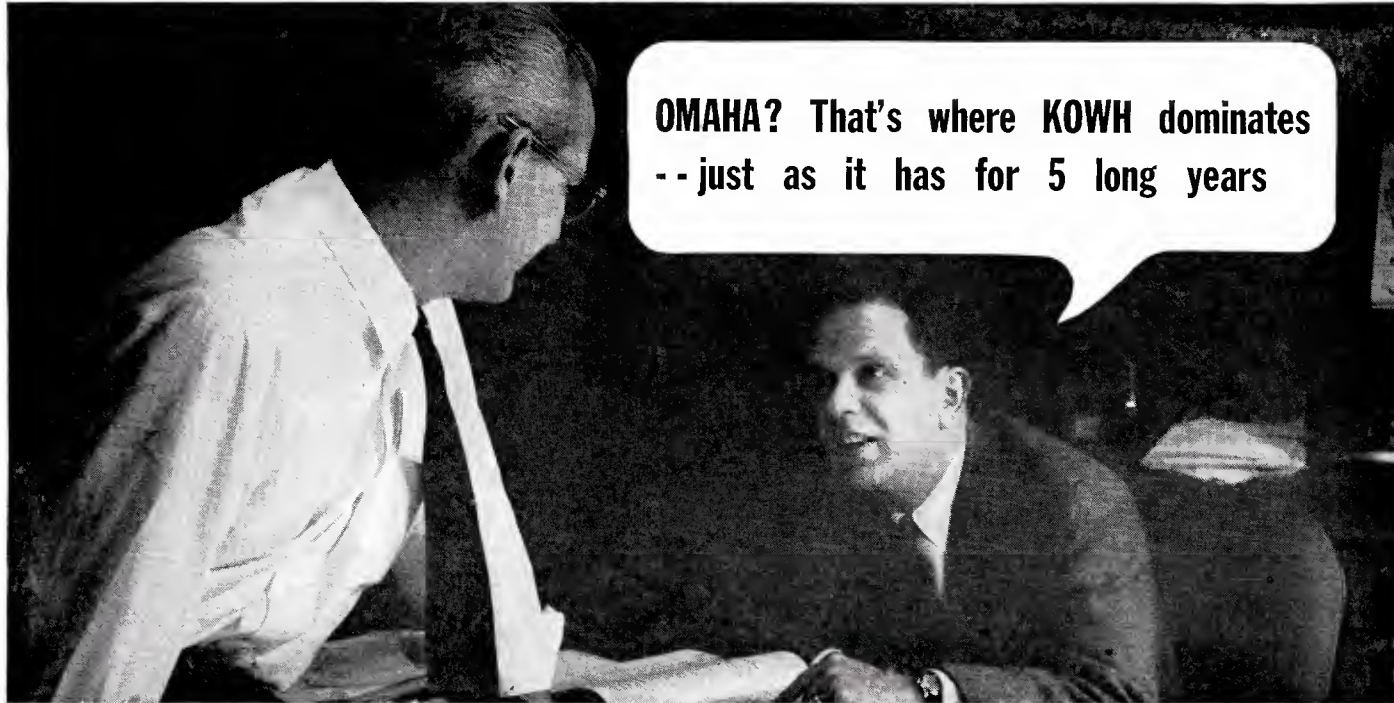
**DIRECTORY OF AM AND FM STATIONS**

**ALLIANCE (Box Butte County)**

KCOW 1949	1400 250	Sandhills Bstg. Corp. P. O. Box 391 1400 KBS McGilvra	J. W. Cover, p Gene Ackerley, gm Ted Ford, pd Dick A. Pace, ce Vance Hansen, nd
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City	Call Letters	Chan. or Freq.	Licensee Headquarters Telephone Network Station Rep.	Executives	City	Call Letters	Chan. or Freq.	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>LINCOLN (Cont.)</b>					<b>NORTH PLATTE (Lincoln County)</b>				
KLIN	1947	1400 250	Fletcher-Mitchell Corp. Sharp Bldg 5-4377 MBS Rambeau	Robert W. Frudeger, p, gm Roger Hoffman, cm Larry Getchell, pd Howard Frederick, ce Philip Samp, nd Bill King, sd	KJLT	1952	970 5,000	John Townsend Box 778 3528 Indie Sales	John Townsend, o Bill Lenke, gm
KLMS	1949	1480 1,000 DA-2	Lincoln Bcstg. Corp. 130 N. 16th St. 2-7579	Howard A. Shuman, p Frank Stubbs, gm, cm Chas. Winkler, ce Larry Parker, nd Perry Douthit, fd, sd Kathleen Von Gillern, wd	KODY	1930	1240 250	Radio Station KODY 1519 W. 12th St. 382 NBC KBS Meeker	John Alexander, p, gm, pmm Joe di Natale, cm, sd Bill Wood, pd Joe Stavas, ce Bob Riedy, nd Ed Launer, fd
<b>MCCOOK (Red Willow County)</b>					<b>OGALLALA (Keith County)</b>				
KBRL	1947	1300 1000-D	McCook Bcstg. Co. Inc. 1300 W. J St. 1450 MBS McGillvra	Leroy W. Lenwell, p, gm, ce Don Hays, cm Leon Little, pd Robert Morris, nd Leonard Weyeneth, sd Jackie Kotschwar, wd	KOGA	1955	930 500-D	Ogallala Bcstg. Co. 216 N. Spruce 930 Indie	Newell Eastman, p, gm Harold West, slm Howard Harrington, pd, ce Helen Eastman, pmm Connie Roeser, nd Patricia Maywood, wd
<b>NORFOLK (Madison County)</b>					<b>OMAHA (Douglas County)</b>				
WJAG	1922	780 1,000-D L-WBBM	WJAG Inc. 124 S. 4th 20 Walker	Gene Huse, p Robert Thomas, mgr, cm Evans Meier, asst. mgr. Don Broadstone, ops. dir. Bill Gettman, ce Stan Merchant, nd	KBON	1942	1490 250	Inland Bcstg. Co. World Insurance Bldg. Jackson 8282 ABC MBS Pearson	Paul R. Fry, p, gm, pmm Ernest S. Priesman, cm Dean Murray, pd Ed Shulman, ce Dick McGann, nd Lyle Richardson, sd
					<b>KFAB</b>				
					1924				
					1110 50,000 DA-N				
					KFAB Bcstg. Co. 5010 Underwood Jackson 3420 NBC Peters, Griffin, Woodward				
					<b>KOIL</b>				
					1925				
					1290 5,000 DA-N				
					Central States Bcstg. Inc. 511 S. 17th St. Jackson 7626 Avery-Knodel				
					<b>KOOO (GP)</b>				
					1922				
					1420 500-D DA-D				
					Central Plains Bcstg. Co. 2502 Garden Road Terrace 9184 Neb. Home Town				
					<b>KOWH</b>				
					1922				
					660 500-D				
					Mid-Continent Bcstg. Co. Kilpatrick Bldg. Atlantic 2228 Young				
					Todd Storz, p Virgil Sharpe, vp, gm Edward Morgan, slm William Stewart, pd Ralph Beaudin, pmm Dale L. Moudy, vp, eng. dir.				

Executive Abbreviations: Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.  
Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.  
FMs in *italic*. \*—Non-Commercial Station. GP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.



For a long time now, KOWH has enjoyed almost as much of the Omaha daytime audience as all the other stations put together. (Hooper). Just about every daytime 1/4 hour belongs to KOWH. And no matter who asks the question, the answer is KOWH. Latest Pulse: KOWH first 228 of 240 1/4's. Latest

Trendex: KOWH first every time period! What's done it? Storz Station programming and broad (660 kc.) coverage—which have been bringing results to a host of local and national advertisers. You can be one, too. Ask the Adam Young man, or General Manager Virgil Sharpe.

**KOWH**  
**OMAHA**  
**"A STORZ STATION"**

OMAHA (Cont.)

WOW 590 Meredith WOW Inc.  
 1923 5,000 Insurance Bldg. (2)  
 WOW-TV Webster 3400  
 CBS  
 Blair  
 E. T. Meredith, p  
 Frank P. Fogarty, vp, gm  
 Bill Wiseman, slm  
 Ray Olson, pd  
 George Mirras, pmm  
 W. J. Kotera, eng dir  
 Glenn Flynn, ce

O'NEILL (Holt County)

KVHC 1400 Holt County Bestg. Corp.  
 1955 250 250 N. Jefferson St.  
 120  
 MBS  
 Russell M. Stewart co-o,  
 Robert D. LaRue, Sr. co-o  
 vp, gm, cm, ce  
 Les Weber, pd, sd, pmm  
 Ray Clifton, nd, fd

SCOTTSBLUFF (Scottsbluff County)

NEB 960 Platte Valley Bestg. Co.  
 1948 1,000-D Golden Rule Bldg.  
 500 N 1620  
 DA-2 MBS  
 Intermountain  
 Holman  
 John R. Jirton, p  
 Russ M. Stewart, gm  
 Byron R. Joachim, cm  
 Wayne McIntosh, pd, nd  
 Leslie A. Proctor, ce  
 Dick Ingwerson, fd  
 KOLT 1320 Hilliard Co.  
 1930 5,000-D Box 660  
 1,000-N 856  
 DA-2 CBS  
 Gill-Perna  
 L. L. Hilliard, p, gm  
 Wm. G. Walter, cm, pd  
 Tony Kehl, sd  
 Harland Morrison, ce  
 Bill Bullock, fd  
 Bill Brennan, nd

SIDNEY (Cheyenne County)

KSID 1340 W. C. Grove Inc.  
 1952 250 Box 722 Legion Park  
 5503  
 ABC  
 Wyoming  
 Cowboy  
 McGilvra  
 W. C. Grove, p, ce  
 David W. Young, gm, cm  
 Edith Sanks, pd

YORK (York County)

KAWL 1370 Prairie States Bestg. Co.  
 1954 500-D Inc.  
 KAWL Bldg.  
 33  
 KBS  
 Melville L. Gleason, p  
 Tommy L. Gleason gm.  
 Jerry Bryan pd  
 Harlan Hansen, cm  
 Ervin Siemoneit, ce, nd  
 Lucie Bittinger, wd

ELKO (Elko County)

KELK 1240 Elko Bestg. Co.  
 1948 250 P. O. Box 790  
 260  
 MBS  
 Intermountain  
 Chris Sheerin, p  
 John Gammick, gm, cm  
 Jim Pendlebury, pd, nd  
 Bob McNally, pmm  
 Milo Taber, ce  
 Lynn Burns, sd

ELY (White Pine County)

KELY 1230 White Pine Bestg. Co.  
 1950 250 1140 Avenue F  
 Amherst 4-2077  
 David I. Hansen, co-m, slm  
 Dale V. Bradley, co-m, pd

FALLON (Churchill County)

KVLV 1250 Lahontan Valley Bestg. Co.  
 (CP) 1,000-D Gummow Drive  
 Nevada Net.  
 Best  
 Lester W. Pearce, co-o,  
 gm, ce  
 Katherine E. Pearce, co-o,  
 cm, pd  
 Kaye Archibald, pmm, wd  
 R. C. Berney, nd

HENDERSON (Clark County)

KBMI 1400 Tv Co. of America  
 1954 250 P. O. Box 68  
 KSHO-TV (Las Vegas) Frontiers 2-1131  
 McGavren  
 Thompson Magowan, gm  
 Pat Walsh, cm  
 Jean Hall, pd, pmm  
 Frederick V. Jones, ce  
 KTOO 1280 KTOO Inc.  
 1956 5,000-D 215 E. Charleston  
 Las Vegas, Nev.  
 Dudley 2-0277  
 McGavern-Quinn

LAS VEGAS (Clark County)

KENO 1460 Nevada Bestg. Co. Inc.  
 1940 1,000 810 W. Keno Lane  
 DA-N Dudley 2-1400  
 ABC  
 Edward Oncken, co-o, p, nd  
 Merl Sage, co-o, gm, cm  
 Ralph O. Dow, co-o, ce, fd  
 Don Hoffman, pd, pmm  
 Don Peterson, sd  
 Bunny Annis, wd  
 KLAS 1230 Las Vegas Bcstrs. Inc.  
 1948 250 Desert Inn  
 DU 4-4646  
 CBS  
 Weed  
 R. G. Jolley, p  
 Tom Ivory, gm  
 Bill Pursel, cm  
 John Edington, pd,  
 pmm, nd, sd  
 John Witt, ce  
 Nita Nannini, wd

KORK 1340 Southwestern Bestg. Co. Inc.  
 1951 250 Thunderbird Hotel  
 KLRJ-TV Dudley 2-6445  
 MBS  
 NBC  
 Pearson  
 Donald W. Reynolds, p  
 King Harmon, gm  
 Stuart Oakes, cm  
 Betty Brotherson, pd  
 Gregg Gelhart, ce

KRAM 920 Drake Motel Corp.  
 1948 1,000-D Riviera Hotel  
 500-N Dudley 2-1920  
 DA-N KBS  
 Broadcast Time Sales  
 David H. Margolis, p  
 Larry Buskett, evp, gm  
 Don Stewart, cm  
 James Hadlock, pd  
 Fred Young, ce

KRBO 1050 Rainbow Inc.  
 1956 500-D P. O. Box 1049  
 Dudley 4-9210  
 Holman  
 Tracy Moore  
 Joe Julian, p  
 J. (Rick) Richardson, ops.  
 mgr.  
 Brad Bennett, cm  
 Dave DeSoto, pd  
 Mary Julian, pmm  
 Greg Gelhart, ce

NEVADA

NEVADA

MARKET DATA BY COUNTIES

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger
						Cars 1955
Churchill	6,161	1,570	\$11,007	\$1,991	\$467	3,028
Clark	48,289	28,530	153,228	33,366	5,705	46,384
Douglas	2,029	480	3,594	325	95	1,500
Elko	11,654	3,400	21,846	4,205	731	4,321
Esmeralda	614	170	173	.....	.....	201
Eureka	896	250	657	21	128	366
Humboldt	4,838	1,050	9,916	2,423	166	2,162
Lander	1,850	360	2,258	291	129	604
Lincoln	3,837	730	3,685	307	322	1,286
Lyon	3,679	830	5,442	1,755	83	2,373
Mineral	5,560	2,910	7,244	1,407	399	2,940
Nye	3,101	760	3,977	928	101	1,621
Ormsby	4,172	1,050	6,564	1,374	354	2,231
Pershing	3,103	970	5,949	1,088	213	1,246
Storey	671	270	754	140	41	298
Washoe	50,205	20,560	120,649	18,697	9,073	29,792
White Pine	9,424	3,420	15,217	3,119	589	4,439
Total	160,083	67,310	\$372,160	\$71,437	\$18,596	104,792

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DIRECTORY OF AM AND FM STATIONS

CARSON CITY (Ormsby County)

KPTL 1400 Edwin L. & Alma Bullis  
 1955 250 P. O. Box 523  
 L. F. O'Connell  
 Edwin L. Bullis, gm  
 Ralph V. Nelson, cm

BROADCASTING • TELECASTING

RENO (Washoe County)

KATO 1340 Robert L. Stoddard  
 1946 250 Mapes Hotel  
 2-4501  
 MBS  
 KBS  
 Don Lee  
 Walker  
 McGavren  
 Robert L. Stoddard, p, gm  
 Walter States, cm  
 Irvin Carlsen, ce

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 REVENUE-PRODUCING  
**COMMERCIAL JINGLES!**



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

NEVADA

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>RENO (Cont.)</b>			
KNEV (FM) 1953	95.5mc 10.5kw	Everett B. Cobb 538 S. Virginia St. 2-5175	Everett B. Cobb, o D. M. Comstock, gm Leon W. Cobb, cm Eleanor B. Cobb, pd Arthur Seymour, ce
KOH 1928	630 5,000-D 1,000-N DA-N	McClatchy Bcstg. Co. of Nevada 143 Stevenson St. 3-5106 NBC Raymer	Eleanor McClatchy, p Hugh Kees, sm Wesley Craig, ce William Agler, farm editor
KOLO 1946 KOLO-TV	920 1,000 DA-1	Western Bcstg. Co. El Cortez Hotel Fairview 2-4516 CBS Pearson	Donald W. Reynolds, p Richard W. Colon vp, gm Jere Laird, ce
KONE 1955	1450 250	Magowan & Jones Scott Island Fairview 3-4493	George A. Carr, gm Ken O'Connell, cm Bill Warren, pd Leon Harbert, slm Bill Binford, ce
KWRN 1947	1230 250	KWRN Inc. P. O. Box 76 3-6156 ABC Crant	Franz J. Robischon, p, gm Le Roy Swecker, cm Walter Rees, ce Don Mitchell, nd, sd Ruth Powers, wd
<b>WINNEMUCCA (Humboldt County)</b>			
KWNA 1955	1400 250	Northwest Radio & TV Corp. Sonoma Inn 400 KBS	Donald H. Erskine, sm, cm Lavin Briggs, pd, wd Whitelaw R. Ross, ce, nd Kyle Vaught, sd

NEW HAMPSHIRE

NEW HAMPSHIRE

MARKET DATA BY COUNTIES

County	Population 1950	Radio Homes	Retail Sales		Food Sales		Drug Sales		Passenger Cars 1955
			1955(\$000)	1955(\$000)	1955(\$000)	1955(\$000)			
Belknap	26,632	8,050	\$37,252	\$8,671	\$889	8,346			
Carroll	15,868	4,690	20,934	5,503	477	5,623			
Cheshire	38,811	12,050	40,912	10,869	1,116	12,674			
Coos	35,932	9,930	40,682	11,269	823	9,735			
Grafton	47,923	12,510	58,187	14,034	1,880	13,915			
Hillsborough	156,987	47,480	201,837	52,477	3,868	43,798			
Merrimack	63,022	18,120	71,554	15,744	2,255	18,649			
Rockingham	70,059	22,820	96,566	24,053	1,755	25,994			
Strafford	51,567	14,470	62,203	17,580	1,369	15,123			
Sullivan	26,441	8,350	30,785	7,716	706	8,229			
Total	533,242	158,470	\$660,912	\$167,916	\$15,128	172,085			

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

DIRECTORY OF AM AND FM STATIONS

<b>BERLIN (Coos County)</b>			
WMOU 1946	1230 250	White Mountains Bcstg. Co. Green Square 1797 KBS Granite State Stars Natl. Wheeler	John W. Guider, p James P. Hinchey, gm Charles Ross, pd, sd Herschel Howe, ce Ralph Peloquin, nd Jack Story, fd
WMOU-FM 1946	103.7mc 10kw		
<b>CLAREMONT (Sullivan County)</b>			
WTSV 1948	1230 250	Crandview Inc. 155 Front St. 4-4075 ABC Granite State Young Wheeler	William F. Rust Jr., treas Ralph Cottlieb, gm F. Richard Hill Jr., sm, cm Philip C. Smith, pd Albert J. Davis, ce Helen Ward, wd
WTSV-FM 1946	106.1mc 4.8kw		

Executive Abbreviations: Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.  
Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.

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

NEW HAMPSHIRE

<b>CONCORD (Merrimack County)</b>			
WKXL 1946	1450 250	Capitol Bcstg. Corp. 110 N. Main St. Capitol 3-5221 CBS Webb Tele-Bcstrs.	H. Scott Killgore, p William R. Sweaney, gm Seth Larrabee, pd R. Wright, ce W. Blake, nd A. Coffey, wd
<b>CONWAY (Carroll County)</b>			
WJWC 1955	1050 1,000-D	WJWG Inc. P. O. Box 679 Stars Natl. Wheeler	John W. Guider, p James P. Hinchey, gm William Potter, sm Armand J. St. Louis, ce Crace Potter, wd
<b>DOVER (Strafford County)</b>			
WTSN 1956	1270 5,000 DA-2	WTSN Inc. 155 Front St. Manchester, N. H. National 4-4077 Granite State Young Wheeler	W. F. Rust, Jr., treas. Ralph Cottlieb, gm Edward X. Callahan, sm Jock MacKenzie, cm, sd Pete Johnson, pd Don Bartlett, nd Albert J. Davis, ce
<b>HANOVER (Grafton County)</b>			
WTSL 1949	1400 250	WTSL Inc. P. O. Box 1031 1040 ABC Granite State Young Wheeler	William F. Rust Jr., treas. Ralph Cottlieb, gm Howard Chase, sm, cm Joe Shaw, pd Al Davis, ce
<b>KEENE (Cheshire County)</b>			
WKNE 1926 WKNE-TV (CP)	1290 5,000 DA-1	WKNE Corp. 17 Dunbar St. Elmwood 2-9230 CBS Yanke Mecker Borgatti	Joseph K. Close, p Frank B. Estes, gm, cm Edward B. Sawyer, pd, pmm Ernest T. Robarge, ce Francis J. Finning, nd Stacey Cole, fd
<b>LACONIA (Belknap County)</b>			
WLNH 1922	1350 5,000-D	Northern Bcstg. Corp. 653 Main St. 2300 ABC Grant Kettell-Carter	Cenevieve Wingate, p Arthur Rothafel, evp, gm Irving Kaizer, pd Walter Avery, ce Esther Peters, wd
<b>MANCHESTER (Hillsboro County)</b>			
WFEA 1932	1370 5,000 DA-1	Public Information Inc. P. O. Box 149 National 5-5491 CBS Weed	Farris E. Rahall, p Norton J. Vigien, gm Albert Auclair, cm Palmer Payne, pd Jay Kosik, ce Chris Nikitas, nd Cene Laverne, fd
WGIR 1941	610 5,000-D 1,000-N DA-2	Northeast Bcstg. Corp. 839 Elm St. National 5-6915 O'Connell Borgatti	M. M. Cirolimon, p, treas Warren H. Journay, gm Bernie Mack, asst gm
WKBR 1946	1240 250	Granite State Bcstg. Inc. 155 Front St. 4-4075 Granite State Young Wheeler	William F. Rust Jr., treas Ralph Cottlieb, gm Jack King, sm Arthur Cooper, cm Royston Phillips, ce William Morrissey, pd, nd
WKBR-FM 1947	100.1mc 1kw		
<b>NASHUA (Hillsboro County)</b>			
WOTW 1947	900 1,000-D	Nashua Bcstg. Corp. Lund Rd. Tuxedo 2-2781 Walker	Arthur A. Newcomb, p, gm Robert E. Berry, sm, pmm Armand E. Bedard, cm Merrill C. Smith, pd Nat Stevens, fd Robert C. Bingham, ce Ed Lecius, nd, sd
WOTW-FM 1948	106.3mc 1kw		
<b>FORTSMOUTH (Rockingham County)</b>			
WHEB 1932	750 1,000-D L-WSB	WHEB Inc. N. H. Natl. Bank. Bldg. CE 6-2325 Walker Foster	Charles M. Dale, o, p, cm, pmm Thomas M. Dale, gm George I. Pinkerton, pd Antonio Vaccaro, sr eng Harry W. VonHasseln, nd Jack Kane, sd
<b>ROCHESTER (Strafford County)</b>			
WVNH 1948	930 5,000-D	Strafford Bcstg. Corp. Route 16 1400 Borgatti O'Connell	A. J. K. Malin, p, gm Howard B. Martin, sm, nd J. Alan Jasper, pd M. C. Ball, sm Roger Butterfield, ce David Hoag, fd Myron Varney, nd

**NEW JERSEY  
MARKET DATA BY COUNTIES**

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Passenger	
					Drug Sales 1955(\$000)	Cars 1955
Atlantic	132,399	44,190	\$224,813	\$48,370	\$7,208	40,412
Bergen	539,139	211,240	785,573	210,788	19,337	236,688
Burlington	135,910	40,360	145,994	34,987	3,093	49,729
Camden	300,743	98,440	389,062	95,411	8,793	108,227
Cape May	37,131	13,210	83,118	22,199	1,821	17,361
Cumberland	88,597	29,450	144,997	30,897	2,604	38,183
Essex	905,949	291,820	1,234,660	273,899	29,897	310,627
Gloucester	91,727	31,780	106,995	24,736	2,692	34,521
Hudson	647,437	194,510	646,264	189,195	17,066	171,893
Hunterdon	42,736	14,030	57,310	12,536	976	19,214
Mercer	229,781	69,600	350,490	74,055	7,500	84,872
Middlesex	264,872	93,120	354,604	86,763	8,155	106,917
Monmouth	225,327	83,490	349,803	85,386	8,614	96,143
Morris	164,371	56,650	230,720	62,252	5,565	67,299
Ocean	56,622	22,460	136,543	34,176	3,220	33,221
Passaic	337,093	113,060	512,756	124,549	11,811	117,471
Salem	49,508	16,330	57,148	12,722	1,170	21,543
Somerset	99,052	32,970	110,569	27,720	2,656	43,853
Sussex	34,423	11,280	47,554	11,305	600	16,309
Union	398,138	135,370	590,497	149,436	15,116	168,202
Warren	54,374	17,770	61,505	13,107	1,247	22,969
Total	4,835,329	1,621,130	\$6,622,975	\$1,624,489	\$159,341	1,805,644

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

**DIRECTORY OF AM AND FM STATIONS**

**ASBURY PARK (Monmouth County)**

WJLK 1926	1310 250	Asbury Park Press Inc. Press Plaza Prospect 4-3000	Wayne D. McMurray, p Everett Rudloff, gm Margaret S. Curtis, cm Charles F. Hill, pd Frank Huber, ce
WJLK-FM 1947	94.3mc 1kw		

**ATLANTIC CITY (Atlantic County)**

WFPG 1940	1450 250	WFPG Inc. 5-2188 CBS Walker	Jerome Sill, p, gm Edward Davis, pd Blair K. Thron, ce Earl Bechtel, nd Robert Weems, sd
WLDB 1955	1490 250	Atlantic City Bcstg. Co. Senator Hotel 4-6573 MBS KBS Broadcast Time Sales	Leroy Bremmer, co-o, pm, pd, pmm, ce John F. Moore, sm Dorothy Bremmer, co-o, bus mgr, cm, wd
WMID 1947	1340 250	Mid-Atlantic Bcstg. Co. Brighton Hotel 4-7131 ABC Stars Natl.	Richard Endicott, p David H. Freedman, gm Alan Owen, pd, nd Chet Wise, fd Ralph Glenn, sd Hazel Hartman, wd
WOND 1950		(See Pleasantville, N.J., listing)	

**BRIDGETON (Cumberland County)**

WSNJ 1937	1240 250	Eastern States Bcstg. Corp. 2930 Cood Music Bcstrs. Clark	Russell S. Henderson, p Paul Alger, evp, gm, cm Joe McCulley, pd, fd Deane Eadie, pmm Edward Bold, ce Don Hart, nd
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WSNJ-FM 1946	98.9mc 9kw		
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**CAMDEN (Camden County)**

WCAM 1926	1310 250	City of Camden City Hall (1) Emerson 5-5600	John Cleary, gm, cm Jack LaMar, pd Lou Eliot, pmm, nd John Zander, ce Sam Scott, sd Theresa Jaskolski, wd
WKDN 1948	800 1,000-D	South Jersey Bcstg. Co. 2881 Mt. Ephraim Ave. Emerson 5-7200 Rambeau	Ranulf Compton, p Gordon Giffen, gm Harvey Husten, pd Robert Houston, ce James Donahue, nd
WKDN-TV (CP)			

**EATONTOWN (Monmouth County)**

WHTG (CP)	1410 500-D	Harold M. Gade Monmouth Beach, N. J.	H. M. Gade, o
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**MILLVILLE (Cumberland County)**

WMLV 1953	1440 1,000-D DA-D	Union Lake Bcstrs. Inc. Radio Park Taylor 5-2600 Broadcast Time Sales South Jersey Radio Net.	John H. Norris, p Karl F. Scheying, sm Valerie C. Scheying, pd Jack Lawyer, pmm Joseph Karcher, ce
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**MORRISTOWN (Morris County)**

WMTR 1948	1250 1,000-D	Morristown Bcstg. Corp. P. O. Box 345 Jefferson 8-1250	George S. Croy, p Kenneth A. Croy, gm Henry J. Behre, cm Bob Vesel, pd Dick Lundy, ce Bob Stoepker, nd
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**NEWARK (Essex County)**

WAAT 1930	970 5,000-D	Bremer Bcstg. Corp. 1020 Broad St. Mitchell 2-6400 Forjoe	Irving R. Rosenhaus, p, gm Edmund S. Lennon, vp Edward L. Cosman, sls dir Harold Edison, slm
WATV (TV)	1,000-N DA-N		
WAT-FM 1947	94.7mc 13.5kw		
WHBI 1922	1280 2,500-D 1,000-N ST-WOV	May Radio Bcstg. Corp. 35 Warren St. Mitchell 2-7354	James L. Shearer, p William A. Masi, gm, cm, pmm Marie E. Michaels, ce Bernice Bass, community rel. dir
WHFI (FM) (CP)	102.7mc 2.6kw	Fidelity Radio Corp. 744 Broad Street Newark, N. J.	Homer Ahers, p, gm, ce R. R. Stanley, vp, cm, slm Herman Youngman, pmm, pdm H. H. Pine Jr., eng advisor

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**NEW JERSEY**

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>NEWARK (Cont.)</b>			
WNJR 1947	1430 5,000 DA-N	Rollins Bcstg. Co. P. O. Box 1258 Murdock 8-3665 Rollins	O. Wayne Rollins, p Albert R. Lanphear, gm, cm, pd, pmm G. Russell Chambers, eng dir
WVNJ 1948	620 5,000 DA-2	Newark Bcstg. Corp. W. Mt. Pleasant Ave. Mitchell 3-7600	Edward W. Scudder Jr., p Ivon B. Newman, gm, cm Stephen Van Gluck, pd Peter Testan, ce
<b>NEW BRUNSWICK (Middlesex County)</b>			
WCTC 1946	1450 250	Chanticleer Bcstg. Co. 385 George St. Charter 7-1450	James L. Howe, p, gm James M. Vogdes, sm, cm John A. Potts, pd Stella Volpi, pmm Victor Takach, ce Anthony Marano, nd, sd
WCTC-FM 1947	98.3mc 1kw		
<b>NEWTON (Sussex County)</b>			
WNNJ 1953	1360 500-D	Sussex County Bcstrs. 1616	Robert A. Mensel, co-o Simpson C. Wolfe Jr., co-o William Fairclough, co-o Robert C. Gessner, sm, ce Ronald L. Hickman, nd John L. Bennett, sd
<b>PATERSON (Passaic County)</b>			
WPAT 1941	930 5,000 DA-2	WPAT Inc. 66 Hamilton St. Armory 4-3400 Pennsylvania 6-2945 (N. Y.)	Dickens J. Wright, p, gm John F. Sloan, vp, sls dir Charles W. Parker, vp, bus mgr William J. Calvert, vp, ops dir David Gordon, music dir Paul Di Savino, tech sup
WPAT-FM (CP)	93.1mc 20kw		
<b>PLEASANTVILLE (Atlantic County)</b>			
WOND 1950	1400 250	South Jersey Radio Inc. Old Turnpike 3971 ForJoe	H. C. Murrelle, p T. K. Cassel, gm Jack Southard, slm Bob Richter, pd Milton S. Thurlow, ce George Anthony, nd
<b>PRINCETON (Mercer County)</b>			
WPRB (FM) 1955	103.9mc 0.85kw	Princeton Bcstg. Service La Holder Hall 1-0788	James C. Robinson, bd ch Richard M. Laurence, gm Paul A. Dunn, pd Edgar T. Irons, ce
<b>RED BANK (Monmouth County)</b>			
WFHA-FM (CP)	100.3mc 1.8kw	Frank H. Accorsi 157 Broad St.	Frank H. Accorsi, o
<b>TRENTON (Mercer County)</b>			
WBUD 1947	1260 5,000-D 1,000-N DA-2	WBUD Inc. Ewingville Rd. Export 4-7191 United	Richard M. Hardin, p, gm William J. Garry, cm Frank Brooks, pd Terrance O'Rourke, ce Barry Wood, nd Jack Pinto, pdm
WTNJ 1923	1300 250-D	WOAX Inc. 416 Bellevue Ave. Export 3-4282 Webb	Ray McFadden, gm, cm, pmm Al Leibert, pd, fd Louis N. Wagner, nd, sp. events dir Nick Dallessandro, ce John Black, sd
WTOA (FM) 1947	97.5mc 14.5kw	Mercer Bcstg. Co. 558 Ingham Ave. Owens 5-8541	Jerome P. McCarthy, gm Don Clifton, sd Paul Fireman, ce
WTTM 1942	920 1,000 DA-1	Peoples Bcstg. Corp. 2309 Brunswick Ave. Owen 5-8515 NBC ForJoe	Murray D. Lincoln, p Fred E. Walker, gm Tom Durand, pd Harry W. Barnam, slm Chester Sunderland, ce Joe Ayares, nd
<b>VINELAND (Cumberland County)</b>			
WWBZ 1946	1360 1,000 DA-N	Community Bcstg. Service Inc. S. Delsea Dr. Vineland 9-6500 Gill-Perna Loenstein	Joseph M. Bullock, p John G. Struckell, gm John Serra, cm Robert Coucill, pd George Dodd, ce
<b>WASHINGTON (Warren County)</b>			
WCRV 1955	1580 250-D	Simon Geller 3 Belvidere Ave. Murray 9-2060 Best	Simon Geller, gm, ce, cm,
<b>WILDWOOD (Cape May County)</b>			
WCMC 1951	1230 100	Francis J. Matrangola 3010 New Jersey Ave. 2-7751 KBS	Francis J. Matrangola, o, gm Margaret Murphy, cm George Hart, pd Carlton Owen, ce Joe Shivers, nd, sd
<b>ZAREPHATH (Somerset County)</b>			
*WAWZ 1931	1380 5,000 DA-2 ST-WBNX	Pillar of Fire Inc. Alma White College Elliott 6-0102	Arthur K. White, p, gm Donald J. Wolfram, pd Nathaniel L. Wilson, ce
*WAWZ-FM 1954	99.1mc 4.8kw		

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**NEW MEXICO  
MARKET DATA BY COUNTIES**

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger	
						Cars	1956
Bernalillo	145,673	57,100	\$240,978	\$47,856	\$7,903	60,726	
Catron	3,533	600	1,175	454		828	
Chaves	40,605	15,200	60,047	12,583	1,673	14,937	
Colfax	16,761	3,400	12,756	2,553	393	3,973	
Curry	23,351	7,500	29,666	4,954	966	9,103	
De Baca	2,958	800	3,759	610	110	971	
Dona Ana	39,557	10,900	35,635	7,880	1,002	13,117	
Doña Rosa	40,840	13,800	49,288	12,414	2,189	15,564	
Grant	21,649	5,300	16,744	3,921	532	5,978	
Hidalgo	6,772	1,300	7,451	752	207	1,252	
Huerfano	3,013	300	1,134	65	55	468	
Lincoln	5,025	1,500	5,104	412	163	1,356	
Lea	30,717	15,800	66,600	13,934	4,321	19,262	
McKinley	7,409	1,800	7,330	1,105	251	2,437	
Mora	10,476	3,500	9,441	4,899	482	3,705	
Otero	8,753	2,800	13,611	3,088	1,068	2,732	
Quincy	27,451	7,200	28,213	4,784	556	4,761	
Santa Fe	8,720	1,500	2,240	395	117	751	
Sandoval	14,909	6,900	19,879	4,746	864	6,985	
Santa Rita	13,971	3,500	13,488	2,428	436	3,955	
Torrance	24,997	5,700	12,915	3,184	404	3,820	
Union	16,409	4,100	13,836	2,859	544	4,481	
Valencia	12,438	2,300	2,312	425	108	3,822	
Wheeler	18,292	8,600	30,629	5,030	675	9,331	
Yuma	26,512	5,100	13,339	3,251	602	3,755	
Total	33,153	9,500	44,574	10,164	1,724	12,809	
	7,186	1,700	6,068	1,723	259	2,069	
	9,670	2,100	7,117	1,448	228	2,076	
	17,146	2,900	9,285	2,086	254	2,384	
	8,012	1,400	4,689	399	125	1,726	
	7,372	1,500	6,219	1,151	256	1,900	
	22,481	4,600	16,890	3,663	347	6,098	
	681,187	210,100	\$792,412	\$165,206	\$28,844	227,132	

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**DIRECTORY OF AM AND FM STATIONS**

**ALBUQUERQUE (Otero County)**

KAJZ	1230 250	William Wayne Phelps P. O. Box 268 211 MBS KBS Intermountain	William Wayne Phelps, p Bob Hoffman, gm, pd, pmm, sd Terry Clark, cm, nd Bill Shiner, ce Walter Wade, fd Joan Purvine, wd
KPAC	1270 1,000-D	Lyman Brown Enterprises P. O. Box 666 Brownwood, Tex.	Lyman C. Brown, o

**ALBUQUERQUE (Bernalillo County)**

KABQ	1340 250 (CP-1370 1,000-D)	Duke City Bstg. Corp. P. O. Box 1388 3-1744 O'Connell Oakes	Edward M. Sleighel, p Jose Callegos, pd Charles Kohlousen, ce
KDEF	1150 1,000-D	KDEF Bstg. Co. 506 2nd St. N.W. 3-7813 McGillvra	Frank Quinn, p, gm Wayne Griffin, sm, pd Ben Caine, nd Betty Colbert, wd
KGGM	610 5,000 KGGM-TV	New Mexico Bstg. Co. P. O. Box 1294 3-4543 CBS Weed	A. R. Hebenstreit, p, gm Robert Van Driel, pd, pmm Leonard F. Dodds, ce Gail Noble, nd Rollie Melville, fd Larry Edwards, sd Vergie Abeyta, wd
KHFM (FM)	96.3mc 1.5kw	CHE Bstg. Co. Inc. 5900 Domingo Rd., NE 6-9001 Good Music Bcstrs.	John D. Hopperton, p, gm Edward A. Perkins, cm, pd A. E. Loy, music dir Charles J. Reed, ce
KHAM	1580 1,000-D	Southwestern Bstg. Co. P. O. Box 122 4-6661	Rex A. Tynes, p, gm J. L. Anderson, cm Joe T. Saffle, pd, pmm, nd Ronald Blair, ce Lee Davis, fd, sd Manilyn Neuber, wd
KLOS	1450 250	B & M Bcstrs. Inc. 106 Richmond, S. E. 6-9866	E. Boyd Whitney, p, gm Willie C. Godfrey, pd William H. Carman, ce
KOB	770 50,000-D KOB-TV	Albuquerque Bstg. Co. P. O. Box 1351 3-4411 NBC Branham	Wayne Coy, p, gm Bill Mickel, cm Michael Dillon, pd Robert Pittingill, pmm George S. Johnson, ce Tom Doyle, nd Frank Joyce, sd Mary McDonald, wd
KQUE	920 1,000-D 500-N DA-N	KQUE Corporation 301 6th St. 7-8848 Everett-McKinney	John P. Albers, p

**ARTESIA (Eddy County)**

KSVF	990	Artesia Bstg. Co. P. O. Box 38 Sherwood 6-2751	Martin Yates III, p Dave Button, gm, pd Mike Carmichael, sm L. O. Wilcox, ce Norm Newcomer, nd James Heald, fd
1946	1,000-D 250-N		

**CARLSBAD (Eddy County)**

KAVE	1240	Voice of the Caverns Inc. 2907 W. Church St. Tuxedo 5-4101	John H. Battison, p, gm Don Husted, cm Bob Fuller, pd, pmm, nd Bill Carnahan, ce
KAVE-TV	250	CBS Southwest Net. Branham	
1956			
KPBM	740	Coronado Bstg. Co. Inc. 313 W. Mermod 5-5373 McGillvra	Darrell A. Swayze, p, gm Hazel H. McEvoy, sec-treas J. M. Dustin, sm Ed Lyon, pd Vic Daley, ce R. W. Miner, nd
1950	1,000-D		

**CLAYTON (Union County)**

KLMX	1450	Ari-Ne-Mex Bstg. Corp. P. O. Box 7 616	Arthur L. Jernigan, p Franklin E. Valc, gm, cm, pmm, nd, fd, sd Henry J. Praet, pd Robert D. Waters, ce
1949	250	KBS	

**CLOVIS (Curry County)**

KCLV	1240	New Tex Bstg. Corp. 2112 Thornton 4401	Odis L. Echols Sr., p Odis L. Echols Jr., gm, pd Albert Houpe, cm Clayton Fuchs, ce Juanita Goodman, nd Ernie Thrasher, sd
1952	250		

**KICA**

1932	980	KICA Inc. 1000 Sycamore St. 5511	Garfield C. Packard, p, gm James Richardson, cm James Self, pd M. S. O'Dell Jr., ce
KICA-TV	1,000 DA-N	MBS Pearson	
(CP)			

**DEMING (Luna County)**

KOTS	1230	Luna County Bstg. Co. P. O. Box 470 999	Robert W. Tobey, ptrn, gm Edwin E. Merriman, ptrn Jay Butler, cm Larry Chisholm, pd, ce Pete Acosta, pmm Lad Engholm, nd, sd
1954	250-D		

**FARMINGTON (San Juan County)**

KVBC	1240	Radio Station KVBC 413 1/2 W. Main St. Davis 5-3541	Cloyed O. Kendrick, co-o, gm Bob Williams, cm Fred Finlay, pd John Dorman, pmm, nd Harold Furstenberg, ce Jack Dumars, sd
1951	250	MBS	

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**NEW MEXICO**

City	Call Letters	Established	Chan. or Freq.	Power	Licenses Headquarters Telephone Network Station Rep.	Executives
<b>GALLUP (McKinley County)</b>						
KGAK	1946	1330	5,000-D	1,000-N DA-N	Thunderbird Bstg. Co. P. O. Box 1231 Union 3-4444 ABC	Merle H. Tucker, p, gm C. W. Horne, cm Paul R. Bateman, ce Mida H. Tucker, wd
<b>GRANTS (Valencia County)</b>						
KMIN	1956	980	1,000-D		John Blake P. O. Box 608 Atwater 7-4491	John Blake, o Harold Cook, gm, cm, ce Frank N. Marine, pd, pmm, sd
<b>HOBBS (Leo County)</b>						
KHOB	1954	1280	1,000-D		Permian Basin Radio Corp. P. O. Box 247 3-5148 Melville	Charles R. Scott, co-mgr, p Quenton K. Crandall, co-mgr, sec-treas Zeb Williams, slm Pat H. Walton, ce Ray Corbin, pd Ronald Ripley, nd
KWFW	1938	1480	1,000 DA-N		KWEW Inc. 116 E. Dunnam Express 3-3137 MBS, KBS Southwest Net. Branham	Theresa P. Whitmore, p Harry McAdams, gm Phil McGee, cm Dorthea Montgomery, pd Earl Sorenson, pmm Roy Evans, ce Layne Hungerford, nd
<b>LAS CRUCES (Dona Ana County)</b>						
KGRT	1955	570	1,000-D		Taylor Enterprises Inc. 512 W. 2nd MA 2-2120	W. G. Taylor, p W. D. Hight, gm S. A. Herral, cm Jay Stevens, pd John W. Talbot, ce Harold Shepard, nd
KOBE	1947	1450	250		Mesilla Valley Bstg. Corp. 940 North Main Jackson 6-2496 MBS Intermountain	Robert W. Tobey, p Jim Gober, gm, sd Benjamin O. Norgress, cm Charles Dennis, pd Pete Warfield, nd Ralph Day, ce
<b>LAS VEGAS (San Miguel County)</b>						
KFUN	1941	1230	250		Southwest Bstgs. Inc. P. O. Box 710 12 ABC	Ernest N. Thwaites, p, gm, cm Dorothy G. Thwaites, pd, wd Julian H. Lendy, ce
<b>LOS ALAMOS (Los Alamos County)</b>						
KRSN	1949	1490	250		Community Bstg. Co. 1186 17th St. 2-4422 MBS Pearson	Virgil A. Parker III, o, gm, sd Darrel K. Burns, o, pd, ce Lynn Miller, pmm, nd Kay Richardson, wd
KRSN-FM	1955	98.5mc	4.6kw			
<b>LOVINGTON (Lea County)</b>						
KLFA	1952	680	500-D		Lea County Bstg. Co. P. O. Drawer 865 8911	David R. Worley, p Hoyt Caldwell, evp, gm Robert Burt, pd Gil Haugen, asst mgr Robert Purrington, ce Roy Faubion, fd
<b>MOUNTAIN PARK (Otero County)</b>						
KMFM(FM)	1955	97.9mc	2.3kw		Max I. Rothman P. O. Box 75	Max I. Rothman, o, gm, sm, ce Sima S. Rothman, cm, pd, pmm, wd M. E. Koetter, nd, sd
<b>PORTALES (Roosevelt County)</b>						
KFNM	1949	1450	250		Plains Bstg. Co. P. O. Box 540 600 KBS	John Burroughs, co-o, p, nd, sd Leola Randolph, co-o, gm, cm Joseph W. Randolph, ce Gayle Bullard, wd
<b>RATON (Colfax County)</b>						
KRTN	1946	1490	250		Colfax Co. Bstg. Co. P. O. Box 767 875 MBS	W. Lloyd Hawkins, o Gail Boles, cm Charles Williams, pd, ce
<b>ROSWELL (Chaves County)</b>						
KBIM	1953	910	5,000-D		Taylor Bstg. Co. 512 W. Second Main 2-2120 Clark	W. C. Taylor, p C. F. (Jud) Roberts, gm Wm. R. Lask, slm Tommye Oldfeld, cm John E. Davis, pd Charles W. Wells, nd Fugene C. Rader, ce
KGFL	1927	1400	250		KGFL Inc. P. O. Box 1019 Main 2-5110 MBS Intermountain Branham	Theresa P. Whitmore, p W. E. Whitmore Jr., gm Harry Porter, cm, pmm Beverly Brigham, pd Erick R. Henske, ce, fd Margie Taylor, nd, wd

KSWs	1947	1230	250		John A. Barnett P. O. Box 670 Main 2-6450 ABC	John A. Barnett, o Ray Whitworth, sm John D. Anderson, pd Ray R. Summersgill, ce
<b>SANTA FE (Santa Fe County)</b>						
KTRC	1946	1400	250		J. Gibbs & Bayne A. Spring 210 E. Marcy St. 5-6685 ABC McGillvra	J. Gibbs Spring, p, gm Fred Wilcox, cm Bayne A. Spring, pd, pmm Lloyd A. Storr, ce Al Ortiz Jr., sd Mary Comfort, wd
KVSF	1935	1260	1,000		New Mexico Bstg. Co. 759 Cerrillos Rd. 3-7319 CBS Weed	A. R. Hebenstreit, p Ivan R. Head, gm, nd, sd E. J. Vanderwood, ce Calla Hay, wd
<b>SILVER CITY (Grant County)</b>						
KSIL	1946	1340	250		James H. Duncan 1640 Cactus St. 611 CBS Southwest Net. Branham	James H. Duncan, o, gm, pd Eugene L. Espinoza, cm Earl N. McCall, ce Gene Walters, pmm Priscilla C. Duncan, wd
<b>TRUTH OR CONSEQUENCES (Sierra County)</b>						
KCHS	1946	1400	250		Rex A. Tynes P. O. Box 351 266 KBS Continental	Rex A. Tynes, p R. S. Fox, gm, pmm, nd, pd Mass Mazurek, pdm Nan Fox, wd
<b>TUCUMCARI (Quay County)</b>						
KTNM	1941	1400	250		Quay County Bstg. Co. P. O. Box 668 100 MBS, KBS Intermountain Melville	Lloyd Hawkins, co-o, gm Howard Maudlin, sm, sd, ce Bill Walls, cm Nell Mitchell, pd Mrs. Millard Murphy, nd, wd

**NEW YORK**

**NEW YORK MARKET DATA BY COUNTIES**

County	Population 1950	Radio Homes	Passenger Cars			
			Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	1955
Albany	239,386	79,850	\$363,943	\$76,468	\$8,129	76,713
Alegany	43,784	13,080	37,170	8,650	898	13,521
Bronx	1,451,277	452,150	1,107,131	409,966	28,260	60,225
Broome	184,698	58,150	240,401	53,429	8,536	24,038
Cattaraugus	77,901	23,660	85,730	19,775	2,259	19,775
Cayuga	70,136	21,070	80,183	18,033	1,551	21,759
Chautauqua	135,189	46,510	165,638	39,791	3,868	44,073
Chemung	86,827	29,010	105,931	24,946	2,526	28,025
Chenango	39,138	12,100	48,234	10,013	736	12,975
Clinton	53,622	13,960	52,747	12,948	1,050	14,558
Columbia	43,182	13,630	50,859	12,779	968	14,747
Cortland	37,158	11,540	49,746	10,090	830	12,125
Delaware	44,420	13,470	52,478	9,959	898	14,237
Dutchess	136,781	35,000	179,865	39,895	4,360	45,998
Erie	899,238	295,040	1,203,651	288,056	34,105	289,459
Essex	35,086	10,100	34,738	8,596	1,133	9,914
Franklin	44,830	12,370	53,122	11,382	1,505	12,721
Fulton	51,021	17,080	56,982	14,160	1,224	15,917
Genesee	47,584	14,370	64,102	13,142	1,581	16,739
Greene	28,745	8,710	40,475	9,491	910	10,761
Hamilton	4,105	1,220	5,072	829	118	1,497
Herkimer	61,407	19,070	68,298	17,878	1,311	18,591
Jefferson	85,521	26,180	107,693	22,001	2,960	25,223
Kings	2,738,175	833,720	2,345,041	785,885	62,755	11,425
Lewis	22,521	6,100	20,356	3,943	394	5,730
Livingston	40,257	10,730	43,487	9,527	799	13,273
Madison	46,214	14,360	56,210	11,076	1,878	15,727
Montroe	487,832	165,140	663,481	148,435	19,338	165,017
Montgomery	59,594	18,720	68,541	17,058	1,467	17,232
Nassau	872,765	319,410	1,479,111	385,282	35,229	378,160
New York	1,960,101	631,160	4,122,696	629,466	101,902	*
Niagara	189,992	61,850	246,666	58,342	6,826	68,157
Oneida	222,855	67,740	259,218	59,886	8,791	69,034
Onondaga	341,719	112,090	475,635	109,099	12,385	113,851
Ontario	60,172	17,790	81,063	15,755	1,963	20,659
Orange	152,255	46,320	218,714	55,263	4,971	55,367
Orleans	29,832	8,350	33,305	8,602	803	11,425
Oswego	77,181	23,500	75,136	19,274	2,462	23,255
Otsego	50,763	16,430	67,542	12,310	1,448	16,437
Putnam	20,307	6,810	33,850	7,005	919	12,052
Queens	1,550,847	534,930	1,745,108	577,818	42,682	*
Rensselaer	132,607	42,200	147,232	38,028	3,272	38,229
Richmond	191,555	56,530	177,499	61,403	4,810	23,541
Rockland	89,276	25,990	104,137	29,074	2,466	32,709
St. Lawrence	98,897	26,810	102,681	24,141	2,339	28,532
Saratoga	74,869	24,250	77,445	21,680	1,798	23,541
Schenectady	142,497	49,430	190,724	49,555	4,979	49,844
Schoharie	22,703	7,000	26,901	4,974	413	7,408
Schuyler	14,182	4,450	13,576	3,520	203	4,871
Seneca	29,253	7,030	29,038	6,950	629	10,722
Steuben	91,439	27,500	93,495	22,862	2,079	28,411
Suffolk	276,129	122,100	520,028	137,190	11,704	184,154
Sullivan	40,731	12,970	82,917	20,283	2,499	17,251
Tioga	30,166	9,360	33,933	7,627	463	9,752
Tompkins	59,122	18,490	68,076	16,293	2,147	18,153

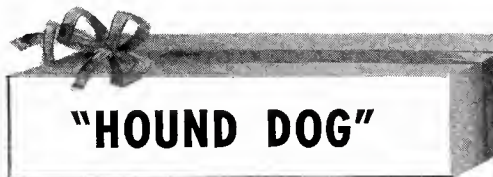


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**BUFFALO  
 NEW YORK**

**50,000 WATTS**  
 AVERY-KNODEL, INC.  
 National Representatives

**DIAL-1520**  
 CLINTON H. CHURCHILL  
 Founder, President  
 and General Manager

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger Cars 1955
Ulster .....	92,621	29,510	117,664	27,690	3,043	34,697
Warren .....	39,205	12,010	72,061	16,208	2,180	13,460
Washington .....	47,144	13,430	40,803	11,302	1,052	13,730
Wayne .....	57,323	17,850	128,245	15,416	1,509	22,058
Westchester .....	625,816	212,940	1,000,973	259,991	23,920	239,899
Wyoming .....	32,822	9,060	36,654	7,726	770	10,353
Yates .....	17,615	5,660	20,745	5,484	466	6,209
*New York City (Bronx, Kings, New York, Richmond, Queens)						*1,326,146
Total .....	14,830,192	4,859,900	\$19,367,459	\$4,814,690	\$485,680	3,867,162

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

DIRECTORY OF AM AND FM STATIONS

City Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>ALBANY (Albany County)</b>			
WABY 1932	1400 250	Eastern NY Bestg. Corp. 80 Braintree St. 2-3353 Forjoe	David Kyle, p Edward L. Trudeau, gm Alix Blake, cm, pmm Toni Brady, pd, wd Tom McDermott, ce Bill Pope, sd
WCY		(See Schenectady listing)	
WOKO 1924	1460 5,000 DA-N	Gov. Dongan Bestg. Corp. P. O. Box 1520 9957 ABC MBS Breen & Ward	Carl L. Lindberg, p Howard B. Hayes, vp, gm Russ Ehresman, cm Joe Farrar, sm Leo McDevitt, pd, pmm Lloyd Snowdeal, ce Ceoiff Edwards, nd

WPTR 1948	1540 50,000	Patron Bestg. Co. Inc. P. O. Box 1540	J. Myer Schine, p Duncan Mounsey, gm James F. Baker, sm Herbert J. Teison, pmm
WPTR-TV (CP)	DA-1	5-3345 ABC Weed	Dick Karnow, pd Herb Tieson, pmm W. R. David, ce
WROW 1947	590 5,000-D 1,000-N DA-2	Hudson Valley Bestg. Co. P. O. Box 4100 (4) Albany 3-2225 CBS	Frank M. Smith, p Thomas S. Murphy, gm George M. Perkins, sm Albert M. Fiala Jr., cm

WCDA (TV)		Avery-Knodel	Harry L. Coldman, pmm Ralph Vartigian, pd Charles Heisler, ce
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AMSTERDAM (Montgomery County)

WCSS 1947	1490 250	Community Service Bestg. Corp. Upper Locust Ave. Victor 3-2500	Walker Tyson Gaines, vp, gm
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AUBURN (Cayuga County)

WMBO 1926	1340 250	WMBO Inc. 141 Genesee St. 2-3511 MBS Clark	Wm. O. Dapping, p Frederick L. Keese, gm Robert Morgan, pd Herbert House, ce
WMBO-FM 1949	96.1mc 18kw		

Executive Abbreviations: Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, ld, sd, wd.  
Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.  
FM's in *italic*. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.



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

**BATAVIA (Genesee County)**

WBTA 1941	1490 5,000	Batavia Bcstg. Corp. 218 E. Main St. 715 MBS	Edmund R. Gamble, p, gm Charles L. Snow, cm Winifred Legg, pd John Collins, pmm, sd Fred Callender, ce James Gerrety, nd
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**BINGHAMTON (Broome County)**

WENE 1947	1430 5,000	Ottaway Stations Inc. 909 E. Main St. Endicott, N. Y. 5-8351 ABC Radio-TV Reps.	James H. Ottaway, p F. H. Brinkley, mgng dir Stephen W. Ryder, gm Howard Johansen, asst to sm Norman F. Flynn, cm, pmm Len Hathaway, pd, sd John Fischler, ce Hal Hancock, nd, fd
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WINR 1946 WINR-TV (CP)	680 1,000-D 500-N DA-2	Binghamton Press Co. Hollingsbery	Paul Miller, evp C. Glover DeLaney, mgng dir, radio
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WKOP 1947	1360 5,000-D 500-N DA-2	Binghamton Bcstrs. Inc. 34 Chenango St. 2-3437 MBS Bolling	Andrew Jarema, p, gm Wally Buman, cm Charles Hallinan, ce Frank Dolan, nd
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WKOP-FM 1954	95.3mc 0.42kw		
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WNBF 1927 WNBF-TV	1290 5,000 DA-N	Triangle Publications One Henry St. 3-7311 CBS Blair	George R. Dunham, gm Andrew G. Hubbell, slm Clark Pollock, pd Donn Winther, pmm Sherman Egan, ce
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WNBF-FM 1956	99.1mc 4.65kw		
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**BOONVILLE (Lewis County)**

WBRV 1955	900 500-D	Black River Radio Inc. 11 KBS	Livingston Lansing, p Ed Slusarczyk, vp, sm Gerald Prouty, ce Richard Lucas, nd Leon Renodin, fd Jane Klossner, wd
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**BRISTOL CENTER (Ontario County)**

WRRE (FM) 1948	95.1mc 5.3kw	Northeast Radio Corp. Terrace Hill Ithaca, New York Ithaca 4-6357 Avery-Knodel	A. L. Dickinson, p H. S. Brown, sm Don Udey, ce
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**BROOKLYN (Kings County)**

WBBR 1924	1330 5,000 DA-1 ST-WEVD, WHAZ	Tele-Bestrs of New York, Inc. 124 Columbia Heights Main 5-1240	H. Scott Killgore, p
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**BUFFALO (Erie County)**

WBEN 1930 WBEN-TV	930 5,000 DA-N	WBEN Inc. Mohawk 0930 CBS Christal	A. H. Kirchhofer, p C. R. Thompson, gm Frank W. Kelly, sm C. E. Daly, slm Gene Brook, pd Joseph A. Haeffner, pmm R. J. Kingsley, ce Al Fox, fd Ralph Hubbell, sd
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WBEN-FM 1946	106.5mc 52kw		
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WBNY 1936	1400 250	Roy L. Albertson Inc. 485 Main St. Mohawk 1400 Burke-Stuart	Roy L. Albertson, p Michael L. Merla, gm Roy L. Albertson Jr, vp, cm Henry Brach, pd Thomas L. Vines, ce William E. Miles, nd
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WBNY-FM 1948	92.9mc 94kw		
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WEBR 1924	970 5,000 DA-1	WEBR Inc. 23 North St. Lincoln 7133 MBS Katz	W. J. Conners III, p William Doerr Jr., gm David F. Leopold, sm George T. Stagg, cm William A. Schweitzer, pd, pmm Frank B. Ridgeway, ce John McKay, nd Charles Bailey, sd
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IN BUFFALO

EVERYBODY LISTENS TO



National Representatives  
BURKE-STUART

City	Call Letters	Established	Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives	
<b>BUFFALO (Cont.)</b>							
WGR	1922	550		5,000	WGR Corp. Hotel Lafayette Washington 3100 ABC	George F. Goodyear, p J. J. Bernard, vp, gm Nat L. Cohen, sm, cm Robert J. Strigl, pd G. P. Swift, pmm K. B. Hoffman, vp, ce John Gill, fd Helen Neville, wd	
WGR-TV		DA-N			Peters, Griffin, Woodward		
WKBW	1925	1520		50,000	WKBW Inc. 1430 Main St. Grant 5101 Rural Avery-Knodel	Clinton H. Churchill, p, gm Alfred E. Anscombe, sm, cm William Meeks, pd Leroy Fiedler, ce Clinton O. Churchill, pdm Lee Forster, fd Stan Barron, sd Dorothy Ireland, wd	
WNIA (CP)					(See Cheektowaga listing)		
WWOL	1947	1120		1,000-D	Greater Erie Bcstg. Co. 315 Main St. Mohawk 1200 Forjoe	Leon Wyszatycki, p Ted Wyszatycki, gm Jack Greenfield, cm Fred Klestine, pd Walter Williams, ce Trudy Peoples, wd	
WWOL-AM	1947	104.1mc		0.75kw			
WXRA	1948	1080		1,000-D	Western, N. Y. Bcstg. Co. Inc. P. O. Box 85 Amherst 1160	Thaddeus Podbielniak, p, gm Bradley D. Steiger, vp, pd Burton W. Flanders, cm Philip J. Todaro, pmm Jack McLean, nd Hyle Richmond, sd	
WXRC (FM)	1949	103.3mc		4.6kw			
<b>CHEEKTOWAGA (Erie County)</b>							
WNIA	1956	1280		250	Niagara Bcstg. Sys. 2900 Genesee St. Buffalo, N. Y. Fillmore 9600 Federal Bcstg. Sys.	Gordon P. Brown, p, gm, cm, ce Mary Lounsbury, pd, pmm	
<b>CHERRY VALLEY (Otsego County)</b>							
WRRD (FM)	1948	101.9mc		5.4kw	Northeast Radio Corp. Terrace Hill Ithaca, New York Ithaca 4-6337 Avery-Knodel	C. L. Dickinson, p H. S. Brown, sm Don Udey, ce	
<b>CORNING (Steuben County)</b>							
WCBA	1949	1350		1,000-D	Wellsboro-Corning Bcstg. Advertisers Inc. 6-7000 McGillvra	Paul L. Carpenter, p Paul Eldred Carpenter, gm Edward Stevens, cm, pmm Richard Buzzerd, pd, fd Thomas Shafer, ce James Lawrence, nd	
WCLI	1947	1450		250	Radio Corning Inc. 99 W. First St. ABC Empire State Net. Cooke	Gordon M. Jenkins, p, gm, cm George P. Droelle Jr., sm, pd, sd Maurice Sherman, ce Richard Tobias, nd George Puffer, fd Alyce Adair, wd	
WCLI-FM	1947	106.1mc		4.2kw			
<b>CORTLAND (Cortland County)</b>							
WKRT	1947	920		1,000-D	Radio Cortland Inc. 27 N. Main St. Skyline 6-2828 Gill-Perna	Leighton A. Hope, p William L. Thompson, gm, cm, pd Walter Choclay, ce Arthur Woldt, nd Wes Adams, fd Jim McNerney, sd	
WKRT-FM	1947	99.9mc		14kw			
<b>DeRUYSER (Madison County)</b>							
WRRD (FM)	1948	105.1mc		5.3kw			C. L. Dickinson, p H. S. Brown, sm Don Udey, ce
<b>DUNDEE (Yates County)</b>							
WFLR	1956	1570		1,000-D	Finger Lakes Bcstg. Co. 289 Golden Glow Rd. R. D. 1 Elmira, N. Y.		Henry Valent, ptrn Thomas H. Shafer, ptrn
<b>DUNKIRK (Chautauque County)</b>							
WFCB	1949	1410		500	Dunkirk Bcstg. Corp. 316 Main St. 7756 Walker		Alois A. Schmidt, p, gm, cm Anthony James, sd James T. Grace, ce Patricia Tworek, wd
<b>ELMIRA (Chemung County)</b>							
WELM	1947	1400		250	Radio Elmira Inc. 222 E. Market 3-5626 ABC CBS Rural Burn-Smith		John S. Riggs, p Keith W. Horton, gm Frederick Elliott Jr., cm Ruth Dibble, pd Arbur French, ce Monroe Benton, nd
WENY	1939	1230		250	Elmira Star Gazette Inc. Mark Twain Hotel 5181 MBS NBC Everett-McKinney		Dale Taylor, gm Bill Pope, cm Ted Hodge, pd Bill Givens, pmm Thurlow A. Greene, ce Charles Hobart, nd
<b>ELMIRA HEIGHTS-HORSEHEADS (Chemung County)</b>							
WEHH	1956	1590		500-D	Elmira Heights Horseheads Bcstg. Co. Box 2097 Elmira Heights Elmira 9-5422		Emmagene Swezey Saia, ptrn Anthony P. Saia, ptrn Frank P. Saia, ptrn, gm, ce James Dacey, pd, nd Douglas C. Gary, cm Harry Keavin, slm
<b>ENDICOTT (Broome County)</b>							
WENE	1947				(See Binghamton listing)		
<b>FREEPORT (Nassau County)</b>							
WGBB	1924	1240		250	Long Island's First Station Inc. 44 S. Grove St. Mayfair 3-1240		Edward J. Fitzgerald, vp, gm Murray C. Evans, cm Michael C. Sands, pd Elizabeth A. Walsh, traff mgr Edward A. Knapp, ce John Frogge, nd
<b>FULTON (Oswego County)</b>							
WOSC	1949	1300		1,000-D	Cassill Radio Corp. 167 Water St. Oswego, New York 3088 KBS Best		Richard C. Mitchell, p Jack Burgess, gm, cm, sd Dwight Clark, pd, nd Robert Blair, ce James Brannan, fd Jane Burgess, wd
<b>GENEVA (Ontario County)</b>							
WGVA	1947	1240		250	Star Bcstg. Co. Inc. 87 Seneca St. 6691 ABC Cook		Maurice R. Forman, p Thomas L. Brown, vp, gm Ernest F. Oliver, sm Alex F. Lamatis, pd, nd, fd R. Carleton Greene, sec, ce Westley Kimble, sd
<b>GLENS FALLS (Warren County)</b>							
WWSC	1946	1450		250	Great Northern Radio Inc. 13 Warren St. 2-6518 ABC Tomahawk O'Connell		Martin Karig, p, gm Frank Costello, cm Victor E. Wiley, pmm, nd Thomas Humphrey, pd, ce, asst mgr Ralph Romano, fd Lee Quimby, sd
<b>GLOVERSVILLE (Fulton County)</b>							
WENT	1944	1340		250	WENT Bcstg. Corp. 8 W. Fulton St. 4-7175 CBS Gill-Perna		Joseph H. Tobin, p, treas, gm John Corbett, pmm Richard Stewart, ce George Hornidge, nd Eileen Tobin, wd
<b>HEMPSTEAD (Nassau County)</b>							
WHLI	1947	1100		250-D	F M Bcstg. Corp. 384 Clinton St. Ivanhoe 1-8000 Gill Perna		Paul Godofsky, p, gm Joseph A. Lenn, cm Jerry Carr, pd, nd George Ball, pmm, sd Frank E. Knaack, ce Howard Campbell, fd
WHLI-FM	1947	98.3mc		1kw			
<b>HERKIMER (Herkimer County)</b>							
WALY	1956	1420		1,000-D	WALY Inc. 269 N. Main St.		Louis Adelman, p Norman E. Jorgensen, vp Seymour Krieger, sec-treas

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

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives	City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>HORNELL (Steuben County)</b>				<b>ITHACA (Tompkins County)</b>			
WLEA 1951	1480 1,000-D	Hornell Bcstg. Corp. 97 Main St. 1420 MBS Gill-Perna	Charles D. Henderson, p, gm G. W. Stidstone, sm, nd Kathleen Babcock, cm Don Jones, pd Emmett Barnes, pmm Frederick F. Witter, ce Byron Emerson, pdm	WHCU 1940	870 1,000	Cornell University Savings Bank Bldg. 4-6301 CBS	Michael R. Hanna, gm H. E. M. Brockway, cm Joseph A. Short, pd Sam Woodside, pmm, nd, sd Herbert Michels, ce L. W. Kaiser, fd
WWHG 1949	1320 1,000-D	Ra-Tel Bcstrs. Inc. 85 Canisteo St. 2000 Rural McGillvra	Sy Dresner, gm Frederick D. Schottland, sm Sheff Davis, cm Eddy Spoo, pd Alfred Dresner, pmm Howard L. Huff, ce James Boyle, nd	WHCU-FM 1947	97.3mc 40kw		
WWHG-FM 1946	105.3mc 8.3kw			WRRR (FM) 1948	103.7mc 5.6kw	Northeast Radio Corp. Terrace Hill Ithaca, New York Ithaca 4-6357 Avery-Knodel	C. L. Dickinson, p H. S. Brown, sm Don Udey, ce
<b>HUDSON (Columbia County)</b>				<b>JAMESTOWN (Chautauqua County)</b>			
WHUC 1947	1230 250	Colgren Bcstg. Co. Union Turnpike Hudson 8-3341 McGillvra	John F. Kearney, co-o, gm Robert P. Strakos, co-o, cm James P. Cranra, pd Jennie W. Weaver, pmm, wd William Pappas, ce John O'Shea, nd	WJOC 1948	1340 250	Air Waves Inc. 415 W. 4th St. 61-555 MBS Clark	Harold P. Kane, p, gm, sm Richard F. Rose, vp, slm Burton O. Waterman, vp, eng, ce Ned McGrath, vp, pgm, sd, pd
<b>HUNTINGTON (Suffolk County)</b>				<b>JOHNSTOWN (Fulton County)</b>			
WGSM 1951	740 1,000-D	Huntington Montauk Bstg. Co. Inc. 379 N. Y. Ave. Hamilton 3-6740 Rambeau	Edward J. Fitzgerald, o, gm, cm Marjorie Anning, prog mgr William W. Naramore, ce William Goddard, nd	WJTN 1924	1240 250	James Bcstg. Co. Inc. Hotel Jamestown Bldg. 7-151 ABC Rural Venard, Rintoul McConnell	Simon Goldman, p, gm J. Carl Willems, cm, pmm George Pfeeger, pd Herbert Niklaus, ce Hap Hazzard, nd Doc Webster, fd
<p>Executive Abbreviations: Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd. Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated. FM's in italic. *-Non-Commercial Station. CP-Construction Permit issued. D-Day. DA-D-Directional Antenna, day only. DA-N-Directional Antenna, night only. DA-1-Directional Antenna, same pattern day and night. DA-2-Directional Antenna, different pattern day and night. L-Limited Time with Dominant Station. LS-Local Sunset. N-Night. SA-Special Authorization. SH-Specified Hours. ST-Share Time.</p>				<p>JOHNSTOWN (Fulton County) WENT 1944 (See Gloversville listing) KENMORE (Erie County) WXRA 1948 (See Buffalo listing) WXR (FM) 1949 (See Buffalo listing) KINGSTON (Ulster County) WKNY 1939 1490 Kingston Bcstg. Corp. 601 Broadway 4500 MBS Mecker Joseph K. Close, p Robert M. Peebles, vp, gm, cm Robert C. Norman, pd, pmm, sd Allan J. Smith, ce Jack Marquardt, nd Muriel DeGre, wd WSKN 1956 920 (See Saugerties listing) 1,000-D LIBERTY (Sullivan County) WVOS 1947 1240 Sullivan County Bcstg. Corp. 1680 S. D. Lubin, p, gm H. C. Borwick, sec-treas W. Orr, cm LITTLE FALLS (Herkimer County) WLFH 1952 1230 Walter T. Gaines 341 S. Second St. 654 McGillvra Walter T. Gaines, o LOCKPORT (Niagara County) WUSJ 1949 1340 Union-Sun &amp; Journal 320 Michigan St. 3-5944 Gill-Perna Egbert G. Corson, p William J. Kemble, gm Joseph A. Pinna, sm, cm Tony Allen, pd John Patterson, pmm Tom Ceravalo, ce WUSJ-FM (CP) 99.3mc .75kw MALONE (Franklin County) WICY 1946 1490 North Country Bcstg. Corp. Inc. WICY Bldg. 187 MBS Mitchell C. Tackley, p, gm, pmm Alice M. Tackley, cm pmm Donald J. Paye, pd, fd Adolf Stromer, ce John Flynn, nd, sd MASSENA St. Lawrence County) WMSA 1945 1340 The Brockway Co. Central Bldg. Rockwell 9-3591 ABC Weed John B. Johnson, p Louis Saiff Jr., gm Thomas R. McHugh, sm James H. Nash, pd Robert E. Anderson, pmm A. Samuel Frazier, ce Ed Carvin, fd WMSA-FM 1948 105.3mc 13kw</p>			

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**MIDDLETOWN (Orange County)**

WALL 1942	1340 250	Community Bcstrs. Corp. 62 North St. 3119	James M. Patt, p, gm, cm, pmm Jerry Wax, pd Fred Schoelkopf, ce Albert Larson Jr., nd Joe Ryan, sd Kay Greenwood, wd
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**MINEOLA (Nassau County)**

WKIT 1946	1520 250-D	WKIT Inc. P. O. Box 750 Pioneer 6-6700	Sy Weintraub, p Armand Grant, vp, gm Frank Costa, pd Stan LoPresto, ce Bill Emerson, sd Bob Jenkins, nd
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**NEWBURGH (Orange County)**

WGNV 1933	1220 1,000-D	Orange County Bcstg. Corp. 161 Broadway 4600 Rural Radio Net. Kettell-Carter	George W. Bingham, p, gm Joseph W. Rake, cm Richard Raskin, pd, pmm, sd Marvin S. Seimes, ce William Forrest, nd
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**NEW ROCHELLE (Westchester County)**

WNRC 1950	1460 500-D	Radio New Rochelle Inc. 200 North Ave. 6-0800	Frances Daniels, p Nick Andrews, gm, cm Bob Roberts, pd, wd Edward Cahill, ce Ken Johnston, nd, sd
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WNRC-FM 1953 93.5mc 1kw

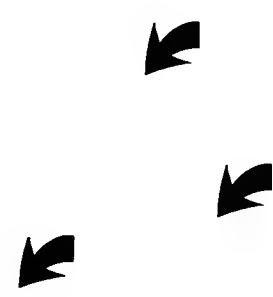
**NEW YORK (New York County, Bronx County, Richmond County, Kings County, Queens County)**

WABC 1921 WABC-TV	770 50,000	American Bcstg. United Paramount Theatres 7 West 66th St. Susquehanna 7-5000 ABC Blair	Leonard H. Goldenson, p Stewart Barthelmess, gm Robert Noble Jr., cm Myrtle M. Tower, pd John Bourcier, ce Morris Wattenberg, pmm Francis Littlejohn, nd William Whitehouse, sd
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WABC-FM 1948 95.5mc 1.5kw

WBAI (FM) 1955	99.5mc 18kw	Broadcast Assoc. Inc. 145 E. 50th St. Plaza 9-1614	Theodore L. Deglin, p Douglass Cross, sm Robert H. Silverman, cm Frank Schnabl, ce
WBFI (FM) 1946	101.9mc 10.3kw	WBFI Inc. 10 East 40th St. Lexington 2-4927	Ethel W. Maclean, p John R. Andrus, gm Delmar Nuetzman, pd Joseph Lutz, ce
WBNX 1927	1380 5,000 DA-1 ST-WAWZ	WBNX Bcstg. Co. Inc. 260 E. 161st St. Melrose 5-0333 King	A. L. Haskell, p Wm. I. Moore, vp, gm, cm F. Johnson, co-pd E. Ervin, co-pd
WCBS 1924 WCBS-TV	880 50,000	Columbia Bcstg. Sys. 485 Madison Ave. Plaza 1-2345 CBS CBS Radio Spot Sales	Frank Stanton, p Carl Ward, gm Buck Hurst, slm Sam Slate, pd, nd Dave Driscoll, nd Murray Gross, pmm Davidson Vorhes, ce
WCBS-FM 1941	101.1mc 1.5kw		
WEVD 1927	1330 5,000 DA-2 ST-WBBR, WHAZ	Debs Memorial Radio Fund 117 W. 46th St. Plaza 7-0880	Adolph Held, p Henry Greenfield, gm, cm George Field, pd Charles W. Brown, ce
WEVD-FM 1951	97.9mc 20kw		
WFMX (CP)	104.3mc 18kw	General Bcstg. Corp. 171 Newbury St. Boston 16 Copley 7-6020	T. Mitchell Hastings Jr., p
WHOM 1930	1480 5,000 DA-2	Progress Bcstg. Corp. 186 W. 52nd St. Circle 6-3900	Fortune Pope, p, gm Charles Baltin, vp, slm Ralph Costantino, pd R. A. Fornier, pmm George Steiger, ce
WHOM-FM 1951	92.3mc 11kw		
WINS 1926	1010 50,000 DA-1	Gotham Bcstg. Corp. 28 W. 44th St. Bryant 9-6000	Elroy McCaw, p H. G. Fearnhead, vp, gm Leo Goodman, pd Rich Sklar, pmm Paul Von Kunitz, ce Les Keiter, sd

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NEW YORK

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives	*WNYC 1924 WNYC-TV (CP)	830 1,000 DA-2 L-WCCO	Municipal Bcstg. Sys. City of New York Municipal Bldg. (16) Whitehall 3-3600	Mayor Robert F. Wagner, p Seymour N. Siegel, dir John de Prospo, exec off Bernard R. Buck, pd A. Alan Levin, pmm William H. Pitkin, ce
<b>NEW YORK (Cont.)</b>							
WLIB 1944	1190 1,000-D L-WOVO	New Bcstg. Corp. Inc. 2090 7th Ave. (27) Monument 6-1800 Forjoe	Harry Novik, p, gm Arthur Harrison, cm Nat Rudich, pd Mike Jablons, pmm Gordon Greenfield, ce George W. Goodman, nd	*WNYC-FM 1941	93.9mc 18kw		
WMCA 1925	570 5,000 DA-1	WMCA Inc. 415 Madison Ave. (17) Murray Hill 8-1500 AM Radio Sales	Nathan Straus, p M. M. Fleischl, gm John J. McSweeney, slm Leon Goldstein, pd, nd Patricia Bolton, pmm James McCafferty, ce	WOR 1922 WOR-TV	710 50,000 DA-1	RKO Teleradio Pictures 1440 Broadway Longacre 4-8000 MBS H-R Reps.	Thomas F. O'Neil, p Robert Leder, gm Wm. McCormick, cm Robert M. Hoffman, pmm Robert Smith, pd Harry Tilley, ce George Brown, nd Jack Burnett, sd Martha Deane, wd
WMGM 1922	1050 50,000 DA-1	Marcus Loew Booking Agency 711 Fifth Ave. Murray Hill 8-1000 Hollingsbery	Arthur M. Tolchin, sta dir Frank Roehrenbeck, gm Samuel Faust, cm Raymond Katz, pd Jo Ranson, publicity dir	WOR-FM 1941	98.7mc 1.7kw		
WNEW 1934	1130 50,000 DA-N	WNEW Bcstg. Co. Inc. 565 Fifth Ave. (17) Plaza 5-3300 Simmons	Ricahrd D. Buckley, gm, sls dir John B. Jaeger, vp, asst gm, nd John Grogan, prog mgr Kenneth Klein, pmm Max Weiner, ce	WOV 1926	1280 5,000 DA-1 ST-WHBD	WOV Bcstg. Corp. 730 Fifth Ave. (19) Circle 5-7979 Pearson	M. S. Novik, p Ralph N. Weil, evp, gm Arnold Hartley, vp, pd Emile Hill, ce Thomas B. Morgan, nd
				WQXR 1936	1560 50,000 DA-1	Interstate Bcstg. Co. 229 W. 43rd St. (36) Lackawanna 4-1100 Raymer	Arthur Hays Sulzberger, p Elliott M. Sanger, evp Norman E. McGee, vp, slm Eleanor N. Sanger, pd Mary Rice Anderson, sls pmm Louis J. Kleinklaus, ce Eleanore P. Hurley, press info Abram Chasins, music dir
				WQXR-FM 1939	96.3mc 11kw		

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



BETTY GRANGER



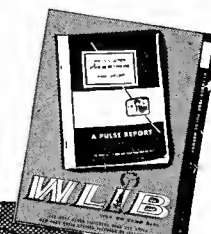
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- Is the only New York station broadcasting Negro community news and special events on a regularly scheduled basis—every hour on the half hour.

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*Radio Station of The New York Times*

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\*Pulse CPA, Dec. 1955, 17 county area only.

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**NEW YORK**

City Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone Network Station Rep.	Executives
<b>NEW YORK (Cont.)</b>			
WRCA 1922 WRCA-TV	660 50,000 DA-1	National Bcstg. Co. Inc. 30 Rockefeller Plaza Circle 7-8300 NBC NBC Spot Sales	Robert W. Sarnoff, p William R. Davidson, gm Arthur DeC Hamilton, sm George Stevens, sls dir Steve White, pd Max Buck, prom dir Peter Affe, mgr oper Sherman Hildreth, dir sta oper William A. Berns, nd
WRCA-FM 1944	97.1mc 1.1kw		
WWRL 1926	1600 5,000 DA-1	Long Island Bcstg. Corp. 41-30 58th St. (77) Defender 5-1600	William H. Reuman, p Edith Dick, gm Selvin Donneson, cm, pmm Fred Barr, pd, nd Benton R. Bartlett, ce Art Rust, sd Alma John, wd
WWRL-FM 1953	105.1mc 20kw		
<b>NIAGARA FALLS (Niagara County)</b>			
WHLD 1940	1270 5,000-D DA-D	Radio Station WHLD Hotel Niagara 8421 Rural Radio Net. Headley-Reed	Earl C. Hill, o, gm, ce Robert J. Manning, bus mgr Earle A. Hamrick, pd Rick Azar, sd Shirley Arch, wd
WHLD-FM 1946	98.5mc 46kw		
WJLL 1947	1440 1,000-D	Niagara Frontier Bcstg. Corp. 129 Main St. 5796 Pearson	Thomas W. Talbot, evp, gm Walter Allen, cm, pmm Joel Chesney, pd Gus Czaplack, ce Jimmy Thompson, nd, sd Lou Schriver, fd
<b>NORWICH (Chenango County)</b>			
WCHN 1953	970 500-D	Radio Norwich Inc. 14 S. Broad St. 4-2218 McGillvra	William J. Hall, p, gm Philip C. Penfold, cm Ray Whitlock, asst mgr, pd, nd Wiley R. Bates, ce Bob Kinney, fd Paul Dohr, sd
<b>OGDENSBURG (St. Lawrence County)</b>			
WSLB 1940	1400 250	St. Lawrence Bcstg. Corp. 2315 Knox St. 500 MBS	J. R. Brandy, p, cm Harold J. Frank, gm Ellsworth Hall, ce Dan Bethell, pd Hal Gilman, nd Frank Mason, sd
<b>OLEAN (Cattaraugus County)</b>			
WHDL 1929	1450 250	WHDL Inc. 3219 W. State Rd. 2-0161 ABC Everett-McKinney	John R. Henzel, p, gm James F. Hastings, sm Donald McLean, pd, sd Helen Strong, pmm Wallace D. Taylor, ce Richard Caracciolo, nd, fd Ramona Curtis, wd
WHDL-FM 1949	95.7mc 43kw		
<b>ONEIDA (Madison County)</b>			
WONG 1956	1600 1,000-D	John Jacob Geiger 54 Clayton Ave. Waynesboro, Pa.	John J. Geiger, o
WMAD (CP)	1350 500-D	Radio Oneida Inc. c/o Radio Norwich Inc. 14 S. Broad St. Norwich, N. Y.	William J. Hall, p Scott J. Kigby, sec Marian S. Mayer, treas
<b>ONEONTA (Otsego County)</b>			
WDOS 1947	730 500-D	Ottaway Stations Inc. 104 Chestnut St. 2470 Radio-Tv Reps.	James H. Ottaway, p Francis H. Brinkley, mgng dir Harold E. Graves, gm Benjamin Turnbull, cm, sd Lee Hickling, pd, nd, fd John Bonse, ce

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

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pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset.  
N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

**OWEGO (Tioga County)**

WONY 1330 Erdman Bcstg. Co. Inc. E. E. (Woody) Erdman, p  
(CP) 1,000-D 113 S. Cayuga St. Ithaca, N. Y. 4-9511

**PATCHOGUE (Suffolk County)**

WALK 1370 Suffolk Bcstg. Corp. W. K. Macy Jr., p, gm  
1952 500-D P. O. Box 230 John Regan, cm  
OR 5-5200 Jack Ellsworth, pd, fd  
Webb George Chandler, ce  
Hal Fischer, nd  
Bob Early, sd

WALK-FM 97.5mc  
1952 15.1kw

WPAC 1580 Patchogue Bcstg. Co. Lee Morrison, p, gm  
1951 5,000-D 31 W. Main St. Stan Allan, sm, prog mgr  
DA-D Grover 5-4600 Dick Hodkin, pd, pmm  
Keller Herb Morrison, slm, opr mgr  
Mart Morrison, ce  
Allen Walden, nd

**PEEKSKILL (Westchester County)**

WLNA 1420 Highland Bcstg. Corp. Irving E. Cottrell, p, gm, ce  
1948 1,000-D P. O. Box 188 Francis V. Lough, cm, pd,  
Peekskill 7-1124 pmm  
Hudson Valley Radio Group Sam D'Onofrio, nd  
Rambeau Jim Grehan, sd  
Kettell-Carter

**PLATTSBURGH (Clinton County)**

WEAV 960 Plattsburgh Bcstg. Corp. George F. Bissell, p  
1935 5,000 38 Court St. A. E. Spokes, vp, gm  
DA-2 1600 Tiny Hare, slm  
ABC Alex J. Coursey, pmm  
Rural Larry Lapanne, ce  
Clark Art Pierce, nd

WIRY 1340 Clinton County Bcstg. Corp. Joel H. Scheier, p, gm, cm  
1950 250 301-03 Cornelia St. Donald L. Pelkey, bus mgr  
2800 Betty Kraus, pd, wd  
MBS Chester O. Bosworth Jr., pmm  
KBS Leroy L. Fuller Jr., ce  
McGavren-Quinn Richard B. Hildreth, nd

**PORT JERVIS (Orange County)**

WDLC 1490 Port Jervis Bcstg. Co. Sidney Sakofsky, p  
1953 250 P. O. Box 920 Oscar Wein, evp, gm  
3-2293 Robert E. Shevlin, pd  
Burt Shane, nd, sd  
Kathy Burke, wd  
David J. Rosenzweig, ce

**POTSDAM (St. Lawrence County)**

WPDM 1470 St. Lawrence Radio Co. F. R. Woodruff, p  
1955 1,000-D Route 11 Eric Fields, gm, ce  
4059 James Mullins, cm  
David Kyle, pd  
Con Elliot, pmm, sd  
Morris Doty, nd

**POUGHKEEPSIE (Dutchess County)**

WEOK 1390 Mid-Hudson Bcstrs. Inc. Arthur J. Barry Jr., p  
1949 1,000-D 385 Main St. F. T. Breslin, gm, cm, pd,  
Grover 1-1500 pmm  
Everett-McKinney John Burke, ce  
Jack Cutler, nd, sd  
Lou Pells, fd

WKIP 1450 Dutchess County Bcstg. George W. Bingham, p, gm  
1940 250 Corp. Richard A. Dwelley, cm  
P. O. Box 889 John J. Kuhn, pd, pmm  
6800 Marvin S. Seimes, ce  
ABC Walter Clark, nd  
Rural Jane Ellen Ames, wd  
Kettell-Carter

WKIP-FM 104.7mc  
1955 2.3kw

**RIVERHEAD (Suffolk County)**

WRIV 1390 Suffolk Bcstg. Corp. W. K. Macy Jr., p, gm  
1955 500-D 20 E. Main St. Larry Nicoll, cm  
Park 7-1200 Robert Houston, pd  
Webb

**ROCHESTER (Monroe County)**

WBBF 950 WBBF Inc. Thomas L. Brown, p, gm  
1947 1,000 339 East Ave. Nick Nickson, cm  
DA-2 Hamilton 6-8920 Claude Johnstone, pd  
WCBF-TV MBS Vincent Lopopolo, ce  
(CP) Venard, Rintoul Ralph Knox, nd  
& McConnell Bill Schwing, sd

WHAM 1180 Riggs & Greene Bcstg. Corp. John S. Riggs, p  
1922 50,000 201 Humboldt St. F. Robert Greene, vp, gm  
Hubbard 2-1160 Arthur W. Kelly, slm  
NBC Lockwood Doty, pd  
Christal David E. Kessler, nd  
Raymond Lucia, ce  
George Haefner, fd  
Robert Turner, sd

WHFM (FM) 98.9mc (WHAM, AM Affiliate)  
1939 20kw

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City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>ROCHESTER (Cont.)</b>				<b>SYRACUSE (Onondaga County)</b>			
WHEC 1925 WHEC-TV	1460 5,000 DA-N	WHEC Inc. 40 Franklin St. Baker 6740 CBS Everett-McKinney	Glover DeLaney, vp, gm Lowell H. MacMillan, asst gm Fred Pectorius, cm Richard K. Blackburn, tech dir Warren Doremus, pd, nd Dorothy Cotton, pmm, wd John MacDonald, sd	WSNY 1942	1240 250	Western Gateway Bcstg. Corp. 619 State St. Ex 3-3622	Winslow Leighton, p, gm, pmm Thomas Seelye, slm Stephen Fitz, pd, sd Irving Beck, ce Thomas Ryan, nd
WRNY 1946	680 250-D	Rochester Bcstg. Co. P. O. Box 710 Glenwood 7032 Forjoe	Arthur C. Kyle Jr., p Thomas H. O'Neill, gm Joseph F. Sova, pd M. L. Bouk, ce	WDDS (FM) 1956	93.1mc 35kw	Functional Bcstg. Inc. Chamber of Commerce Bldg.	John Shahren, p Henry T. Wilcox, gm Richard F. Polgreen, cm Edward V. Bryant, pd James Lamanna, nd Dorothy Nill, wd
WRNY-FM 1949	97.9mc 7.7kw			WFBL 1922	1390 5,000 DA-N	Founders Corp. 433 South Warren St. Harris 2-1147 ABC Hollingbery	John Shahren, p Henry T. Wilcox, gm Richard F. Polgreen, cm Edward V. Bryant, pd James Lamanna, nd Dorothy Nill, wd
WSAY 1936	1370 5,000 DA-N	Federal Bcstg. System 250 East Ave. Baker 5-4870 Walker Webb	Gordon P. Brown, p, gm, ec John Hill, pd, pmm Carl Chamberlain, sd	WHEN 1941 WHEN-TV	620 5,000-D 1,000-N DA-N	Meredith Syracuse Radio Corp. Loew Bldg. 2-0277 CBS Rural Radio Net. Katz	E. T. Meredith Jr., p Paul Adanti, vp, gm William H. Bell, asst gm John Scott, pd, fd Louis Parmentier, local slm Robert G. Peel, pmm Robert Ardner, studio ops supvr
WVET 1947 WVET-TV	1280 5,000 DA-N	Veterans Bcstg. Co. Inc. 17 Clinton Ave. So. Hamilton 6-4820 ABC Bolling	Ervin F. Lyke, p, gm Arthur Murrellwright, slm Paul Louthier, vp, pd Don Kallock, adv, merc mgr Raymond D. Jobes, ce Tom Decker, nd	WNDR 1947	1260 5,000 DA-N	Syracuse Bcstg. Corp. P. O. Box 1212 72-3366 MBS Forjoe	Arthur C. Kyle Jr., gm James McKechnie, asst m, cm, sd Bill Quinn, pd John Rathbun, ce Dan Leonard, nd Frances Patterson, wd
<b>ROME (Oneida County)</b>				<b>WOLF</b>			
WKAL 1946 WKTU (TV)	1450 250	Copper City Bcstg. Co. Capitol Theatre Bldg. 3616 MBS Cooke	M. J. Kallet, p Joseph S. Kallet, gm Deming Clark, cm Al Cash, pd, pmm DeForest Leighton, ce Robert Curley, nd	1940	1490 250	Civic Bcstg. Corp. Kirkpatrick & Van Renssaler 2-7211 Walker	Melvin M. Silvieus, cm T. S. Marshall, p, gm Hamilton M. Woodie, sm, pd, nd Don Muir, ce Charles Shaw, fd Red Parton, sd
<b>SALAMANCA (Cattaraugus County)</b>				<b>WSYR</b>			
WNYS (CP)	1590 1,000-D	Cattaraugus Bcstg. Service c/o Milton Baptist Church Delevan, N. Y.	Rev. Luther M. Schaeffer, p, gm Marion G. Schaeffer, vp	1922 WSYR-TV	570 5,000 DA-2	Central New York Bcstg. Corp. 224 Harrison St. 3-7111 NBC Christal	E. R. Vadeboncoeur, p, gm W. R. Alford Jr., cm William V. Rothrum, vp, pd Lou Switzer, pmm Albert Eicholzer, ce Fred Hillegas, nd Bob Doubleday, fd
<b>SARANAC LAKE (Franklin County)</b>				<b>WSYR-FM</b>			
WNBZ 1927	1240 250	Upstate Bcstg. Corp. 88 Main St. 1320 ABC Rambeau	Jacques DeMattos, p, gm Jeanne DeMattos, cm, pd H. Berwind Williams, ce John F. Delahant, nd John Garwood, sd Muriel H. Beseth, wd	1946	94.5mc 10kw		
<b>SARATOGA SPRINGS (Saratoga County)</b>				<b>TICONDEROGA (Essex County)</b>			
WRSB (CP)	1280 1,000-D	Radio Saratoga P. O. Box 248	Richard O'Connor, ptrnr Lou Tobier, ptrnr	WIPS 1955	1250 500-D	Portage Bcstg. Co. Fort Road 77 Tomahawk O'Connell	Martin Karig, p Dale Robertson, gm Ruth M. Robertson, asst gm, pd, pmm, wd Lloyd Howe, ce Robert Middleton, nd, fd
WSPN 1954	900 250-D	Spa Bcstrs. Inc. 71 West Ave. 2180 Tomahawk O'Connell	Ken Freebern, p Chet Munson, gm, cm Joe Snyder, slm Bob Dingman, pd, pmm Al Burton, ce Dick Brown, nd	TROY (Rensselaer County)			
<b>SAUGERTIES (Ulster County)</b>				<b>WFLY (FM)</b>			
WSKN 1956	920 1,000-D DA-D	Skylark Corp. P. O. Box 3 Mt. Marion, N. Y. Saugerties 920 Clark	John Lynker, p, gm W. Irving Rose, evp, cm Richard Nedin, pd, sd Gus Kramer, pmm Roy Fuller, ce Bob Browning, nd	1948	92.3mc 5.4kw	Troy Record Co. Hotel Troy Ashley 2-7700 Rural Net. Gill-Perna	Frank L. York, p, gm Robert C. Goodrich, sm Frank McGowan, cm Donald G. Girard, pd Karl Schabinger, ce
<b>SCHENECTADY (Schenectady County)</b>				<b>*WHAZ</b>			
WGY 1922 WRGB (TV)	810 50,000	General Electric Co. 1 River Rd. Franklin 7-2261 NBC Christal	R. B. Hanna Jr., mgr GE bcstg. stations Merl L. Galusha, mgr Donna M. Chown, prog mgr A. R. Garland, pmm John Schmulbach, slm Willard Purcell, eng mgr Lansing Christman, nd Don Tuttle, fd Bob Bender, sd Martha Brooks, wd	1922	1330 1,000 ST-WBBR, WEVD	Rensselaer Polytechnic Institute Ashley 2-3000	Livingston W. Houston, p Hiram D. Harris, gm A. Olin Niles, pd Carl J. Kunz Jr., pmm, ce Mary McKeever, wd
WGFM (FM) 922	99.5mc 6kw	(WGY, Am Affiliate)		WTRY 1940	980 5,000 DA-1	Tri-City Radio Inc 92-Fourth St. Ashley 4-1100 Blair	Mowry Lowe, gm Kenneth M. Cooper, slm C. George Taylor, pd Robert T. Engles, pmm Frank G. Belaska, ce George Sweeney, nd
<b>UTICA (Oneida County)</b>				<b>WRUN</b>			
WGAT 1947	1310 1,000-D 500-N DA-N	Star Bcstg. Co. Kellogg Road New Hartford, N. Y. Utica 5-5209 Venard, Rintoul & McConnell		1948	1150 5,000-D 1,000-N DA-2	Rome Sentinel Co. 258 Genesee St. 2-5111 Rural Avery-Knodel	Bradley C. Barnard, p Richard A. Clark, sm, cm Philip R. Cameron, pd Alan E. Cole, pmm, nd Carroll F. Henry, studio sup Elizabeth Odames, wd
<b>WRUN-FM</b>				<b>WIBX</b>			
1947	105.7mc 4.3kw			1926	950 5,000 DA-1	WIBX Inc. First Natl. Bank Bldg. 2-2101 CBS Walker	Margaret Bowen, p, gm Elliot A. Stewart, evp, sm, prog mgr Frederic C. Bowen, slm, pmm John T. Dowdell, ce Sherm Brodey, fd

Executive Abbreviations: Owner o; Pres. p; Exec. vp; evp; Gen. Mgr. gm; Sta. Mgr. sm; Joml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. mmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.  
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# THESE BOYS are the BUYS in Rochester!



**ED MEATH**

AND THE

**"Musical Clock"**

6—9:30 A.M. Mon. thru Sat.

Rochester's long-time top-favorite disc jockey dominates our morning program schedule which averages, from 6:00 A.M. to Noon...

**33%\***



**BOB E. LLOYD**

AND

**"Lloyd's Unlimited"**

3:30—6 P.M. Mon. thru Fri.

Less than seven months in Rochester, but zooming in popularity, Lloyd heads up our afternoon line-up which averages, noon to 6:00 P.M....

**25%\***

... and, beside rating **FIRST** in share of audience in the morning, and **FIRST** in the afternoon, we really ought to mention that we're **FIRST** evenings, too!

**24%\***

\*LATEST ROCHESTER PULSE REPORT OCTOBER 1956



**WHEC**

*of Rochester*

NEW YORK  
5,000 WATTS

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

Table listing radio stations in New York state, including call letters, city, channel, power, licensee, and executives.

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.
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NORTH CAROLINA

NORTH CAROLINA MARKET DATA BY COUNTIES

Table showing market data by county in North Carolina, including population, radio homes, retail sales, food sales, drug sales, and passenger cars.

Table listing radio stations in North Carolina, including county, population, radio homes, retail sales, food sales, drug sales, and passenger cars.

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

DIRECTORY OF AM AND FM STATIONS

Table listing AM and FM stations in North Carolina, including call letters, county, frequency, power, licensee, and executive.



**ASHEBORO (Randolph County)**

WGWR 1260 Asheboro Bcstg. Co. Inc. Roy Cox, p  
1947 1,000-D 303 E. Salisbury St. J. R. Marlowe, gm  
2187 Richard B. Sweeney, cm  
KBS pmm, sd  
A. B. Brown, pd, nd  
W. H. Trogdon, ce  
Nelson Harrill, fd

WGWR-FM 92.3mc  
1949 10kw

**ASHEVILLE (Buncombe County)**

WISE 1310 WISE Inc. Harold H. Thomas, p, gm  
1939 5,000-D 98 Lookout Road Loyd B. Leonard, cm, pmm  
WISE-TV 1,000-N 3-5381 Richard Harshaw, pd, nd, fd  
DA-N NBC John Randolph, ce  
Bolling John Candler, sd

WLOS 1380 Skyway Bcstg. Corp. Charles B. Britt, evp  
1947 5,000-D 288 Macon Ave. George Roesler, cm  
WLOS-TV 1,000-N 2-2431 Fred Brown, pd  
DA-N ABC, MBS  
Venard, Rintoul  
& McConnell  
Ayers

WLOS-FM 104.3mc  
1947 9.2kw

WSKY 1230 Radio Asheville Inc. Zeb Lee, p, gm, cm, sd  
1947 250 12 Church St. Wm. Clements Jr., ce  
3-4451 Pearson

WWNC 570 Asheville Citizens-Times Charlie Peace, p  
1927 5,000 Publishing Co. Cecil B. Hoskins, gm, pmm  
DA-N 14 O'Henry Ave. James A. Hagan, cm  
5611 William F. Melia, pd  
CBS William H. Hamrick, ce  
H-R Reprs. Jack Neil, nd

**BEAUFORT (Carteret County)**

WBMA 1400 Richard Ray Cummins Richard Ray Cummins, o,  
1954 250 P. O. Box 156 gm, ce, sd  
2-9401 Hilda Cummins, pd  
James Willis, pmm, nd  
Melvin West, fd  
Joyce Willis, wd

**BELMONT (Caston County)**

WCGG 1270 Central Bcstg. Co. Robert R. Hilker, p, gm, ce  
1954 1,000-D P. O. Box 629 Boyce J. Hanna, cm, sd  
500-N Ta 5-2812 Grady O. Wilkerson, pd  
DA-N Don Eller, pmm  
Richard Mauney, fd  
Francis Lingerfelt, wd

**BOONE (Watauga County)**

WATA 1450 Wilkes Bcstg. Co. Doris B. Brown, p, gm  
1950 250 Depot St. Roland B. Potter, gen slm  
Amherst 4-8461 W. Ralph Tugman, cm  
Robert F. Gilley, pd, nd  
Edwin Chipman, ce

**BREVARD (Transylvania County)**

WPNE 1240 Pisgah Bcstg. Co. Inc. Ed M. Anderson, p  
1950 250 3-2611 Bobby Hoyle, gm, cm  
John Dellinger, pd, nd  
John Anderson, pmm  
Baxter Morris, ce  
James Davis, fd

**BURLINGTON (Alamance County)**

WBBS 920 Alamance Bcstg. Co. Inc. E. Z. Jones, gm  
1941 5,000-D 321 S. Main St. C. Robert Ray, cm  
6-6376 Edgar Brooks, pd, fd  
MBS, KBS C. E. Peacock, pmm, nd  
Interstate-United Berry Tysor, ce  
Newspapers Morty Schaap, sd

WBBS-FM 101.1mc  
1946 3.8kw

WFNS 1150 Burlington Graham Bcstg. G. C. Starnes, sec-treas, gm, nd  
1947 1,000-D Co. Inc. Harold Nall, cm  
P. O. Box 1328 Dick Bowman, pd, pmm, sd  
4261 Charles Stafford, ce  
Bogner & Martin Jim Hall, fd  
Pat Prior, wd

WFNS-FM 93.9mc  
1949 2.8kw

**CANTON (Haywood County)**

WWIT 970 Western North Carolina B. M. Middleton, p  
1954 1,000-D Bcstrs. Inc. Kermit Edney, gm  
P. O. Box 391 V. E. Pressley, cm  
3588 Wayne Harris, pd, pmm  
Barry Medlin, ce  
Charlie Hicks, nd, sd

**CHAPEL HILL (Orange County)**


WCHL 1360 Village Bcstg. Co. Inc. Roland P. McClamroch Jr.,  
1953 1,000-D P. O. Box 388 p, gm  
3484 R. B. Boyd, asst mgr  
Indie Fritz Thurstone, ce  
Pat Owens, traffic mgr

**CHARLOTTE (Mecklenberg County)**

WAYS 610 Inter-City Advertising Co. G. W. Dowdy, p  
1941 5,000-D 3229 S. Blvd. Thomas B. Sawyer, gm  
1,000-N Edison 3-7173 Allen Hill, pd  
DA-2 ABC Martin Allen, pmm  
Bolling L. I. Dekle, ce  
Ted Thomas, nd  
Jim Turner, sd

RADIO'S NO. 1 SOURCE OF

# Timely Selling Ideas!



STATIONS  
BUILD SALES with . . .

## WORLD

**SALES AND PROGRAM SERVICE**

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

CINCINNATI HOLLYWOOD

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

# NORTH CAROLINA

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives				
<b>CHARLOTTE (Cont.)</b>							
WBT 1922 WBTV (TV)	1110 50,000 DA-N	Jefferson Standard Bcstg. Co. One Jefferson Place Edison 3-8833 CBS CBS Radio Spot Sales	Joseph M. Bryan, p Charles H. Crutchfield, evp, gm J. Robert Covington, sm V. V. Evans, slm Bailey Hobgood, pd Ned Burgess, pmm Thomas E. Howard, vp in charge of eng Jack Knell, nd Grady Cole, fd Phil Agresta, sd Jeanne Alexander, wd	WSOC 1933 WSOC-TV (CP)	1240 250	Radio Station WSOC Inc. 1925 N. Tryon St. Edison 2-7138 NBC H-R Reps.	E. J. Gluck, p, gm Larry Walker, cm Fred Dickson, pd, nd, fd Chas. Marshall, pmm L. L. Caudle Jr., ce
WGIV 1947	1600 1,000-D	Charlotte Radio & Tv Corp. 2520 Toomey Ave. Edison 3-2195 Forjoc	Francis M. Fitzgerald, p, gm Ray W. Ervin, cm Peter Toomey, pd Everett Bemont, pmm S. K. Lineberger, ce Nelda McManus, nd	WSOC-FM 1947	103.5mc 35kw		
WIST 1951	930 5,000-D 1,000-N DA-N	Bcstg. Co. of The South 204 Liberty Life Bldg. Franklin 6-3511 Peters, Griffin, Woodward	B. Calhoun Hipp, p G. Richard Shafto, gm Ray M. Stanfield, mgng dir William A. Vaughn, pd, slm A. O. Richardson, ce Bob Mattison, fd	WWOK 1955	1480 1,000-D	Southern Radio & Equipment Co. 215 Greystone Rd. Edison 3-0551 Dora-Clayton	Carmen Macri, o Jack Wheeler, gm Paul Marlowe, asst mgr Jim O'Donnell, pd Herb Berg, slm T. C. Wood, ce
WMIT (FM) 1942	106.9mc 36kw	Mount Mitchell Bcstrs. P. O. Box 546 Franklin 6-7561 Webb	J. R. H. Wilson, p, gm, cm Thomas G. Bryant, pd, ce	<b>CLINTON (Sampson County)</b>			
<b>CONCORD (Cabarrus County)</b>							
WCKB 1946	780 1,000-D	North Carolina Central Bcstrs. Inc. 3133 KBS		WRRZ 1947	880 1,000-D	WRRZ Radio Co. 2165 ABC KBS Walker	H. D. Stanley, gm E. D. Powell, cm, D. W. Welsh, pd H. H. Corbitt, pmm J. L. Bowles, ce J. R. Tew, nd
<b>DUNN (Hartnett County)</b>							
<b>DURHAM (Durham County)</b>							
WDNC 1934	620 5,000-D 1,000-N DA-2	Durham Radio Corp. 138½ E. Chapel Hill St. 6155 CBS Raymer		WEGO 1943	1410 1,000-D	Cabarrus Bcstg. Co. P. O. Box 527 2-6000 KBS	A. W. Huckle, p Elizabeth G. Huckle, gm Howard McCurry, cm, pd Kenneth R. Kennedy, ce
WDCN-FM 1948	105.1mc 36kw			WCKB 1946	780 1,000-D	John C. Greene Jr. P. O. Box 28 2-4681 Rambeau Dora-Clayton	L. A. Tart Sr., p A. Lincoln Faulk, gm Carl E. Lass, cm, fd Rudy Zurlo, pd John Ciccone, pmm Joseph Kotlas, ce Herb Allen, nd, sd
WSRC 1954	1410 1,000-D	John C. Greene Jr. P. O. Box 28 2-4681 Rambeau Dora-Clayton		WSSB 1948	1490 250	Public Information Corp. 211 Riggsbee Ave. 6919 Gill-Perna	John C. Greene Jr., p, gm Jack Hammette, cm Helen R. Greene, pd Norfley Whitted, nd, sd Dennis Ford, fd Betty Anderson, wd
WTK 1946	1310 1,000-D 500-N DA-N	Mid-Carolina Bcstg. Co. 205½ W. Main St. 6-101 ABC Tobacco Net. McGillvra		EDENTON (Chowan County)			Edgar L. Clinton, p, gm R. G. Misenheimer, ce
WCDJ 1955	1260 1,000-D	Colonial Bcstg. Co. Inc. P. O. Box 509 871 Best		WTK 1946	1310 1,000-D 500-N DA-N	Mid-Carolina Bcstg. Co. 205½ W. Main St. 6-101 ABC Tobacco Net. McGillvra	H. Tom Morris, gm Tom Gause, pd, sd
<b>ELIZABETH CITY (Pasquotank County)</b>							
WCNC 1939	1240 250	Albemarle Bcstg. Co. P. O. Box 535 4379 MBS KBS Bogner & Martin		WGA 1947	560 1,000-D 500-N DA-2	WGA Radio Co. Kramer Bldg. 4371	J. L. Lamb Sr., p J. L. Lamb Jr., gm, ce Claude E. Ferrell, cm Jimmy Raper, pd Sel Mann, nd, fd, sd Meade Moore, wd
<b>ELIZABETH TOWN (Bladen County)</b>							
WBLA 1956	1450 00	Bladen Bcstg. Corp. P. O. Box 327 3126 MBS		WIFM 1949	1540 250-D	Tri-County Bcstg. Co. P. O. Box 152 860	E. C. Register, p Chatham C. Clark, sec-treas, gm Kenneth R. Wardell, pd Robert Johnson, pmm Carl F. Strohmeier Jr., ce Jackie Chamblee, wd
<b>ELKIN (Surry County)</b>							
WIFM-FM 1949	100.9mc 0.35kw						Harvey F. Laffoon, p W. P. Erwin, gm Eugene Smith Jr., cm, ce, fd Ruth Smith, pd, nd, wd

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Get your share of the big \$ \$ \$ \$ \$ sales of the  
fabulous Durham-Raleigh

## NEGRO MARKET

with

# WSRC

Durham, N.C.

For a really fantastic sales story, call our Reps and ask to see . . .

The new 5 County Negro PULSE  
The new 5 County Regular PULSE

or

The new HOOPER

Anyway you want to look at it we are top dog. Also let our  
Reps give you the full WSRC hard hitting-result getting sales  
story.

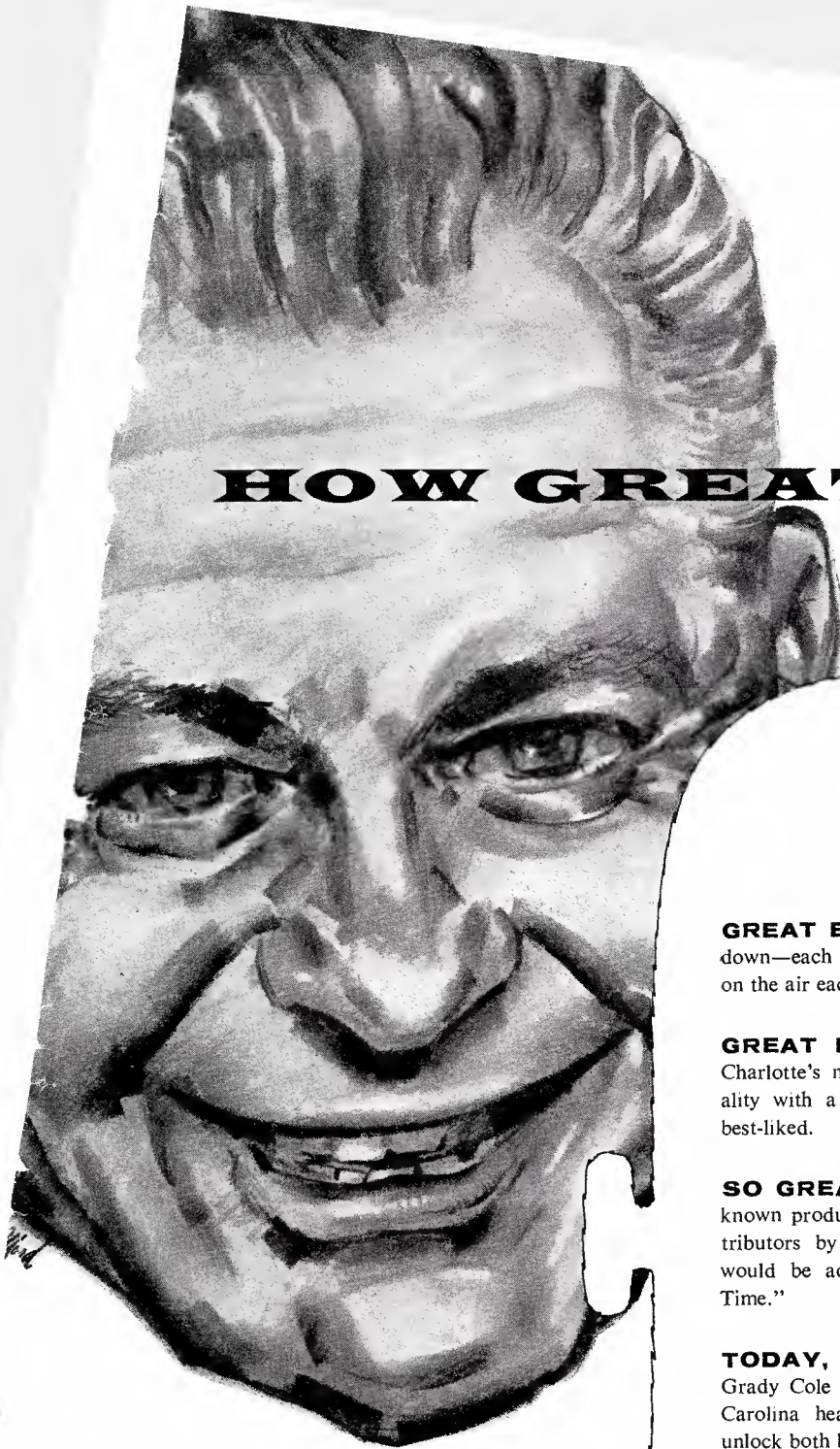
CALL . . . RAMBEAU

Southeastern-DORA-CLAYTON

If you want ratings, results, Top Personalities and merchan-  
dising you want

# WSRC

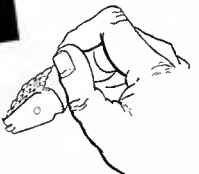
Durham, N.C.



# HOW GREAT IS GRADY

# TODAY

1957



**GREAT ENOUGH** to win—hands down—each of the 83 quarter hours he's on the air each week.

**GREAT ENOUGH** to be named Charlotte's most popular radio personality with a 150% lead over the next best-liked.

**SO GREAT** that a completely unknown product secured eleven area distributors by telling them the product would be advertised on "Grady Cole Time."

**TODAY**, as for the past 27 years, Grady Cole has the key to 2½ million Carolina hearts and pocketbooks. To unlock both by the millions, call WBT or CBS Radio Spot Sales, for Grady availabilities.



CHARLOTTE, N. C.—50,000 WATT COLOSSUS OF THE CAROLINAS  
JEFFERSON STANDARD BROADCASTING COMPANY

# NORTH CAROLINA

City	Call Letters	Chan. or Freq. Power	Licenses Headquarters Telephone Network Station Rep.	Executives	Greensboro (Guilford County)	Greensboro (Guilford County)	Greensboro (Guilford County)	
<b>FAIRMONT (Robeson County)</b>								
WFMO	1953	860 1,000-D	Carolinas Bcstg. Co. Inc. P. O. Box 492 4781	Cutlar Moore, p Billy E. Peete, gm, cm James C. Clarke, pd, nd Jerry Farmer, pmm Joseph F. Miles, ce Wes Unold, fd	WBIG 1926	1470 5,000 DA-N	North Carolina Bcstg. Co. Inc. 2838 Battleground Ave. 2-6125 CBS Hollingbery	Allen Wannamaker, vp, gm William P. Mitchell, cm Dan C. Griffin, pd Virginia Neese, pmm Earl Allison, acting ce Add Penfield, nd, sd
<b>FAYETTEVILLE (Cumberland County)</b>								
WFAI	1947	1230 250	Ralph E. Hess P. O. Box 659 2-8131 CBS KBS Clark	Ralph E. Hess, p, gm, pmm Bob Smith, cm Dick Perry, pd, nd Bob Money, ce, fd Tom Slade, sd, wd	WCOG 1948	1320 5,000-D 1,000-N DA-2	WCOG Inc. 4635 Edwards Rd. 3-6925 ABC Bolling Ayres	Harold H. Thoms, p Jack Rimmer, gm John Caldwell, cm Banner Shelton, pd, sd Sue Gross, pmm, wd Lorenzo Rhodes, ce Joe Anderson, nd
WFLB	1948	1490 250	Fayetteville Bcstrs. Inc. P. O. Box 512 2-7136 ABC Burn-Smith	W. D. Bailey, gm F. H. Nave, cm Marvin Rosenburg, pd John Buck, ce	WGBG 1942	1400 250	Greensboro Bcstg. Co. P. O. Box 2280 3-3631 MBS Burn-Smith	Ralph M. Lambeth, p, gm B. George Barber Jr., cm Earl O. Sullivan, asst mgr. Fred S. Smith, ce Slim Martin, fd
WFLB-TV					WPET 1954	950 500-D	Wayne Nelson P. O. Box 3488 Broadway 5-4464	Wayne M. Nelson, p, gm, cm Leoma Showmar, pd E. M. Stanton Jr., ce
WFNC	1940	1390 5,000-D 1,000-N DA-2	Cape Fear Bcstg. Co. 1009 William Clark Rd. 2-4196 MBS Walker	Victor W. Dawson, o, p Norman Suttles, gm Robert Nietman, cm Mack Stamps, pd Jack Ikner, ce Johnny Joyce, nd, sd	GREENVILLE (Pitt County)			
WFNC-FM	1948	98.1mc 14kw			WGTC 1940	1590 5,000-D 1,000-N DA-N	Greenville Radio Co. 103 E. Fifth St. 6740 MBS Forjoe Devney	H. W. Anderson, p Joel Lawhon, gm, pd C. B. Goodyear, cm Bill Covington, ce Charles Stegall, pdm Bob Ballard, fd, nd
<b>FOREST CITY (Rutherford County)</b>								
WBBO	1947	780 1,000-D	Rutherford County Radio Co. Inc. 4205	Ed M. Anderson, p, gm Fred Blanton, cm Lee Kanipe, pd Merton Iwerks, ce Charles Melton, nd, fd Moon Martin, sd	HENDERSON (Vance County)			
WBBO-FM	1948	93.3mc 1.5kw			WHNC 1945	890 1,000-D	Henderson Radio Corp. Norlina Rd. 7136 MBS KBS	Nathan Frank, p, gm Dr. Claye Frank, cm, pmm Dorothy Roberson, pd James H. Mayo, ce Robert B. Harrison, nd, fd, sd Virginia Frank, wd
<b>FRANKLIN (Macon County)</b>								
WFSC (CP)		1050 500-D	Macon County Bcstg. Co. c/o Henry G. Bartol Jr. P. O. Box 1317 Tyron, N. C.	Graves Taylor, ptrn Henry G. Bartol Jr., ptrn John E. Boyd, ptrn	WHNC-FM 1948	92.5mc 9kw		
<b>FUQUAY SPRINGS (Wake County)</b>								
WFVG	1949	1460 1,000-D	WFVG Bcstg. Co. P. O. Box 588 333 KBS Continental	J. M. Stephenson, p Ray Godwin, slm Walter M. Pearson, pd, pmm Robert E. Stephenson, gm Harry D. Stephenson, ce Gerald F. Goodwin, fd, sd	WHVH 1955	1450 250	Vance County Bcstg. Co. Inc. P. O. Box 131 3180 Best	Howard V. Harrell, p, gm, ce Helen Rogers, pd, traff mgr Dave McKee, nd Tommy Moore, fd Mozelle Moore, wd W. L. Adcox, sp. events dir
<b>GASTONIA (Gaston County)</b>								
WGNC	1939	1450 250	Catherine T. McSwain P. O. Box 737 University 5-8501 ABC Continental	Catherine T. McSwain, p Pat McSwain, gm Carl Rhyne, cm Fred Gray, pd W. C. Groves, ce	HENDERSONVILLE (Henderson County)			
WGNC-FM	1947	101.9mc 11.1kw			WHKP 1946	1450 250	Radio Hendersonville Chimney Rock Rd. 9061 ABC KBS Cooke	Beverly M. Middleton, p Kermit Edney, gm, pmm John Horton, cm Jim Northington, pd, nd, fd Charlie Renfrow, ce, sd Dorothy Tebbens, wd
WLTC	1948	1370 1,000-D	Gastonia Bcstg. Service P. O. Box 1010 University 5-1079 KBS Clark	James B. Petty, p, gm E. C. Morrow, cm A. G. Phillips, wd Donald C. Voigt, ce, fd Frank Thomas, nd, sd	HICKORY (Catawba County)			
<b>GOLDSBORO (Wayne County)</b>								
WFMC	1951	730 1,000-D	Southern Radio & Tv Corp. P. O. Box 655 963 KBS	Kenneth T. Marshall, p, gm Henry M. Harrison, pd, ce Robert Wooten, nd Gene Ryan, fd Robert Nelson, sd Dot Smith, wd	WHKY 1940	1290 5,000-D 1,000-N DA-N	Catawba Valley Bcstg. Co. 415 1st Ave. N.W. 2294 ABC MBS	Carl V. Cline Sr., p Edmund S. Long, gm James K. Willis Jr., cm Laura C. Hall, pd Thomas E. S. Long, ce Dr. H. D. Henry, nd
WGBR	1939	1150 5,000-D 1,000-N DA-2	Eastern Carolina Bcstg. Co. Inc. 3730 ABC	A. T. Hawkins, p Vasie G. Balkum, gm, cm, pd Daniel B. Trueblood, ce Daron Ward, sd	WIRG 1948	630 1,000-D	Foothills Bcstg. Inc. 329 1st Ave. N.W. 2124 Pearson	Edmond H. Smith Jr., sec-treas, gm Lee Douglas, cm Mattie Padgett, pd Cecile Bost, pmm Elmer Troutman, ce Margaret A. Smith, nd, wd
WEQR (FM)	1946	96.9mc 41kw	(WGBR, Am Affiliate)		WHPE 1947	1070 1,000-D	High Point Bcstg. Co. 504½ N. Main St. 3466 KBS	Gary C. Davis, p, pd, nd Roger L. Parris, cm Gary G. Davis, ce Barbara Crawley, wd
WGOL	1955	1300 1,000-D	Wayne Bcstg. Co. 116 W. Mulberry St. 4900 Cooke	Lawrence B. Carr, sec-treas, gm William H. Stuckey, cm John G. Britt, pd Paul Horne, ce Richard Burton, fd Jimmie Benson, wd	WMFR 1955	1230 250	Radio Station WMFR 164 S. Main St. 4593 ABC Burn-Smith	Frank S. Lambeth, p, gm Frank Smith, cm Winfred R. Garter, pd, nd William D. Smith, slm Gerald D. Sullivan, pmm, asst mgr Robert P. Boyd, ce

Executive Abbreviations: Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.  
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FMs in *italics*. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. D4-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

JACKSONVILLE (Onslow County)

WJNC 1240 Onslow Bcstg. Corp.  
1945 250 7707  
MBS  
KBS  
Burke-Stuart

WLAS 910 Seaboard Bcstg. Corp.  
1954 1,000-D P. O. Box 1197

Robert P. Mendelson, p, gm  
Rodric L. Jones, sm  
Anajeanne B. Mendelson,  
pd, wd  
A. D. Sisk, ce

Jerry Popkin, p  
Paul Parker, gm, cm  
Rod Dorsey, ce  
Joe Groves, sd  
Clyde Casper, fd  
Lucile Laughinghouse, wd

KANNAPOLIS (Cabarrus County)

WGTL 870 Fred H. Whitley Inc.  
1947 1,000-D P. O. Box 997  
8700

Fred H. Whitley, p, gm  
Foy T. Hinson, ce

KINGS MOUNTAIN (Cleveland County)

WKMT 1220 R. H. Whitesides  
1953 1,000-D Cleveland Ave. Ext.  
999

R. H. Whitesides, o  
Jonas R. Bridges, gm, cm  
Ned McGill, pmm  
Doris Bridges, pd, wd  
George B. Patterson, ce  
Robert Green, nd, fd

KINSTON (Lenoir County)

WELS 1010 Farmers Bcstg. Service  
1950 1,000-D 1312 W. Vernon Ave.  
5151  
KBS  
Devney  
Bogner & Martin

William S. Page, p  
Jack P. Hankins, gm, cm  
W. A. Kiker, pd  
Harvey Mewborn, ce  
Jack Rider, nd

WFTC 960 Town & Country Worldwide  
1937 5,000-D Prod.  
1,000-N 4111  
DA-N ABC  
Best

Connie B. Gay, p

WISP 1230 Citizens Bcstg. Co.  
1953 250 P. O. Box 885  
6161

E. J. Schuffman, p, gm  
J. L. Moseley, vp, cm, sd  
Adelaide Waller, pd, wd  
Wm. Dixon, ce

LAURINBURG (Scotland County)

WEWO 1080 Scotland Bcstg. Co.  
1947 1,000-D State Bank Bldg.  
770  
KBS  
Dora-Clayton

Edwin Pate, p  
J. R. Dalrymple Jr., gm, fd  
Truman Brock, ce  
Dick Brown, nd  
Rita Ryte, wd

WEWO-FM 96.5mc  
1951 9.2kw

# No. 1 Market in the Carolinas...

## GREENSBORO

### Per Family Sales\*

*First in  
the Carolinas*

followed by  
Charlotte and Raleigh

\* 1956 Survey of Buying Power

### Food Store Sales\*

*First in  
the Carolinas*

followed by  
Charlotte and Greenville  
(S. C.)

### General Mdse. Sales\*

*First in  
the Carolinas*

followed by  
Charlotte and Greenville  
(S. C.)

**WBIG ... Greensboro's first radio station  
... in 31st year of broadcasting**

**1<sup>ST</sup>**

in **P**opularity  
in **P**ersonalities  
in **P**ower — 5000 watts

Hollingbery, National Representative



# NORTH CAROLINA

City Call Letters TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>LEAKSVILLE (Rockingham County)</b>			
WLOE 1946	1490 250	WLOE Inc. Main 3-3118 MBS KBS	Douglas L. Craddock, p, gm, cm, pmm Barbara Earles, pd Eldred Winn, ce Carl Webb, nd, fd Mert Warren, sd Virginia Hugins, wd
WLOE-FM 1949	94.5mc 20kw		
<b>LENOIR (Caldwell County)</b>			
WJRI 1947	1340 250	John P. Rabb 107 West Ave. Plaza 4-5361 MBS KBS	John P. Rabb, p, gm F. Kent Atwater, cm K. Rabb, pd, wd Jerry Elliott, ce Edward Wallace Jr., nd Max Clup, fd
<b>LEXINGTON (Davidson County)</b>			
WBUY 1946	1440 5,000-D	Davidson County Bcstg. Co. P. O. Box 359 2716 KBS Continental Dora-Clayton	Omar G. Hilton, co-o Greeley N. Hilton, co-o, gm, pmm Dewey Hutchins, cm Don Matney, pd Fred L. Honeycutt, ce George Cox, nd
WBUY-FM 1949	94.3mc 0.3kw		
<b>LINCOLN (Lincoln County)</b>			
WLON 953	1050 1,000-D	Lincoln County Bcstg. Co. Inc. P. O. Box 248 Regent 5-8071	J. A. Polbill, p W. Jack Brown, vp, gm, cm, pmm, sd Tom Knight, pd, nd, fd Dennis C. Long, ce Hazelene C. Brown, wd
<b>LUMBERTON (Robeson County)</b>			
WAGR 954	1480 1,000 DA-2	Southeastern Bcstg. Corp. 217 E. Third St. 3394 Walker	Hector MacLean, p James Martinson, gm, cm Al Pruitt, pd Dusty Sbaever, slm Milton Newsome, ce
VTSB 946	1340 250	Robeson Bcstg. Corp. 112 W. 5th St. 6056 MBS KBS Continental	Al G. Stanley, gm, cm Marv Stuart, pd, pmm, nd William F. Rogers, ce
<b>LARION (McDowell County)</b>			
VBRM 949	1250 1,000-D	Lake City Bcstg. Corp. 13½ West Court St. 7221	W. P. Erwin, p Jack Reynolds, gm, pd, pmm, nd J. G. Pleasant, cm Hubert C. Martin, ce Jim Prince, fd Syd Carrigan, sd
<b>LARSHALL (Madison County)</b>			
VMMH 956	1460 500-D	Harold H. Thoms Skyline Drive 3521	Harold H. Thoms, o James B. Childress, gm Carl F. Davis, cm LeRoy Childress, pd John Randolph, ce Sam Patterson, nd
<b>LAYODAN (Rockingham County)</b>			
VMYN (P)	1420 500-D	G. E. McDaniel Madison, N. C.	
<b>ONROE (Union County)</b>			
VMAP 947	1060 250-D	Union Bcstg. Corp. P. O. Box 590 AT 3-6621 KBS Continental Tobacco Radio	Frank A. Funderburk, p, pd J. Archie Laney, gm, cm, sd William D. Benton, bus mgr Robert I. Smith, ce, nd, fd Virginia Scott, wd
<b>OORESVILLE (Iredell County)</b>			
HIP 50	1350 1,000-D	Wayne M. Nelson 3-4301 KBS	Wayne M. Nelson, p, gm cm Leoma Showmar, pd Philip W. Nelson, ce

<b>MOREHEAD CITY (Carteret County)</b>			
WMBL 1947	740 1,000-D	Carteret Bcstg. Co. Inc. P. O. Box 432 6-3188 KBS McGillvra	Grover C. Munden, p, gm A. J. Barbour, asst mgr Walter Niemi, cm, ce Fay Marette Merrell, pd Charles H. Markey, pmm Richard J. Babcock, nd, fd
<b>MORGANTON (Burke County)</b>			
WMNC 1947	1430 5,000-D	Nathan J. Cooper P. O. Box 698 1100	Nathan J. Cooper, o, gm Charles R. Tappy, cm Madelyn Y. Patton, pd, wd Frank A. Ballew, ce
<b>MT. AIRY (Surry County)</b>			
WPAQ 1948	740 10,000-D	Ralph D. Epperson Springs Road 1400 KBS Clark	Ralph D. Epperson, gm, ce Costin Lindsay, pd Harlan DeMasters, slm Horace Westmoreland, nd Joe Johnson, fd Lucy Bowman, cm Earlene Epperson, pmm Lew Kurtz, sd
WSYD 1951	1300 5,000-D 1,000-N DA-N	Mt. Airy Bcstrs. Inc. P. O. Box 209 581 MBS	Robert H. Epperson, p, gm, ce Erastus F. Poore, cm, pmm Bobby Moxley, pd Elbert Williams, nd, fd Ronald Johnson, sd
<b>NEW BERN (Craven County)</b>			
WHIT 1943	1450 250	Ray D. Williams P. O. Box 551 4450 MBS Tobacco Pearson	Ray D. Williams, o, gm Don Lee, cm Jim Putnam, pd Ed Williams, ce Paul Cox, fd Elythe Williams, wd, nd
WOOW 1953	1490 250	Radio New Bern Inc. Glenburnie Gardens 3311 KBS East Coast Network	Otto Griner, p H. M. Roberts, vp Paul E. Reid, gm James E. Kiker, pd Sam Birdsong, ce Bill Humble, sd
<b>NEWTON (Catawba County)</b>			
WNNC 1948	1230 250	Newton-Conover Bcstg. Co. Inc. P. O. Box 148 930	Earl Holder, p, gm Eugene Henry, cm Sulvia Cope, pd Eddie Rose, ce
<b>N. WILKESBORO (Wilkes County)</b>			
WKBC 1947	810 1,000-D	Wilkes Bcstg. Co. Radio Bldg. 633 KBS	Doris B. Brown, p, gm Roland B. Potter, cm Doyle Satterthwaite, pd, fd, sd Edwin Chipman, ce Ann Martin, wd
<b>OXFORD (Granville County)</b>			
WOXF 1949	1340 250	Oxford Bcstg. Corp. P. O. Box 1111 4167	A. N. Critcher, p James F. Flanagan, vp, gm Mike Hight, cm, pd Bob Smith, pmm Gale Lewis, ce Pat Flanagan, nd, sd
<b>RALEIGH (Wake County)</b>			
WKIX 1948	850 10,000-D	Sir Walter Tv Co. 2128 Western Blvd. Temple 4-8282	John W. English, p Roger Bower, vp, gm James E. Simpson, slm, sd Edric Davis, pmm, traff mgr Lee Poole, ce Peter R. Tripodi, dir client serv Elsie Williams, wd
WNAO-TV	5,000-N DA-N	ABC MBS Forjoe	
WKIX-FM 1948	96.1mc 29.5kw		
WMSN 1954	570 500-D	Merchants & Farmers Station 649 Maywood Ave. 3-3874	B. H. Ingle Sr., p, gm James E. Thornton, cm Ruth Johnson, pd Ed McLeod, ce
WPTF 1924	680 50,000 DA-N	WPTF Radio Co. Insurance Bldg. Temple 2-8311 Peters, Griffin, Woodward	Richard H. Mason, p, gm R. W. Youngsteadt, slm Graham B. Poyner, prog mgr Worth White, pmm Henry Hulick Jr., ce Phil Ellis, nd Earl Hostetler, fd Jim Reid, sd Harriet Pressly, wd
WPTF-FM 1949	94.7mc 15kw		
WRAL 1939	1240 250	Capitol Bcstg. Co. Inc. 130 S. Salisbury St. 4-6401 Forjoe	A. J. Fletcher, p Bill Currie, gm, cm George Hall, pd Virgil Duncan, ce Bill Armstrong, nd Ray Reeve, sd
WRAL-TV			
WRAL-FM 1946	101.3mc 54kw		
WSRC 1954	1410 1,000-D	(See Durham listing)	

**REIDSVILLE (Rockingham County)**

WFRC 1947	1600 1,000 DA-N	Piedmont-Carolina Bcstg. Co. Inc. P. O. Box 990 4361 ABC KBS Bogner & Martin	H. T. Williams, p Stephen F. Woodson, gm, cm, fd Alfred W. Nelson, pd William Scarborough, ce
WREB 1950	1220 250-D	Reidsville Bcstg. Co. P. O. Box 1349 7051, 6137 Interstate United Newspapers	William M. Oliver Sr., p, gm, cm, pd Katy P. Oliver, pd, pmm, wd William M. Oliver Jr., ce, nd, sd
WREB-FM 1948	102.1mc 1.6kw		

**ROANOKE RAPIDS (Halifax County)**

WCBT 1939	1230 250	WCBT Inc 251 Roanoke Ave. 7-2545 MBS KBS Continental	J. W. Crew Jr., p, gm Jerry Elliott, sm, nd Don Collins, cm Dick Phillips, pd Marvin Floyd, ce Jim Ferguson, sd
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**ROCKINGHAM (Richmond County)**

WAYN 1946	900 1,000-D	Radio Station WAYN Inc. Twining 5-4041	Wayne M. Nelson, p, gm Wm. Futterer, cm, pmm Carole Henderson, pd Carl M. Wilson, ce
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**ROCKY MOUNT (Nash County)**

WCEC 1947	810 1,000-D	Eastern Carolina Electronics 115 N. Church St. 2-3108 CBS KBS Pearson	Josh L. Horne, p Melvin J. Warner, gm Ray Thompson, cm Ray Wilkinson, pd Grover Taylor, ce Alex Dare, nd
WFMA (FM) 1947	100.7mc 33kw	(WCEC, Am Affiliate)	
WEED 1933	1390 5,000-D 1,000-N DA-2	W. Avera Wynne P. O. Box 752 6-6736 ABC Burn-Smith	W. Avera Wynne, o, gm Rainey E. Horner, cm Dale F. Knisely, sd Joe R. Morris, ce
WEED-FM 1949	92.1mc 0.27kw		

**ROXBORO (Person County)**

WRXO 1949	1430 1,000-D	Roxboro Bcstg. Co. P. O. Box 130 6013	Harold S. Taylor, p, gm, cm Lloyd Perkins, ce
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**SALISBURY (Rowan County)**

WSAT 1948	1280 1,000 DA-N	Mid-Carolina Bcstg. Co. P. O. Drawer 99 276 ABC McGillvra	C. H. Wentz, p Harry L. Welch, gm Kitty Murphy, cm, nd Gales M. Adkins, pd E. L. Sherman, ce Orval Cox, sd
WSTP 1938	1490 250	WSTP, Inc. 1105 Statesville Rd. 2121 MBS	Tom Harrell, p, cm Ted Austin, sec, pd Russell McIntire, sm, nd Bill Brown, sd Carl Watson, ce
WSTP-FM 1946	106.5mc 3kw		

**SANFORD (Lee County)**

WEYE 1952	1290 1,000-D	Lee Bcstg. Corp. 137 S. Steel St. Spring 4-5561	W. L. Simmons, p, gm
WWGP 1946	1050 1,000-D	Sandhills Bcstg. Corp. 210 St. Clair Ct. Springs 3-6611 KBS	W. E. Horner, p, treas Phil Peterson, gm, cm, pmm, fd, sd Ethel Nelson, asst cm Edward Becker, ce Jackie Barnes, traff, copy dir
WWGP-FM 1950	105.5mc 0.49kw		

**SHELBY (Cleveland County)**

WOHS 1946	730 1,000-D	Western Carolina Radio Corp. 1511 W. Dixon Blvd. 6313 MBS KBS	Robert M. Wallace, p, gm Don McLain, cm, pmm Harold Watson, pd Edwin Patterson, ce
WOHS-FM 1949	96.1mc 2.6kw		

**SILER CITY (Chatham County)**

WNCA 1952	1570 1,000-D	Chatham Bcstg. Co. Inc. P. O. Box 352 616 Best	William Wren, p L. C. Bruce, sec, gm, pd Gene Whitaker, sd James C. Jones, ce Alex McNeill, nd, fd
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**SMITHFIELD (Johnston County)**

WMPM 1950	1270 1,000-D	Selma Smithfield Bcstg. Co. Buffalo Rd. 2434	John S. Townsend, gm, ce Bill Burwell, cm Bill Kirby, pd John A. Wall, nd Ben E. Johnson, fd Geraldine Parrish, wd
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**SOUTHERN PINES (Moore County)**

WEEB 1947	990 1,000-D	Sandhill Community Bcstrs. Inc. 135 W. New Hampshire Ave. 2-2942 Holman	Jack S. Younts, p, gm Joseph A. Warren, cm, ce Elizabeth M. Younts, pd Charles G. Clapp, nd, sd E. H. Garrison Jr., fd
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**SPRUCE PINE (Mitchell County)**

WTOE 1955	1470 1,000-D	Toe River Valley Bcstg. Co. RFD No. 1, Box 20-B Po 5-4296	T. N. Cooper, p, gm J. O. Collis, sm Nelle Thomas, cm
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**STATESVILLE (Iredell County)**

WDBM (CP)	550 500-D	Iredell Bcstg. Co. c/o Walter A. Duke P. O. Box 464 Springfield, Tenn.	Walter A. Duke, o
WSIC 1947	1400 250	Statesville Bcstg. Co. P. O. Box 1189 9078	G. M. Allen, gm Jim Odom, cm Jim Melvin, pd T. Ken Abernethy, ce Dick Doudna, nd

WSIC-FM 1947	105.7mc 2.4kw		
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**SYLVA (Jackson County)**

----- (CP)	1480 5,000-D	Harold M. Thoms 100 College St. Asheville, N. C.	Harold M. Thoms, o
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**TABOR CITY (Columbus County)**

WTAB 1954	1370 5,000-D	Tabor City Bcstg. Co. 3171	John Soles Jr., p Troy McPherson, gm J. G. Worrell, cm Roger Earp, pd Harry Dunnagan, nd Arthur D. Nix, ce
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Get your share of the big \$ \$ \$ \$ \$ sales of the  
fabulous Raleigh-Durham

**NEGRO MARKET**

with

**WSRC**

Durham, N.C.

"The Negro programmed station for Raleigh-Durham"

Call our Reps and ask to see . . .  
The new 5 County Negro PULSE  
The new 5 County Regular PULSE

or

The new HOOPER

Anyway you want to look at it we are top dog. Also let our  
Reps give you the full WSRC hard hitting result getting sales  
story.

CALL . . . RAMBEAU  
Southeastern-DORA-CLAYTON

If you want ratings, results, Top Personalities and merchan-  
dising you want

**WSRC**

Durham, N.C.

"The Negro programmed station for Raleigh-Durham"

# NORTH CAROLINA

City	Call Letters	Chan. or Freq.	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>TARBORO (Edgecombe County)</b>				
WCPS	1946	760 1,000-D	Coastal Plains Bcstg. Co. Inc. Edgecombe Bank Bldg. 2191 Dora-Clayton	V. E. Fountain, p R. M. Fountain, evp G. Lee Hodges, gm W. Roy Ward, cm, sd Tom Shields, pd Herschall Barbour, nd
WCPS-FM	1953	104.3mc 7kw		
<b>THOMASVILLE (Davidson County)</b>				
WTNC	1947	790 1,000-D	Thomasville Bcstg. Co. P. O. Box 750 2701	George W. Lyles Sr., p Harold G. Harrison, gm, cm, pd, pmm James McAden, ce John Mauti, nd Joe Long, fd Jack Grubb, sd
WTNC-FM	1947	98.3mc 0.45kw		
<b>TRYON (Polk County)</b>				
WTYN	1954	1580 250-D	Polk County Bcstrs. P. O. Box 1317	Graves Taylor, co, gm Henry C. Bartol, cm Palmer Greer, ce
<b>WADESBORO (Anson County)</b>				
WADE	1947	1210 1,000-D	R. P. & R. A. Lyon P. O. Box 341 427	R. P. Lyon, co-o R. A. Lyon, co-o W. P. Billingsley, gm Dewey Gardner, ce Don Gray, nd, sd
<b>WALLACE (Duplin County)</b>				
WLSE	1953	1400 250	Duplin Bcstg. Co. 6911	Harry Kramer, p Lester L. Gould, gm John T. Newman, cm, pd, pmm, nd, fd, sd, wd Harry Massingale, ce
<b>WASHINGTON (Beaufort County)</b>				
WHED	1953	1340 250	Pamlico Bcstg. Co. Inc. P. O. Box 439 278 KBS Continental	W. W. Moore, p, gm P. A. Moore, vp, nd M. L. Moore, secy, treas R. W. Tripp, ce George Shriver, pd A. J. Ball, fd
WRRF	1942	930 5,000-D 1,000-N DA-N	Tar Heel Bcstg. Sys. Inc. Bank of Washington Bldg. 403 ABC Headley-Reed	W. R. Roberson Jr., p William R. Abeyounis, gm Merrill Daniels, pd L. E. Hiland, ce
<b>WAYNESVILLE (Haywood County)</b>				
HCC	1947	1400 250	Radio Station WHCC P. O. Box 180 Glendale 6-8661 KBS	Kenneth D. Fry, co-o, gm, cm Margaret F. Fry, co-o, pd, wd Joseph W. Herman, ce

Executive Abbreviations: Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Intl. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. lm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.  
Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.  
FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. A-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. —Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

<b>WHITEVILLE (Columbus County)</b>				
WENC	1946	1220 1,000-D	Whiteville Bcstg. Co. P. O. Box 700 2133 MBS Clark	J. A. Maulsby, p Jerry Honeycutt, gm, nd C. D. Pickerrell, cm Edna E. Ripple, pd, wd Graham Fore, ce, sd Frances Baldwin, traff mgr
<b>WILLIAMSTON (Martin County)</b>				
WIAM	1951	900 1,000-D	East Carolina Bcstg. Co. 115 E. Main St. 2478	William H. Farrior, co-o, sm, pd, pmm, nd, sd Charles M. Gaylord, co-o, cm, gm Charles Neer, ce Tom Brandon, fd Martha Peele, wd
<b>WILMINGTON (New Hanover County)</b>				
WGNI	1947	1340 250	New Hanover Bcstg. Co. P. O. Box 869 2-2493 MBS Walker	J. S. Brody, p Allen B. Jones, gm Tommy Thompson, cm Arthur L. Madeley, pd, ce, nd Tancil A. Horne, pmm, sd
WKLM	1956	790 500-D	Harold H. Thoms P. O. Box 432 KBS	Harold H. Thoms, p, cm
WMFD	1935	630 1,000	Richard Austin Dunlea 225 Princess St. 3-4666 ABC CBS Burn-Smith	Richard A. Dunlea Sr., p, gm Clay McBride, cm E. I. Herring Jr., ce Paul Jennewein, nd Charles Shepherd, sd
WMFD-TV		DA-2		
<b>WILSON (Wilson County)</b>				
WGTM	1937	590 5,000 DA-2	Watson Industries Inc. Herring Ave. Extension 2188 CBS Pearson Clarke Brown	P. T. Watson Sr., p, gm Desmond S. Barkley, cm William J. Bunn, pd P. T. Watson Jr., pmm Ernie Pate, ce Glen Vick, fd Clinton M. Faris, sd, nd
WVOT	1948	1420 1,000-D 500-N DA-N	Wilson Radio Co. Inc. 5157 MBS	H. W. Anderson, p H. W. Severance, gm P. O. Barnes, cm Joel Lawhon, pd Dan Williams, ce Al LaVie, nd
<b>WINSTON-SALEM (Forsyth County)</b>				
WAAA	1950	980 1,000-D	Laury Assoc. P. O. Box 3119 2-4121 KBS Pearson	Robert Monroe, p, gm Gil Hutchinson, sm William Kanzler, cm Larry Williams, pd Fred Bennett, ce
WAIR	1937	1340 250	Forsythe Bcstg. Co. 46 Miller St. Extn. 2-1133 ABC Burn-Smith	John F. Koons III, p
WAIR-FM	1947	93.1mc 34kw		
WSJS	1930	600 5,000 DA-2	Piedmont Publishing Co. 419-421 N. Spruce St. 5-2311 NBC Headley-Reed	Gordon Gray, p Harold Essex, vp, gm Harry B. Shaw, slm John Comas, prog mgr Bob Estes, pd Dick Barron, pmm Phil Hedrick, opr mgr F. O. Carver, nd
WSJS-TV		DA-2		
WSJS-FM	1947	104.1mc 41.8kw		
WTOB	1947	1380 5,000-D 1,000-N DA-N	Winston-Salem Bcstg. Co. Inc. 300 S. Stratford Rd. 3-4353 CBS MBS Venard, Rintoul & McConnell James S. Ayers	James W. Coan, p John G. Johnson, gm Charles W. Brunt, cm John E. Miller, pd, fd Tracy Lounsbury, pmm James H. Hoke, ce George Thomas, nd



**NORTH DAKOTA  
MARKET DATA BY COUNTIES**

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Passenger	
					Drug Sales 1955(\$000)	Cars 1955
Adams	4,910	1,170	\$5,474	\$1,038	\$142	1,622
Barnes	16,884	4,280	18,884	3,484	350	5,838
Benson	10,675	2,320	4,846	1,154	131	2,846
Billings	1,777	470	103	.....	.....	475
Bottineau	12,140	2,980	11,068	1,884	276	4,015
Bowman	4,001	960	6,192	802	109	1,544
Burke	6,621	1,730	5,005	850	163	2,275
Burleigh	25,673	8,740	43,905	6,858	1,495	10,438
Cass	58,877	18,150	102,429	14,260	2,464	21,757
Cavalier	11,840	2,520	8,134	1,302	149	3,468
Diekey	9,121	2,500	7,923	1,355	260	2,835
Divide	5,967	1,350	7,057	817	142	2,304
Dunn	7,212	1,550	3,477	752	66	1,884
Eddy	5,372	1,170	5,895	1,074	157	1,694
Emmons	9,715	2,000	5,981	1,288	63	2,708
Foster	5,337	1,450	6,513	738	297	1,881
Golden Valley	3,499	880	3,918	851	85	1,269
Grand Forks	39,443	11,990	63,773	8,981	1,027	12,910
Grant	7,114	1,540	3,667	648	111	1,953
Griggs	5,460	1,270	5,907	937	107	1,886
Hettinger	7,100	1,750	6,365	1,044	103	2,194
Kidder	6,168	1,430	4,421	580	105	1,712
La Moure	9,498	2,250	9,012	1,561	185	3,078
Logan	6,357	1,250	3,577	536	107	1,857
McHenry	12,556	2,890	8,572	1,848	216	3,826
McIntosh	7,590	1,630	6,754	839	108	2,519
McKenzie	6,849	1,740	4,760	758	237	2,231
McLean	18,824	5,070	13,639	3,093	550	5,940
Mercer	8,686	2,012	7,044	1,059	149	2,649
Morton	19,295	5,220	21,121	4,120	528	6,598
Mountrail	9,418	2,410	10,200	1,487	347	3,517
Nelson	8,090	1,660	6,410	890	157	2,634
Oliver	3,091	480	651	129	.....	709
Pembina	13,990	3,480	13,426	2,338	269	4,535
Pierce	8,326	2,020	6,810	1,050	325	2,666
Ramsey	14,373	3,420	18,954	3,304	458	4,688
Ransom	8,876	2,140	8,676	1,530	409	3,108
Renville	5,405	1,460	5,742	728	175	1,797
Richland	19,865	5,050	20,420	3,325	441	6,455
Rolette	11,102	2,130	8,252	1,507	228	2,554
Sargent	7,616	1,740	3,545	787	58	2,369
Sheridan	5,253	1,160	3,412	458	186	1,607
Sioux	3,696	540	1,229	82	.....	711
Slope	2,315	490	387	113	.....	.....
Stark	16,137	3,920	20,326	2,693	590	5,561
Steele	5,145	1,170	2,669	564	.....	1,806
Stutsman	24,158	6,500	28,837	4,796	801	7,948
Towner	6,360	1,250	5,292	806	110	2,049
Trail	11,359	2,820	13,017	1,813	299	4,050
Walsh	18,859	4,460	21,380	3,298	380	6,247
Ward	34,782	11,250	57,194	8,014	2,632	12,425
Wells	10,417	2,620	9,547	1,811	227	3,354
Williams	16,442	8,000	28,553	4,753	746	8,433
Total	619,636	164,430	\$700,345	\$110,787	\$18,720	208,105

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

**DIRECTORY OF AM AND FM STATIONS**

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>BISMARCK (Burleigh County)</b>			
KFYR 1925 KFYR-TV	550 5,000 DA-N	Meyer Bcstg. Co. 200½ Fourth St. NBC Blair	William Ekberg, p R. W. MacLeod, sm Donald McLean, pd Jack Swenson, pmm, nd Ivar Nelson, ce
<b>DEVILS LAKE (Ramsey County)</b>			
KDLR 1925	1240 250	KDLR Inc. 1025 3d St. 1090 MBS KBS Creat Northern Bcstg. Sys. Holman	Bert Wick, p, gm Paul R. Lange, cm Wilbur Clemenson, pd Norman Buckner, pmm, sd Richard Moritz, ce Jerry Regnier, nd
<b>DICKINSON (Stark County)</b>			
KDIX 1947 KDIX-TV	1230 250	Dickinson Radio Assn. 119 2nd Ave. W. 4113 KBS Holman	P. J. Weir, p Orville F. Burda, gm, pmm Eugene A. Spear, cm Lauren Haacke, pd Benjamin Lockerd, ce Warren Vranna, nd
<b>FARGO (Cass County)</b>			
KFCO 1948	790 5,000 DA-N	Northern States Bcstg. Co. 421½ N. P. Ave. 2-3291 ABC Cill-Perna	W. R. Haggart, p Charles C. Burke, gm, cm, pmm Chuck Davis, pd, nd, fd Cerry Steven, trans eng Norris Pederson, studio eng
*KFNW 1955	900 1,000-D	Northwestern Schools, Bible College, College of Arts, Theological Seminary 2-5949	Richard A. Elvec, p Loren F. Bridges, gm Clarence LaBonte, ce
KVOX 1937	1280 1,000	(See Moorehead, Minn. listing)	
WDAY 1922 WDAY-TV	970 5,000 DA-N	WDAY Inc. American Life Bldg. 2-3371 NBC Northwest Net. Free & Peters	E. C. Reineke, p Tom Barnes, gm Jack Dunn, sm Bill Burn, sm Ernie Brevik, pd Roy Pedersen, pmm Julius Hetland, tech dir Norm Schrader, nd

Executive Abbreviations: Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.  
Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.  
FM's in italic. \*-Non-Commercial Station. CP-Construction Permit issued. D-Day. DA-D-Directional Antenna, day only. DA-N-Directional Antenna, night only. DA-I-Directional Antenna, same pattern day and night. DA-2-Directional Antenna, different pattern day and night. L-Limited Time with Dominant Station. LS-Local Sunset. N-Night. SA-Special Authorization. SH-Specified Hours. ST-Share Time.

**RADIO'S NO. 1 SOURCE OF  
LOCAL PERSONALITY PROGRAMS  
SPORTS AND SPECIAL EVENTS SHOWS**

STATIONS  
BUILD SALES with . . .



**WORLD  
SALES AND  
PROGRAM SERVICE**

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

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

**NORTH DAKOTA**

City	Chan. or Freq.	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>GRAND FORKS (<i>Grand Forks County</i>)</b>			
*KJFM 1923	1370 1,000-D	University of North Dakota University Station 4-6141	George W. Starcher, p Myron M. Curry, dir Evonne Scron, asst dir Clifford J. Thomforde, ce
KILO 1941	1440 1,000-D 500-N	Grand Forks Herald Inc. First Natl. Bank Bldg. 4-5321 CBS Everett-McKinney O'Connell	M. M. Opegard, p Herman Livingston, gm, cm William F. Rendell, pd, nd Arnold F. Petrich, ce William Rendell, fd Ed Bohnhoff, sd
KNOX 1947 KNOX-TV	1310 5,000 DA-N	Community Radio Corp. P. O. Box 1110 4-4611 MBS Great Northern Rambau Bulmer & Johnson	Elroy Schroeder, p Jack French, mgr, sd Robert C. Lukkason, cm, slm Chuck Buidlic, pd Bo West, pmm Dave Chumley, ce Charels K. Buidlic, nd
<b>HETTINGER (<i>Adams County</i>)</b>			
KNDC 1954	1490 250	Hettinger Bcstg. Co. 547 Upper Midwest	T. G. Barclay, p Les Kleven, gm, fd Roger R. Ien, pd Richard Patterson, cc Warren Papke, nd, pmm Tommy Clement, sd
<b>JAMESTOWN (<i>Stutsman County</i>)</b>			
KEYJ 1954	1400 250	James River Bcstg. Co. P. O. Box 1170 1400 MBS KBS	Robert E. Ingstad, p Alfred G. Berry, sta dir Robert L. Richardson, cm, sd James L. Footit, pd, pmm Kenneth L. Rich, ce
KSJB 1937	600 5,000 DA-1	North Dakota Bcstg. Co. 4000 W. Main St. Fargo, N. D. Jamestown 1600 CBS Dakota Net. Weed	John W. Boler, p Eugene Hoge, res mgr S. S. Ingersol, slm Kay Kennelly, pd Harvey Van Erem, ce Werdna Ingersol, wd
<b>MANDAN (<i>Morton County</i>)</b>			
KBOM 1922	1270 1,000-D 250-N	Mandan Radio Assn., Inc. P. O. Box 1441 Bismarck, N. D. 3-2015 Great Northern Gill-Perna	J. K. Harris, p, gm R. C. Johnson, cm, pd Ray Barnett, ce Larry Mills, nd Herb Leupp, fd Guy Becker, sd
<b>MINOT (<i>Ward County</i>)</b>			
KCJB 1950 KCJB-TV	910 1,000 DA-N	North Dakota Bcstg. Co. Inc. Hiway 83 South 51-161 CBS Dakota Radio Net. Weed	John W. Boler, p Chester Reiten, res mgr Don McDowell, pdm Joseph Main, ce Howard Graber, nd Rodney Romine, sd
KLPM 1929	1390 5,000-D 1,000-N	Minot Bcstg. Co. Fair Block 41-146 MBS Great Northern Walker Gill-Perna	John B. Cooley, ptrn, gm C. W. Baker, ptrn, sm, ce Leslie E. Maupin, ptrn, slm, pd Ken Knutson, nd E. H. Cooley, fd Russ Smith, sd
<b>VALLEY CITY (<i>Barnes County</i>)</b>			
KOVC 1936	1490 250	KOVC Inc. 135 Central Ave. S. 1490 MBS Great Northern Valley Radio Net.	Robert E. Ingstad, p, gm Ed Weeks, cm Russ Kaber, pd, sd Charles Sjostrom, ce Larry Iverson, fd Mary Jean Ingstad, wd
<b>WAHPETON (<i>Richland County</i>)</b>			
KBMW 1948	1450 250	(See Breckenridge, Minn., listing)	
<b>WILLISTON (<i>Williams County</i>)</b>			
KEYZ 1948	1450 250	Charles L. Scofield P. O. Box 1240 3-3911	Charles L. Scofield, p, gm, ce Willard L. Holter, cm, pm Jack McGeehan, nd Don Hotchkiss, fd Bob Miller, sd Fran Stanley, wd
GCX 926	1480 5,000	(See Sidney, Mont., listing)	

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

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

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**OHIO**

**OHIO**

**MARKET DATA BY COUNTIES**

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger Cars 1955	
						Cars	Passenger Cars
Adams	20,499	6,240	\$16,991	\$3,412	\$296	6,301	33,918
Allen	88,183	29,100	115,750	25,186	2,765	13,884	32,854
Ashland	33,040	10,950	40,324	7,644	986	12,535	12,361
Ashtabula	78,695	25,780	113,737	25,409	2,258	24,363	7,718
Athens	45,839	12,080	36,659	8,843	1,104	6,802	6,651
Auglaize	30,637	9,900	37,056	8,506	621	4,492	20,025
Belmont	87,740	25,930	72,545	26,492	1,453	6,430	10,975
Brown	22,221	6,910	18,153	3,728	511	1,077	16,784
Butler	147,203	47,040	199,248	43,157	4,848	25,506	42,908
Carroll	19,039	5,720	14,869	3,873	252	10,506	20,025
Champaign	26,793	8,490	29,885	6,119	855	12,344	21,469
Clark	111,661	36,510	148,122	32,550	4,492	10,533	34,667
Clermont	42,182	13,000	51,936	12,630	643	4,330	10,975
Clinton	25,572	8,210	33,139	6,941	870	1,077	16,784
Columbiana	98,920	31,720	118,549	29,554	4,330	543,012	16,842
Coshocton	31,141	10,080	30,911	6,857	870	11,340	12,133
Crawford	38,733	12,860	49,105	9,581	769	10,338	26,535
Cuyahoga	1,389,532	456,400	2,005,983	470,684	72,543	11,114	245,293
Darke	41,799	13,140	48,121	9,510	1,077	16,784	16,842
Defiance	25,925	8,290	41,192	7,682	782	22,344	21,469
Delaware	30,278	8,970	30,588	6,059	526	8,599	212,762
Errie	62,565	17,440	71,338	17,144	2,475	10,338	26,535
Fairfield	52,130	16,730	62,711	15,168	1,893	11,114	245,293
Fayette	22,554	7,310	31,997	6,013	561	8,599	212,762
Franklin	503,410	171,610	761,591	164,157	25,718	10,938	7,216
Fulton	25,580	8,070	38,731	5,721	652	10,338	26,535
Gallia	24,910	6,310	22,645	5,509	422	13,143	26,535
Geauga	26,646	7,800	28,025	6,837	703	11,114	245,293
Greene	58,892	19,580	71,668	16,188	2,081	11,114	245,293
Guernsey	38,452	11,290	29,963	7,238	643	11,114	245,293
Hamilton	723,952	247,260	1,049,383	232,688	32,365	19,501	10,603
Hancock	44,280	15,260	57,945	11,618	1,341	10,603	6,223
Hardin	28,673	8,910	27,822	6,583	567	8,238	10,317
Harrison	19,054	5,660	13,254	3,478	301	6,223	9,238
Henry	22,423	6,820	30,011	6,766	535	7,712	6,411
Highland	28,188	9,160	34,931	7,371	712	10,317	4,882
Hocking	19,520	5,330	19,480	4,237	512	16,305	9,352
Holmes	18,760	4,430	12,789	3,006	282	4,882	16,305
Huron	39,353	12,760	47,333	9,799	1,450	4,882	16,305
Jackson	27,767	8,140	29,225	5,999	486	2,721	28,990
Jefferson	96,495	27,500	117,609	32,230	2,721	889	13,622
Knox	35,287	11,380	40,025	8,472	869	3,664	15,360
Lake	75,979	28,920	130,967	31,339	3,664	898	15,360
Lawrence	49,115	14,040	43,071	12,599	898	2,322	29,902
Licking	70,645	23,430	88,905	21,123	2,322	861	12,743
Logan	31,329	10,500	44,157	10,391	861	6,645	156,577
Lorain	148,162	51,180	205,992	52,526	5,465	66,945	20,129
Lucas	395,551	129,700	567,984	127,120	20,129	8,096	9,297
Luzerne	22,300	6,110	32,336	5,752	510	19,518	19,138
Mahoning	257,629	77,000	345,598	86,550	8,594	1,815	19,138
Marion	49,929	17,070	66,095	13,726	1,423	581	6,750
Medina	40,417	13,400	53,002	11,739	1,423	10,317	6,750
Meigs	23,227	6,790	21,005	4,591	581	10,317	6,750
Mercer	28,311	8,550	37,467	6,168	507	11,043	25,915
Miami	61,309	20,620	83,150	18,586	1,968	71	4,080
Monroe	15,362	4,210	7,864	1,647	103	170,160	4,130
Montgomery	398,441	133,860	602,477	135,155	19,459	106	6,694
Morgan	12,836	3,970	10,644	2,001	227	4,130	25,750
Morrow	17,168	5,210	13,432	2,567	166	3,381	13,435
Muskingum	74,535	23,590	85,936	19,527	3,074	155	19,138
Noble	11,750	3,360	9,001	1,133	155	13,435	2,510
Ottawa	29,469	9,740	36,924	8,547	581	6,103	8,921
Paulding	15,047	4,630	15,073	2,510	217	10,329	9,742
Perry	28,999	8,260	20,286	5,576	361	26,696	11,397
Pickaway	29,352	7,660	32,474	5,694	692	4,949	7,442
Pike	14,607	6,540	21,862	5,248	494	9,742	26,696
Portage	63,954	19,890	82,334	21,818	2,178	11,397	460
Preble	27,081	8,590	25,713	5,163	485	460	9,730
Putnam	25,248	7,430	25,518	4,351	460	3,048	19,446
Richland	91,305	29,910	129,939	38,387	3,048	20,262	29,571
Ross	54,424	16,090	57,931	14,218	1,538	19,446	20,262
Sandusky	46,114	15,550	66,950	13,197	1,253	2,134	29,571
Scioto	82,910	29,200	92,748	21,764	2,134	1,702	20,720
Seneca	52,978	18,750	61,179	13,525	1,702	11,989	110,189
Shelby	28,488	8,770	32,636	8,031	662	11,989	110,189
Stark	283,194	91,200	373,889	92,617	9,636	17,792	166,300
Summit	410,032	136,790	581,548	139,360	17,792	6,029	166,300
Trumbull	158,915	50,160	199,624	52,447	5,449	6,029	17,144
Tuscarawas	70,320	22,360	79,456	18,692	1,714	26,156	8,081
Union	20,687	6,450	26,654	4,313	526	10,625	3,010
Van Wert	26,971	9,030	29,391	6,786	672	18,813	17,994
Vinton	10,759	2,590	5,310	1,339	98	18,813	17,994
Warren	38,505	13,270	47,613	11,794	877	16,078	23,320
Washington	44,407	13,830	43,268	9,935	1,294	1,866	831
Wayne	58,716	17,540	71,965	14,084	1,866	24,091	7,897
Williams	26,202	8,710	30,932	6,436	831	11,674	24,091
Wood	59,605	18,350	65,143	15,532	1,487	600	7,897
Wyandot	19,785	6,320	22,520	4,312	600	7,897	7,897
Total	7,946,627	2,581,540	\$10,579,152	\$2,438,305	\$311,133	3,108,162	

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## “Wanna See OUR PULSE?”

**O**NE look at February-March, 1956 Pulse figures and you'll see that WDAY Radio is *surging* with health, here in the Red River Valley!

This new Pulse Area Report covered 23 North Dakota counties, 21 Minnesota and 11 South Dakota—a 55-county market with 205,000 radio homes.

It shows that WDAY gets—

**More than TWICE as many listeners as the No. 2 Station! . . .**

**More listeners than the No. 2 and 3 Stations COMBINED! . . .**

**FOUR times as many listeners as the No. 4 Station!**

It's like we've been telling you for years—WDAY just doesn't have any real competition in the Red River Valley!

Let Peters, Griffin, Woodward, Inc. fill you in with *all* the facts.

# WDAY

## FARGO, N. D.

**NBC • 5000 WATTS • 970 KILOCYCLES**

PETERS, GRIFFIN, WOODWARD, Inc., Exclusive National Representatives



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# "VOICE OF FORTUNE"



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QUIZ GAME!



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CINCINNATI HOLLYWOOD

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

### OHIO

City Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives	Call Letters Established Power	Licensee Headquarters Telephone Network Station Rep.	Executives	
<b>AKRON (Summit County)</b>							
WADC 1925	1350 5,000 DA-1	Allen T. Simmons Inc. Corner Main & Mill Jefferson 5-6165 CBS Hollingbery	Allen T. Simmons, p, gm Robert B. Wilson, cm, asst mgr Elder Fisher, pd, nd, fd Mary Jo Stasel, pmm Arnold Bock, ce Ernie Stadvec, sd	WHKK 1945	640 1,000 DA-1 L-KFI	WHKK Bcstg. Co. 51 W. State St. Blackstone 3-7101 MBS Bolling	J. B. Maurer, co-o P. R. Herbert, co-o Cliff Rodgers, pd Andrew Smith, ce Ghet Trouten, nd Tom Good, fd
WAKR 1940 WAKR-TV	1590 5,000 DA-N	Summit Radio Corp. 853 Copley Rd. (20) Portage 2-8811 ABC Weed	S. Bernard Berk, p Roger C. Berk, vp, gm Kenneth M. Keegan, vp, sls dir Bob Wylie, pd, sd Irwin L. Knopp, ce Ed McDonald, nd	<b>ALLIANCE (Stark County)</b>			
WAKR-FM 1947	97.5mc 4.4kw			WFAH 1953	1310 1,000-D DA-D	Review Publishing Co. 2720 S. Union Ave. 1-5345 Rambeau	D. A. Peterson, gm Robert A. Gates, cm Edward D. Krahling, pd, sd Gene Peterman, ce Mark Landsman, nd Tony Gates, fd
WGUE 1950	1150 1,000-D DA-D	Akron Bcstg. Corp. 41 S. Main (8) Franklin 6-7114 Pearson	Tim Elliot, p Jack Maurer, vp, slm Harley Lucas, sm Rick Reighard, pdm Jean Elliott, pmm, wd George V. Paul, ce	WFAH-FM 1947	101.7mc 1kw		
				<b>ASHLAND (Ashland County)</b>			
				WATG 1947	1340 250	Radio Ashland Inc. Route 42, Mansfield Rd. 2-1573 McGillvra	Charles D. Calhoun, p, gm Lewis C. Roche, evp Harlan Cook Jr., cm Jack Murdock, pd, nd Arlie McCart, sd Cathy Dongess, wd
				WATG-FM 1947	101.3mc 10.2kw		
				<b>ASHTABULA (Ashtabula County)</b>			
				WICA 1937 WICA-TV	970 5,000-D 1,000-N DA-2	WICA Inc. 32-126 Everett-McKinney Ohio Stations Reps	D. C. Rowley, p J. Colin, gm D. W. Fassett, sm John Strasen, pd Lawrence Gerrity, pmm Frank Bernato, ce Henry Murray, nd
				WICA-FM 1949	103.7mc 40kw		

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

**WWVA** WHEELING, WEST VIRGINIA  
50,000 WATTS — CBS RADIO  
PULSE PROVES WWVA FIRST IN 43-COUNTY SURVEY

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**FIRST** in every quarter hour: morning, afternoon and night . . . seven days a week!  
WWVA reaches an area of 1,750,000 people with \$2.2 Billion to spend!  
**30 YEARS OF SERVICE TO THE HEART OF INDUSTRIAL AMERICA**  
National Sales Offices: 118 East 57th St., New York 22, N. Y.



ATHENS (*Athens County*)

WATH 970 Radio Athens  
1950 1,000-D P. O. Box 527  
3-1587  
Gontinental

WOUB 1840 Ohio University  
(CP) 100 College St.

WOUI (FM) 91.5mc  
1950 0.01kw

A. H. Kovlan, o, gm, ce  
John Kerr, cm  
Paul Ellison, pd, nd  
George Charles, pmm  
Ted Covert, fd  
Richard Peters, sd

Vincent Jukes, radio-tv dir

BELLAIRE (*Belmont County*)

WTRX 1290 WTRX Inc.  
1947 1,000-D "Woodmont"  
Route 214  
1515  
MBS

WTRX-FM 100.5mc  
1947 9kw

Walter Patterson, p  
Edwin R. Huse, vp, gm  
William Greaver, mgng dir  
William Nuzum, pd  
Chester F. Nedvesky, ce  
George Diab, nd, sd

BELLEFONTAINE (*Logan County*)

WOHP 1890 Lake Erie Radio & Tv Corp.  
1952 500-D E. Sandusky St.  
2-5796

Theodore Nelson, p  
R. K. Wood, gm, cm  
Kenneth Arnold, ce  
Jean Wood, pd  
Nina Lewis, nd

BOWLING GREEN (*Wood County*)

WBWG 730 Howard R. Ward  
1954 250-D P. O. Box 105  
DA-D 3-8021

Howard R. Ward, p, gm  
Gene Robinson, pd  
Roy Gallagher, ce  
John C. Dunn, nd, fd  
Alma Vriesen, wd

CAMBRIDGE (*Guernsey County*)

WILE 1270 Land O'Lakes Bcstg. Corp.  
1948 1,000-D 917 Beatty Ave.  
4-5605  
KBS

Howard A. Donahoe, o, p, gm  
David C. Lorimer, asst to p,  
pdm, pmm  
Robert F. Kah, cm  
Bill Robinson, pd, nd, fd, sd  
Harold Black, ce

CAMPBELL (*Mahoning County*)

WHOT 1570 (See Youngstown listing)  
1955 250-D  
(CP)  
1,000 DA-D

CANTON (*Stark County*)

WAND 900 P. G. Wilson  
1947 500-D 106 High Ave., N.W.  
Glendale 6-8396  
Best

WCMW 1060 Stark Bcstg. Corp.  
1946 1,000-D Hills & Dales Rd. N.W.  
Glendale 5-9475  
Burke-Stuart

P. C. Wilson, p, cm  
James Wilson, gm, pd  
Joseph Kish, pmm, tech dir  
Ronald Baker, ce  
Albert Gill, nd, sd  
Anita Lynch, wd

WHBC 1480 Ohio Bcstg. Co.  
1925 5,000 550 S. Market St.  
DA-N Glendale 6-7166  
ABC  
Venard, Rintoul  
& McGonnell

S. I. Huffman, p  
Clark L. Dozer, mgr  
Jack R. Hale, cm  
Dennv I. Dever, pd, fd  
Dick Bremkamp, pmm  
William Waechter, ce  
Joe Saxon, nd

WHBC-FM 94.1mc  
1948 15kw

CHILICOTHE (*Ross County*)

WBEX 1490 Shawnee Bcstg. Co. Inc.  
1947 250 P. O. Box 244  
PR 3-2244  
ABC  
MBS  
McGavren-Quinn

Truman A. Morris, p, gm  
Jeff Guier, slm  
John Howe, ce  
Al Batteiger, nd  
Betty Knab, wd

WCHI 1850 Norman Glenn  
1956 500-D 800 Eastern Ave.  
Prospect 5-1046  
McGillvra

Norman Glenn, o, p, gm, cm  
Sharon Simon, pd, wd  
Curley Wilson, fd  
Holt Hildner, nd

CINCINNATI (*Hamilton County*)

WCIN 1480 Rounsaville of Cincinnati  
1953 1,000-D Inc.  
WQNX (TV) DA-D 3301 Beekman St.  
(CP) Mulberry 1-7600  
Gill-Perna  
Dora-Clayton

Robert W. Rounsaville, p  
Ralph B. Johnson, gm  
Bernard M. Dabney Jr., cm  
Charles (Bugs) Scruggs, pd  
Joe E. McGonnack, ce  
Jim Reed, nd

WGKY 1530 L. B. Wilson Inc.  
1929 50,000 Hotel Gibson  
DA-N Gherry 1-6565  
Weistead  
AM Radio Sales

G. H. Topmiller, p, gm  
Thomas A. Weistead, vp  
Jeanette Heinze, sec, treas  
Robert M. Fleming, pmm  
Paul F. Miller, pd  
John Murphy, nd  
Marty Roberts, fd  
Paul Sommerkamp, sd  
DeVina Wheeldon, wd

WCPO 1230 Scripps-Howard Radio Inc.  
1928 250 2345 Symmes St. (6)  
WCPO-TV Gapitol 1-0777  
MBS  
Blair

Jack R. Howard, p  
M. G. Watters, gm  
Colin G. Male, sta dir  
Bill Dawes, pd  
Robert Rietman, slm  
Paul Adams, ce  
Jack Fogarty, nd, pmm

WCPO-FM 105.1mc  
1949 12.5kw

WKRC 550 Radio Cincinnati Inc.  
1924 5,000-D Hotel Alms  
WKRC-TV 1,000-N Woodburn 1-0550  
DA-2 CBS  
Katz

Hulbert Taft Jr., p  
David G. Taft, evp  
Hubbard Hood, gm  
Herb Heilbrun, loc slm  
Kenneth W. Church, natl slm  
Ed Kennedy, pd, sd  
Bill Hansher, eng dir  
Pat Boisseau, nd, fd

WKRC-FM 101.9mc  
1947 15.5kw

WLW 700 Grosley Bcstg. Corp.  
1922 50,000 140 W. 9th St. (2)  
WLWT (TV) Cherry 1-1822  
NBC  
Crosley Sales  
NBG Spot Sales  
Bomar Lowrance

James D. Shouse, chmn of bd  
Robert E. Dunville, p, gm  
H. P. Lasker, sls vp  
George Gray, slm  
Al Bland, pgms vp  
Gene Dailey, pd  
R. J. Rockwell, vp, eng dir  
Kieran T. Murphy, vp, treas  
Gilbert Kingsbury, pub rel vp  
Robert Miller, fd

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METROPOLITAN TRADING AREA  
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COVERS THE LOYAL AND ATTENTIVE  
RICH NEGRO MARKET WITH HIGH  
NEGRO FAMILY INCOME

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WLOU, LOUISVILLE  
WSOK, NASHVILLE  
WOBX, JACKSONVILLE  
WIOK, TAMPA-ST. PETERSBURG  
WMBM, MIAMI-MIAMI BEACH  
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National Representatives GILL-PERNA, INC. Southeastern Representative DORA-CLAYTON AGENCY  
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- ★ BETTER AND BETTER LOCAL SALES RESULTS.
- ★ OVER 50% LOCAL RENEWALS

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- ★ DOROTHY MALLIN
- ★ WAYNE MACK
- ★ "BIG CHIEF" NORMAN WAIN
- ★ BILL REID
- ★ VAN LANE
- ★ BUD WENDELL
- ★ CANDY LEE

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**WDOK AM-FM**

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FRED WOLF GEN. MGR. MA 1-2890

**OHIO**

**CINCINNATI (Cont.)**

WSAI 1923	1860 5,000 DA-N	Gordon Bcstg. Co. Hotel Sinton Main 1-1068 Weed	Sherwood R. Gordon, p, gm Charles A. Black, vp, sm Lu Bassett, nat'l slm Harold O. Parry, loc slm Arthur Flaot, pmm Jonas E. Heiser, ce Bill Robbins, nd
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WSAI-FM  
1955

102.7mc  
14.7kw

**CLEVELAND (Cuyahoga County)**

KYW 1923 KYW-TV	1100 50,000	Westinghouse Bcstg. Co. 815 Superior Ave. Cherry 1-0942 Peters, Griffin, Woodward	Donald H. McGannon, p Rolland V. Tooke, vp Gordon Davis, gm John McIntosh Jr., slm Howard Spiller, tech oper Ed Wallis, pmm
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KYW-FM  
1948

105.7mc  
14kw

WDOK 1950	1260 5,000 DA-2	Civic Bcstrs. Inc. 1515 Euclid Ave. Main 1-2890 H-R Reprs.	Frederick C. Wolf, p, gm E. J. Sklenicka, sec Ralph E. Quay, asst pd Clifford Ormston, ce Norman Wain, pmm Dorothy Mallin, wd William Reid, nd
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WDOK-FM  
1954

102.1mc  
9.4kw

WERE 1948 WERE-TV (CP)	1800 5,000 DA-1	Cleveland Bcstg. Inc. 1501 Euclid Ave. Superior 1-9600 Venard, Rintoul & McConnell	Ray T. Miller, p Richard M. Klaus, vp, gm Charles A. Dunbar, cm Harry Dennis, ce Jerry Bowman, nd, fd Sam Elber, pmm
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WERE-FM  
1947

98.5mc  
20kw

WGAR 1930	1220 50,000 DA-1	Peoples Bcstg. Co. Hotel Statler Prospect 1-0200 CBS Christal	Murray D. Lincoln, p Herbert E. Evans, corp vp, gm Carl E. George, sta vp, gm Robert B. Forker, cm Robert Smiley, pd Donald McCollister, co-ce Lloyd Wingard, co-ce Charles Day, nd Bill McColligan, sd Ruth Allen, wd
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WGAR-FM  
1952

99.5mc  
31kw

WHK 1921 WHK-TV (CP)	1420 5,000 DA-N	Forest City Publishing Co. 5000 Euclid Ave. Express 1-5000 NBC NBC Spot Sales	Sterling E. Graham, p Kenneth K. Hackathorn, gm William K. Brusman, cm Leslie F. Biehl, pd John Wymar, pmm Ralph H. DeLany, ce Jack Pluntze, nd
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WHK-FM  
1947

100.7mc  
11.5kw

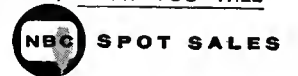
**MEDIA DIRECTORS WHO MATCH BUDGET**

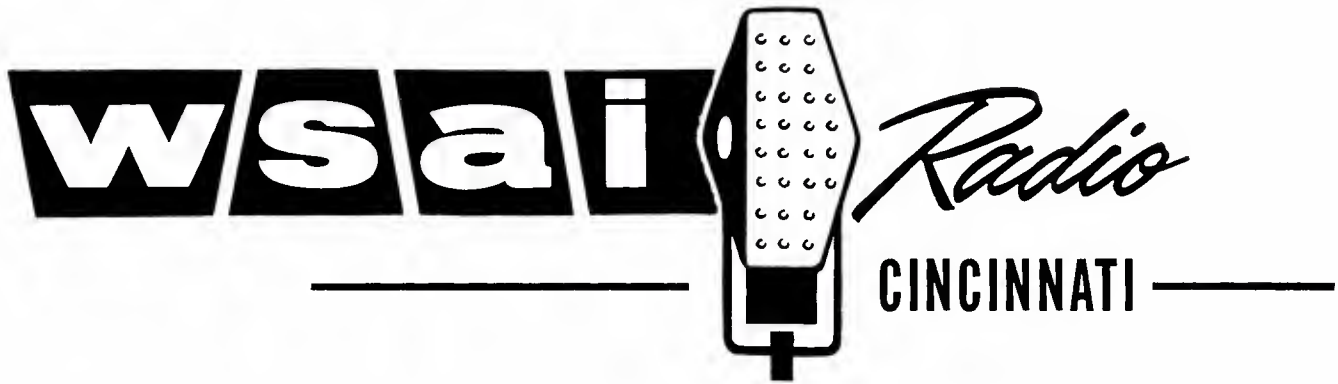
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**FIRST IN CINCINNATI**, 6 A.M. to 12 P.M., seven days a week, based on **average share of audience**. (Pulse, Sept.-Oct. 1956)

**FIRST IN CINCINNATI**, 6 A.M. to 12 P.M., Sunday through Saturday, in total Nielsen Station Index Area audience. (Oct. 1956 report.)

**FIRST IN CINCINNATI**, 6 A.M. to 12 P.M., seven days a week, in **out-of-home audience**, based on average quarter-hour ratings. (Pulse, Sept.-Oct. 1956)

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 complete news  
 and weather . . .  
 19 hours a day!



City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>CLEVELAND (Cont.)</b>				
WJMO 1947	1540 1,000-D	Friendly Bcstg. Co. 2157 Euclid Ave. Superior 1-4424 United Bcstg. Co.	Richard Eaton, p C. C. Courtney, vp, cm, ce Paul Nakel, sm	
WJW 1943 WJW-TV	850 5,000 DA-1	Storer Bcstg. Co. 1375 Euclid Ave. Superior 1-0101 ABC katz	George B. Storer Sr., p John D. Kelly, gm, cm Charles V. Hunter, slm Bruce MacDonald, pd Peter Lee, pmm Harold Brinkman, ce Tom Carson, nd, sd	
WJW-FM 1948	104.1mc 2.8kw			
WSRS 1947	1490 250	WSRS Inc. 2156 Lee Rd. Cleveland 18 Erview 1-2005 NAE Inc.	Samuel R. Sague, p, gm B. W. Sague, vp George W. Bickford, sec- Norman V. Bergholm, exec dir, Robert Leedham, ce Sterling Barlow slm Maurice Hesselgrave, pmm Ted Lawrence, nd	
WSRS-FM 1947	95.3mc 1kw			
<b>COLUMBUS (Franklin County)</b>				
WBNS 1924 WBNS-TV	1460 5,000-D 1,000-N DA-N	Radio Ohio Inc. 33 N. High St. Capital 4-9265 CBS Blair	R. A. Borel, gm W. I. Orr, cm Geer Parkinson, pd Jim Yerian, pmm Lester H. Nafzger, ce Chet Long, nd	

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

Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.  
*FM's in italic.* \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

WCOL 1922	1230 250	Air Trails Inc. 22 S. Young St. Capital 1-4581 ABC Air Trails Net. H-R Reps	Charles Sawyer, p J. P. Williams, evp Alex Buchan, adm vp Collis A. Young, gm Ernie Ashley, pd, sd Harold E. Beard, ce Walter Furniss, nd	
WCOL-FM 1947	92.3mc 24.5kw			
*WOSU 1919 WOSU-TV 1956	820 5,000 L-WFAA- WBAP	Ohio State University Axminister 9-3148	Hovice G. Fawcett, p Richard B. Hull, gm William H. Ewing, pd Robert C. Higgy, ce Lester W. Spencer, pmm mgr Don Quayle, nd William G. Wilcox, pub rel dir	
WOSU-FM 1949	89.7mc 14kw			
WRFD 1947	880 5,000-D	(See Worthington for listing)		
WTVN 1924 WTVN-TV	610 5,000 DA-N	Radio Columbus Inc. 22 E. Gay St. Capital 4-1271 MBS Katz	Hulbert Taft Jr., p Samuel T. Johnston, gm Kenneth W. Church, natl slm Robert Adkins, pd Dan Ries, pmm William T. Hansher, ce Best Stille, nd	
WVCO 1951	1580 1,000-D DA-D	Skyway Bcstg. Corp. 274 S. Third St. Capital 1-5247 Buckeye Forjoe	Colonel Gustav Hirsch, p Bertram Charles, gm Wm. Selander, cm Bert Charles, pd Shirley Dunham, pmm, wd J. William Hammett, ce John Terry, nd	
WVCO-FM 1948	94.7mc 52kw			
<b>COSHOCTON (Coshocton County)</b>				
WTNS 1947	1560 1,000-D	Coshocton Bcstg. Co. 114 N. 6th St. 1560	Bruce Wallace, p, gm James T. Sigan, cm Stanley C. Robinson, pd, sd Hermen L. Philabaum, ce Arthur E. Jost, nd Annella Coffman, wd	
<b>DAYTON (Montgomery County)</b>				
WAVI 1947	1210 250-D	WAVI Bcstg. Corp. 1428 Cincinnati St. Hemlock 1291 Forjoe	H. K. Crowl, p, gm Harley West Jr., cm DeWitt Campbell, pd Ralph Fish, ce Von Crabill, nd, sd	
WHIO 1935 WHIO-TV	1290 5,000 DA-N	Miami Valley Bcstg. Corp. 1414 Wilmington Ave. Madison 6581 CBS Hollingbery	James M. Cox Jr., p Robert H. Moody, gm Harvey R. Young Jr., asst gm in chg of sls Wade H. Alley, pd Chuck Gay, prom dir Ernest L. Adams, ce Fred Brophy, nd	
WHIO-FM 1935	99.1mc 19kw			
WING 1924	1410 5,000 DA-N	Great Trails Bcstg. Co. 121 N. Main St. Hemlock 3773 ABC Air Trails Net. H-R Reps.	Charles Sawyer, p J. P. Williams, evp, gm Alexander Buchan, vp Jack Wymer, sm Larry Marker, pmm Howard Ryan, ce Jack Zeigin, nd, fd	
WONE 1949 WIFE (TV) (CP)	980 5,000 DA-2	Skyland Bcstg. Corp. 380 W. First St. Michigan 6501 Headley-Reed	Ronald B. Woodyard, p Dorothy Tatum, vp C. J. Thorquest, natl slm Louis G. Froelich, cm John H. Gordon, pd Stanley A. Beck, ce	
<b>DEFIANCE (Defiance County)</b>				
WONW 1948	1280 500 DA-N	Tri-State Bcstg. Co. P. O. Box 303 3-2266 Devney	R. W. Crowell, p Glenn R. Thayer, vp, gm Paul R. Murphy, pd William Dommer, sd	
<b>DOVER (Tuscarawas County)</b>				
WJER 1950	1450 250	Dover Bcstg. Co. Inc. 210 Boulevard 4-2126 Ohio Stations Rep.	Agnes J. Reeves Greer, p W. B. Steis, gm John C. Needs, cm Bob Valliquette, pd, pmm, fd Don Craff, ce Rex Ridenour, nd, sd	
<b>EAST LIVERPOOL (Columbiana County)</b>				
WOHI 1949	1490 250	East Liverpool Bcstg. Co. P. O. Box 760 Fulton 5-1490 ABC	Richard V. Beatty, p Robert E. Metcalfe, gm George T. Farrall, vp, cm James Lowery Jr., pd, nd, sd George T. Kelly, ce Michael Turk, fd	

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**NUMBER 1 STATION**  
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**PERSONALITIES OF DISTINCTION**  
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**MUSIC AND NEWS**

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**ELYRIA (Lorain County)**

WEOL 990 Elyria Lorain Bcstg. Co.  
1948 1,000 417 E. S. T. Bldg.  
WEOL-TV DA-2 2255  
(CP) Walker

Roy W. Ammel, p  
Arthur M. Vogel, gm, cm  
Richard E. Barrett, pd  
Douglas H. Lillico, pmm  
Harold E. Kane, ce  
Lester R. Clark, nd, sd  
Bill Teidrick, fd  
Peggy Hammel, wd

WEOL-FM 107.3mc  
1948 15kw

**FINDLAY (Hancock County)**

WFIN 1330 The Findlay Publishing  
1941 1,000-D Co.  
101½ W. Sandusky St.  
1330  
McGillvra

R. L. Heminger, p  
H. H. Heminger, gm, cm  
Clyde Johnson, pd  
Allen P. Dudley, pmm  
Edgar C. Smith, ce

WFIN-FM 100.5mc  
1948 8.2kw

**FOSTORIA (Seneca County)**

WFOB 1430 Seneca Radio Corp.  
1952 1,000 P. O. Box 589  
DA-2 Hemlock 5-5666  
Rambeau

Andrew Emerine, p  
Melvin L. Murray, gm, sd  
Roger V. Wise, cm  
James R. Paulus, pd, nd  
Farrel Elsea, ce  
Neal Clardy, fd

WFOB-FM 96.7mc  
1946 1kw

**FREMONT (Sandusky County)**

WFRO 900 Wolfe Bcstg. Corp.  
1949 500-D 905 W. State St.  
DA-D Federal 2-3951  
Best

Robert F. Wolfe, p, gm  
R. F. Force, mgng dir  
J. W. Kerr, cm, pmm  
Frank Swartz, pd  
Allen C. Kauble, ce  
Art Smith, nd, sd

WFRO-FM 99.3mc  
1946 1kw

**GALLIPOLIS (Collie County)**

WJEH 990 Ohio Valley on the Air Inc.  
1950 250-D P. O. Box 244  
(CP-1,000-D) 1160  
KBS  
McGavren-Quinn

John E. Halliday, p  
Marianne B. Campbell, gm, pd  
Larry Laraway, cm  
Edgar L. Atkins, ce  
James S. Porter, nd  
Odie O'Donnell, sd

**HAMILTON (Butler County)**

WMOH 1450 Fort Hamilton Bcstg. Co.  
1944 250 Second Natl. Bank Bldg.  
4-6543  
DA-2 McGavren-Quinn

Robert J. Briede, p  
Robert L. Odson, gm  
Raymond Motley, cm, sd  
Norman Keller, pd  
Milt Green, nd  
Robert Bullis, ce

**HILLSBORO (Highland County)**

WSRW 1590 Highland Bcstg. Co.  
1948 500-D 640 Salisbury  
CP) Waverly, Ohio

David C. Winslow, o

**IRONTON (Lawrence County)**

WIRO 1230 Iron City Bcstg. Co. Inc.  
1951 250 Radio Plaza  
360  
MBS  
KBS  
McGillvra

C. A. Baker, p, ce  
C. E. McElroy, gm  
Jack Martin, cm  
Marlene Beasley, pd  
Bob Phipps, nd  
A. F. Riggs, fd

**JACKSON (Jackson County)**

WLMJ 1280 Radio Jackson Inc.  
1953 1,000-D P. O. Box 72  
850  
McGavren-Quinn

J. E. Willis, p, gm  
Don W. Hughes, sm  
Art Farrar, cm, nd  
John Wilson, pmm  
Jerry Ashley, ce  
Willard Fitzpatrick, sd  
Mary Farrar, wd

**LANCASTER (Fairfield County)**

WHOK 1320 Hocking Valley Bcstg. Corp.  
1948 500-D N. Memorial Dr.  
4500

Dr. Nelson R. Embrey, p, gm  
Roy H. Stingley, sm, fd  
Charles Houston, ce  
Charles Lindsey, nd  
Eleanor J. Blazer, pd, wd

**LIMA (Allen County)**

WIMA 1150 Northwestern Ohio Bcstg.  
1948 1,000 Corp.  
WIMA-TV DA-N 223 N. Main St.  
3-2660  
ABC  
H-R Repts.

G. E. Hamilton, p  
R. W. Mack, gm  
C. B. Heller, cm  
Easter Straker, pd, wd  
Bill Harrison, ce  
Don Sherwood, nd

WIMA-FM 102.1mc  
1948 15.5kw

**MANSFIELD (Richland County)**

WLWL 1570 Mansfield Bcstg. Co.  
1948 250-D 1600 Northgate Rd.  
DA-D Springfield, Ohio  
Fairfax 5-5227

Frederick Eckhardt, o, gm, ce

WMAN 1400 Richland Inc.  
1939 250 144½ Park Ave. W.  
4235-6  
ABC  
Venard, Rintoul  
& McConnell

J. M. O'Hara, p, gm  
Robert A. James, nd  
William E. Morrison, ce  
Rex Hess, nd  
Pres Roper, fd  
Tom Hamlin, sd

**MARIETTA (Washington County)**

WMOA 1490 Marietta Bcstg. Co.  
1946 250 P. O. Box 201  
Frontier 3-7527  
MBS  
McGillvra

R. Sanford Guyer, gm  
Gene Bowen, cm  
Leah Thorla, pd  
Donna Mahon, pmm  
Charles E. Clark, ce  
Robert L. Guyer, nd

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

City Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>MARION (Marion County)</b>			
WMRN 1940	1490 250	Marion Bcstg. Co. P. O. Box 518 3-1131 ABC	Robert T. Mason, p, gm Arthur L. Martin, cm Madge L. Cooper, pd, wd Robert T. Mason Jr., pmm Francis J. Peters, ce Joe lonne, nd
WMRN-FM 1953	106.9mc 25kw		
<b>MIDDLETOWN (Butler County)</b>			
WPFB 1947	910 1,000-D 100-N	Paul F. Braden 4401 Coles Rd. 2-8625 Webb	Paul F. Braden, p, gm Joseph LeMoyné, cm Bill Hart, pd Charles Reeder, prod mgr Laurace Beckwith, ce Robert Cordray, nd
<b>MT. VERNON (Knox County)</b>			
WMVO 1953	1300 500-D DA-D	Mt. Vernon Bcstg. Co. P. O. Box 390	Dr. Charles Tramont, p Mrs. Charles Zelkowitz, vp, gm, cm George Bennett, pd, nd, sd Rudy Maxwell, ce Vern McKinley, fd Ota Morain, wd
WMVO-FM 1951	93.7mc 2.9kw		
<b>NEWARK (Licking County)</b>			
WCLT 1949	1490 500-D	Advocate Printing Co. 25 West Main St. Fairfax 4-0071 Meeker	Frank W. Spencer, p Thomas A. Rogers, gm Robert H. Pricer, cm John Fisher, pd Benjamin E. Windle, ce Ned C. Stout, nd, fd
WCLT-FM 1947	100.3mc 8.5kw		
<b>PAINESVILLE (Lake County)</b>			
WPVL 1956	1460 500-D	Somerset Bcstg. Co. 102 S. Park Place Elmwood 2-3155 Devney	Carl R. Lee, ptrn, gm, cm, ce T. H. Oppgaard, ptrn Elwood S. Thompson, pd James Ahlstron, nd, sd Tom Christen, fd
<b>PIQUA (Miami County)</b>			
WPTW 1947	1570 250-D	Miami County Bcstg. Co. Inc. 1625 Covington Ave. 1420 KBS Best	Richard E. Hunt, p, gm R. C. Bupp, sm, pmm, fd, sd Doris Fuller, pd Dallas Davis, ce William C. Fox, nd Minabelle Hutchins, wd

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

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

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



Serving the heart of Ohio's richest farm land  
with studios in Marion and Bucyrus

A "local" station doing a "regional" job

TO SELL THIS FAMILY AND  
A BUMPER CROP OF LISTENERS

AM-FM and WMRN Farms

**WMRN**  
MARION, OHIO

Changes  
Statistics into Service  
And Service into Sales  
For You

RADIO'S NO. 1 SOURCE  
OF MONEY-MAKING

# MERCHANDISING PLANS THAT SPONSORS BUY!

STATIONS BUILD SALES with...



## OHIO

### PORTSMOUTH (Scioto County)

WNXT 1951	1260 5,000-D 1,000-N DA-2	Portsmouth Bcstg. Co. Masonic Bldg. EL 3-1161 ABC Everett-McKinney	Marshall Rosene, p, gm, cm Phil Phillips, pd Russell Newman, ce Harry Smith, nd George Wood, fd Jack Hurst, sd
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WPAY 1935	1400 250	Paul F. Braden 1009 Callia St. EL 3-5176 CBS Webb	Paul F. Braden, o O. T. Dresbach, sm Joseph LeMoynes, cm Maurice L. Myers, ce John Baker, pd Frank Balmert, nd
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W<sup>2</sup>AY-FM 104.1mc  
L: 48 7kw

### SANDUSKY (Erie County)

WLEC 1947	1450 250	Lake Erie Bcstg. Co. Cleveland Rd. 5170 MBS Buckeye	Jay E. Wagner Jr., p, gm Louis E. Mahla, cm Robert Hinners, pd, sd Jay Leibach, ce Ralph Shupe, nd William Brock, fd
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### SPRINGFIELD (Clarke County)

WAVI 1947	1210 250-D	(See Dayton listing)	
WBLV 1947	1600 1,000-D	Champion City Bcstg. Co. Chamber of Commerce Bldg. FA 3-4676 Clark	R. Stanley Lucas, p Robert Yontz, gm Al Meuleman, cm James Bissey, pd Carl Egbert, ce Mark Hoffman, nd

WIZE 1940	1340 250	Radio Voice of Springfield Inc. 117 W. High St. Fairfax 3-4955 ABC H-R Reps.	Charles Sawyer, p J. P. Williams, evp Alexander Buchan, vp Ernest Guderidge, sm Jerry MacFarland, pd, pmm, fd Victor Bushong, ce
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### STUEBENVILLE (Jefferson County)

WSTV 1940 WSTV-TV	1340 250	WSTV Inc. Exchange Realty Bldg. Atlantic 2-6265 MBS Avery-Knodel	Jack N. Berkman, p John J. Laux, evp, gm Joseph M. Troesch, asst gm Harry Birrell, pd Bill McClinton, pmm Charles S. Shepherd, ce Scott McMurray, nd
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WSTV-FM 103.5mc  
1947 3.1kw

### TOLEDO (Lucas County)

WMHE (FM) 1956	92.5mc 10kw	Hillebrand Electronics 4665 W. Bancroft (7) Franklin 1681	William A. Hillebrand, o, gm Donald Howard, ce
WOHO 1954	1470 1,000 DA-2	Midwestern Bcstg. Co. 2965 Pickle Rd. Lennox 6576 Pearson Mich. Spot Sales	Ford R. Weber, p Arthur W. Weber, evp William C. Wester, cm Paul L. King, pd, nd Samuel W. Sloan, pmm Edwin J. Powell, ce Dave Martin, sd

# WOHO

"Toledo's Finest Radio"... 1470 on Your Dial

## 1000 WATTS

REPRESENTED BY  
JOHN E. PEARSON CO.  
NATIONALLY

MICHIGAN SPOT SALES  
DETROIT, MICH.

W. C. WESTER, SALES MGR.  
TOLEDO, OHIO

**OHIO**

City	Call Letters	Established	Chan. or Freq.	Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>TOLEDO (Cont.)</b>						
WSPD	1370	1921	5,000	DA-N	Storer Bcstg. Co. 136 Huron St. Cherry 8-6201 NBC Katz	George B. Storer, p James E. Bailey, vp, mgng dir Emerson Kimble, natl slm Reggie Martin, loc slm Edward C. Kutz, pd Liz Wagner, pmm Bill Stringfellow, ce Jim Uebelhart, nd
WSPD-FM	101.5mc	1947	23kw			
WTOD	1560	1946	1,000-D		Unity Corp. Inc. 3225 Arlington Ave. Elgin 2507 Forjoe	Edward Lamb, p Sunne Miller, gm, cm, pmm Richard Rice, pd Robert Sowers, ce Bill Arnold, nd Paul Potocky, fd, sd
WTRT (FM)	99.9mc	1947	8.8kw			
WTOL	1230	1938	250		Community Bcstg. Co. Bell Bldg. Cherry 3-3291 ABC Raymer	Frazier Reams, p Morton Neipp, vp Thomas S. Bretherton, gm Rus Stone, slm Robert Krieghoff, pd, prom dir, fd Harold Holmes, ce
WTOL-FM	104.7mc	1949	1.3kw			

**WARREN (Trumbull County)**

WHHH	1440	1941	5,000	DA-2	Warren Tribune Radio Station Inc. 108 Main St. S.W. 2252-9 MBS Rambeau	Helen H. Hurlbert, p Robert E. Hardy, sm, ce John Peterson, pd Robert Crane, slm Jean Kahler, pmm Cletus Jones, nd Betty Jayne Brown, wd
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Executive Abbreviations: *Owner* o; *Pres.* p; *Exec. vp.* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports or Women's Dir.* nd, fd, sd, wd.  
Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.  
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**WASHINGTON COURT HOUSE (Fayette County)**

WCHO	1250	1932	500-D		Court House Bcstg. Co. S. Main St. 5-6211 KBS Best	W. N. Nungesser, p, gm, ce Ray Anderson, cm, pmm, pd Robert Terhune, fd Edna Hunter, wd
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**WAVERLY (Pike County)**

WPKO	1380	1955	1,000-D	DA-D	Hi-Kinco Bcstrs. P. O. Box 67 Piketon 2781	Warren Cooper, gm, cm Art Layne, sm, pd, nd Gene James, sd Betty Gilrow, wd
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**WELLSTON (Jackson County)**

WKOV	1570	1952	250-D	(CP-1330 500-D)	Family Bcstg. Co. Inc. P. O. Box 190 546	Parks Robinson, p, gm, ce Kenneth O. Williams, sm, cm Patricia Downard, wd, pd Ron Pierce, pmm, fd David Gruesser, nd Chester Harless, sd
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**WOOSTER (Wayne County)**

WWST	960	1947	1,000-D		Wooster Republican Printing Co. 3-5075 KBS Buckeye Net.	E. B. Evans, gm, fd Quentin W. Welty, cm Robert E. Heeter, pd B. L. Bowman, ce Wm. Ridenour, sd
WWST-FM	104.5mc	1947	13kw			

**WORTHINGTON (Franklin County)**

WRFD	880	1947	5,000-D		Peoples Bcstg. Corp. 246 N. High St. Columbus, O. Tuxedo 5-5342 Gill-Perna	Herbert E. Evans, vp, co-gm Joseph D. Bradshaw, co-gm Bill Arthurs, pd Phil Sheridan, pmm Harold Schaaf, ce Arthur MacArthur, nd
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**YOUNGSTOWN (Mahoning County)**

WBBW	1240	1949	250		Mahoning Valley Bcstg. Corp. 260 W. Federal St. Riverside 4-4421 ABC Weed	John Cherpack Jr., p, ce Gene Trace, vp, gm, cm Anthony N. Ross, pd Marilyn Noble, pmm Hugh Johnston, fd Joe Valicenti, sd
WFMJ	1390	1939	5,000	DA-N	WFMJ Bcstg. Co. 101 W. Boardman St. Riverside 4-8611 NBC Headley Reed	William F. Maag Jr., p Mitchell F. Stanley, gm Robert Jolly, cm Robert Locke, pd Frank A. Dieringer, ce Bill Lindsay, nd Eldon Groves, fd
WFMJ-TV						

# W

The Finest Diversified Farm and Urban Programming

# W

"RADIO WOOSTER"

"Serving Ohio's Foremost Agricultural Area"

Gross Yearly Retail Sales  
(Home County Only)  
over \$71,000,000

Producers of:

## THE MISS OHIO PAGEANT

Just one of the many outstanding annual promotions that build and hold listener interest

S T

AM—1,000 WATTS  
960 KC

FM—13,000 ERP  
104.5 MG

**→ YOUR BEST DOLLAR BUY FOR SPOTTING NORTH-CENTRAL OHIO**

IN TOLEDO

Let "SPEEDY" push your food product!



**WSPD  
RADIO**

"Plus"  
coverage  
of a  
"plus"  
market!

**WSPD  
FEATURE  
FOODS  
MERCHANDISING  
SERVICE**

Merchandising  
with a  
meaning!

*You cash in twice with WSPD's buy-minded 332,350 radio-home audience... and WSPD's merchandising service that makes doubly certain Toledoans buy your product! This aggressive service gives qualified advertisers:*

1. Point-of-purchase merchandising—minimum of 60 Feature Foods Staff store calls every 13 weeks!
2. Special displays in top-volume stores—minimum of 20 arranged every 13 weeks!
3. Bargain Bar promotions, including demonstrations, samples, coupons, special literature—20 days in chains and high volume supermarkets every 13 weeks!
4. Regular reports to you on all merchandising activity—twice every 13 weeks!

**WSPD**

**RADIO**  
Toledo, Ohio

Represented Nationally by **KATZ**

Storer Broadcasting Company  
118 E. 57th Street, New York  
MU 8-8630

GET DETAILS NOW—CONTACT WSPD OR KATZ

**OHIO**

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>YOUNGSTOWN (Cont.)</b>			
WHOT 1955	1570 250-D (CP- 1,000-DA-D	Myron Jones 401 N. Blaine Riverside 6-8464 Forjoc	Myron Jones, o William Fleckenstein, gm, ce Louis Skelly, cm Ben Fearless, pd Geraldine Seman, pmm George Barry, nd
WKBN 1926 WKBN-TV	570 5,000 DA-N	WKBN Bcstg. Corp. 3930 Sunset Blvd. Sterling 2-1145 CBS Raymer	Warren P. Williamson Jr., p, gm J. L. Bowden, sta dir Paul Turner, pd W. P. Williamson III, pm B. T. Wilkens, ce Sid Davis, nd Stu Wilson, fd
WKBN-FM 1947	98.9mc 25kw		
<b>ZANESVILLE (Muskingum County)</b>			
WHIZ 1924 WHIZ-TV	1240 250	Southeastern Ohio Bcstg. Sys. Lind Arcade Bldg. 2-5431 NBC Pearson	Clay Littick, p Allan Land, gm Nate Milder, cm Art Schreiber, nd William Hunt Sr., ce Johnny Martin, fd

Executive Abbreviations: Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.  
Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.  
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**OKLAHOMA**

**OKLAHOMA  
MARKET DATA BY COUNTIES**

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger
						Cars 1955
Adair	14,918	2,990	\$5,955	\$1,274	\$191	2,577
Alfalfa	10,699	2,900	8,931	6,693	407	3,700
Atoka	14,269	2,980	5,675	1,465	166	2,134
Beaver	7,411	2,010	3,632	764	215	2,310
Beckham	21,627	6,570	23,257	5,647	763	6,858
Blaine	15,049	3,920	12,176	2,692	371	4,353
Bryan	28,999	6,890	23,172	5,297	617	7,727
Caddo	34,913	7,900	24,574	6,162	882	9,152
Canadian	25,644	6,870	24,505	4,685	652	9,993
Carter	36,455	12,290	52,746	12,321	1,458	14,352
Cherokee	18,989	3,170	9,629	2,370	318	3,441
Choctaw	20,405	3,950	8,885	2,787	218	3,157
Cimarron	4,589	1,240	4,357	899	262	1,566
Cleveland	41,443	10,300	32,051	7,905	1,276	15,444
Coal	8,056	1,500	3,694	995	120	1,468
Comanche	55,165	21,010	69,094	13,204	2,409	17,825
Cotton	10,180	3,000	6,131	1,400	133	3,119
Craig	18,263	4,040	13,696	1,886	247	4,736
Creek	43,143	11,920	32,667	8,312	1,098	13,795
Custer	21,097	5,390	23,904	3,880	927	7,416
Delaware	14,734	2,790	4,972	1,585	105	3,514
Dewey	8,789	2,120	4,418	1,256	155	2,392
Ellis	7,326	2,590	5,124	1,255	248	2,048
Garfield	52,820	15,630	77,599	20,153	2,700	15,388
Garvin	29,500	8,780	28,634	6,981	774	9,802
Grady	34,872	9,000	33,430	7,133	1,041	10,992
Grant	10,461	2,430	9,524	2,237	274	3,892
Greer	11,749	2,510	7,191	1,626	297	3,193
Harmon	8,079	2,040	6,877	1,838	256	2,214
Harper	5,977	1,460	3,744	1,153	188	2,176
Haskell	13,313	2,640	5,143	1,588	180	2,255
Hughes	20,664	4,460	12,438	3,291	420	4,617
Jackson	20,082	6,850	23,696	4,185	762	7,411
Jefferson	11,122	2,800	8,875	2,072	300	3,322
Johnston	10,608	2,390	4,496	1,679	154	1,792
Kay	48,892	15,440	57,795	13,333	2,121	21,102
Kingfisher	12,860	3,170	11,968	2,428	333	4,482
Kiowa	18,926	4,640	14,726	3,391	619	5,682
Latimer	9,690	1,970	2,827	1,164	80	1,462
Le Flore	35,276	7,410	14,241	4,349	451	7,662
Lincoln	22,102	5,600	18,764	3,638	484	7,022
Logan	22,170	5,840	18,783	3,730	660	6,652
Love	2,566	1,630	3,701	1,239	119	1,752
McClain	14,681	4,270	9,089	2,266	254	4,340
McCurtain	31,588	5,380	13,178	3,745	538	4,482
McIntosh	17,829	3,370	7,693	1,687	153	2,942
Major	10,279	2,760	5,572	1,328	92	3,222

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**..for Programs!**

**Over 30 Years of Successful Service & Selling**

**NBC AFFILIATE**

**WHIZ**

**FOR RESULTS**

**Ohio's 9th. Market**

**ZANESVILLE**

**..for Promotion!**

**..for Personalities!**

*Represented Nationally by John E. Pearson TV, Inc.*

... and for television results, it's WHIZ-TV — now in its 4th year

County	Population 1950	Passenger				
		Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Cars 1955
Marshall	8,177	1,880	5,015	1,204	198	2,358
Mayes	19,743	4,850	15,660	3,424	479	5,444
Murray	10,775	2,760	12,667	2,403	276	3,924
Muskogee	65,573	15,800	53,405	12,662	2,095	16,712
Noble	12,156	2,900	10,740	1,962	354	4,188
Nowata	12,734	3,310	9,381	2,451	246	4,858
Okfuskee	16,948	3,650	8,308	2,380	155	3,236
Oklahoma	325,352	120,520	506,348	101,389	18,321	140,238
Okmulgee	44,561	11,080	32,380	8,412	997	12,085
Osage	33,071	9,850	27,314	7,016	964	12,131
Ottawa	32,218	7,930	27,710	7,043	876	11,486
Pawnee	13,616	4,040	11,119	2,387	338	4,842
Payne	46,430	12,570	39,468	10,350	1,157	13,558
Pittsburg	41,031	9,650	31,088	8,852	1,029	10,579
Pontotoc	30,875	8,540	32,757	7,169	1,077	9,543
Pottawatomie	43,517	12,690	44,258	9,969	1,723	14,693
Pushmataha	12,001	2,640	5,280	1,258	183	1,713
Roger Mills	7,395	1,810	4,091	1,364	..	1,676
Rogers	19,532	5,150	14,090	3,387	451	6,332
Seminole	40,672	11,020	27,523	6,025	916	11,003
Sequoyah	19,773	4,120	5,533	1,431	310	3,293
Stephens	34,071	10,760	42,154	10,308	1,315	14,284
Texas	14,235	3,490	15,317	2,974	534	5,279
Tillman	17,598	4,600	14,856	2,754	500	5,198
Tulsa	251,686	90,020	404,603	75,649	13,693	122,912
Wagoner	16,741	3,870	9,778	2,378	316	3,993
Washington	32,880	10,950	41,163	10,187	1,574	14,462
Washita	17,657	4,440	10,723	2,391	252	4,660
Woods	14,526	3,870	13,439	2,401	504	4,821
Woodward	14,383	3,170	12,131	2,125	434	4,378
<b>Total</b>	<b>2,233,351</b>	<b>642,540</b>	<b>\$2,291,628</b>	<b>\$499,953</b>	<b>\$77,751</b>	<b>758,940</b>

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

**DIRECTORY OF AM AND FM STATIONS**

**ADA (Pontotoc County)**

KADA	1230	KADA Bcstg. Inc.	Brown Morris, p
1934	250	P. O. Box 642	Bill Hoover, vp, gm
KTEN (TV)		12	Mrs. C. C. Morris, sec-treas
		ABC	Fred Thompson, sm
		KBS	
		Venard, Rintoul & McConnell	

**ALTUS (Jackson County)**

KWHW	1450	Altus Bcstg. Co. Inc.	Frank E. Wimberly, p, gm
1947	250	P. O. Box 551	Al Hancock, slm
		Hudson 2-1450	Ernest Baucum, ce
		MBS	Mrs. Norma Miller, wd
		Pearson	

**ALVA (Woods County)**

KALV	1430	Aubrey D. Conrow	Aubrey D. Conrow, o
1956	500	25 S. Western Ave.	
	DA-1	Chanute, Kan.	

**ARDMORE (Carter County)**

KVSO	1240	John F. Easley	Douglas C. Dillard, gm
1935	250	116 N. Washington	Emogene Lewis, cm
KVSO-TV		3030	Dollie Talkington, pd
		ABC, MBS, KBS	W. E. Kolb, ce
		Oklahoma Net.	Bill Lauderdale, nd
		Venard, Rintoul & McConnell	W. A. McCalliard, fd

**BARTLESVILLE (Washington County)**

KWON	1400	Bartlesville Bcstg. Co.	J. Fred Case, p, gm
1941	250	KWON Bldg.	John Collins, cm, pmm
		1400	Charles Rogers, pd, nd
		MBS	Cecil Tanner, ce

**BLACKWELL (Kay County)**

KLTR	1580	Star Bcstg. Co.	Ed. Haynes, vp
1952	250-D	120½ N. Main St.	Lawrence V. Eck, gm, sd
		308	Ray Bush, cm, nd
		KBS	Dorothy Bush, pd, wd
		Best	H. B. Greene, ce
			John Carrick, farm ed

**CHICKASHA (Craday County)**

KWCO	1560	Washita Valley Bcstg. Co.	Jack L. Pink, p, gm
1946	1,000-D	P. O. Box 770	Bob McKune, asst mgr
	250-N	2898	Tom H. Miller, cm
	DA-N	KBS	Marjorie Richards, pd
		Best	Wm. K. Berry, ce
			Ben DeKinder, nd, sd
			Nick Sanders, fd
			Betty Wiedman, wd

**CLINTON (Custer County)**

KWOE	1320	W. Okla. Bcstg. Co.	V. M. Preston, gm
1949	1,000-D	Box 558	Leo Tremblay, cm
		618	Lew Preston, pd, pmm, nd
		Best	

**CUSHING (Payne County)**

KUSH	1600	Cimarron Bcstrs. Inc.	Lou S. Allard, p
1952	1,000-D	P. O. Box 791	Gordon R. Rockett, vp
		922	Jack B. Sellers, sec-treas
		KBS	Wray Finney, sm
		Best	Clayton Vaughn, pd, nd
			Glen Burke, slm
			Gerald Mayfield, ce

**DUNCAN (Stephens County)**

KRRD	1950	Duncan Bcstg. Co.	R. H. Drewery, p
1948	250-D	P. O. Box 1192	W. M. Brubaker, gm, sd
	100-N	1350	Morgan Duval, cm
		MBS, KBS	John Moen, pd, pmm
		Oklahoma Net.	Les Agee, ce
		Venard, Rintoul & McConnell	Doyle Hardin, nd

**DURANT (Bryan County)**

KSEO	750	Democrat Printing Co.	R. F. Story, co-o
1947	250-D	P. O. Box 511	Bennett Story, co-o
		2200	Leroy W. Moses, gm, cm
			Lewis Coleman, pd
			Leonard Brown, ce

**ELK CITY (Beckham County)**

KASA	1240	Southwest Bcstg. Co.	Louise J. Preston, p, gm, fd
1932	250	204 N. Main St.	R. H. Hemphill, ce
		730	
		MBS	
		Best	

**ENID (Carpfield County)**

KCRC	1390	Enid Radiophone Co.	Milton B. Garber, p
1928	1,000	P. O. Box 952	Pat Murphy, gm
	DA-1	Adams 7-1390	Bill Marshall, pd, pmm
		ABC	Gladys Williams, wd
		KBS	Phil Brown, nd
		Pearson	Dave Turley, fd

KGWA	960	Public Bcstg. Service Inc.	Allan Page, p, gm
1950	1,000	115½ E. Broadway	Lyle Gaston, pd
	DA-1	Adams 4-4230	Ralph Druen, ce
		Oklahoma Net.	Rex Walker, nd
		Venard, Rintoul & McConnell	

**FREDERICK (Tillman County)**

KTAT	1570	Frederick Bcstg. Co.	Ron Wheeler, o, gm
1948	250-D	P. O. Drawer 920	Mary Wheeler, pd, wd
		Edison 5-2131	
		KBS	
		Best	

**GUTHRIE (Logan County)**

KWRW	1490	Southern Bcstg. Co.	J. A. West Jr, p
1955	100	Ione Hotel	Wes Ninemire, gm, ce
		2321	Bill Woodruff, pd
			Lucinda LeGate, wd

**GUYMON (Texas County)**

KGYN	1220	Plains Bcstg. Co. Inc.	John B. Gray, gm
1948	1,000-D	P. O. Box 38	Edward J. Slater, cm
		888	Joyce Presley, wd
		KBS	
		Best	

**HENRYETTA (Okmulgee County)**

KHEN	1500	Henryetta Radio Co.	J. Leland Gourley, p, gm
1956	500-D	121 N. 5th St.	Milton Fletcher, cm
		1590	R. K. Hamlin, pd
			Norma Shoulders, pmm,
			wd
			A. L. Gaither, ce
			Bill Tharp, nd

**HOBART (Kiowa County)**

KTJS	1420	A. R. Fuchs	A. R. Fuchs, o, mgr, ce, nd
1947	250-D	P. O. Box 796	Wayne Robison, cm, sd
		1070	Jeanice Fuchs, pd, wd
			Tom Norris, fd

**HUGO (Cherokee County)**

KIHN	1340	Little Dixie Bcstg. Co.	O. A. Brewer, p
1948	250	P. O. Box 248	Dalton E. Jones, gm
		1140	Joe L. Anderson, asst mgr
		KBS	Gladys M. Brewer, nd
			W. D. Wyatt Jr., fd
			Dixie Rowland, wd

**IDABEL (McCurtain County)**

KBEL	1240	Idabel Bcstg. Co.	Winston O. Ward, p, gm
1953	250	P. O. Box 1072	J. P. Stanley, sm
		892	Ernest Bergin, ce
			Lou Delle Stanley, wd

**LAWTON (Comanche County)**

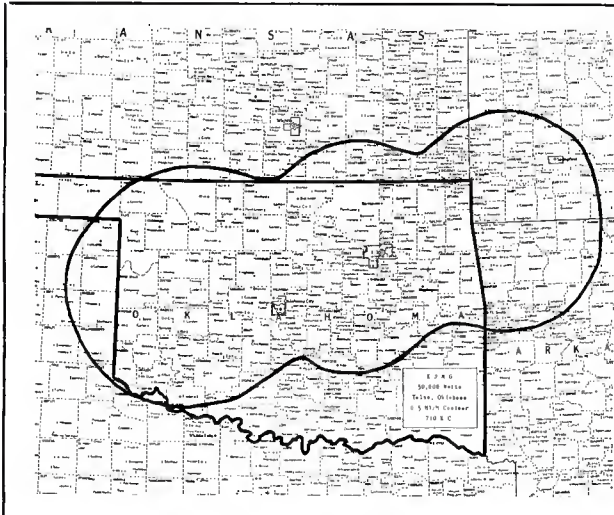
KCCO	1050	Progressive Bcstg. Co.	Dr. G. G. Downing, p
1956	250-D	Vaska Bldg.	Morgan Roberts, gm
	DA-D	Elgin 5-1050	Ben McReynolds, cm
			Jeneanne Johnston, pd
			Bill Mathis, ce

KSWO	1380	Oklahoma Quality Bcstg.	R. H. Drewry, p
1941	1,000	Co.	Leo R. Morris, gm
KSWO-TV	DA-2	P. O. Box 699	Doug Humphreys, cm
		El 5-1380	Tom J. Gilmore, pd
		ABC	Murdoch Mathews, pmm
		MBS	Willard Cochran, ce
		Pearson	Joe Niemann, nd

City	Call Letters	Chan. or Freq.	Licenses Headquarters Telephone Network Station Rep.	Executives
<b>McALESTER (Pittsburg County)</b>				
KNED	1950	1150 1,000-D 500-N DA-N	Pittsburg County Bcstg. Co. Inc. P. O. Box 780 Garden 3-1460 Pearson	Ray VanHooser, p, gm Phil Reed, cm Joe Pate, pd, sd Frank Hopkins, pmm Dexter Ferry, ce Deane Keith, nd, fd
KTMC	1946	1400 250	McAlester Bcstg. Co. P. O. Box 157 Gareden 3-1400	I. Gladstein, p Geo. J. Merker, evp, gm Bill Skeith, cm Anita DeFrage, pd, wd Wirt Cain, nd, sd Harold Duncan, ce
<b>MIAMI (Ottawa County)</b>				
KGLC	1947	910 1,000 DA-1	Miami Bcstg. Co. Miami Hotel Kimball 2-3303 KBS Magic Circle	Melvin Hutts, p William A. Searle, gm Mike Walker, pd Lewis E. Stone, ce Don Kelly, nd Russell Martin, sd
<b>MUSKOGEE (Muskogee County)</b>				
KBIX	1956	1490 250	Oklahoma Press Publishing Co. 214-216 Wall St. Murray 2-3311 ABC Oklahoma Net. Venard, Rintoul & McConnell	Tams Bixby Jr., p Wally Weber, gm Harvey Marsh, cm Howard Whitely, pd Edsell Griffin, ce
KMUS	1947	1380 1,000-D 500-N DA-N	Eastern Oklahoma Bcstg. Corp. P. O. Box 1588 Murray 2-2488 Pearson	R. M. Mountcastle, p George Overton, gm, cm Don Gilbert, pd, fd, sd James E. Keitel, ce Hale Bicknell Jr., nd Nancy Howard, wd
<b>NORMAN (Cleveland County)</b>				
KNOR	1949	1400 250	Cleveland County Bcstg. Co. P. O. Box 542 Je 4-8474 KBS	Tol Dickenson, ptrn William S. Morgan, ptrn, gm Gene Stansberry, cm Dean Ward, pd, nd Gene Morris, ce Bob Barry, sd
*WNAD	1923	640 1,000-D	University of Oklahoma 900	G. L. Cross, p Hugh M. Mix, gm Jess Burkett, asst mgr E. V. Springer, prod mgr Mima McCandless, pmm, wd T. E. Welch, ce Bill Boren, nd
*WVAD-FM	1949	90.9mc 7kw		

Executive Abbreviations: Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.  
Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.  
FM's in *italic*. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

<b>OKLAHOMA CITY (Oklahoma County)</b>				
KBYE	1947	890 1,000-D	State Bcstg. Co. 56th & North Eastern Garfield 7-2552 Dora-Clayton Brown	Frank J. Lynch, p Kenyon Brown, dir F. F. Mike Lynch, gm Glen Valentine, pd Michael Kennedy, nd
KLPR	1947	1140 1,000-D	Oklahoma City Bcstg. Co. 128½ W. Commerce St. Forrest 5-6358	Byrne Ross, p, gm Monty Wells, cm, pmm Kathleen Burkett, pd, wd Jay Davis, ce Fred Collins, nd Al Hancock, fd
KOCY	1922	1340 250	Plaza Court Bcstg. Co. Plaza Court Bldg. Forest 5-4333 MBS Pearson	Matthew H. Bonebrake, p, gm Carlton Beck, cm Elmo Black, ce Jack Laffin, sd
KOMA	1927	1520 50,000 DA-N	Radio Oklahoma Inc. 5th Floor, Globe Life Bldg. Forest 5-6653 CBS Avery-Knodel	Burton Levine, ptrn Myer Feldman, ptrn Arnold S. Lerner, ptrn Donald Rubin, ptrn Sol Schildhouse, gm
KTOK	1927	1000 5,000 DA-2	KTOK Inc. 1800 W. Main St. Forest 5-8351 ABC Raymer	Wendell Mayes, p Tom Johnson, gm Raymond Ruff, cm, pmm Bill Bryan, pd, nd, sd Clifford Easum, ce
KTOW	1948	800 250-D	Citizens Bcstg. Co. of Oklahoma 5th & Robinson Gill-Perna	W. P. Wright, p L. O. Peak, gm Tommy Tatum, cm Ossie Johnson, pd Jim Treat, ce
WKY	1920	930 5,000 DA-N	WKY Television System Inc. 500 E. Britton Rd. Trinity 8-2161 NBC Katz	E. K. Gaylord, p P. A. Sugg, evp Hoyt Andres, sm John Moler, cm Paul Brawner, dir of radio Keith Mathers, pmm H. J. Lovell, ce John Fields, nd
WKY-TV				
<b>OKMULGEE (Okmulgee County)</b>				
KHBG	1937	1240 250	Okmulgee Bcstg. Corp. P. O. Box 1350 3646	Don Reynolds, p Randall McCarrell, gm Marvin Hull, cm, nd Arline Milligan, pd Levi Hall, pmm, sd Hal Cochran, ce
<b>PAULS VALLEY (Garvin County)</b>				
KVLH	1947	1470 250-D	Garvin Bcstg. Co. P. O. Box 610 1470 KBS Best	Warren J. Fortier, p David W. Crockett, gm George A. Rountree, ce John R. Willoughby, nd, sd
<b>PONCA CITY (Kay County)</b>				
WBBZ	1927	1230 250	Ponca City Publishing Co. Third & Cleveland Rogers 5-3311 MBS Pearson	Clyde E. Muchmore, ptrn Allan Muchmore, ptrn Gareth Muchmore, ptrn Bill Maugans, sm, pd, nd Cy Casper, cm Eugene Marshall, ce
<b>POTEAU (LeFlore County)</b>				
KLCO	1953	1280 1,000-D	LeFlore Bcstg. Co. P. O. Box 511 660	R. B. Bell, co-o, gm Bernice Bell, co-o Charles Cruce, pd Vick Nowlin, slm Calvin Cloptin, ce



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# OKLAHOMA

## PRYOR (Mayes County)

KOLS 1950	1570 1,000-D	Lakes Area Bcstg. Co. 5th & Mill Sts. 1263 KBS Best	L. L. Gaffaney, p, gm, ce, nd Mrs. L. L. Gaffaney, cm, wd Merle Caldwell, pd Glenn Chapman, fd Jack Craft, sd
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## SEMINOLE (Seminole County)

KWSH 1948		(See Wewoka, Okla., listing)	
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## SHAWNEE (Pottawatomie County)

KGFF 1930	1450 250	KGFF Bcstg. Co. Inc. P. O. Box 2059 4390 MBS Best	Oscar S. Stauffer, p William A. Weaver, gm Jeral C. Ziegler, cm, pd Dovie Russell, pmm Gillia Wood, ce James Moyer, nd, fd, sd
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## STILLWATER (Payne County)

KSPI 1947	780 250-D	Stillwater Publishing Co. P. O. Box 231 1831 MBS Clark	J. R. Bellatti, gm, pd Durward Newsom, cm Paul A. McCollum, ce Leon Matthews, nd Jim Wells, fd Otis Wile, sd
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KSPI-FM  
1947 93.9mc  
4kw

## TULSA (Tulsa County)

KAKC 1946	970 1,000-D 500-N DA-2	Public Radio Corp. American Airlines Bldg. Luther 7-2401	John H. Pace, evp, gm Roy Cordell, sm Rex Jones, pd Don Hughes, nd
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KFMJ 1946	1050 1,000-D	Fred Jones Bcstg. Co. 1242 S. Boston Luther 5-5555	Fred Jones, p Lawson Taylor, gm Nathan E. Wilcox, ce Jay Jones, nd Hillis F. Bell Jr., fd Marie C. Power, wd
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KGME 1938	1300 5,000-D 1,000-N DA-2	Oil Capitol Sales Corp. 8th & Main Sts. Diamond 3-4121 ABC MBS Gill-Perna	John E. Brown Jr., p Clinton Fowler, evp E. William George, gm, cm Alice Moore, pd Charles Grim, slm Roy Brown, ce Royce McKissack, nd
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KRMG 1949	740 50,000-D 25,000-N DA-2	Western Bcstg. Co. 311 S. Denver Luther 4-4291 Blair	Harrington Wimberly, p Frank S. Lane, gm, cm Keith Bretz, pd, pmm Wm. H. Bradley, ce Glenn Condon, nd Mack Creager, sd
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KTUL 1934 KTVX (TV)	1430 5,000 DA-N	Consolidated Radio Enterprises P. O. Box 8557 Fillmore 5-1311 CBS Avery-Knodel	John T. Griffin, p James C. Leake, evp James P. Walker, gm Karl Janssen, pd Lloyd Cowan, ce
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KVOO 1925 KVOO-TV	1170 50,000 DA-N	Southwestern Sales Corp. 3711 S. Peoria Ch 2-3281 NBC Petry	W. G. Skelly, p Harold C. Stuart, exec vp Gustav K. Brandborg, gm Joseph O'Neill, pd Sam Schneider, pmm Forest Brokaw, nd Hal O'Halloran, sd
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## VINITA (Craig County)

KVIN 1954	1470 500-D	John Q. Adams & John M. Mahoney 601 S. Foreman 407 KBS	John Q. Adams, co-o John M. Mahoney, co-o, sd F. E. Stone, gm, ce Paul Gentry, fd, sd, eng Anabell Southern, wd
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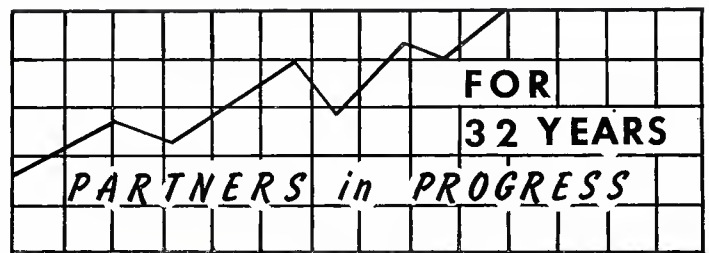
## WEWOKA (Seminole County)

KWSH 1948	1260 1,000 DA-2	Tri-Cities Bcstg. Co. P. O. Box 1260 1260 ABC, MBS, KBS Oklahoma Net. Venard, Rintoul & McConnell	Bill Hoover, gm Roy Judge, sm Laura Martin, pd, pmm Charles Thompson, ce Bob Shaw, nd, fd
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## WOODWARD (Woodward County)

KSIW 1947	1450 250	Woodward Bcstg. Co. 22d & Cedar 1450 Pearson	Edward A. Ryan, p, gm Lenora Woods Ryan, pd Harry McFarland, ce
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- Tulsa's industrial growth is greater than any other city in the United States (even Los Angeles)—four times the National average. Out of the top 90 Key Industrial Markets, Tulsa (67 on the list) has the fastest dollar value growth of any city in the nation (200% increase between 1947 and 1954 according to the U.S. Census of Mfg., U.S. Dept. of Commerce.) Tulsa, in the heart of Oklahoma's No. 1 Market, is the only city in Oklahoma even listed in the Top 90 Key Industrial Markets.

- Tulsa is 2nd in the nation in per capita ownership of personal automobiles. (Only Los Angeles has more cars per person.)

- Tulsa is 7th in the nation in Consumer spendable income— \$6,660 per family.

- Tulsa is the 8th fastest growing city in the nation, according to population figures recently published.

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Harold C. Stuart, Exec. V-P.  
Gustav Brandborg, Gen. Mgr.

Represented by Edward Petry & Co., Inc.



**OREGON  
MARKET DATA BY COUNTIES**

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Passenger	
					Drug Sales 1955(\$000)	Cars 1955
Baker	16,175	4,760	\$17,836	\$3,597	\$645	7,715
Benton	31,570	10,160	29,427	6,826	733	12,815
Clackamas	86,716	28,470	67,670	17,067	2,168	38,753
Clatsop	30,776	10,640	32,961	8,174	734	12,250
Columbia	22,967	6,810	17,704	4,632	579	10,131
Coos	42,265	17,400	63,227	16,642	2,184	23,260
Crook	8,991	2,430	11,565	2,580	354	4,923
Curry	6,048	2,620	10,015	3,110	260	5,777
Deschutes	21,812	6,550	28,649	6,445	1,016	10,397
Douglas	54,549	20,000	75,749	20,668	1,502	32,270
Gilliam	2,817	970	5,209	648	153	1,854
Grant	8,329	2,500	8,872	1,975	307	4,192
Harney	6,113	1,920	9,327	1,793	179	3,327
Hood River	12,740	3,710	15,908	4,073	351	6,571
Jackson	58,510	20,900	83,527	18,925	1,901	32,665
Jefferson	5,536	2,040	8,634	1,707	161	3,341
Josephine	26,542	9,960	37,286	8,311	1,106	14,753
Klamath	42,150	12,840	59,815	12,927	1,255	21,219
Lake	6,648	1,840	9,541	2,501	414	3,337
Lane	125,776	46,260	177,273	44,849	4,019	63,030
Lincoln	21,308	7,660	25,933	7,583	543	10,003
Linn	54,317	18,390	60,242	13,805	1,801	25,766
Malheur	23,223	6,120	28,956	4,722	699	10,784
Marion	101,401	30,190	121,833	22,905	4,078	46,188
Morrow	4,783	1,260	6,144	1,344	96	2,912
Multnomah	471,537	173,220	784,383	176,167	17,254	210,347
Polk	26,317	7,030	18,068	4,975	1,151	10,668
Sherman	2,271	680	3,299	647	...	1,498
Tillamook	18,606	6,210	20,969	4,661	645	8,915
Umatilla	41,703	13,180	57,544	12,638	1,546	22,362
Union	17,962	5,660	19,017	4,629	813	8,622
Wallowa	7,264	1,950	8,299	1,651	421	3,893
Wasco	15,552	7,070	32,265	5,844	1,105	10,887
Washington	61,269	22,470	64,228	17,675	1,678	31,691
Wheeler	3,313	1,060	1,342	320	77	1,463
Yamhill	33,484	9,250	34,234	7,389	1,037	16,055
Total	1,521,341	524,160	\$2,056,951	\$474,425	\$52,965	735,634

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

**DIRECTORY OF AM AND FM STATIONS**

**ALBANY (Linn County)**

KWIL 1941	790 1,000 DA-2	Central Willamette Bcstg. Co. Queen & Elm Sts. Wabash 6-2233 MBS Don Lee Moore & Lund Ayres Best	R. R. Cronise, p Warren E. Stoffer, gm Albert Zack Jr., cm Joanne Forbes, pd Ken McCoy, nd Henry Charnell, ce
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**ASHLAND (Jackson County)**

KWIN 1946	1400 250	Rogue Valley Bcstrs. Inc. P. O. Box 277 Ashland 2-4331 MBS Don Lee Crant	Douglas D. Kahle, p Larry Gordon, gm Dean Reeter, cm William Lively, pd Ellis Feinstein, ce
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**ASTORIA (Clatsop County)**

KAST 1922	1370 1,000 DA-N	Astoria Bcstg. Co. 1006 W. Marine Dr. 95 MBS KBS Don Lee Moore & Lund Ayres	Robert B. Chessman, p Robert D. Holmes, gm Mary I. Ristola, pd, wd George Ristola, ce Herman Robison, nd, fd Warren Grimberg, sd
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KVAS 1954	1230 250	Lower Columbia Bcstg. Co. Inc. 1418 Commercial St. 3320 Beaver Holman Tracy Moore Jacobson	A. L. Capstaff, p, gm T. R. Williams, cm Neil Sargent, pd Robert Meers, ce Dorothea Radich, nd Charles Winkenwerder, sd
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**BAKER (Baker County)**

KBKR 1939	1490 250	Oregon Trail Bcstg. Co. 2030 Auburn Ave. Jackson 3-4431 KBS Oregon Trail Grant Moore & Lund	Kenneth B. Lockwood, gm, cm
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**BEND (Deschutes County)**

KBND 1938	1110 1,000 DA-N	Central Oregon Bcstg. Co. Coble Bldg. Evergreen 2-4821 MBS Don Lee Crant Moore & Lund	Frank H. Loggan, p, gm, pmm Douglas Gaines, cm Kessler Cannon, pd, fd Robert Dickinson, ce Jack Thornton, nd
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**COOS BAY (Coos County)**

KOOS 1928	1230 250 (CP-1260 1,000-DA-N	KOOS Inc. P. O. Box 777 Congress 7-2121 MBS Art Moore Tracy Moore	Sheldon F. Sackett, p Jack Irvine, gm W. A. Cook, sm F. J. McDonough, cm Patsy Barkwell, pd, wd Nathan Olson, ce
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KYNG 1956	1420 1,000-D	KYNG Inc. Tioga Hotel	Harold C. Singleton, p, sec. Wally N. Nelskog, vp, treas Phil Waters, gm Norman Oberst, ce Wally Nelskog, pd
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**COQUILLE (Coos County)**

KWRO 1949	630 1,000-D	KWRO Inc. P. O. Box 396 3961 KBS Art Moore	Wm. E. Walsh, p Lynn C. Thomas, gm Don Anderson, asst mgr Don Robinet, cm Les McKay, pd Drew Walker, ce Ken Metzler, nd
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**CORVALLIS (Benton County)**

KCOV 1954	1240 250	Midland Bcstg. Co. P. O. Box 689 Plaza 3-6633 Tri-Mart Net. Connelly Everett-McKinney Art Moore	Lee P. Bishop, p Frank J. Flynn, vp, gm Joan L. Hanson, pd Harold G. Short, ce
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*KOAC 1922	550 5,000 DA-2	Oregon State College Plaza 3-4351	James M. Morris, prog mgr Grant S. Feikert, ce Bob Hinz, nd, sd William C. Smith, fd Cladys L. Chambers, wd
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KRUL 1947	1340 250	Pacific States Radio Co. Inc. 1221 S. 15th St. Plaza 3-3322 McClivra	Jack Severtson, o Chester L. Blomsness, gm Buzz Florip, pd Tom Kindell, ce
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**COTTAGE CROVE (Lane County)**

KOMB 1953	1400 250	Radio Station KOMB P. O. Box 606 1400	Orlo Bagley, co-o, gm, sd R. D. Walter, sm, slm, pd Dorothy Grisham, cm, wd Hal Fengler, nd Peter J. Ryan, pmm Milton Viken, ce
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**DALLAS (Polk County)**

KPLK 1955	1460 500-D	Polk County Bcstrs. Inc. P. O. Box 396 Mayfair 3-2342	Leland M. Tucker, p Edward C. McElroy Jr., vp, gm George B. Smith Jr., pd, fd George W. Morrison, ce Martha Jean Bailey, traff mgr
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**EUCENE (Lane County)**

KASH 1947	1600 1,000 DA-N	Radio Air Ways Inc. P. O. Box 1600 Diamond 5-3357 ABC Cooke	E. L. Kincaid, p, gm Paul Plank, cm, fd Laura Plank, pd, wd Ralph Cook, ce Clare Kincaid, nd
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EUGENE (Cont.)

KEED 1954	1050 1,000-D	985 Willamette St. (branch office) Diamond 3-1514	(See Springfield listing)
KERG 1949	1280 5,000-D 1,000-N DA-N	Guard Publishing Co. P. O. Box 506 Diamond 5-4304 CBS Weed Kinkaid	Alton F. Baker, p L. W. Trommlitz, gm Robert Fulton, cm, sd Clifton Cole, pd, pmm Calvert C. Applegate, ce Jack Craig, nd
KORE 1927	1450 250	Lane Bestg. Co. 2598 S. Willamette Diamond 4-4214 MBS Don Lee Everett McKinney Art Moore	Lee Bishop, p, gm Herb Olson, adv mgr Ted Thompson, pd Don Paillette, pmm Floyd Viken, ce Dolph Janes, nd, fd
KUGN 1946	590 5,000-D 1,000-N DA-N	KUGN Inc. P. O. Box 112 4-6216 NBC Meeker Jacobson Feltis	C. O. Fisher, p, gm John Tasnady, slm Robert Houglum, pd, pmm George Hathaway, ce, fd Wendy Ray, nd, sd Arlette Hoiting, wd
KUGN-FM 1947	99.1mc 0.38kw		

FOREST GROVE (Washington County)

KRWC 1950	1570 1,000-D	Irving V. Schmidtke P. O. Box 345 6091 Ayres Jacobson	Irving V. Schmidtke, o, gm, ce, cm Fred Schmidtke, pd, sd Elinore Lee, pdm Eleanor Schmidtke, pmm, nd, wd Harold Warling, fd
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GRANTS PASS (Josephine County)

KUIN 1949 KBES (TV)	1340 250	Southern Oregon Bcstg. Co. P. O. Box 148 Greenwood 6-4477 MBS Don Lee Grant	Amos E. Voorhies, p William B. Smullin, sec-treas Edward A. Malone, gm Myron K. Ball, cm Dave Allen, pd, sd Nestor L. Williams, ce G. C. F. Hansen, nd Leon C. Boner, fd
KGPO (FM) 1948	96.9mc 3.1kw	(KUIN, AM Affiliate)	

GRESHAM (Multnomah County)

KGRO 1956	1230 100	Gresham Bcstg. Co. P. O. Box 32 Mo 5-4143	Tom Purcell, p Alex deSchweinitz, gm Calvin Lehman, cm Herbert Smith, pd Arlan C. Walker, ce Elise Darius, wd
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HERMISTON (Umatilla County)

KOHU 1956	1570 250-D	Carl E. & Sarah Knierim P. O. Box 1 Jordan 7-6500	Carl F. Knierim, co, gm Sarah Knierim, co, cm Eleanor Davis, pd Otha S. Whitsett, ce John Welsh, nd Don McGowen, fd
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HILLSBORO (Washington County)

KUIK 1954	1360 1,000-D	Tualatin Valley Bcstrs. 155A S. Second Ave. 9300 KBS Art Moore	Richard K. Millison, sm Wally Cooper, slm Paul Alexander, ce, fd Roberta Landuette, wd
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HOOD RIVER (Hood River County)

KIHR 1950	1340 250	Oregon-Washington Bcstrs. Inc. 22nd St. 3561 Meeker Art Moore	C. H. Fisher, o Don M. McCutcheon, gm, cm, pd, nd, fd Don I. Morris, ce R. L. Johnson, sd Lemore Merritt, wd
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KLAMATH FALLS (Klamath County)

KFJI 1925	1150 5,000-D 1,000-N DA-N	KFJI Bcstrs. Inc. P. O. Box 692 2-2551 MBS Grant Art Moore	W. D. Miller, p Robert H. Bartlett, gm, cm Warren Bunyon, pd, sd Lou Gillespie, pmm Wayne Loerke, ce, fd Pat O'Conner, nd
KFLW 1946	1450 250	Southern Oregon Publishing Co. P. O. Box 941 8115 ABC CBS Everett-McKinney	Frank Jenkins, p Bud Chandler, gm Edith Patten, traff mgr Bill Grimes, ce Floyd Wynne, sd
KLAD 1955	900 1,000-D	K-Lad Bcstrs. P. O. Box 230 9191 KBS	Phil Jackson, ptrn, gm, cm C. E. Wilson, ptrn James Wilson, pmm D. Walker, ce

LA GRANDE (Union County)

KLBM 1938	1450 250	Inland Radio Inc. P. O. Box 907 2201 Grant Art Moore	Mrs. Marshall E. Cornett, co-o Gordon L. Capps, co-o, p Kenneth L. Lillard, gm, cm Beverly Van Blockland, pd, wd Ralph Keyser, ce Charles Stauffacher, nd, sd
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LAKEVIEW (Lake County)

KQIK 1956	1230 250	Pacific Northwest Radio Inc. Hunters Lodge Whitehall 7-2164 Art Moore	Lynn C. Thomas, p A. E. Freeman, vp Sidney Roach, sm
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LEBANON (Linn County)

KGAL 1950	920 1,000 DA-1	Linn County Bcstg. Co. P. O. Box 387 Alpine 8-2134 KBS Holman Feltis Jacobson	W. Gordon Allen, p, gm Nate Bridges, sm, cm Don Wellman, slm, pmm Jim Nelly, pd, fd N. I. Bridges, ce T. L. Boyd, sd
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McMINNVILLE (Yamhill County)

KMCM 1949	1260 1,000 DA-N	Yamhill Bcstrs. Inc. P. O. Box 207 3811 KBS Continental Art Moore	Jack B. Bladine, p Glasco P. Branson, gm, cm, pd Ed Nuhring, ce Craig Singletary, pd, nd, sd
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MEDFORD (Jackson County)

KBOY 1954	730 1,000-D	K-Boy Bcstrs P. O. Box 1109 3-5355	C. E. Wilson, p, gm, pd Winston Marks, cm Charles B. Field, ce, fd Richard Schuchard, sd
KMED 1922	1440 5,000-D 1,000-N	Radio Medford Inc. P. O. Box 1306 2-4000 NBC Meeker Moore & Lund	V. J. Robinson, p Ray Johnson, vp, gm Gene Barlow, cm John Williams, pd, pmm Vern Ludwig, ce Frank Pinnock, nd
KYJC 1947	1230 250	Medford Printing Co. Barnett Rd. 2-5277 ABC CBS Webb	R. W. Ruhl, p Jimmy Dunlevy, gm Tom MacLeod, cm, sd Monte Morris, pd, nd J. J. Dunlevy, pmm Vic Califf, ptrn

NEWPORT (Lincoln County)

KNPT 1948	1310 1,000 DA-N	Yaquina Radio Inc. 1940 N.E. Coast Hwy. 560 Continental	Tom Becker, p, gm Leonard Epling, sm Dwayne Caldwell, slm Mo Niemi, nd Don Newman, ce Perk McKissen, pdm
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NORTH BEND (Coos County)

KFIR 1951	1340 250	Bay Bcstg. Co. P. O. Box 905 Skyline 9-7351 CBS Grant Feltis & Cox	Josephine Edwards, o Harry Charchmichael, gm John Hickox, cm Ray Lawhorn, pd Arthur Schuldt, ce Spencer Snow, nd
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OCEANLAKE (Lincoln County)

KBCH 1955	1400 250	Lincoln Electronics Inc. P. O. Box 368 3891 Art Moore	Wm. B. Comer, o, gm Dick Millett, sm Tom Warner, pd Al Charf, ce Beatrice Slothour, pdm Connie Comer, wd
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ONTARIO (Malheur County)

KSRV 1946	1380 1,000 DA-N	Inland Radio Inc. P. O. Box 540 212 KBS Grant Art Moore	Mrs. Marshall E. Cornett, co-o Gordon L. Capps, co-o, p, gm J. Robert Humphreys, cm Clinton Bellows, pd Charles E. Harland, pmm Geoffrey A. Gass, ce Earl Swanson, nd
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OREGON CITY (Clackamas County)

KGON 1947	1520 10,000 DA-1	Clackamas Bcstrs. Inc. P. O. Box 5711 Portland 22, Ore. Portland, Olive 4-5475 Oregon City 5249 NBC Meeker Moore & Lund	Robert J. Hartke, co-o Irwin S. Adams, co-o, gm, cm, pmm Sonora B. Hoffman, pd William R. Watson, ce Frank Faro, nd Ray Brooks, sd
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PENDLETON (Umatilla County)

KUMA 1955	1290 5,000 DA-2	Pendleton Bcstg. Co. P. O. Box 278 521 Meeker Art Moore	C. H. Fisher, p Ted A. Smith, sec, treas, gm, sd Robert Runnion, cm Howard C. Rhoads, pd Carl R. Hilyer, pmm James Platz, ce Murray Wesgate, nd
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OREGON

City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone Network Station Rep.	Executives	KVAN 1939	(See Vancouver, Wash., listing)		
<b>PENDLETON (Cont.)</b>								
KUBE	1956	1050 1,000-D	Umatilla Bcstg. Enterprises P. O. Box 301 5151	John M. Carroll, o, cm, fd R. E. Thomlinson, sm, cc Paul Schumacher, nd Margaret Ransier, wd J. V. Maldonado, pmm Charles Springer, nd	KWJJ 1925	1080 10,000 DA-2 Rodney F. Johnson 1011 S. W. 6th Ave. Capital 8-4393 Burn-Smith Headley-Reed	Rodney F. Johnson, p, gm Ben T. Crosby, cm Jerry Speerstra, pd Robert Kingsley, pmm Lester Windes, ce Don Kneass, nd Josh Higgins, fd Don Usher, sd	
KWRC	1941	1240 250	Western Radio Corp. P. O. Box 178 1425 ABC Cox Ayres	V. B. Kenworthy, p, gm Jerry Hawkins, sm Carl Fugitt, cm Bob Maszk, pd Douglas Whipple, ce Beverly Vaught, wd	KXL 1926	750 10,000 DA-1 L-WSB Mt. Rainier Radio & Tv Bcstg. Corp. P. O. Box 5886 Prospect 4-3216 Branham McGavren-Quinn Art Moore	Lester M. Smith, gm Wally Rossmann, cm Ed Mundt, ce Ric Thomas, pd Lyle Fenner, nd Frederick J. Eichhorn, ops mgr	
<b>PORTLAND (Multnomah County)</b>								
KBEV (CP)		1010 1,000-D DA-D	James R. Roberts 909 Michigan Ave. Farmington, Mo. Pearson	James R. Roberts, o, gm	KRRCO 1950	690 1,000-D Radio Central Oregon Inc. P. O. Box 188 Hillcrest 7-6239 Best Feltis	N. A. Miksche, p, co-o Bill Gould, cm, sd Bob Angel, pd Bob Matheny, co-o, ce, fd	
*KBPS	1923	1450 250	Portland Public Schools- Benson Poly. School 546 N.E. 12th Ave. BE 4-5469	Patricia Green Swenson, sm Fred M. Warner, pd Harold Potter, ce	REDMOND (Deschutes County)	KJUN 1953	1240 250 Juniper Bcstrs. Inc. P. O. Box 1240 234 ABC	F. Gilbert Lieser, p, gm, pmm, sd Patricia L. Lieser, evp, bus mgr, pd, wd Frank Smith, ce, fd Bill Resare, nd
KEX	1926	1190 50,000 DA-1	Westinghouse Bcstg. Co. 1230 S. W. Main Capital 2-1881 Free & Peters	D. H. McGannon, p Herbert L. Bachman, gm R. E. Rudolph, slm Mel Bailey, pd Jack Irwin, ce George McGowan, nd Ben Buisman, fd Bob Blackburn, sd Kay West, wd	ROSEBURG (Douglas County)	KRNR 1935	1490 250 James E. Doyle 134 N. Jackson Orchard 3-5551 CBS Grant Art Moore	James E. Doyle, p, gm Cal Perley, cm John Doyle, pd Max Dick, ce Lucille Frick, wd
KEX-FM	1948	92.3mc 56kw			KRXL 1950	1240 250 Umpqua Bcstrs. Inc. P. O. Box 847 Orchard 3-4464 MBS	Iris Rice Helliwell, gm, cm Elliott Motschenbacher, slm Del McKay, pd, sd Leo Reetz, ce Kay Anderson, pmm Robert Grant, nd	
KHFS	1954		(See Vancouver, Wash., listing)		KYES 1955	950 1,000-D Douglas Bcstrs. Inc. P. O. Box 1138 Orchard 3-6678 H. S. Jacobson	Leroy Hiatt, p, gm, ce Warren Ward, cm	
KGW	1922	620 5,000 DA-1	Pioneer Bcstg. Co. 1139 S. W. 15th Capital 3-6364 ABC Blair	Gordon D. Orput, p Mrs. A. Scott Bullitt, evp John H. Eichhorn, sm, cm Jack J. Moys, pd Earl E. E. Petersen, ce Robert E. Franklin, nd Ivan Jones, fd	SALEM (Marion County)	KGAY 1950	1430 5,000-D KGAY Inc. P. O. Box 768 Empire 3-7121 Holman Feltis Jacobson	W. Gordon Allen, p Earle W. Headrick, gm Robert Morse, cm Carl Ritchie, pd Jean McLean, pd, pmm Ken Vancil, ce Herb. Johnston, nd
KLIQ	1949	1290 1,000-D	Mercury Bcstg. Co. Inc. 3908 N.E. Sandy Blvd. (13)	Ted R. Gamble, p C. Howard Lane, vp Harry H. Buckendahl, mgng dir, cm Willard A. Mears, prog mgr, fd Robert McGill, pmm L. S. Bookwalter, eng dir Lester Halpin, nd Johnny Carpenter, sd	KOCO 1947	1490 250 Loring Schmidt 1426 Edgewater 3-3108 Rambeau	Loring Schmidt, o, gm	
KOIN	1925	970 5,000 DA-N	Mt. Hood Radio & Tv Bcstg. Corp. 140 S. W. Columbia Capital 8-3333 CBS CBS Radio Spot Sales	S. M. Goard, p, gm, cm James T. McGuire, pd James R. Hampton, pmm Gordon R. Larson, ce Donald G. Wirtz, nd	KSLM 1934 KSLM-TV (CP)	1390 1,000 Oregon Radio Inc. P. O. Box 631 EM 4-8433 MBS Don Lee Everett-McKinney Art Moore	Glenn McCormick, p, gm Dave Hoss, sm, cm Carl Ritchie, pd Bill Ross, slm Clyde Carlton, ce Al Bauer, fd	
KOIN-FM	1948	101.1mc 48.6kw			SPRINGFIELD (Lane County)	KEED 1954	1050 1,000-D KEED Inc. P. O. Box 696 DI 5-0163 Holman	Glen M. Stadler, p, gm Helen N. Stadler, vp, asst gm, wd M. J. Redfearn, cm Walter A. Stadler, pd Rod Louden, pmm James Huntington, ce James Bunch, nd
KPAM	1951	1410 1,000-D	Oregon Bcstrs. Ltd. P. O. Box 1230 Capital 8-0106		THE DALLES (Wasco County)	KDLS (CP)	930 1,000 DA-N The Dalles Bcstg. Co. 405 W. 9th St.	C. H. Fisher, ptrn Enda E. Fisher, ptrn
KPFM (FM)	1946	97.1mc 3.3kw			KODL 1941	1440 1,000 DA-N Western Radio Corp. KODL Bldg. Cy 6-2300 ABC KBS	V. B. Kenworthy, p Paul Walden, gm, sd Monte DeVon, cm Stephen Montgomery, pd Vern Wright, ce Mary Thorsness, wd	
KPDQ	1947	800 1,000-D	John W. Davis 4903 N.E. Sandy Atlantic 2-3232 ForJoe	John W. Davis, o, gm Philip A. Roewe, slm Dale Allison, pd Keith Griggs, nd Don Wilkinson, ce	KRMW 1955	1300 1,000-D Radio Mid-Columbia Inc. 209 E. 2nd St. Cypress 6-9661 Best Art Moore	Harold L. Newhouse, p, gm Jerry Webb, pd Don Ruse, cm, ce Barbara Palmer, wd	
KPOJ	1923	1330 5,000 DA-1	KPOJ Inc. 1019 S. W. 10th Ave. Capital 7-3484 MBS Don Lee Avery-Knodel	Wm. W. Knight, p R. M. Brown, vp, gm Robt. C. LaBonte, cm Tom Hoover, pd Alan Hicks, pmm Herbert A. Davidson, ce Charles Bernard, pdm	TILLAMOOK (Tillamook County)	KTIL 1947	1590 250 Tillamook Bcstg. Co. P. O. Box 1590 Victor 2-4422 Continental	F. H. Cuyton, p Jack Webb, gm, cm, pd, pmm, nd, sd Larry Brunen, ce Carl Karpstein, fd Louise Halliburton, wd
KPOJ-FM	1948	98.7mc 4.3kw						
KQFM (FM)	1953	100.3mc 17.5kw	H Quenton Cox Terminal Sales Bldg. Capital 8-5191	H Quenton Cox, p, gm Helen Cox, pd Charles K. Dickson, ce				

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

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

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

PENNSYLVANIA

MARKET DATA BY COUNTIES

County	Population 1950	Radio Homes	Passenger			
			Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Cars 1955
Adams	44,197	12,650	\$44,529	\$7,706	\$1,020	17,473
Allegheny	1,515,237	453,830	1,849,647	479,072	58,839	417,375
Armstrong	80,842	23,010	64,109	16,946	1,568	26,854
Beaver	175,192	51,290	183,655	48,300	5,099	56,927
Bedford	40,775	10,830	41,931	7,030	463	14,559
Berks	255,740	76,840	310,800	73,634	6,362	90,917
Blair	139,514	39,650	129,235	33,945	2,977	42,708
Bradford	51,722	15,230	49,853	10,428	957	17,148
Bucks	144,620	67,780	227,978	54,744	5,503	78,621
Butler	97,320	27,990	101,888	21,723	2,338	36,884
Cambria	209,541	55,870	183,199	44,029	3,309	56,944
Cameron	7,023	1,810	8,485	2,194	149	2,912
Carbon	57,558	15,780	46,030	12,415	824	18,118
Centre	65,922	16,820	60,601	14,069	1,847	21,030
Chester	159,141	44,180	188,464	39,727	4,936	58,238
Clarion	38,344	10,230	34,277	7,591	659	13,912
Clearfield	85,957	22,780	69,728	17,295	1,365	24,913
Clinton	36,392	10,410	35,545	6,919	743	12,294
Columbia	53,460	15,540	50,947	13,645	1,372	19,738
Crawford	78,948	23,350	80,685	18,732	1,475	27,825
Cumberland	94,457	30,550	109,766	25,821	2,646	39,796
Dauphin	197,184	61,760	272,270	47,657	8,384	66,327
Delaware	414,234	142,060	478,843	130,479	15,991	153,038
Elk	34,503	9,490	30,961	10,339	795	11,647
Erie	219,388	68,620	274,282	62,523	6,531	80,246
Fayette	189,899	50,630	148,130	40,741	3,944	51,767
Forest	4,944	1,240	3,672	663	56	1,655
Franklin	75,927	22,010	89,431	16,988	1,859	29,119
Fulton	10,387	2,710	7,511	1,113	55	3,559
Greene	45,394	11,970	26,986	6,637	590	12,941
Huntingdon	40,872	10,930	29,148	7,681	477	13,912
Indiana	77,106	20,380	60,750	15,439	1,278	23,942
Jefferson	49,147	13,690	42,319	11,183	849	16,501
Juniata	15,243	4,140	12,065	1,982	56	5,824
Lackawanna	257,396	73,060	234,621	61,247	5,613	62,444
Lancaster	234,717	66,500	292,873	56,364	5,577	86,063
Lawrence	105,120	31,200	107,582	28,234	2,741	37,208
Lebanon	81,683	26,110	94,625	20,238	1,551	30,737
Lehigh	198,207	59,150	258,189	49,141	5,630	63,091
Luzerne	332,241	105,000	331,967	86,419	6,763	103,858
Lycoming	101,249	31,400	106,718	25,080	2,316	36,884
McKean	56,607	16,620	54,319	14,579	1,742	19,412
Mercer	111,954	33,280	132,938	32,691	3,484	41,737
Mifflin	43,691	12,220	37,938	9,010	1,137	14,236
Monroe	33,773	10,360	43,625	9,382	1,044	14,883
Montgomery	353,068	112,030	480,680	113,499	14,530	150,126
Montour	16,001	3,560	10,719	2,867	309	4,529
Northampton	165,243	53,340	206,463	54,395	5,994	70,656
Northumberland	117,115	33,910	104,923	26,002	3,037	34,943
Perry	24,782	7,060	18,413	4,831	422	9,706
Philadelphia	2,071,605	632,130	2,610,769	539,103	75,078	456,201
Pike	8,425	3,000	7,665	1,336	69	3,883
Potter	16,810	4,560	15,852	2,992	272	5,824
Schuylkill	200,577	54,600	156,340	40,916	3,552	58,562
Snyder	22,912	6,180	20,185	3,682	244	8,412
Somerset	81,813	21,710	62,094	14,664	1,240	25,883
Sullivan	6,745	1,600	3,821	1,325	25	2,264
Susquehanna	31,970	8,480	25,471	7,961	355	10,353
Tioga	35,474	10,430	31,062	6,336	652	12,941
Union	23,150	5,810	17,385	4,389	330	8,412
Venango	65,328	18,260	54,547	16,006	1,315	21,677
Warren	42,698	11,990	54,425	9,042	918	14,883
Washington	209,628	59,950	205,638	54,236	4,602	64,385
Wayne	28,478	7,660	24,551	5,883	511	9,706
Westmoreland	313,179	88,890	298,580	82,735	7,365	96,417
Wyoming	16,766	4,680	18,640	3,561	392	6,794
York	202,737	63,890	262,319	49,929	4,374	82,504
Total	10,498,012	3,124,140	\$11,731,605	\$2,949,466	\$309,500	3,235,476

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

DIRECTORY OF AM AND FM STATIONS

ALLENTOWN (Lehigh County)

WAEB 1949	790 500-D 1,000-N DA-2	WAEB Inc. 7th & Hamilton Sts. Hemlock 4-9364 Radio-TV Reps.	Howard Wasserman, p S. Robert Ackley, gm Joseph Riepenschell, cm Nedd Flemming, pd William Gottshall, ce Bob Lamb, nd
WFMZ (FM) 947 WFMZ-TV (CP)	100.7mc 4.8kw	Penn-Allen Bcstg. Co. East Rock Rd. Hemlock 5-6733	Raymond F. Kohn, p, gm Frank Lucidon, cm Raymond Kohn, pd Fred Siffryn, ce
WHOL 1948	1600 500-D DA-D	Allentown Bcstg. Corp. Colorado & Poplar Sts. Hemlock 4-4801 Raymer	Charles G. Helwig, p James F. Chambers, gm, sd Frank Short, slm Willard Camperson, pd Jay Bechtel, pmm Gerald West, ce Bill Balthaser, nd
WKAP (947) WQCY (TV) (CP)	1320 1,000 DA-N	WKAP Inc. P. O. Box 689 Hemlock 9-3166 Weed	N. Joe Rahall, p Ogden R. Davies, gm Jerry Duckett, slm Alan D. Raber, pd C. Frank Cordaro, ce Gladys E. Hersh, wd

WSAN 1923	1470 5,000 DA-N	Lehigh Valley Bcstg. Co. 39 N. 10th St. Hemlock 4-9511 NBC H-R Reps	B. Bryan Musselman, p, gm, pmm Olivia M. Barnes, cm Reuel H. Musselman, ce
ALTOONA (Blair County)			
WFBG 1924 WFBG-TV	1340 250	Triangle Publications Inc. 1320 11th Ave. 4-2031 NBC Triangle Publications Inc. (Radio & TV Div.)	Edward M. Scala, gm Jack Snyder, sm K. R. Brubaker, ce George Carroll, pmm mgr David Pretz, pmm
WRTA 1947	1240 250	Altoona Trans-Audio Corp. Hotel Penn Alto 6646 ABC MBS Everett-McKinney	Martin F. Malarkey, p Lou H. Murray, evp, gm Horace J. Richards, sm James Reilly, pd Albert Merritts, ce Ken Clapper, sd
WVAM 1948	1430 1,000 DA-N	General Bcstg. Corp. 2727 Albert Dr. 1827 CBS Weed	Emanuel S. Leopold Will L. Ketter, gm, pmm, fd, Will M. Union, cm John E. Riley, pd
WVAM-FM 1953	100.1mc 0.36kw		
APOLLO (Armstrong County)			
WAVL 1947	910 1,000-D	Tri-Borough Bcstg. Co. Orchard Hills Grover 2-3921	Cecil F. Clifton, gm, cm, pd Alice West Clifton, traff mgr A. J. West, bus mgr H. Edgar Smith, ce
BARNESBORO (Cambria County)			
WNCC 1950	950 500-D	North Cambria Bcstrs. Inc. 803 Maple Ave. 1010 KBS	Richard Todhunter Jr., p W. J. Thomas, gm William R. Rainhall, cm, sd Joanne E. Tibbot, pd Dyle J. Miller, ce Herbert Turnrup, fd
BEAVER FALLS (Beaver County)			
WBVP 1948	1230 250	WBVP Inc. P. O. Box 719 4100	Frank R. Smith, p, gm Thomas B. Price, cm Charles H. Wilson, pd Jean E. Biggard, pmm Andy Sivak, ce George Allen, co-nd, fd
BEDFORD (Bedford County)			
WBFD 1955	1310 1,000-D	Inquirer Printing Co. 130 S. Juliana St. 863 KBS	John H. Biddle, p Hugo K. Frear, gm Robert S. Harrison Jr., sm, cm Sherwood B. Hawley, pd Jack R. Husson, pmm Martin L. Croft, ce John Basehore, nd, sd
BERWICK (Columbia County)			
(CP)	1280 500-D	Columbia County Bcstrs. Inc. Craft Press Bldg. Chambersburg, Pa.	John S. Booth, p, treas Thomas K. Cassel, vp Harry J. Daly, sec
BETHLEHEM (Northampton County)			
WGPA-FM 1947	95.1mc 10kw		
WCNR 1947	930 1,000-D	Columbia Montour Bcstg. Corp. 38 W. Main St. Sterling 4-1200 Quaker	Ed Darlington, gm, cm, wd James Lehman, pd Robert Fulton, ce Stan Hummer, fd Robert Hilber, sd
WHLM 1948	550 500 DA-2	Bloom Radio 107 W. Main St. Sterling 4-5500 Raymer	Harry L. Magee, p Robert R. Williams, gm Lawrence J. Campbell, cm Ray Calabrese, pub rel Anthony Hogg, ce Max Williamson, nd
WHLM-FM 1956	106.5mc 8.8kw		
BRADDOCK (Allegheny County)			
WLOA 1947	1550 1,000-D	Matta Bcstg. Co. 1233 Braddock Ave. Electric 1-1100 KBS	William G. Matta, p, gm, pd George C. Matta, cm Joseph J. Bassett, pmm, nd Elmer L. Heess, ce Tom Powers, sd Blanch Anderson, wd
BRADFORD (McKean County)			
WESB 1947	1490 250	Radio Station WESB 43 Main St. 2-4545 MBS Burn-Smith	Joseph M. Cleary, gm, nd Frederick P. Tascone, sm, cm, pmm William Winn, pd, fd, ce Lou Adler, sd Vivien Krieger, wd

PENNSYLVANIA

City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Lieensee Headquarters Telephone Network Station Rep.	Executives
<b>BUTLER (Butler County)</b>				
WBUT 1949	1050 250-D	WBUT Inc. Radio Park 75-778 Gill-Perna	J. Patrick Beacom, p, gm Gerald D. Coleman, sm, pmm, ce Harry W. Critchlow, cm Richard Hanna, pd Earl Sadlon, nd Richard Kutan, sd	
<i>WBUT-FM</i> 1949	<i>97.7mc</i> <i>0.72kw</i>			
WISR 1941	680 250-D	Butler Bcstg. Co. Inc. 357 N. Main St. 7-4701	Joel W. Rosenblum, p Robert L. Kaufman, gm J. Victor O'Brien, cm Warren E. Ihlensfeld, pd, nd Paul F. Rex, ce Don Osterling, fd	
<b>CARBONDALE (Lackawanna County)</b>				
WC DL 1950	1440 5,000-D	Carbondale Bcstg. Co. Inc. 127 Salem Rd. 1230 KBS Cooke	William H. Ware, p Anthony P. Perry, gm Paul J. Oles, cm, sd Thomas McDonough, pd Walter F. Rude, ce, fd Joe Martin, nd Jean Lynady, wd	
<b>CARLISLE (Cumberland County)</b>				
WHYL 1952	960 1,000-D (CP, 5,000-DA-D)	Richard Field Lewis Jr. of Carlisle Inc. P. O. Drawer 520 1785 Penn-Harris Radio Net.	Richard Field Lewis Jr., p Winslow T. Porter, gm, cm Clinton M. Morse, pd Jack Stelling, pmm Jack Simmons, ce Leonard Waite, nd	
<b>CHAMBERSBURG (Franklin County)</b>				
WCBG 1956	1590 1,000-D	James R. Reese Jr. South Mountain, Pa.	James R. Reese Jr., o	
WCHA 1946	800 1,000-D	Chambersburg Bcstg. Co. Craft Press Bldg. Colony 4-7121 Forjoe	John S. Booth, vp, gm Earl Strine, cm, sd Richard Bowers, pd, fd David Myers, pmm James McCurdy, ce Gene Myers, nd	
<i>WCHA-FM</i> 1948	<i>95.9mc</i> <i>0.7kw</i>			
<b>CHARLEROI (Washington County)</b>				
WESA 1947	940 250-D	Monongahela Valley Bcstg. Corp. Box 584 Hudson 3-6551 Clark	Dr. A. S. Sickman, p Charles R. DuVall, gm George D. Gailey, pd S. Crawford, ce	
<b>CHESTER (Delaware County)</b>				
WDRF 1947	1590 1,000 DA-N	Eastern Bcstg. Co. Middletown Rd., Brookhaven 4-4321	Louis Kapelski, o, p Cy Swingle, gm Harry Simmington, ce Del Parks, nd Marion Pedlow, wd Matt Zabitka, sd	
WVCH 1948	740 1,000-D	James M. Tisdale Wolf Bldg. 2-8861 Webb	James M. Tisdale, o, gm, ce Robert A. Hibbert, sm, pd Sid Jordan, cm Glen Duff, nd Earl Goodman, fd Don Baron, sd	
<b>CLEARFIELD (Clearfield County)</b>				
WCPA 1947	900 1,000-D	Clearfield Bcstrs. Inc. 215 Church St. 5-5541 Laurel Net.	W. K. Ulerich, p W. J. Thomas, gm Joseph Milsop, mgr, pmm Margaret Nemeth, pd, wd Llewellyn Duck, ce Paul Victor, nd	
<b>COATESVILLE (Chester County)</b>				
WCOJ 1949	1420 5,000 DA-N	Chester County Bcstg. Co. 809 E. Lincoln Hwy, 2100 Quaker Net.	Louis N. Seltzer, p, ce William S. Halpern, gm, sec-treas Donald Kines, cm, pmm Michael Stanley, nd James Donnelly, sd	

Executive Abbreviations: Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.  
Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.  
FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

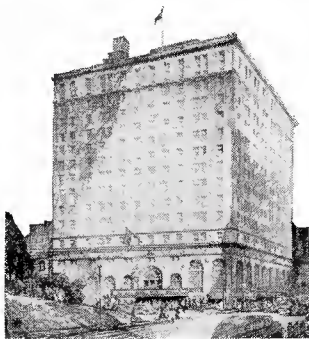
<b>CONNELLSVILLE (Fayette County)</b>				
WCVI 1947	1340 250	Connellsville Bcstrs. Hetzler Bldg. 2700 KBS	Dr. Cam T. Troilo, p Charles H. Underwood, gm, cm Mary Frances Rich, pd Robert T. Ray, ce Dick Jessen, nd Rex Carter, fd	
<b>CORRY (Erie County)</b>				
WOTR 1955	1370 500-D	Olivia T. Rennekamp Berger Bldg. Pittsburgh, Pa. Atlantic 1-1365 KBS	Olivia T. Rennekamp, p John J. Wellenhoffer, gm, cm Mary Shannon, pmm, wd David Hubertz, ce Guy R. Davis, nd, fd Howard Bycroft, sd	
<b>COUDERSPORT (Potter County)</b>				
WFRM 1953	600 1,000-D	Farm & Home Bcstg. Co. 9 N. Main St. 611	C. H. Simpson, p John A. Fay, gm Rick Bennett, sm, pd Richard Smith, pmm, fd F. Kenyon Reed, ce Ed Easton, sd	
<i>WFRM-FM</i> 1955	<i>96.7mc</i> <i>0.11kw</i>			
<b>DOYLESTOWN (Bucks County)</b>				
WBUX 1948	1570 250-D	WBUX Bcstg. Co. P. O. Box 512 KBS Quaker Indie Sales	George Steiner, p James Stolcz, gm Robert Fretz, nd Robert Wright, ce	
<b>DuBOIS (Clearfield County)</b>				
WCED 1941	1420 5,000-D 500-N DA-2	Tri County Bcstg. Co. 80 N. Park Place 1700 CBS Quaker McGillvra	H. T. Gray, p J. S. Gray, gm George Williams, cm Ken Johnston, pd Sam King, pmm, nd Burrell Morris, ce Mary Bloom, sd	
<i>WCED-FM</i> 1948	<i>102.1mc</i> <i>3.3kw</i>			
<b>EASTON (Northampton County)</b>				
WEEX 1956	1230 250	Easton Publishing Co. Chestnut Hill 6155 Headley-Reed	J. L. Stackhouse, p Nelson S. Rounsley, gm, cm Robert Francett, ce James Eyer, nd C. W. Bradford, fd	
WGLV (TV)				
<i>WEEX-FM</i> 1948	<i>98.3mc</i> <i>1kw</i>			
WEST 1956	1400 250	Associated Bcstrs. Inc. 516 Northampton St. 6131 NBC Meecker	Clair R. McCollough, sta exec Theodore Pierce, sm J. Robert Gulick, gen sm Eugene Bethman, pd Paul I. Woodland, pmm J. E. Mathiot, tech dir	
<i>WEST-FM</i> 1948	<i>107.9mc</i> <i>11kw</i>			
<b>EPHRATA (Lancaster County)</b>				
WGSA 1955	1310 1,000-D DA-D	Garden Spot Bcstrs. P. O. Box 419 Re 3-2226 KBS	Samuel R. Youse, sm, ce John Wells, cm, pd Pat Bange, nd James Schmalhofer, fd Marie Barr, wd	
<b>ERIE (Erie County)</b>				
WERC 1941	1260 5,000 DA 2	WERC Bcstg. Co. 121 W. 10th St. 4-6367 ABC Quaker Weed	Joseph Brechner, p, co-o Vasil Polyzois, treas, co-o Cene Conrad, gm Robert Yochim, cm John Luther, pd Ken Hestor, ce Gerald Hagerly, nd	
<i>WERC-FM</i> 1941	<i>99.9mc</i> <i>9.7kw</i>			



# PENNSYLVANIA

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone Network Station Rep.	Executives
<b>HARRISBURG (Cont.)</b>			
WHYL 1952	960 1,000-D (CP-5,000-D DA-D)	(See Carlisle listing)	
WKBO 1922	1230 250	Keystone Bcstg. Corp. 31 North 2nd St. Cedar 4-0191 NBC Mecker	Clair R. McCollough, sta exec W. Eugene Garman, sm J. Robert Gulick, gen slm Paul I. Woodland, pmm J. E. Mathiot, tech dir
<b>HAZLETON (Luzerne County)</b>			
WAZL 1932 WAZL-TV (CP)	1490 250	Hazleton Bcstg. Co. 708 Hazleton Natl. Bank Bldg. Gladstone 43-581 MBS NBC Raymer	Victor C. Diehm, p, gm Bob Sacco, cm Don Murray, pd, sd Elaine McDonnell, pmm Elwood Tito, ce Paul Cerula, nd
WAZL-FM 1947	97.9mc 2.6kw		
<b>HOMESTEAD (Allegheny County)</b>			
WAMO 1948	860 250-D	Dynamic Bcstg. Inc. 105 E. 7th Ave. 2-6000 Forjoe	Leonard Walk, p, gm Sid J. Dickler, pmm James Herbert, ce
<b>HUNTINGDON (Huntingdon County)</b>			
WHUN 1947	1150 1,000-D	Joseph F. Biddle Publishing Co. 400 Washington St. 1291 KBS Laurel Quaker	John H. Biddle, p William E. Germann, gm, pmm James Ishler, cm Susan H. Germann, pd Earnest A. Craig, ce Donald M. Stuller, nd
<b>INDIANA (Indiana County)</b>			
WDAD 1945	1450 250	WDAD Inc. 632 Philadelphia St. 5-5511 CBS KBS Laurel	W. K. Ulerich, p W. J. Thomas, gm Jonas Termin, sm, cm, pmm Clifford Porter, pd Stanley J. Crazieradio, ce Winston Hoehner, nd
<b>JOHNSTOWN (Cambria County)</b>			
WARD 1946 WARD-TV	1490 250	Central Bcstg. Co. Porch Bldg. 8-1216 CBS Quaker Weed	Geo. D. Cardland, vp, gm Stewart W. Phillips, sm Millard C. Coleman, ce
WARD-FM 1948	92.1mc 0.285kw		
WCRO 1947	1230 250	Century Bcstg. Corp. Fort Stanwix Hotel 9-1187 MBS Forjoe	John J. Keel, p Henry Gladstone, vp Lloyd W. Dennis, sec-treas John Pallottini, gm, cm, sd Mike Boslet, ce Gary Hagerich, nd
WJAC 1925 WJAC-TV	1400 250	WJAC Inc. 329 Main St. 5-1262 NBC Young	Walter W. Krebs, p Park Claycomb, sm Ronald Stephenson, pd, nd Theodore Campbell, ce
WJAC-FM 1948	95.5mc 8.3kw		
<b>KANE (McKean County)</b>			
WADP 1954	960 500-D	Northern Allegheny Bcstg. Co. Penn-Kane Hotel 1520	Richard Feit, sm, cm John Nordine, ce Jack Sandstrom, pd
<b>KITTANNING (Armstrong County)</b>			
WACB 1948	1380 1,000-D	Armstrong County Bcstg. Corp. 325 Market St. 43-1381 KBS Rambeau	S. W. Pruett, p Chas. M. Erhard, Jr., vp, gm Harold H. Stoops, mgr, pd William A. Motter, ce William C. Frederick, nd Sam Shenk, fd

## HARRISBURG'S TOP PERSONALITY INTERVIEW SHOW IS AN EXCLUSIVE FEATURE OF WHYL



THE PENN-HARRIS, home of the famous "Plantation Room", Pennsylvania's Capital Hotel for "leisurely, luxurious, living."



Ruth and Lew Doolittle, popular husband and wife team, have interviewed more than 3,000 personalities during their continuous broadcast series.

THE CAPITAL BROADCASTING CORPORATION\* PRESENTS  
**LUNCHEON AT THE PENN-HARRIS HOTEL**  
With Ruth and Lew Doolittle interviewing colorful personalities from their dining table in the world famous Plantation Room.  
**MONDAY THROUGH FRIDAY 12:30 - 1:15 P.M.**

### WHYL IS JUSTIFIABLY PROUD OF THIS PROGRAM

- It is a network calibre broadcast.
- Luncheon at the Penn-Harris brings to WHYL'S microphones most of Central Pennsylvania's important and interesting people, plus hundreds of national and international celebrities visiting in the greater Harrisburg area.
- Luncheon at the Penn-Harris has been a feature of the Harrisburg airwaves for the last seven years, and has been an exclusive feature of WHYL during three of its four years of operation. The Capital Broadcasting Corporation chose WHYL as its Harrisburg outlet because of WHYL's superior coverage and its wide following.

\*Other Capital Broadcasting Corporation presentations on WHYL include "Capital Comments", Monday through Friday 8:15 to 8:30 A.M.; and special events broadcasts throughout the year over the "PENN HARRIS RADIO NETWORK."

# WHYL CENTRAL PENNSYLVANIA'S BIG COVERAGE MUSIC STATION

Early in 1957—5000 watts on 960 Winslow T. Porter, General Manager . . . Richard Field Lewis, Jr., President



ANCASTER (Lancaster County)

WGAL	1490	WGAL Inc.	Clair R. McCollough, p
322	250	8 West King St.	Kenneth L. Kreider, sm
WGAL-TV		Express 7-5251	J. Robert Gulick, gen slm
		NBC	Brian Kintzer, pd
		Meeker	Paul I. Woodland, pmm
			J. E. Mathiot, tech dir

WGAL-FM 101.3mc  
1/4 3.8kw

LAN	1390	Peoples Bcstg. Co.	Frank H. Altdoerfer, p
146	1,000	252 N. Queen St.	Samuel M. Altdoerfer, gm
	DA-N	Express 4-7261	Julian Skinnell, asst mgr
		ABC	J. Stanley Baker, cm
		MBS	Robert O. Welsh, pmm
		Headley-Reed	Ramon T. Sherman, cc

LAN-FM 96.9mc  
149 6.7kw

ANSFORD (Carbon County)

LSH	1410	Miners Bcstg. Service	Joseph L. Maguire, p
152	1,000-D	Box D	John W. Angst, sm
		1440	

ATROBE (Westmoreland County)

AKU	1570	WAKU Inc.	Harry P. Reed, p
51	1,000-D	200 Depot St.	William J. Thomas, gm
		Keystone 7-7744	Manuel Alvarez, cc
		KBS	Robt. Johnson, sm
			Richard Olinger, nd

TRA	1480	Latrobe Bcstrs. Inc.	Martin Barsky, gm, cm
56	500-D	204 Main St.	William Dymond, pd, sd
		Keystone 7-3338	Keeve Berman, pmm
			Bernard Cuidos, cc
			Russell Graeff, pdm, nd
			Joan Weber, wd

LEBANON (Lebanon County)

LBR	1270	Lebanon Bcstg. Co.	H. Raymond Stadiem, p
46	1,000	8th & Cumberland Sts.	Lester P. Etter, mgng dir,
LBR-TV	DA-N	2-7651	dir natl sls
P)		Quaker	Philip J. Reilly, slm, pmm
		Burn-Smith	Henry Homan, pd, nd, fd
			M. Leonard Savage, cc
			Howard Van Voorhis, sd

LBR-FM 100.1mc  
48 0.72kw

LEWISTOWN (Mifflin County)

WKVA	920	Central Pennsylvania Bcstg.	Robert L. Wilson, p, gm
1949	1,000-D	Co.	Ted Hepburn, cm
		19 S. Wayne St.	Glen Sheffer, pmm
		6771	Robert Steltzer, cc
		Gill-Perna	Bob Hyle, nd
			Bill Musser, pd

WMRF	1490	Lewiston Bcstg. Co.	J. S. Woods, p
1941	250	5 W. Market St.	T. W. Metzger, gm, cm
		6757	Thekla Leepir, pd, wd
		NBC	Kenneth Callahan, cc
		Burn-Smith	Don Raffensberger, fd
			Dale Smith, sd

LOCK HAVEN (Clinton County)

WBPZ	1230	Lock-Haven Bcstg. Corp.	Donald C. Welch, p
1946	250	132 1/2 E. Main St.	Harris Lipez, gm, cm
		4088	Dave King, asst m, pd, pmm,
		MBS	nd
		Quaker	Kenneth Caum, cc
		McGillvra	

MEADESPORT (Allegheny County)

WEDO	810	Tri-City Bcstg. Co.	Edward J. Hirshberg, p, gm
1946	1,000-D	547 Fifth Ave.	Earl Buncher, cm, fd
		North 4-7167	Bob Badger, sm
		Industrial Bcstg. Sys.	Jim Barker, pd, sd
		Rambeau	Sam Spatter, pmm
			Wilks Hurley, cc
			Morrow Davis, nd

WMCK	1360	Mon-Yough Bcstg. Co.	Robert M. Cox, p
1947	1,000	516 Market St.	Samuel R. Vidnovic, opr mgr
	DA-N	Orchard 8-8888	E. A. Kline, cm
		Cooke	Francis P. Haley, pd
			Charles W. White, cc
			Stephen Chontos, nd

MEADVILLE (Crawford County)

WMGW	1490	Meadville Bcstg. Service Inc.	H. C. Winslow, p
1947	250	First Natl. Bank Bldg.	Robert Trace, gm, cm
		46-723	James Strickler, pd
		ABC	Eugene Phillips, cc
			Ray Lage, nd
			James Nicholson, sd

WMGW-FM 100.3mc  
1948 10kw



2



3



4



5



6

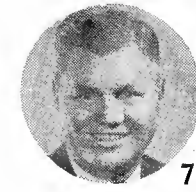
At Your Service



1



"VIC"



7

- 1. HARRY L. MAGEE, Owner WHLM
- 2. KITTY KAHLER, Group Administrative Assistant, Headquarters, WAZL
- 3. CHARLES HELWIG, President WHOL
- 4. LEN HORNSBY, Manager WVDA

- 5. JIM CHAMBERS, Manager WHOL
- 6. BOB WILLIAMS, Manager WHLM
- 7. ART DETERS, Manager WIDE

The "VIC" DIEHM RADIO GROUP

(The Sweetest Buy In Radio Represented by Paul H. Raymer Company)

**WHOL • WAZL • WHLM • WIDE • WVDA**

Allentown, Pa.

Hazleton, Pa.  
NBC-MBS

Bloomsburg, Pa.

Biddeford-Saco, Me.  
MBS-Yankee

Boston, Mass. ABC

PENNSYLVANIA

MEXICO (Juniata County)

WJUN 1955	1220 250-D	Juniata Perry Bstg. Co. P. O. Box 97 Mifflintown, Pa. Mifflintown 64 Burn-Smith	J. S. Woods, p T. W. Metzger, gm Ralph Parker, sm Charles Moore, pd Don Lorenz, pmm, fd Kenneth Callahan, ce
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MILTON (Northumberland County)

WARC (CP)	1380 1,000-D	Williamsport Radio Bstg. Assoc. Inc. c/o W. W. Ott 330 Government Place Williamsport, Pa.	Harry J. W. Kiessling, p Woodrow W. Ott, gm
WMLP 1955	1570 1,000-D	WMLP Inc. YMCA Bldg. 1594	John S. Booth, p John P. Foster, gm, cm John Yingling, pmm William Keil, ce

MONTROSE (Susquehanna County)

*WPFL 1953	1250 1,000-D	Montrose Bstg. Corp. Locust St. 397	W. Douglas Roe, p, gm, pd, nd William M. Farley, pmm Richard J. Gage, ce Edward Dieffenbach, fd William P. Ohman, sd Ruth M. Ohman, wd
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NANTICOKE (Luzerne County)

WHWL 1946	730 1,000-D	Radio Anthracite Inc. 70 S. Main Street Wilkes Barre, Pa. Va. 2-6108 Forjoe	Henry W. Lark, o Milton Laughlin, gm Cary Williams, nd Bill Jones, sd
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NEW CASTLE (Lawrence County)

WKST 1938 WKST-TV	1280 1,000 DA-N	WKST Inc. Cathedral Bldg. Oliver 4-5501 MBS Everett-McKinney	S. W. Townsend, p, gm Harry Reith, asst mgr Byron McConnell, loc slm Kenneth Caum, ce Ruth Ray, wd
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NEW KENSINGTON (Westmoreland County)

WKPA 1940	1150 250-D	Allegheny Kiski Bstg. Co. 810 Fifth Ave. Edison 7-3588 Continental	C. Russell Cooper, p Melvin A. Goldberg, gm D. Joseph Hannan, cm Michael Felock, pd, nd W. W. Neely, ce Fritz Klingensmith, sd
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NORRISTOWN (Montgomery County)

WNAR 1946	1110 500-D	Norristown Bstg. Co. Old Arch Road Broadway 2-7600 Weed	N. Joe Rahall, p O. R. Davies, gm John M. Banzhoff, sm, natl slm Donald L. Jones, loc slm Buddy Brode, pd, sd Anthony DeSola, ce James M. Nellany, nd
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OIL CITY (Venango County)

WKRZ 1946	1340 250	WKRZ Inc. Fair Bldg. 4-1260 KBS	Kenneth E. Rennekamp, p, gm Olivia Rennekamp, cm John Remus, pd Carl Phillips, pmm James Saltzman, ce Ed Erickson, nd
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PHILADELPHIA (Philadelphia County)

WCAU 1922 WCAU-TV	1210 50,000	WCAU Inc. City Line & Monument Rd. (31) Greenwood 7-8300 CBS CBS Radio Spot Sales	Donald W. Thornburgh, p, gm Joseph L. Tinney, evp John S. deRussy, vp, sls dir Joseph T. Connolly, vp, pd Robert N. Pryor, vp, dir pub rel John G. Leitch, vp, ce Charles Shaw, nd Amos Kirby, fd Bill Campbell, sd
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WCAU-FM  
1941 98.1mc  
10kw

WDAS 1922	1480 1,000 DA-2	Max M. Leon Inc. Belmont Ave. & Edgely Rd. (31) Trinity 8-2000 Pearson	Max M. Leon, p Robert A. Klein, gm M. Leonard Matt, asst gm William H. Vogt, cm Jerry Grove, pd Frank Unterberger, ce
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WFIL  
1922  
WFIL-TV

560 5,000 DA-2	Triangle Publications Inc. 46th & Market Sts. Evergreen 2-4700 ABC Blair	Roger W. Clipp, vp, gm George A. Koehler, gm Kenneth W. Stowman, gen slm William B. Dothard, radio slm Edward H. Benedict, dir natl sls Joe Zimmerman, prom dir Henry E. Rhea, ce Felix Meyer, pd Gunnar Back, nd
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WFIL-FM  
1941 102.1mc  
10kw

WFLN (FM)  
1949 95.7mc  
20kw

Franklin Bstg. Co. 8200 Ridge Ave. (28) Ivyridge 2-6000 Good Music Bstgs.	Lawrence M. C. Smith, p Raymond S. Green, vp, gm Michael E. O'Donnell, pd Fred Chassey, ce
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WHAT  
1925 1340  
250

Independence Bstg. Co. Conshohocken & Winermere Ave. Trinity 8-1500 Stars Natl.	William A. Banks, p, gm, cm Dolly Banks, sm Charles O'Donnell, pd, nd Len Stevens, pmm Chas. Lehmann, ce H. Muller, sd
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WHAT-FM  
1950 105.3mc  
20kw

WIBG  
1925 990  
10,000  
DA-2

Seaboard Radio Bstg. Corp. Suburban Station Bldg. Rittenhouse 6-2300 Radio-TV Reps.	Paul F. Harron, p John R. Mahoney, gm Rupe Werling, prod vp Douglas Arthur, pd John H. Henninger, tech dir William J. Conran, pmm George Hooper, ce Ray Walton, nd, sd, fd
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WIBG-FM  
1948 94.1mc  
20kw

WIP 1922	610 5,000 DA-1	Penna. Bstg. Co. 35 S. 9th St. Walnut 2-6800 MBS Petry	Benedict Gimbel Jr., p, gm Ralf Brent, vp, sls dir Clyde Spitzner, loc cm Varner Paulsen, pd Gilbert H. Spector, dir sls, pmm Clifford C. Harris, ce Sam Ettinger, nd
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WIP-FM  
1942 93.3mc  
20kw

WJMJ 1948	1540 1,000-D	WJMJ Bstg. Corp. 2043 Locust St. Locust 4-2500	Patrick J. Stanton, p, gm Charles Stahl, cm Michael Deegan, pd James Rubenstone, pmm Alec Felton Iles, ce Douglas Henson, nd, sd
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WPEN 1929	950 5,000 DA-N	William Penn Bstg. Co. 2212 Walnut St. Locust 4-6000 Gill-Perna	William Sytk, p William B. Casky, gm Murray Arnold, asst sm, pd Erwin Rosner, gen slm John E. Surrick, loc slm James M. Kiss, pmm Charles W. Burtis, ce
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WPEN-FM  
1942 102.9mc  
20kw

WRCV 1921 WRCV-TV	1060 50,000 DA-1	National Bstg. Co. 1610 Walnut St. (3) Locust 4-3700 NBC NBC Spot Sales	Lloyd E. Yoder, vp, gm Curtis D. Peck, dir ops Harold W. Waddell, dir sls William S. Dallman, slm Stan Lee Broza, pd Edward R. Wallace, pm, suprv news William A. Howard, mgr tech ops John P. Wiley, adv, pdm Gene E. Stout, publicity dir Mary B. Doyle, merc mgr
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ADVERTISERS AIMING

FOR A NATIONWIDE MARKET ON THE MOVE ARE



WENDELL D. "PETE" MOORE, Assistant Sales Manager in charge of Advertising and Sales Promotion for Chrysler's Dodge Division, counts on SPOT'S selective selling role:

"WITH GREATER SUBURBAN GROWTH AND INCREASED USE OF CARS FOR COMMUTING, SPOT RADIO IN EARLY MORNING AND LATE AFTERNOON NOW REACHES A GREATER AUDIENCE THAN EVER BEFORE.

"SPOT RADIO IS ESSENTIAL TO ANY BALANCED, OVERALL PROMOTIONAL OR ADVERTISING EFFORT!"





**WCAU** means  
PHILADELPHIA  
  
response

This story is directed particularly to those who ask, "How much product did it move?" WCAU-TV's "Mister & Missus" team, Joan and Gene Crane, in a few weeks increased the upholstering department's work at Gimbels about 200 per cent! Proof that this outstanding couple converts audience appeal to sales appeal. So when you think of response, think of WCAU.

**WCAU, WCAU-TV** *The Philadelphia Bulletin* Radio and TV stations. By far Philadelphia's most popular stations. Ask Pulse. Ask ARB. Ask Philadelphians. Represented nationally by CBS Spot Sales.

**PENNSYLVANIA**

City	Call Letters	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives	WJAS	1320 5,000 DA-N	Pittsburgh Radio Supply House Inc. Chamber of Commerce Bldg. Grant 1-4860 ABC MBS H-R Reps.	H. K. Brennen, p, gm John Buchheit, cm William Babcock, pd Caley E. Augustine, pmm Walter W. McCoy, ce Herbert O. Morrison, nd
<b>PHILADELPHIA (Cont.)</b>								
WTCL	1925	860 250-D	Foulkrod Radio Engineering Co. 4312 N. Broad St. Davenport 4-4310 Rosary Hour Net. Webb NBC	E. Douglass Hibbs, p, pd Henry N. Comker, gm Theodora Kay, wd	WJAS-FM 1948	99.7mc 24kw	Agnes J. Reeves Greer 1715 Grandview Ave. (11) Hubbard 1-2626	Agnes J. Reeves Greer, o Thomas J. Daugherty, mgr Alfred R. Ritz, slm Frank Maruca, pd Peter E. Pappas, ce
<b>PHILIPSBURG (Centre County)</b>								
WPHB	1956	1260 1,000-D	Moshannon Valley Bcstg. Co. 122 Presqueisle St. 1790	Rev. William Emert, ptrn, gm E. B. Bartley, ptrn Ruth Gearhart, cm William Burchill, pd Russell Duck, pmm Thomas A. Farrell, ce Jerry Woodring, nd	WPIT 1947	730 1,000-D	WPIT Inc. 213 Smithfield St. Atlantic 1-1900	John J. Laux, p Don Ioset, vp, gm, cm Clifford Charles, pd, pmm Michael Komichak, ce Bob James, nd, sd Dick Norwick, fd
<b>PITTSBURGH (Allegheny County)</b>								
KDKA	1920	1020 50,000	Westinghouse Bcstg. Co. 1 Gateway Center Express 1-3000 Peters, Griffin, Woodward	Donald H. McCannon, p Harold Lund, vp L. R. Rawlins, gm Donald J. Trageser, cm Guy Harris, pd June L. Buzzelli, asst pmm T. C. Kenney, ce James Snyder, nd Bert Hutchison, fd	WIIC (TV) (CP)		Blair	Henry R. Kaiser, ce Ray Schneider, nd Joe Tucker, sd
KDKA-TV					WWSW-FM 1941	94.5mc 20kw		
KDKA-FM 1942		92.9mc 47kw			<b>PITTSBURGH (Allegheny County) (Cont.)</b>			
KQV 1922		1410 5,000 DA-2	Allegheny Bcstg. Corp. Chamber of Commerce Bldg. Atlantic 1-9100 CBS Raymer	Earl F. Reed Sr., p Gunnar O. Wiig, evp James F. Murray, sm John D. Gibbs, pd Owen S. Simon, pmm James J. Schultz, ce Jack Henry, nd	<b>PITTSBURGH (Allegheny County) (Cont.)</b>			
WAMO 1948		860 250-D	(See Homestead listing)		<b>PITTSBURGH (Allegheny County) (Cont.)</b>			
WCAE 1922		1250 5,000 DA-N	WCAE Inc. 550 Grant St. (19) Atlantic 1-6900 Katz	Leonard Kapner, p R. Clifton Daniel, gm Alan Trench, cm William Thiemann, pmm James H. Greenwood, ce Richard McCarthy, nd	<b>PITTSBURGH (Allegheny County) (Cont.)</b>			
WILY 1955		1080 1,000-D	Pittsburgh Bcstg. Co. 220 N. Highland Ave. Emerson 1-5000 Stars Natl.	John Kluge, p Ernie Tannen, gm John Pieper, cm Victor G. Klein, ce	<b>PITTSBURGH (Allegheny County) (Cont.)</b>			

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.  
 \*Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.  
 FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

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 50,000 WATTS — CBS RADIO  
 PULSE PROVES WWVA FIRST IN 43-COUNTY SURVEY

**FIRST** in listening audience; **three times** the listeners of the next area station  
**FIRST** in every quarter hour: morning, afternoon and night . . . seven days a week  
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 National Sales Offices: 118 East 57th St., New York 22, N. Y.



**PUNXSUTAWNEY (Jefferson County)**

PME 1540 Punxsutawney Bcstg Co.  
53 1,000-D 103 N. Gilpin St.  
1221 Quaker  
Rambeau

Sheridan W. Pruett, p  
Charles M. Erhard Jr., vp,  
gm, pmm  
Charles M. Erhard Sr., cm  
W. O. Carlton, pd  
Joseph A. Pelletier, ce  
Sidney Carlton, nd

**READING (Berks County)**

EEU 850 Hawley Bcstg. Co.  
32 1,000 433 Penn St.  
EEU-TV DA-N 6-7335  
ABC  
Quaker  
Headley-Reed

William Rohn, p  
K. Richard Creitz, gm  
Jack Gounder, pd  
Bob Newman, nd  
Harold Scheerer, dir tech ops  
William Wheeler, sd

HUM 1240 Eastern Radio Corp.  
346 250 Berkshire Hotel  
HUM-TV 6-3987  
CBS  
Weed

Robert G. Magee, gm  
Warren Ruffner, cm  
Alan Lane, pd  
Daniel Donahue, ce  
Paul Barclay, nd  
Ted Rickenbach, fd

RAW 1340 Reading Bcstg. Co.  
22 250 19 North 5th St.  
6-7173  
NBC  
Mecker

Clair R. McCollough, sta  
exec  
Robert S. Reider, sm  
J. Robert Gulick, gen sm  
Saul Miller, pd  
Paul J. Woodland, pmm  
J. E. Mathiot, tech dir

**READING (York County)**

GCB 1440 John M. Norris  
350 1,000-D P. O. Box 88  
3-3471

John M. Norris, p  
John H. Norris, gm  
Vincent Freeman, cm  
Geary Russell, ce

**READING SPRING (Blair County)**

EMC 1370 Cove Bcstg. Co.  
955 1,000-D 690  
KBS  
Allegheny Mountain Net.

Gerald J. Collins, p, gm  
C. Irving Metzger, sm, ce  
Sheldon F. Horton, pmm,  
fd  
Merle Ebersole, nd  
Jane Dougherty, wd

**READING (Elk County)**

EBI 1400 Elk-Cameron Bcstg. Co.  
30 250 41 Erie Ave.  
4-2821  
MBS  
Quaker  
Allegheny Mountain Net.

C. H. Simpson, gm  
R. H. Knouse, sm  
Fred R. Hutchison, nat'l sm  
Beatrice B. Smith, pd  
Anson F. King, pmm  
Blair Shore, nd

**READING (Bradford County)**

ATS 960 Thompson K. Cassel  
10 1,000-D 110 N. Elmer Ave.  
Turner 2-2401  
Indie

Thompson K. Cassel, p  
Walter D. Knowles, gm, cm  
Charles L. Snyder, pd, nd  
Benjamin A. Franklin, ce  
Garry Miller, sd

**READING (Lackawanna County)**

WARM 590 Union Bcstg. Co.  
1940 5,000 333 Madison Ave.  
WARM-TV DA-2 Diamond 3-1245  
ABC  
Bolling

Martin F. Memollo, p  
William M. Dawson, gm  
Samuel Feigenbaum, cm  
Arthur Bolin, pd  
Frances M. Breslin, pmm  
Roswell J. Parker, ce  
John Von Bergen, nd

WEJL 680 Edward J. & Elizabeth R.  
923 500-D Lynett  
149 Pennsylvania Ave.  
Diamond 2-9151  
Rural  
Mecker

Edward J. Lynett, co-o  
Elizabeth R. Lynett, co-o  
Cecil Woodland, gm  
Hugh J. Connor, pd  
Bill Pierce, pmm  
Guy Rauer, ce  
Warren Jones, nd

EBI 910 WGBI Radio Inc.  
6 1,000-D 1000 Wyoming Ave.  
EBI-TV 500-N Diamond 2-7634  
CBS  
H-R Reprs.

Mrs. M. E. Megargee, p  
Mrs. Douglas Holcomb, sec  
George D. Coleman, gm, cm  
Jack Nedell, loc cm  
Frank Monaghan, pd  
Douglas Holcomb, pmm  
K. R. Cooke, ce  
Tom Powell, nd

EBI-FM 101.3mc  
9 1.8kw  
CK 1400 Scranton Radio Corp.  
14 250 717 Linden St.  
Diamond 6-1202  
Walker

Joseph W. Dobbs, p, gm  
Albert Soma, cm  
Joseph J. Silva, pd  
James D. Pettinato, ce

SCR 1320 Lackawanna Valley Bcstg.  
17 1,000-D Co.  
500-N 116 Adams Ave.  
DA-N Diamond 7-3388  
NBC  
Headley-Reed

David M. Baltimore, p, gm  
Barry Sherman, sm, pmm  
David L. Griffiths, pd, sd  
Willard Shimski, ce  
Jess Landenberger, fd  
Betty Parks, wd

**READING (Northumberland County)**

SL 1480 Radio Anthracite Inc.  
18 1,000 Rock & Sunbury Sts.  
DA-N 8-6831  
MBS  
Forje

Henry W. Lark, p  
Richard Owen, sm  
Ray Willard, ce

**SHARON (Mercer County)**

WPIC 790 Sharon Herald Bcstg. Co.  
1938 1,000-D P. O. Box 541  
Diamond 6-4113  
Young

John Fahnlne Jr., p, gm  
Harold R. Smith, pd  
A. C. Heck, ce

WPIC-FM 102.9mc  
1947 26kw

**SOMERSET (Somerset County)**

WVSC 990 Somerset Bcstg. Co.  
1951 250-D P. O. Box 231  
4186  
Indie

T. H. Oppegard, ptrnr, gm  
Carl R. Lee, ptrnr  
C. R. Taylor, cm  
Robert L. French, pd, fd,  
sd, ce  
Charles Boyle, nd  
Yvonne Kaufman, wd

**SOUTH WILLIAMSPORT (Lycoming County)**

WMPT 1450 Jefferson Bcstg. Co.  
(CP) 250 P. O. Box 466  
St. Marys, Pa.

C. H. Simpson, p

**STATE COLLEGE (Centre County)**

WMAJ 1450 Centre Bcstrs. Inc.  
1945 250 P. O. Box 888  
Adams 7-4959  
MBS  
KBS  
Laurel Net.

W. K. Ulerich, p  
Mrs. W. K. Ulerich, gm  
Milton J. Bergstein, sm, sd  
John A. Dame, sm  
Dorothy Blevins, traff mgr

**STROUDSBURG (Monroe County)**

WVPO 840 Pocono Bcstg. Inc.  
1947 250-D 578 Main St.  
1101  
Radio-Tv Reprs.

James H. Ottaway, p  
Francis H. Brinkley, mgng  
dir  
Chester S. Miller, sm  
Joseph Webster, pd, nd  
Edward J. Somers, sm  
Ernest Transue, ce

**SUNBURY (Northumberland County)**

WKOK 1240 Sunbury Bcstg. Corp.  
1933 250 1150 N. Front St.  
WKOK-TV Atlantic 6-5838  
(CP) CBS  
Quaker

Harry H. Haddon, p  
Homer R. Smith, gm  
C. Donald Walthier, cm  
M. J. Kane, pd  
Malcolm E. Arter, pmm, nd  
John W. Keller Jr., ce

WKOK-FM 94.1mc  
1948 4.4kw

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STATIONS  
BUILD  
SALES  
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**PENNSYLVANIA**

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>TITUSVILLE (Crawford County)</b>			
WTIV 1955	1290 500-D	Crawford County Bcstg. Corp. Second Natl. Bank Bldg. 7-2265	Robert Z. Morrison Jr., p Robert H. Sauber, vp, mgr, ce Myron Jones, sec-treas Paul Rutton, slm Timothy Nelson, nd Roy Paul, sd Marlene Burchfield, wd
<b>TYRONE (Blair County)</b>			
WTRN 1955	1290 1,000-D	Tyrone Bcstg. Co. 1006 Logan Ave. 1304 Allegheny Mountain Net.	C. H. Simpson, p John A. Fay, vp Lee C. Ray, gm Fred R. Hutchison, natl slm Harold Q. Green, slm John W. Eschbach, pd Thomas A. Farrell, ce
<b>UNIONTOWN (Fayette County)</b>			
WMBS 1937	590 1,000 DA-N	Fayette Bcstg. Corp. Fayette Natl. Bank Bldg. Geneva 8-3900 CBS Mecker	Joseph C. Burwell, p, gm James F. Gismondi, mgr, pd, sd Frederick David, cm William Henzly, ce Rex Carter, fd Hester Nagy, wd
<b>WARREN (Warren County)</b>			
WNAE 1946	1310 1,000-D	Northern Allegheny Bcstg. Co. 310 Second Ave. 3032	David Potter, p, gm James W. Potter, cm W. LeRoy Schneck, pd Homer M. Haines, ce Conrad LaFrance, nd Dick Bove, fd Frank Filesi, sd
WRRN (FM) 1948	92.3mc 3kw	(WNAE Am Affiliate)	
<b>WASHINGTON (Washington County)</b>			
WPA 1942	1450 250	Washington Bcstg. Co. 4870 MBS McGillvra	A. Boyd Siegel, mgng dir John L. Merdian, gm, cm, pd, pmm Robert Kark, ce Mitchell Gray, nd Lysle Carter, fd Peter Stanton, sd Lynn Carter, wd
WJPA-FM 1946	104.3mc 4.0kw		
<b>WAYNESBORO (Franklin County)</b>			
WAYZ 1953	1380 1,000-D	Richard Field Lewis Jr. of Waynesboro Inc. 23 W. Main St. 1900	Richard Field Lewis Jr., p Samuel "Jay" Hanshaw, gm, cm Ted Harding, pmm, nd Peter Coolbaugh, pd, sd Fred Brabant, ce Robert Rider, fd

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

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

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

**WAYNESBURG (Greene County)**

WANB 1956	1580 250-D	Commonwealth Bcstrs. Inc. First Federal Bldg. 981	John S. Booth, p Edward Kroen, gm, pd Charles Snowden, cm Jerry Teel, ce
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**WELLSBORO (Tioga County)**

WNBT 1955	1490 250	Farm & Home Bcstg. Co. 89 Main St. Allegheny Mt. Net.	C. H. Simpson, p John A. Fay, vp, gm Robert Kahle, sm Don Steven, sd Robert Barton, ce
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**WILKES-BARRE (Luzerne County)**

WBAX 1922	1240 250	Anna Stenger 85 W. Union St. Valley 3-0196 MBS Burn-Smith	Anna Stenger, p John H. Stenger, gm, cm Edward Kuzma, pd Danny Stenger, pmm Milan Krupa, ce Jones Evans, sd
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WBRE 1924 WBRE-TV	1340 250	WBRE Radio Inc. 62 S. Franklin Valley 3-3101 NBC Headley-Reed	David M. Baltimore, p, gm Ernest Lewis, cm Franklin D. Coslett, opr dir, nd Charles Sakoski Sr., ce Don Steven, sd
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WBRE-FM 1947	98.5mc 2.3kw		
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WHWL 1946	730 1,000-D		(See Nanticoke listing)
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WILK 1947 WILK-TV	980 5,000-D 1,000-N DA-N	Wyoming Valley Bcstg. Co. 88 N. Franklin St. Valley 4-4666 ABC Quaker Net. Avery-Knodel	Mitchell Jenkins, p Roy E. Morgan, evp Thomas P. Shelburne, treas Luther Strittmatter, cm Tom Bigler, pd, nd Ted French, ce Jim Hutchinson, fd
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WYZZ (FM) (CP)	103.3mc 3.1kw	Richard G. Evans 156 Prospect St.	Richard G. Evans, o
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**WILLIAMSPORT (Lycoming County)**

WLYC 1951	1050 1,000-D	Lycoming Bcstg. Co. 331 Pine St. 2-4676 KBS Quaker	J. T. Keliher, p W. Richard Carlson, vp, gm Vincent Campana, cm Vernon Hester, pd Edward Kirchman, pmm Norman Briggs, ce Robert Karnon, nd
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WLYC-FM 1949	105.1mc 0.84kw		
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WRAK 1930 WRAK-TV (CP)	1400 250	WRAK Inc. 1559 W. 4th St. 2-6116 NBC Everett-McKinney	George E. Joy, p, gm J. Wright Mackey, cm, sm Everett Rubendal, pd Spyker Kurtz, pmm Glenn Sherman, ce Marian Antes, wd
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WRAK-FM 1947	100.3mc 3.2kw		
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WWPA 1949	1340 250	Williamsport Radio Bcstg. Assoc. Inc. 330 Government Pl. 7119 CBS Burn-Smith	Harry J. W. Kiessling, p Woodrow W. Ott, gm Philip D. Lane, cm Louis C. Cate, pd Carl Steinbacher, ce Gordon Thomas, nd
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**YORK (York County)**

WNOW 1948 WNOW-TV	1250 1,000-D	Best. Division, Helm Coal Co. 25 S. Duke St. 82-911 Keller	Lowell W. Williams, gm Richard E. Burg, cm H. E. Daugherty, pd, sd Glenn Winter, ce James Crist, nd Luther Fincher, fd
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WNOW-FM 1948	105.7mc 1.5kw		
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WORK 1932	1350 5,000-D 1,000-N DA-N	Associated Bcstrs. Inc. 13 S. Beaver St. 6629 NBC Mecker	Clair R. McCollough, sta. exec Clare I. Miller, sm J. Robert Gulick, gen slm George M. Trout, pd Paul I. Woodland, pmm J. E. Mathiot, tech dir
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WSBA 1942 WSBA-TV	910 1,000 DA-2	Susquehanna Bcstg. Co. P. O. Box 910 2-5521 ABC MBS Quaker Young	Louis J. Appell Jr., p Philip K. Eberly, cm, pmm Robert Shipley, pd Arthur Hafer, ce Herman Stebbins, fd Dennis Kaye, sd
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**THE ASSOCIATED PRESS**

RHODE ISLAND

MARKET DATA BY COUNTIES

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger Cars 1955
Providence	29,079	8,900	\$25,386	\$8,660	\$1,249	*267,367
Newport	77,763	27,800	91,966	24,079	3,457	
Washington	81,539	18,300	63,476	17,205	2,494	
Providence	574,973	179,300	692,020	144,148	24,527	
Washington	48,542	15,500	54,421	13,726	1,205	
Total	791,896	249,800	\$927,269	\$207,818	\$33,032	

State wide total.

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

DIRECTORY OF AM AND FM STATIONS

City	Call Letters	Established	Chan. or Freq.	Power	Licensee Headquarters Telephone Network Station Rep.	Executives
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NEWPORT (Newport County)

WADK 1948	1540 1,000-D	The Aquidneck Bstg. Corp. P. O. Box 367 Viking 6-1540 Walker	Milton E. Mitler, p, gm Frank Booth, cm George McNamara, pmm Luigi Bianco, ce Jack Stewart, nd Al Bowen, sd
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Executive Abbreviations: Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.

Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.  
FM's in italic. \*-Non-Commercial Station. CP-Construction Permit issued. D-Day. A-D-Directional Antenna, day only. DA-N-Directional Antenna, night only. DA-1-Directional Antenna, same pattern day and night. DA-2-Directional Antenna, different pattern day and night. L-Limited Time with Dominant Station. LS-Local Sunset. N-Night. SA-Special Authorization. SH-Specified Hours. ST-Share Time.

PAWTUCKET (Providence County)

WPAW 1950	550 1,000-D	Roger Williams Bstg. Co. Inc. 34 North Union St. Dexter 1-7444 Kirby	Dominick A. Hysko, p Allen Jones, gm Noel C. Breault, sm Charles Stevens, pd John Costa, ce
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PROVIDENCE (Providence County)

WEAN 1922	790 5,000 DA-2	Providence Journal Co. 75 Fountain St. (2) Dexter 1-0600 ABC MBS Yankee Venard, Rintoul & McConnell Borgatti	George P. Metcalf, p H. William Koster, gm Hervey C. Carter, cm Don Morton, pd Arthur E. Lathrop Jr., pmm George W. Sharpe, ce Harry V. McKenna, nd
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WPJB-FM 1948	105.1mc 20kw		
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WHIM 1947	1110 1,000-D	Intercity Bcstrs. Inc. 144 Westminster St. Union 1-4211 Headley-Reed Kettell-Carter	Frank W. Miller Jr., p Robert T. Engles, gm Harry L. Case, cm C. George Taylor, pd Carroll A. Philbrook, ce
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WICE 1947	1290 500-D	Providence Radio Inc. 209 Weybosset St. Jackson 1-6565 Pearson Wheeler	Tim Elliott, p, gm John F. Maurer, vp, slm John F. Crohan, sm Sherman A. Strickhouser, pd
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WJAR 1922	920 5,000	The Outlet Co. Dept. Store 176 Weybosset St. Gaspee 1-8255 NBC New England Weed	George O. Griffith, vp, treas David J. Shurtleff, gm Arthur Gordon, cm Thomas C. J. Prior, ce
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WPFM (FM) 1955	95.5mc 3.2kw	Plantations Bstg. Co. 108 State St. Plantations 1-3170	Karl S. Krutz, p, gm M. David Bell, cm, sm Edward Stokes, pd Nathaniel Jones, pdm Kenneth Bickford, ce
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SEASONAL AND  
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Build Sales With . . .

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PROGRAM SERVICE  
WORLD BROADCASTING SYSTEM, INC.  
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CANADIAN REPRESENTATIVES . . . ALL-CANADA RADIO,  
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**SELLS**  
**PROVIDENCE**  
**FALL RIVER**  
**NEW BEDFORD**

**5000 WATTS 630 KC.**

*Cherry & Webb Broadcasting Company*

**BASIC CBS RADIO**

**PROVIDENCE R.I.**

**WPRO... THE RADIO VOICE  
THAT IS KNOWN AND  
LIKED AND BELIEVED  
THROUGHOUT  
SOUTHEASTERN  
NEW ENGLAND**

**ASK YOUR BLAIRMAN**



**HODE ISLAND**

City II Letters Established Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>VIDENCE (Cont.)</b>			
PRO 74	630 5,000 DA-N	Cherry & Webb Bcstg. Co. 24 Mason St. Plantations 1-9776	William S. Cherry Jr., p Arnold F. Schoen Jr., gm Kenneth M. Curto, cm John A. Owen Jr., pd John V. Ferri, ce
PRO-TV		CBS Blair	
PRO-FM 18	92.3mc 15kw		
RIB 77	1220 1,000-D	Rhode Island Bcstg. Co. Water St. East Providence 1-1899 Indie	Frank Rao, p Antonio Pace, gm Edward McBride, cm Don Rogers, pd Frederick Weiss, ce
TMH (FM) 55	101.5mc 20kw	General Bcstg. Corp. P. O. Box 374 Scituate 1-4827	T. Mitchell Hastings Jr., p Robert Huse, gm J. Davidson Rider, vpb, cm William Hlavas, ce
<b>ARWICK (Kent County)</b>			
WBR (P)	1590 1,000-D	West Shore Bcstg. Co. 30 Hannah Dr.	David L. Stackhouse, ptrn Anna F. Stackhouse, ptrn James C. Coffey, ptrn Mrs. James C. Coffey, ptrn
<b>ESTERLY (Washington County)</b>			
WERI 49	1230 250	Radio Westerly Inc. 34 Main St. 2263 Walker	Ted Estabrook, p, gm Dot Kidden, cm Charles Austin, ce
<b>EAST WARWICK (Kent County)</b>			
WYRI 56	1450 250	W. Paul Oury 1501 Main St. Valley 1-6200	W. Paul Oury, o, gm James V. Bonnette, cm Patrick J. Fallon, pd, sd Yvonne R. M. Carlson, pmm Roger C. Paulson, ce Day Sanstroem, nd
<b>WOONSOCKET (Providence County)</b>			
WYRI 54	1380 1,000-D	John F. Davis (receiver) 814 Diamond Hill Rd. Poplar 9-0600	Joseph Britt, p, gm, ce John Thomas, vp, cm, pd Gerard Nault, sim, pmm Curtis Leonard, nd, pdm Richard Bouchard, fd, sd
WYON 46	1240 250	Woonsocket Bcstg. Co. 99 Main St. Poplar 9-1240 Webb Nona Kirby	Millicent S. Palmer, p Buell W. Hudson, gm Zel Levin, cm Gene Mailloux, cm Patricia Byrne, pmm Harold Belknap, ce
WYON-FM 29	106.3mc .39kw		

**SOUTH CAROLINA**

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger Cars 1956
Orangeburg	68,726	15,380	45,824	12,094	1,355	16,042
Pickens	40,058	9,790	29,112	8,244	1,213	14,035
Richland	142,565	40,850	177,349	33,309	4,830	50,271
Saluda	15,924	3,460	5,255	1,175	148	4,359
Spartanburg	150,349	39,660	117,847	27,778	4,050	45,337
Sumter	57,634	13,590	43,260	11,070	1,150	17,570
Union	31,334	7,520	18,051	5,503	591	7,193
Williamsburg	43,807	8,390	22,781	4,941	407	6,898
York	71,596	19,570	56,521	14,341	1,677	20,407
Total	2,117,027	538,190	\$1,678,229	\$396,404	\$51,708	619,121

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

**DIRECTORY OF AM AND FM STATIONS**

<b>ABBEVILLE (Abbeville County)</b>						
WABV 1956	1590 1,000-D	J. A. Gallimore P. O. Box 532 Gladstone 9-4078	J. A. Callimore, o			
<b>AIKEN (Aiken County)</b>						
WAKN 1952	990 1,000-D	Aiken Electronics Advertising Corp. P. O. Box 811 77-4242 KBS Savannah Valley Net.	John Mare, p W. Randall Davidson, gm Wayne Mashburn, slm Donald Martin, pd Allen Askins Jr., ce			
<b>ANDERSON (Anderson County)</b>						
WAIM 1955	1230 250	Wilton E. Hall 321 Kingsley Rd. Canal 6-1511 CBS Headley-Reed	Wilton E. Hall, o Glenn P. Warnock, gm G. Paul Browne, cm, pmm Marshall H. Gaillard, pd Earl Cosens, ce Al Joseph, sd			
WAIM-TV						
WCAC (FM) 1947	101.1mc 6.4kw	(WAIM, Am Affiliate)				
WANS 1949	1280 1,000 DA-N	Carolina Bcstrs. Inc. P. O. Box 211 Canal 4-3424 MBS KBS Devney	C. R. Johnson Sr., p, gm Carroll S. Lee, asst mgr, sls sup Charles M. Martin, pd Alfred W. Pratt, ce			
<b>BARNWELL (Barnwell County)</b>						
WBAW 1953	740 500-D	WBAW, Inc. P. O. Box 33 3507 Savannah Valley Net. Best	J. A. Gallimore, p Joe Wilder, gm, fd Bill Hollingsworth, cm, pmm Ernest Williams, ce Vic Whetstone, sd Carrie Stevens, wd			
<b>BATESBURG (Lexington County)</b>						
WBLR 1956	1430 5,000-D	Ridge Bcstg. Corp. E. Church St. Kellog 2-4001 Cooke	James Olin Tice Jr., o, gm, cm Frances M. Tice, pd John Cooper, ce Douglas Williams, nd Redd Reynolds, fd Ralph Bramlett, sd			
<b>BEAUFORT (Beaufort County)</b>						
WBEU 1954	960 1,000-D	Beaufort Bcstg. Co. Inc. 812 KBS	John M. Trask, p W. C. Bochman, gm, cm, sd Hugh Ward, pd, nd Don Shannon, ce Robbie Bochman, wd			
<b>BELTON (Anderson County)</b>						
WHPB 1955	1390 500-D	Community Bcstg. Co. 2511 Honea Path Hwy.	Cleatus Brazzell, co-o, gm Otto McDonald, co-o, ce Carl Vines Jr., pd Dean Shields, fd Charles Smith, nd, sd Grace M. Brissey, pmm, wd			
<b>BENNETTSVILLE (Marlboro County)</b>						
WBSC 1946	1550 10,000-D 5,000-N DA-N	Atlantic Coast Life Insurance Co. 1080 MBS Indie	Y. W. Scarborough Jr., evp, treas Neil Terrell, gm, cm, pmm, nd, fd, sd Thomas M. Herndon, pd John Gronert, ce Eleanor Moore, wd			

Executive Abbreviations: Owner o; Pres. p; Exec. vpb. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.  
Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.  
FM's in italic. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

**SOUTH CAROLINA**

**SOUTH CAROLINA  
MARKET DATA BY COUNTIES**

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger Cars 1956
Abbeville	22,456	5,220	\$12,121	\$2,947	\$662	5,890
Aiken	53,137	25,080	45,812	14,736	1,880	26,344
Allendale	11,773	3,020	6,953	1,797	188	2,463
Anderson	90,664	22,700	74,746	15,582	2,441	31,014
Bamberg	17,533	3,740	11,019	2,371	280	3,637
Barnwell	17,266	6,550	10,520	3,181	278	4,713
Beaufort	26,993	6,340	18,852	4,582	546	7,083
Calhoun	30,251	6,320	10,931	3,608	364	5,185
Charleston	14,753	3,030	5,462	1,844	132	2,780
Cherokee	164,856	48,610	176,742	41,121	5,981	49,128
Cherokee	34,992	8,510	19,433	6,130	841	9,135
Cherokee	32,597	7,420	18,265	4,551	621	7,559
Cherokee	36,236	7,590	19,930	4,582	591	8,433
Cherokee	32,215	6,170	16,232	4,625	391	4,955
Cherokee	28,242	6,720	14,930	3,891	646	6,420
Cherokee	50,016	11,700	33,411	8,867	887	13,377
Cherokee	30,930	6,340	21,075	4,868	527	6,617
Cherokee	22,601	5,300	13,871	4,091	531	5,430
Cherokee	16,591	3,550	12,164	1,829	442	4,074
Cherokee	21,780	4,370	10,544	3,233	322	4,507
Cherokee	79,710	19,100	74,887	14,016	2,045	20,769
Cherokee	31,762	7,320	22,673	5,401	692	6,677
Cherokee	168,152	48,600	193,172	41,804	5,630	66,980
Cherokee	41,628	11,240	35,727	8,998	1,182	13,708
Cherokee	18,027	4,100	11,409	3,034	284	3,883
Cherokee	59,820	13,400	56,489	11,274	1,693	14,615
Cherokee	10,995	2,370	7,215	1,815	158	2,430
Cherokee	32,287	7,080	23,913	6,644	856	8,778
Cherokee	37,071	8,540	24,141	6,707	541	10,505
Cherokee	46,974	11,110	25,556	6,928	751	12,596
Cherokee	23,173	4,380	9,846	2,165	269	4,450
Cherokee	44,279	11,990	36,263	9,456	904	17,357
Cherokee	9,577	2,010	3,815	1,121	127	1,763
Cherokee	33,110	7,300	22,364	3,992	777	6,759
Cherokee	31,766	6,830	17,617	4,825	468	6,664
Cherokee	31,771	7,710	21,445	5,461	759	9,125
Cherokee	39,050	8,890	22,684	5,932	620	11,186

**SOUTH CAROLINA**

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>BISHOPVILLE (Lee County)</b>			
WACS 1954	1380 1,000-D	Lee County Bcstg. Co. P. O. Box 168 1380 KBS Interstate United Newspapers	James F. Coggins, ptrn Edward L. B. Osborne, ptrn Joe Morris, gm, pd, pmm John Martin, cm Norbert Tessier, ce William Fields, fd, sd
<b>CAMDEN (Kershaw County)</b>			
WACA 1948 WACA-TV (CP)	1590 1,000-D	Camden Bcstg. Corp. Hemlock 2-2511	Haygood S. Bowden, p Tom Richards, gm, cm Angelo A. Amodio, pd, ce Betty Blackwell, pmm
<b>CHARLESTON (Charleston County)</b>			
WCSC 1930 WCSC-TV	1390 5,000 DA-N	WCSC Inc. 485 East Bay 2-7611 CBS Peters, Criffith, Woodward	John M. Rivers, p John B. Hearne, gm Annie Lee Small, natl slm, pmm Al Stone, pd Ken Klyce, nd Alexandria Dengate, pd coor
WCSC-FM 1948	96.9mc 36kw		
WHAN 1946	1340 250	Charleston Bcstg. Co. 152 Market St. 3-1643 ABC MBS KBS	Harry C. Weaver, o, p, gm William P. Birchfield, cm, ce Ray Thomas, pd Marion McGrath, nd George Wilson, sd
WPAL 1947	730 1,000-D	Speidel-Fisher Bcstg. Corp. 149 Wentworth St. 3-6428 Forjoe Dora-Clayton	Albert T. Fisher Jr., p Bob Chrystie, gm Louise B. Withrock, pd Joe Sarko, ce
WQSN 1948	1450 250	Low County Bcstg. Co. 42 Tenth Avenue 2-2652 Pearson	Sol Panitz, p Barry Winton, vp, cm E. H. Keown, gm Nancy Cason, pd, wd Paul Stevens, pmm Cordon Knight, ce James Rourk, nd

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

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

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RADIO'S NO. 1 SOURCE  
OF PROFIT-BOOSTING

## ACROSS-THE-BOARD PROGRAMMING!

# WORLD

## SALES AND PROGRAM SERVICE

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

(CINCINNATI) HOLLYWOOD

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

STATIONS  
BUILD SALES  
with . . .

WTMA 1939	1250 5,000-D 1,000-N DA-N	Atlantic Coast Bcstg. Corp. 133 Church St. 2-2961 NBC Hollingbery	Charles E. Smith, p, gm Bill Walton, pd David Jeffries, ce Joe Loring, nd Jack Leland, fd Jack Cale, sd
WTMA-FM 1945	95.1mc 10kw		
<b>CHESTER (Chester County)</b>			
WCRA 1953	1420 1,000-D	Radio Cheraw Inc. P. O. Box 631 7500 KBS	Jack L. Shiver, co-o, gm, cm, pd Roy Zess, co-o Ralph Haneman, ce Brent Hill, nd David Hendricks, fd
<b>CHESTER (Chester County)</b>			
WCED 1948	1490 250	Dispatch Publishing Co. 128 Main St. 2171 McGillvra	Joe S. Sink, p John T. Cashion, gm, pd Bill Taylor, cm, ce Jim Kennedy, pmm, sd Freddie Newton, nd Carolyn McWatters, wd
<b>CLINTON (Laurens County)</b>			
WPCC (CP)	1410 500-D	Clinton Bcstg. Co. Rt. 1 Greenville, S. C.	Virginia S. Creer, ptrn J. T. Presson, ptrn H. E. Payne, ptrn Cleatus O. Brazzell, ptrn Henry O. McDonald Jr., ptrn
<b>COLUMBIA (Richland County)</b>			
WCOS 1939	1400 250	Radio Columbia Inc. Cornell Arms 2-2177 ABC Central S. C. Radio Net. Headley-Reed	Charles W. Pittman, p, gm Hub Terry, sm John C. Ropp, asst mgr Robert D. Lambert Jr., ce Bob Truere, nd, fd
WCOS-FM 1951	97.9mc 5.3kw		
WIS 1930 WIS-TV	560 5,000 DA-N	The Bcstg. Co. of the South 1111 Bull St. 3-6431 NBC Peters, Griffin, Woodward	G. Richard Shafto, gm W. Frank Harden, mgng dir J. Dudley Saumenig, dir adm servs David A. Moss, slm, sd John W. Watts, ce Lillian Davis, pmm Mac Sheheen, nd
WIS-FM 1948	94.5mc 1.3kw		
WMSC 1945	1320 1,000 DA-N	WMSC Radio Corp. 1127 Lady St. 2-8659 CBS H-R Reps. Ayers	C. Wallace Martin, p, gm, cm Gray Olive, pd Nancy M. Martin, pmm C. E. Stone Jr., ce Alderman Duncan, nd Bill Brown, sd
WNOK 1947 WNOK-TV	1230 250	Palmetto Radio Corp. 1811 Main St. 3-9401 Raymer	H. Moody McElveen Jr., vp, gm Gerald Quick, cm Charlton W. Bowers, ce Don Robertson, nd Jack Cook, pd, fd
WOIC 1954	1470 5,000-D	Speidel-Fisher Bcstg. Corp. 3300 Main St. 6-1551 Walker Dora-Clayton	Albert T. Fisher Jr., p Joe Speidel III, sec-treas Russell George, gm, cm James Carter, pd, nd William Bridges, ce Lewis Sommers, sd
<b>CONWAY (Horry County)</b>			
WLAT 1944	1330 1,000-D	Coastal Bcstg. Co. P. O. Box 799 340 MBS S. C. State Net. McCillvra	L. M. Hawley, co-o, gm H. L. Hanks, co-o, cm Jack E. Hawley, pd, ce W. H. Smith, nd E. M. Johnson, fd P. W. Smith, sd
<b>DARLINGTON (Darlington County)</b>			
WPFD 1955	1350 500-D (CP-1000w-D)	Central Bcstg. Co. Inc. 14½ Public Square 1398 Best	Robert R. Hilker, p J. Norman Young, gm Ted Prevatte, cm George Webb, ce Bill Hopkins, sd Jackie Sansbury, pd
<b>DILLON (Dillon County)</b>			
WDSC 1946	800 1,000-D	Border Bcstg. Co. Hwy. 301 470 ABC Cill-Perna Dora-Clayton	L. B. Hyman, o Joseph Martin, p, gm Lee Lumpkin, cm Dave Rush, pd, sd Johnny Quick, pmm, nd H. C. Sanford, ce
WDSC-FM 1950	92.9mc 8.8kw		

ASLEY (Pickens County)

'ELP 51	1360 1,000-D	Pickens County Bcstg. Co. P. O. Box 522 9388 KBS Indie	Cleatus O. Brazzell, p, gm Jack Moore, cm Bety McDonald, pd, wd Henry O. McDonald Jr., ce, nd Hal Smith, fd, sd
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LORENCE (Florence County)

JMX 955	970 5,000-D 1,000-N DA-N	Atlantic Bcstg. Co. P. O. Box 1211 6351 ABC Walker Dora-Clayton	Eugene E. Stone, p Paul H. Benson Jr., gm, cm, pd, pmm Frank A. Jenne, ce Dave Rogers, sd
FOLS 937	1230 250	Florence Bcstg. Co. Inc. 151 S. Dargan St. 2-3271 KBS	Melvin Purvis, p A. P. Skinner, gm, cm David R. Colvin, ce Charles Sligh, nd Paul Brigham, sd Red Miller, pmm

FOUNTAIN INN (Greenville County)

WFIS 956	1600 1,000-D	Fountain Inn-Simpsonville Enterprises Inc. P. O. Box 271 Simpsonville 8991	Robert W. Edwards, gm David L. Sherrill, cm
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GAFFNEY (Cherokee County)

WFGN 1948	1570 250-D	Cherokee Radio Co. Inc. P. O. Box 759 4795 KBS	A. Ray Godshall, p Morton E. Green, gm, nd V. Gertz, cm B. R. Gibbons, pd, sd J. Hambright, pmm M. Green, ce
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GEORGETOWN (Georgetown County)

WGTN 1949	1400 250	Georgetown Bcstg. Co. Inc. 216 S. Fraser 3-3431 MBS Cooke	J. B. Delzell, p, gm, nd Al Wester, cm, sd M. A. Delzell, pd, wd Vincent Hayes, pmm, fd Don Delaney, ce
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GREENVILLE (Greenville County)

WESC 1947	660 5,000-D	Greenville Bcstg. Co. Inc. 1 College St. 2-8241 Rambeau Clarke-Brown	Christie K. Meade, p J. Davenport, gm Wayne Davis, asst gm J. W. Ingram, cm Bill Krieger, pd Betty Jo McGuire, pmm J. Harold White, ce
WESC-FM 1948	92.5mc 12.5kw		

THE BEST KNOWN  
VOICES  
IN CENTRAL  
SOUTH CAROLINA



BELONG TO COLLINS, EVANS & WRISLEY...  
TOP WIS PERSONALITIES

Nothing interests people like people . . . and in the WIS coverage are three of the most interesting people are these top WIS personalities. In pace with a rapidly growing market, WIS programs to people with people they like. As always, local programming is backed by NBC features.

Let salesmen who are accepted sell your product in Central South Carolina. Write for availabilities . . . sell the most people for the least cost via WIS RADIO—more families at a lower cost than any other media in this area.

Kay Collins—9:30 to 10 am & 2:30 to 3 pm  
John Evans—5:45 to 9:30 am & 12:05 to 12:30 pm  
John Wisley—1:10 to 2:30 pm & 5 to 6:30 pm



**WIS** RADIO  
5000 W  
560 KC  
NBC

Columbia, South Carolina  
G. Richard Shafte, General Manager  
W. Frank Harden, Managing Director

# SOUTH CAROLINA

City	Call Letters	Chan. or Freq.	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>GREENVILLE (Cont.)</b>				
WFBC	1330	5,000	WMRC Inc. 505 Rutherford St. 9-1321	R. A. Jolley Sr., p Bruce Buchanan, gm Keener Garrett, cm Lidie Walters, op mgr Bill Carrison, ce
WFBC-TV	DA-N		NBC Avery-Knodel	
WFBC-FM	93.7mc	10.5kw		
1947				
WMRB	1490	250	Paramount Bcstg. Co. 400 Mayberry St. 3-2751	C. F. Cope, p, gm, cm Wm. T. Arrington, pd, ce Betty Davidson, pmm Max E. Mace, nd L. F. Poole Jr., fd Al Robinson, sd
1954			ABC MBS Cooke	
WMUU	1260	1,000-D	Bob Jones University Wade Hampton Blvd. 2-6711	Dr. Bob Jones Jr., p R. K. Johnson, gm Jim Ryerson, sm David Yearick, cm, pmm, pd Robert Devine, ce Elmer L. Rumminger, nd
1949			Continental	
WQOK	1440	5,000	Piedmont Bcstg. Co. 3 College St. 5-7406	Albert T. Fisher Jr., co-o, p Joe Speidel III, co-o, sec-treas James K. Whitaker, gm George Pleasants, cm Jerry Mostellar, pd Jim Young, pmm Palmer Greer, ce
1950	DA-2		CBS Walker Dora-Clayton	
<b>GREENWOOD (Greenwood County)</b>				
WCRS	1450	250	Greco Inc. P. O. Box 868 9-1300	Douglas Featherstone, p Dan Crosland, gm, pd, pmm Ralph Norman, gm Charles M. Sparks, ce Carroll Sexton, sd
1941			NBC Clark Ayers	
WCRS-FM	95.7mc	5kw		
1948				
WGSW	1350	1,000-D	Radio Greenwood Inc. Edwards Arms 9-7372	W. C. Woodall Jr., p George B. Cook Jr., gm, cm Ben H. Dekle, pd, nd Olyn L. Gee, pmm, sd Robert K. James, ce Ed Smith, fd
1953			MBS KBS Indie	
<b>GREER (Greenville County)</b>				
WCKI	1300	1,000-D	Greer Radiocasting Co. Box 431 1800	Vernon T. Fox, co-o, gm S. Gibson Bruce Jr., co-o, cm John Bennefield, slm W. L. Southerland, ce
1955			Best	
WEAB	800	250-D	Greer Bcstg. Co. P. O. Box 151 1057	E. A. Burch, p, gm William Martin, ce James Roper, pd Betty Beers, wd
1946			KBS	
<b>HARTSVILLE (Darlington County)</b>				
WHSC	1450	250	Hartsville Bcstg. Co. 1306 College Ave. 1450	Raymond Caddell, vp, gm, nd Oby B. Lyles, cm, fd, sd Eleanor Flowers, pmm, wd J. H. Parker, ce
1946			MBS KBS	
<b>KINGSTREE (Williamsburg County)</b>				
WDKD	1310	5,000-D	Palmetto Bcstg. Co. 6761	E. G. Robinson, o, gm Arnold Graham, cm Carroll Godwin, pd, pmm Walter Turner, ce Glenn French, nd, fd Charlie Walker, sd
1949				
<b>LAKE CITY (Florence County)</b>				
WJOT	1260	1,000-D	Lake Bcstg. Corp. 10 S. Acline Ave. 7631	James Olin Tice Jr., p James Olin Tice Sr., gm Harry Hyman, sm Frances M. Tice, pd Clarence Jackson, ce H. J. Palmer, cm
1953			Cooke	
<b>LANCASTER (Lancaster County)</b>				
WLCM	1360	1,000-D	Royal Bcstg. Co. 103 S. Catawba St. 2051	Chas. K. Conolley, p Garry Coble, gm, sd J. Paul Wade, cm Jo Ann McManus, pd, wd Robert Shickenjanski, ce Leonard B. Phillips, nd
1951			KBS	
<b>LAURENS (Laurens County)</b>				
WLBG	860	250-D	Laurens-Clinton Bcstg. Co. Radio Center 2-5212	J. R. Dalrymple Jr., p C. W. Hogan, gm, cm, sd Paul Wynn, pd Jack Taylor, ce Jack Bishop, nd C. B. Cannon, fd
1948				
<b>MULLINS (Marion County)</b>				
WJAY	1280	1,000-D	Mullins & Marion Bcstg. Co. Hwy. 76 3901	W. G. Smith, p James F. Ramsey, mgr, cm Gene Lewis, pd George Magera, ce Dwight Snyder, nd, sd Mamie Lee Smith, wd
1949			KBS	
<b>MYRTLE BEACH (Horry County)</b>				
WMYB	1450	250	Coastal Carolina Bcstg. Corp. 28 Ave. at Oak St. 7123	James Olin Tice Jr., p John G. Kenworthy, gm, pmm Phil Rice, cm, nd Robert Thompson, pd, sd, fd W. D. Griffen, ce
1954			KBS Cooke	
<b>NEWBERRY (Newberry County)</b>				
WKDK	1240	250	Newberry Bcstg. Co. 11 Radio Drive 143	James F. Coggins, o, p, gm, sc Emory Bedenbaugh, cm, fd Marcia Coggins, pd, wd Ralph Heller, gm, nd Ernest R. Pilliam, ce
1946			MBS Central S. C. Radio Net. Interstate United Newspapers	
<b>ORANGEBURG (Orangeburg County)</b>				
WDIX	1150	5,000-D	WDIX Inc. Whitman St. Extension 1150	Frank B. Best, o, gm Norman Matthews, cm, sd Frank B. Best Jr., pd Gus Browning, ce Betty Hydrick, wd
1946			DA-2 ABC MBS Central S. C. Net. Devney Holman	
WTND	920	1,000-D	WTND Inc. 1 Memorial Plaza Jefferson 4-1301	J. I. Sims, p, gm, cm L. Richard Rhame, pd, pmm nd, fd Larry Styles, co-eng Perry Herrington, co-eng
1948			Clark	
WORG-FM	102.7mc	4.6kw		
1952			(WTND, Am Affiliate)	
<b>ROCK HILL (York County)</b>				
WRHI	1340	250	York County Bcstg. Co. Rock Hill Natl. Bank Bldg. 2077	James S. Beaty Jr., ptrn, gm, ce William C. Beaty, ptrn, sm, nd Harper S. Gault, ptrn, cm, pmm Connie Morton, sd
1944			MBS KBS McGillvra	
WRHI-FM	98.3mc	0.65kw		
1944				
WTYC	1150	1,000-D	Tri-County Bcstg. Co. P. O. Box 1091 3175	T. Lamar Simmons, p E. L. Burwell, gm A. E. Baynard, cm, fd R. F. Adams, slm E. A. Roberts, ce Jack Howe, nd
1949			Indie	
<b>SENECA (Oconee County)</b>				
WSNW	1150	1,000-D	Blue Ridge Bcstg. Co. Box 443 8234	J. A. Gallimore, p, gm Frank Harmon, pd Herbert Hosea, ce Virginia F. Gallimore, wd
1949			Blue Ridge Best	
WSNW-FM	98.1mc	9.2kw		
1956				
<b>SPARTANBURG (Spartanburg County)</b>				
WJAN	1400	250	Spartanburg Bcstg. Co. Schuyler Bldg. 3-1400	W. Ennis Bray, p Ray Starr, gm W. Reed Bray, cm Clyd McClure, ce Frank Hayden, sd Dan Bell, nd
1953			ABC MBS KBS	
WORD	910	1,000	WORD Inc. P. O. Box 1808 3-2711	Irwin Kahn, p Edward G. Cardner, gm S. Charles Green, cm Oles C. Womick, pd James L. Tate, ce Hal Hamrick, sd
1940			DA-2 NBC Textile Radio Group Raymer	
WDXY (FM)	100.5mc	9.2kw		
1948			(WORD, Am Affiliate)	
WSPA	950	5,000	Spartan Radiocasting Co. 224 E. Main St. 3-3621	Walter J. Brown, p Roger A. Shaffer, mgr Ross M. Holmes, cm Henry Bussey, pd Jane Dalton, pmm, wd Harold R. Beckholt, ce Charles Newcomb, nd
1929			DA-N	
WSPA-TV			CBS Hollingbery	
WSPA-FM	98.9mc	4.9kw		
1946				

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



HOME OF WFBC—RADIO AND TV

There are three big markets in South Carolina—the Piedmont, with Greenville as center; the mid-state, with Columbia as center; and the coastal, with Charleston as center. Each market consists of six counties, like this:

**GREENVILLE** — Greenville, Anderson, Laurens, Oconee, Pickens, Spartanburg

**COLUMBIA** — Richland, Calhoun, Fairfield, Kershaw, Lexington, Sumter

**CHARLESTON** — Charleston, Beaufort, Berkeley, Colleton, Dorchester, Georgetown

## HERE'S HOW S. C.'s 3 MARKETS RANK:

	POPULATION	INCOMES	RETAIL SALES
<b>GREENVILLE</b>	<b>562,800</b>	<b>\$687,647,000</b>	<b>\$463,117,000</b>
Columbia	346,600	\$394,467,000	296,791,000
Charleston	336,600	\$355,168,000	257,999,000

(All figures from SALES MANAGEMENT May 10, 1956 Survey of Buying Power)



# WFBC! FIRST RADIO STATION IN S.C.'s FIRST MARKET

Established in 1933, as Greenville's first radio station, WFBC was first with 5,000-watts power, first in programming, and first in local and national advertising. This NBC affiliate has consistently led all other Greenville radio stations in listenership.

WFBC outranks the other four radio stations in Greenville in length-of-service, as well as in volume of business, both local and national. It is the largest station in facilities and in size of staff. We invite you to contact us for the latest PULSE SURVEY, and for other evidences that WFBC IS THE FIRST STATION IN SOUTH CAROLINA'S FIRST MARKET.

For rates, information and assistance, contact us or our representatives, Avery-Knodel, Inc.

**NBC AFFILIATE**

# WFBC

5,000 WATTS · 19 HOURS DAILY

AFFILIATED WITH W F B C - T V

## GREENVILLE, S. C.

## SOUTH CAROLINA

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone Network Station Rep.	Executives
<b>SUMTER (Sumter County)</b>			
WFIG 1940	1290 1,000 DA-N	Radio Station WFIG Inc. Radio Center Bldg. Spruce 3-7305 MBS KBS Central South Carolina Net. McGillvra	F. B. Creech Sr., p T. Doug Youngblood, gm Fulton B. Creech Jr., vp, cm Paul T. Reidy, pd Richard L. Elam, ce John Sherman, nd
WSSC 1953	1340 250	Radio Sumter Inc. E. Calhoun St. 3-7369 ABC Best	J. A. Callimore, p C. Edward Damron, gm Harry W. Fowler, cm Vaydene Hurst, pd, wd Jim Kingman, pmm, sd Wallace Clark, ce
<b>UNION (Union County)</b>			
WBCU 1949	1460 1,000 DA-N	Bcstg. Co. of Union Inc. 210 E. Main St. 1200 Interstate United Newspapers	Edward L. B. Osborne, p, gm, fd David Ward, cm Noel Belue, pd, nd, sd Walker Carver, ce Elize Osborne, wd
<b>WALTERBORO (Colleton County)</b>			
WALD 1947	1220 1,000-D	Walterboro Bcstg. Co. P. O. Box 833 3861 MBS	R. M. Jeffries, p Louis M. Neale Jr., gm, pmm, ce Klein Beach Jr., cm Roy Attaway Jr., pd, nd Lib Alford, wd Bill Breland, sd
<b>YORK (York County)</b>			
WYCL 1956	1580 250-D	York-Clover Bcstg. Co. P. O. Box 398 Murray 4-4241 Continental Radio Sales	C. B. Sigmon, ptrn Harvey Laughter, gm, wd Clyde Laughter, cm C. C. Sigmon, ptrn, bus mgr Lowery Bumgardner, pd Archie Warren, ce, nd

Executive Abbreviations: *Owner* o; *Pres.* p; *Exec. vp.* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* sm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pmd; *News, Farm, Sports or Women's Dir.* nd, fd, sd, wd.  
Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.  
FM's in *italic*. \*—*Non-Commercial Station*. CP—*Construction Permit issued*. D—*Day*. DA—*Directional Antenna, day only*. DA-N—*Directional Antenna, night only*. DA-1—*Directional Antenna, same pattern day and night*. DA-2—*Directional Antenna, different pattern day and night*. L—*Limited Time with Dominant Station*. LS—*Local Sunset*. N—*Night*. SA—*Special Authorization*. SH—*Specified Hours*. ST—*Share Time*.

## SOUTH DAKOTA

### SOUTH DAKOTA MARKET DATA BY COUNTIES

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Cars 1955	Passenger
Aurora	5,020	1,270	\$2,852	\$493	\$103	1,690	
Beadle	21,082	6,660	25,398	4,879	497	8,008	
Bennett	3,396	770	2,961	569	36	1,178	
Bon Homme	9,440	2,440	7,120	1,789	234	3,636	
Brookings	17,851	5,190	19,011	3,220	517	6,571	
Brown	32,617	10,290	43,944	7,678	1,146	11,635	
Brule	6,076	1,660	9,108	1,402	301	2,157	
Buffalo	1,615	390	327	129	...	341	
Butte	8,161	2,530	13,005	2,234	400	3,184	
Campbell	4,046	870	1,591	253	33	1,236	
Charles Mix	15,558	4,670	11,508	2,458	181	4,513	
Clark	8,369	2,460	5,053	859	131	2,848	
Clay	10,993	3,520	8,059	1,853	283	3,776	
Codington	18,944	6,060	28,775	4,043	597	7,643	
Corson	6,168	1,450	3,596	623	70	1,468	
Custer	5,517	1,540	4,361	1,067	99	1,882	
Davison	16,522	5,180	27,959	4,068	707	6,524	
Day	12,294	3,310	8,332	1,326	253	3,868	
Deuel	7,689	1,660	5,070	732	68	2,612	
Dewey	4,916	1,150	3,000	490	118	1,165	
Douglas	5,636	1,170	4,394	687	157	1,946	
Edmunds	7,275	1,750	4,714	608	51	2,211	
Fall River	10,439	3,220	9,179	1,446	365	3,888	
Faulk	4,752	1,460	3,774	737	203	870	
Grant	10,233	2,640	8,067	1,097	236	1,644	
Gregory	8,556	2,530	7,360	1,410	161	3,613	
Haakon	3,167	690	4,712	610	30	2,867	
Hamlin	7,058	2,040	3,995	852	99	1,202	
Hand	7,149	1,980	6,019	583	103	2,480	
Hanson	4,896	1,270	2,406	384	119	2,622	
Harding	2,289	680	1,242	174	48	1,544	
Hughes	8,111	2,440	12,805	2,547	466	762	
Hutchinson	11,423	3,110	10,002	1,387	196	3,560	
Hyde	2,811	680	2,239	500	29	4,168	
Jackson	1,768	480	2,148	456	66	942	
Jerauld	4,476	1,180	3,325	813	102	642	
Jones	2,281	770	2,049	293	40	290	

## SOUTH DAKOTA

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger Cars 1955
Kingsbury	9,962	2,740	8,593	1,657	147	1,547
Lake	11,792	3,030	11,388	2,229	244	2,448
Lawrence	16,648	5,870	19,806	4,331	763	2,777
Lincoln	12,767	3,620	11,401	934	328	4,646
Lyman	4,572	1,070	3,120	554	86	6,151
McCook	8,828	2,440	8,337	1,204	137	5,777
McPherson	7,071	1,660	4,946	773	192	1,141
Marshall	7,835	2,050	5,909	467	160	3,242
Meade	11,516	3,020	8,719	2,567	252	2,242
Mellette	3,046	770	925	237	25	2,046
Miner	6,268	1,660	4,419	971	186	3,448
Minnehaha	70,190	25,190	109,854	17,522	3,466	8,848
Moody	9,252	2,450	5,953	1,125	87	2,141
Pennington	34,053	16,880	69,496	11,472	2,278	29,646
Perkins	6,776	1,760	8,314	1,236	161	3,146
Potter	4,688	1,270	5,687	987	97	17,046
Roberts	14,929	3,610	8,510	1,194	259	2,046
Sanborn	5,142	1,370	4,432	670	77	1,146
Shannon	5,669	1,030	1,009	269	31	4,646
Spink	12,204	3,330	10,577	2,227	265	1,846
Stanley	2,055	390	3,734	232	181	3,946
Sully	2,713	790	2,239	354	76	6,946
Todd	4,758	1,050	1,050	286	...	9,946
Tripp	9,139	2,350	14,336	1,840	236	3,246
Turner	12,100	3,420	9,757	1,683	318	1,046
Union	10,792	3,130	9,210	1,146	409	4,546
Walworth	7,648	2,250	9,869	1,718	230	4,146
Washbaugh	1,551	180	116	93	...	2,646
Yankton	16,804	4,800	23,422	4,006	648	6,946
Ziebach	2,606	680	936	247	62	7,746
Total	652,740	194,700	\$704,524	\$119,850	\$19,646	237,046

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

### DIRECTORY OF AM AND FM STATIONS

<b>ABERDEEN (Brown County)</b>			
KABR 1952	1220 250-D	Aberdeen Bst. Service Route 2, Box 173 2686 Upper Midwest Bcstg. Sys.	Delbert T. Hunt, p, ce Virginia M. Hunt, pd Jerry Zastrow, nd Peter Bonesteel, sd
KSDN 1948	930 1,000 DA-N	Aberdeen News Co. 12 3rd Ave. S.E. 4573 ABC Weed	Henry J. Schmitt, p Byron J. McElligott, gm, pmm Russ Osborne, sm E. C. Pieplow, prog mgr George Crocker, ce Pete Lowe, nd
<b>BROOKINGS (Brookings County)</b>			
KBRK 1955	1430 500-D	Brookings Bcstg. Co. 320 Fourth St. 477 KBS	E. C. Stangland, co-o, gm, sm, fd Robert J. Reimers, co-o, ce, pd, sd Eugene J. Platek, co-o, nd, pmm Vera Paulsen, wd
<b>DEADWOOD (Lawrence County)</b>			
KDSJ 1947	980 1,000 DA-N	Heart of the Black Hills 745 Main St. 186	John Daniels, ptrn Eli Daniels, ptrn, gm, ce Harry Daniels, ptrn, cm
<b>HURON (Beadle County)</b>			
KIJV 1947	1340 250	James Valley Bcstg. Co. 1726 Dakota Ave. So. 765 NBC	Maxwell F. Staley, p, gm Dwight Coursey, cm Dale Larsen, pd Lydell J. Smith, ce Dale Holt, nd Bill Tredway, sd
<b>MITCHELL (Davison County)</b>			
KORN 1947	1490 250	Mitchell Bcstg. Assn. Inc. 217-219 N. Main St. 621 MBS	Ray V. Eppel, gm, pd Monroe Johnson, cm, pmm, sd John Doherty, ce Irl Larsen, nd
<b>MOBRIDGE (Walworth County)</b>			
KOLY 1956	1300 1,000-D	Mobridge Bcstg. Corp. 114 Third St. E. 654 Best	L. L. Coleman, p LeRoy J. Okerlund, gm, cm Norman Larson, pd Shirley Liebelt, pmm, wd Roland Cory, ce Q. P. Coleman, nd
<b>PIERRE (Hughes County)</b>			
KGFX 1916	630 200-D	Estate of Dana McNeil 203 West Summit Ave. 2351	Ida A. McNeil, p, gm, cm, pd, pmm, nd, wd Hugo Conrath Jr., ce
<b>RAPID CITY (Pennington County)</b>			
KOTA 1936	1380 5,000 DA-N	Duhamel Enterprises Inc. 1819 West St. Joe Fillmore 2-2000 CBS Headley-Reed	Helen S. Duhamel, p, gm William F. Turner, cm Abner George, pd, pmm Robert Musfeldt, ce Stuart Steele, nd Gene Taylor, fd

SOUTH DAKOTA

TENNESSEE

Table for South Dakota listing cities like Rapid City, Sioux Falls, and Pierre, along with their populations, radio homes, and other statistics.

Main table for Tennessee listing counties, populations (1950), radio homes, and retail/food/drug sales for 1955.

Note: Population 1950, U. S. Census. Radio homes, estimated and copyrighted by A. C. Nielsen Co. All other data reproduced in any form by other than Nielsen Services subscribers without prior written approval...

TENNESSEE

DIRECTORY OF AM AND FM STATIONS

Table for Tennessee Market Data by Counties, listing population, radio homes, and sales for 1955 for various counties.

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>CHATTANOOGA (Hamilton County)</b>			
WAGC 1946	1450 250	WAGC Bcstg. Co. Hotel Patten 7-1128 MBS	Prentiss E. Furlow, p George L. Sutherland, gm George McMurtrie, ce Barton T. Fellowes, slm Harry Edelstein, pd Ed Dyer, sd
WAPO 1936	1150 5,000-D 1,000-N DA-N	WAPO Bcstg. Service Read House Amhurst 6-6141 ABC H-R Reps.	Gordon Gambill, p Walter H. Stamper, cm Frank Hubbs, oper mgr Lamar Reed, ce Roy Morris, pdm Bill Nash, pmm Frances Harley, pd
WDEF 1941 WDEF-TV	1370 5,000 DA-N	WDEF Bcstg. Co. Volunteer Bldg. 7-3393 NBC Branham	Carter M. Parham, p Ken Flenniken, gm, cm Kenn Early, pd, pmm B. C. Baker, ce Mort Lloyd, nd Jim Hill, fd
WDOD 1925	1310 5,000 DA-N	WDOD Bcstg. Corp. Hamilton Nat'l Bank Bldg. 6-5117 CBS Raymer	Earl W. Winger, p, gm Bryan J. Bush, slm Virginia McAllester, pd W. L. Schoolcraft, nd Lee Barger, fd
WDOD-FM 1949	96.5mc 42kw		
WDXB 1948	1490 250	French Inc. Dome Bldg. 6-1114 Forjoe	Steve French, p, gm Carlin French, cm Carl Harden, slm Bill Sanders, pd Everett East, ce Lloyd Payne, nd
WMFS 1951	1260 1,000-D	WMFS Inc. 835 McCallie Ave. 6-4145 Pearson	B. F. J. Timm, p Fred J. Webb, gm, pd, pmm A. A. Burke Jr., loc cm Glen Channels, ce Sid Wood, natl nd Dave Oliver, loc. nd
<b>CHURCH HILL (Hawkins County)</b>			
WMCH 1954	1260 1,000-D	Wallace Bcstg. Co. Elgin 7-2601	Thales E. Wallace, p Jimmy Smith, cm Betty Jane Russell, pd Harold Dougherty, ce Eddie Skelton, nd Leroy W. Alley, sd
<b>CLARKSVILLE (Montgomery County)</b>			
WDXN 1954	540 250-D	Clarksville Bcstg. Co. Bailey Bldg. Midway 5-2411 Headley-Reed	Aaron B. Robinson, p J. M. Cecil, gm Jack Mayer, sm James Sanford, cm Russ Honeyman, nd Plummer Hodges, fd
<p>Executive Abbreviations: Owner o; Pres. p; Exec. vp. evp; Cen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.</p> <p>Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.</p> <p>FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.</p>			
<b>CLEVELAND (Bradley County)</b>			
WBAC 1945	1340 250	Fitch & Kile Inc. 180 Central Ave. N.E. GR 6-7593 MBS Cill-Perna Dora-Clayton	Thad F. Fitch, p, gm Bland Sells, cm Paul Kirksey, pd, nd, sd Hal Green, pmm Bill Stuart, ce Elizabeth Rankin, wd
WCLE (CP)	1570 1,000-D	Southeastern Enterprises c/o Carl J. Hoskins	
<b>COLUMBIA (Maury County)</b>			
WJCD 1956	1280 1,000-D	Columbia-Mt. Pleasant & Spring Hill Radio Corp. c/o Salisbury & Wall 1624 Eye St. Washington, D. C.	Francis E. Whitaker, p
WKRM 1946	1340 250	Middle Tennessee Bcstg. Co. P. O. Box 71 1340 MBS KBS Walker	R. M. McKay Jr., p, gm, cm Jim Keiran, pd Melvin Dugger, pmm Cameron McKay, ce Bill Fraser, nd, fd Shelton Fowler, sd
<b>COOKEVILLE (Putnam County)</b>			
WHUB 1940	1400 250	WHUB Inc. 315 E. Spring St. 789 CBS Continental	M. L. Medley, p, gm Stacey Mott, sta dir John H. Carr, pd Claude Haston, ce Tom Harris, fd Louise Medley, wd
<b>COVINGTON (Tipton County)</b>			
WKBL 1954	1250 1,000-D	Tipton County Bcstg. Co. P. O. Box 289 Greenwood 6-9635	Charles K. Sparks, co-o, gm R. William Hoffman, co-o, cm, ce Bill Hazlerig, pd, pmm Larry Dunphy, nd Jack Whitehorn, fd Dick Akers, sd
<b>COWAN (Franklin County)</b>			
WZYX (CP)	1440 1,000-D	Cumberland Bcstg. Co. P. O. Box 466 Chattanooga, Tenn.	James F. Spencer, ptrn Frank Pearson, ptrn Arthur D. Smith Jr., ptrn
<b>CROSSVILLE (Cumberland County)</b>			
WAEW 1952	1330 1,000-D	WAEW Inc. 10th & School Sts. 333 KBS	Artbur Wilkerson, p, gm Clarence Stinnett, sm, cm, slm Eddie Lane, fd, sd, ce Jim Hamby, nd Jo Ann Welch, pd, wd
<b>DICKSON (Dickson County)</b>			
WDKN 1955	1260 1,000-D	Dickson County Bcstg. Co. 101 N. Main St. Hickory 6-2852 KBS	William A. Potts, p, gm, pmm Warren G. Medley, cm, sd Howell Smith, pd, nd, fd Richard Essner, ce Ruth Forehand, wd
<b>DYERSBURG (Dyer County)</b>			
WDSG 1946	1450 250	State Cazette Bcstg. Co. Highway 51 North Atwater 5-1294	Russell Bruce, p Robert W. Ward, gm, sd Wendell Vaughn, cm Shirley Jones, pd Pinkney Cole, pmm M. D. Ross, ce
WTRO (CP)	1330 500-D	Southern Central Bcstg. Co. c/o Hamilton Parks Trimble, Tenn.	Hamilton Parks, o
<b>ELIZABETHTON (Carter County)</b>			
WBEJ 1946	1240 250	WBEJ Inc. Radio Bldg. 2-1241 MBS Gill-Perna Dora-Clayton	R. C. Turrentine, p Bill Hale, gm Jim Austin, cm Harold Henley, pd Mack Morris, nd Lynn Williams, ce
<b>ERWIN (Unicoi County)</b>			
WEMB (CP)	1420 1,000-D	Unicoi Bcstg. Co. c/o Max M. Blakemore P. O. Box 218 Richlands, Virginia	Max M. Blakemore, o
<b>ETOWAH (McMinn County)</b>			
WCPH 1955	1220 1,000-D	Morgan Bcstg. Co. 109 9th St. 3041	Harry J. Morgan, p, gm, nd Leon Beaver, cm Vic McConkey, pd, fd Henry Hoffman, ce Geraldine Morgan, wd
<b>FAYETTEVILLE (Lincoln County)</b>			
WEKR 1948	1240 250	Fayetteville Bcstg. Co. P. O. Box 625 1240 MBS KBS	John R. Crowder, ptrn, gm James Porter Clark, ptrn, sd Jim Tate, sm Teddy Barnes, pd, fd Charles W. Shewry, pmm, nd Ernest J. Tucker, ce

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**HANKLIN (Williamson County)**

AGG 53	950 1,000-D	Williamson County Bcstg. Co. Mallory Rd. 982	William R. Ormes, p, cm E. F. Jones Jr., gm, ce John Haerberle, pd H. Y. Beeler, fd Claire Creer, wd
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**SMELANTIN (Sumner County)**

7HIN 348	1010 1,000-D	Sumner County Bcstg. Co. P. O. Box 81 1010 KBS	A. B. Perkins, p J. B. Thomas, gm, pd Charles W. Brewer, cm Lee Raines, ce
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**GREENEVILLE (Greene County)**

7GRV 346	1340 250	Radio Greenville Inc. P. O. Box 243 4147 MBS	Paul O. Metcalfe, p, gm Hugh Pickel, cm Pete Luttrell, pd Wheatley Palmer, ce Charles Phillips, sd
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7CRV-FM  
256

94.9mc  
4.6kw

**HARRIMAN (Roane County)**

7HBT 946	1230 250	Folkways Bcstg. Co. Crescent & Devonia Sts. 661 KBS Continental	William R. McDaniel, p, gm Walter Scarborough, cm Forrest McBride, sm Dave Hill, sd Reggie Honey, ce
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**HUMBOLDT (Cibson County)**

VIRJ 349	740 250-D	Cibson County Bcstg. Co. 210 N. 22nd Ave. 740 KBS	J. Frank Warmath, p Howard E. Byrum, gm Carroll Wilson, cm, sd Bill Carter, pd Gerald Hicks, ce Skip Sherrill, nd
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**JACKSON (Madison County)**

VDXI 943 VDIX-TV	1310 5,000-D 1,000-N DA-N	Dixie Bcstg. Co. Williams Bldg. 7-9611 MBS Dixie Net. Headley-Reed	Aaron B. Robinson, p, gm Jack Cecil, sm Lance Russell, pd John Knight, pmm, nd James S. Thomas, ce Tom Williams, fd
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VJAK 954	1460 1,000-D	Jackson Bcstg. Co. 416 Poplar St. 7-7436 Best Dora-Clayton	Dr. Alexander Leech, o Robert Blow, gm Gerald R. Beilke, cm Winston C. Martindale, pd Henry Lesh, ce Roland Porter, nd
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WTJS 1031	1390 1,000 DA-N	The Sun Publishing Co. 104 E. Baltimore St. 7-3316 ABC Branham	Albert A. Stone, vp, gm Frank S. Proctor, mgr Leslie R. Brooks, asst mgr Vincent Tapler, pd, nd, sd James Ellsey, ce Fred Brooks, fd
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WTJS-FM  
1947

104.1mc  
30kw

**JOHNSON CITY (Washington County)**

WETB 1947	790 1,000-D	Press Inc. 204 W. Main St. 2993 McGillvra	Carl A. Jones, p Arthur M. Kelsey, gm, cm Berney Burleson, pd E. B. Jones, ce Bill Miller, sd Lucile Brand, wd
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WJHL 938 WJHL-TV	910 5,000-D 1,000-N DA-N	WJHL Inc. 145 W. Main St. 2780 CBS Pearson	W. Hanes Lancaster Jr., p, gm Ken Marsh, sm, cm Herbert Howard, pd, fd W. A. MacDonald, pmm, nd Rowland Medler, ce William Hunter, asst ce Richard Ellis, sd
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WJHL-FM  
1948

100.7mc  
8.1kw

**KINGSPOINT (Sullivan County)**

WKIN 1951	1320 5,000-D	Radio Station WKIN Market & Wexler Sts. 6-8131	Cy N. Bahakel, p Phillip J. Bahakel, asst gm William Donehower, cm, sd, pmm Eddie Walters, ce Bill Austin, nd, fd Dia Bahakel, pd, wd, pdm
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WKPT 1940	1400 250	Kingsport Bcstg. Co. Inc. 222 Commerce St. Circle 5-4161 NBC Burn-Smith	C. P. Edwards Jr., p Paul L. Overbay, gm Phil J. Weaver, cm Martin Karant, pd, nd Thomas Phillips, ce Ike N. Upchurch, fd
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WKPT-FM  
1948

98.5mc  
10kw

**KNOXVILLE (Knox County)**

WATE 1927 WATE (TV)	620 5,000 DA-2	WATE Inc. 612 Gay St. S.W. 2-7111 NBS Avery-Knodel	Paul Mountcastle Sr., p W. H. Linebaugh, gm J. T. McCloud, cm Wayne Hudson, pd Carl Huster, pmm F. M. Andrews, ce
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WBIR 1941 WBIR-TV (CP)	1240 250	Radio Station WBIR Inc. 618 S. Gay St. 4-3321 ABC Gill-Perna	John P. Hart, p, gm Robert John, cm J. Rex Horton, ce Robert Agee, pd Ellie Moore, wd
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WBIR-FM  
1949

93.3mc  
2.85kw

WIVK 1953	860 1,000-D	Dick Bcstg. Co. 319 N. Gay St. 4-3693 Forjoe Dora-Clayton	James A. Dick, p, gm T. G. Hooper, cm J. P. Hess Jr., pd, pmm, fd Milton Jones, ce
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WVCN 1947	1340 250	WVCN Inc. P. O. Box 750 4-0766 MBS Rambeau	George Mooney, p Cuy L. Smith III, gm Glynn W. Theg, cm Stanley Vainrib, pmm Robert L. Goodman, ce Bob Smith, sd
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WKXV 1954	900 1,000-D	Knoxville Ra-Tel Inc. 411½ W. Main St. 4-9866	Stars Nat'l Tele-Bcstrs. H. Scott Killgore, p, gm Marvin I. Thompson, cm
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WNOX 1921	990 10,000 DA-N	Scripps-Howard Radio Inc. 4400 Whittle Springs Rd. N.E. 3-3171 CBS Blair	Jack R. Howard, p R. B. Westergaard, gm O. L. Smith, cm C. A. McMahon, pd Gene Miller, pmm Ray Evans, ce Joe B. Long, nd Cliff Allen, fd Phil Sutterfield, sd
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**LaFOLLETTE (Campbell County)**

WLAF 1953	1450 100	LaFollette Bcstg. Co. Piermont Hotel 1060 KBS	E. F. Wheeler, p Marvin L. Paul, gm, pd, ce John H. Farmer, cm Pete Williams Jr., nd Denny Walker, fd, sd Helen Paul, wd
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**LAWRENCEBURG (Lawrence County)**

WDXE 1951	1370 1,000-D	Lawrenceburg Bcstg. Co. Locke Bldg. South 2-4411 Dixie Headley-Reed	Aaron B. Robinson, p J. Kenneth Marston, gm Harris T. Sawyer, cm Byran F. Bellar, pd Mrs. Frances Baxter, wd
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**LEBANON (Wilson County)**

WCOR 1949	900 250-D	Lebanon Bcstg. Co. Inc. Trousdale Ferry Pike 1540 KBS	Theo F. Ezell Jr., p, gm Jack Hendrickson, cm, pmm, sd Walter Dillard, pd, nd William Johnston, ce Tom Vance, fd Josephine Murphy, wd
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CANADIAN REPRESENTATIVES . . . ALL-CANADA RADIO, FACILITIES LIMITED, VICTORY BUILDING, TORONTO

**TENNESSEE**

City Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives	City	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>LENOIR CITY (Loudon County)</b>				<b>MEMPHIS (Shelby County)</b>			
WLIL 1950	780 1,000-D	WLIL Inc. 406 E. Broadway 1095 KBS	Arthur Wilkerson, p, gm Thomas Tuck, cm, pmm	KWEM 1946	990 1,000-D	KWEM Inc. 64 Buntn St. CL 8-3311 Stars Natl.	E. D. Rivers Jr., p Vincent L. Randolph, gm, CL John Hollingshead, ce Phillip Moss, pmm, fd Donna Davidson, wd
WLIL-FM 1950	100.3mc 8.8kw			WDIA 1947	1070 50,000-D 5,000-N DA-2	Bluff City Bcstg. Co. 2074 Union Ave. Broadway 6-2703 Pearson	John R. Pepper, p Bert Ferguson, gm Harold F. Walker, cm David James, prod dir Don Kern, publicity dir Henry Fones, ce Marie Wathen, nd Ernest Brazzle, fd Frank Armstrong, sd Willia Monroe, wd
<b>LEWISBURG (Marshall County)</b>				<b>WHBQ</b>			
WJMM 1947	1490 250	Louis D. Lingner P. O. Box 20 780 MBS KBS Best	Louis D. Lingner, p, gm R. A. Davidson, cm, nd, sd Wyona Clark, pmm, wd R. C. Wiley, ce	1925 WHBQ-TV	560 5,000-D 1,000-N DA-2	RKO Telradio Pictures P. O. Box 176 Jackson 5-6306 ABC MBS H-R Reprs.	Thomas F. O'Neil, p John H. Cleghorn, gm Chas. Sullivan, pd, sd Max Michel Jr., cm Jack Starr, sls serv dir, pmm Wilton Roy, ce Cene Roper, nd
<b>LEXINGTON (Henderson County)</b>				<b>WHER</b>			
WDXL 1954	1490 250	Lexington Bcstg. Service Inc. WDXL Bldg. Woodland 8-3500 Dixie Net. Headley-Reed	Neal B. Bunn, gm Charles Milam, cm Jim Williams, pd Joe Catewood, nd Charles Hendrix, sd	1955	1430 1,000-D	Tri State Bcstg. Service 972 S. Third St. Jackson 5-6831	Sam C. Phillips, p, gm Bob Rodgers, cm Doty Abbott, asst mgr, pd Dorothy Fisher, nd
<b>LIVINGSTON (Overton County)</b>				<b>WJMM</b>			
WLIV 1956	920 1,000-D	Audio Bcstrs. TA 3-6338	F. L. Crowder, ptrn, co-mgr R. H. McCain, ptrn, co-mgr	1946	1340 250	Mid-South Bcstg. Corp. 930 Madison Ave. JA 7-4422 Young Melville	P. E. Furlow, p C. K. Beaver, vp, gm Allan Avery, cm Jay Black, pd, sd William Marsh, ce John Carr, nd
<b>MANCHESTER (Coffee County)</b>				<b>WLOC</b>			
WMSR (CP)	1580 1,000-D	Manchester Bcstrs. McMinnville, Tenn.	Royce E. Richards, ptrn Sam J. Albritton, ptrn	1952	1480 5,000-D	WLOC Inc. 378 Beale St. Jackson 5-7545 Forjoe Dora-Clayton	Jules Paglin, p Eugene P. Weil, gm, cm William Jones, ce Jay Storm, nd, sd Barbara Wilkins, wd
<b>MARTIN (Weakley County)</b>				<b>WMC</b>			
WCMT (CP)	1410 1,000-D	J. D. Sudbury P. O. Box 483	J. T. Sudbury, o, gm	1923 WMC(TV)	790 5,000 DA-N	Memphis Publ. Co. 3rd & Madison JA 6-7464 NBC Blair	Enoch Brown, p H. W. Slavick, gm Stan Torgerson, sm Ray Gill, slm Olivia Browne, wd Walter E. Frase, pmm E. C. Frase Jr., ce Robert Pigue, nd
<b>MARYVILLE (Blount County)</b>				<b>WMC(TV)</b>			
WGAP 1947	1400 250	Aluminum Cities Bcstg. Co. 316 Court St. YU 3-4310	Frank H. Corbett, p, gm Horace B. McGill, cm Ken Kribbs, pd, co-fd, pmm, nd, sd Ken Johnson, pdm Marion Artman, wd Henry McDonald, ce				
<b>McKENZIE (Carroll County)</b>				<b>WMC(TV)</b>			
WHDM 1954	1440 500-D	Tri-County Bcstg. Co. Hotel McKenzie 3371 Clark	Earl S. Nolting, p, gm Cladys Nolting, sec-treas, wd Irene Morgan, cm Lance Beard, pd, nd Coble Pollock, fd Martin Dill, ce				
<b>McMINNVILLE (Warren County)</b>				<b>WMC(TV)</b>			
WBMC 1955	960 500-D	Cumberland Valley Bcstg. Co. P. O. Box 270 2104	Dr. W. W. Davis, p Franklin H. Brown, gm, cm James R. Eastman, nd, pdm Roy E. Pearsall, ce Joyce Knowles, wd				

Executive Abbreviations: Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.  
Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.  
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over a million people  
in seven states

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**ARTHUR WILKERSON**  
General Manager

WLIL, Lenoir City, Tennessee

■

WLIL

WLIK

WAEW

**1000 WATTS | 730 KC | LENOIR CITY**

ARTHUR WILKERSON, Gen. Mgr.

**5000 WATTS | 1270 KC | NEWPORT**

IRA CRISP, Mgr.

**1000 WATTS | 1330 KC | CROSSVILLE**

CLARENCE STINNETT, Mgr.

**MORRISTOWN (Hamblen County)**

WCRK 1947	1450 250 (CP-1,150-D) 1,000-D 500-N DA-N)	Cherokee Bcstg. Corp. Radio Center MBS KBS Holman	Herbert S. Walters, p Howell Ashford Jr., gm John Redwine, pd James A. Redden, ce Englebert Patterson, wd
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**MURFREESBORO (Rutherford County)**

WCNS 1947	1450 250	WCNS Inc. P. O. Box 456 1450 KBS Holman Devney	Cecil Erod Jr., o, gm Bill Stamps, cm Bill Dunn, ce Betty Tenpenny, pd, wd Hal Christianson, nd David Moore, fd
WMTS 1953	860 250-D	Arthur D. Smith Jr. 112 N. W. Broad 1202	Arthur D. Smith Jr., p Virgil K. Trimm, gm, pmm Chas. Snoddy, cm John Hood, pd John S. Wade Jr., ce Clyde Major, nd, fd

**NASHVILLE (Davidson County)**

WKDA 1947	1240 250	Capitol Bcstg. Co. 4th & Union Sts. Alpine 4-0511 Stars Natl.	John W. Kluge, p Harvey L. Clascock, vp, gm, pmm Charles F. Walker, pd, fd Oscar Griffen, ce Robert Irwin, nd Genevieve Clascock, wd
WLAC 1926 WLAC-TV	1510 50,000 DA-N	WLAC Inc. Third Natl. Bank Bldg. Alpin 6-0161 CBS Katz	F. C. Sowell, vp, gm E. C. Blackman, cm Paul Oliphant, pd Thrace Warren, pmm F. D. Binns, ce Jim Miller, nd Herman Crizzard, sd Mary Manning, wd
WMAK 1948	1300 5,000 DA-N	Volunteer State Bcstg. Corp. Maxwell House Hotel Alpin 4-3411	Howard D. Steere, p Robert Lyons, gm Blackstone Dozier, asst mgr Homer Cole, ce
WNAH 1949	1360 1,000-D	Hermitage Bcstg. Corp. James Robertson Hotel Alpine 4-7611 MBS KBS Continental	Van T. Irwin Jr., p, gm Mrs. V. T. Irwin, exec dir Herman Rippy, cm Dave Lyman, pd Bill Connor, pmm, nd Howard Woodard, ce
WSIX 1927 WSIX-TV	980 5,000 DA-N	WSIX Inc. Nashville Trust Bldg. Alpine 5-5431 ABC Hollingbery	R. D. Stanford Jr., p, gm John M. Savage, cm Charlie Duke, ce Hudley Crockett, sd
WSM 1925 WSM-TV	650 50,000	WSM Inc. 7th & Union Alpine 4-5656 NBC Blair	E. W. Craig, chmn of bd John H. DeWitt Jr., p, gm Irving Waugh, asst to pres, cm Jack Stapp, pd Harrienne Moore, pmm George Reynolds, ce Harold Baker, nd John A. McDonald, fd Larry Munson, sd
WSOK 1951	1470 1,000-D	Rounsaville of Nashville Inc. Cill-Perna Dora-Clayton	Robert W. Rounsaville, p William R. Wagner, vp Norman Stewart, sm Lee R. Smith, natl slm Andrew Jones, ce Charles Mitchell, nd
WHCY (FM) 1953	105.9mc 3.1kw	(WSOK, Am Affiliate)	

**NEWPORT (Cocke County)**

WLIK 1954	1270 5,000-D	WLIK Inc. Knoxville Hwy. 3095	Arthur E. Wilkerson, p, gm Ira B. Crisp, sm, cm, pmm Aileen J. Evans, pd, wd Fred Pelle, sd
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**OAK RIDGE (Anderson County)**

WATO 1948	1490 250	WATO Inc. 5-3535 MBS Brown	Samuel P. Thrower, gm, cm Harry Deltrick, pd Harold Tompkins, ce Gene O'Bleness, sd Ruth Jamieson, wd
WOKE 1951	1290 1,000-D 500-N DA-N	Air Mart Corp. Oak Terrace Grove Center 5-1333	Owen J. McReynolds, p, gm Leo Ely, cm Martin Hill, sd C. Doolittle, ce Jet Wilkerson, wd

**PARIS (Henry County)**

WTPR 1946	710 250-D	Paris Bcstg. Co. Davis Bldg. 1700 MBS KBS Dixie Net. Headley-Reed	A. B. Robinson, p, gm Will W. Coker, sm, cm Verne Brooks, pd, pmm Ray McCinnis, slm Donald M. Somerville, ce
WTPR-FM 1953	97.9mc 9kw		

**PULASKI (Giles County)**

WKSR 1947	1420 1,000 DA-N	Richland Bcstg. Co. So. First St. 1066 ABC Clark	John R. Stephens, o, gm Alene Cane, cm George M. Martin, pd Nobel C. Morgan, ce Helen Abernathy, nd, wd Nathan Street, pmm, fd
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**RIPLEY (Louderdale County)**

WTRB 1954	1570 250-D	West Tennessee Radio Bcstg. 113 W. Washington St. 1060 KBS Best	Hobson H. Daws, ptrn, gm, pmm, sd Harold L. Baker, ptrn, cm, pd Virginia Harrison, wd Harvey Inman, ce
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**ROGERSVILLE (Hawkins County)**

WRCS 1955	1370 1,000-D	Rogersville Bcstg. Co. Burem Pike 6491 Best	George Beal, gm Charles Beal, cm Fred A. Berry, ce, pd Harry A. Wilson, nd, sd Patricia Beal, wd
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**SAVANNAH (Hardin County)**

WORM 1956	1010 250-D	Florence Bcstg. Co. P. O. Box 368 4981 KBS	Joe T. Van Sandt, p Eddy T. Sharpe, gm, cm Jack S. Pullin, pd, pmm Paul Shannon, ce Jerry Watson, nd T. B. Carth, fd
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**SEVIERVILLE (Sevier County)**

WSEV 1955	930 1,000-D (CP-5,000-D)	Smoky Mountain Bcstg. Corp. 2844 KBS Rambeau	James McAfee, p Clay Chine, gm, cm, pd Malcolm Hodges, pmm Robert Carr, ce Frank Prater, nd Gene Robertson, fd
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**SHELBYVILLE (Bedford County)**

WHAL 1946	1400 250	Shelbyville Bcstg. Co. P. O. Box 241 1400 MBS	Charles Christian, vp, gm, cm, pd, sd Dan Smith, pmm Timothy Marsh, ce Sue Brown, wd
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*Serving the Flourishing NASHVILLE Negro Market!*



**WSOK**  
1470 KC — 1000 WATTS

NASHVILLE'S ONLY 100% NEGRO PROGRAMMED STATION  
ALL NEGRO AIR PERSONALITIES  
PRIMARY COVERAGE COMPLETELY BLANKETS NASHVILLE'S METROPOLITAN TRADING AREA  
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OFFICES: 400 DAVIDSON ST., NASHVILLE, TENN.

THE ROUNSAVILLE STATIONS	
WCIN, CINCINNATI WLOU, LOUISVILLE WSOK, NASHVILLE WOB, JACKSONVILLE WIOK, TAMPA-ST. PETERSBURG WMBM, MIAMI-MIAMI BEACH "100% NEGRO PROGRAMMED"	WQXI, ATLANTA THE SOUTH'S OUTSTANDING MUSIC AND NEWS INDEPENDENT

Home Offices: Rounsaville Radio, Peachtree at Mathieson, Atlanta 5, Ga.  
National Representatives: **GILL-PERNA, INC.**  
Southeastern Representative: **DORA-CLAYTON AGENCY**  
**A ROUNSAVILLE STATION**

# TENNESSEE

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>SOUTH PITTSBURG (Marion County)</b>			
WEFG 1954	910 500-D	Marion County Bcstg. Service Railroad St. 6185	Eaton P. Covan Jr., p, gm Hugh B. Patton, cm, nd Willard L. Howell, pd, pmm Roy E. Bradford, sd, fd Betty Jackson, wd Richard Smith, ce
<b>SPARTA (White County)</b>			
WSMT 1953	1050 1,000-D	Sparta Bcstg. Co. Inc. P. O. Box 390 3751	Sam J. Albritton, p B. L. Upchurch, evp, gm, cm, pd, pmm Gordon Moore, ce Bill Passons, nd Ivory Hillis, fd
<b>SPRINGFIELD (Robertson County)</b>			
WDRL 1955	1430 1,000-D	Springfield Bcstg. Co. Glenn Bldg. 1287 KBS	Walter A. Duke, gm Bill Gray, cm Ann Duke, pd, ce
<b>SWEETWATER (Monroe County)</b>			
WDEH 1954	800 500-D (GP-1,000-D)	WDEH Inc. Hwy. 11 5025 KBS	Arthur D. Smith Jr., p Lewis Penuel, gm, cm John Blair, ce Rhodes Robinson, sd Hairl Hensley, nd Robert Leonard, pd
<b>TULLAHOMA (Coffee County)</b>			
WJIG 1947	740 250-D	WJIG Bcstg. West End Drive 2607	Col. Raymond L. Prescott Jr., o, gm Mary C. Prescott, cm, wd Alfred Parsons, ce, nd Bill Vanhook, fd, sd
<b>UNION CITY (Obion County)</b>			
WENK 1946	1240 250	Union City Bcstg. Co. Glymer Furniture 1240 MBS KBS Dixie Hcadley-Reed	Aarn B. Robinson, p Edwin F. Kallenberg Jr., gm James R. Wells, pd Charles Holland, ce Bill King, nd Jay Moore, fd
WTUC 1956	1580 250-D	Obion County Bcstg. Co. 227 S. 2nd St. 1580 Best	Dr. J. H. Harpole, ptrn William Parks, ptrn Louis C. Wrather, gm Robert O. Smith, pd William E. Davis, ce Dorothy Boyd, pdm
<b>WINCHESTER (Franklin County)</b>			
WGDT 1948	1340 250	Franklin County Radio & Bcstg. Co. P. O. Box 1103 2201 ABC	Harry W. Sullivan, gm, cm Paul Howell, ce James V. Webb, pd, nd Mildred C. Crawford, wd

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# TEXAS

# TEXAS

County	Population 1950	Radio Homes	Retail Sales 1955(\$'000)	Food Sales 1955(\$'000)	Drug Sales 1955(\$'000)	Passenger Cars 1955
Brazos	38,390	10,980	45,167	13,202	1,365	13,211
Brewster	7,309	1,730	6,297	1,418	286	2,066
Briscoe	3,528	870	2,622	889	176	1,244
Brooks	9,195	2,510	7,357	1,860	286	2,156
Brown	28,607	8,630	28,304	7,574	1,449	9,757
Burleson	13,000	2,770	7,854	2,224	266	2,755
Burnet	10,356	2,610	7,493	1,356	240	3,399
Caldwell	19,350	4,470	20,293	3,784	505	7,382
Callhoun	9,222	2,960	11,308	3,013	393	4,048
Callahan	9,087	2,530	6,749	2,015	215	3,380
Cameron	125,170	36,080	112,299	128,354	2,651	31,681
Camp	8,740	2,270	7,047	1,616	115	2,483
Carson	6,852	1,760	6,609	1,087	360	2,656
Cass	26,732	5,770	18,578	5,078	540	6,627
Castro	5,417	1,560	7,627	1,890	130	2,369
Chambers	7,871	2,100	6,575	1,838	259	3,384
Cherokee	38,694	8,850	27,383	5,971	1,081	9,041
Childress	12,123	3,200	10,584	2,253	365	3,636
Clay	9,896	2,420	8,172	1,736	212	4,098
Coke	5,928	1,650	7,691	2,033	227	2,001
Coleman	4,045	1,150	4,641	921	320	1,836
Collin	15,503	3,700	12,810	3,167	524	5,818
Collingsworth	41,692	12,150	35,341	9,830	1,048	13,949
Collingsworth	9,139	2,110	7,774	2,389	234	2,463
Colorado	17,576	4,770	22,867	3,768	377	6,135
Comal	16,357	5,010	22,607	4,167	447	7,633
Comanche	15,516	3,800	11,271	2,005	465	4,703
Comcho	5,078	1,370	4,404	480	806	1,373
Cooke	22,146	6,880	29,374	5,625	806	9,146
Coryell	16,284	4,280	14,256	3,318	448	9,696
Cottle	6,099	1,250	4,846	1,700	186	1,530
Crane	3,965	1,550	6,110	1,171	217	2,116
Crockett	3,981	1,050	4,544	842	158	1,335
Crosby	9,582	2,420	12,567	2,468	178	3,621
Culberson	1,825	470	3,740	515	105	875
Dallas	7,640	2,340	9,966	2,080	387	2,746
Dallas	614,799	233,810	1,231,752	220,643	36,357	315,457
Dawson	19,113	5,590	25,086	5,242	606	6,307
Deaf Smith	9,111	3,020	19,184	3,142	310	4,701
Delta	8,964	1,950	4,895	1,376	91	2,003
Denton	41,365	11,750	45,137	9,856	1,558	16,044
De Witt	22,973	5,890	25,732	5,047	728	8,123
Dickens	7,177	1,640	6,298	1,264	109	2,067
Dimmit	10,654	2,210	5,292	918	164	2,605
Donley	6,216	1,470	5,603	1,302	180	1,993
Duval	15,643	2,960	7,357	2,347	408	3,056
Eastland	23,942	6,480	24,698	5,698	814	9,305
Ector	42,102	18,280	100,793	21,937	2,503	28,601
Edwards	2,908	760	1,582	516	168	565
Ellis	45,645	11,950	38,346	10,654	1,183	14,853
El Paso	194,968	60,570	282,533	61,992	8,357	74,671
Erath	18,434	4,940	18,943	3,562	510	6,499
Falls	26,724	6,180	20,181	4,749	604	6,745
Fannin	31,253	7,450	18,813	5,791	626	8,380
Fayette	24,176	5,680	20,051	4,818	422	7,855
Fisher	11,023	2,410	6,600	1,909	303	2,874
Floyd	10,535	2,830	14,444	3,592	427	4,315
Foard	4,216	1,050	2,709	568	124	1,184
Fort Bend	31,056	6,960	38,975	8,379	458	11,985
Franklin	6,257	1,460	3,606	458	62	1,590
Freestone	15,696	3,600	10,386	2,959	363	3,721
Frio	10,357	2,420	6,598	1,350	220	2,254
Gaines	8,909	2,530	16,774	3,417	407	4,641
Galveston	113,065	37,350	134,342	33,037	5,270	40,163
Garza	6,281	1,740	6,622	1,464	178	2,183
Gillespie	10,520	2,900	13,773	1,639	273	3,877
Glasscock	1,669	1,180	170	104	30	361
Goliad	6,219	1,220	3,831	1,366	104	1,653
Gonzales	21,164	4,940	26,409	6,097	418	5,563
Grayson	24,728	7,240	38,268	8,370	1,524	12,519
Gregg	70,467	21,730	80,970	18,443	2,002	28,626
Grimes	61,258	20,360	101,332	16,304	2,647	27,442
Guadalupe	15,135	3,350	11,921	3,201	367	3,520
Hale	25,392	6,690	39,716	4,927	499	8,650
Hall	28,211	9,100	56,227	10,586	1,512	13,463
Hall	10,930	2,620	7,373	2,257	345	2,421
Hamilton	10,660	2,820	8,475	1,339	245	3,607
Hansford	4,202	1,180	6,229	1,151	230	1,977
Hardeman	10,212	2,900	8,585	2,203	236	3,204
Hardin	19,535	5,350	17,096	3,712	691	6,929
Harris	806,701	308,270	1,340,018	308,506	40,807	394,390
Harrison	47,745	11,640	36,630	8,258	899	12,419
Hartley	1,913	480	1,058	31	31	838
Haskell	13,736	3,360	10,059	2,767	406	4,098
Hays	17,840	4,220	17,033	3,082	533	7,692
Hemphill	4,123	1,270	4,383	848	105	1,179
Henderson	23,405	5,360	19,148	4,466	602	7,450
Hidalgo	160,446	42,230	122,768	27,896	3,863	33,693
Hill	31,282	8,020	23,600	5,686	660	10,027
Hockley	20,407	6,880	25,142	5,979	515	8,170
Hood	5,287	1,250	6,627	1,189	137	1,936
Hopkins	23,490	5,730	21,671	4,285	561	7,148
Houston	22,825	5,090	16,289	3,993	438	4,174
Howard	26,722	8,270	48,986	9,990	1,288	13,405
Hudspeth	4,298	1,110	2,501	307	95	705
Hunt	42,731	10,960	41,773	9,193	1,326	14,633
Hutchinson	31,580	9,690	39,607	9,533	1,721	15,045
Irion	1,590	470	589	188	42	500
Jack	7,755	6,833	1,460	202	2,961	
Jackson	12,916	3,360	14,216	2,908	469	4,766
Jasper	20,049	4,830	18,447	3,064	637	5,373
Jeff Davis	2,090	470	808	286	21	421
Jefferson	195,083	62,760	268,539	64,986	8,475	80,700
Jim Hogg	5,389	1,220	3,934	760	141	1,213
Jim Wells	27,991	7,180	29,548	6,374	604	9,214
Johnson	31,390	9,440	27,832	6,281	781	12,270
Jones	22,147	6,130	23,280	5,502	670	8,093
Karnes	17,139	3,590	13,906	3,373	411	4,512
Kaufman	31,170	7,020	30,282	6,339	640	9,332
Kendall	5,423	1,530	5,794	1,039	227	2,672
Kenedy	632	80	68			128
Kerr	2,249	480	1,062	318	81	677
Kerr	14,022	4,060	19,272	3,771	364	6,152

## TEXAS MARKET DATA BY COUNTIES

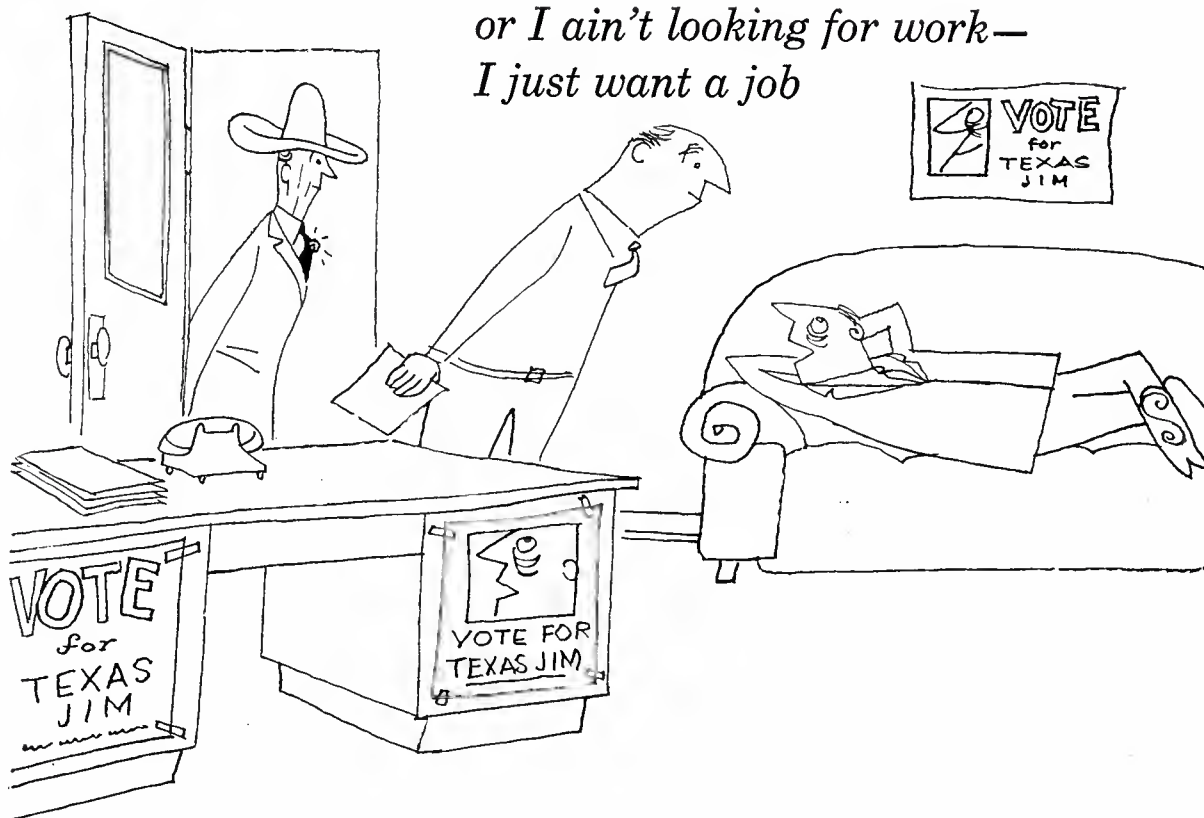
County	Population 1950	Radio Homes	Passenger			
			Retail Sales 1955(\$'000)	Food Sales 1955(\$'000)	Drug Sales 1955(\$'000)	Cars 1955
Anderson	31,875	7,870	\$23,606	\$5,568	\$770	8,408
Andrews	5,002	2,510	10,059	2,602	257	4,295
Angelina	36,032	10,180	33,270	8,168	1,103	11,465
Araucaria	4,252	1,140	5,647	2,026	201	1,676
Archer	6,816	1,750	6,550	1,396	129	2,957
Armstrong	2,215	590	1,500	308	52	633
Atascosa	20,048	4,440	14,121	2,526	339	5,321
Austin	14,663	3,790	14,749	3,933	369	4,848
Bailey	7,592	2,140	12,556	2,659	309	3,053
Bandera	4,410	1,160	2,798	942	131	1,595
Bastrop	19,622	4,720	12,107	3,675	394	5,485
Baylor	6,875	2,030	9,222	2,062	199	2,500
Bee	18,174	4,620	18,385	4,497	656	6,194
Bell	73,824	22,970	85,632	18,221	3,252	27,955
Bexar	500,460	144,680	631,713	38,155	17,422	186,625
Blanco	3,780	1,260	4,633	1,229	127	1,666
Borden	1,106	190	215	63		301
Bosque	11,836	2,910	10,776	2,172	602	4,510
Bowie	61,966	19,010	53,513	12,215	2,200	19,042
Brazoria	48,549	15,810	71,978	21,136	2,213	23,016



City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives	City (County)	Call Letters Established	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>AMARILLO (Cont.)</b>				<b>BAY CITY (Matagorda County)</b>				
KGNC 1922 KGNC-TV	710 10,000 DA-2	Plains Radio Bcstg. Co. 2000 N. Polk St. Drake 4-4601 NBC Katz	B. E. Walker, p Wesley S. Izzard, gm Jack Liston, sm Bill Lane, pd W. H. Torrey, ce Bob Izzard, nd Ray McNally, sd	KIOX 1947	1270 1,000 DA-N	Bay City Bcstg. Co. P. O. Box 1391 Circle 5-4642 MBS Best	J. G. Long, o Harry L. Becker, mgr Charles E. Arthur, cm Jack D. Rhea, pd John Nash, pmm Tom F. Lowe, ce	
KLYN 1949	940 1,000 DA-1	Kenyon Brown 1014 W. 7th Drake 2-6773	Kenyon Brown, o Willard L. Kline, gm Joe S. Ramay, sm John Heetland, cm, sd Bob Jackson, pd, fd Mrs. Virgil Nelson, pmm Gene Fennimore, ce	BAYTOWN (Harris County)				
KRAY 1955	1360 500-D	Raymond D. Hollingsworth Paramount Bldg. Drake 4-5235 Melville	Raymond D. Hollingsworth, p, gm Don Hodges, sm Doyle Henry, cm Fred Salmans, pd Nita Krupp, wd	KRCT 1947	650 250-D	Bay Bcstg. Co. Cedar Bayou Rd. 8251 KBS Best	W. D. Christmas, p John H. Touchstone, gm Harris P. Touchstone, cm C. W. Zorn, pd Randy Rohden, ce Bob Everson, wd	
KZIP 1955	1310 1,000-D	Panhandle Bcstg. Co. P. O. Box 2273 Drake 4-3796 Best. Time Sales	Ray Winkler, co-o, gm Dave Pinkston, co-o Eric Ross, slm Jess Richardson, cm Sue Woods, pd Tom Atkins, ce	KREL 1947	1360 1,000 DA-2	Tri-Cities Bcstg. Co. P. O. Box 419 8211 Best	J. B. Blayton Sr., p J. B. Blayton Jr., vp Zane D. Roden, gm John Brazell Jr., sd Earl B. Neal Jr., ce	
<b>ANDREWS (Andrews County)</b>				<b>BEAUMONT (Jefferson County)</b>				
KACT 1954	1360 500-D	Joseph E. Young P. O. Box 638 LA 3-2845	Joseph E. Young, o, mgr, ce Jacqui Young, pd, wd Weldon Kidd, nd, fd, sd Jimmy Ulmer, pmm	KFDM 1924 KFDM-TV	560 5,000 DA-N	Beaumont Bcstg. Co. 1420 Calder Ave. TE 8-4731 ABC Peters, Griffin, Woodward	D. A. Cannan, p C. B. Locke, gm Ed E. Carroll, cm Wes Wise, pd H. F. Caldwell, pmm H. W. Bartlett, ce Ralph Ramos, nd	
<b>ATHENS (Henderson County)</b>				<b>BEEVILLE (Bee County)</b>				
KBUD 1948	1410 250-D	Henderson County Bcstg. Co. P. O. Box 309 2277	J. B. McNutt Jr., o, gm, ce Marvin Hillis, pd Gurley Sanders, nd Ralph Thorton, sd	KJET 1948	1380 1,000-D	KPBX Bcstg. Co. P. O. Box 2673 2-0201 Forjoe	Walter L. Rubens, gm, cm L. C. Davis, ce	
<b>ATLANTA (Cass County)</b>				<b>BIG SPRING (Howard County)</b>				
KALT 1950	900 1,000-D	Ark-La-Tex Bcstg. Co. P. O. Box 289 900 Best	Hemran H. Wommack, p David A. Wommack, gm, ce Alvis N. Dowd, cm George Wommack, pd Wayne Dupree, sd Jeanne Wommack, wd	KRIC 1938	1450 250	The Enterprise Co. 3130 Blanchette TE 3-9421 Branham	O. E. Davis, p R. M. Frost, gm, cm Gordon Clark, pd, nd M. J. Eaterwood Jr., ce Ed Dittert, sd	
<b>AUSTIN (Travis County)</b>				<b>BONHAM (Fannin County)</b>				
KHFI (FM) 1956	98.3mc 0.7kw	James E. Moore Jr. 3004 Cuadalupe Greenwood 6-1202	Billy B. Oxley, gm, cm Leonard Masters, pd Dale Jones, ce	KFYN 1947	1420 250-D	Charles L. Cain 903 W. 4th 781	Charles L. Cain, o, gm, cm, ce Jessie Mae Cain, pd, pmm wd Joe Keene, nd, sd Tommy Peryman, fd	
KNOW 1927	1490 250	Pioneer Bcstg. Co. Inc. Capital Natl. Bank Bldg. CR 2-6213 ABC Texas State Net. Avery-Knodel	Wendell Mayes, p Louis F. Cook, gm Marion Coleman, cm Harvey R. Boyd, pd, nd J. E. Lewis, ce Al Ryan, sd	<b>BORGER (Hutchinson County)</b>				
KTBC 1939 KTBC-TV	590 5,000-D 1,000-N DA-N	The L. B. J. Co. P. O. Box 717 Greenwood 2-2424 CBS Raymer	Claudia T. Johnson, bd chm J. C. Kellam, p, gm O. P. Bobbitt, gen slm Richard Pryor, pd Charles Brown, pmm Ben Hearn, ce Paul Bolton, nd	KHUZ 1947	1490 250	Radio Station KHUZ P. O. Box 110 Broadway 3-3744 MBS	R. G. Hughes, p Jack Roberts, mgr, pd W. P. McLaughlin Jr., cm H. E. Kreiger, ce Ray Boyd, nd, fd, sd Janet Parker, wd	
KTXN 1949	1370 1,000-D	Radio KTXN Inc. 1211 E. 6th St. Greenwood 7-4476 KBS Tex. Spanish Lang. Net. Oakes Dora-Clayton	Robert Pinkerton, p Edgar B. Pool, vp W. M. (Bill) Simpson, gm Juan Gilberto DeLeon, pd Stanley Hudson, merc mgr Sherman MacDaniel, pmm Buck Jones, ce Robert Villanueva, nd	<b>BRADY (McCulloch County)</b>				
KVET 1946	1300 1,000 DA-N	Austin Bcstg. Co. Inc. P. O. Box 1116 Greenwood 8-8521 MBS Forjoe Clarke Brown	Willard Deason, p, gm H. W. Dunlop, cm Dave Smith, natl. slm Willis B. Morter, ce Clenn Brown, nd	KNEL 1935	1490 250	Mrs. G. L. Burns 7777 KBS Best	Mrs. C. L. Burns, p Gene M. Burns, gm, pmm John S. Sloane, cm, pd, nd Cecil R. Nelin, ce John Holcombe, fd	
<b>BALLINGER (Runnels County)</b>				<b>BONHAM (Fannin County)</b>				
KRUN 1947	1400 250	Runnels County Bcstrs. P. O. Box 351 3151 Best Melville	Walter G. Russell, p Robert F. McGarvey, gm Clayton Jay, cm W. C. Kelley, ce	<b>BORGER (Hutchinson County)</b>				

Executive Abbreviations: Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.  
Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.  
FM's in *italic*. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

## SUBOURBAN LIFE



*or I ain't looking for work—  
I just want a job*

**T**he manager of a candidate for county office, so a Texas story goes, awakened his charge from an afternoon nap and said, "Tex, according to a story making the rounds, you ain't taken a sober breath since Thanksgiving. How'm I going to get you elected judge with that kind of conduct?" "You etcetera," the man answered, "you wake me up for that? I can't pay no mind to talk like that—I'm spending all my waking hours fighting *false* rumors."

The rumor that our ten thousand watt a.m. signal covers New York is false. The fact that it covers 78 counties with a population of approximately 2 million is true. The rumor that Amarillo is first in the nation in retail sales per household is true.



**AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the Katz Agency**

City Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>BRECKENRIDGE (Stephens County)</b>			
KSTB 1947	1430 1,000-D	Radio Breckenridge Miller Bldg. HI 9-2386 Best	Coy Perry, gm Jim Farr, sm, cm R. L. Smith, ce Charles Roberts, nd Jay Thompson, sd
<b>BRENHAM (Washington County)</b>			
KWHI 1947	1280 1,000-D	Tom S. Whitehead 108½ Main St. 3655	Tom S. Whitehead, p, gm J. C. Price, cm Lonnie Schlottmann, ce J. W. Stufflebeme Jr., fd Tommie Blake, sd
<b>BROWNFIELD (Terry County)</b>			
KTFY 1949	1300 1,000-D	Terry County Bcstg. Co. P. O. Drawer 1032 2111 Best	Mike Barrett, o, gm, cm E. Crawford Taylor, asst gm, pd, nd, sd, fd Cal McAdams, ce Helen Walker, pmm Marge Williams, wd Earnest F. Barton, foreign lang dir
<b>BROWNSVILLE (Cameron County)</b>			
KBOR 1949	1600 1,000 DA-2	Brownsville Bcstg. Co. P. O. Box 472 Lincoln 2-5677 ABC Best	Minor J. Wilson, p, gm, pmm Vance C. Wilson, cm Bill Mack, pd, nd Willis A. Wilson, ce Connie Green, wd
XEO		(See Mexico listing)	
<b>BROWNWOOD (Brown County)</b>			
KBWD 1941	1380 1,000-D 500-D	Brown County Bcstg. Co. 800 Hawkins St. 2401 MBS Texas State Net. Avery Knodel	Wendell Mayes, p, gm Bill Jamar, cm Wendell Mayes Jr., pd Barbara Taylor, pmm W. O. Stewart, ce
KEAN 1953	1240 100	KEAN Radio Corp. 2220 Fisk Ave. 4372 Best Melville	Lyman C. Brown, p, gm, cm, nd Bessie E. Brown, pd Sammy Walk, pmm, sd Max Donnell Jr., ce Bill Cole, fd
<b>BRYAN (Brazos County)</b>			
KORA 1947	1240 250	Bryan Bcstg. Co. 310 E. 25th St. Taylor 3-1240 MBS Best	David C. Jones Jr., o Mike Mistovich, gm, sd Ambyr Buchanan, cm, pmm Cora Garth, traffic mgr James L. Harvey, ce Sonny George, fd
<b>CAMERON (Milam County)</b>			
KMIL 1955	1330 500-D	Milam County Bcstg. Service P. O. Box 832 457 Best	E. Glenn Abercrombie, gm, ce Milton Brown, cm Fred Switzer, pd Annette Abercrombie, wd Bill Reynolds, nd, sd
<b>CARRIZO SPRINGS (Dimmit County)</b>			
KBEN 1955	1450 250	Walter & Roy Herbort P. O. Box 722 Tremont 6-2210 KBS Best	Walter Herbort, ptrn, gm, ce, pd Roy W. Herbort, ptrn, cm, fd, sd R. A. Flood, nd Raymond Montemayor, Spanish pd
<b>CARTHAGE (Panola County)</b>			
KGAS 1955	1590 1,000-D	Carthage Bcstg. Co. 107½ N. St. Mary 876	Thomas Alford, co-o, gm F. E. Barr, co-o, sm, pd Bob Braziel, slm, pmm Calvin Hancock, nd, fd Don Runyon, ce
<b>CEDAR HILL (Dallas County)</b>			
KDFW (FM) 1956	107.9mc 88.4kw	C & F Musicasting Co. 2820 N. 16 St. Phoenix, Ariz. Crestwood 4-7656	B. V. Cole, p M. H. Frostrom, gm
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<b>CENTER (Shelby County)</b>			
KDET 1949	950 1,000-D	Center Bcstg. Co. 205 Austin St. 1199 East Texas Net. Gill-Perna Clarke Brown	Tom E. Foster, p, gm, cm Tolbert Foster, pd Harlan E. Riley, ce Charles Hancock, nd Charlie Slate, fd Mrs. Rex Payne, wd
<b>CHILDRESS (Childress County)</b>			
KCTX 1947	1510 250-D	Golden West Bcstg. Co. Inc. 200 Main St. Webster 7-2041 MBS KBS Best	R. M. Hagan, p, gm Clyde Austin, ce
<b>CLARKSVILLE (Red River County)</b>			
KCAR 1955	1350 500-D	KCAR Inc. P. O. Box 609 58 Melville Best	R. D. Jones Jr., gm, cm, pd Rosemary Evetts, wd, pmm Bill Ingram, fd Bob Presley, nd, sd Earl King, ce
<b>CLEBURNE (Johnson County)</b>			
KCLE 1947	1120 250-D	Marti Inc. 919 N. Main St. 5-6643 Best	George W. Marti, p, gm John Marti, cm Frank H. Hardgrove, slm D'Voc Lee, pd Walter C. Lacy, ce John Butner, nd
KCLE-FM 1949	94.3mc 0.325kw		
<b>CLEVELAND (Liberty County)</b>			
KVLB 1954	1410 500 DA-2	Harvard C. Bailes Plum Grove Road LY 2-3535	Harvard C. Bailes, p, gm, cm, sd Al. Strong, ce Cleda Bostick, pd, nd Glen Dodson, fd
<b>COLEMAN (Coleman County)</b>			
KSTA 1947	1000 250-D	Coleman County Bcstg. Co. P. O. Box 432 3406 KBS Melville	H. H. Jackson, p Floyd Shelton, gm, pd, nd, fd, sd Paul Johnson, cm, pmm J. D. Larson, ce Iola Johnson, wd
<b>COLLEGE STATION (Brazos County)</b>			
WTAW 1922	1150 1,000-D	Agricultural & Mechanical College of Texas Vi 6-6969 KBS	Elsie Patranello, gm Chester O'Donnell, cm John Scogin, pd, nd Brent Mount, ce Dick Hickerson, fd James Johnson, sd
<b>COLORADO CITY (Mitchell County)</b>			
KVMC 1950	1320 1,000-D	Colorado City Bcstg. Co. P. O. Box 990 Randolph 8-3320 KBS Best	Eldon B. Mahon, p, gm Walter Grubbs, sm, pd, pmm Porter Richardson, cm, ce Drew Ballard, sd, nd Goodwin Simpson, fd Frances Witten, wd
<b>CONROE (Montgomery County)</b>			
KMCO 1951	900 500-D DA-D	Montgomery County Bcstg. Co. Inc. Pleasant 6-4466 Best	Reagan Smith, p D. L. Oglesby, gm, cm J. C. Dorrell, pd Lee Meredith, pmm, pdm Hal Coley, nd, fd, sd John Neathery, ce
<b>CORPUS CHRISTI (Nueces County)</b>			
KANN 1954		(See Sinton listing)	
KATR 1943	1030 50,000-D	Broadcasters Inc. 402 S. Chaparral Tulip 4-5258 Branham	Harry H. Hayes, vp, gm Eddie Dunn, sm, pd Paul Waller, ce John Galley, sd Liz Bailey, wd
KCCT 1954	1150 1,000-D DA-D	International Radio Co. 401 S. Staples Tulip 4-42426 O'Connell Tracy Moore	Dr. Jose A. Garcia, p Mike Ferdin, gm, ce Francisco Grajales, pd Miguel Betancourt, nd Consuelo Bringas, wd
KCCT-FM 1954	95.5mc 0.34kw		
KEYS 1941	1440 1,000-D 500-N DA-N	Nueces Bcstg. Co. Center Theatre Bldg. Tulip 2-7411 CBS MBS Raymer	Allan Dale, sm E. C. Hughes, gm Bill Keck, cm Al Heacock, pd Harold Griffith, ce Don Reed, nd
KRIS 1927	1360 1,000	South Texas Bcstg. Co. P. O. Box 6218 Ulysses 2-7341 NBC Texas Quality Net. Peters, Griffin, Woodward	Charles D. Lutz, gm Gene O'Bannon, pd C. E. Stewart, ce



CORPUS CHRISTI (Cont.)

KSIX 1947 KSIX TV (CP)	1230 250	Corpus Christi Bestg. Co. Inc. Show Room Bldg. Tulip 2-9242 ABC Texas State Net. Forjoe	Vann M. Kennedy, p, gm Charles R. Manning, cm Eugene Looper, pd Claude Allen, pmm Eric Beals, ce J. K. Wright, nd
KUNO .950	1400 250	KUNO Inc. P. O. Box 4286 Tulip 4-5203 Everett-McKinney	Leslie C. Smith, p, gm Herb Garrett, cm Hector Elpidio Barrera, pd Homer Worley, slm John H. Mayberry, ce Luis Munoz, nd

CORSICANA (Navarro County)

KAND 1937	1340 250	Alto Inc. 609 West 7th Ave. 4-7421 MBS Branham	R. E. Lee Glasgow, p Luther A. Johnson Jr., gm
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CROCKETT (Houston County)

KIVY 1949	1290 500-D	The Pioneer Bestg. Co. P. O. Box 670 222 KBS East Texas Net.	James H. Gibbs, p, gm, pd, nd William Carter, cm, pmm, ce Mabel Arledge, wd
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CUERO (DeWitt County)

KCFH 1949	1600 500-D	A. M. Respondek 5-3430 Best	A. M. Respondek, p, gm, ce Frank Notzon, cm, pmm Don Rhea, pd, nd, fd Jim Kennington, sd
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DALHART (Dallam County)

KXIT 1948	1410 500-D	Dalhart Bestrs. Hwy. 51 North 740 KBS Best	Robert J. Beller, co-o, p, gm, ce Leonard J. Beller, co-o, pd, sd Carl M. Cumming, fd
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DALLAS (Dallas County)

KGKO 1953	1480 5,000-D 500-N DA-2	Lakewood Bestg. Co. P. O. Box 11747 Forjoe	W. L. Pickens, co-o H. H. Coffield, co-o Buddy Harris, gm Jack Howard, cm Hal Bakke, pd Gordon Sanders, pmm, nd Gordon Vaughn, ce
KIXL 1947	1040 1,000-D	Variety Bestg. Co. 1401 S. Akard St. Riverside 1-4521 Good Music Bestrs. Webb Melville	Lee Segall, bd chmn Julius Schepps, p Charles F. Payne, gm Cliff Hahne, cm Don Robinson, pd Bob Tripp, ce Ricky Cox, nd, sd
KIXL-FM 1947	104.5mc 25kw		
KLIF 1947	1190 5,000-D 1,000-N DA-N	McLendon Investment Corp. 2104 Jackson St. Randolph 7121 Blair	Barton R. McLendon, bd chmn Gordon B. McLendon, p Bill Morgan, sm George Singer, pd Glenn Callison, ce Dick Richmond, nd
KRLD 1926 KRLD-TV	1080 50,000 DA-N	KRLD Radio Corp. Herald Square Randolph 6811 CBS Texas Bestg. Sys. Branham	Clyde W. Rembert, p William A. Roberts, gm, cm Ted Parrino, pd Bill Honeycutt, ce Eddie Barker, nd A. B. Jolley, fd Bill Mercer, sd Sandra Weatherly, wd
KRLD-FM 1926	92.5mc 40kw		
KSFM (FM) (CP)	105.3mc 11kw	Metropolitan Bestg. Corp. 3707 Gaston Dallas	Theodore Bisland, p
KSKY 1941	660 1,000-D	Sky Bestg. Service Stoneleigh Hotel Riverside 2-6193 Radio-TV Reps.	A. L. Chilton, p R. G. Terrill, gm, cm Leonard Holland, pd, nd, sd Morris M. Ming, ce



might as well face it . . . .

## KRLD is the only Full-Time 50,000 watt station in the Dallas - Fort Worth area

KRLD is the only 50,000 watt station operating in the Dallas-Fort Worth area not sharing its frequency with another station. Complete saturation, morning, afternoon and night, of this rich, rapidly expanding market, plus North Texas and Southern Oklahoma, is yours with just one order . . . on KRLD. Best of all . . . by not having to divide contracts with two stations . . . you earn greater frequency discounts . . . maximum impact for minimum investment.

KRLD is the oldest CBS affiliate in Texas. Southwestern listeners are accustomed to tuning to 1080 for their favorite radio entertainment. Popular regional and top-rated CBS programs consistently make KRLD the No. 1 station for this vast audience . . . one of the highest income groups in the nation. To reach this group completely, effectively and economically, your basic advertising medium choice should be . . . MUST be . . . KRLD . . . Dallas.

### KRLD Radio CBS Dallas

Owned and operated by KRLD-TV, televising with Maximum Power from the top of Texas' Tallest Tower, The Dallas Times Herald station, Herald Square, Dallas 2. The Bronham Company, National Representatives.

JOHN W. RUNYON  
Chairman of the Board

CLYDE W. REMBERT  
President

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
WFAA 1922 WFAA-TV	820 50,000 570 5,000 DA-2 ST-WBAP	A. H. Belo Corp. 1122 Jackson St. Riverside 9631 ABC NBC Texas Quality Net. Petry	E. M. Dealey, p Alex Keese, dir George Utley, cm Karl Lambert, sm Jim Webb Cooper, ce Bob Tripp, nd Murray Cox, fd Ralph Widman, sd
WRR 1920	1310 5,000 DA-N	City of Dallas, Texas Fair Park TA 3-6101 MBS Texas State Net. Blair	Durward J. Tucker, gm, ce Carolyn Moffett, cm Richard Weeks, pd Charles Frauman, pmm John Gilbert, nd Eddie Hill, sd Evelyn Nance, wd
WRR-FM 1948	101.1mc 68kw		
<b>DEL RIO (Val Verde County)</b>			
KDLK 1946	1230 250	Don R. Howard P. O. Box 1162 5-2431 KBS	Don R. Howard, p, sd Rayward Armstrong, pd, nd Roy Herbolt, ce, fd Mary Hayes, wd
XERF 1947		(See Mexico listing)	
<b>DENISON (Grayson County)</b>			
KDSX 1948	950 500 DA-2	KDSX Inc. P. O. Box 263 Homestead 5-1600 Melville	B. V. Hammond Jr., p L. L. Hendrick, evp William A. Duke, sta dir W. A. Jaco, cm Joseph D. Knight, ce H. Bailey Hutchins, nd
KRRV 1936		(See Sherman listing)	
KTAN 1947		(See Sherman listing)	
<b>DENTON (Denton County)</b>			
KDNT 1938	1440 1,000-D 500-N DA-N	Harwell V. Shepard Radio Center Bldg. Central 4144	Harwell V. Shepard, p, gm, ce
KDNT-FM 1945	106.3mc 0.764kw		
<b>DUMAS (Moore County)</b>			
KDDD 1948	800 250-D	North Plains Bcstg. Corp. North Dumas Ave. WE 5-4141 KBS Best	Lucian Spencer, p Ken Duke, gm, ce, fd John James, cm Coy Jensen, nd Jim Bowen, sd Dolly Burns, wd

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OF THE NEW MONEY-MAKING  
"VOICE OF FORTUNE"  
TELEPHONE QUIZ GAME!



STATIONS  
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SALES  
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**WORLD**  
SALES AND  
PROGRAM SERVICE  
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CINCINNATI HOLLYWOOD

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

<b>EASTLAND (Eastland County)</b>			
KERC 1953	1590 500-D	Tri-Cities Inc. P. O. Box 590 7 KBS Hill	Hugh Neeld, p, gm Ralph Ross, cm John Slaughter, pd Jackie Ross, wd Dale Chick, ce
<b>EDINBURG (Hidalgo County)</b>			
KURV 1947	710 250 DA-N	KURV Inc. P. O. Box 480 Dudley 3-2777 Rambeau	Rogers Kelley, p J. M. McDonald, gm, cm Don Meyers, pd, nd Irvan D. Williams, ce Bob Dodson, sd
<b>EL CAMPO (Wharton County)</b>			
KULP 1947	1390 500-D	Wharton County Bcst. Co. Inc. P. O. Box 1390 1390	Culp Krueger, p V. Frank Jones, gm Bill Pribble, cm, sd Joe H. Miller, ce Jerry Werlla, pd Chuck Schwartzkopf, nd
<b>EL PASO (El Paso County)</b>			
KELP 1947	920 1,000-D 500-N DA-N	McLendon Investment Corp. 4530 Delta 3-3658 H-R Reps.	Gordon B. McLendon, p Herb Colombeck, gm Walt DePuy, cm Chuck Lay, pd David L. Mott, ce
KEPO 1948	690 10,000 DA-2	KEPO Bcstg. Co. Inc. P. O. Box 3368 5-2731 ABC Texas State Net. Everett-McKinney	Frank Stewart, gm Joe Roddy Jr., sm Johnny Miles, pd Ted Quillin, fd Ruth R. Fair, wd
KROD 1940	600 5,000 DA-N	El Paso Times Inc. P. O. Box 1799 2-6551 CBS Southwest Net. Branham	Dorrance D. Roderick, p Val Lawrence, vp, gm Tom Wisheart, cm Harlan Haines, pd Gordon Phillips, pmm E. E. Talbott, ce
KROD-TV			
KSET 1949	1340 250	Rio Grande Bcstg. Co. 904 Magoffin St. 3-2693 McGavren-Quinn Melville	Fred Hervey, p Ed Sullivan, gm, ce Warren Pullen, cm Walt Dalton, wd
KTSM 1929	1380 1,000-D 500-N	Tri State Bcstg. Co. 801 N. Oregon 2-5423 NBC Hollingbery	Jack Chapman, sm, cm Conroy Bryson, nd
KTSM-TV			
XEJ		(See Mexico listing)	
<b>FALFURRIAS (Brooks County)</b>			
KPSO 1954	1260 500-D	Radio Station KBLP Ltd. N. St. Mary's 555 KBS	Bob G. Hicks, p, gm Jimmy Ray, cm Paul Brown, pd, nd Don Hood, fd H. Gomez, ce Thelma Glaze, pmm
<b>FLOYDADA (Floyd County)</b>			
KFLD 1951	900 250-D	West Texas Bcstrs. Inc. P. O. Box 1006 Yu 3-2841 KBS Continental	B. A. Robertson, p Carl L. Minor Jr., gm, cm, nd Glen Amburn, pd, sd W. M. Highfill, ce, fd Alma Holmes, wd
<b>FORT STOCKTON (Pecos County)</b>			
KFST 1953	860 250-D	KFST Inc. Springhurst Hotel Bldg. 690 KBS Best	George Baker, p Dennis Fisher, gm, nd D. M. Haddock, pd Martin Baze, ce Nick James, sd
<b>FORT WORTH (Tarrant County)</b>			
KCNC 1946	870 250-D	Blue Bonnet Bcstg. Co. 2212 E. 4th St. Edison 6-7175	J. H. Speck, p, gm Jim Bradley, cm Walt Jones, pd Chester Grubbs, ce
KCUL 1946	1540 10,000-D 1,000-N DA-2	Dalworth Bcstg. Co. 3607 Camp Bowie Blvd. Pershing 8-6555 Best	Kurt A. Meer, p E. D. Rivers, treas Buddy E. Starcher, sm
KFJZ 1922	1270 5,000 DA-1	Tarrant Bcstg. Co. 4801 W. Freeway Edison 3474 MBS Texas State Net. H-R Reps.	Gene L. Cagle, p, gm Charles B. Jordan, vp, sm Clyde D. Pemberton, cm Hazel Riley, pd James T. Peterson, ce Porter Randall, nd Dave Naugle, sd
KFJZ-TV			
KNOK 1946	970 1,000-D	Associated Bcstrs. Inc. 3601 Kimbo Road Terminal 1-1278 Pearson	John J. Flood Jr., p J. R. Pipes, gm Jerome Thomas, pd Johnnie Lancaster, pmm Robert Christian, ce Jim Randolph, nd
KXOL 1947	1360 5,000-D 1,000-N DA-N	KXOL Inc. 3004 W. Lancaster Edison 1448 Avery-Knodel	Wendell Mayes, p Earle Fletcher, vp, gm C. Hewel Jones, loc slm Kent Burkhardt, pd Hugh McBeath, ce Bill Hightower, nd, sd



## IT FIGURES!

24 ... of the leading national advertisers have used WFAA for over  
 10 ... years to sell their products to  
 42.4%\* ... of all the families in the North Texas area during the daytime, and  
 26.8%\* ... of them at night, through WFAA's  
 98%\*\* ... coverage in the largest, richest market area in the Southwest.\*\*\*

Add to this WFAA's long-established reputation for leadership  
 that gives weight and authority to your selling message  
 and *it figures that...*

*WFAA is Your Best Buy in the Best Market in Texas*

\*When Study

\*\*A. C. Nielsen, N.S.I.

\*\*\*Including Texas, Oklahoma, Arkansas and Louisiana.

WFAA-820 MARKET 25%-100% NCS AREA-SAMS, 1952		WFAA-570 MARKET 25%-100% NCS AREA-A. C. Nielsen, 1952	
Population .....	4,592,600	Population .....	2,680,200
Households .....	1,345,600	Households .....	801,700
Radio homes .....	1,311,960	Radio homes .....	791,277
Cons. spendable income .....	\$6,459,862,000	Cons. spendable income .....	\$3,907,764,000
Retail sales .....	\$5,193,868,000	Retail sales .....	\$3,305,340,000
Food sales .....	\$1,094,067,000	Food sales .....	\$ 650,642,000
Drug sales .....	\$ 165,638,000	Drug sales .....	\$ 102,525,000
Genl. mdse. sales .....	\$ 658,938,000	Gen. mdse. sales .....	\$ 472,453,000
Apparel sales .....	\$ 266,058,000	Apparel sales .....	\$ 165,927,000
Home furnishings .....	\$ 214,797,000	Home furnishings .....	\$ 124,191,000
Automotive sales .....	\$1,308,723,000	Automotive sales .....	\$ 803,215,000

# WFAA

820 | 570  
 50,000 WATTS | 5,000 WATTS

DALLAS

NBC • ABC • TQN

Edward Petry & Co., Representative

City	Call Letters	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
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**FORT WORTH (Cont.)**

WBAP	820	Carter Publications Inc.	Amon Carter Jr., p
1922	50,000	3900 Barnett	George Cranston, gm
WBAP-TV	570	Jefferson 6-1981	Roy Bacus, cm
	5,000	ABC	A. M. Woodford, pd
	DA-2	NBC	Margret McDonald, pmm
ST-WFAA		Peters, Griffin, Woodward	R. C. Stinson, ce
			James A. Byron, nd
			W. A. Ruhmann, fd
			W. C. Sherman, sd
WBAP-FM	96.3mc		
1949	52kw		

**FREDERICKSBURG (Gillespie County)**

KNAF	1340	Gillespie Bcstg. Co.	Arthur Stehling, p
1947	250	P. O. Box 311	Norbert A. Fritz, gm, cm, ce
		311	Alene Fritz, pd, nd, co-fd, wd
		MBS	Charlie Stone, co-fd
		Best	

**FREESPORT (Brazoria County)**

KBRZ	1460	Radio Station KBRZ	William D. Schueler, p, cm
1952	500-D	P. O. Box 1077	Kenneth W. Ferguson, gm, ce
		3-2655	Thomas Beck, pd
		KBS	Thelma Willis, wd
		Best	Bob Coughlin, nd

**GAINESVILLE (Cooke County)**

KGAF	1580	Gainesville Bcstg. Co.	Joe M. Leonard Sr., p
1947	250-D	204 E. California St.	Joe M. Leonard Jr., gm
		Howard 5-5546	Earl Leonard, cm, nd
		KBS	Bob Couch, pd
		Melville	J. O. Miller, ce
			Gene Foster, fd

**GALVESTON (Galveston County)**

KGBC	1540	Galveston Bcstg. Co.	James W. Bradner Jr., o, gm
1947	1,000-D	715 Marine	John Speciale, cm, sd
	250-N	3-4329	Frances Kay Harris, wd
	DA-N	Pearson	
KLUF	1400	KLUF Bcstg. Co.	Geo. Roy Clough, p, gm
1922	250	6002 Broadway	Braden E. Clough, cm, pd,
		5-6676	pmm
			Lee D. Clough, ce

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

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

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

**MORE** news  
**MORE** features  
**MORE** regional coverage



... and **MORE**  
radio and television stations use  
**THE ASSOCIATED PRESS**

**GLADEWATER (Gregg County)**

KSIJ	1430	Gladeater Bcstg. Co.	C. A. Lee, p, gm
1949	1,000-D	P. O. Box 1426	Bill Lowry, cm
		2181	Tig Williford, pd, pmm, sd
		East Texas Net.	Paul Rogers, nd
		Best	

**GONZALES (Gonzales County)**

KCTI	1450	Gonzales Bcstg. Co.	Lawrence M. Walshak, ptrn,
1947	250	425 St. George St.	gm
		770	Frank Wilson Jr., ptrn, cm,
		KBS	pd, pmm, ce
		Cooke	David Walshak, nd, fd, sd

**GRAHAM (Young County)**

KSWA	1330	Webb Enterprises	Gilbert Webb, gm, fd
1948	500-D	P. O. Box 1050	Stephen Davison, cm, nd
		2456	J. W. Hazleton, ce, pd
		Melville	Jerry Herring, sd
			Carolyn Webb, wd

**GREENVILLE (Hunt County)**

KGVL	1400	Radio Station KGVL	Truett Kimzey, o
1946	250	1400 Wolfe City Hwy.	Leo Hackney, jr., cm
		Gladstone 5-1400	James D. Jones, pd
		MBS	Paul D. Robinson, asst mgr
		KBS	Paul Daniels, ce
		Texas State Net.	Jimmy Jones, nd
		Pearson	

**HAMILTON (Hamilton County)**

KCLW	900	C. M. Hatch & Coy Perry	C. M. Hatch, co-o, gm
1948	250-D	P. O. Box 592	Coy Perry, co-o
		500	J. B. Jim Miller, sm, pd
		KBS	Carl Knelly, ce
		Melville	Roy Curtis, nd
			Reed Harris, slm

**HARLINGEN (Cameron County)**

KGBT	1530	Harbenito Radio Co.	McHenry Tichenor, p
1940	50,000-D	P. O. Box 711	Troy McDaniel, gm
KCBT-TV	10,000-N	Garfield 3-3910	Bob McDonald, mgr
	DA-N	CBS	Sam Sitterle, pd
		Sombrero Net.	Otis Shumate, slm
		H-R Reps.	S. Harold Jones, ce
		Brown	Jerry Fisher, nd
			Bob McDonald, fd
			Dan Keough, sd
			Sue Schneider, wd

**HENDERSON (Rusk County)**

KGRI	1,000	Henderson Bcstg. Corp.	Roy B. Cannon, p
1947	250-D	P. O. Box 311	W. C. Crawford, gm, cm
		4528	John T. Cauley, pd, pmm,
		Best	nd, fd, sd
			John Bolin, ce

KWRD	1470	Wes Dean & Co.	Wes Dean, o, gm, cm, pmm
1956	500-D	P. O. Box 219	Pat Endsley, pd, nd, sd
		2324	Lynn Roy, ce
			Alvin Hancock, fd
			Helen Dean, wd

**HEREFORD (Deaf Smith County)**

KPAN	860	Marshall Formby	Marshall Formby, p
1948	250-D	P. O. Box 868	Clint Formby, gm
		860	Chris Clark, cm
		Best	Stewart Bean, ce
			Forrest Friedley, pd
			Louise Kalka, wd

**HILLSBORO (Hill County)**

KHBR	1560	Nelson W. Galle	Nelson W. Galle, o, gm
1948	250-D	P. O. Box 317	J. K. Lane Jr., cm, ce
		2-3431	Gordon Guest, pd
		KBS	Dewey Beal, nd
		Best	
		Melville	

**HOUSTON (Harris County)**

KCOH	1430	Call of Houston Inc.	Robert C. Meeker, o, p, gm
1948	1,000-D	1 Main St.	Robert E. Mulvey, cm
		Capitol 4-1888	
		Pearson	

KLBS	610	Howard Bcstg. Corp.	Howard W. Davis, p
1948	5,000	Milby Hotel	Howard L. Burris, vp
	DA-2	Webb	Glenn F. Kensing, gm
			Bill Pelham, pd

# GIANT

## WBAP-820 IMPACT RADIO COVERS THE SOUTHWEST!

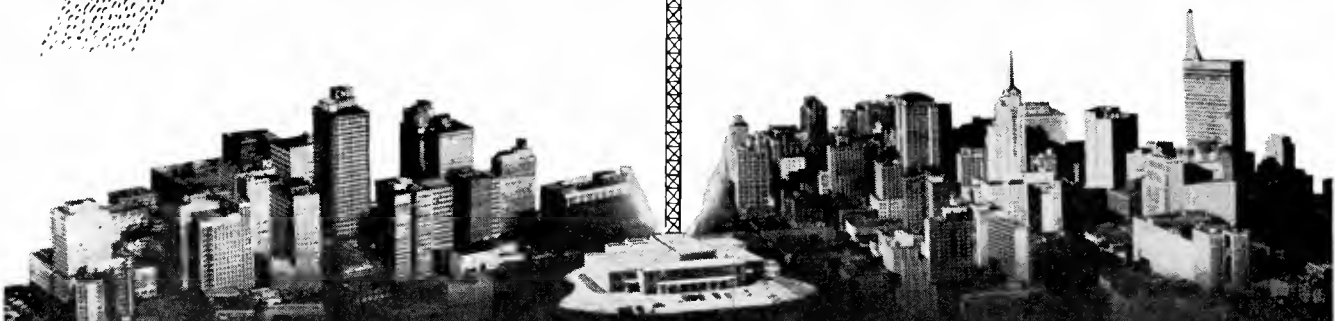
For GIANT coverage in a GIANT market area, be sure to choose WBAP-820 IMPACT RADIO! WBAP-820 covers Fort Worth, Dallas, and the surrounding 174-county, 4-state Greater Southwest area, where in the last three years 62.9% more people spent 60.9% more money!

## NEARLY 7 MILLION PEOPLE SPEND NEARLY 10 BILLION DOLLARS IN THE 4-STATE, 174-COUNTY AREA COVERED BY WBAP-820!

Population 1-1-56	6,978,200
Families 1-1-56	2,069,780
1955 Effective Buying Income (Net Dollar)	\$9,996,615,000.00
1955 Effective Buying Income Per Family (Net)	\$4,829.00
1955 Retail Sales	\$7,839,975,000.00
Farm Population 1-1-56	1,192,500
Number of Farms	287,187
Gross Farm Income	\$1,246,668,000.00

SOURCES: Sale Management Survey of Buying Power, May 10, 1956  
Standard Rate and Data Service, Inc., May 10, 1956

## COVERAGE IN TEXAS!



FORT WORTH

DALLAS

# WBAP-820

STAR-TELEGRAM STATIONS • ABC - NBC • FORT WORTH, TEXAS

AMON CARTER  
Founder

AMON CARTER, JR.  
President

HAROLD HOUGH  
Director

GEORGE CRANSTON  
Manager

ROY BACUS  
Commercial Manager

PETERS, GRIFFIN, WOODWARD, INC. — NATIONAL REPRESENTATIVES

# NOW! Hooper and Pulse Agree!

# NO. 1

Radio Station in Houston is

# K-NUZ

BY AN EVEN WIDER MARGIN

Hooper Oct. and Nov. 1956

Monday thru Friday  
7 A.M.—12 Noon

Monday thru Friday  
12 Noon—6 P.M.

K-NUZ	25.8	K-NUZ	30.2
Net. Sta. "A"	— 10.4	Net. Sta. "A"	— 11.4
Net. Sta. "B"	— 9.2	Net. Sta. "B"	— 6.3
Net. Sta. "C"	— 15.3	Net. Sta. "C"	— 12.1
Net. Sta. "D"	— 14.1	Net. Sta. "D"	— 9.0
Ind. Sta. "A"	— 6.7	Ind. Sta. "A"	— 8.2
Ind. Sta. "B"	— 5.1	Ind. Sta. "B"	— 6.3
Ind. Sta. "C"	— 6.3	Ind. Sta. "C"	— 10.7



Now . . . K-NUZ is the Leader by a **GREATER MARGIN**—Yet the rates are **Low, Low, Low!**  
Join the Rush for Choice Avails.

In Houston the swing is to RADIO . . . and Radio in Houston is . . .

# K-NUZ

HOUSTON'S 24 HOUR MUSIC AND NEWS

National Reps.: FORJOE & CO.— Southern Reps.:  
New York • Chicago • Los Angeles • CLARKE BROWN CO.—  
San Francisco • Philadelphia • Seattle Dallas • New Orleans • Atlanta  
IN HOUSTON, CALL DAVE MORRIS, JACKSON 3-2581

## TEXAS

City	Call Letters	Established	Chan. or Freq.	Power	Licenses Headquarters Telephone Network Station Rep.	Executives
<b>HOUSTON (Cont.)</b>						
	KNUZ	1948		1230 250	Veterans Bstg. Co. P. O. Box 2135 Jackson 3-2581 Forjoe Clarke Brown	Max H. Jacobs, p Dave Morris, gm Bruno Leonardt, cm Ken Grant, pd, pmm, sd Ed Martin, ce Bill Crawford, nd
	KPRC	1925		950 5,000	Houston Post Co. P. O. Box 1234 Madison 3-9271 NBC Texas Quality Net. Petry	W. P. Hobby, p Jack Harris, vp, gm Jack McGrew, cm Lee Norton, pd Kirt Harris, pmm Harvey Wheeler, ce Pat Flaherty, nd
	KPRC-TV			DA-N		
	KPRC-FM	1946		102.9mc 48kw		
	KTHT	1944		790 5,000	Texas Radio Corp. 4005 Traivs St. Jackson 3-5535 MBS Raymer	Robert D. Straus, p Sam H. Bennett, vp, gm Milt Willis, pd Andy White, pmm Dick Gottlieb, nd O. B. Johnson, ce
	KTRH	1930		740 50,000	KTRH Bstg. Co. Rice Hotel Capital 7-4361 CBS Texas Bstg. Sys. Texas State Net. Blair	B. F. Orr, p William C. Bryan, gm Tom Jacobs, pd Byron Beasley, pmm Tom Hiner, co-ce Lester Mullan, co-ce John E. Smith, nd, sd Dewey P. Compton, fd
	KTRH-FM	1947		101.1mc 29.5kw		
	KXYZ	1941		1320 5,000	Shamrock Bstg. Co. Gulf Bldg. Capitol 2-6151 ABC Avery-Knodel	Glenn H. McCarthy, bd chmn Fred Nahas, p, gm Ted Hills, mgr Ken Bagwell, cm Bob Blase, pd Philip R. Snyder, pmm Gerald R. Chinski, ce Vic Emanuel, nd
	KXYZ-TV			DA-N		
	KYOK	1947		1590 5,000	KYOK Inc. 412 Main St. Capitol 7-3108 Stars Natl. Dora-Clayton Melville	Jules J. Paglin, co-o Stanley W. Ray Jr., co-o John Watkins, sm Bob Mabry, cm Vera Fina, pd Dave Schaeffer, pmm John Shipp, ce
	KYOK-TV			DA-N		
<b>HUNTSVILLE (Walker County)</b>						
	KSAM	1938		1490 250	Huntsville Bstg. Co. P. O. Box 312 GA 5-2651 MBS KBS	M. B. Cauthen, p Jack Nichols, gm, ce, cm I. J. Waldon, nd Wesley Sherrill, fd
<b>JACKSONVILLE (Cherokee County)</b>						
	KEBE	1947		1400 250	KEBE, Inc. Box 1071 2211 KBS East Texas Net.	Mrs. Leita Moye Laurie, p, gm Jerty D. Spencer, cm Ben Erle Laurie, pd, sd Dave Schmidt Jr., ce
<b>JASPER (Jasper County)</b>						
	KTXJ	1948		1350 1,000-D	Jasper Bstg. Co. P. O. Box 6090 580 East Texas Net.	Joe J. Fisher, co-o Joe H. Tonahill, co-o Harold G. Pendergast, gm Lynn G. Robinson, cm James Brasher, pd Fred B. Smith, ce, nd
<b>JUNCTION (Kimble County)</b>						
	KMBL	1951		1450 250	Kimble Co. Bstg. Flat Rock Lane 70 KBS Hill	Farrell M. Brooks, p, gm, cm, ce, nd, fd, sd Norma Sue Brooks, pd, wd
<b>KENEDY-KARNES CITY (Karnes County)</b>						
	KENN	1954		990 250-D	Charles W. Balthrope P. O. Box 990 990 Avery-Knodel	Charles W. Balthrope, p Ed C. Balthrope, gm Chuck Martin, pd L. E. Richards, ce Herman Welsh, fd

Executive Abbreviations: Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.  
Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate names are not repeated.  
FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Local. DA—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-I—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sun. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

# KPRC

RADIO

**FIRST IN  
HOUSTON RADIO  
FOR  
31 YEARS**

**FIRST IN EXPERIENCE**

**FIRST IN PUBLIC SERVICE**

**FIRST IN LOCAL NEWS**

**FIRST IN LOCAL TALENT**

**FIRST IN FARM NEWS**

**FIRST IN FACILITIES**

NBC **KPRC**  
**950**  
HOUSTON  
ON YOUR DIAL

NBC and TQN on the Gulf Coast

**JACK HARRIS**  
Vice President and General Manager

**FIRST IN RATINGS**

Nationally Represented by  
**EDWARD PETRY AND COMPANY**

City Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone Network Station Rep.	Executives	City Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone Network Station Rep.	Executives
<b>KERMIT (Winkler County)</b>				<b>LUBBOCK (Lubbock County)</b>			
KERB 1950	600 1,000-D DA-D	KERB Inc. Hwy. 302 3481	Earl Walden, co-o, p Vaughn Brinson, co-o, gm Ernie Stodghill, cm Vaughn Brinson, pd Shirley Strickland, ce	KCBD 1946 KCBD-TV	1590 1,000 DA-2	Bryant Radio & Tv Inc. P. O. Box 1507 Sherwood 4-1414 NBC Texas State Net. Raymer	Joe H. Bryant, p Robert L. Snyder, sm, cm Joe Gilbert, nd Al Goodnight, pd Frank Lee, ce
<b>KERRVILLE (Kerr County)</b>				KDAV 1953	580 500-D DA-D	KDAV Ltd. P. O. Box 270 Sherwood 4-4567 Best. Time Sls. Clarke Brown	D. P. Pinkston, o, gm Cerald Sanders, cm Walt Lawson, pd, ce Ralph Cery, pmm Wes Youngblood, nd Clem Clements, fd
KERV 1948	1230 250	Kerrville Bcstg. Co. P. O. Box 791 Clearwater 7-4003 Bcst	A. G. Rodgers, o, gm Wanda Oster, pd Clyde Jones, ce Ray Crant, nd Cuy Powell, fd Carroll Abbott, sd	KDUB 1955 KDUB-TV	1340 250	Texas Telecasting Inc. 7400 College Ave. Sherwood 4-2345 Branham	W. D. Rogers, p John Kreiger, sm Eddie Cale, pd W. H. Shipley, pmm Rudy Starnes, ce Duncan Ellison, nd
<b>KILGORE (Gregg County)</b>				KFYO 1927	790 5,000-D 1,000-N DA-2	Plains Radio Bcstg. Co. 914 Ave. J Porter 5-5567 CBS Katz	W. B. Walker, p Cordon Thompson, gm, cm Bob Nash, pd, nd Dan Tarpley, pmm W. S. Bledsoe, ce Bob Stephens, fd
KOCA 1936	1240 250	Radio Station KOCA P. O. Box 989 2001 KBS East Texas Net.	Roy G. Terry, p H. A. Degner, gm Wyne Douglas, cm, sd Joe Mainz, pmm Karem Soule, ce Jakie Street, nd	KLLL 1953	1460 1,000-D	KLLL Inc. Creat Plains Life Bldg. Porter 3-1911 Indie	R. B. McAlister, p, gm Ernest E. Mark, sm Lowell Cato, cm Bruce Hamilton, pdm Alvis Woolam, ce
<b>KILLEEN (Bell County)</b>				KSEL 1946	950 1,000-D 500-N DA-N	Lubbock Bcstg. Co. 1916 Avenue Q Porter 3-0484 ABC Rambau Melville	Walter G. Russell, p M. M. Rochester, gm, pmm Bob Hughes, cm Don Opheim, pd Roger Hively, ce H. I. Kiefer, nd
KLEN 1955	1050 250-D	Highlite Bcstg. Co. P. O. Box 935 1-6361 MBS	A. W. Stewart, p, gm, ce Rhett Sargent, cm Ladelle Drake, sm Regina Mahramas, pd Sammy Lillibridge, nd	KSEL-FM (CP)	96.3mc 9.6kw	Southwestern Bcstg. Co. 1916 Avenue Q	M. M. Rochester, p R. C. Hughes, gm Roger Hively, ce
<b>KINGSVILLE (Kleberg County)</b>				<b>LUFKIN (Angelina County)</b>			
KINE 1948	1330 1,000-D	Radio Sta. KINE Inc. 205 E. King Ave. 2-2822 Best	James H. Clement, p Ben A. Clusing, gm Eston R. Pace, cm, sm R. T. Whitaker, ce	KRBA 1938	1340 250	Darrell E. Yates 120 Cotton Square 3-6661 ABC KBS East Texas Net. Continental	Darrell E. Yates, o, gm, pmm Dennis Brown, cm Shirley Yates, pd Basil Barbee, ce Joe Mainz, nd, sd
<b>LAMESA (Dawson County)</b>				KTRE 1947 KTRE-TV	1420 1,000 DA-N	Forest Capital Bcstg. Co. P. O. Box 701 3-7771 MBS Venard, Rintoul & McConnell Melville	R. W. Wortham Jr., p Richmond Lewin, vp, gm Royce Christenson, cm Boyd Porter Jr., pd Fred C. Hill, ce Hampton Keathley, fd Tom Hooser, nd
KPET 1947	690 250	Lamesa Bcstg. Co. P. O. Box 30 2404 KBS	R. O. Parker, p Bob Bradbury, gm Paul Crow, cm Geneva Crutcher, pd Cene Campbell, pmm Roland Ouellette, ce	<b>MARLIN (Falls County)</b>			
<b>LAMPASAS (Lampasas County)</b>				KMLW 1953	1010 250-D	KMLW Inc. Waco Hwy. WE 6-2551 Best	Charles E. Reagan, p Duane W. Ramsey, gm, cm, nd Jerry S. Hughes, pd
KCYL 1948	1430 250	Lampasas Bcstg. Corp. Box 149 Chapel 2-3671 Best	V. Dean Turner, p, gm, cm, nd	<b>MARSHALL (Harrison County)</b>			
<b>LAREDO (Webb County)</b>				KMHT 1947	1450 250	Harrison County Bcstg. Co. Marshall Natl. Bank Bldg. 5-7826 KBS Texas State Net. Continental	E. W. Mahone Jr., p H. A. Bridge Jr., evp, gm Brad Redfearn, ce Vinson Stevens, cm Sam Stringfellow, pd, nd Charlie Flowers, sd
KVOZ 1952	1490 250	Border Bcstrs. Inc. P. O. Box 1498 3-4396 MBS KBS Pearson	E. J. Harpole, p Barney Jones, gm Neil Cilligan Jr., cm Martha Valle, pd George Holt, pmm Frank Manuel, ce	<b>McALLEN (Hidalgo County)</b>			
<b>LEVELLAND (Hockley County)</b>				KRIO 1947	910 1,000 DA-1	Valley Bcstg. Co. 500 E. Beaumont Murray 6-5454 ABC MBS Texas State Net. Everett-McKinney	Gene L. Cagle, p Charles B. Jordan, vp C. T. McKasson, gm Normand Mann, pd Bill Meiners, ce Don Mallory, nd, sd
KLVT 1949	1230 250	Forrest Weimhold P. O. Box 866 Twilight 4-3134	Forrest Weimhold, o G. W. Patschke, sm, ce B. H. Chadwick, cm Dwayne Crimes, pd David Cook, nd Beverly Henderson, wd	<b>McCAMEY (Upton County)</b>			
<b>LITTLEFIELD (Lamb County)</b>				KCMR 1954	1450 250	Sprayberry Bcstg. Co. 101 E. 5th St. 412 MBS Cactus State Net. KBS	Jack Hawkins, p John Whitmore, gm
KVOW 1947	1490 250	J. C. Rothwell, Ruth Rothwell, & J. B. McShan P. O. Box 192 400 kBS	J. C. Rothwell, ptrn, p J. B. McShan, ptrn, gm, cm Rosemary Cagle, pd J. R. Potts, ce Ed Hardy, nd Lloyd Spencer, sd	<b>McKINNEY (Collin County)</b>			
<b>LONGVIEW (Gregg County)</b>				KMAE 1947	1600 1,000-D	McKinney Air Enterprises Inc. 218 E. Virginia St. 2-2651	George W. Smith Jr., p, gm, ce Mrs. Denise Smith, sm, pd, wd Melvin Belew, cm H. D. Mouzon, nd, sd
KFRO 1955	1370 1,000 DA-N	Voice of Longview Curtis Bldg. P.aza 3-4461 ABC KBS Texas State Nct. Cooke	James R. Curtis, p John Allen, cm	<b>MEXIA (Limestone County)</b>			
KLTI 1948	1280 1,000-D	Letourneau Radio Corp. P. O. Box 1866 Plaza 8-4496 Pearson	Virgil E. Stone, gm Bill McPheeters, fd Don Clark, pd Lee Ann Ward, wd Bill Pittle, sm Jim Curran, nd Robert A. Jones, ce	KBUS 1956	1590 500-D	Bi-Stone Bcstg. Co. P. O. Box 227 Cypsy 6-3874	J. B. McNutt Jr., o, gm Ra'ph Weedon, sm William F. Jones, ce

Executive Abbreviations: Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Profr. Mgr. pmm; Prod. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.  
Data corrected to Dec. 15, 1956. IF executives or services for FM are same as AM affiliate, names are not repeated.  
FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.



MIDLAND (Midland County)

KCRS 1935	550 5,000-D 1,000-N DA-2	Clarence Scharbauer Jr. & Ruth Scharbauer P. O. Box 1072 2-4393 ABC Texas State Net. Pearson	Clarence Scharbauer Jr., co-o Ruth Scharbauer, co-o Wallace R. Jackson, gm Eleanor McDonald, cm Dean Orton, pd John Drummond, pmm, nd Tom Yates, ce
KJBC 1950	1150 1,000-D	Jack Cecil P. O. Box 1658 4-5152 KBS Best	Jack Cecil, o, gm, ce Naomi Boswell, cm Keith Ward, pd George Kuhn, pmm Lee Alexander, nd Evelyn Lines, wd
WEL (CP)	1580 1,000-D	Great Western Radio Co. 3302 29th St. Lubbock, Tex.	George Wayne Inglis, ptrn Elvis Leo Roberts, ptrn

MINERAL WELLS (Palo Pinto County)

KORC 1946	1140 250-D	KORC Bcstg. Co. P. O. Box 31 319 KBS Continental	J. Elroy McCaw, p Harry A. Riley Jr., gm, cm Gayle Smith, pd R. B. Dill Sr., pmm William McCreary, ce Dick Moreland, nd
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MISSION (Hidalgo County)

KIRT (CP)	1580 1,000-D	Pool Bcstg. Co. P. O. Box 455 McAllen, Tex.	Robert F. Pool, ptrn. R. F. Pool Jr., ptrn
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MONAHANS (Ward County)

KVKM 1947	1340 250	Monohans Bestrs. Inc. P. O. Box 1118 438 MBS Cactus State Net. Best	J. Ross Rucker, p, gm, nd, fd G. C. Greenlee, cm, pmm Patsy A. Smith, pd, wd William R. Mettler, ce Bill Dotson, sd
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MT. PLEASANT (Titus County)

KIMP 1948	960 1,000-D	Mt. Pleasant Bcstg. Co. P. O. Box 990 Parkview 4-4726	Winston O. Ward, o, mgr, ce Derral Tucker, cm Ruby Stanley, pd, wd John Nelson, fd Charles Monk, sd
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MULESHOE (Bailey County)

KMUL 1956	1380 500-D	John Burroughs, Leona Randolph & Gilbert Lamb P. O. Box 1123 Stamford, Texas	John Burroughs, ptrn Leona Randolph, ptrn Gilbert Lamb, ptrn
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KZOL (CP)	1570 250-D	Blackwater Valley Bestrs. Box 232 Clovis, N. M.	Theodore Rozzell, o
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NACOGDOCHES (Nacogdoches County)

KELS (FM) 1956	100.1mc 0.33kw	Lee Scarborough P. O. Box 248	Lee Scarborough, o
KOSF 1947	1230 250	Stone Fort Bcstg. Co. P. O. Box 8 4-4633 ABC KBS East Texas Net.	Kelly Bell, co-o J. C. Stallings, co-o, gm, cm Bob Atherton, pd Ed Rice, pmm Frank Murray, ce
KSFA 1947	860 1,000-D	Nacogdoches Bcstg. Co. 2107 North St. 4-3723	Wilbur C. Fouts, p, gm, cm Sarah Jane Moon, pmm, wd Royce C. Smith, ce

NEW BRAUNFELS (Comal County)

KCNB 1950	1420 1,000-D	Comal Bcstg. Co. 184 S. Castell St. 1612 KBS	Charles W. Scruggs, p Frank T. Wilson, vp, gm, cm, pd, pmm, nd, sd Bob Stewart, ce
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ODESSA (Ector County)

WACK 1947	920 1,000-D 5,000-N DA-N	Ector County Bcstg. Co. 120 W. 3d St. FE 6-5791 For Joe Clarke Brown	Ben Nedow, o, gm Roy Elsner, sm Norman White, pd Garland Green, nd David Williams, ce Wynn Alby, sd Mrs. Carroll Lee, wd
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KOSA 1947 KOSA-TV	1230 250	Odessa Bcstg. Co. 1300 S. Crane FE 2-4301 CBS Pearson	Cecil Trigg, p, gm Doyce R. Elliott, sm Lou Lindsey, cm, pmm Jack Foster, pd Jim Simpson, ce
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KPBX (CP)	1310 500-D	Mid-Cities Bcstg. Co. 39th & Rasco Ave. Clarke Brown	Edward L. Roskelley, o, gm
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KRIG 1946	1410 1,000 DA-N	Oil Center Bcstg. Co. P. O. Box 231 6-6871 MBS Cactus State Net. Best	R. O. Canon, p Jack Hawkins, gm Marguerite LaRue, sm John Logan, pd Hal Whatley, ce Ken Rutledge, nd, sd
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ORANGE (Orange County)

KOCT 1947	1600 1,000 DA-N	Sabine Area Bcstg. Corp. Tuxedo 3-4381 Best	M. L. Jacobs, p Ed Lovelace, evp, gm Betty Klein, pd, wd Hugh Smith, ce
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PALESTINE (Anderson County)

KNET 1936	1450 250	Palestine Bcstg. Co. P. O. Box 649 8686 MBS KBS East Texas Net.	Allen E. Vinson, p, gm Milton M. Evans, cm Marvin Crain, co-pd, ce, nd Don Norton, co-pd, sd Errol Coker Jr., pmm Joy Rhodes, wd
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PAMPA (Gray County)

KPAT 1951	1230 250	Pampa Bcstg. Co. P. O. Box 1779 Mohawk 4-2551 Continental	R. O. Parker, ptrn Bob Bradbury, ptrn W. J. Beckham, ptrn Bro Mings, gm, cm Dolores Cooper, pd, wd Bob Carney, fd
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KPDN 1936	1340 250	Top O' Texas Bcstg. Co. Hughes Bldg. Mohawk 4-7461 MBS Best	Coy C. Palmer, ptrn, gm, pmm Warren L. Hasse, ptrn, pd, sd Cey Palmer, cm William Spiller, ce Henry S. Cordon, nd Jim Terrell, fd
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PARIS (Lamar County)

KFTV 1950	1250 500-D	Lamar Bcstg. Co. First Natl. Bank Bldg. 4-6676 KBS Best	D. W. Brawner, p James F. Hendrix, vp, gm Elzie B. Parker Jr., asst mgr Ross Babigan, ce
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KPLT 1936	1490 250	North Star Bcstg. Co. P. O. Box 235 Su 4-3311 ABC Texas State Net. Pearson	Fred Kincaid, p, gm Larry Sanville, pd, sd Virginia Jessee, pmm Jeff Methven, ce Margie Lou Hubbard, wd
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PASADENA (Harris County)

KLVL 1950	1480 1,000-D 500-N DA-N	Felix H. Morales 2903 Canal St. Houston, Texas Capital 5-3208 Oakes	Felix H. Morales, p, gm Johnny P. Hernandez, cm, pmm Joe M. Morales, pd Don L. Gulihur, ce Juan Martinez, nd, fd Oscar Hernandez Durante, sd
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PECOS (Reeves County)

KIUN 1935	1400 250	Jack W. Hawkins & Barney H. Hubbs KIUN Bldg. Hickory 5-2497 MBS KBS Cactus State Net. Best	Jack W. Hawkins, ptrn Barney Hubbs, ptrn David Martin, sm Don Boston, cm, nd, sd Frank Cummings, pd Harry Boehnemann, ce
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PERRYTON (Ochiltree County)

KEYE 1948	1400 250	Great Plains Bcstg. Co. P. O. Box 917 5771 MBS	Carl Ellis, p Irvin R. Buchanan, gm, cm Kenneth Roller, pd, nd G. K. Rupprecht, pmm Don Smith, ce Mrs. Irvin R. Buchanan, wd
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PLAINVIEW (Hale County)

KVOP 1944	1400 250	KVOP Inc. 1100 W. 24th Capitol 4-2771 MBS	W. J. Harpole, p Kermit Ashby, gm Tut Tawwater, cm, sd Wes Carpenter, pd, nd Jack Griggsby, pmm Hugh Smith, ce
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PLEASANTON (Atascosa County)

KBOP 1951	1380 1,000-D	Ben L. Parker P. O. Box 247 4871 KBS Best	Ben L. Parker, p, gm, nd Tom Everett, cm, pmm W. H. Hilburn, pd Mona Parker, ce Dale Frieberger, fd Mary E. Parker, wd
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PORT ARTHUR (Jefferson County)

KOLE 1947	1340 250	Port Arthur Bcstg. Co. P. O. Box 1126 Yukon 2-9436	Socs Vratiss, co-o, gm, nd, sd Mary A. Petru, co-o, sm, wd Bob Tucker, cm Eulu Belle Davis, pd Glenn Hewitt, pmm Arthur P. Kay, ce
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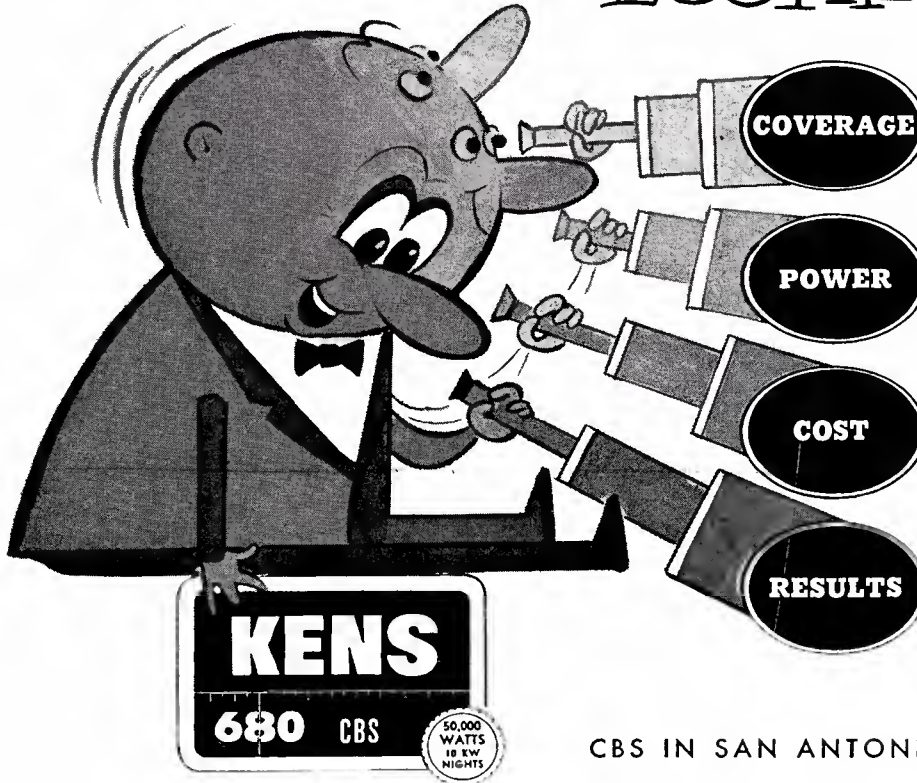
KPAC 1932	1250 5,000-D 1,000-N DA-N	Port Arthur College 1515 Lakeshore Drive Yukon 5-7458 MBS Pearson	J. W. Williams, p Marjorie R. Vickers, gm George Crouch Jr., cm Mack Newberry, nati sim Corinne Enos, pd, pmm Morris Glenn Boatright, ce Clenn Earle, nd
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POST (Garza County)

KRWS 1955	1370 500-D	KRWS Bcstrs. P. O. Box 1370 550 KBS	Wallace Simpson, co-o Bob Garrison, co-o, gm, slm, nd, fd Jack Rogers, pmm, cm Dwight Carver, ce Lou Garrison, pd Pedro Torrez, nd
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City	Call Letters	Established	Chan. or Freq.	Licenses Headquarters Telephone Network Station Rep.	Executives	Call Letters	Established	Chan. or Freq.	Licenses Headquarters Telephone Network Station Rep.	Executives
<b>QUANAH (Hardeman County)</b>										
	KOLJ	1951	1150 500-D	Orville L. Jenkins P. O. Box 566 Montrose 3-2572 KBS Best	Orville L. Jenkins, p, gm, ce	KTXL	1947	1340 250	San Angelo Bcstg. Co. P. O. Box 52 3131 KBS Venard Rintoul & McConnell	Warren J. Fortier, p C. T. Mullins, gm, cm James Smith, pd, nd, sd Ben Walker, ce, fd Pat Mullins, wd
<b>RAYMONDVILLE (Willacy County)</b>										
	(CP)		1240 250	Hale Schaleben & Van M. Culpepper	Hale Schaleben, co-o Van M. Culpepper, co-o	KWFR	1954	1260 1,000-D	Solar Bcstg. Co. Inc. 421 W. 26th St. 2-3333 Clark Clarke Brown	Arthur R. Foster, p Walton A. Foster, gm, pd M. W. Hinds, cm Al Woods, ce Corwin Riddell, nd Jenny Trice, wd
<b>ROSENBERG (Ft. Bend County)</b>										
	KFRD	1948	980 1,000-D	Ft. Bend Bcstg. Co. P. O. Box 832 Northfield 2-3776	Jim Hairgrove, gm, cm, pmm Bill Sloan, loc slm Paul Collins, pd, cc Frank Wood, ce Morgan Jeffrys, nd Bob Nutter, fd	<b>SAN ANTONIO (Bexar County)</b>				
	KROR	1947	1350 5,000-D	KCOR Inc. 111 Martinez St. Capitol 5-2751		KCOR-TV	1947	1,000-N DA-2	Sombroso Net. O'Connell Dora-Clayton	Raoul A. Cortez Sr., p Nathan Sahr, gm Ben Tamborello, cm Oscar Arguendo, pd Raoul A. Cortez Jr., pmm Marvin E. Fiedler, ce Gustavo Alvarez, nd
<b>RUSK (Cherokee County)</b>										
	KTLU	1955	1580 500-D	E. H. Whitehead P. O. Box 111 533	E. H. Whitehead, p George Lesure, pd, cc Jack O'Conner, cm, sm Marie Whitehead, wd Thavis Roten, sd Jim Cromwell	KENS	1926	680 50,000-D	Express Publishing Co. Ave. E. & Fourth St. Capitol 5-7411 CBS Texas Bcst. System Peters, Griffin, Woodward	Frank G. Huntress Jr., p Albert D. Johnson, gm William Joekel, cm Harold Carr, pd Robert W. Midler, pmm William J. Jackson, ce John W. Scott, nd Bill Shomette, fd Jim Wiggins, sd
<b>SAN ANGELO (Tom Green County)</b>										
	KGKL	1928	960 5,000-D 1,000-N DA-N	Angelo Bcstg.-Telecasting Inc. P. O. Box 850 6715 ABC Texas State Net. KBS Pearson	Lewis O. Seibert, p, gm Tom Campbell, cm Franklin Rainey, pd, pmm, nd William Poteet, ce Robert Milburn, sd	KEXX	1953	1250 500-D	Leal Bcstg. Co. 910 N. Flores St. Capitol 7-6373	Manuel D. Leal, p, gm Louie M. Muro, asst gm Manuel Davila, cm Rafael Alberto Ronquillo Chavez, pd Charles F. Harris, ce Jose Barrios, nd, sd
Executive Abbreviations: <i>Owner</i> o; <i>Pres.</i> p; <i>Exec. vp.</i> evp; <i>Gen. Mgr.</i> gm; <i>Sta. Mgr.</i> sm; <i>Coml. Mgr.</i> cm; <i>Sales Mgr.</i> slm; <i>Prog. Dir.</i> pd; <i>Chief Eng.</i> ce; <i>Prom. Mgr.</i> pmm; <i>Prod. Mgr.</i> pdm; <i>News, Farm, Sports or Women's Dir.</i> nd, fd, sd, wd.										
Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.										
FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.										
	KITE	1947	930 1,000-D	Radio KITE Inc. 310 Transit Tower Capitol 6-0335 Avery-Knodel		KITE	1947	930 1,000-D	Radio KITE Inc. 310 Transit Tower Capitol 6-0335 Avery-Knodel	Charles W. Balthrope, p Alex A. Coe, gm Kelly Wofford, cm Stanley Nelson, pd Glen Krueger, pmm John Siercovich, ce
	KENN-FM	1951	97.3mc 8.3kw			KENN-FM	1951	97.3mc 8.3kw	(KITE, Am Affiliate)	

# HERE'S WHAT YOU'RE LOOKING FOR



KENS' powerful daytime voice completely dominates a 105 county territory ... the largest coverage in Texas.

KENS' 50,000 watts daytime and 10,000 watts nighttime offer an ideal power arrangement for today's advertiser.

Compare KENS' combination of coverage, power, audience and rates, and you'll discover an amazingly low cost per thousand.

KENS' renewals have reached an alltime high ... and what better measurement is there of a medium's ability to get results for its clients.



CBS IN SAN ANTONIO

City of Letters Established or Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>WICHITA FALLS (Wichita County)</b>			
SYD	990	Grayson Enterprises	Sydney A. Grayson, p, sd
M7	10,000-D	P. O. Box 2130	George Craig, gm
SYD-TV	1,000-N DA-2	2-6959 ABC Venard, Rintoul & McConnell Brown	Jim Risner, pd Herb Wiley, ce
TRN 949	1290 5,000-D 1,000-N DA-N	Texhoma Bcstg. Co. 917½ Scott Ave. 2-5214 Texas State Net. Burke-Stuart	Boyd Kelley, p, gm Robert Prichard, cm Roger Stoner, pd, pmm Robert A. Harmon, ce Bill Gordon, nd Glenn Shelton, fd Kenyon Brown, o
WFT 339	620 5,000 DA-N	Kenyon Brown P. O. Box 420 3-4181 CBS Blair	Kenyon Brown, o

Executive Abbreviations: *Owner* o; *Pres.* p; *Exec. vp.* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Com. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *From. Mgr.* pmm; *Prod. Mgr.* pm; *News, Farm, Sports or Women's Dir.* nd, fd, sd, wd.  
Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.  
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UTAH

UTAH  
MARKET DATA BY COUNTIES

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger
						Cars 1955
Beaver	4,856	1,260	\$3,756	\$296	\$106	*268,015
Box Elder	19,734	5,370	17,612	3,158	423	
Cache	33,536	9,180	27,926	3,942	622	
Carbon	24,901	6,930	21,488	4,108	479	
Daggett	364	100	87	66	27	
Davis	30,867	10,320	31,267	8,600	1,387	
Duchesne	8,134	1,920	5,720	904	488	
Emery	6,304	1,340	2,696	442	109	
Garfield	4,151	860	2,356	300	78	
Grand	1,903	470	5,432	351	99	
Iron	9,642	2,440	12,865	1,941	470	
Jab	5,981	1,460	4,732	874	206	
Kane	2,299	580	1,735	202	84	
Millard	9,387	2,320	9,002	860	173	
Morgan	2,519	590	3,222	800	156	
Plute	1,911	500	1,461	144	...	
Rich	1,873	500	803	60	...	
Salt Lake	274,895	88,100	410,563	81,642	14,874	
San Juan	5,315	1,000	5,995	592	79	
Sanpete	13,891	3,700	7,668	1,442	294	
Sevier	12,072	3,200	14,677	1,968	448	
Summit	6,745	1,700	5,502	328	231	
Tooele	14,636	5,500	11,873	3,061	466	
Uintah	10,300	2,700	7,673	1,094	88	
Utah	81,912	23,700	81,102	18,336	3,156	
Wasatch	5,374	1,300	5,966	1,118	125	
Washington	9,936	2,700	11,369	1,660	211	
Wayne	2,205	300	674	72	...	
Weber	83,319	28,600	96,834	23,542	3,309	
Total	688,862	209,400	\$810,956	\$161,846	\$28,141	

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

DIRECTORY OF AM AND FM STATIONS

<b>BRIGHAM CITY (Box Elder County)</b>			
KBUH 1948	800 250-D	Revella M. Bone 948 West Forrest 948 KBS	Wade M. Ebeling, p, gm, nd, ce Art Fishler, cm, fd Reid Andreasen, pd, sd Audrey Nelsen, pmm, wd
<b>CEDAR CITY (Iron County)</b>			
KSUB 1937	590 1,000 DA-N	Southern Utah Bcstg. Co. 189 N. Main St. 590 CBS	Ivor Sharp, p Arthur L. Higbee, mgr, pd Walter V. Lowe, slm Richard N. Gunn, ce Kent Myers, sd Robert L. Heyborne, nd, fd
<b>CENTERVILLE (Davis County)</b>			
WBB (CP)	1600 1,000-D	Bountiful Bcstg. Co. 811 S. 5th St. W Bountiful, Utah	George D. Daley, ptrn Richard S. Prows, ptrn
<b>LOGAN (Cache County)</b>			
KLGN 1954	1390 1,000-D	Atlas Engineering Co. 1870 Atkin Ave. Ingersol 6-4808 Great Western Net. Weed	Obed C. Haycock, p, gm Mel Richardson, cm, nd Dee Jensen, slm, pmm Merlin Bowen, pd, ce Gerald Allen, sd

KVNU 1938	610 1,000 DA-N	Cache Valley Bcstg. Co. 1303 N. Main St. 1400 MBS Intermountain Avery-Knodel	Herschel Bullen, p Reed Bullen, sec-treas, gm, pmm, nd, fd W. W. Kirkland, cm Maye Meservy, pd W. L. Jones, ce William McMurdie, sd
<b>MOAB (Grand County)</b>			
KURA (CP)	1450 250	Moab Bcstg. & Tv Corp.	
<b>MURRAY (Salt Lake County)</b>			
KMUR 1948	1230 250	Oral J. Wilkinson 4646 South State Elgin 5-7464	Oral J. Wilkinson, o Douglas R. Stringfellow, gm Dorain R. Hale, asst mgr, ce Vern T. Bruggeman, cm
<b>OGDEN (Weber County)</b>			
KKOG 1947	730 1,000-D	KOPP Inc. West 12th St. 4-3476 KBS	Wm. L. Lindsey, p Robert K. Hansen, vp, gm Roger D. Thomsen, cm Frank Handcock, ce
KLO 1924	1430 5,000 DA-1	Interstate Bcstg. Corp. Hotel Ben Lomond 4-5721 MBS Intermountain Avery-Knodel	Mrs. Edris A. Glasmann, p W. Kimball Ward, sm Lynn L. Meyer, natl slm
KVOG 1948	1490 250	United Bcstg. Co. 1538 Gibson St. 2-7535 Rocky Mountain Net. Webb	Arch G. Webb, p, gm, pmm Clifford Pomeroy, cm Joe Critchlow, pd, sd James L. Dixon, ce David B. Affleck, nd
<b>PRICE (Carbon County)</b>			
KOAL 1936	1230 250	Eastern Utah Bcstg. Co. P. O. Box 591 200 MBS, KBS Intermountain Avery-Knodel	Jack Richards, p, gm, cm Carl P. Wolfrom, pd, pmm Leo E. Reid, ce
(CP)	1490 250	Carbon Emery Bcstg. Co.	
<b>PROVO (Utah County)</b>			
KEYY 1949	1450 250	Mid-Utah Bcstg. Co. 172 West Center Franklin 3-2174 KBS	D. Spencer Grow, p Edwin A. Nichay, gm, pmm
KIXX 1947	1400 250	Central Utah Bcstg. Co. Inc. P. O. Box 550 Franklin 3-3336 ABC Webb Hollingbery	Frank A. Van Wagenen, co-o, p, cm Harold E. Van Wagenen, co-o, gm, pd, pmm Francis O. Boyer, ce Kay Smith, nd Bob Chambers, fd Linn Rockwood, sd
KOVO 1939	960 5,000-D 1,000-N DA-N	KOVO, Inc. 16 East 300 North Franklin 3-8550 MBS Intermountain Avery-Knodel	Ashley L. Rowison, p Glenn Shaw, evp L. H. Curtis, cm Wayne Carle, pmm
<b>RICHFIELD (Sevier County)</b>			
KSVC 1947	980 1,000 DA-N	Sevier Valley Bcstg. Co. 620 Intermountain Avery-Knodel	Homer R. Bandle, p Arthur R. Tucker, gm, cm Ralph Ross, ce, sd Sally Hansen, wd
<b>SALT LAKE CITY (Salt Lake County)</b>			
KALL 1945	910 1,000 DA-N	Salt Lake City Bcstg. Co. Inc. 146 South Main St. Empire 4-3561	George C. Hatch, p, gm Homer K. Peterson, cm Clark Lobb, pd Hal Edwards, pmm
KUTV (TV)		MBS Intermountain Avery-Knodel	W. D'Orr Cozens, ce Doug Mitchell, nd
KBFM (FM) (CP)	92.1 195kw	Rocky Mountain Bcstrs. P. O. Box 1211	Robert R. Laird, o
KDYL 1922	1320 5,000 DA-1	Intermountain Bcstg. & Tv Corp. 130 Social Hall Ave. Davis 2-5681 NBC Great Western Net. Katz	G. Bennett Larson, p, gm Del Leeson, pmm Allen L. Gunderson, ce Jack Goodman, nd
KDYL-FM 1948	98.7mc 1.2kw		
KLUB 1938	570 5,000 DA-1	KLUB Bcstg. Co. 165 Social Hall Ave. Elgin 9-7794 Hollingbery	Frank C. Carman, o, gm Allan Thomas, cm Paul Coburn, music dir Paul Drougbay, nd Delbert Williams, ce

**UTAH**

**SALT LAKE CITY (Cont.)**

KNAK 1945	1280 5,000-D 500-N DA-N	Granite District Radio Bcstg. Co. 1042 S. 6th West Empire 4-3685 Forjoe	Howard D. Johnson, p, ce William E. Wright, gm, cm Mildred Baker, pd, wd Joe Lee, nd, sd
KSL 1922 KSL-TV	1160 50,000	Radio Service Corp. of Utah 10 South Main St. Elgin 5-4641 CBS Radio Spot Sales	J. Reuben Clark Jr., p Jay W. Wright, evp Joseph A. Kjar, slm J. Allen Jensen, pd Robert Murdock, pmm Vincent E. Clayton, ce Rulon L. Bradley, nd Elvon W. Orme, fd El Dean Bennett, sd
KSL-FM 1946	100.3mc 5.9kw		
KSOP 1955	1370 1,000-D	Seagull Bcstg. Co. P. O. Box 2557 HU 4-4435 Gill-Perna	Ralph Elwood Winn, p M. H. Hilton, gm, cm Sam Moll, pd, pmm Lyle O. Wahlquist, ce
KWHO 1955	860 1,000-D	Reese C. Anderson & G. W. Peck 343 South State St. Davis 2-5819	Reese C. Anderson, p, gm Cherie Johnson, pd Carl Spencer, ce
KWIC 1956	1570 500-D	Dale R. Curtis 2260 Highland Dr.	Dale R. Curtis, o
<b>ST. GEORGE (Washington County)</b>			
KDXU (CP)	1450 250	St. George Bcstg. Co. P. O. Box 569 Canoga Park, Calif.	Jeanette B. Arment, o
<b>TOOELE (Tooele County)</b>			
KTUT 1956	990 1,000-D	Tooele County Radio & Tv Bcstg. Co. Ritz Theater Bldg. 990 KBS	Chester L. Price, p Clair G. Halverson, gm, cm D. Ray Gardner, pd, ce
<b>VERNAL (Uintah County)</b>			
KVEL 1947	1340 250	Uintah Bcstg. & Tv Co. 120 E. Main 494 Intermountain	Frances Felch, p Lee Walker, gm, pd Wallace D. Raker, ce, nd, fd

**VERMONT**

**VERMONT  
MARKET DATA BY COUNTIES**

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Passenger Cars	
					Drug Sales 1955(\$000)	1955
Addison	19,442	4,930	\$16,538	\$4,025	\$425	*120,34
Bennington	24,115	7,480	29,303	6,985	616	
Caledonia	24,049	6,990	25,604	5,488	630	
Chittenden	62,570	18,120	76,322	16,754	1,552	
Essex	6,257	1,740	3,379	1,544	52	
Franklin	29,894	8,110	29,239	8,442	683	
Grand Isle	3,406	780	2,020	632		
Lamoille	11,388	2,880	12,150	2,141	339	
Orange	17,027	4,540	15,243	2,176	428	
Orleans	21,190	5,600	22,002	4,243	435	
Rutland	45,905	12,900	50,968	11,749	1,072	
Washington	42,870	11,720	45,308	10,463	882	
Windham	28,740	8,200	37,804	8,996	892	
Windsor	40,885	12,340	46,471	11,199	787	
Total	377,747	106,330	\$412,351	\$94,837	\$8,793	
* State wide total.						

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

**DIRECTORY OF AM AND FM STATIONS**

**BENNINGTON (Bennington County)**

WBTV 1953	1370 500-D	Catamount Bcstrs. Inc. 6321 McGillvra Kirby	J. Gordon Keyworth, o, p, ce Benjamin A. Hubley, sm Ross Wilson, nd
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**BATTLEBORO (Windham County)**

WTSA 1950	1450 250	Tri-State Area Bcstg. Corp. P. O. Box 819 Alpine 4-4567 ABC Walker	Theodore Feinstein, p Phillips G. Terhune, evp, gm, pmm Edward Somes, cm, ce, fd, sd Robert Douglas, pd, nd Clara Antonetti, wd
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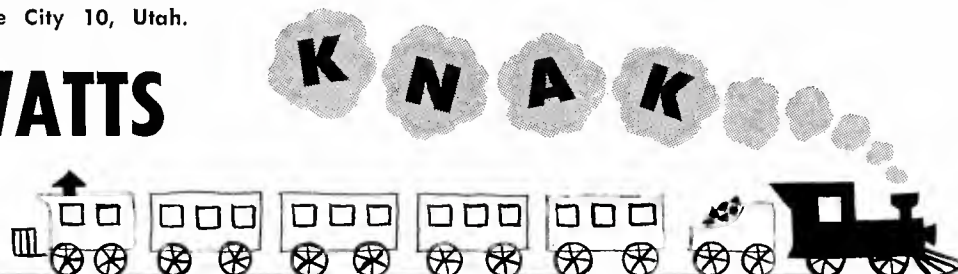
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PER LISTENER!**

**5,000 WATTS**

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HOOPER  
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... not just one slice!

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\*Radio Homes — Nielsen 1952 — SAMS 1952

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**WFAA**

DALLAS  
820 570

**KPRC**

HOUSTON  
950

**WOAI**

SAN ANTONIO  
1200

TEXAS

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>SAN ANTONIO (Cont.)</b>			
KIWW 1948	1540 250-D	Radio KIWW Inc. 518 W. Houston St. Capitol 6-5254 Natl. Time Sales Oakes	R. N. Pinkerton, p James F. Anderson, gm Juan Cattas, pd
KMAC 1926	630 5,000 DA-2	The Walmac Co. 222-24 W. Commerce St. Capitol 3-6211 MBS Texas State Net. Walker	Howard W. Davis, p, gm, cm A. S. Bessan, pd, pmm Al Knight, ce Leo Reynolds, nd Ted Johnson, sd Peggy McWhorter, wd
KISS (FM) 1946	99.5mc 12.87kw	(KMAC, Am Affiliate)	
KONO 1927	860 5,000-D 1,000-N DA-N	Mission Bcstg. Co. 317 Arden Grove Capitol 6-5171 H-R Reps. Brown	Eugene J. Roth, p James M. Brown, gm Bob A. Roth, cm Jack Roth, sm, pmm Howard Edwards, pd George W. Ing, dir eng
KONO-FM 1948	92.9mc 4.4kw		
KTSA 1928	550 5,000 DA-N	Sunshine Bcstg. Co. 1180 Broadway Capitol 7-1251 Blair	Gordon McLendon, p Bill Weaver, gm Glenn Cook, ce Don Keyes, pd Pat Young, wd
KOKE (FM) 1949	101.5mc 15kw	(KTSA, Am Affiliate)	
WOAI 1922 WOAI-TV	1200 50,000	Southland Industries 1031 Navarro St. Capitol 7-4221 NBC-ABC Texas Quality Net. Petry	Hugh A. L. Halff, p James M. Caines, gm Rex Preis, cm Robert Reed, pd Bill Yancy, pmm Charles Jeffers, ce Henry Howell, nd Billy McReynolds, fd Randall Clay, sd
<b>SAN MARCOS (Hays County)</b>			
KCNV 1948	1470 250-D	Central Bcstg. Co. P. O. Box 32 Export 2-3545 KBS Best	Lawrence Walshak, p Frank T. Wilson Jr., vp, ce Mel Ammerman, sm, cm Elward Ruffin, pd Bessie Ammerman, nd Travis Cray, sd
<b>SAN SABA (San Saba County)</b>			
KBAL 1956	1410 500-D	Radio San Saba 1601 Rindie St. Irving, Texas	J. Earl Webb, ptrn Gilbert T. Webb, ptrn
<b>SEGUIN (Guadalupe County)</b>			
KWED 1948	1580 1,000-D	Seguin Bcstg. Co. 200 S. Camp St. 1580 Best	Carfield Kiel, p Stan McKenzie, sm, pmm Henry Lehnhoff, pd, nd Louis Sowders, ce John Traeger, sd Faye Chessher, wd
<b>SEMINOLE (Gaines County)</b>			
KSML 1955	1250 1,000-D	Seminole Bcstrs. 402 South Main St. 3798	Clint Formby, co-o Marshall Formby, co-o H. W. Blymiller, gm, cm
<b>SEYMOUR (Baylor County)</b>			
KSEY 1950	1230 250	William C. Moss P. O. Box 1191 2525 KBS	William C. Moss, p, gm, cm Elizabeth Moss, pd, wd Richard O. Dorimer, ce Sam Albright, sd D. L. Bailes Jr., nd
<b>SHAMROCK (Wheeler County)</b>			
KEVA 1949	1580 250-D	Shamrock Texas Bcstg. Co. P. O. Box 21 620 KBS Best	Albert Cooper, p Merita Bumpers, sm Landis Horton, pmm Wayne Johnson, ce
<b>SHERMAN (Grayson County)</b>			
KDSX		(See Denison listing)	
KRRV 1936	910 1,000 DA-1	Red River Valley Bcstg. Corp. P. O. Box 94 Homestead 5-3612 MBS Texas State Net. Pearson	Tom E. Spellman, p, gm Fred Cook, cm (Denison) George Myers, cm (Sherman) Earl Ellington, pd, nd Loe Etta Johnson, pmm Tom John, ce
KTAN 1947	1500 250-D	Croves Bcstg. Co. P. O. Box 661 3366 KBS Best	J. L. Croves, co-o, gm W. W. Croves, co-o Raymond Tucker Jr., ce
<b>SINTON (San Patricio County)</b>			
KANN 1954	1590 1,000-D DA-D	San Patricio Bcstg. Co. P. O. Box 1366 Emerson 4-1488	Tom C. Fleet, p, gm Princess J. Fleet, sm Fred Mayhew, cm Ernie Wood, pd, ce, nd Jim Bell, pmm Bart Boyd, fd
<b>SNYDER (Scurry County)</b>			
KSNY 1949	1450 250	Snyder Bcstg. Co. P. O. Box 1468 3-5451 MBS KBS Continental	J. T. Hughes, p, gm Mel Zane Gilbert, cm Mrs. Jewell Sumerlin, pd, nd Coy Thompson, ce
<b>STAMFORD (Jones County)</b>			
KDWT 1946	1400 250	David Ratliff PR 3-3401 MBS	David Ratliff, o, gm, cm Phil Keener, pd, fd Harold McDonald, ce Elton Higgs, nd Betty Allison, wd
<b>STEPHENVILLE (Erath County)</b>			
KSTV 1947	1510 250-D	Oscar H. Halvorson & Olaf Folkvord P. O. Box 102 Lindsey 3141	O. Halvorson, co-o, gm, ce John Dyer, pd Bill Bentley, cm Dick Meehan, pm Wanda Pack, nd Fay Halvorson, wd Barbara Keller, traff mgr

Executive Abbreviations: Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.  
Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.  
FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.



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**RULPHUR SPRINGS (Hopkins County)**

CSST 1230 Hopkins County Bcstg. Co. W. E. Bradford Jr., p, gm  
1947 250 Radio Road Clovis Finton, cm  
Tuxedo 5-3111 Jeanne Johnson, pd, wd  
MBS Delray Funderburke, pmm  
KBS Bill Bradford, ce  
Margaret Thomas, nd

**SWEETWATER (Nolan County)**

KXOX 1240 Radio KXOX F. L. Ledbetter, co-o  
1939 250 P. O. Box 570 Myrl Stein, co-o, gm  
4655 Elwood Fritsch, cm  
Best Faye Broadwell, pd  
Melville Walter Tabler, ce  
Don Brooks, fd

**TAYLOR (Williamson County)**

KTAE 1260 KTAE Inc. G. G. Conoley, p, gm  
1948 1,000-D 121 E. 2nd St. John M. Wehby, cm  
Elwood 2-3631 Harry Gaines, pd, nd, fn, sd  
KBS C. V. Jones, pmm  
Gordon Rainey, ce  
Karine Gilstrap, wd

**TEMPLE (Bell County)**

KTEM 1400 Bell Bcstg. Co. Frank W. Mayborn, p  
1936 250 17 S. 3d Harry O'Connor, gm  
Prospect 3-5232 Bob Sunderlund, pd  
Dalton Sanders, ce  
Dick Clark, pdm  
Tom Matts, nd

**TERRELL (Kaufman County)**

KTER 1570 Terrell Bcstg. Corp. Paul Wnorowski, p, gm  
1949 250-D P. O. Box 451 Bill Collins, cm, pmm, sd  
4-4497 Dean Tiller, pd  
Martin Pitts, ce  
M. H. Whitt, nd  
Marvin Malone, pd

**TEXARKANA (Bowie County)**

KCMC 1230 KCMC Inc. C. E. Palmer, p  
1932 250 315 Pine St. Frank O. Myers, gm  
KCMC-TV 3-6151 Harvey Robertson, ce  
ABC  
Texas State Net.  
Venard, Rintoul &  
O'Connell  
Melville

**KCMC-FM 1945**

98.1mc Gateway Bcstg. Co. A. L. Davis, ptrn  
1.4kw P. O. Box 1318 Dr. W. Decker Smith, ptrn  
KOSY 790 22-3771 Tom Dillahunt, gm  
1951 1,000-D MBS Herman Cecil, cm  
500-N Arkansas Net. Walter Richardson, pd, sd  
DA-N Razorback Net. June Woosley, pmm, wd  
Pearson Charles Mathis Jr., ce

KTFS 1400 KTFS Inc. Robert S. Bielow, o, gm  
1946 250 4305 N. Stateline Les Eugene, natl slm, pd,  
3-5125 pmm, fd  
KBS John Harmon Crawford, ce  
Indie George Dobson, nd sd  
Clarke Brown

**TEXAS CITY (Galveston County)**

KTLW 920 Texas City Bcstg. Service J. C. Long, p  
1947 1,000-D Show Boat Bldg. Roy E. Hanson, sm, pd  
54418 Robert E. Tisdale, slm, pdm  
KBS Luke M. Stripling, ce

**TULIA (Swisher County)**

KTUE 1260 Tulia Bcstrs. Clint Formby, co-o  
1954 1,000-D 110 N. Armstrong Marshall Formby, co-o  
5-3531 Tommy C. Hulsey, gm  
Lee McKinney, cm  
Keith Loyd, fd  
Eugene Love, ce

**TYLER (Smith County)**

KDOK 1330 Dana W. Adams, p, gm  
1956 500-D 808 Peoples Bank Bldg. Pat Morgan, cm  
3-2519 R. J. Dodson, pd  
McGillvra Toby Durst, pmm  
Robie Morgan, ce  
Jay Dodson, nd

KGKB 1490 Lucille Lansing, p  
1935 250 P. O. Box 1459 Gerry Lansing, gm  
KLTV (TV) 2-3873 Sam Mathews, cm  
MBS Ed Smith, pd  
Clarke Brown Hudson Collins, ce  
O'Connell John Lenox, sd

KMOS 690 Edward McLemore  
(CP) 250-D 6114 Northwood Road  
DA-D Dallas, Tex.

KTBB 600 Blackstone Bcstg. Co. Mrs. C. N. Clyde, p  
1947 500-D 311 N. Broadway M. E. Danbom, gm  
1,000-N 4-7278 W. L. Whitworth, cm  
DA-N ABC Don Jackson, pd  
Texas State Net. David H. Bothwell, pmm  
Venard, Rintoul & R. A. Wileman, ce  
McConnell  
Melville

**UVALDE (Uvalde County)**

KVOU 1400 E. J. Harpole, p, gm  
1947 250 W. J. Harpole Al Mason, sm, ce, nd  
P. O. Box 758 Bill Woods, pd  
717 Sally Robinson, wd

**VERNON (Wilbarger County)**

KVWC 1490 Johnson-Garrison Co. P. D. Johnson, co-o  
1939 250 P. O. Box 1419 Joe Garrison, co-o, gm  
2-6221 Aubrey Rummel, slm  
Clark Nate Daniel, pd  
Melville Jerry White, ce  
Gloria Wages, wd

**VICTORIA (Victoria County)**

KNAL 1410 Victoria Bcstg. Co. Inc. A. B. Alkek, p  
1949 500 P. O. Box 718 James A. Traber, gm  
DA-N Hilcrest 3-9176 Warren Dentler, cm  
Best Robert J. Smith, pd  
R. Frank Nance, pmm  
Douglas Smith, ce  
Ted Lee, nd

KVIC 1340 KVIC Bcstg. Co. Inc. John G. Long, p  
1939 250 P. O. Box 725 William C. Burks, gm  
3-9171 Vernon L. Townsend, cm  
MBS Bill Jackson, pd  
Jim LeBouff, ce  
Cliff Berkman, fd

**WACO (McLennan County)**

KWTX 1230 KWTX Bcstg. Co. M. N. Bostick, mgng dir  
1946 250 P. O. Box 3128 C. L. Hinkle, gm  
KWTX-TV 3-7331 Mack Brinegar, cm  
MBS Joe Saragusa, pd  
Pearson Chuck Hardin, pmm  
William Moore, ce  
Reed Collins, nd

WACO 1460 WACO Bcstg. Corp. Wendell Mayes, p  
1922 1,000 P. O. Box 3158 R. E. Lee Glasgow, vp, gm  
DA-N 2-6571 Jack Vinson, ce  
ABC Goodson McKee, sd  
Texas State Net. Mary Holiday, wd  
Weed

**WAXAHACHIE (Ellis County)**

KBEC 1390 Richard Tuck Enterprises Richard Tuck, o, gm  
1955 500-D Hwy. 287 E. Leon Joslin, cm  
DA-D 1197 Edwin Zoch, ce  
Melville Marvin Borders, fd  
Cecil Burton, sd  
Faye Tuck, wd

**WEATHERFORD (Parker County)**

KZEE 1220 Weatherford Bcstg. Co. Edward E. McLemore, co-o  
1956 250-D 4-3826 R. Tom Gibson, co-o, gm,  
cm  
Gene Stanley, ce  
Frank Woodruff, nd

**WESLACO (Hidalgo County)**

KRGV 1290 Taylor Radio & Tv Corp. O. L. Taylor, p, gm  
1927 5,000 201 Border Bill Rucker, asst gm  
KRGV-TV 375 Johnny Roark, pd  
DA-N NBC Ted Cressner, pmm  
Pearson Lewis Hartwig, ce  
Brad Smith, nd, sd

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**URLINGTON (Chittenden County)**

WCAX	620	WCAX Radio Inc.	C. P. Hasbrook, p, sm
181	5,000	135 Main St.	James W. Tierney, ce
WCAX-TV	DA-2	2-5761	John A. Sullivan, nd
		CBS	W. C. Dow, fd
		Weed	Tony Adams, sd
			Carol King, wd
WDOT	1400	WDOT Corp.	Val Carter, p, gm, pd, pmm,
354	250	109 S. Winooski Ave.	nd, sd
		2-5776	Vincent J. D'Acuti, cm
		Walker	Glendon Fleury, ce
			Paula Dame, wd
VJOY	1230	Vermont Bcstg. Corp.	David W. Howe, p
946	250	633 Main St.	Frank Balch, gm, cm
		4-5774	Ted Barker, pd, pmm
		ABC	Donald Wheatley, ce
		Everett-McKinney	Wynne Casey, wd
		Kettell-Carter	

**MONTPELIER (Washington County)**

VSK1	1240	Montpelier Barre Bcstg. Co.	Arthur Tacker, vp, gm
947	250	Capital 3-5275	Harry Perrigo, sm
		McGavren-Quinn	John Brunell, pd
		Indie	Bob Bannon, nd
			Margaret Prince, wd

**NEWPORT (Orleans County)**

NIKE	1490	Memphremagog Bcstg. Co.	E. Dean Finney, p
1952	250	Inc.	Donald A. Thurston, vp,
		P. O. Box 586	mgr, ce
		832	William Graham, pd
		McGillvra	Donald J. Barry, nd
		Walker	William Diamond, sd
		Alexander	Helen Bowman, wd

**RUTLAND (Rutland County)**

WHWB	1000	Central Vermont Bcstg.	John H. Bennett, gm
1949	1,000-D	Corp.	Frank McCormack, cm
		P. O. Box 591	David J. Corey, pd
		Prospect 3-3200	Kenneth J. Pockett, ce
		Gill-Perna	George Cameron, nd, sd
			Teri L. Bennett, wd
WSYB	1380	Philip Weiss Music Co.	Philip Weiss, p
1930	5,000-D	35 Washington St.	J. H. Weiss, sm
	1,000-N	Prospect 3-8140	
	DA-N	MBS, KBS	
		Yankee	
		Walker	
		McGillvra	

**ST. ALBANS (Franklin County)**

WWSR	1420	Vermont Radio Corp.	Lloyd E. Squier, p, gm
1941	1,000-D	75 North Main St.	Ceci Fahs, slm
		1390	Robert Leavitt, pd
		Yankee	Theodore Boisvert, ce
		Walker	Stuart Perry, nd
			Paul Ford, fd

**ST. JOHNSBURY (Caledonia County)**

WTWN	1340	Twin State Bcstrs. Inc.	E. Dean Finney, p, sm
1949	250	Concord Ave.	John Byrne, cm
		Pioneer 8-2344	Guy O. Austin, pd, ce
		Vermont State	Robert Smith, nd
		McGillvra	Judy Stevens, wd
		Walker	

**SPRINGFIELD (Windsor County)**

WNIX	1480	Connecticut Valley Bcstg.	E. Dean Finney, p, gm
1954	1,000-D	Co. Inc.	Fred C. Stearns Jr., vp, sm
		106 Park St.	John Byrne, cm
		Turner 5-4514	Edwin A. Ellis, pd
		Vermont State	Daniel Churchill, ce
		McGillvra	Robert H. Farson, nd, sd
		Walker	

**WATERBURY (Washington County)**

WDEV	550	Lloyd E. Squier	Lloyd E. Squier, o, gm
1931	1,000	9 Stowe St.	Craig S. Parker, cm, pd
	DA-2	Cherry 4-7321	Warren C. Chase, ce
		MBS	David H. Crane, nd
		Yankee	Harold Grout, fd
		Everett-McKinney	Ken Squier, sd

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger Cars 1955
Buchanan	35,748	7,390	14,727	3,178	468	...
Buckingham	12,288	2,350	5,773	653	186	...
Buena Vista**	5,214	...	...	...	...	...
Campbell	28,877	20,380	93,940	19,776	3,345	...
Caroline	12,471	2,470	8,514	1,200	151	...
Carroll	26,695	6,470	20,125	3,875	353	...
Charles City	4,676	800	552	397	...	...
Charlotte	14,057	2,810	5,675	535	103	...
Charlottesville**	25,969	...	...	...	...	...
Chesterfield	40,400	10,100	12,358	2,644	98	...
Clarke	7,074	1,730	7,681	3,537	250	...
Clifton Forge**	5,795	...	...	...	...	...
Colonial Heights**	6,077	...	...	...	...	...
Craig	3,452	760	1,529	368	...	...
Culpeper	13,242	3,090	15,197	2,923	459	...
Cumbersland	7,252	1,410	2,021	681	41	...
Danville**	35,066	...	...	...	...	...
Dickenson	23,393	4,730	7,890	1,920	154	...
Dinwiddie	18,839	12,950	65,164	14,074	2,277	...
Elizabeth City**	55,028	...	...	...	...	...
Essex	6,530	1,280	8,738	836	221	...
Fairfax	98,557	32,200	94,343	31,691	4,407	...
Falls Church**	7,535	...	...	...	...	...
Fauquier	21,248	4,440	18,759	3,552	463	...
Floyd	11,351	2,470	5,282	755	92	...
Fluvanna	7,121	1,540	2,476	420	245	...
Franklin	24,560	5,330	13,433	2,145	279	...
Frederick	17,537	8,870	48,455	6,660	1,240	...
Fredericksburg**	12,518	...	...	...	...	...
Giles	18,956	4,760	15,039	3,445	575	...
Gloucester	10,343	2,640	8,957	2,223	196	...
Goochland	8,934	1,560	2,263	634	54	...
Grayson	21,379	5,350	6,617	1,011	182	...
Greenson	4,745	960	2,210	238	...	...
Greensville	16,319	3,530	13,846	2,931	380	...
Halifax	41,442	8,400	24,182	4,283	715	...
Hampton**	5,966	...	...	...	...	...
Hanover	21,985	5,240	14,803	2,921	365	...
Harrisonburg**	10,810	...	...	...	...	...
Henrico	57,340	84,580	435,855	90,505	14,455	...
Henry	31,219	11,900	47,873	11,591	1,089	...
Highland	4,069	760	1,385	105	...	...
Hopewell**	10,219	...	...	...	...	...
Isle of Wight	14,906	3,250	10,314	2,052	211	...
James City	6,317	2,440	17,182	4,021	684	...
King and Queen	6,299	1,250	2,298	300	...	...
King George	6,710	1,700	3,347	932	11	...
King William	7,589	1,740	8,714	2,109	180	...
Lancaster	8,640	2,120	10,548	2,394	241	...
Lee	36,106	7,480	10,610	2,165	253	...
Loudoun	21,147	4,790	23,040	4,678	426	...
Louisa	12,826	2,740	8,560	1,477	242	...
Lunenburg	14,116	3,150	8,177	1,628	264	...
Lynchburg**	47,727	...	...	...	...	...
Madison	8,743	1,830	2,817	406	134	...
Martinsville**	17,251	...	...	...	...	...
Mathews	7,148	1,590	4,798	869	103	...
Mecklenburg	33,497	7,330	29,309	4,655	701	...
Middlesex	6,715	1,710	5,596	1,575	331	...
Montgomery	29,780	9,920	35,844	8,288	1,241	...
Nansemond	25,273	9,330	36,074	8,256	1,150	...
Nelson	14,042	2,910	4,544	1,619	41	...
New Kent	3,995	970	2,464	481	...	...
Newport News**	42,358	46,560	184,049	45,042	5,376	...
Norfolk	99,997	125,280	502,997	111,546	15,932	...
Norfolk (city)**	213,513	...	...	...	...	...
Northampton	17,300	4,140	15,126	5,033	500	...
Northumberland	10,012	2,320	5,219	1,068	126	...
Nottoway	15,479	3,990	15,665	3,084	583	...
Orange	12,755	2,860	12,812	2,667	418	...
Panama	15,152	3,590	9,407	2,248	272	...
Patrick	15,642	3,320	6,223	1,112	163	...
Petersburg**	35,084	...	...	...	...	...
Pittsylvania	66,096	25,770	83,568	18,707	2,176	...
Portsmouth**	80,039	...	...	...	...	...
Powhatan	5,556	1,090	3,526	407	...	...
Prince Edward	15,396	3,360	16,391	2,363	484	...
Prince George	19,679	8,690	31,600	9,810	547	...
Prince William	22,612	4,920	26,212	5,845	1,191	...
Princess Anne	42,277	13,750	45,139	13,181	1,367	...
Pulaski	27,758	7,170	22,011	5,468	639	...
Radford**	9,028	...	...	...	...	...
Rappahannock	6,112	1,280	2,347	697	...	...
Richmond	6,189	1,280	14,289	1,187	466	...
Richmond (city)**	230,310	...	...	...	...	...
Roanoke	41,486	37,890	170,404	34,123	5,733	...
Roanoke (city)**	91,921	...	...	...	...	...
Rockbridge	23,359	6,700	20,730	4,870	619	...
Rockingham	35,079	12,020	65,755	6,011	1,113	...
Russell	26,818	5,700	8,204	2,385	213	...
Scott	27,640	6,220	11,605	2,912	308	...
Shenandoah	21,169	5,360	19,197	2,933	616	...
Smyth	30,187	6,780	22,014	4,206	672	...
Southampton	26,522	5,760	18,856	4,453	508	...
South Norfolk**	10,434	...	...	...	...	...
Spotsylvania	11,920	6,170	43,901	8,028	1,255	...
Stafford	11,902	2,920	4,109	1,489	...	...
Staunton**	19,927	...	...	...	...	...
Suffolk**	12,339	...	...	...	...	...
Surry	6,270	1,380	2,022	533	174	...
Sussex	12,785	2,460	9,285	1,680	267	...
Tazewell	47,512	11,050	28,170	8,263	876	...
Warren	14,801	4,220	15,550	3,569	477	...
Warwick**	39,875	...	...	...	...	...
Washington	37,536	12,660	43,651	10,016	1,045	...
Waynesboro**	12,357	...	...	...	...	...
Westmoreland	10,148	2,320	10,019	1,953	264	...
Williamsburg**	6,735	...	...	...	...	...
Winchester**	13,841	...	...	...	...	...
Wise	56,336	12,810	33,180	8,099	831	...
Wythe	23,327	5,500	18,629	3,524	408	...
York	11,750	3,450	8,484	1,559	1,091	...
Total	3,318,680	881,740	\$3,363,503	\$753,117	\$107,516	...

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

**VIRGINIA**

**MARKET DATA BY COUNTIES**

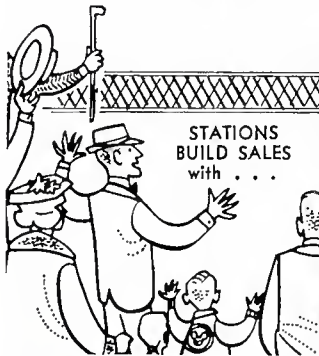
County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger Cars 1955
Accomack	33,832	9,310	\$28,610	\$7,831	\$592	*995,000
Albemarle	26,662	12,890	64,702	15,650	1,741	...
Alexandria**	61,787					

**VIRGINIA**

City	Call Letters Established	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives	Call Letters	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives		
<b>ABINGDON (Washington County)</b>										
WBBI	1956	1230 250	Burley Bestg. Co. P. O. Box 108	Lindy M. Seamon, gm	WFHG	980 5,000-D 1,000-N DA-N	Bristol Bcstg. Co. Inc. Valley Drive North 3620 MBS Walker	W. L. Nininger, gm Jack Martin, cm, sd Basil Saffer, pd, nd John Hughlett Jr., ce		
<b>ALEXANDRIA</b>										
WPIK	1945	730 1,000-D	Potomac Bestg. Corp. Virginia Theatre Bldg. Overlook 3-3000 Breen & Ward	Carl L. Lindberg, o, p, gm, ce Jack Moran, cm, pd Robert E. Lee Moore, pmm, sls dir Fred Gale, sd	WOPI	1492 250	(See Bristol, Tenn. listing)			
<b>ARLINGTON (Arlington County)</b>										
WARL	1946	780 1,000-D	Northern Virginia Bcstrs. Inc. 5232 Lee Hwy. Kenmore 6-9000	Cy Blumenthal, o, p Ray Armand, evp, gm George Crump, sm John Galloway, pd Jock Laurence, pmm Norman Vaughn, nd Robert Cobbins, slm James Petty, ce	WOPI-FM	1946	96.9mc 9.7kw	(See Bristol, Tenn. listing)		
WARL-TV	(CP)				<b>CHARLOTTESVILLE</b>					
WARL-FM	1946	105.1mc 2.9kw			WCHV	1933	1260 5,000-D 1,000-N DA-2	Barham & Barham Rose Hill Drive 2-5121 ABC Clark	Charles Barham Jr., o Robert C. Walker II, gm, cm R. G. Sketchley Jr., pd, pmm Kenneth Colby, ce Norman Kelsey, nd, fd	
WEAM	1947	1390 5,000 DA-1	Arlington Fairfax Bestg. Inc. P. O. Box 9314 Republic 7-7161	Harold Thoms, p Sidney Magelof, gm, cm Clarence Mills, ce Jay Perri, pd	WELK	(CP)	1010 1,000-D	Lawrence Lee Kennedy 1009 Wertland	Lawrence Lee Kennedy, o	
<b>BEDFORD (Bedford County)</b>										
WBLT	1950	1350 1,000-D	Bedford Bestg. Corp. P. O. Box 406 8245	James E. Synan, p, gm Douglas B. Catlin, cm Robert A. Scott Jr., pd John P. Laughlin, ce	WINA	1949	1400 250	Charlottesville Bestg. Corp. 4th & Main 2-6177 MBS KBS	Donald G. Heyne, p, gm Thomas M. Behrendt, cm Edmond M. Desmond, pd Lawrence L. Kennedy, ce Ray Rushton, sd Barbara Brown, wd	
<b>BIG STONE GAP (Wise County)</b>										
WLSB	1953	1220 1,000-D	Gap Bestg. Co. P. O. Box 244 960	W. H. Wren Jr., p, gm, cm James J. Gilmore, pd, ce Larry Dean, slm Baker Fraley, pmm Joyce Franks, wd	WINA-FM	1954	95.3mc 0.8kw			
<b>BLACKSTONE (Nottoway County)</b>										
WKLV	1947	1440 5,000-D	Blackstone Bestg. Corp. P. O. Drawer 192 478 KBS	Harris L. Umstead, p, gm Don Hudnall, cm Cosby A. Draper Jr., ce Johnny Clement, pd, nd, fd Carol Quinn, wd	<b>CHRISTIANSBURG (Montgomery County)</b>					
<b>BRISTOL</b>										
WCYB	1946	690 10,000-D	Appalachian Bestg. Corp. Front & Cumberland Sts. North 3560 Weed	Robert H. Smith, p, gm J. Fey Rogers, vp, slm Fran Russell, pd Russell V. Robinson, ce Walter Crockett, nd Frank Raymond, fd	WBCR	1955	1260 1,000-D	Montgomery Bestg. Co. Evergreen 2-4063 P. O. Box 96	Dr. Vernon H. Baker, p, ce Durwood Powell, vp, gm, cm, pmm Frank Starling, pd, sd Bob Mitchell, nd Faye Hoover, wd	
WCYB-TV					<b>CLIFTON FORGE</b>					
<b>EXECUTIVE ABBREVIATIONS: Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.</b>										
<b>Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.</b>										
<b>FM's in Italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.</b>										

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**IRGINIA**

**ALLS CHURCH**

WFAX 948	1220 500-D (CP-1,000-D)	Lamar A. Newcomb Tower Square Jefferson 2-0900 KBS	Lamar A. Newcomb, p, gm Jack James, cm Genevieve Main, pd, pmm Richard J. Fanning, nd, ce Warren H. Orr, sd Dorine Barbash, wd
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**ARMVILLE (Prince Edward County)**

VFLO 947	870 1,000-D	Colonial Bcstg. Co. Cumberland Road 870 Clark	Mrs. Carla B. Keys, o John D. Wilson, gm John C. Calhoun, pd Charles K. Chrismon, ce Roger Keller, nd Reginald Speir, fd
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**RANKLIN (Southampton County)**

WYSR 956	1250 1,000-D	WYSR Inc. P. O. Box 464 Logan 2-3155 KBS	S. L. Goodman, p Howard H. Keller, vp, gm, nd A. L. Drew, cm, fd Ted Tatar, pd Helen Day, pmm Richard Harris, ce
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**FREDERICKSBURG**

WFVA 939	1250 250	Fredericksburg Bcstg. Corp. P. O. Drawer 269 Essex 3-7721 ABC	Richard Field Lewis Jr., evp John Carl Morgan, gm, ce, cm Jack Tucker, pd, nd Arch Harrison, pmm Earl Copp, sd
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**FRONT ROYAL (Warren County)**

WFTR (948)	1450 250	Sky Park Bcstg. Corp. P. O. Box 197 750 MBS KBS	J. Gruver Hillidge, p Kenneth Gordon, gm, cm Thomas H. Cibson, pd J. William Poole, ce Drayton Norcom, wd
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**GALAX (Carroll County)**

WBOB (947)	1360 1,000-D	Carroll-Grayson Bcstg. Corp. Poplar Knob Rd. 2921 MBS KBS	R. V. Morris, p Joe P. Crockett, gm J. Brice Parks, cm Muriel M. Bell, pd, wd Marguerite Vass, pmm Edward Boyer, ce, fd Paul S. Hill, nd
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**GLOUCESTER (Gloucester County)**

WDDY (CP)	1420 1,000-D	S. L. Goodman 2-4302 P. O. Drawer 2-Y Richmond, Va. 2-4302	S. L. Goodman, p Charles E. Springer, gm Ed Springer, pd Kenneth S. Brady, ce
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**GRETNA (Pittsylvania County)**

WMNA 1956	730 1,000-D DA-D	Central Virginia Bcstg. Co. P. O. Box 730 3-000 KBC	James E. Parsons, p G. W. Sandefur, gm John Mason, cm Richard Via, pd Charles Lingafelt, ce Chambers Laird, nd
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**GRUNDY (Buchanan County)**

WNRG 1955	1250 1,000-D	Va-Ky Bcstg. Co. Inc. P. O. Box 1072 Webster 5-7531	Herman G. Dotson, p David B. Jordan, gm, ce Aubry Garber, asst mgr, sd Marge Jordan, wd
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**HAMPTON**

WVEC 1948	1490 250	Peninsula Bcstg. Corp. 1930 Pembroke Ave. 6332 NBC Avery-Knodel	Thomas P. Chisman, p, gm Harrol A. Brauer Jr., vp, ls dir L. W. Kliewer, opr mgr, sd Ernest T. Harris, cm Lloyd Nance, pd Jane Winne, pmm William C. King Jr., ce Lewis T. Jester, nd
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**HARRISONBURG**

WHBG 1956	1360 5,000-D	Rockingham Radio Corp. 75 E. Market St.	Doris B. Brown, p James MacNeil, gm
WSVA 1935	550 5,000-D	Shenandoah Valley Bcstg. Inc.	Hamilton Shea, p, gm Howard C. Evans, cm, mm Alvin Mullinax, pd Warren L. Braun, ce Wip Robinson, nd Homer Quann, fd
WSVA-TV	1,000-N DA-N	Rawley Pike 4-4431 NBC Peters, Griffin, Woodward	
WSVA-FM 1945	100.7mc 7.2kw		

**HOPEWELL**

WHAP 1948	1340 250	Hopewell Bcstg. Co. P. O. Box 621 CE 9-7301 KBS Southern Virginia Net. Indie	C. S. Willis, p William R. Craig, sm William H. Woody Jr., pd Everett Wilson, ce Calvin Townes, nd Virginia Washburn, wd
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**LEESBURG (Loudoun County)**

WAGE (CP)	1290 1,000-D	Richard Field Lewis Jr. P. O. Drawer 605 Winchester, Va. Mohawk 2-4855 (Winchester)	Richard F. Lewis Jr., o
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**LEXINGTON (Rockbridge County)**

WREL 1948	1450 250	Rockbridge Bcstg. Corp. P. O. Drawer 902 Hobart 3-2161 NBC KBS Indie	Marshall L. Wilmer, p Milton B. Henson, evp, gm J. B. Trainer, cm Joe Lynn Jr., pd James I. Bray Jr., ce Lewis Minter, nd
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**LYNCHBURG**

WBRG 1956	1050 1,000-D	Harry A. Epperson Sr. P. O. Box 1079 2-2351 KBS Clark	Harry A. Epperson Sr., o Tom Buckley, gm, pmm Don Jarvis, cm, sd Eddie Raymond, pd, wd Berk Bryant, nd, fd
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WLVA 1930	590 1,000	Lynchburg Bcstg. Corp. 925 Church St. 2-1242 ABC	Edward A. Allen, p Philip P. Allen, gm, cm Warren Uttal, pd, pmm John T. Orth, ce Wayne Tyler, nd, fd Rod Lea, sd
WLVA-TV	DA-2	Hollingsbery	

WWOD 1947	1390 5,000-D 1,000-N DA-N	Lynchburg Independent Bcstrs Inc. P. O. Box 1300 2-3441 NBC Walker	Cy N. Bahakel, p Henry W. Hughes, gm Forest J. Pinkerton, pd, ce Frank P. Proctor, fd Debbie Snidow, wd
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WWOD-FM 1948	100.1mc 0.94kw		
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**MARION (Smyth County)**

WMEV 1948	1010 1,000-D	Mountain Empire Bcstg. Corp. Park Blvd. & Route 737 3-9001 ABC KBS Indie	Robert C. Wolfenden, p, gm, cm, pmm Mrs. Robert C. Wolfenden, pd, wd Edward Surface, ce Bobby Thomas, nd, fd, sd
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**MARTINSVILLE**

WHEE 1954	1370 1,000-D	Mecklenburg Bcstg. Corp. 9811 Stars Natl.	John W. Shultz, p, gm Charles F. Adams, cm, nd Grace P. Uram, pd, wd Thomas W. Patterson, pmm T. E. Tatum, ce Jim Eanes, fd
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WMVA 1941	1450 250	Martinsville Bcstg. Co. Chatham Heights 2152 NBC KBS McGavren-Quinn	H. Grady Moore, p Maynard E. Dillaber, evp, gm, nd Lester L. Williams, cm Barbara H. Zimmerman, sec- treas, pd, wd John Bouldin, pmm B. Edward Boyer, ce
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WMVA-FM 1950	96.3mc 2.7kw		
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**MOUNT JACKSON (Shenandoah County)**

WSIG 1954	790 1,000-D (CP-5,000-D DA-D)	Richard Field Lewis Jr. WSIG Bldg. 790	Richard Field Lewis Jr., p H. T. VanDerwerker, gm, cm, pmm Shorty King, pd Phil Whitney, ce Ed Maddon, nd, sd Van Thomas, fd
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**NARROWS (Giles County)**

WNRV 1953	990 1,000-D	Giles Bcstg. Co. Route 100 Park 6-2211	H. J. Romanus, o H. Tom Hicks, gm John M. Holland, cm T. Sposa, pd Bill Snider, fd Washington Elitchko, ce
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## VIRGINIA

City Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone Network Station Rep.	Executives
<b>NEWPORT NEWS</b>			
WGH 1928	1310 5,000 DA-1	(See Norfolk listing)	
WYOU 1947 WACH-TV (CP)	1270 1,000-D	United Bcstg. Co. of Eastern Va. Inc. 114 24th St. 6-1664 United Bcstg. Co. Dora-Clayton Oakes	Richard Eaton, p, gm Joseph E. Gathings, gm Clarence Reynolds, cm James Reese, pd John Gonzales, ce Joice Palmer, wd
<b>NORFOLK</b>			
WBOF 1954	1600 1,000-D	(See Virginia Beach listing)	
WCMS 1954	1050 1,000-D	Cy Blumenthal Helena Bldg. Madison 5-0525	Cy Blumenthal, p Roy LaMere, gm Charles Bentz, cm Lon Backman, pd Ted Spivey, ce Mrs. B. LaMere, wd
WGH 1928	1310 5,000 DA-1	Hampton Rds. Bcstg. Corp. 739 Boush St. Madison 2-9353 ABC Forjoe	William R. VanBuren Sr., p Edward E. Bishop, gm Dan E. Hydrick Jr., sm Jack Whitehead, cm Ambert Dail, pd, pmm George Sokol Jr., ce Edwin Meyer, nd
WGH-FM 1947	97.3mc 36kw		
WLOW 1947	1400 250	(See Portsmouth listing)	
WNOR 1949	1230 250	Norfolk Bcstg. Corp. 1019 Boissevain Ave. Madison 2-7071 Weed	Louis H. Peterson, p Earl Harper, gm, cm Jack H. Harris, loc cm William D. Montgomery, pd... pmm, nd Howard Sheets, ce Josh Barry, sd
WRAP 1952	850 5,000-D 1,000-N DA-2	Rollins Bcstg. of Virginia Inc. Portlock Bldg. Madison 7-8307 Rollins Pearson	O. Wayne Rollins, p James H. Mayes Jr., sm Al Lynn, loc slm Libby Taylor, pd Glen Frazier, ce Oliver Allen, sd
WRVC (FM) 1948	102.5mc 8.7kw	Virginia Good Music Corp. 2712 Colley Avenue Madison 7-1100	John B. Tansley, mgr Norman C. Willcox, slm C. G. Massie Jr., pd Edward E. Harrell, ce
WTAR 1923 WTAR-TV	790 5,000 DA-N	WTAR Radio Corp. 720 Boush St. Madison 5-6711 CBS Petry	Campbell Arnoux, p, gm John C. Peffer, asst gm Robert M. Lambe, gen slm William Johnson, pd Jack Black, radio slm Richard L. Lindell, ce Gil McLeod, nd
WYOU 1947	1270 1,000-D	(See Newport News listing)	
<b>NORTON (Wise County)</b>			
WNVA 1946	1350 5,000-D	Radio-Wise Inc. 700 MBS, KBS Burn-Smith	R. B. Helms, p Jack T. Helms, gm, cm, pmm Jack Darnell, pd, nd, sd Gene Tommerdahl, ce James True Jr., fd
<b>ORANGE (Orange County)</b>			
WJMA 1949	1340 250	James Madison Bcstg. Corp. P. O. Box 271 7263 MBS	Woodbury S. Ober, p Robert C. Wagner, gm Robert H. MacCallum, slm Eugene V. Bossieux Jr., ce Bob Shipley, sd
<b>PETERSBURG</b>			
WCLA 1955	1290 1,000-D (CP-5,000-D)	Harry A. Epperson Jr. P. O. Box 87 Regent 2-3478	Harry A. Epperson Jr., p, gm, ce Ray Frazier, cm Olive P. Epperson, pd Ray Frazier, cm Samuel Johnson, nd, sd Mrs. C. F. Scott, wd

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

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

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

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VIRGINIA

**PETERSBURG (Cont.)**

WSSV 1945	1240 250	Southside Virginia Bcstg. Corp. 112 West Tabb St. Regent 3-4567 MBS	Louis H. Peterson, p Ray L. Moss, gm Ed Vaughn, cm N. W. Andrews, pd Katherine Nunnally, pmm, wd Jerome Dvorachek, ce Johnny Stevens, nd
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**PORTSMOUTH  
WAVY  
1943  
WAVY-TV**

1350 5,000 D-2	Portsmouth Radio Corp. Professional Bldg. Export 7-3488 NBC H-R Reps.	Hunter C. Phelan, p Carl J. Burkland, evp, gm Howard Stanley, cm, pmm Edward G. Sheridan Jr., pd William Manrov, ce
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**WLOW  
.947**

1400 250	Winston-Salem Bcstg. Co. 21st & Manteo Norfolk, Va. Madison 7-5677 MBS Venard, Rintoul & McConnell	James W. Coan, p W. M. Carpenter, gm Robert G. Drepperd, pd Howard Hatcher, ce Bill Diehl, sd Nancy Fentress, wd
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**PULASKI (Pulaski County)**

WPUV 1945	1580 5,000-D	Southwest Bcstg. Co. P. O. Box 351 3-3931 KBS	Mason C. Deaver, p L. R. Schoenfeld, cm J. A. Columbus, ce Bob Kent, nd, fd Bill Flint, sd
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**RADFORD**

WRAD 1950	1460 5,000-D 500-N DA-N	Highlands Bcstg. Inc. Box 1207 2461 Keller	Perry E. Gresham, co-o Alice C. Gresham, co-o Tom Gannaway, gm, sim Bob Bradford, pd, nd Charles Lawrence, ce Mrs. Darlene Harrison, pmm
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**RICHLANDS (Tazewell County)**

WRIC 1951	540 1,000-D	Clinch Valley Bcstg. Corp. P. O. Box 218 450	Lindy Mack Seamon, gm, ce Harry David Taylor, pd, pmm Herbert Chaffin, nd Russell Ward, fd Peter J. Ward, sd Betty Altizer, wd
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**RICHMOND**

WANT 1951	990 1,000-D	United Bcstg. Co. of Virginia Inc. 513 N. Main St. 3-8368 United Bcstg. Dora-Clayton Oakes	Richard Eaton, p Silas Bell, sm, ce Wilbur D. Lewis, pd William A. Gibbon, pmm Tom Mitchell, nd, sd Betty Harris, wd
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*WBBL 1924	1480 5,000 DA-2 ST. WLEE	Grace Covenant Presbyterian Church 1627 Monument Ave. 84-2463	C. H. Liesfield, gm, co-pd A. P. Aaroe, co-pd R. W. Raabe, ce
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WLEE 1945 WXEX-TV	1480 5,000 DA-2	Lee Bcstg. Corp. 6200 Broad St. Rd. 88-2837 NBC Forjoe	Thomas G. Tinsley Jr., p Irvin G. Abeloff, vp, mgng dir Harvey L. Hudson Jr., sm, cm Lud Sterling, pd, nd Thomas J. Kita, ce Joe Mason, sd
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WLEE-FM 1948	102.9mc 21.5kw		
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WLLY 1955	1320 1,000-D	WLLY Inc. Broad-Grace Arcade 861223 Pearson	Louis Adelman, p Melvin E. Whitmore, gm Jean Creasey, pdm Joe Murray, nd Tom McCarthy, sd Ken Shelton, ce
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WMBG 1926 WTVR (TV)	1380 5,000 DA-N	Havens & Martin Inc. 3301 W. Broad St. 5-8611 Bolling	Wilbur M. Havens, p, gm Walter A. Bowry Jr., cm Frank S. Wilson, pd, pmm James W. Kyle, ce Roy Roman, nd Dick Collins, fd Dallas Burnette, sd
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WCOD (FM) 1944	98.1mc 34kw	(WMBG, Am Affiliate)	
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WRNL 1937	910 5,000 DA-N	Richmond Newspapers 111 N. Fourth St. 3-3436 MBS Petry	D. Tennant Bryan, p E. S. Whitlock, mgr Frank Soden, gm, sim Charles R. Maillet, pd Fan Cox, pmm E. V. Wolstenholme Jr., ce
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WRNL-FM 1949	102.1mc 50kw		
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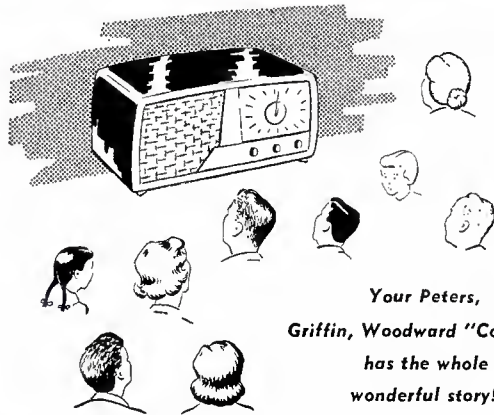
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# IS THE ONE TO BUY!



In Roanoke and Western Virginia — that's WDBJ

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Griffin, Woodward "Colonel"  
has the whole  
wonderful story!



## WDBJ CBS radio

AM 960 KC  
FM 94.9 MC

Owned and Operated by TIMES-WORLD CORPORATION  
PETERS, GRIFFIN, WOODWARD, INC., National Representatives

## VIRGINIA

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>RICHMOND (Cont.)</b>			
WRVA 1925	1140 50,000 DA-1	Larus & Brothor Co. Inc. Hotel Richmond 3-6633 CBS CBS Radio Spot Sales	C. T. Lucy, vp John B. Tansey, gm Wm. B. Preston, asst gm Irby Hollans Jr., pmm Harold Barre, slm Raymond L. Kennedy, pd Alden Aaroe, fd Rudolph Raabe, ce Jack Clements, nd
WRVA (FM) 1948	94.5mc 25.5kw	(WRVA, Am Affiliate)	
WXGI 1947	950 1,000-D	Radio Virginia Inc. 100 W. Franklin St. 7-4684 Burn-Smith	D. H. Robertson, p David M. Wilburn, gm, cm Charles Charnesky, ce

<b>ROANOKE</b>			
WDBJ 1924 WDBJ-TV	960 5,000 DA-N	Times World Corp. 201 Campbell Ave. S.W. 3-8031 CBS Peters, Griffin, Woodward	M. W. Armistead III, p Ray P. Jordan, bcstg vp John W. Harkrader, asst bcstg vp Frank E. Koehler, slm Paul E. Reynolds, pd Dexter Mills, prog mgr Katherine Griffey, pmm J. Edward Newman, ce Don Murray, nd
WDBJ-FM 1948	94.9mc 14.35kw		Cy N. Bahakel, p Frank Tirico, asst gm Coleman Austin, sm Lorraine Lancaster, pd Roy E. Giles Jr., ce
WRIS 1953	1410 5,000-D	Roanoke Independent Bcstrs. Inc. P. O. Box 702 2-3131	Elmore D. Heins, co-o Reba Figgatt Heins, co-o
WRKE (CP)	910 1,000-D	Elmore D. & Reba F. Heins American Theatre Bldg.	Burton Levine, p, gm, slm Steve Hart, ce Lan Singer, sd Barbara Felton, wd
WROV 1946	1240 250	WROV Bcstrs. Inc. 15th St. at Cleveland 3-4444 ABC Burn-Smith	
WROV-FM 1948	107.3mc 2.3kw		

## who's on first?

In bustling, expanding Roanoke, center of entire southwest Virginia, one station stands out as first for **MUSIC** . . . first for **SPORTS** . . . and first for **PERSONALITIES!** This is **WROV!**

**PROOF?** Last national survey shows **WROV** only station to increase audience morning, afternoon and night while all other stations lost audience. Big increases, too! **66% MORE AUDIENCE** in the afternoon . . . **40% MORE** at night! **WROV** now ranks overall second only to 32 year old **CBS** affiliate.

**SPORTS:** Exclusive local coverage including football and basketball schedules of six local high schools; amateur **PAL** boxing; professional **Boxing**; College and Pro Football and Major League Baseball!

**MUSIC:** 15½ Hours daily of 18 hour day, featuring #1 Radio Personality "Jackson," #1 Pop Music Deejay, Jerry Joynes; #1 Woman's Personality, Barbara Felton!

**REMOTES:** **WROV** averages more Remotes in month than any other station averages in year . . . from network feeds of Big Name Bands to All Night Appliance Marathons!

**PROMOTION:** Compelling local support thru Three Bus Spectaculars year round, plus inside signs in every bus in entire area!

**ADVERTISERS:** More local accounts than any other station, including national leaders like **GMAC**, St. Joseph, Tetley, Hit Parade, Texaco, Mrs. Filberts, Bireleys, Stanback, Clapps, Budweiser, Phillips 66, Life, Sanka, Schlitz, Shell, Carling, Lanvin, Oster, Amoco!

Move your clients closer to the listeners with Roanoke's #1 Music-Sports-News Station, **WROV!**



ABC  
NETWORK

Represented Nationally by  
**BURN-SMITH CO. INC.**

Burton Levine, President  
ROANOKE, VIRGINIA

City	Chan. or Freq. Power	Licenses Headquarters Telephone Network Station Rep.	Executives
<b>ROANOKE (Cont.)</b>			
WSLS 1940 WSLS-TV	610 1,000 DA-2	Shenandoah Life Stations Inc. Third St. & Church Ave. S.W. 4-9227 MBS NBC Avery-Knodel	Paul C. Buford, p James H. Moore, evp Horace Fitzpatrick, asst mgr, cm George W. Cherrault Jr., prog mgr Fred L. Corstaphney, prom dir, adv dir Charles R. Garrison, sls prom dir J. P. Briggs, ce
WSLS-FM 1947	99.1mc 10.6kw		

<b>ROCKY MOUNT (Franklin County)</b>			
WYTI (CP)	1570 500-D	S. L. Goodman P. O. Drawer 2-Y Richmond, Va.	S. L. Goodman, o
<b>SALEM (Roanoke County)</b>			
WBLU 1956	1480 1,000-D	Salem Bestg. Co. 212 E. Main St. 5443	M. C. Bowers Jr., o, gm, ce Ray Bentley, cm Barnes H. Nash, pd George D. McGraw, pmm Beverlie Lyles, wd

<b>SOUTH BOSTON (Halifax County)</b>			
WHLF 1947	1400 250	Halifax Bestg. Co. 2-9988 ABC	John L. Cole Jr., gm Ella L. Poindexter, pd, wd Henry Preston Young Jr., sm Ralph Walker, cm, pmm Cameron McRae, sd Arthur Moran, ce
<b>SOUTH HILL (Mecklenburg County)</b>			
WJWS 1953	1370 1,000-D	Old Belt Bestg. Corp. Chase City Hwy. 230	C. B. Pennington Jr., p W. B. Hofer, gm, cm A. W. Walthall, pd, pmm, fd C. E. Brown, ce Augie Bender, nd Tubby Walthall, sd

<b>STAUNTON</b>			
WAFG 1954	900 1,000-D	American Home Bestg. Corp. P. O. Box 396 6-0100 Clark	Willard F. Gano, p Lloyd Gochenour, gm, cm J. L. McFarland, pd, ce Charles Heatwole, fd Jean Wise, wd
WTON 1946	1240 250	Charles P. Blackley Morrison Bldg. 5-5555 ABC	Charles P. Blackley, p, gm Charles E. Seebeck, cm, pmm Ray H. Honaker Jr., pd Rex C. Houser, ce
<b>SUFFOLK</b>			
WLPM 1940	1450 250	Suffolk Bestg. Corp. Radio Bldg. 2394 ABC KBS	Fred L. Hart, p, gm L. Earl Hundley, cm Varyl Rupp, ce L. E. Pettyjohn, fd

<b>VIRGINIA BEACH (Princess Anne County)</b>			
WBOF 1954	1600 1,000-D	Virginia Beach Bestg. Corp. P. O. Box 36 1217 Norfolk, Madison 2-8989 Best	Leo Hoarty, p, gm, slm William Vidal, cm Frank Roberts, pd, pdm Thane S. Garrison, ce, fd Harry Doggette, nd, sd Judy Oehmann, wd

<b>WARRENTON (Fauquier County)</b>			
WKTF (CP)	1420 5,000-D	WKTF Inc.	Oliver M. Presbrey, co-o Martha Rountree Presbrey, co-o
<b>WARSAW (Richmond County)</b>			
WNNT 1949	690 250-D	Northern Neck & Tidewater Bestg. Co. Edgewater 3-6900 KBS	Grayson Headley, p, gm, pmm Ruth R. Rouzie, cm Chris Naumann, pd Dean Loudy, ce, sd Bill Allison, nd Pat Parker, wd

- Executive Abbreviations: Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.  
Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.  
FM's in *italic*. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

<b>WAYNESBORO</b>			
WAYB 1947	1490 250	Waynesboro Bestg. Corp. 526 W. Main St. 6066 MBS Cooke	N. Wilbur Kidd, p, gm, cm Al Charles, pd, slm Donald C. Curtis, ce Carolyn E. Cole, wd
<b>WINCHESTER</b>			
WINC 1941	1400 250	Richard F. Lewis Jr. Inc. of Winchester P. O. Drawer 605 Mohawk 2-4855 ABC KBS	Richard F. Lewis Jr., p James B. Hodler, gm, cm Phil Potter, pd Wally Hankin, pmm, sd Philip B. Whitney, ce Marion Park, wd
WRFL (FM) 1946	92.5mc 14kw		
<b>WYTHEVILLE (Wythe County)</b>			
WYVE 1949	1280 1,000-D	Wythe County Bestg. Co. WYVE Bldg. 195 S. First St. Capitol 8-3185 KBS	Arthur M. Gates Jr., co-o, gm Frank Fox Lindamood, pd, nd, fd, wd W. Jack Fleming, ce Ed Zuber, sd

WASHINGTON

WASHINGTON MARKET DATA BY COUNTIES

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Passenger	
					Drug Sales 1955(\$000)	Cars 1955
Adams	6,584	2,890	\$16,535	\$2,602	\$971	3,217
Asotin	10,878	3,680	6,019	1,765	369	4,539
Benton	51,370	19,010	68,604	21,020	4,146	20,853
Chelan	39,301	13,080	62,877	14,123	2,173	15,593
Clallam	26,396	8,280	34,489	10,036	934	10,273
Clark	85,307	27,260	79,199	20,507	2,777	33,295
Columbia	4,860	1,460	6,067	1,179	290	1,840
Cowlitz	53,369	17,530	60,930	14,280	2,106	21,219
Douglas	10,817	3,640	5,785	1,513	198	4,946
Ferry	4,096	1,040	1,956	352	98	982
Franklin	13,563	6,370	38,685	6,605	1,120	10,577
Garfield	3,204	880	5,662	870	59	1,168
Grant	24,346	11,220	51,423	10,332	1,536	12,449
Grays Harbor	53,644	17,470	67,360	16,914	1,611	19,204
Island	11,079	3,790	9,158	2,171	281	4,815
Jefferson	11,618	2,520	7,392	2,669	293	2,980
King	732,992	249,220	1,071,272	219,877	32,967	292,002
Kitsap	75,724	26,620	86,523	23,132	3,190	29,550
Kootenai	22,235	6,090	26,699	5,400	614	7,397
Klickitat	12,049	3,920	11,487	2,681	336	5,301
Lewis	43,755	13,500	53,500	11,885	1,121	15,712
Lincoln	10,970	3,290	15,607	2,259	386	4,320
Mason	15,022	4,680	14,090	4,379	165	5,699
Okanogan	29,131	8,320	24,347	5,639	742	9,016
Pacific	16,558	5,420	14,564	4,470	512	5,486
Pend Oreille	7,413	2,370	8,131	2,079	300	2,562
Pierce	275,876	85,910	311,766	73,798	10,001	91,946
San Juan	3,245	1,160	2,387	691	50	1,083
Skagit	43,273	13,790	72,734	14,891	1,760	18,476
Snohomish	4,768	1,620	2,586	751	152	1,689
Spokane	111,580	42,100	138,012	35,673	2,902	46,566
Stevens	221,561	80,660	336,760	70,420	10,059	91,245
Thurston	18,580	5,740	16,984	3,830	537	5,824
Wahkiakum	44,884	15,000	58,093	13,807	5,428	15,090
Walla Walla	3,835	970	1,871	365	40	1,160
Whatcom	40,135	11,990	48,378	8,910	1,431	13,960
Whitman	66,733	22,280	78,589	16,326	2,028	26,018
Yakima	32,469	8,770	41,200	7,221	1,426	10,538
Total	135,728	42,940	174,206	37,504	4,931	51,055
Total	2,378,963	796,480	\$3,131,817	\$693,232	\$100,640	919,195

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

DIRECTORY OF AM AND FM STATIONS

<b>ABERDEEN (Grays Harbor County)</b>			
KBKW 1950	1450 250	KBKW Inc. 701 E. Heron 1015 Feltis McGillvra	Archie Taft Jr., p Mahlon Taft, gm, cm, pmm Dale Gunderson, pd, sd Donald Myron, ce Stan Craft, nd
KXRO 1927	1320 1,000 DA-N	KXRO Inc. 207½ E. Market 4098 MBS, KBS Don Lee Walker Moore & Lund	Harry R. Spence, p Fred G. Goddard, gm Roy Johnson, cm Phillip M. Wacker, pd Monte V. Cook, pmm Philip True, ce William P. Koski, nd

<b>ANACORTES (Skagit County)</b>			
KAGT 1956	1940 250	Skagit Bestg. Co. 2920 Commercial Ave. Cypress 4-2345	Carl Fisher, p James C. Frits, gm, pd, pmm Cecil Perkins, cm Donald Knutson, ce


City Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>RELLINGHAM (Whatcom County)</b>			
KPUG 1948	1170 1,000 DA-1	KPUG Inc. P. O. Box 635 1170 MBS, KBS Don Lee Headley-Reed Art Moore	Jessica L. Longston, p Robert E. Pollock, evp John R. DiMeo, sm John K. Munroe, pd Donald R. Pinney, ce Ed Triplett, nd
KVOS 1927 KVOS-TV 0571	790 1,000 DA-N	KVOS Inc. 1151 Ellis St. 790 LMAABC Forjoe	Loval H. Vickers, gm, cm Don Mortwedt, pd Haines Fay, sd John Price, ce Karl Klages, nd
<b>BREMERTON (Kitsap County)</b>			
KBRO 1947	1490 250	Bremerton Bcstg. Co. 205 Washington Avenue Essex 7-3995 Feltis	Bruce Bartley, o Linc Perry, gm Bruce Perry, slm Bill Luckhurst, pd Dick McCabe, ce Jack Rogers, nd
<b>CAMAS (Clark County)</b>			
KR1V 1956	1480 1,000-D	Camas Washougal Radio P. O. Box 1025 6431	Gene R. Johnsick, o, ce Donald R. Nelson, gm, pd, nd, sd L. D. Adcox, cm, fd Ann Adcox, wd
<b>CENTRALIA-CHEHALIS (Lewis County)</b>			
KELA 1937	1470 1,000	Central Bcstg. Corp. P. O. Box 720, Centralia P. O. Box 827, Chehalis Centralia, Pershing 6-3321 Chehalis, Sherwood 8-3321 MBS, KBS Don Lee McGavren O'Connell Moore & Lund Walker	Elroy McCaw, p Mabel A. Gwinn, sec-treas Joe Chytil, gm, cm Lee Stottlemire, asst mgr Donald Youngmans, pd William Tilton, pmm Lloyd Hannah, ce Bryan Johnson, nd, sd
1954	1,000-D	KITI Corp. 804 Markt St. Sherwood 8-3379 Best, Tracy Moore Feltis, Cox	Donald F. Whitman, p, gm, pd, pmm Jack Luetjen, slm Harold C. Singleton, ce Edward Kelley, eng sup, sd, nd Doc Watson, fd Kiti Lewis, wd
<b>CHELAN (Chelan County)</b>			
KOZI (CP)	1220 1,000-D	Lake Chelan Bcstg. Corp. P. O. Box 1510 Wenatchee, Wash.	Stuart S. Maus, p
<b>COLFAX (Whitman County)</b>			
KCLX 1949	1450 250		Adrian de Vries Rockwell 5-3441 780 KBS Best
<b>COLVILLE (Stevens County)</b>			
KCVL 1955	1480 1,000-D	Colville Bcstg. Co. P. O. Box 208 990 KBS Best Art Moore	Merle B. Peterson, o, gm, pd, ce Jerry V. Fountain, cm Arthur V. Manning, nd Joe Maxwell, fd Bob Maker, sd Sally Tuttle, wd
<b>EDMONDS (King County)</b>			
KGDN 1954	630 1,000-D	Garden of the King Enterprises Inc. Seattle 33, Wash. Lincoln 3131	A. B. Martin, p A. Orville Helgeson, mgr Gerald M. Swanson, pd Bob Nichols, ce
<b>ELLENSBURG (Kittitas County)</b>			
KXLE 1946	1240 250	Central Washington Bcstrs. Inc. P. O. Box 600 2-1488 McGillvra	Goodwin Chase Jr., p Joe Kendall, gm, cm Robert Sampson, ce Ron Forsell, nd, sd
<b>EPHRATA (Grant County)</b>			
KULE 1951	730 1,000-D	Columbia Basin Bcstg. Co. 118 "B" St. N. W. Skyline 4-4686	R. E. Billingsley, p Bob Moore, gm Bob Osland, cm, pmm, sd Dorothy McCue, pd, wd Len Brown, ce, fd Weymeth Simpson, nd
<b>EVERETT (Snohomish County)</b>			
KRKO 1922	1380 1,000 DA-N	Everett Bcstg. Co. Inc. P. O. Box 916 Cedar 1144 MBS Don Lee McGillvra Moore & Lund	William R. Taft, p, gm Warren R. Johnson, slm Nancy M. Spaeth, traffic dir David S. Foley, ce Shirley K. Bartholomew, nd
<b>GRAND COULEE (Grant County)</b>			
KFDR 1950	1400 250	Ralph Andrew Nachtmann P. O. Box 395 140 Best	Ralph A. Nachtmann, o, mgr Alcuin Theisen, pd Frank Van Hemert, ce
<b>KELSO (Cowlitz County)</b>			
KLOG 1949	1490 250	Northwest Public Services Inc. P. O. Box 90 Garden 3-4900 Feltis Best Ayres	Roscoe A. Day Jr., p John F. Carlson, gm Jay Erisman, ce Warren Kemper, sd Rosemary Shives, wd
<b>KENNEWICK (Benton County)</b>			
KEPR 1949	610 5,000 DA-2	KWIE Inc. 11 S. Cascade St. Justice 2-5151 CBS Meeker	Harold A. Clark, gm C. J. McCredie, cm, ce Mar Jean Matthews, pd Bob Anderson, fd Ron McDonald, sd
<b>KIRKLAND (King County)</b>			
KNBX 1948	1050 1,000-D	Eastside Bcstg. Co. Vandyke 1201 KBS	L. N. Ostrander, co-o W. A. Chamness, co-o George A. Wilson, gm John C. Joachims, cm William S. McMillan, pd Anita Busek, pmm Don Bevilacqua, ce
<b>LONGVIEW (Cowlitz County)</b>			
KBAM 1955	1220 1,000-D	Altru Bcstg. Co. P. O. Box 31 Hamilton 3-1210	John Truhan, co-o W. Gordon Allen, co-o Arne G. Peterson, gm Lowell Bryan, cm William Hoftzyer, slm Charles Nelson, pd Kenneth Vancel, ce Garry Burns, nd
KWLK 1938	1400 250	Twin City Bcstg. Corp. Natl. Bank of Commerce Bldg. Hamilton 5-1500 MBS Don Lee KBS Grant Art Moore	John McClelland Jr., p Marvin E. Johnston, gm, cm, ce Doyle Seeley, sd, pmm, nd Betty Trincer, wd
<b>MOSES LAKE (Grant County)</b>			
KSEM 1947	1450 250 (CP-1470 500-D 100-N DA-2)	KSEM Inc. P. O. Box 276 RO 5-3441	Jessica L. Longston, p James Schroeder, gm Roy Robinson, cm Al Morris, pd Bill Utsumomiya, pmm, fd Ken Hansen, ce Bob Walker, nd, sd

Executive Abbreviations: Owner o; Pres. p; Exec. vp. cvp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.  
Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.  
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CINCINNATI      HOLLYWOOD

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



MOSES LAKE (Cont.)

KWJQ 1956	1260 1,000-D	Central Basin Bcstg. Corp. West 115 Third Rockwell 5-4501 Feltis	Robert S. McCaw, o Doug Setterberg, gm C. Nat Harris, cm James N. Soyk, ce
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MOUNT VERNON (Skagit County)

KBRC 1946	1430 1,000 DA-N	Beckley Radio Co. P. O. Box 240 Garfield 4-2430 McGillvra Moore & Lund	Leo H. Beckley, p, gm Frank Snyder, cm Joe Arney, pd, fd, sd Walt Bjerke, ce Dick Buffum, nd Dolores Healey, wd
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OLYMPIA (Thurston County)

KGY 1922	1240 250	Tom Olsen Rockway-Leland Bldg. Fleetwood 6-6636 MBS, KBS Walker O'Connell	Tom Olsen, p, gm Herb Anderson, cm Don Jones, pd Sam Crawford, pmm Charles Roark, ce Bob Cummings, nd
KITN 1956	1440 500-D	KITN Corp. P. O. Box 629 Fleetwood 7-7718 Best Feltis Cox	Donald F. Whitman, p, gm, pd, pmm J. Harris Dorr, slm Dave Hubert, ce, nd Doc Watson, fd Ray Mullins, sd Kitty Lewis, wd

OMAK (Okanogan County)

KOMW 1947	680 1,000-D	KOMW Inc. P. O. Box 151 OO	R. L. McNett, p Dean Nichols, gm Jerry Weaver, cm Marilyn Moomaw, pd Milton Kristensen, ce Stan Pennington, nd
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OPPORTUNITY (Spokane County)

KZUN 1955	1270 1,000-D	The Voice of the Spokane Valley P. O. Box 123 Spokane 63, Wash. WA 6-6249	Robert L. Swartz, ptrn Arthur R. MacKelvie, ptrn Howard G. Olsen, ptrn Dick White, sm, sd Warren Desmond, pd Jerry McCumber, nd
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OTHELLO (Adams County)

KADM (CP)	1450 100	Othello Radio c/o R. E. Pollock Mercer Island, Wash.	K. B. Brownlow Ward, ptrn R. E. Pollock, ptrn
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PASCO (Franklin County)

KALE 1950		(See Richland listing)	
KORD 1956	910 500-D	Music Bcstrs. P. O. Box 485 Liberty 7-9791	H. C. Singleton, ptrn W. K. Reid, ptrn, gm Clyde Olson, cm W. N. Nelskog, ptrn, pd John Kruse, pmm H. B. Murphy, ptrn, ce
KPKW 1945	1340 250	Western Radio Corp. Chase & A Sts. Liberty 7-7110 ABC Feltis	V. Barne Kenworthy, p, gm Don Heinen, sm, slm Robert Rockne, pd, ce Bob White, pmm Bob Mulligan, nd Jim Willis, fd

PORT ANGELES (Clallam County)

KONP 1945	1450 250	Radio Pacific Inc. 313 West First St. 4200 KBS Moore & Lund	C. N. Webster, p, gm Keith Patterson, sm, pmm Jack Proctor, cm Frederick Fields, ce Howard Chapman, sd
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PROSSER (Benton County)

KARY 1956	1310 1,000-D	Prosser-Grandview Bcstrs. Inc. P. O. Box 1310 KBS	Forrest Holly Bishop, p, gm, pd Jack Quinn, cm, pmm Bob Loos, ce Bob Williams, fd Anita Ramsey, wd
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PULLMAN (Whitman County)

KOFE 1950	1150 1,000-D	J. Ronald Bayton & Maynard F. Hicks P. O. Box 356 1-5251 Ayres Best	J. Ronald Bayton, ptrn, mgr B. J. Bayton, pmm, ce
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*KWSC 1922	1250 5,000 ST-KTW	State College of Washington Logan 7-3501	C. Clement French, p Allen Miller, gm Burt Harrison, sm, pd Hugh Rundell, pmm Robert Baird, ce Robert Mott, nd Cal Watson, pdm, sd
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PUYALLUP (Pierce County)

KAYE 1951	1450 250	Radio "K" Inc. P. O. Box 271 5-7711 KBS	Gale (Cub) Mix, p, fd Warren Peterson, gm, pmm Mark Delauney, cm E. C. Herold, sd, nd, pd Don Broughman, pdm Henry Perozzo, ce
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RAYMOND (Pacific County)

KAPA 1950	1340 250	Willapa Bcstg. Co. P. O. Box 626 1010 Art Moore O'Connell Walker McGavren-Quinn	R. E. Claunch, sm J. W. Reavley, cm R. E. Sheetz, ce
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RENTON (King County)

KLAN 1947	910 1,000 DA-1	Interlake Bcstg. Corp. N. 7th & Park Ave. Olive 8245	Ralph Sanders, p Clifford H. Hansen, gm Raymond Pounder, cm, sd Fred Rand, nd Earl Bayne, ce Pat Lewis, fd
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RICHLAND (Benton County)

KALE 1950	960 1,000 DA-N	KALE Inc. P. O. Box 767 Pasco, Wash. Liberty 7-3388 Headley-Reed	J. Elroy McCaw, p L. G. Dix, gm Joe Muench, ce
KALE-FM 1950	103.9mc 0.58kw		

SEATTLE (King County)

KAYO 1926	1150 5-000-D 1,000-N	Washington Telecasters Inc. 2939 4th Ave. South Eliot 2480 Headley-Reed Art Moore	Jessica Longston, p R. E. Pollock, vp, gm James Hamstreet, sm Charles Sullivan, cm Ted Bell, opr dir Russ Norman, pd Tad Jones, ce Bob Engler, nd, sd
KING 1927	1090 50,000 DA-1	King Bcstg. Co. 320 Aurora Ave. Mutual 3555 ABC Blair	Mrs. A. Scott Bullitt, p Otto P. Brandt, vp, gm Henry B. Owen, evp Frederick Von Hofen, sm Paul Smith, ops mgr Melvin A. Anderson, pmm James L. Middlebrooks, eng dir Charles Herring, nd Bill O'Mara, sd Elizabeth Leonard, wd
KING-FM 1947	98.1mc 15kw		

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SPOT SALES

WASHINGTON

City	Call Letters	Established	Tv Affiliate	Chan. or Freq.	Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>SEATTLE (Cont.)</b>							
KIRO	1926	710	50,000	DA-N	Queen City Bcstg. Co. 1530 Queen Anne Ave. Alder 9800 CBS Peters, Griffin, Woodward	Saul Haas, p Lincoln W. Miller, vp William F. Tucker, cm Warren McCloy, pd John Shield, pmm James Uptegrove, ce Art Primm, nd Pat Hayes, sd Judith Lane, wd	
KIRO-FM	1951	100.7mc	4.5kw				
KISW (FM)	1950	99.9mc	2.1kw			Ellwood W. Lippincott 9201 Roosevelt Way (15) Plaza 6255	Ellwood W. Lippincott, p Tom Grant, gm Clifford Perry, pd
KJR	1923	950	5,000	DA-N	Mt. Rainier Radio & Tv Bcstg. Corp. 2600 26th Ave., S.W. Holly 5100 Branham McGavren-Quinn Jacobson	Lester M. Smith, p, gm Gaylen S. Blackford, sm Homer Pope, pd Donald M. Anderson, ce Lou Gillette, nd	
KNBX	1948	1050	1,000-D			(See Kirkland listing)	
KOL	1925	1300	5,000	DA-N	Seattle Bcstg. Co. 1100 West Florida (4) Main 2312 Bolling	Marie Storm Taft, p Archie G. Taft Jr., gm W. L. Simpson, asst mgr Gil Bond, cm Phyllis O. Miller, pd Perry C. Lind, ce Rod Belcher, nd, sd	
KOMO	1926	1,000	50,000	DA-N	Fisher's Blend Station Inc. 100 4th Ave. North Seneca 6000 NBC NBC Spot Sales	O. W. Fisher, p W. W. Warren, evp, gm King Mitchell, cm Dave Crockett, mgr prgm Fred Patterson, prog mgr C. E. Miller, ce Howard Shuman, co-nd Millard Ireland, co-nd Bill Moshier, fd Katherine Wise, wd	
KOMO-TV							
KTIX	1956	1590	5,000-D			W. Gordon Allen 101 Bellevue North CA 1590	W. Gordon Allen, o, ce Tom Kelly, gm Bill Richard, cm Keith Samples, pd Paul Law, pmm, nd Phil Love, sd
KTW	1920	1250	1,000	ST-KWSC		First Presbyterian Church of Seattle Seventh Ave. & Spring St. Mutual 1250	James S. Ross, gm, ce Don J. Bevilacqua, cm, pd Bill Lehnhoff, pmm Kearney Barton, nd
KVI	1926	570	5,000			Puget Sound Bcstg. Co. 1619 9th Ave. Seneca 4848 MBS Don Lee H-R	L. M. Doernbecher, o Mrs. Vernice D. Irwin, p, gm Earl T. Irwin, slm Harry Long, pd D. M. McDonough, ce
KXA	1926	770	1,000-D	L-WJZ		KXA Inc. 320 Second Ave. West Alder 8600 Mecker	Wesley I. Dumm, p Hugh A. Smith, vp John H. Dubuque, ce, sm
<b>SHELTON (Mason County)</b>							
(CP)		920	500-D			Mason County Bcstg. Co. 259 Birch St.	Roy C. McConkey, o
<b>SPOKANE (Spokane County)</b>							
KGA	1926	1510	50,000	DA-N	Banker's Life & Casualty Co. P. O. Box 141 Keystone 4-0631 ABC Everett-McKinney	John D. MacArthur, p Jack Wells, gm, pd Val Strange, ce	
KHQ	1922	590	5,000			KHQ Inc. Radio Central Bldg. Madison 4-5131 NBC Katz	R. O. Dunning, p, gm William Merrill, cm John Fahey, pd Charles Lohnes, ops mgr Rex R. Gerlach, pmm Al Sparling, ce Patrick Cullen, nd, sd
KHQ-TV							
KNEW	1947	790	5,000	DA-N	Inland Empire Bcstg. Co. 57th & Helena Keystone 9363 MBS Don Lee Weed	Burl C. Hagadone, p, gm C. E. Rodell, sm Wayne E. Olsen, asst mgr Richard J. Wright, pd Vincent L. Hoffart, ce Warren Desmond, co-nd Robert Carmichael, co-nd	

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

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

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

SPOKANE (Cont.)

KPEG 1956	1380 5,000-D	Robert D. & Martha M. Rapp 1527 W. 2nd St. Pearson	R. Jerrell Henry, gm
KREM 1946	970 5,000-D	Louis Wasmer 4103 S. Regal	Louis Wasmer, p Robert Temple, gm, cm
KREM-TV	1,000-N DA-N	Keystone 4-0466 Forjoe	Ed Mosley, pd Hommer Mead, cc Dick Hoover, nd
KREM-FM 1954	92.9mc 4.8kw		
KSPD 1921	1340 250	D. Gene Williams & Delbert Bertholf Realty Bldg. Riverside 8033 Webb	D. Gene Williams, ptrn, gm Ray Bennett, cm, sd Delbert Bertholf, ptrn, fd Ryder Ghronic, ce Duane Bock, nd Bob Fleming, pd
KXLY 1922	920 5,000	Northern Pacific Radio Corp. W. 315 Sprague Ave. Madison 1218 CBS Avery-Knodel Moore & Lund	Joseph Harris, chmn of bd Norman Alexander, p Richard E. Jones, vp, gm James Agostino, cm George Anthony, pd Avery-Knodel, pmm George Langford, ce Jim Butler, nd
KXLY-TV			

SUNNYSIDE (Yakima County)

KREW 1950	1230 250	Cole E. Wylie 639 Decatur St. 7-2227 McGillvra Tracy Moore	Cole E. Wylie, p Don G. Bennett, gm, cm Jean Runyon, pd Clifford F. Nelson, pmm John P. Berg, ce Bill Gasman, nd, fd Allen Bell, sd
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TACOMA (Pierce County)

KMO 1926	1360 5,000-D	Tacoma Radio Corp. P. O. Box 1651 Waverly 8733 Avery-Knodel	J. Archie Morton, p, gm Herb Pollock, cm Glair Weidenaar, pd Doris Finholm, pmm Duane White, ce Ed Purcell, nd
KTAC 1942	850 1,000 DA-N	Tacoma Bcstrs. Inc. Winthrop Hotel Broadway 2241 Gill-Perna Scott	Jerry Geehan, p, gm John Gordon, asst mgr, pmm Dick Weeks, pd Dick Veto, ce Bud Bond, nd Gene Wagner, spec evts dir
KTNT 1952	1400 250	Tribune Publishing Co. S. 11th & Grant Sts. Fulton 2561 Weed	Larry Carino, gm Max Bice, asst mgr, eng dir John Upham, cm Don St. Thomas, pd
KTNT-FM 1948	97.3mc 10kw		

TOPPENISH (Yakima County)

KENE 1954	1490 250	Radio Bcstrs. Inc. P. O. Box 350 5-7272	Jack R. Woodrooffe, co-o, p Jack E. Everhart, vp, gm, cm Verne E. Sawyer, pd Harold Bagley, slm Floyd Weber, slm Orville Bishop, ce
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VANCOUVER (Clark County)

KHFS 1954	1150 1,000-D	Western Bcstg. Co. 5500 Fourth Plain Rd. Butler 9-2565 KBS	Ralph G. Weagant, p, gm Ernest Crater, cm Bryce Howard, ce
KVAN 1939	910 1,000	KVAN Inc. P. O. Box 910	Sheldon F. Sackett, p Jack Irvine, gm
KVAN-TV (CP)	1,000 DA-N	Oxford 4-3325 Webb Tracy Moore	Larry H. Lau, slm Isabell Hoyt, natl slm Leo Erickson, ce

WALLA WALLA (Walla Walla County)

KHIT 1956	1320 1,000-D	Leader Bcstg. Co. 68 Boyer Drive	Arch Le Roux, ptrn La Salle Le Roux, ptrn Dale Issenhuth, ptrn
KTEL 1946	1490 250	Walla Walla Bcstg. Co. Book Nook Bldg. 4103 ABC Grant	Jack Keating, p, nd Donald W. Harris, cm Everett Skubinna, pd, pmm Beven Roth, ce Adaline Bussard, fd, wd Vern Kinsinger, sd
KUJ 1928	1420 5,000 DA-N	KUJ Inc. 55 E. Main 1230 MBS Don Lee Forjoe Art Moore	H. E. Spudebaker, p, gm LaVerrie Russell, pd, sd Sam Kelly, slm Milton McLafferty, ce Ted Beauchamp, nd, fd

WENATCHEE (Chelan County)

KPQ 1929	560 5,000 DA-N	Westcast Bcstg. Co. 1st & Mission Normandy 3-5121 ABC NBC Forjoe Art Moore	Rogan Jones, chmn of bd James W. Wallace, p, gm Pat O'Halloran, vp, cm, pmm Dorothy Lee, prog mgr, wd Ben Weaver Jr., prod mgr Doug Whipple, ce Bill Denton, nd, sd
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KUEN 1956	1410 1,000-D	Queen Bcstg. Co. 209 Orondo St. Normandy 3-5186	Dale R. Woods, co-o, gm Wynn Cannon, slm, fd William A. Moeller, co-o, pd Jim Johnson, pmm, nd Merle Thompson, wd Barbara Huttmacher, assoc wd
KWNW 1948	1340 250	Wenatchee Bcstrs. P. O. Box 1510 Normandy 2-7135 MBS McGillvra Feltis	Stuart Maus, co-o, co-gm Mark Sorley, co-o, co-gm Willard Winterringer, pd Lawrence Roberts, nd Ernest Stires, pdm John Barry, sd

YAKIMA (Yakima County)

KIMA 1944	1460 5,000 DA-N	Cascade Bcstg. Co. P. O. Box 702 Glencourt 2-9111 CBS Weed Art Moore	A. W. Talbot, p Thomas C. Bostic, vp, gm William B. Hansen, radio mgr Harry Helm, ce Gene Grischow, pd John Knievel, nd John Stenkamp, sd
KIT 1929	1280 5,000-D 1,000-N	KIT Inc. 414 1/2 E. Yakima Ave. Glencourt 7-8115 KBS Branham	Carl E. Haymond, o, p James A. Murphy, evp Jack H. Goetz, vp, gm, slm Hugh McIntosh, pdm H. B. Murphy, ce Feder Wick, nd, fd Ed Lewis, sd
KLOQ 1947	1390 1,000-D 500-N DA-N	Yakima Bcstg. Corp. P. O. Box 172 Glencourt 2-7143 MBS NBC Don Lee	Robert S. McCaw, p Warren Durham, gm Richard Passage, fd Ries Leming, nd
KUTI 1954	980 1,000-D	Independent Bcstrs. P. O. Box 261 2-6900 Forjoe	Walter N. Nelskog, p Paul M. Crain, gm Richard R. Fleming, cm Don Gay, ce Ross Woodward, nd

WEST VIRGINIA

WEST VIRGINIA  
MARKET DATA BY COUNTIES

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Passenger	
					Drug Sales 1955(\$000)	Cars 1955
Barbour	19,745	4,450	\$7,487	\$2,157	\$187	3,510
Berkeley	30,328	7,790	29,228	7,494	1,059	9,231
Boone	33,173	7,350	16,949	5,331	206	5,959
Braxton	18,082	3,460	8,844	1,909	157	2,285
Brooke	26,904	6,720	18,004	4,459	379	7,011
Cabell	108,035	32,310	130,159	27,850	3,925	30,275
Calhoun	10,259	2,120	2,877	638	63	1,714
Clay	14,961	3,050	4,026	1,335	42	2,139
Doddridge	9,026	2,040	3,553	1,067	90	1,265
Fayette	32,443	19,320	46,300	14,240	1,098	13,918
Gilmer	9,746	2,040	2,916	710	55	1,359
Grant	8,756	2,100	5,558	1,031	122	1,844
Greenbrier	39,295	8,950	30,490	6,547	678	8,395
Hampshire	12,577	2,790	7,016	1,306	91	1,750
Hancock	34,388	8,600	26,559	5,470	876	10,888
Hardy	10,032	2,100	7,458	947	98	2,062
Harrison	85,296	21,890	78,844	18,831	3,343	20,597
Jefferson	15,289	3,400	9,071	1,915	123	2,895
Kanawha	17,184	4,160	15,498	3,640	314	4,981
Lewis	239,829	63,690	261,699	63,395	7,306	61,976
Lincoln	21,074	4,480	11,928	3,007	393	4,471
Logan	22,466	4,510	7,659	1,732	44	2,999
Marion	77,391	17,350	44,080	12,765	1,105	12,352
McDowell	98,887	20,000	56,027	16,547	906	14,204
Marshall	71,521	18,990	58,358	16,212	1,493	17,423
Mason	36,893	8,750	20,438	7,375	621	8,673
Mercer	23,537	5,800	13,857	4,139	383	4,976
Mineral	75,013	17,920	64,627	15,156	1,766	15,134
Mingo	22,333	5,540	12,525	3,771	386	5,441
Monongalia	47,409	10,410	35,167	8,388	915	6,511
Monroe	60,797	15,360	49,955	12,913	1,535	12,787
Morgan	13,123	2,800	5,297	933	79	2,188
Nicholas	8,276	2,210	3,775	1,073	45	2,378
Ohio	27,696	6,280	16,032	4,452	218	4,895
Ohio	71,672	22,080	111,417	18,992	2,658	18,668
Pendleton	9,613	1,920	4,019	379	81	1,693
Pleasants	6,369	1,540	5,212	1,330	121	1,531
Pocahontas	12,480	2,610	6,269	1,514	40	2,222
Preston	31,399	7,210	12,952	3,558	347	5,998
Putnam	21,021	4,860	8,943	2,152	28	4,634
Raleigh	96,273	22,240	53,431	14,919	1,273	15,702
Randolph	30,558	6,840	23,262	5,030	531	5,953
Ritchie	12,535	2,790	6,208	1,363	166	2,659
Roane	18,408	3,660	7,979	1,992	252	2,715
Summers	19,183	4,270	9,189	2,496	202	2,880
Taylor	18,422	4,280	10,200	2,948	276	3,572
Tucker	10,600	2,110	4,402	1,368	85	1,575
Tyler	10,535	2,420	6,479	2,356	139	1,500
Upshur	19,242	4,610	12,695	3,043	321	3,758
Wayne	38,696	7,930	13,252	4,450	212	5,078
Webster	17,888	3,340	7,412	2,553	60	2,411
Wetzel	20,154	4,550	15,270	3,817	304	4,637
Wirt	5,119	1,150	1,277	30	41	837
Wood	66,540	19,600	67,296	15,845	1,954	19,781
Wyoming	37,540	8,520	20,822	5,708	327	6,572
Total	2,005,552	487,670	\$1,520,762	\$373,978	\$39,659	423,058

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

DIRECTORY OF AM AND FM STATIONS

City	Call Letters Established	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>BECKLEY (Raleigh County)</b>				
WJLS	1939	560 5,000-D 500-N DA-N	Joe L. Smith Jr. Inc. WJLS Bldg. Clifford 3-7311 CBS Weed	Joe L. Smith Jr., p, gm A. J. Ginkel, ce
WJLS-FM	1946	99.5mc 34kw		
WWNR	1946	620 1,000-D 500-N DA-N	Rahall Bestg. Co. 1565 Harper Rd. 9300 Dora-Clayton	N. Joe Rahall, p Richard H. Booth, gm Eugene J. Morehouse, slm, sd C. Phil Vogel, pd Shirley D. Walker, pmm Anthony P. Gonzalez, ce C. W. Halstead, nd
<b>BLUEFIELD (Mercer County)</b>				
WHIS	1928	1440 5,000-D 500-N	Daily Telegraph Printing Co. Municipal Bldg. DA 7-7115 NBC Katz	H. I. Shott Jr., vp, gm P. T. Flanagan, exec dir Mel Barnett, sm, pd John Carey Shott, cm Janie Marie Lambert, pmm Ken Dick, acting ce Bill Hickok, nd, sd
WKOY	1948	1240 250	WKOY Inc. 2121 College Dr. Davenport 7-6124 MBS Devney Holman Dora-Clayton	J. Lindsey Alley, p, gm J. Robert Alston, cm Ed Erb, pd Roy Hill Yost, ce Clint Alley, sd
<b>CHARLESTON (Kanawha County)</b>				
WCAW	1946	1400 250	Capitol Bestg. Corp. Kanawha Hotel 3-7503 Headley-Reed	E. M. Johnson, p, gm Elaine Johnson, vp, sm Al Walker, pd Frank Allender, ce
WCHS	1927	580 5,000 DA-N	The Tierney Co. 1111 Virginia St. East 2-8131 CBS Branham	Hawthorne D. Battle, p John T. Celder Jr., vp, gm Robert M. Sinclair, slm Joe Farris, pd George Spruce, pmm William E. Dixon, ce Ross Edwards, nd
WCKV	1939	1490 250	Kanawha Valley Bestg. Co. 210 Dickinson St. 3-7541 NBC Katz	Lawrence H. Rogers, p William R. Murray, gm Gilbert D. Brooks, cm Robert A. Entley, pd Howard A. Martin, ce
WKLC	1956	1300 1,000-D	(See St. Albans listing)	
WKNA	1956	950 5,000-D 1,000-N DA-2	Joe L. Smith Jr. Inc. Professional Bldg. Dickens 3-5575 ABC Weed	Joe L. Smith Jr., p Willard S. Jackson, gm J. Kent Hackleman, cm J. J. Herget Lester Lovejoy, ce Bill Miller, nd
WKNA-FM	1948	97.5mc 9.1kw		
WTIP	1947	1240 250	Chemical City Bestg. Co. Capitol at Fife St. 23-136 MBS Forjoe Dora-Clayton	Cus Zaharis, p Berton Sonis, gm Mel S. Burka, cm Bob Bower, pd, pmm, nd, sd Paul Sullivan, ce Shirley Spradlin Wolfe, wd

<b>CLARKSBURG (Harrison County)</b>				
WBLK	1937	1400 250	Ohio Valley Bestg. Corp. 444 1/2 W. Pike St. 4-7571 NBC Branham	Austin Wood, p George Clinton, gm Carl Loose, sm Richard Husted, cm Don McWhorter, pd Wilda McCarty, pmm V. Glenn Brooks, ce
WBLK-TV	(CP)			
WHAR	1947	1340 250	WHAR Inc. 1200 E. Pike St. 4-6425 ABC MBS	Walter Patterson, p, gm Robert K. Richards, vp Edwin R. Huse, vp Frank T. Gregg, cm James Harper, pd, nd, sd Beryl Snyder, ce
WPDX	1947	750 1,000-D	Clarksburg Bestg. Corp. 339 W. Main St. Main 4-6425	R. C. Warden, evp, treas Joseph M. Larosa, gm, cm Dewitt Wyatt, sm, pd, fd Robert D. Hough, ce
<b>ELKINS (Randolph County)</b>				
WDNE	1948	1240 250	Marja Bestg. Corp. Davis & Washington Sts. KBS	John P. Carr, p Ernest Castello, cm Larry Droper, pd James Pharus, ce
<b>FAIRMONT (Marion County)</b>				
WMMN	1928	920 5,000 DA-N	Peoples Bestg. Corp. 208 Adams St. 3100 CBS H-R Reps.	Herbert E. Evans, vp, gm A. Garen Ferrise, mngg dir Frank J. Lee, asst mgr, pd, sd Francis T. Lauzau, fd Harry W. Jackson, ce Helen Bickel, wd
WTCS	1947	1490 250	Fairmont Bestg. Co. Radio Park 5000 ABC KBS Cill-Perna	Paul Pitrolo, p Nick Fantasia, vp, gm Jack Tennant, pd Richard L. McBride, ce Numa Fabre Jr., nd
<b>FISHER (Hardy County)</b>				
WELD	1956	690 500-D	Richard Field Lewis Jr. P. O. Drawer 605 Winchester, Va. Mohawk 2-4855 (Winchester) ABC	Richard Field Lewis Jr., p Kimberley Johnson, gm, cm, pd ce Alice Gallaher, pd, wd John P. Bell, pmm, fd, sd
<b>GRAFTON (Taylor County)</b>				
WVWV	(CP)	1260 500-D	WVWV Inc. P. O. Box 1213 Fairmont, W. Va.	J. P. Beacom, p Harry G. Bright, vp Emily Feed Beacom, sec
<b>HUNTINGTON (Cabell County)</b>				
WCMI	1935		(See Ashland, Kentucky listing)	
WHTN	1947	800 1,000-D	Cowles Bestg. Co. 625 4th Ave. 3-3453 MBS	Robert R. Tincher, vp, gm John S. Phillips, sm Joe Herget, pd Harold Sturm, ce
WHTN-TV				
WHTN-FM	1947	100.5mc 53kw		

Executive Abbreviations: Owner o; Pres. p; Exec. vp. evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.  
Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.  
FM's in *italic*. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.



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

HUNTINGTON (Cont.)

WFLH 1946	1470 5,000-D	Huntington Bcstg. Corp. 1105 4th Avenue 3-3421 KBS Walker	Cy N. Bahakel, p C. W. Krause, gm, cm Gary Pinkerman, pd, nd, fd, sd Kathlyn Gilliam, pmm, wd Alvin V. Jayne, ce
WSAZ 1923 WSAZ-TV	930 5,000-D 1,000-N DA-N	WSAZ Inc. 201 Ninth St. 38-401 ABC NBC Katz	Lawrence H. Rogers II, p Leroy Kilpatrick, vp, ce C. Tom Garten, gm George Andrick, sm Bos Johnson, pd Jack Williams, pmm Nick Basso, nd

KEYSER (Mineral County)

WKYR 1953	1270 5,000-D	WKYR Inc. P. O. Box 231 3011	Robert K. Richards, p Walter Patterson, evp Edwin R. Huse, vp William W. Robinson, gm Kenneth Robertson, pd Al James, ce, nd
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LOGAN (Logan County)

WLOG 1940	1230 250	Clarence H. Frey & Robert O. Greever 445 Stratton St. 540 MBS	Clarence H. Frey, ptrn, co-gm Robert O. Greever, ptrn, co-gm C. H. Murphey, cm
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WLOG-FM  
1949 103.3mc  
2.7kw

WVOW 1952	1290 5,000-D 1,000-N DA-2	Logan Bcstg. Corp. Bus Terminal Bldg. 2356 KBS	Dr. H. H. Farley, p William P. Becker, gm Martha Jane Becker, cm, co-pmm Audie Albright, pd, co-pmm, wd John Lamont, ce Jack Mallin, nd
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MARTINSBURG (Berkeley County)

WEPM 1946	1340 250	Martinsburg Bcstg. Co. Peoples Trust Co. Bldg. 5252 MBS KBS McGillvra	C. Leslie Golliday, ptrn, gm C. M. Zinn, ptrn George N. O'Brien, sm John E. Taylor, pd Sheridan Campbell, ce Edward Dockeney, nd, fd
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WEPM-FM  
1948 94.3mc  
0.81kw

MATEWAN (Mingo County)

WHJC 1951	1360 1,000-D	Three States Bcstg. Co. 4771 KBS	J. R. Pickering, p Fred Morningstar, co-o, gm, cm, pmm James Pelley, pd, sd Leonard Dykema, ce Eva Watkins, wd
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MONTGOMERY (Fayette County)

WMON 1946	1340 250	Fayette Assoc. Inc. 1028 1st Avenue Hillside 2-2191 MBS	Arnold M. Vickers, p Andrew W. Vickers, gm Richard A. Rhodes, pd, sd J. C. Craver, ce Mel Canterbury, nd Nancy Pugh, wd
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MORGANTOWN (Monongalia County)

WAJR 1940	1440 5,000-D 500-N DA-2	West Virginia Radio Corp. 446 Spruce Street 9488 MBS	Agnes J. Reeves Greer, p Richard E. Nason, gm James Redmond, cm Bill Harrington, pd Ann Walker, pmm Al Novak, ce Bill Harrington, pd, nd
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WAJR-FM  
1948 99.3mc  
1kw

WCLG 1954	1300 1,000-D	Morgantown Bcstg. Co. Farmers & Merchants Bank Bldg. 2-2222	C. Leslie Golliday, p Carl J. Raymond, sm Carl Margin, cm Jay Floyd, pd James McEwuen, ce John Floyd, nd, sd
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MOUNDSVILLE (Marshall County)

WMOD 1950	1370 1,000-D	Miracle Valley Bcstg. Co. 507 Seventh Street Tilden 5-1230 KBS Clark	John T. Taylor, p, gm, cm, pmm Andrew J. Smik Jr., asst mgr John Corrigan, pd, nd Helen B. Flowers, wd J. W. Jones, ce Jim Herink, sd, fd
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NEW MARTINSVILLE (Wetzel County)

WETZ 1953	1330 1,000-D	Magnolia Bcstg. Co. P. O. Box 391 1000 MBS KBS Miracle Valley Gill-Perna	Harry G. Bright, p, gm George K. Eubanks, cm Harold Showman, pd Lorraine Eubanks, nd Nell Shurtleff, wd J. W. Jones, ce
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OAK HILL (Fayette County)

WOAY 1947	860 10,000-D	Robert R. Thomas Jr. P. O. Box 251 651 Pearson	Robert R. Thomas Jr., p, gm Curtis Horton, ce Charles Coleman, nd Elmer Hickman, fd Shirley Love, sd Charlotte Sheppard, wd
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WOAY-FM  
1948 94.1mc  
14.5kw

PARKERSBURG (Wood County)

WCEF 1954	1050 1,000-D	Franklin Bcstg. Co. 234 Ft. Boreman Ave. Garfield 2-1844 Miracle Valley Clark	C. E. Franklin, p, gm Marsh McCarty, cm Dorothy Leon, pd, wd Harvey Kaye, nd Tom Porter, fd
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WCOM 1947	1230 250	Valley Bcstrs. Inc. 317 Ninth St. Hudson 5-4491 ABC McGillvra	Joseph M. Handlan, p Aud N. Archer, gm, cm W. E. Collins, pd, ce Jack See, nd, fd
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WPAR 1935	1450 250	Ohio Valley Bcstg. Corp. 211½ Fifth St. Hudson 5-5475 CBS Branham	George H. Clinton, vp, gm, cm Sherman Grimm, pd, nd Hazel Mercer, pmm Vilah G. Brooks, ce Ruth McCreary, wd
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WPAR-FM  
1948 106.5mc  
8.9kw

PINEVILLE (Wyoming County)

WWYO 1949	970 1,000-D	Wyoming Bcstg. Co. P. O. Box 184 2711	R. D. Bailey, p, gm E. D. Hawley, cm Elaine Taylor, pd, wd Jack D. Mullens, pmm, fd William D. Stone, ce Vincent Harnett, nd Hank Frye, sd
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PRINCETON (Mercer County)

WLOH 1947	1490 250	Mountain Bcstg. Co. GA 5-2151 ABC KBS	Robert L. Harrison, p, pmm Bill Waldorf, sm Ed Davis, pd Earle Graham, ce J. Halbert, fd Harry Gentry, sd
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RONCEVERTE (Greenbrier County)

WRON 1947	1400 250	Blake Bcstg. Co. Shanklin Bldg. 300 NBC West Va. Net. McGillvra	William E. Blake, p, gm Gladys Livesay, cm, wd
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ST. ALBANS (Kanawha County)

WKLC 1956	1300 1,000-D	Raymond I. Kandel 109 Sixth Avenue Parkway 7-1300	Raymond I. Kandel, o, gm C. C. Clere, sm Sonny Davis, fd Janet Coble, wd Carl Rose, nd Harry Bowen, ce
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WEIRTON (Hancock County)

WEIR 1950	1430 1,000 DA-2	Tri-State Bcstg. Co. 3992 Main St. 2814 Rambeau	Thomas Millsop, p E. J. Hirschberg, gm Robert E. Badger, sm William Dowling, pd James Mark, ce Millie Martin, nd Oliver Johnston, fd
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WELCH (McDowell County)

WELC 1950	1150 1,000-D	Pocahontas Bcstg. Co. 1150 McGillvra	Sam Sidote, p, gm James French, cm Josephine Cullop, pd, pmm Howard R. King, ce Johnnie Villani, nd, sd Marilyn Morrison, wd
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WMCD 1955	1340 250	Williamson Bcstg. Corp. 2nd Ave. at Court St. Williamson, W. Va.	Alice Shein, p John Blair, gm
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## WEST VIRGINIA

City	Call Letters	Chan. or Freq. Power	Licenses Established	Headquarters Telephone	Network	Station Rep.	Executives
<b>WESTON (Lewis County)</b>							
WHAW 1948	1450 250	Central W. Va. Service Corp.	1555	Harrison Avenue	MBS	KBS	Francis Andrew, co-o Richard Ralston, co-o George W. Yazell, gm Edwin L. Doyle, slm Douglas Basford, pd Edward Stark, ce
<b>WHEELING (Ohio County)</b>							
WHLL 1949	1600 5,000-D	Wheeling Bcstg. Co.	1555	P. O. Box 989 Cedar 3-1300		Gill-Perna	Kenneth H. Forney, p, ce Paul N. Miles, cm James O. Smith, pd
WKWK 1941	1400 250	Community Bcstg. Inc.	1555	16th & Market St. 5320	ABC	Weed	John B. Reynolds, p, gm Elsie M. Cook, cm Dale Schussler, pd, sd John B. Reynolds Jr., pmm James W. Jones, ce Ray Vingi, nd
WKWK-FM 1948	97.3mc 16kw						
WTRX 1947						(See Bellaire, Ohio, listing)	
WWVA 1926	1170 50,000 DA-N	Storer Bcstg. Co.	5320	Hawley Bldg., Cedar 2-1170	CBS	Blair	George B. Storer, p Paul J. Miller, vp, mgng dir Andrew F. Hofman, cm Paul A. Myers, pd Howard W. Meagle, pmm Edwin L. Keim, ce Ralph Hunt, nd Hardrock Gunter, fd Lew Clawson, sd
WWVA-FM 1947	98.7mc 7.4kw						
<b>WILLIAMSON (Mingo County)</b>							
WBTH 1939	1400 250	Williamson Bcstg. Corp.	1241	5½ E. 2nd Ave. 1241	MBS		Clarence Lovitch, co-o Alice Shein, co-o, gm, cm

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## WISCONSIN

### WISCONSIN

#### MARKET DATA BY COUNTIES

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger Cars 1955
Adams	7,906	2,380	\$5,778	\$943	\$122	2,714
Ashland	19,461	5,390	20,916	4,707	588	5,129
Barron	34,703	10,450	38,801	5,531	906	10,982
Bayfield	13,706	3,770	7,214	1,658	225	3,787

## WISCONSIN

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)	Passenger Cars 1955
Brown	98,314	29,340	134,102	27,946	3,162	34,503
Buffalo	14,719	4,270	10,795	1,488	246	4,340
Burnett	10,236	2,780	6,440	1,561	126	3,132
Calumet	18,840	5,350	16,349	2,320	334	6,274
Chippewa	42,839	11,680	50,483	8,401	1,246	12,559
Clark	32,459	8,800	24,933	3,752	601	9,518
Columbia	34,023	10,520	47,403	8,029	1,303	12,732
Crawford	17,652	4,810	13,586	3,265	152	4,770
Dane	169,357	51,880	241,153	46,507	5,411	61,973
Dodge	57,611	17,060	54,212	10,421	1,124	18,629
Door	20,870	6,420	26,795	5,347	510	7,542
Douglas	46,715	13,910	45,545	12,472	1,437	13,056
Dunn	27,341	7,550	25,996	3,116	512	8,222
Eau Claire	54,187	17,050	63,136	11,509	1,336	17,926
Florence	3,356	1,160	2,339	360	42	1,153
Fond Du Lac	67,829	20,200	83,619	16,851	2,330	23,534
Forest	9,437	2,250	6,914	1,997	158	2,353
Grant	41,460	12,250	42,888	7,454	1,010	12,849
Green	24,172	7,390	38,542	5,837	793	8,568
Green Lake	14,749	4,550	19,890	3,825	358	5,498
Iowa	19,610	5,530	16,540	2,651	295	6,021
Iron	8,714	2,420	7,623	2,326	191	2,658
Jackson	16,073	4,710	14,486	2,530	240	4,836
Jefferson	43,069	13,290	58,394	11,720	1,323	16,581
Jeanesau	18,930	5,260	20,013	3,219	388	5,804
Kenosha	75,238	25,400	96,845	24,804	2,986	29,776
Kewaunee	17,366	4,660	14,477	2,377	287	5,711
La Crosse	67,587	20,770	90,820	18,417	1,666	21,709
Lafayette	16,137	5,150	16,814	2,772	183	5,622
Langlade	21,975	5,900	21,145	5,236	384	6,351
Lincoln	22,235	6,410	24,030	5,673	651	7,088
Manitowoc	67,159	20,240	77,221	16,537	1,157	23,129
Marathon	80,337	22,790	81,522	16,545	1,567	26,516
Marquette	35,748	10,240	35,593	8,419	479	11,171
Marquette	8,839	2,600	8,385	1,770	145	3,086
Milwaukee	871,047	286,360	1,241,748	277,036	35,952	294,283
Monroe	31,378	8,520	29,348	6,370	701	9,252
Oconto	26,238	7,150	21,846	3,931	354	8,046
Oneida	20,648	6,390	29,161	7,478	809	7,361
Outagamie	61,722	24,770	109,114	21,809	2,580	28,168
Ozaukee	23,361	7,460	31,124	5,653	692	11,109
Pepin	7,462	2,020	6,874	1,432	244	2,238
Pierce	21,448	6,140	21,691	3,932	540	6,963
Polk	24,944	7,300	26,055	3,430	659	8,139
Portage	34,858	8,990	32,072	7,139	1,072	10,633
Price	16,344	4,490	14,408	3,299	352	4,702
Racine	109,585	35,570	146,775	35,137	4,983	42,144
Richland	19,245	5,350	20,572	3,652	414	5,648
Rock	92,778	30,480	130,866	25,314	3,280	36,334
Rusk	16,790	4,480	12,261	2,188	261	4,660
St. Croix	25,905	7,620	27,355	5,097	681	8,694
Sauk	38,120	11,760	44,465	8,865	917	12,712
Sawyer	10,323	2,750	9,815	2,518	262	3,148
Shawano	35,249	9,930	29,550	5,572	516	10,580
Sheboygan	80,631	25,130	81,623	20,083	2,112	27,592
Shoups	18,456	4,480	13,341	2,802	240	5,130
Trempealeau	23,730	6,650	22,484	3,650	399	7,217
Vernon	27,906	7,570	20,718	4,687	573	8,220
Vilas	9,363	2,780	13,462	3,583	241	3,653
Walworth	41,584	14,360	64,816	12,958	1,603	17,961
Washburn	11,665	3,150	13,364	2,202	373	3,486
Washington	33,902	10,660	42,417	9,246	674	13,772
Waukesha	85,901	28,880	107,872	24,923	3,071	42,408
Waupaca	35,056	10,400	39,263	7,255	882	12,072
Waushara	13,920	4,140	15,306	2,256	252	5,024
Winnebago	91,103	28,730	112,145	24,661	2,690	31,636
Wood	50,500	14,930	62,208	12,992	1,729	17,304
Total	3,434,575	1,055,010	\$4,218,076	\$880,619	\$106,074	1,178,080

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

DIRECTORY OF AM AND FM STATIONS

**ANTIGO (Langlade County)**  
 WATK 900 Antigo Bcstg. Co. Artemus F. Berner, p, gm  
 947 250-D 3-4124 Robert E. Fowler, ce

**APPLETON (Outagamie County)**  
 WAPL 1570 WAPL Inc. Gerald A. Bartell, p  
 952 1,000-D John Balliet Hotel Jack Gardiner, asst to mgr,  
 Regent 4-2609 pdm, pmm  
 Gill-Perna Connie Forster, gm  
 Bob Culp, cm  
 Rex Munger, pd  
 Sunny Day, nd, sd  
 Ralph Evans, dir engr  
 Bruce Ziebell, ce

WHBY 1230 WHBY Inc. Lewis J. Process, gm, cm  
 1923 250 600 S. Law St. Ray Brock, pd  
 3-6639 Chris Schneider, pmm  
 MBS George Merkle, ce  
 Wisconsin Net. John Flynn, nd  
 Meeker Clyde Downing, fd

**ASHLAND (Ashland County)**  
 WATW 1400 WATW Inc. William L. Johnson, p, gm  
 1940 250 Northern State Bank Arnold J. Peterson, cm, nd  
 Bldg. Nancy Anno, pd, wd  
 1680 Les Patten, ce  
 MBS Joe Huber, fd  
 KBS Jim Footit, sd  
 Wisconsin Net. Walker

**AUBURNDALE (Wood County)**  
 \*WLBL 930 State of Wisconsin Harold B. McCarty, exec dir  
 1922 5,000-D Radio Hall Madison  
 Alpine 5-2988

**BEAVER DAM (Dodge County)**  
 WBEV 1430 Beaver Dam Bcstg. Co. William E. Walker, p  
 1951 1,000-D Radio Park Charles R. Dickoff, vp, gm  
 Turner 5-4442 Tom Faile, cm  
 Holman

**BELOIT (Rock County)**  
 WBEL 1380 Beloit Bcstrs. Inc. Russ Salter, p  
 1948 5,000-D 430 State St. Robert O. Moran, vp, gm  
 DA-D Emerson 5-5525 Joseph E. Moen, sm, cm  
 Gill-Perna Irv Andreoni, pmm  
 Leo Wilson, ce  
 Robert K. Brown, nd

WGEZ 1490 Beloit Bcstg. Co. Sidney H. Bliss, p  
 1948 250 Hotel Hilton Vern Williams, gm  
 Emerson 5-8865 Bill Bessire, cm  
 MBS Tom Anderson, sm, sd  
 Wisconsin Net. Wayne Clay, ce  
 Everett-McKinney Lou Wendlandt, pd  
 Dick Blanchard, nd

**CHIPPEWA FALLS (Chippewa County)**  
 WCHF 1150 Chippewa Falls Bcstg. Co. Walter F. Kean, p  
 1954 1,000-D 108 Bridge St. Russ Salter, sec  
 (CP-5,000-D) Park 3-4476 Russ E. Brennan, sm  
 MBS Maryan L. Smith, wd  
 Clark Ray Pollom, pd

**EAU CLAIRE (Eau Claire County)**  
 WBIZ 1400 WBIZ Inc. Howard C. Bill, p, gm  
 1947 250 609 Cameron St. Harold Jahnke, pd, ce, nd  
 MBS L. C. Kassera, sd  
 Pearson

WEAU 790 Central Bcstg. Co. W. C. Bridges, p, gm  
 1937 5,000 2415 So. Hastings Way Leo Howard, sm  
 WEAU-TV DA-N 2-3474  
 NBC  
 Arrowhead Net.  
 Hollingbery  
 Bulmer & Johnson

WEAU-FM 94.1mc  
 1945 60kw

WRFW 1050 Chippewa Valley Radio Thomas K. Werner, p  
 1948 1,000-D & Television Corp. Jack Kelly, gm, pd, nd, fd  
 Rudolph Rd. 2-1620

**FOND DU LAC (Wisconsin County)**  
 KFIZ 1450 KFIZ Bcstg. Co. Emery W. Martin, evp  
 1922 250 18 W. First St. Robert Carey, slm  
 356 James Schwartz, cm  
 MBS Wendel S. Meyers, ce  
 Wisconsin Net. Ron Bothe, nd, fd  
 Holman Joe Goeser, pd, sd

**GLENDALE (Monroe County)**  
 WFMR (FM) 96.5mc Hugo Koeth Jr., p  
 1956 25kw 5856 N. Port Washington James G. Baker, vp  
 Rd. Raephael Kianousky, pd  
 Milwaukee 17 Martin K. Franke, ce  
 Edgewood 2-9480

**GREEN BAY (Brown County)**  
 WBAY 1360 Norbertine Fathers Rev. M. J. Beemster, mgng  
 1922 5,000 115 South Jefferson Haydn R. Evans, gm  
 WBAY-TV DA-N Hennock 2-3331 Joe DeYoung, cm  
 CBS Rog Mueller, pd  
 Weed Bob Meister, pmm  
 Wallace Stangel, ce  
 Don Wright, nd

WDUZ 1400 Green Bay Bcstg. Co. Ben A. Laird, p, gm  
 1947 250 225 N. Adams St. Allen H. Embury, evp, sm  
 Hennock 5-5331 Alfred L. Mayer, cm  
 ABC Leo C. Westerman, ce  
 Jack Kessenich, pd  
 Robert A. Houle, nd

WJPG 1440 Green Bay Newspaper Co. A. B. Turnbull, p  
 1947 5,000-D P. O. Box 620 John M. Walter, sm  
 500-N Hennock 5-7575 George Dodge, ce, cm, pmm  
 DA-2 MBS Charles Goulet, pd  
 Wisconsin Net. William McCarthy, pmm  
 Burn-Smith Elmo Reed, ce

**HARTFORD (Washington County)**  
 WTKM 1540 Kettle Moraine Bcstg. Co. Walter G. Zastrow, p  
 1951 500-D 600 Don K. Zastrow, gm, fd  
 KBS George Dodge, ce, cm, pmm  
 Mark Adams, nd  
 Larry Butler, pd, sd  
 Lynn Karel, wd

**JANESVILLE (Rock County)**  
 WCLO 1230 Southern Wisconsin Radio Sidney H. Bliss, p  
 1930 250 Inc. Vern W. Williams, gm, nd  
 200 E. Milwaukee St. Bill Bessire, cm  
 Pleasant 4-3516 Ralph Schroeder, pd, pmm  
 MBS Wayne Clay, ce  
 Wisconsin Net. Don Boyd, sd  
 Everett-McKinney

WCLO-FM 99.9mc  
 1947 15.5kw

**KENOSHA (Kenosha County)**  
 WLIP 1050 Kenosha Bcstg. Co. William L. Lipman, o, gm  
 1947 250-D 637 57th St. Hugh L. Gately, sm  
 Olympic 7-6162 Jerry Golden, pd  
 Everett-McKinney Steve Kelly, asst pd  
 M. Zicarelli, nd  
 Armin Ranyan, cont dir

**LA CROSSE (La Crosse County)**  
 WKBH 1410 WKBH Inc. Howard Dahl, p, gm  
 1923 5,000 141 S. 6th Robert Z. Morrison, cm  
 WKBT (TV) DA-N 2-4678 Bernice Callaway, pd  
 MBS Leonard G. Anderson, pmm  
 Wisconsin Net. Al Leeman, ce  
 H-R-Reps.

WKTY 580 Lee & Associates Inc. Herbert H. Lee, p  
 1948 1,000 Hotel Stoddard Don O'Brien, vp, gm  
 DA-1 Box 751 Charles Kearns, pd, sd  
 Everett-McKinney Milo K. Knutson, nd  
 Bulmer & Johnson

WLDL 1490 Lyons Bcstg. Co. L. D. Lyons, p  
 1956 250 Rivoli Bldg. R. A. Gaumer, gm, slm  
 2-7794 Vergil Koers, ce  
 MBS Don D. Knutson, pd  
 KBS Cathy Guillaume, pdm  
 Don K. Elliot, nd

**LADYSMITH (Rusk County)**  
 WLDY 1340 Flambeau Bcstg. Co. Charles H. Nelson, o, gm  
 1948 250 Hwy. 8 West Ruth Nelson, cm  
 584 John Lovely, pd  
 Clark Raymond Bohnert, ce

**MADISON (Dane County)**  
 \*WHA 970 University of Wisconsin E. B. Fred, p  
 1922 5,000-D Radio Hall Harold B. McCarty, dir  
 WHA-TV Alpine 5-2988 William G. Harley, pd  
 Harold A. Engel, pmm  
 John H. Stehl, ce  
 Roy Vogelman, nd

WIBA 1310 Badger Bcstg. Co. William T. Evjue, p  
 1925 5,000 3800 Regent St. Kenneth F. Schmitt, gm  
 DA-N Cedar 3-5311 Howard A. Johnson, cm  
 NBC Norman Hahn, ce  
 Avery-Knodel Jack Newman, nd  
 Frank Mayfield, fd

WIBA-FM 101.5mc  
 1948 45kw

WISC 1480 Radio Wisconsin Inc. Ralph Immell, p  
 1948 1,000 Commercial State Bank Bldg. Ralph O'Connor, gm  
 WISC-TV DA-1 Alpine 7-2588 J. J. Basset, cm  
 ABC Phebe Rogers, pd  
 MBS Lee Wesner, pmm, fd  
 Peters, Griffin, Woodward Gerald Batz, ce  
 Clifford Conohan, nd

WISC-FM 98.1mc  
 1948 1kw

WKOW 1070 Monona Bcstg. Co. Stewart Watson, p  
 1948 10,000-D 215 W. Washington Ave. Ben F. Hovel, gm  
 5,000-N Alpine 7-2261 Paul Enright, sm  
 DA-2 CBS Robert Wickhem, co-ce  
 Headley-Reed Hale Blakely, co-ce  
 Jack Davis, nd  
 Roy Gumtow, fd  
 Rudy Ploc, sd

City	Call Letters	Chan. or Freq.	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>MADISON (Cont.)</b>				
	WMFM (FM) 1948	104.1mc 7.5kw	Earl W. Fessler 2047 Winnebago St. CH 4-2847	Earl W. Fessler, p, gm, ce Gene Edwards, cm, pmm Audrey Powers, pd Richard Romaine, nd Ben Benedetti, sd Donna Lou, wd
<b>MANITOWOC (Manitowoc County)</b>				
	WOMT 1926	1240 250	Francis M. Kadow Radio Bldg. 6015 MBS Wisconsin Net. Holman	Francis M. Kadow, p, gm, cm George H. Erdman, pd L. J. Spitt, pmm Hubert Willis, ce G. H. Todd, nd Mordecai Morgan, fd
	WWOC 1952	980 1,000-D	Manitowoc Bcstg. Co. 2500 N. Mirro Drive Murry 2-7763 McGillvra	Edward D. Allen, co-o, gm, pmm Edward W. Jacker, co-o, cm, ce T. Maples, pd C. R. Robinson, fd, sd C. Kresal, nd Dolores Allen, wd
<b>MARINETTE (Marinette County)</b>				
	WMAM 1939	570 250-D	M & M Bcstg. Co. Radio-TV Park Redwood 5-6631 NBC	William E. Walker, p Joseph D. Mackin, gm Howard L. Emich, sm, pd Alister S. Alexander, ce Thomas J. Reading, nd John Bell, fd

Executive Abbreviations: *Owner* o; *Pres.* p; *Exec. vp.* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports or Women's Dir.* nd, fd, sd, wd.  
Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.  
FM's in italic. \*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time.

<b>MARSHFIELD (Wood County)</b>				
	WDLB 1947	1450 250	Clarkwood Bcstg. Corp. 1710 N. Central Ave. 1450 McGillvra	Hartley L. Samuels, p, gm John R. Thornton, cm Glenn Brown, pd Richard Hanneman, ce Glenn Brown, nd Robert E. Grosbier, pmm
	WDLB-FM 1948	103.9mc 0.25kw		
<b>MEDFORD (Taylor County)</b>				
	WIGM 1941	1490 250	WIGM Inc. P. O. Box 59 255 MBS Clark	Paul Allman, p, gm Joe Dahlvig, vp, slm Raymond Bohnert, sec, ce Harold R. Murphy, treas Galen Brunner, pd Dick Johnson, pd
<b>MENOMONIE (Dunn County)</b>				
	WMNE 1951	1360 1,000-D	Menomonie Bcstg. Co. 603½ Broadway 1156 KBS	Dr. Wendell Hansen, p Douglas Weikle, gm, cm Warren Weikle, ce, pd Howard Kuhn, fd Margaret Brandenburg, wd
<b>MERRILL (Lincoln County)</b>				
	WLIN (FM) 1947	100.7mc 9.7kw	Alvin E. O'Konski Enterprises Inc. Fourth & Scott Sts., Wausau Wausau 2-2111	Alvin E. O'Konski, p Arthur N. Lynn, gm Werner Weiss, ce
<b>MILWAUKEE (Milwaukee County)</b>				
	WEMP 1935	1250 5,000 DA-2	Milwaukee Bcstg. Co. 1701 W. Wisconsin Ave. Division 2-4040 Headley-Reed	A. M. Spheeris, p Hugh K. Boice Jr., vp, gm John C. Gagliano, cm Tom Shanahan, pd Rolland E. Paske, ce Gene Bernhard, nd
	WFOX 1945	860 250-D	Business Management Inc. 208 E. Wisconsin Ave. Broadway 2-1272 KBS	Joseph A. Clark, p Neil K. Searles, gm, cm Robert Mayer, ce Jo Boyd, wd
	WISN 1922	1150 5,000 DA-1	Hearst Corp. 540 N. Plankinton Ave. Broadway 1-4644 ABC Petry	John B. Soell, gm Carl Zimmerman, asst mgr George Inghram, slm Bill Jones, loc slm Donald A. Weller, ce Carl Vogt, merc mgr Lou Kiepenhoff, pmm, publicity dir Taylor Benson, nd
	WISN-TV 1947	1290 1,000-D	Cream City Bcstg. Co. 2625 W. Wisconsin Ave. West 3-1290 Forjoe	Gene Posner, p Paul F. De Chant, gm, sm Gene Emerald, prog co-o, nd Gino Monaco, ce
	WOKY 1947	920 1,000 DA-1	Bartell Bcstrs. Inc. 522 W. Wisconsin Ave. Broadway 1-8480 Katz	Mel Bartell, vp, cm John F. Box, Jr., evp John A. Reddy, pd, sd Ralph Evans, ce Bob Berringer, nd Rosa B. Evans, wd
	WRIT 1955	1340 250	Radio Milwaukee Inc. 5407 W. Martin Dr. Bluemound 8-9321 H-R Repts Brown	Harry Balaban, co-o Harold S. Lederer, co-o Leo M. Lederer, co-o
	WTMJ 1927	620 5,000 DA-N	The Journal Co. 720 E. Capital Dr. (12) Broadway 1-6000 NBC Christal	Walter J. Damm, vp, gm George Comte, sm R. J. Heiss, asst mgr Neale V. Bakke, slm Don Loose, pgm mgr Phillip B. Laeser, eng mgr Bruce Wallace, pmm
	WTMJ-TV 1947			
<b>MONROE (Greene County)</b>				
	WEKZ 1951	1260 1,000-D	Green County Bcstg. Co. Schuetze Bldg. 1260	Willard Schuetze, ptrn Edwin Schuetze, ptrn Kenneth Stuart, ptrn Doran Zwygart, ptrn Joe Urban, gm Stan Neuberger, pd Rex Eyster, ce Vern Falk, nd, fd
<b>NEENAH-MENASHA (Winnebago County)</b>				
	WNAM 1946	1280 1,000 DA-N	Neenah-Menasha Bcstg. Co. P. O. Box 602 Parkway 2-6471	C. E. Ewing, p Don C. Wirth, gm Don Harrington, cm Gordon Daily, ce Tom Collins, pd, sd
<b>OSHKOSH (Winnebago County)</b>				
	WOSH 1941	1490 250	Oshkosh Bcstg. Co. 1235 Bowen St. Rd. Stanley 4580 ABC Pearson	William F. Johns Jr., p William L. McDonald, gm, cm Robert Hasselman, pd Jack Teiken, ce Roland McBain, nd Jack McKone, sd

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AND MUSIC PEOPLE WANT

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

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SALES  
with . . .



**PARK FALLS (Price County)**

WFPF 1450 Northland Bcstg. Co.  
1953 250 202  
Clark

Gordon Schluter, p, gm  
Gene Halker, sec-treas  
Gordon Locke, pd  
Don Williams, sd  
Lois Hickey, wd  
Robert Senne, ce

**PLATTVILLE (Grant County)**

WSWW 1590 Southwest Wisconsin Co.  
1955 1,000-D Radio Park  
2775

John F. Monroe, p  
Robert J. Badden, gm, cm  
Art Hill Jr., nd  
Harold Anderson, fd  
Dick Thompson, sd  
Raymond Skinner, ce

**PLYMOUTH (Sheboygan County)**

WPLY 1420 WPLY Inc.  
1954 500-D P. O. Box 222  
T w 8-3661  
KBS  
Regional Radio Reps.

Milton Maltz, co-o, p  
Robert G. Wright, co-o, gm  
Donn Reed, pd, nd  
Eugene Capelle, ce  
Paul Eichenberg, fd  
Rosanna Niedermier, wd

**PORTAGE (Columbia County)**

WFDR 1350 Portage Bcstg. Co.  
1952 1,000-D P. O. Box 142  
1350

W. T. Comstock, p  
R. D. Hutchings, gm, pmm,  
cm  
Robert Hoffman, sm  
Berwyn Albeman, pd, fd  
Don Bender, ce  
Nick Grayson, nd

**POYNETTE (Columbia County)**

WIBU 1240 Wm. C. Forrest  
1925 250 98  
KBS  
Wisconsin Net.  
WWCF (FM) 94.9mc (WIBU, Am Affiliate)  
1948 37kw

Wm. C. Forrest, p, gm, cm  
Sarah Forrest, pd  
Leonard Does, ce

**PRAIRIE du CHIEN (Crawford County)**

WPRE 1280 Prairie Bcstg. Co.  
1952 500-D P. O. Box 36  
637  
Holman

W. C. Schlaugat Jr., gm  
Thomas Multerer, cm, pmm  
Jerry Key, pd  
Edwin Pugh, ce  
Dominic Fanello, nd  
Orly Baker, fd

**RACINE (Racine County)**

WRAC 1460 WRAC Inc.  
1950 500 Arcade Bldg.  
2-1627  
Sears & Ayer  
WRJN 1400 Racine Bcstg. Gorp.  
1926 250 441 Main St.  
Melrose 4-3311  
ABC  
Wisconsin Net.  
Walker

William J. Priaux, p, gm  
Robert W. Baird, vp

Harry R. LePoidevin, gm  
Harold J. Newcomb, sm  
Gerald D. Nelson, cm  
Lyman Merens, pd, nd  
Amelia French, pmm  
Stanley D. Fisher, ce  
William Gumm, nd

WRJN-FM 100.7mc  
1948 15kw

**REEDSBURG (Sauk County)**

WRDB 1400 William C. Forrest  
1953 250 400  
KBS  
Wisconsin Net.

William C. Forrest, p  
Mike Flaherty, gm  
Larry Durand, cm  
Joe Boyle, pd, nd, sd  
Dick Ingwell, ce

**RHINELANDER (Oneida County)**

WOBT 1240 Oneida Bcstg. Co.  
1947 250 Route 2  
1240  
McGillvra

George F. Thoma, vp, gm  
Howard Koentzer, cm  
William Anderson, ce  
John Wadd, nd  
Todd McEldowney, sd

**RICE LAKE (Barron County)**

WJMC 1240 WJMC Inc.  
1938 250 550  
MBS  
Arrowhead Net.  
Wisconsin Net.  
Hollingbery

W. C. Bridges, p  
Russell J. Brown, gm, cm,  
pd, pmm  
Carl Klauss, nd  
Robert Kolsky, ce  
Betty Rich, wd

WJMC-FM 96.3mc  
1947 15.5kw

**RICHLAND CENTER (Richland County)**

WRCO 1450 Richland Bcstg. Co.  
1949 250 P. O. Box 192  
1000  
Wisconsin Net.

Hala D. Peebles, p, gm, pd  
Gerald Cook, cm  
Peter Athanas, ce  
Joseph Koelsch, nd  
Orlie T. Baker, fd  
Bob Kane, sd

**RIPON (Fond du Lac County)**

WCWC 1600 Central Wisconsin Co.  
(CP) 5,000-D 735 N. Water St.  
DA-D Milwaukee

Miriam B. Monroe, p  
John F. Monroe Jr., vp

**SHAWANO (Shawano County)**

WTCH 960 Shawano County Leader  
1948 1,000 Pub. Co.  
DA-N 107 E. Green Bay St.  
666  
KBS  
Best

Jeanne P. Donald, gm  
R. Gruetzmacher, sm

**SHEBOYGAN (Sheboygan County)**

WHBL 1330 WHBL Inc.  
1926 1,000-D Hotel Foeste  
250-N Glencourt 8-2107  
ABC  
Wisconsin Net.  
Burn-Smith

Paul Skinner, p, gm  
Ray Witthuhn, cm  
Christ Bauer, ce  
Chuck Fisher, nd  
Jim Siegel, sd

WHBL-FM 100.3mc  
1948 63kw

WSHE 950 Lake Shore Bcstg. Co.  
1956 500-D 1210 North 8th St.  
DA-D Glencourt 2-4671  
Sears & Ayer

David A. Bensman, o, p, gm  
Charles E. Doheny, cm  
Marvin R. Bensman, pd  
Richard Barrett, pmm  
Robert Ruggles, nd  
George Schneider, ce

**SPARTA (Monroe County)**

WCOW 1290 Sparta-Tomah Bcstg. Co.  
1951 1,000-D 124 1/2 S. Water St.  
3307  
KBS  
Rambeau

John D. Rice, p, gm, nd  
Hugh Dickie, cm  
Eddie Cary, pd, fd  
Thomas M. Price, pmm  
Roger L. Belke, ce  
Bill Lahm, sd

**STEVENS POINT (Portage County)**

WSPT 1010 Stevens Point Bcstg. Co.  
1948 250-D 414 Main St.  
2744  
Holman

W. F. Johns Sr., p  
Peter A. Barnard, vp, gm  
Dave Silverman, cm  
Barbara Somers, pd  
Jack Ducart, ce  
Jerr Smith, sd

**STURGEON BAY (Door County)**

WDOR 910 Door County Bcstg. Co.  
1951 500-D 15th & Utah  
593  
McGillvra

Edward Allen Jr., p, gm,  
pmm, fd, sm  
Dolores Allen, pd, wd  
Jos Hogan, ce, sd  
Vernellie Haen, nd

WOKW 1260 Door County Radio Co.  
1951 1,000-D 1260  
KBS  
Best

Dr. Howard R. Peters, p  
Frank Ullsperger, gm  
Jack Schaefer, pd  
Robert Egeland, ce  
Chandler F. Harris, vp, nd  
Leonard Koskubar, fd

**SUPERIOR (Douglas County)**

KDAL (See Duluth, Minn. listing)  
1936  
KDAL-TV

WDSM 710 Northwest Publications Inc.  
1959 5,000 921 Tower Ave.  
DA-N EX 4-9238  
ABC  
MBS  
Peters, Griffin, Woodward  
Bulmer & Johnson

Robert B. Ridder, p  
Carlo Anneke, gm  
Jim Payton, pd  
Geo. Carlson, ce  
Gil Amundson, pmm  
Chuck Conrad, nd

**TWO RIVERS (Manitowoc County)**

WTRW 1590 Two Rivers Bcstg. Co.  
1951 1,000-D 1817 Washington St.  
324 (Two Rivers)  
MU 2-4521 (Manitowoc)  
KBS

Francis Schmitt, o, gm  
Alvin R. Anderson, ce  
Poly Koester, wd  
Stanley Greene, cm  
Jay Wells, pd  
Bill Cook, sd

**WATERTOWN (Jefferson County)**

WTTN 1580 Watertown Radio Inc.  
1950 250-D 104 W. Main St.  
2215  
KBS

Carl V. Kolata, p, gm  
Douglass Beaudoin, ce  
Willard James, nd  
Ernie Siegrist, sd  
Florence Herold, wd

**WAUKESHA (Waukesha County)**

WAUX 1510 Waukesha Bcstg. Co.  
1947 250-D 319 W. Main St.  
Liberty 2-6636  
KBS  
Holman

Mig Figi, co-o, p, gm  
Charles Williams, co-o, vp,  
cm  
Adin Randall, ce  
Nota Jean Magers, wd

**WAUPACA (Waupaca County)**

WDUX 800 Laird Bcstg. Co.  
1956 1,000-D 204 1/2 Main St.  
83  
Forjoe

Dorothy J. Laird, o  
Allen Embury, gm  
Al Mayer, cm  
Jack Edwards, pd  
Tom Karavakis, pmm  
Garth Bowker, ce  
John Kal, nd, sd

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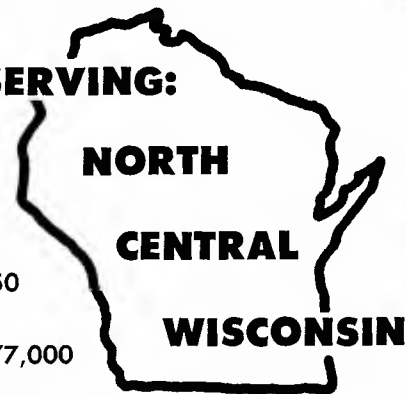
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POP.: 218,150

TOTAL  
RETAIL  
SALES  
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FOR MORE INFORMATION  
SEE: THE MEEKER COMPANY, NEW YORK,  
CHICAGO, LOS ANGELES, SAN FRAN.

## WISCONSIN

City	Call Letters	Chan. or Freq.	Licensee Headquarters Telephone Network Station Rep.	Executives
<b>WAUSAU (Marathon County)</b>				
WHVH	1290	250	Lakeland Bcstg. Co. 1110 E. Wausau Ave. 2-1188 Indie	Hilding V. Foreen, p, ce R. H. Topinka, gm, cm, sd Robert Hloucal, pd Dick Deede, nd Harold Golding, fd Florence Frodli, wd
WOSA	550	5,000 DA-2	Alvin E. O'Konski Enterprises, Inc. Thorp Finance Bldg. 2-2111 ABC, MBS Rambeau Bulmer & Johnson	Alvin E. O'Konski, p Arthur N. Lynn, gm Dan Turner, cm Carol Green, pd Russell Grambsch, ce Charles Summers, fd
WSAU	1400	250	Wisconsin Valley Tv Corp. 714 Fifth St. 2-1021 NBC Wisconsin Net. Meeker	J. C. Sturtevant, p George T. Frechette, gm Richard D. Dudley, asst gm George Bundner, sm, sd James W. Frey, cm Don DeByle, pd, pmm Roland W. Richardt, ce Howie Gernetske, nd
WSAU-TV				
<b>WEST BEND (Washington County)</b>				
WBKV	1470	500-D	West Bend Bcstg. Co. P. O. Box 60 1640 Clark	August C. Berkholtz, p, gm Harold H. Berkholtz, sm Paul Mueller, ce Ray Kessenick, pd
<b>WISCONSIN RAPIDS (Wood County)</b>				
WFHR	1340	250	William F. Huffman Radio Inc. 143 W. Grand Ave. 1340 MBS Wisconsin Net. Devney	Louise F. Huffman, p George T. Frechette, gm, pmm L. J. Zurawski, cm James S. Tighe, pd, nd Gordon Miller, ce Arnie Strophe, fd
WFHR-FM	103.3mc	2.1kw		

## WYOMING

### MARKET DATA BY COUNTIES

County	Population 1950	Radio Homes	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Passenger	
					Drug Sales 1955(\$000)	Cars 1955
Albany	19,055	6,250	\$25,858	\$5,962	\$633	7,500
Big Horn	13,176	3,430	11,498	2,439	466	4,300
Campbell	4,839	1,330	6,218	1,258	104	1,873
Carbon	15,742	4,600	21,329	4,149	836	5,654
Converse	5,933	1,510	8,028	1,501	263	2,500
Crook	4,738	1,120	3,710	679	52	1,459
Fremont	19,580	5,570	26,252	4,436	802	7,361
Goshen	12,634	3,440	14,524	3,098	483	4,767
Hot Springs	5,250	1,610	7,236	1,317	351	2,198
Johnson	4,707	1,320	5,809	1,313	203	2,189
Laramie	47,662	15,540	71,283	14,675	2,284	20,851
Lincoln	9,023	2,260	10,817	1,951	350	3,011
Natrona	31,437	12,240	70,872	14,397	2,216	18,400
Niobrara	4,761	1,130	5,666	1,067	67	1,836
Park	15,182	5,270	19,914	3,327	600	6,018
Platte	7,925	2,180	10,561	1,884	549	2,932
Sheridan	20,185	6,010	25,097	4,739	749	7,423
Sublette	2,481	840	2,854	533	183	1,072
Sweetwater	22,017	6,000	20,364	5,155	971	6,632
Teton	2,593	760	6,038	1,430	200	1,456
Uinta	7,331	1,510	8,570	1,849	286	2,441
Washakie	7,252	1,930	11,365	1,853	381	3,362
Weston	6,733	1,920	11,996	2,116	407	3,361
Yellowstone						
Nat'l Park		353	90	6,461	...	...
Total	290,529	87,860	\$412,320	\$81,128	\$13,436	118,596

## WYOMING

### DIRECTORY OF AM AND FM STATIONS

<b>BUFFALO (Johnson County)</b>			
KBBS	1450	Northern Wyoming Bcstg. Corp.	Donald J. Grimes, p
1956	250	#6 First Natl. Bank Bldg. Sheridan, Wyo.	
<b>CASPER (Natrona County)</b>			
KAT1	1400	Jack L. Breece	Jack L. Breece, o, gm, ce
1956	250	P. O. Box 2006 2-2200 KBS Continental	Kenneth G. Prather, cm Gene W. Robinson, pd Doris Robinson, pmm, wd
KSPR	1470	Donald Lewis Hathaway	Donald Lewis Hathaway, p,
1930	5,000-D 1,000-N	P. O. Box 930 3-5777 CBS Walker Tracy Moore	gm Marcus R. Nichols, asst mgr
KVOC	1230	KVOC Bcstg. Co.	William F. Shutts, co-o, gm
1946	250	P. O. Box 2090 2-4512 ABC MBS Intermountain Wyo. Cowboy McGillvra	Duane Simons, co-o, cm, ce Jim Baker, pd Warren Carlson, nd, sd Marj Hileman, wd
<b>CHEYENNE (Laramie County)</b>			
KFBC	1240	Frontier Bcstg. Co.	Robert S. McGraken, p
1940	250	2923 E. Lincoln Way 4-4461 ABC Intermountain Wyo. Cowboy Avery-Knodel	William C. Grove, gm, ce Ed Bogen, cm, pmm Betty Keyes, pd Kirk Knox, nd Larry Birleffi, sd
KFBC-TV			
KVWO	1370	Great West Co.	William T. Kemp, p
1952	1,000-D	P. O. Box 926 2-6433 MBS McGillvra	Ernie Galbos, gm Robert Rubin, sm Ruth Dorr, slm Mellie Barnett, pd Elainne Westedt, nd Harold M. Roberts, ce C. G. Bennetsen, pmm
<b>CODY (Park County)</b>			
KODI	1400	Park Bcstrs. Inc.	Dr. R. B. Croft, p
1947	250	P. O. Box 762 444 McGillvra	Robert B. Beall, sec-treas, bus mgr Wayne E. Killmer, vp, slm, cm Kay Decker, traffic mgr, nd, wd Owen Allen, pd Pbil Barnhart, ce, fd
<b>EVANSTON (Uinta County)</b>			
KLUK	1240	BBH Enterprises	Dr. M. D. Buchen, p
1953	250	P. O. Box 198 KBS Intermountain Avery-Knodel	Al Pyatt, gm, cm, fd Ellen Wheelers, pd Harry Albers, ce Laura Marie Pyatt, wd
<b>LANDER (Fremont County)</b>			
KOVE	1330	Edward J. Breece	Edward J. Breece, p
1948	1,000 DA-N	P. O. Box 436 488 MBS KBS Intermountain Continental	Jack L. Breece, gm, pd Dorothy L. Reed, cm Louise York, pmm Cary Fehlauer, ce James Fitzgerald, slm Robert W. Allen, nd, sd

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

LARAMIE (Albany County)

KOWB 1948	1340 250	Snowy Range Bcstg. Co. P. O. Box 972 4888 MBS KBS Intermountain Avery-Knodel	John Alexander, co-o George Dent, co-o Harry D. Peck, gm, cm Linn Smith, pd, ce Pat Wilson, pmm Johnny Steele, nd, sd
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NEWCASTLE (Weston County)

KASL 1953	1240 250	Newcastle Bcstg. Co. P. O. Box 967 Sherwood 6-2721 ABC Wyo. Cowboy McGillvra	Floyd L. Sparks, gm Roy D. Schmidt, ce Phil Atkisson, nd Dick Shivlock, sd Dorothy Accola, wd
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POWELL (Park County)

KPOW 1941	1260 5,000-D 1,000-N DA-N	Albert J. Meyer Elder Bldg. 222 MBS KBS Intermountain Avery-Knodel	Albert J. Meyer, p, gm Kenneth Meyer, cm Russ Coglin, slm Agnes Fields, pd J. S. Kincaid, ce
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RAWLINS (Carbon County)

KRAL 1947	1240 250	Rawlins Bcstg. Co. P. O. Box 385 1003 ABC MBS Intermountain McGillvra	Tracy McCracken, p Jack C. Vagner, gm, cm, sd Newton K. Fenney, pd Robert Williams, ce Gene McMillen, nd, fd Romona Nelson, wd
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RIVERTON (Fremont County)

KWRL 1949 KWRB-TV (CP)	1450 250	Joseph P. Ernst Worland, Wyo. 733 MBS Intermountain Wyo. Cowboy	Joseph P. Ernst, p Jim Meredith, gm, pd, sd Ray Rostrom, cm, nd Bill Ross, ce, fd
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ROCK SPRINGS (Sweetwater County)

KVRS 1938	1360 1,000-D 500-N DA-N	Wyoming Bcstg. Co. P. O. Box 1062 Empire 2-3793 MBS KBS Intermountain	D. G. Richardson, p Dwight A. Fisher, gm, sd Laurel H. Mosbey, cm Imogene Parr, pd, nd John Cormana, ce
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SHERIDAN (Sheridan County)

KWYO 1934	1410 1,000-D 500-N	Big Horn Bcstg. Co. 21 N. Main 601 MBS Intermountain Avery-Knodel	Jim Carroll, p, gm Don Tannehill, sm Zeke Taggart, cm Bob Wilson, nd Bill Thompson, pd Bob Crosthwaite, ce
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THERMOPOLIS (Hot Springs County)

KRTR 1955	1490 250	Mildred V. Ernst 500 Broadway 800 MBS Intermountain	Mildred Ernst, ptnr, gm J. P. Ernst, ptnr, nd Karl V. Kertson, sm Philip Ernst, ce Sue Gebhart, wd Jack Beard, sd
KTHE 1955	1240 250	Thermopolis Bcstg. Co. 320 N. Railroad 386	Joe C. Henry, p, gm, ce Patricia Hudson, pmm, wd Mudo Jurovich, sd Olin Pike, cm

TORRINGTON (Goshen County)

KGOS 1950	1490 250	DeVeny-Kath Bcstg. Co. P. O. Box 271 567	Kerm Kath, co-o, gm, cm, pd, sd Cec DeVeny, co-, co-gm, ce, nd Craig Hartberg, pmm, pdm Jack Jolly, fd, slm
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WORLAND (Washakie County)

KWOR 1946	1340 250	Joseph P. Ernst P. O. Box 409 733 MBS Intermountain	Joseph P. Ernst, p, ce Mildred V. Ernst, gm, cm Bob Verdon, nd Ray Lansing, sd Ava Johnson, wd Marion Cantley, traff mgr
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ANCHORAGE

KBYR 1949	1270 1,000	Radio Anchorage Inc. P. O. Box 1960 5-8201 Pan-American Bcstg. Co.	E. Pournelle, gm Wesley Burton, cm John Haefler, ce J. Chester Gordon, nd Ed Stevens, sd
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KENI 1948 KENI-TV	550 5,000	Midnight Sun Bcstg. Co. Box 1160 20301 ABC, MBS, NBC Fletcher Day	Harry J. Hill, p Charles Gray, tech dir Ralph E. Walker, ce
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KFQD 1924	730 10,000	Anchorage Bcstrs. Inc. P. O. Box 1040 CBS Alaska Bcstg. Sys.	Ernest Spink, gm Edward R. Mack, pd William E. Duck, ce
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CORDOVA

KLAM 1954	1450 250	Northern Light Bcstg. Corp. 1 Forestry Way Day Fletcher	Charles L. Buck, p, gm, ce, nd Dona Buck, pd Vince Addington, sd Phyllis Carlson, wd
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FAIRBANKS

KFAR 1939 KFAR-TV	660 10,000	Midnight Sun Bcstg. Co. Box 910 2803 ABC, MBS, NBC Fletcher Day	Alvin O. Brannstedt, gm Mildred Webb, cm Mario V. Lage, pd Pet Schuster, pmm Merlyn Lage, wd William VanBlitterswick, ce Don Bullock, nd
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KFRB 1948	900 10,000	Alaska Bcstg. Co. P. O. Box 950 CBS Alaska Bcstg. Sys.	Larry Laby, gm
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KVCN (CP)	1240 250	Radio Anchorage Inc. P. O. Box 1960 Anchorage	E. Pournelle, gm
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JUNEAU

KINY 1935 KINY-TV (CP)	800 5,000	Alaska Bcstg. Co. Decker Bldg. CBS Alaska Bcstg. Sys.	Jerry McKinley, gm
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KJNO 1952	630 1,000-D 500-N	Midnight Sun Bcstg. Co. Box 2231 508 ABC, MBS, NBC Fletcher Day	Harry Hill, p Don Andon, sm Joseph Mangan, slm Dodie Wheeler, pmm, wd Dave Vincent, sd Royal O'Reilly, ce
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WEATHER JINGLES



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

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

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

## HAWAII

City	Call Letters Established	Chan. or Freq. Power	Licensee Headquarters Telephone Network Station Rep.	Executives
KETCHIKAN				
KABI	1952	580 1,000-D 500-N	Midnight Sun Bestg. Co. P. O. Box 1459 3124 ABC, MBS, NBC Fletcher Day	H. Hill, p Patricia North, sm R. N. Chamberlain, cm Brad Cole, pd G. F. Placentia, ce
KTKN	1942	930 1,000	Robert C. Mehan CBS Alaska Bestg. Sys.	Robert C. Mehan, o, gm
SEWARD				
KIBH	1948	1340 250	Seward Bestg. Corp. CBS	R. E. Baumgartner, p Jacque E. Roth, vp, gm
SITKA				
KIFW	1949	1230 250	William J. Wagner Securities Bldg. Seattle 1, Wash. Seneca 6333 CBS Alaska Bestg. Sys. Alaska Radio-TV Sales	William J. Wagner, p, gm Harry C. Lanz, sm DeWayne Sharp, ce Alvin B. Larson, nd
KSEW	1954	1400 250	Voice of Sheldon Jackson Inc.	Rev. Hendrick Van Dyke, gm, ce Franklin R. Hoff, cm Carmen S. Tubby, pmm Mrs. Olive Hoff, wd
<b>GUAM</b>				
AGANA				
KUAM	1954	610 1,000	Radio Guam P. O. Box 68 72-365 NBC, CBS Young	Harry M. Engel Jr., p H. Richard Maguire, sm John Barton, ops mgr Gary R. Fuller, pd Stuart Rider, ce Melba Shriver, wd
KUAM-TV				
<b>HAWAII</b>				
HILO (Hawaii County)				
KHBC	1936	970 1,000	Hawaiian Bestg. Sys. P. O. Box 1476 4616 CBS Hawaiian Free & Peters	J. Howard Worrall, p C. Richard Evans, vp, gm C. T. Thurston, sm Roger H. Coryell, pd Harold L. Marques, ce Wayne L. Collins, nd
KHBC-TV				
<p>Executive Abbreviations: <i>Owner</i> o; <i>Pres.</i> p; <i>Exec. vp.</i> evp; <i>Gen. Mgr.</i> gm; <i>Sta. Mgr.</i> sm; <i>Coml. Mgr.</i> cm; <i>Sales Mgr.</i> slm; <i>Prog. Dir.</i> pd; <i>Chief Eng.</i> ce; <i>Prom. Mgr.</i> pmm; <i>Prod. Mgr.</i> pdm; <i>News, Farm, Sports or Women's Dir.</i> nd, fd, sd, wd.            Data corrected to Dec. 15, 1956. If executives or services for FM are same as AM affiliate, names are not repeated.  <i>FM's in italic.</i> *—<i>Non-Commercial Station.</i> CP—<i>Construction Permit issued.</i> D—<i>Day.</i> DA—<i>Directional Antenna, day only.</i> DA-N—<i>Directional Antenna, night only.</i> DA-1—<i>Directional Antenna, same pattern day and night.</i> DA-2—<i>Directional Antenna, different pattern day and night.</i> L—<i>Limited Time with Dominant Station.</i> LS—<i>Local Sunset.</i> N—<i>Night.</i> SA—<i>Special Authorization.</i> SH—<i>Specified Hours.</i> ST—<i>Share Time.</i></p>				
<b>DECISION-MAKERS WHO DIRECT NATIONWIDE BUSINESS EXPANSION ARE</b>				
				
<p><b>LAWRENCE L. MACK, THE PRESIDENT AND FOUNDER OF SLENDERELLA INTERNATIONAL, PULLS NO PUNCHES WHEN HE DESCRIBES SPOT'S ROLE IN HIS BUSINESS:</b></p> <p>"WE'VE FOUND THAT SPOT RADIO IS THE MOST EFFECTIVE MEDIUM TO BUILD OUR SERVICE, MARKET BY MARKET. WE'RE LIVING ON OUR SUCCESS WITH SPOT!"</p>				
				
<p><b>KILA</b> 1951 850 1,000 James Emile Jaeger P. O. Box 1595 4372 MBS Inter-Island Net. Hollingbery</p> <p><b>KIPA</b> 1947 1110 1,000 Big Island Bestg. Co. P. O. Box 1602 2177 NBC</p> <p><b>HONOLULU (Honolulu County)</b></p> <p><b>KA1M</b> 1956 870 1,000 Christian Bestg. Assn. 1136 12th Ave. Kaimuki, Honolulu 7-1985</p> <p><b>KA1M-FM</b> 1953 95.5mc 5.7kw</p> <p><b>KGMB</b> 1929 590 5,000 Hawaiian Bestg. Sys. 1534 Kapiolani Blvd 9-2011 CBS Peters, Griffin, Woodward</p> <p><b>KGMB-TV</b></p> <p><b>KGU</b> 1922 760 2,500 Advertiser Pub. Co. P. O. Box 3110 5-2977 NBC All Islands Radio Net. NBC Spot Sales</p> <p><b>KONA (TV)</b> (CP-10,000)</p> <p><b>KHON</b> 1946 1380 5,000 South Pacific Bestg. Co. P. O. Box 1380 Bolling</p> <p><b>KIKI</b> 1951 830 250 KIKI Ltd. 320 Ward Ave. 6-3456</p> <p><b>KPOA</b> 1946 630 5,000 Radio Hawaii Inc. 575 Kamoku St. 9-5236 MBS Inter-Island Net. Hollingbery</p> <p><b>KULA</b> 1947 690 10,000 Television Corp. of America 1290 Ala Moana 6-3666 ABC Young</p> <p><b>KULA-TV</b></p> <p><b>KANEOHE (Honolulu County)</b></p> <p><b>KANI</b> 1953 1150 1,000 Windward Bestg. Co. P. O. Box 697 DA-1 KAI 24-3882</p> <p><b>LIHUE (Kauai County)</b></p> <p><b>KTOH</b> 1940 1490 250 Garden Island Pub. Co. 2021 NBC All-Islands Net.</p> <p><b>WAILUKU (Maui County)</b></p> <p><b>KMVI</b> 1947 550 1,000 Maui Publishing Co. P. O. Box 374 35-981 NBC All-Islands Net. NBC Spot Sales</p> <p><b>WAIPAHU (Honolulu County)</b></p> <p><b>KAHU</b> 1950 920 1,000 Rural Bestg. Co. P. O. Box 1007 Honolulu 27-3136</p> <p><b>AGUADILLA</b></p> <p><b>WABA</b> 1951 850 500 Hector Reichard P. O. Box 188 241</p> <p><b>WGRF</b> 1956 1340 250 Jaicoa Bestg. Corp. P. O. Box 863</p>				

ARECIBO

WCMN 1947	1280 1,000	Caribbean Bcstg. Corp. Antonio Barcelo St. 589	A. Esteva Vidal, p Nabal Barreto, gm Frank Lopez Oronoz, cm Héctor M. Somohano, pd Jose Soler, ce
WMIA (CP)	1070 500	Abacoa Radio Corp. P. O. Box 126	Jose D. Casanova, p Gloria Ramos de Donate, vp Manuel Pirallo-Lopez, sec- treas, cm Carlos Pirallo-Lopez, gm

BAYAMON

WENA 1947	1560 250	Bayamon Bcstg. Corp. P. O. Box 157 161	Dr. A. Diaz Atilas, p D. Diaz Alejandro, gm
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CAGUAS

WNEL 1947	1450 250	Inter American Radio Corp. Celis Aquilera eq Corchado 677	Eduardo Biascoechea, p, gm, ce John W. Rodriguez, cm C. Miner, pd, pmm Miguel A. Candelario, sd Patricia Rijos, wd
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WVJP 1947	1110 250	Borinquen Bcstg. Co. P. O. Box 207 789	Hector Pereira, ptnr, mgr Jorge Luis Arzuaga, cm J. Colon Santiago, pd Pedro Luis Jimenez, ce L. Cruz Iglesias, nd Victor Fernandez Reguero, sd
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FAJARDO

WMDD 1947	1490 250	WMDD Inc. Munoz Rivera-Barcelo Sts. 132	Jose R. Madrazo, p Agustin R. Camunas, gm, cm Lucy Calderon, pd Herbert K. Honness, ce Francisco A. Baez, nd Reinaldo Moreira, sd
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GUAYAMA

WXRF 1948	1590 1,000	Guayama Bcstg. Co. P. O. Box 615 243	Rafael Fuster, p Gumersindo Cordero Jr., gm, cm Maria Belén Rivera, pd Johnny Ortiz, ce
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MAYAGUEZ

WAL 1948	600 1,000 DA-1	Mario Acosta 12 Iglesia St.	Mario Acosta, o, gm
WKJB 1946	710 1,000-D 500-N	Jose A. Bechara Jr. P. O. Box 1293 583 El Mundo Inter American Publications	Jose A. Bechara Jr., p, gm Jaime Sanjurjo, cm Albert O. Basoras, pd, nd A. Cortes, pmm Henry Fiskback, ce Nelson Cortina, sd

WORA 1948 WORA-TV	1150 1,000	Radio Americas Corp. Darlington Bldg. 1151 Young	Alfredo R. de Arellano Jr., p George A. Mayoral, evp Chester F. Owens, vp R. M. Dupont, sm Iggy Lopez, pd J. A. Aviles, ce Enrique Alvarez Vicente, nd
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WORA-FM (CP)	97.5mc Akw		
WPRA 1937	990 10,000 DA-1	WPRA Inc. P. O. Box 869 869	Andres Camara, p, fd Ederlinda Camara de Ramos, gm Virginia Di Cristina, cm Pedro Ojeda, pd Ismael Torrellas, pmm Juan S. Sepulveda, ce E. Rosado Baez, nd

WTIL 1951	1300 1,000	Mayaguez Radio Corp. P. O. Box 1346 1290	William G. Mamary, p Patricio R. Fermanint, gm Rafael Colon Diaz, pd Gilbert Mamary, cm, pmm, nd Aristides Zapata, ce Salvador E. Pabon, fd
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PONCE

WISO 1953	1260 1,000	South Puerto Rico Bcstg. Corp. P. O. Box 2023 137	Andres Grillasca Salas, p Luis E. Freyre, gm, ce Nilda P. Freyre, cm Angel L. Ramos, pd Federico Ruiz Bermudez, nd
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WLEO 1956	1170 250	Ponce Bcstg. Corp. P. O. Box 2024 2470	Charles L. Cordero, p, gm, cm Jose Colon Melendez, pd Julius Conesa, ce
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WPAB 1940	550 5,000-D 1,000-N	Portorican American Bcstg. Co. 164 Villa St. 783 Inter-American Pub. Inc.	A. Gimenez-Aguayo, p, gm Eliseo Borrero, pd Alfonso L. Santos, ce Juan B. Roman, sd
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WPRP 1936	910 5,000 DA-N	Voice of Puerto Rico Inc. P. O. Box 430 1015 P.R. Blue Net. Young	Alfredo Ramirez de Arellano, p, gm Antonio Miro, cm, pmm Carlos R. Teissonniere, pd H. Johnson, ce
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WPRP-FM (CP)	104.7mc 5kw		
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BROADCASTING • TELECASTING

RIO PIEDRAS

WRIO 1949	1320 5,000-D 1,000-N	Master Bcstg. Corp. Gomez Bldg., Stop 35 1096	Isidro Quinones Vidal, p Julio Morales Ortiz, vp, sm
WVWW 1949	1520 250	Frank A. Gandia P. O. Box 935 6-5004	Frank A. Gandia, o, gm Fernando Salazar, ce Emilia M. de Gandia, wd

SAN JUAN

WAPA 1947 WAPA-TV	680 10,000	Jose Ramon Quinones 357 Ponce de Leon Ave. 3-3000 Caribbean Net.	Jose Ramon Quinones, o Segismundo Quinones, gm Jose Arzuaga, ce Pedro Vasquez, sd
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WHOA 1954	1400 250	Continental Bcstg. Corp. P. O. Box 4938 2-3187 KBS	William R. Anthony, p, gm Walter Scott Priest, pd
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*WIPR 1949 *WIPR-TV (CP)	940 10,000 DA-1	Department of Education	Francisco Arrivi, gm Pedro Luis Jimenez, ce
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WITA 1948	1140 500	Electronic Enterprises Comercio St. 450 3-4719 Internatl. Newspapers	Antonio Ayuso Valdivieso, p Grimaldi G. Crawl, gm, cm Luis Prado Martorell, ce Cristobal Rodriguez, nd Rafael Carriles, fd Felix Pomales, sd
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WKAQ 1922 WKAQ-TV	580 5,000	El Mundo Bcstg. Corp. Stop 11 Miramar, P.R. 2-2023 CBS Inter-American Publications	Angel Ramos, p V. Lamas Jr., gm C. Vizcarrondo, cm Esther Pales, pd J. Ortiz Jimenez, nd H. Marin, sd
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WKVM 1951 WKVM-TV (CP)	810 25,000 DA-1	American Colonial Bcstg. Corp. 1000 Ponce de Leon Ave. 2-1278 Pan American Bcstg.	Ralph Perez Perry, p, gm Mariano Ancker, cm Gina Rivera, pd Diaz Velazquez, pmm, ce, nd Bebe Cabrera, sd Flor Vazquez, wd
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SANTURCE

WIAC 1947	740 10,000 DA-1	Radio Station W1BS Inc. P. O. Box 4504	Tomas Muniz, gm Boliver Perez Rios, asst mgr
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VIEQUES

W1VV (CP)	1370 1,000	Calvery Baptist Mission of Puerto Rico P. O. Box 338	Donald D. Luttrell, p, gm David R. Crane, ce, nd Mrs. Margaret A. Simpson, pdm
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VIRGIN ISLANDS

CHARLOTTE AMALIE (St. Thomas)

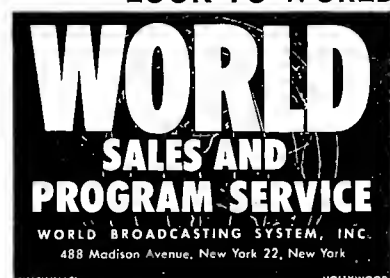
WSTA 1950	1340 250	William N. Greer P. O. Box 538 489 Young	William N. Greer, o, ce Nellie Greer, cm, wd Larry Bryan, sd
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CHRISTIANSTED (St. Croix)


WDTV (CP)	1190 500	Virgin Islands Bcstg. System Box 45, Kings Hill P. O. (WDTV, Am Affiliate) Christiansted 156	Mary Louise Vickers, o Edward M. Vickers, gm, ce
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W1US (FM) (CP)	100.1mc 0.780kw		
W1V1 1952	1230 250 (CP-1040 250)	Radio American West Indies Inc. Pan-American Bcstg. Co.	Hazel M. Vickers, p, gm, cm, pmm, wd Floyd K. Foster, vp James O. Neill, pd, sd Raymond E. Higdon, ce Pedro Encarnacion, nd Alva McFarlane, fd

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