

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 Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1954	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1954
Chautauque	18,186	3,600	\$ 6,255	\$ 2,606	\$ 194	3,029	Jackson	38,998	8,500	14,837	2,991	349	6,255
Caldwell	40,897	10,200	28,228	7,901	845	14,255	Jefferson	558,928	156,220	621,372	148,526	15,184	139,268
Chickasaw	28,892	5,680	13,646	4,085	378	3,962	Lamar	16,441	3,710	4,853	1,335	135	3,002
Choctaw	17,987	3,770	8,094	1,883	154	2,432	Lauderdale	54,179	13,830	41,330	9,381	1,078	13,160
Clay	28,975	6,850	11,014	3,060	220	4,843	Lawrence	27,123	5,890	7,374	2,621	307	3,877
Coffee	16,054	2,590	4,983	1,467	170	1,640	Lee	45,073	9,630	29,408	8,159	1,078	8,481
Crenshaw	29,228	5,960	16,588	4,413	380	4,759	Limestone	35,788	8,070	17,857	4,831	463	6,575
Cullman	79,539	20,300	67,728	19,404	1,967	21,960	Lowndes	18,018	2,970	5,199	1,099	32	1,782
Dale	39,528	9,250	11,660	3,923	622	8,164	Macon	30,561	5,420	10,826	3,724	263	4,003
DeKalb	17,634	3,840	4,927	1,238	96	3,567	Madison	12,903	18,140	60,049	12,248	1,303	18,537
Etowah	26,922	6,280	11,621	3,094	352	4,567	Marengo	29,494	5,290	14,855	3,268	352	3,530
Fayette	19,152	3,540	6,719	1,438	74	2,373	Marion	27,264	6,410	12,229	3,276	284	4,584
Franklin	26,548	5,460	20,999	2,943	458	4,525	Marshall	45,090	11,280	35,706	7,195	939	10,240
Genevieve	13,929	3,090	5,308	1,827	198	2,638	Mobile	231,105	64,030	223,288	57,772	9,955	64,111
Greene	11,904	2,680	3,317	1,095	63	2,269	Monroe	25,732	4,970	11,339	2,886	197	3,988
Hale	30,720	6,730	12,908	3,845	377	6,887	Montgomery	138,965	35,550	143,788	30,375	3,747	35,993
Hamilton	39,561	9,940	32,130	9,115	1,005	10,784	Morgan	52,924	13,820	46,958	12,669	954	11,737
Hardee	21,776	4,070	7,540	2,203	158	2,586	Perry	20,439	3,340	8,462	1,950	221	2,248
Henry	11,766	2,490	4,149	1,615	134	2,245	Pickens	24,349	4,690	10,246	2,496	274	3,396
Houston	40,373	9,300	23,423	6,701	831	9,591	Pike	30,608	6,510	15,553	4,319	539	5,061
Jackson	13,981	3,910	8,146	2,098	147	2,737	Randolph	22,513	4,940	10,536	3,027	214	3,871
Jacksonville	49,046	11,650	20,777	6,155	531	10,217	Russell	40,364	8,490	10,371	3,389	286	3,640
Madison	20,828	4,640	8,646	3,527	363	5,375	St. Clair	26,687	6,160	10,532	3,798	350	5,752
Madison	56,270	11,640	37,880	9,081	1,183	10,267	Shelby	30,362	6,970	12,332	5,451	319	4,971
Marion	45,048	10,990	19,005	4,879	401	8,320	Sumter	23,610	4,110	9,177	1,615	150	2,439
Marshall	31,649	6,850	14,376	4,706	431	6,565	Talladega	63,639	14,730	43,235	13,510	1,227	12,685
Mobile	31,443	6,540	23,941	5,730	560	7,877	Tallapoosa	35,074	8,140	21,479	6,237	859	7,467
Montgomery	93,892	25,560	81,906	21,186	2,182	23,749	Tuscaloosa	94,092	21,550	63,036	17,267	2,232	19,156
Morgan	19,388	4,430	8,354	1,999	163	3,605	Walker	63,769	14,940	38,859	14,263	914	10,755
Nett	25,705	6,070	14,024	3,849	389	4,805	Washington	15,612	3,460	4,499	1,573	29	2,208
Newton	25,899	5,860	14,076	2,915	369	4,790	Wilcox	23,476	3,810	6,296	1,577	83	1,882
Opelika	16,482	2,780	7,759	1,614	180	1,670	Winston	18,250	4,230	7,951	1,929	224	2,919
Osborne	20,832	3,690	7,277	1,932	211	2,334							
Perry	18,674	3,620	8,033	1,863	240	3,193							
Prentiss	46,522	11,340	42,388	9,076	1,052	11,637							

Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

City	County	Established	Chan. or Freq.	Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations
ALBERTVILLE								
<i>(Marshall Co.)</i>								
WAVU	630	1948	500-D		Sand Mt. Bcstg. Co. P. O. Box 250 630	Ala. Community	Pat M. Courington, p, gm Glen Jackson, cm	Bill Hagler, pd, nd Thomas E. Killian, ce Jesse A. Culp, fd
WAVU-FM	Ch. 286 (B)	1949	105.1mc	4.5kw				Glenn Abercrombie, sd Annette Abercrombie, wd
ALEXANDER CITY								
<i>(Tallapoosa Co.)</i>								
WRFS	1050	1947	1000-D		Piedmont Service Corp. 138 Main St. Adams 4-2566	KBS Dora-Clayton	James L. Coley, p Jim Whatley, gm, cm, ce	Bob McKinnon, pd, nd, fd Bill Buchannon, pmm, sd
WRFS-FM	Ch. 291 (B)	1949	106.1mc	4.6kw				Betty Jo Summers, wd
ANDALUSIA								
<i>(Covington Co.)</i>								
WCTA	920	1946	1,000-D		Andalusia Bcstg. Co. P. O. Box 29 1340	MBS KBS Walker Dora-Clayton	J. Dige Bishop, p, gm, ce Donald Cooke, cm Barbara Nicholson, pd	Bart Pryor, pmm, nd, fd
WCTA-FM	Ch. 251 (B)	1950	98.1mc	10.5kw				Janette Powell, wd
ANNISTON								
<i>(Calhoun Co.)</i>								
WANA	1490	1954	250		Anniston Radio Co. 300 S. Leighton Ave. Adams 7-1627	KBS McGilvra	C. L. Graham, co-o, gm E. H. Estes, co-o, gm	Chas. Mueller, cm Bettye Lyvers, pd, wd
WHMA	1450	1938	250		Anniston Bcstg. Co. Radio Bldg. Adams 6-7545	ABC Ala. Bcstg. Sys. Sears & Ayers	Harry M. Ayers, p Malcolm Street, gm, sd R. A. Davidson, cm	Rosamond Ponder, pd Teena Taylor, pmm, wd
WHMA-FM	Ch. 263 (B)	1947	100.5mc	3.6kw				James A. Hudson, ce E. Cody Hall, nd
WSPC	1390	1949	5000-D		Model City Bcstg. Co. Jefferson Davis Hotel Adams 6-8291	MBS Walker	W. S. Weatherly, p & gm John M. Orrison, cm Rosebud Waldrop, pd	Winfred Kennedy, ce Lee Blaine, nd
ATHENS								
<i>(Limestone Co.)</i>								
WJMW	730	1948	1000-D		Athens Bcstg. Co. Hine St. 565		H. F. Dunnivant, p, gm, fd Marjorie P. Jones, pd, wd	William G. Mitchell, ce Bobby Lankford, nd

Data corrected to Dec. 15, 1954. 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—Day, 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. Complete key to abbreviations, page 6.

ALABAMA

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mg slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
ATMORE (Escambia Co.)				
WATM 1949	1580 250-D	Southland Bcstg. Co. 707 E. Creig St. 50	Grady L. Ingram, co-o Tom C. Miniard, co-o, gm, ce, fd
AUBURN (Lee Co.)				
WAUD 1947	1230 250	Auburn Bcstg. Co. Box 391 1240	ABC Continental Radio Sales	Elmer G. Salter, p Lowell E. Takies, sm, cm
BESSEMER (Jefferson Co.)				
WBEO 1950	1450 250	Bessemer Bcstg. Co. 1720 3rd Ave. 5-5241	Forjoe Dora- Clayton	J. E. Lanier, p Eugene P. Weil, gm, cm, pmm
BIRMINGHAM (Jefferson Co.)				
WAPI 1925	1070 10,000-D 5000-N	The Television Corp. P. O. Box 2553 4-2466	NBC Ala. Bcstg. Sys. Blair	Henry P. Johnston, p & mgng.d Herbert Martin, vp, radio opers. m.
WABT(TV) WAFM (FM) 1946	DA-N Ch. 253 (B) 99.5mc 72kw	(WAPI, AM Affiliate)		Ray A. Furr, vp, pd James Chenoweth, pm J. V. Sanderson, ce John Collins, nd
WBRC 1928	960 5000	Birmingham Bcstg. Co. 1727½ Second Ave. North 7-3172	CBS Katz	George B. Storer, p James Bailey, gm, cm Fox Lightfoot, pd
WBRC-TV WCRT 1953	DA-N 1260 1000-D	Chapman Radio & Tv Co. 725 South 22nd St. 7-3019	Clark	W. A. Chapman, co-o, gm George K. Chapman, co-o, pd
WEDR 1949	1220 1000-D	Magic City Bcstg. Co. 1417 4th Ave. N. 4-0925	McGilvra	J. L. Doss, p John A. Thompson, gm, cm
WEZB 1953	1320 1000-D	Voice of Homewood Bankhead Hotel 2-9122	Gene Newman, p Tom Walters, gm David Higgenbotham, cm Ganus Scarborough, pd
WILD 1945	850 10,000-D 1000-N DA-N	The Pilot Corp. 1901 Montgomery High- way 4-4511	MBS Forjoe	George A. Mattison Jr., p George L. Sutherland, gm, slm Charles W. McGehee, pd
WJLD 1942	1400 250	Johnston Bcstg. Co. Red Mountain 54-3466	Interstate United Newspapers	George Johnston Jr., p James E. Connolly, gm Joe Brewer, cm
WJLN-FM WJLN-TV WLBS 1946	Ch. 234 (B) 104.7mc 23kw 900 1000-D	(WJLD, AM Affiliate)	Stars	E. D. Rivers, p Buddy E. Starcher, gm Jim Macri, cm
WSGN 1926	610 5000-D 1000-N DA-N	Jemison Bcstg. Co. 2320 7th Ave. S. 4-3434	ABC Avery- Knodel	Bascom H. Hopson, p, gm G. O. Privett, cm Ralph Rogers, pd
WSGN-FM 1947	Ch. 229 (B) 93.7mc 37kw			Mary F. Childers, pmm Jack Shea, ce Horace Pumphrey, nd
WVOK 1947	690 50,000-D DA-D	Voice of Dixie Inc. P. O. Box 2468 6-2924	Radio-TV Reps.	Iralee W. Benns, p, gm Ira Leslie, sd, pd, pmm

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10,000 WATTS WILD 850 KC-MBS

"First in the Heart of Dixie"

BIRMINGHAM, ALABAMA

*** 1st IN COVERAGE * 1st IN CHOICE OF ADVERTISERS * 1st IN POPULARITY**

POPULATION 1,778,130 42 COUNTIES RADIO HOMES 463,642

** Don't take our word for it—See:*

National Representative: Forjoe and Co., Inc. • Clarke Brown Co., Southeast • George L. Sutherland, Gen. Mgr.

BREWTON
Escambia Co.)

WEBJ 1947	1240 250	Brewton Bcstg. Co. P. O. Box 870 1000	MBS KBS Dora-Clayton	W. Emmett Brooks, p Bolling Brooks, gm	Charles E. Land, cm Helen Aughtman, pd	Joseph A. Sikes, ce
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CARROLLTON
Pickens Co.)

WRAG 1951	590 1000-D	Pickens Co. Bcstg. Co. 2364		W. E. Farrar, co-o Roth E. Hook, co-o Hugh Hughes, gm, ce	Ray Hardin, cm, sd Carl Sauceman, pd, nd, fd	Gladys Estis, pmm, wd
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LANTON
Chilton Co.)

WKLF 1947	980 1000-D	Southeastern Bcstg. Co. Selma Hi-Way 448	KBS Ala. Bcstg. Sys.	Dr. J. Kelley Robinson, p Leland Hudson, gm, cm, nd	Helen Parrish, pd, pmm, wd Lester Carter, ce	Harry Culp, fd Curtis Harris, sd
WKLF-FM 1953	Ch. 265 (A) 100.9mc 0.37kw					

CULLMAN
Cullman Co.)

WFMH 1954	1300 1000-D	Voice of Cullman 206 2nd Ave. E. 910		B. C. Eddins, p, gm V. E. Waters, pd	J. E. Buxton, ce J. D. Hardeman, fd	Harry Maus, sd
WFMH-FM 1949	Ch. 266 (B) 101.1 mc 5.3kw					
WKUL 1946	1340 250	Cullman Bcstg. Co. Drawer 620 864	MBS	Hudson C. Millar Jr., p Art Bachmann, gm, ce	Ralph Mann, cm, pd, sd Joe Sweat, nd	Charles Cruce, fd Dortha Bland, wd

DECATUR
Morgan Co.)

WAJF 1953	1490 250	Morgan Co. Bcstg. Co. 112 Grant St. 4016	Sears & Ayers	J. B. Falt Jr., p C. H. Quick, gm Charles Wingate, cm	Ross Hawkins, pd, pmm Prince Jones, ce Clete Quick, nd, sd	Mitch Self, fd Henrietta Kirk, wd
WHOS 1948	800 1000-D	North Alabama Bcstg. Co. Masonic Bldg. 991	McGillvra	Barrett C. Shelton, co-o John H. Jones, co-o Louis C. Blizzard, gm, cm, nd	Bob Dean, pd, sd Jin Fouts, pmm, fd Garthel Upton, ce	
WHOS-FM 1951	Ch. 223 (B) 92.5mc 8.6kw					
WMSL 1935	1400 250	Tennessee Valley Radio & Tv Corp. 701 Bank St. 802	MBS KBS Walker	Frank Whisenant, p, gm Bob Gleason, cm, pd, pmm, nd, fd	John V. Short, ce	Grady Reeves, sd

DEMOPOLIS
Marengo Co.)

WXAL 1947	1400 250	Demopolis Bcstg. Co. Inc. 400	MBS KBS	W. M. Jordan, p, gm H. J. Bley, cm	A. A. Caldwell, pd, sd Barry Collins, ce, nd	Lamar Mangham, fd Len Miller, wd
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DOOTHAN
Houston Co.)

WAGF 1932	1320 1000 DA-N	Dothan Bcstg. Co. 204½ E. Main St. 2-9100	NBC McGillvra	Julian C. Smith, gm Fred C. Moseley, cm	Lamar Trammell, pd Jim Acree, pmm	Havard T. Rawlinson, ce Pat Elliott, wd
WDIG 1947	1450 250	Houston Bcstrs. Co. 208 N. Oates St. 3-4100	ABC	Jess Swicegood, p, gm, cm Dave Lockwood, pd, nd	Joe Holloway, pmm, fd Chas. Lawshe, ce	Dick Meckley, sd
WOOF 1948	560 5000-D	The Woof Trust Columbia Hwy. 3-0560	Clark Dora-Clayton	Agatha Gay, gm R. A. Dowling, sm, pmm	Gus Cotter, cm Earl Williford, ce Joe Holloway, pd	Gene Ragan, fd Sonny Harris, sd

ENTERPRISE
(Coffee Co.)

WIRB 1948	1230 250	The Wiregrass Bcstg. Co. 30 Dothan Highway		R. E. James, co-o & gm Ralph M. Stanford, co-o	Fred S. Watson, cm	Eugene E. Vinson, pmm
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EUFAULA
Barbour Co.)

WULA 1948	1240 250	Alabama-Georgia Bcstrs. Radio Bldg. U. S. Highway 431 744-745	KBS Ala. Bcstg. Sys. Indie Sales	E. B. Fussell, co-o, gm Jessie B. Fussell, co-o Fellis Carnley, cm Walter E. Freeman, pmm, fd	Hugh G. Chastain, ce Sara Bush, wd	Paul E. Hatfield, nd, sd
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FAYETTE
Fayette Co.)

WWWF 1949	990 1000-D	Bankhead Bcstg. Co. Jasper, Ala. 2-3461	KBS	W. W. Bankhead, p	Jack Black, gm, cm, pd, pmm	James Dickenson, ce
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FLORENCE (Lauderdale Co.)					
WJOI 1945	1340 250	Florence Bcstg. Co. Inc. 850 S. Court St. 2608	ABC Ala. Bcstg. Sys.	Joe T. Van Sandt, p J. W. Phillips, asst. m, pmm, fd	Tom York, cm, sd Paula Ferguson, pd, nd, wd Paul Shannon, ce
WJOI-FM 1952	Ch. 252 (A) 98.3mc 0.14kw				
WOWL 1945	1240 250	Radio Muscle Shoals Inc. P. O. Box 634 4000	KBS Ala. Bcstg. Sys. Rambeau, Dora-Clayton	Richard B. Biddle, p Wm. Mapes, gm, sd	Whit Patch, pd Larry Rohling, ce, fd Hank Cheney, nd Nelle Bigbee, wd
FOLEY (Baldwin Co.)					
WHEP 1953	1310 1000-D	Alabama-Gulf Radio Inc. Box 1556 Foley: 3	Indie Sales	Howard E. Pill, p Ralph O. Howard, gm William L. Rowland, cm	James Stewart, pd, pmm Drue Rutherford, ce Lloyd Hart, nd Oscar Rich, fd Bette Baldwin, wd
FORT PAYNE (DeKalb Co.)					
WFPA 1950	1400 250	Geo. Gothberg's Com- munity Bcstg. Co. Radio Ranch 643	Ala. Bcstg. Sys. Continental	George Gothberg, p	Ozelle Gothberg, gm Jesse B. Smith, pd Pat Jeter, ce
WZOB 1950	1250 1000-D	Glenn M. Gravitt P. O. Box 255 1096	KBS	Glenn M. Gravitt, o, gm Irvin S. Liber, cm, pd	Jess R. Moore, ce, nd, fd Willard Howell, sd Virginia Lankford, wd
GADSDEN (Etowah Co.)					
WETO 1949	930 1000-D	Gadsden Radio Co. 722 S. 12th St. 6-9201	KBS McGillvra	C. L. Graham, co-o E. H. Estes, co-o, gm David Vowell, cm	Ray Estes, pd Julius Vessels, ce Velma Mote, wd
WGAD 1947	1350 5000-D 1000-N DA-N	Coosa Bcstg. Co. Phillipson Bldg. 6-1611	Ala. Bcstg. Sys. ABC Rambeau	James L. Garrett, p, gm Boyd Parsons, pd, sd	Arling Brooks, pmm Halley Williams, ce Jack Worley, nd June Worley, wd
WGWD 1947	570 1000-D	Etowah Bcstrs. Inc. 750 Forrest Ave. 6-6301	MBS Indie Sales Inc.	Joe L. Moore, p John P. Kirby, gm	E. Reilly, cm, pmm Frences Seale, pd W. G. Anderson, ce
GENEVA (Geneva Co.)					
WGEA 1953	1150 1000-D	Reaper Bcstg. Co. 456	C. D. Scott Co., o J. C. Williams, gm, ce	Gene Free, cm, pmm, sd Jimmy Helms, pd, nd Fred Benton, fd Shirley Dykema, wd
GREENVILLE (Butler Co.)					
WG YV 1948	1400 250	Greenville Bcstg. Co. Box 227 585	ABC Continental	W. H. Miller, gm, cm, pd & pmm	J. D. Bell, ce
GUNTERSVILLE (Marshall Co.)					
WGSV 1950	1270 1000-D	Guntersville Bcstg. Co. Box 32 4131	KBS	H. E. Moore, p Edward Z. Carrell, gm, cm, pd	Lavelle Jackson, ce, fd Carter Dove, nd, sd Margaret Henderson, wd
HALEYVILLE (Winston Co.)					
WJBB 1949	1230 250	Haleyville Bcstg. Co. P. O. Box 191 389	MBS Ala. Bcstg. Sys. KBS Indie Sales	W. P. Theilens, p John L. Slatton, gm, cm, nd	Mrs. Pat Slatton, pd, wd Paul Kelly, ce Roger Smith, sd
HAMILTON (Marion Co.)					
WERH 1950	970 5000-D	Marion Co. Bcstg. Co. P. O. Box 187 3481	Best Dora-Clayton	Hugh J. Fite, p, gm, pd, pmm	Charles Tucker, cm, ce Johnie Lott, nd, fd, sd William D. Gregory, wd

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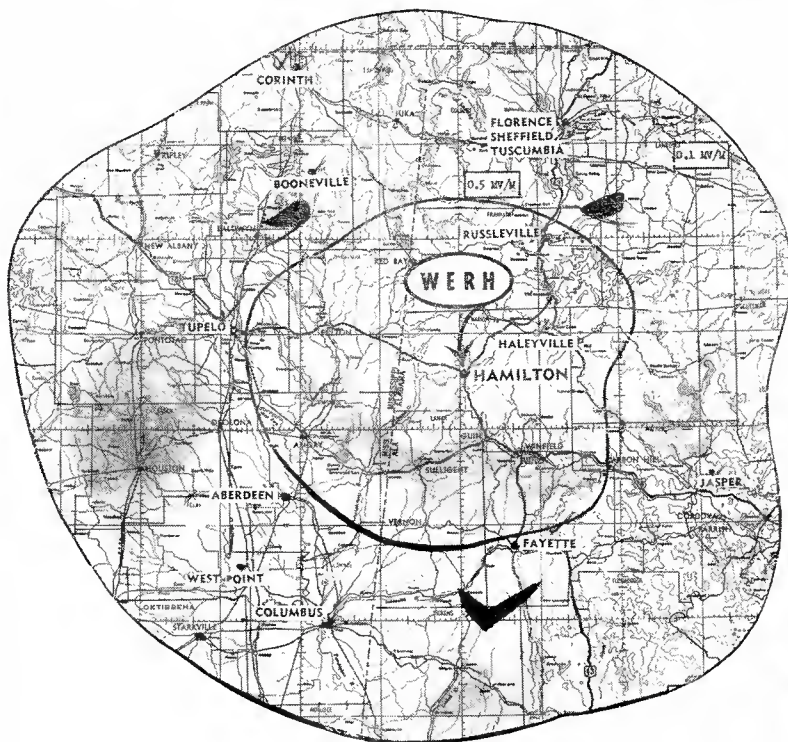
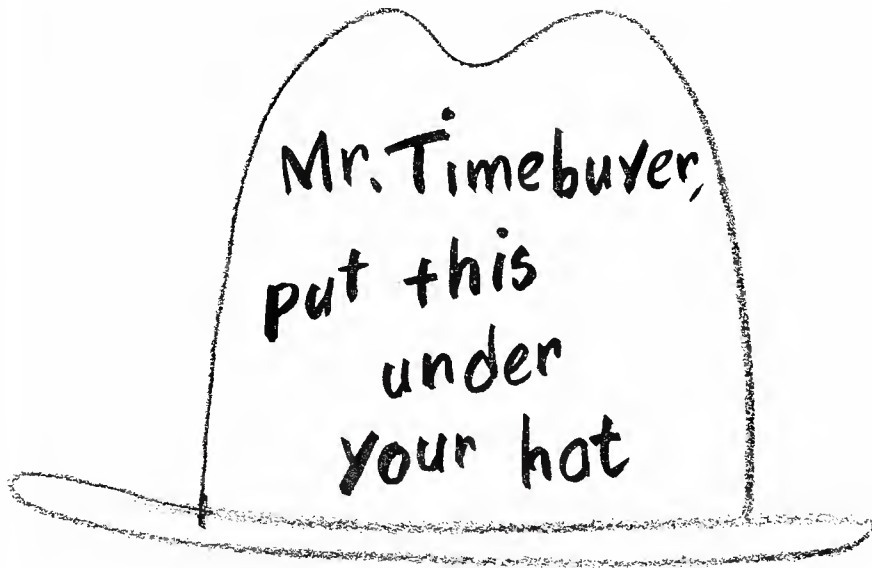
AM **FM**

W **O**

SERVING THE GREAT MUSCLE SHOALS AREA

1340KC **FLORENCE, ALA.** **98.3MC**

ABC NETWORK **JOE T. VAN SANDT, MGR.**



THERE ARE 12
STATIONS IN
THE AREA, BUT
ONLY **WERH**
DELIVERS THE
ENTIRE MARKET

WERH

5000 Watts 970 KC
HAMILTON, ALABAMA

Represented Nationally by
HIL F. BEST COMPANY
DORA-CLAYTON—ATLANTA

Why buy these markets one at a time when WERH wraps up the entire area in one big package with the strongest signal in Northwest Alabama and Northeast Mississippi! WERH is the most powerful selling influence in this rich 33 county market where WERH's 5,000 Big Watts at 970kc has more listeners than any Five Stations combined within the same area.

Here's an upward spiraling market bristling with close to a 1,000,000 people with buying habits centered in more than 200,000 radio homes dominated by WERH personalities.

Where annual Retail Sales average \$497,000,000 ... Drugs \$12,800,000 ... Food \$122,000,000 ... Automobiles 172,000.

Write for a list of our National and Regional advertisers. You'll be in the BEST of company. Just like Ford, Lincoln-Mercury, Gulf Refining, Coca-Cola, Loveman's Dept. Store (Birmingham), Monarch Sewing Machines, Oldsmobile, Plymouth, General Electric Appliances to name but a few.

ALABAMA

City	County	Call Letters	Established	Tv Affiliate	Chan. or Freq.	Power	Licensee Headquarters Telephone	Network Representative	Owner	Exec. up evp	Gen. Mgr.	Sta. Mgr.	Coml. Mgr.	Sales Mgr	Chief Eng.	Prom. Mgr.	Prod. Mgr.	News, Farm, Sports or Women's Dir.	nd, fd, sd, wd.
HOMWOOD (Jefferson Co.)																			
		WEZB	1953		1320	1000-D	(See Birmingham listing)												
		WJLD	1942		1400	250	(See Birmingham listing)												
HUNTSVILLE (Madison Co.)																			
		WBHP	1937		1230	250	Wilton H. Pollard Fifth Avenue Jefferson 2-3521	MBS KBS	W. H. Pollard, p, gm, cm Shirley Hangen, pd		Lew Banks, pmm James Potter, ce								Nattie Graham, wd
		WFUN	1946		1450	250	Huntsville Bcstg. Co. P. O. Box 17 2424	Sears & Ayers Dora-Clayton	J. B. Falt Jr., p, gm		John Garrison, sm, pd, ce								Janet Lane, wd
		WHBS	1946		1550	5000-D 500-N DA-N	The Huntsville Times Co. Church St. 2345	ABC Ala. Bcstg. Sys. Gill-Perna Cummings	Henry P. Johnston, p Jack F. Neal, gm		Reuben Miller, pd Vic Bankowski, ce								Hudley Crockett, sd Lucia Lull, wd
JACKSON (Clarke Co.)																			
		WPBB	1950		1290	1000-D	Jackson Bcstg. Co. Hiway 5 2413	MBS KBS Indie Sales	T. H. Gaillard Jr., p, gm, ce Ben Haskew, cm		Charles Ballas, pd, nd Dora Lee Clay, pmm, wd								Ben Briggs, sd
JASPER (Walker Co.)																			
		WWWB	1946		1240	250 CP-1360 1000-D	Bankhead Bcstg. Co. Bankhead-Long Bldg. 2-3461	MBS	W. W. Bankhead, p Wm. C. Edgemon, gm		J. L. Sartain, cm Marion B. Grant, pd David Van Zandt, ce								Dabney Ramseur, nd Alma Edgemon, wd
LANETT (Chambers Co.)																			
		WRLD	1949		1490	250	Valley Bcstg. Co. Inc. P. O. Box 312 2-2711	ABC, KBS McGillvra	J. C. Henderson, p C. James Murphy, gm & cm		Aileen H. Love, pd & pmm Albert L. Stancel Jr., ce								
		WRLD-FM			Ch. 275 (B)	102.9mc 10kw													
MARION (Perry Co.)																			
		WJAM	1951		1310	1000-D	Neely Bcstg. Co. P. O. Box 221 7111	Ala. Bcstg. Sys. Continental Southern Radio Rep.	L. M. Neely Jr., p, gm Earl Hanna, cm, sd		Sara White, pd, wd Virgil Moore, pm, ce								Wayne Vowell, nd Oliver Jackson, fd
MOBILE (Mobile Co.)																			
		WABB	1948		1480	5000 DA-N	Mobile Press Register Inc. 304 Government St. Hemlock 3-1551	ABC Branham	R. B. Chandler, p W. J. Hearin Jr., evp		Dewey H. Long, gm Bruce Miller, pd								Phil Forrest, pmm Wm. H. Murphree, ce
		WABB-FM	1948		Ch. 271 (B)	102.1mc 26kw													
		WALA	1930		1410	5000 DA-N	Pape Bcstg. Co. 210 Government St. 3-3756	NBC Headley-Reed	W. O. Pape, p H. K. Martin, evp		W. B. Pape, gm Al Holman, pd								A. R. Bell, ce
		WALA-TV																	
		WKAB	1947		840	1000-D	Pursley Bcstg. Service Inc. 525 Donald St. 7-6345	Forjoe Dora-Clayton	Louise P. Pursley, o R. H. Moore, p & gm J. C. Smith, cm & pmm		J. T. Jackson, pd Ray Gartman, ce Paul Dubose, nd, sd								Ed Chapman, fd Janice Latham, wd
		WKAB-TV																	
		WKRG	1946		710	1000-D 500-N DA-N	Giddens & Rester Radio P. O. Box 1164 Telegraph Rd. 2-6789	CBS Young	Kenneth R. Giddens, exec. Frank Conwell, gm Carl Haug, slm Dick McMullen, pd, sd		Leonard J. Hooper, pmm Leon V. Hance, ce Leon Leak, nd Happy Wainwright, fd								Barbara Kaye, wd Travis J. Rester Jr., fpd Shirley R. Konard, psd
		WKRG-FM	1946		Ch. 260 (B)	99.9mc 3kw													
		WMOZ	1953		960	1000-D	Gadsden Radio Co. 1638 St. Stephen Rd. 6-3546	Pearson	Edwin H. Estes, co-o C. L. Graham, co-o John W. Watkins, gm Wentworth H. Dutton, cm		Marguerite Swor, pd Mac M. Thomas, pmm Vernon F. Floyd, ce								Percy Mauldin, nd James Bivens, sd Ruth O. Floyd, wd
MONROEVILLE (Monroe Co.)																			
		WMFC	1952		1220	250-D	Monroe Bcstg. Co. 1220	KBS Continental	William M. Stewart, co-o Jimmy H. Faulkner, co-o		George Shurden, gm, cm, pmm, ce Jim Aycock, pd								Jimmy Quin, sd Betty Lee Gulsby, wd
MONTGOMERY (Montgomery Co.)																			
		WAPX	1947		1600	1000 DA-N	United Bcstg. Co. 116 Catoma St. 3-7569	ABC Walker	Thos. E. Martin, p, gm Hoke S. Williford, cm Lee Stockfelt, cm		Frank Dudley, pmm Owen Lehr, ce Lou Benton, nd								Crawford Rice, fd Dave Manners, sd Ruth McGraw, wd
		WBAM	1953		740	50,000-D DA-D	Deep South Bcstg. Co. Radio Sta. WBAM Montgomery 2 2-3851	Radio-TV Reps.	W. J. Brennan, p, gm Ira Leslie, slm		Fred Wamble, pd Crawford, Roquemore, fd								Cyril G. Brennan, ce
		WCOV	1939		1170	10,000-D 1000-N DA-2	Southern Bcstg. Co. Adrian Lane 5-3561	CBS Raymer	Oscar P. Covington, p Hugh M. Smith, gm Joseph Petranka, sm		W. W. Hunt, cm Wes Britt, pd W. D. Weatherly, ce								Walter Spiro, fd Dick Reid, sd Dorothy Armand, wd
		WCOV-TV																	
		WMGY	1946		800	1000-D	Dixie Bcstg. Co. 4 S. Perry St. 2-5245	Forjoe, Dora-Clayton	Dr. S. D. Suggs, p Thomas Sewell, gm, cm Ann Fincher, pd		Clint Brown, pmm John Lamar, ce Red Ryan, nd								Doug Benton, fd Chuck Elliott, sd Josie Williams, wd
		WRMA	1953		950	1000-D	Southland Bcstg. Co. 26 N. Lawrence St. 4-6440	National Negro McGillvra	Ralph M. Allgood, co-o, gm William C. Cleghorn, cm Norma C. Betty, pd		Walter B. Stevenson, ce William E. Johnson, nd Ellis Ford, fd								Bill Johnson, sd Bertha Bailey, wd
		WSFA	1930		1440	5000-D 1000-N DA-N	Montgomery Bcstg. Co. P. O. Box 1031 5-1251	NBC Headley-Reed	David E. Dunn, p John C. Hughes, cm		Sebie B. Smith, tech. dir. John Allen Wolf, nd								Leroy Paul, sd

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 FM's in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

MUSCLE SHOALS

Colbert Co.)
WLAY 1450 Muscle Shoals Bestg. MBS Frank M. Farris Jr., p Jean Watkins, pmm Ronald S. Walker, fd
 1953 250 Co. Clanton, Ala. Devney Eulus O. Whitehead, gm, cm Lynn McMoran, ce James H. Sparks, sd
 Box 230, Sheffield, Ala. George Manush, pd James Smith, nd Imogene Stack, wd

ONEONTA

Blount Co.)
WCRL 1570 Blount County Bestg. Ala. Community Pat Courington, p Glenn M. Cornelius, pd, sd Jesse Culp, fd
 1952 250-D Service Ala. Community L. D. Bentley Jr., gm, cm, nd Ralph Jordon, ce Mrs. L. D. Bentley Jr., wd

PELIKA

Lee Co.)
WJHO 1400 Opelika-Auburn KBS John C. Cooper Jr., gm Mercer L. King Jr., pd John E. Smillon, ce
 1940 250 Bestg. Co. Indie Sales E. Jere Turk, cm Dora-Clayton
 1400 Auburn Rd. 712

PP

Covington Co.)
WAMI 860 Opp Bestg. Co. H. N. Lee, p James Heath, pmm, sd Jim Williams, nd, fd
 1952 1000-D P. O. Box 169 659 Berl F. Moore, gm, cm Joe Osgatharp, ce Willow Dean Leonard, wd
 Lois Moore, pd

OZARK

Dale Co.)
WOZK 900 Ozark Bestg. Co. Douglas Brown, p Wade Sullivan, cm, sd Johnny Hart, pmm
 1953 1000-D P. O. Box 742 655 Jack Du Mars, vp, gm, nd Jerry Du Mars, pd, wd

PHENIX CITY

Russell Co.)
WPNX 1460 Community Bestg. ABC Roy M. Greene, p, gm Robert Mann, pmm Jim Dillard, sd
 1952 1000 Co. Inc. MBS Sam Keel, cm V. O. Deloney, fd Earline Duncan, wd
 DA-N P. O. Box 388 Phenix City, Ala. P. O. Box 687 Columbus, Ga.

PIEDMONT

Calhoun Co.)
WPID 1280 Piedmont Radio Sta. McGillvra C. L. Graham, p Ollie Blair, pd Aker Livingston, ce
 1953 1000-D P. O. Box 223 2231 Curt Blair, gm, cm William A. Payne, pmm

PRICHARD

Mobile Co.)
WAIP 1270 Prichard Bestg. Co. WAIIP 1270 P. O. Chidester Ave. Mobile, Ala.

ROANOKE

Randolph Co.)
WELR 1360 Roanoke Bestg. Co. KBS J. W. Buttram, o, gm, cm Richard Killebrew, pd, pmm, nd, wd Laverne Foster, ce, fd
 1950 1000-D 801 N. Main St. 3811

RUSSELLVILLE

Franklin Co.)
WWWR 920 Bankhead Bestg. Co. KBS Walter Will Bankhead, p Carl Van Sittert, pd, ce Sara Francis Connor, wd
 1949 1000-D Bankhead Bldg. Hal Kirby, gm, cm Mable Hyde, pmm
 Jasper, Ala. Jasper (Ala.) 2-3461

SCOTTSBORO

Jackson Co.)
WCRI 1050 Pat M. Courington Ala. Community Pat M. Courington, p Gene Brown, pd, pmm, nd, James G. Wallace, ce, fd
 1950 250 P. O. 394 123 James F. Thompson, gm, cm Mrs. Kathryn Bergman, wd
WROS 1330 Scottsboro Bestg. Co. Hugh T. Kirby, p Clyde R. Varner, pd, pmm Bill Prickett, ce, nd & fd
 1952 1000-D 717 Scott St. 156 Rose M. Kirby, gm, cm & wd & sd

SELMA

Dallas Co.)
WGWC 1340 Dallas Bestrs. Co. CBS Oscar Covington, p John F. Townshend, gm, ce John Frazier, cm
 1946 250 Trinity 4-6687 Holman
WHBB 1490 Selma Bestg. Co. NBC Julien Smith Jr., gm Carolyn Perrin, pd W. D. Powers Jr., ce
 1935 250 209 Washington St. Trinity 4-8661 Avery-Knodel

for complete coverage of the local market, plus central and south alabama, both for one low price.

CENTRAL ALABAMA'S CLEAR CHANNEL STATION

WMGY

Montgomery's 3rd Station on the air
 Giving Complete Clear Channel Coverage of Town and Country.

Trading area population . 450,000 (U. S. census 1950)
 Retail sales . \$143,788,000 (Sales Management 1953)
 Specialized programming to Negro Audience for 6 years

Represented by Forjoe & Co.
 in Atlanta by Dora-Clayton

Montgomery

1000 watts

800 KC

THOMAS W. SEWELL, Gen. Mgr.

ALABAMA

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations
SYLACAUGA (Talladega Co.)					
WFEW 1945	1340 250	Alabama Bestg. Co. 527 North Broadway 2-3281	MBS KBS Ala. Bestg. Sys.	E. E. Forbes Sr., p George W. Carr, gm, cm, pd, pmm, sd	Conrad B. Pickren, ce, nd Helen Carter, wd
WMLS 1948	1290 1000-D	Marble City Bestg. Co. 11 West Second St. 2-4354	Curtis O. Liles, p, gm Marion W. McEwen, cm Robert M. Duck, pd, pmm	Walter Welch, ce Chris Wells, nd Lloyd Ross, fd Gertrude Tyson, wd
TALLADEGA (Talladega Co.)					
WHTB 1945	1230 250	Voice of Talladega, Inc. Sylacauga Hi-Way 2205	MBS KBS Ala. Bestg. Sys. Continental	Cecil Hornady, p Myron T. Snoddy, gm, pd	W. B. Dorriety, cm, sd David Andrews, ce Don Addington, nd Marjorie Heath, wd
WHTB-FM 1953	Ch. 246 (B) 97.1mc 9.2kw				
TALLASSEE (Elmore Co.)					
WTLS 1954	1300 1000-D	Tallassee Bestg. Co. Hi-Way 14 8535	Bert Bank, p, gm Ned Butler, cm, sm, ce	Hank Holman, pd, slm, sd Wallace Hobgood, pmm, nd
TROY (Pike Co.)					
WTBF 1947	1490 250	Troy Bestg. Co. College Dr. 980	MBS	J. Roy Crow, p Jess L. Jordan, gm	Robert Tolbert, cm Joe Gilchrist, ce Asa Dudley, sd
TUSCALOOSA (Tuscaloosa Co.)					
WJRD 1936	1150 5000-D 1000-N DA-N	Wilhelmina Echols 2216 Broad St. 4464	NBC, Rambeau, Dora-Clayton	Wilhelmina Echols, o Gene Tibbett, gm, pmm Lehman M. Mayer, cm	Roy McAllister, pd, sd David H. Livingston, ce Starr Smith, nd Jack Hamn, fd Idalia Hollingsworth, wd
WNPT 1951	1290 1000-D 250-N DA-N	West Alabama Bestg. Co. P. O. Box 181 3311	Indie-Sales	W. P. Thielens, p, sd Ruth Harris, vp, cm, pmm	Bob Jones, pd, sd T. H. Todd, ce Clyde Price, nd, fd Evelyn Tidmore, wd
WTBC 1946	1230 250	Tuscaloosa Bestg. Co. Radio Center 8-5523	MBS KBS Sears & Ayer	Bert Bank, gm Jim Davis, cm	Jack Mock, pd, nd J. A. Ward, ce Tommy McLaughlin, sd
WTBC-FM 1952	Ch. 239 (B) 95.7mc 18kw				
TUSKEGEE (Macon)					
WTUS 1952	580 500-D	Radio Tuskegee Inc. P. O. Box 577 580	KBS	J. A. Bowers, gm, pd George Burton, cm	Joe Burton, pmm Julian A. Duncan, ce
WETUMPKA (Elmore Co.)					
WETU 1954	1570 250-D	Elmore Service Corp. P. O. Box 60 7369	KBS Dora-Clayton	Ed Morgan, gm, cm, pd, pmm	James C. Rutledge, ce, nd, sd Jim Roebuck, fd Olive Macon, wd

ARIZONA

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1954	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenge Cars 1954
Apache	27,767	2,380	\$ 7,389	\$ 1,147	\$ 141	3,024	Pima	141,216	46,250	212,080	48,578	9,839	73,31
Cochise	31,488	8,750	35,672	9,407	1,103	15,645	Pinal	43,191	10,440	42,391	13,400	1,609	16,47
Cocconino	23,910	5,640	30,397	4,851	692	8,987	Santa Cruz	9,344	2,350	14,383	2,814	755	3,66
Gila	24,158	6,440	22,013	5,559	825	9,906	Yavapai	24,991	7,150	26,892	6,031	896	10,65
Graham	12,985	3,080	13,922	2,389	332	5,334	Yuma	28,006	7,900	46,842	10,379	1,330	18,80
Greenlee	12,805	3,450	9,895	3,214	224	5,036	Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state						
Maricopa	331,770	103,630	483,516	99,694	16,563	181,692							
Mohave	8,510	2,410	10,724	2,218	216	3,506							
Navajo	29,446	4,570	19,740	3,696	690	6,784							

DIRECTORY OF AM AND FM STATIONS

BISBEE (Cochise Co.)						
KSUN 1933	1230 250	Carleton W. Morris Drawer C Lowell Sta. Hemlock 2-2277	MBS Don Lee Arizona Net Blair	Carleton W. Morris, p Arlo Woolery, gm, cm Ray Helgesen, pd	Leo Bernard, pmm Ben Strotman, ce	Bert Main, nd Elaine Hubbard, wd
CLIFTON (Greenlee Co.)						
KCLF 1950	1400 250	Gila Bestg. Co. 15 Park Avenue Box 548 University 4-4114-15	Arizona Bestg. Best	D. F. Long, p Ira Toler, gm, nd Paul R. Wieman, cm, ce	Henry Sherod, pd William Betts, pmm	Roy Jeter, fd Bill Richards, sd Lois Wieman, wd
COOLIDGE (Pinal Co.)						
KCKY 1948	1150 1000 DA-N	Gila Bestg. Co. Roosevelt at Main 4451-4432	CBS KBS Arizona Net.	Louis F. Long, p William F. Parady, gm, sd Jim Doyle, cm, pd	Virginia Baker, pmm Jeff Lapping, ce Harriet Anderson, nd	Lee Hazlewood, fd Virginia Belden, wd

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**PHOENIX
IS BIG**

now **45th*** Metropolitan Market
in Population and Retail Sales

Among U. S. METROPOLITAN MARKETS Phoenix ranks —	
23rd	in Building Material-Hardware Store Sales
34th	in Drug Store Sales
34th	in Filling Station Sales
34th	in Home Furnishing Store Sales
38th	in Supermarket Sales
42nd	in Eating and Drinking Places Sales
*SRD Consumer Markets '54	

- Population 423,400
- Retail Sales \$515,290,000

Phoenix' sharp gains in population and retail sales make sense. The whole vital market is GROWING. New people are streaming in . . . finding jobs, buying homes and cars, establishing businesses. In fact, Phoenix is the hub of a network of prosperous communities which make a definite contribution to Phoenix' retail sales. It's a market worth dominating — and you can dominate it through the complete coverage of KPHO and KPHO-TV. They take your sales story right into the homes you most want to reach!

SOLD
~~reached~~ most effectively through . . .

KPHO-TV and KPHO

Channel 5 • CBS Basic
First in Arizona since '49

Dial 910 • ABC Basic
Hi Fidelity Voice of Arizona

**YOUR
MEREDITH
STATIONS**

AFFILIATED WITH BETTER HOMES and GARDENS • REPRESENTED BY KATZ

ARIZONA

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
DOUGLAS (Cochise Co.)					
	KAWT 1946	1450 250	Carleton W. Morris Drawer C Lowell Hemlock 2-2277	MBS Arizona Net Blair, Raymer	Carleton W. Morris, p Robert L. Whitaker, gm, cm, sd Sidney Mannette, pd Ben Strotman, ce Henry Alcott, nd, fd Anna Louise Ruterman, wd
FLAGSTAFF (Coconino Co.)					
	KCLS 1950	1360 5000-D CP-600 5000-D 500-N DA-N	Saunders Bestg. Co. Box 1677 946	MBS Don Lee & Arizona Net.	Charles J. Saunders, o, gm, cm, nd Bill Johnson, pd Leonard Benson, ce Dorothy Saunders, wd Don Gellers, sd Bill Brechen, fd
	KGPH 1950	690 1000-D 500-N DA-N	Frontier Bestg. Co. Weatherford Hotel 21 N. Leroux 51 or 65	ABC McGillvra	A. S. Holm, p E. C. Phillippi, gm, cm, ce Milton Frisbie, pd Mary Jane Phillippi, pmm, wd Rod Falconer, nd, fd
GLENDALE (Mariposa Co.)					
	KRUX 1947	1340 250	Radio Arizona Inc. Rm. 317 Goodrich Bldg. 633 E. Grand Ave. Glendale Alpine 2-2371 Yellowstone 7-9244	Stan Norman, p Frank S. Barc Jr., gm Sandy Wise, cm Val Brewer, pd M. Z. Moore, pmm Gene Boos, ce Gene Burrus, nd Ray Odom, sd Madeline Wise, wd
GLOBE (Gila Co.)					
	KWJB 1938	1240 250	Gila Bestg. Co. Globe, Arizona 41	NBC, Arizona Bestg., Raymer	Louis F. Long, p Willard Shoecraft, gm C. W. Mizner, cm Darrell Tucker, sd Harryette Weinberg, wd
KINGMAN (Mohave Co.)					
	KGAN 1949	1230 250	J. James Glancy Blue 462	ABC	J. J. Glancy, p, gm, cm, nd Mrs. A. L. Payne, pd, wd W. H. Wittington Jr., ce
MESA (Maricopa Co.)					
	KTYL 1947	1310 1000-D 500-N DA-N CP-5000-D 500-N DA-N	Harkins Bestg. Co. Box 231 Woodland 4-4432	Dwight Harkins, p, gm Harl Barnett, sm Lorenzo Lisonbee, cm Jack Harris, pd, pmm Ben Smith, ce
	KTYL-FM 1950	284(B) 104.7mc 50kw			
NOGALES (Santa Cruz Co.)					
	KNOG 1948	1340 250	Charles & Alice Montano Rancho Grande Hotel 770	CBS National Time Sales, Oakes	Charles F. Montano, gm & cm Alice B. Montano, asst. m & pd
PHOENIX (Maricopa Co.)					
	KIFN 1949	860 1000-D	Western Bestg. Co. 1975 South Central Ave. Alpine 3-6155	Oakes & Associates, National Time	Frank P. Redfield, p, gm John K. Redfield, cm, pmm Peter Moraga, pd Edgar B. Pool, ce Joe D. Alvarado, nd Grace Gil, wd
	KONI 1954	1400 250	James T. Ownby Mayer Heard Bldg. Alpine 8-8044	James T. Ownby, p Margie Abbott, pd Ed Doraty, ce
	KOOL 1947	960 5000 DA-N	Maricopa Bestg. Inc. 511 W. Adams Alpine 3-3121	CBS Arizona Net, AM Radio Sales	Gene Autry, p Charles H. Garland, gm Homer Lane, sm William J. Connelly, cm Miles Shepperd, ce Frank Pollack, nd Bob Donnelly, fd Pat Flanagan, sd Dee Junker, wd
	KOYL 1922	550 5000-D 1000-N	Koy Bestg. Co. 840 No. Central Ave. Alpine 8-8181	MBS Don Lee Bestg. Arizona Net, Blair	John L. Hogg, p, gm James W. Ross, sm John R. Williams, pd Edward R. Janney, ce Paul Gribben, nd Rich Johnson, fd Bill Close, sd Frankie Jo Ellis, wd
	KPHO 1940	910 5000 DA-N	Meredith Engineering Co. 631 North 1st Ave. Alpine 8-4511	ABC Katz	E. T. Meredith Jr., p Richard B. Rawls, gm Howard Stalnaker, cm Gene Spry, pd, fd Ron De Pinto, pmm George McClanathan, ce Johnny Green, sd Ruth Dunlop, wd
	KRIZ 1950	1230 250	KRIZ, Inc. 2345 Westward Blvd. Alpine 4-8436 (See Glendale Listing)	KBS Burns-Smith	Howard M. Loeb, p, gm, nd Sheldon Engel, cm, pmm Bill Bailey, pd, ce Bob Johnson, sd
	KRUX 1922	620 5000 DA-N	KTAR Bestg. Co. 1101 North Central Avenue Alpine 4-4161	NBC Arizona Bestg. Raymer	Richard O. Lewis, p, gm E. W. Harvey, vp, cm Rol Laughner, pd, fd Ted Edwards, pmm A. C. Anderson, ce John Snow, nd John Harrington, nd Myron Drake, sd Alice Rothwell, wd
	KVAR-TV				
PRESCOTT (Yavapai Co.)					
	KYCA 1940	1490 250	Southwest Bestg. Co. E. Gurley St. 244	NBC Arizona Bestg. Raymer	Harold Ritter, p & gm Hollis Hill, pd Ric Williamson, pmm George Eitel, ce
SAFFORD (Graham Co.)					
	KGLU 1938	1480 1000	Gila Bestg. Co. 520 Main 15	NBC Arizona Bestg. Raymer	Louis F. Long, p Edward E. Furman, cm Paul Merrill, gm Lester McBride, pd, nd, fd Russ Wonnacott, pmm, sd John E. Hickman, ce Bonita McBride, wd
TUCSON (Pima Co.)					
	KCNA 1947	580 5000-D 500-N DA-N	Catalina Bestg. Co. 1511 East 16th 2-4664	ABC Hollingbery	Erskine Caldwell, p Harry B. Chambers, gm Robert O. Black, pd Eugene E. Stough, ce Tom Burrows, nd Jim Officer, sd
	KEVT 1953	690 250-D	Tucson Radio Inc. 400 North Shawnee Ave. 4-5588	Oakes	Peter Trowbridge, p, gm, ce W. DeWitt Wray, cm Oscar H. Stevens, pd, nd Hector LeDesma, pmm Carlos McCormick, sd Refugio Yabes, wd
	KOPO 1947	1450 250	Old Pueblo Bestg. Co. 115 W. Drachman St. 4-2511	CBS Arizona AM Radio	Gene Autry, p E. S. Mittendorf, m Gerald C. O'Brien, gm Paul Plunkett, cm Ed Tucker, pd Joe Crystall, pmm Verne Cimmyotti, ce Ed Tucker, nd Bernie Perlin, sd

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ARIZONA

KTCT 1949	1490 250	Thomas J. Wallace 500 W. Elm St. P. O. Box 5585	Grant	Thomas J. Wallace, p, gm Dick Grand, cm	Dona Brown, pd Tom Wallace, Jr., ce	Jim Officer, nd, sd
KTCT-FM	Ch. 258(B) 99.5mc 3.1kw					
KTUC 1929	1400 250	Tucson Bestg. Co. 900 E. Broadway 2-3344	MBS Arizona Net, Blair	Lee Little, p, gm George Bradley, cm Peter Tufts, pd	Mac Matheson, bus mgr, m Clifford Livingston, ce	Fred Finney, nd, fd Hal Gensichen, sd
KVOA 1929	1290 1000	Arizona Bestg. P. O. Box 2911 3-2555	NBC Arizona Bestg. Raymer	R. B. Williams, p, gm Harper M. Phillips, bus mgr. John C. Underwood Jr., sm	Ben L. Slack, Jr., pd Raymond H. Holclaw, ce James W. Hays, nd	James H. Maize, fd Lawrence W. Schnebly, sd Helen K. Miller, wd
INSLOW (<i>avajo Co.</i>)						
KVNC 1952	1010 1000-D 500-N DA-2	Gila Bestg. P. O. Box 373 1010	MBS Arizona Net	L. F. Long, p, o O. E. Whelan, gm, fd Blake Tabor, cm	Ralph Anderson, pd, sd Pat Bryan, pmm Earl Hickman, ce	Walt Lee, nd Geneva Litton, wd
JMA (<i>uma Co.</i>)						
KOLD 1953	1240 250	Maricopa Bestg. Co. P. O. Box 1430 Sunset 3-8341	CBS Arizona Net. Tracey Moore Hal Holman	Gene Autry, p Robert C. Garland, sm	Hobart Lewis, cm Russ Foss, pd, sd	Betty Tooley, pmm Don Peltz, ce
KYMA 1950	1400 250	KYMA-Yuma, Inc. 699 Avenue "B" Sunset 3-7541	MBS Arizona Net. Don Lee, Blair	Bill Lindsey, p, gm Bob Brennan, cm, pd Lowell McGill, pmm	Ray King, ce, fd Tom Inglett, nd	Ralph Davis, sd Mary Salmon, wd
KYUM 1940	560 1000 DA-N	Yuma Bestg. Co. 1901 1st St. 3-3305	NBC Arizona Bestg. Raymer	Ray C. Smucker, p & gm Larry Jorgensen, cm Bob Hansen, pd	Leavenworth Wheeler, ce Larry Roeser, pmm Hank Alcott, nd	John Witt, sd Loye McClung, wd Fred Pelger, fd

ARKANSAS

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
kansas	23,665	6,160	\$31,076	\$ 5,775	\$ 844	*353,179	Lincoln	17,079	3,520	4,148	1,181	151	
hley	25,660	5,850	13,393	3,565	359		Little River	11,690	2,460	4,655	1,621	177	
xter	11,683	3,150	10,265	2,172	273		Logan	20,260	4,800	10,664	1,679	224	
nton	38,076	11,220	41,563	7,944	892		Lonoke	27,278	6,520	18,799	4,389	507	
one	16,280	4,690	15,330	2,669	333		Madison	11,734	2,660	2,868	585	85	
adley	15,987	3,760	11,185	2,012	220		Marion	8,609	2,150	3,027	833	54	
lhoun	7,132	1,470	2,015	478	21		Mississippi	32,614	9,130	33,432	6,293	631	
roll	13,244	3,920	7,333	1,667	312		Monroe	19,540	4,370	12,387	3,533	318	
icot	22,306	4,950	12,658	3,216	355		Montgomery	6,680	1,660	1,643	361	49	
rk	22,998	5,640	15,472	3,325	427		Nevada	14,781	3,500	6,890	1,570	167	
ry	26,674	6,930	13,620	3,011	323		Newton	8,685	1,810	675	379	20	
burne	11,487	2,830	3,781	836	112		Ouachita	33,051	8,690	25,843	6,819	717	
veland	8,956	2,090	1,797	589	45		Perry	5,978	1,350	1,580	389	28	
umbia	28,770	6,850	17,502	3,262	619		Phillips	46,254	10,630	30,251	7,949	852	
nway	18,137	4,260	9,371	1,904	246		Pike	10,032	2,650	4,243	80	129	
aighead	50,613	12,910	42,952	8,060	1,275		Poinsett	39,311	8,880	30,915	6,276	863	
awford	22,727	5,860	9,192	2,555	355		Polk	14,182	3,640	9,220	2,481	274	
itendon	47,184	10,350	35,548	7,750	518		Pope	23,291	5,790	12,699	2,839	353	
oss	24,757	5,590	16,544	3,145	452		Prairie	13,768	3,270	5,789	1,451	147	
llas	12,416	2,770	5,888	1,939	196		Pulaski	196,685	57,130	229,850	43,219	7,478	
sha	25,155	5,500	14,751	3,763	302		Randolph	15,932	3,950	7,563	1,509	189	
ew	17,959	4,230	8,231	2,904	199		St. Francis	36,841	8,120	21,708	5,351	430	
ulkner	25,289	6,220	15,518	2,602	370		Saline	23,816	5,650	15,086	3,765	276	
anklin	12,358	3,030	5,826	1,073	138		Scott	10,057	2,380	3,999	614	121	
lton	9,187	2,410	2,016	447	50		Searcy	10,424	2,440	3,224	724	127	
riand	47,102	14,150	55,755	11,220	2,297		Sebastian	64,202	18,700	84,538	14,197	2,297	
ant	9,024	2,200	3,273	842	73		Sevier	12,293	3,130	7,635	1,660	251	
eene	29,149	7,500	20,030	4,242	423		Sharp	8,989	2,140	1,385	313	42	
mpstead	25,080	6,090	16,039	3,253	365		Stone	7,662	1,820	1,893	483	54	
t Spring	22,181	5,970	13,546	3,716	381		Union	49,686	13,240	34,966	9,495	1,661	
ward	13,342	3,290	7,588	1,767	263		Van Buren	9,687	2,400	2,576	612	72	
ependence	23,488	5,970	16,232	3,025	314		Washington	49,979	14,290	58,270	10,260	1,250	
rd	9,953	2,430	1,766	399	92		White	38,040	9,950	22,116	3,983	657	
rkson	25,912	6,250	18,303	3,658	464		Woodruff	18,957	4,070	9,476	1,994	324	
erson	76,075	19,340	58,448	13,635	1,193		Yell	14,057	3,420	7,166	1,015	191	
hanson	16,138	4,180	7,738	2,234	166								
fayette	13,203	2,870	6,220	1,550	153								
wrence	21,303	5,430	9,791	1,894	235								
e	24,322	5,140	11,440	2,571	371								
itate wide total.													

Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

ARKADELPHIA (<i>ark Co.</i>)						
KVRC 1947	1240 250	Arkadelphia Bestg. Co. 506 Main St. 789 and 790	MBC KBS Razorback Net, University of Arkansas, Best	Cecil W. Cupp Sr., p J. M. Moore, gm, cm	Bill Deaton, pd, pmm, nd Ray Burns, ce	John Riggle, fd, sd
ATESVILLE (<i>ndependence Co.</i>)						
KBTA 1950	1340 250	White River Valley Bestg. Lock & Dam Rd. 1112	MBS Razorback- Keystone, Best	J. F. Higginbottom, p, gm E. A. Poole, cm	E. A. Lotridge, pd, nd Morris Cofer, ce	Carlton Gardner, sd Myrlene Morgan, wd
ENTON (<i>aline Co.</i>)						
KBBA 1953	690 250-D	Benton Bestg. Service Box 294 Spring 8-2690	KBS Best	Richard Tuck, p, gm Lavelle Langley, cm, pd	Edwin Zoch, pmm	Preston Bridges, ce
LYTHEVILLE (<i>Mississippi Co.</i>)						
KLCN 1922	910 5000-D	Harold L. Sudbury Sudbury Bldg. Poplar 2-2093	Arkansas Net Razorback Univ. of Ark., Pearson	Harold L. Sudbury, p, gm, cm Carl Frame, pd	J. T. Sudbury, pmm Joe Nearns, ce	Don Whitney, fd Juanita Gray, wd
KLCN-FM 1948	Ch. 241 (B) 96.1mc 21kw					

ARKANSAS

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
CAMDEN (Ouachita Co.)						
KAMD 1946	1450 250	Camden Radio Inc. 647 California Ave., S.W. Temple 6-5091-2	MBS Razorback Arkansas Net Keystone, Gill-Perna Best	W. E. Hussman, p Donald Cathey, gm, cm	Cal Carter, pd, pmm, nd, fd, sd	D. C. Hunter, ce
KPLN 1953	1370 1000-D	Southern Bestg. Co. Stephens Rd. 6-9334		C. T. Mullins, gm & cm	J. Andrew Wright, pd, pmm	
CONWAY (Faulkner Co.)						
KCON 1950	1230 250	Conway Bestg. Co. ASTC Campus 189	Keystone, Razorback, Univ. of Ark. Best	James E. Clayton, p, gm, cm Corra Nell Tilley, pd	Ed McClendon, pmm	Herman G. Stermer, ce
CROSSETT (Ashley Co.)						
KAGH 1951	1340 250	Julian Haas 900 Main 750	NBC KBS Razorback	Julian Haas, o gm	Charles Buice, ce	Ken Johnston, nd, sd
EL DORADO (Union Co.)						
KDMS 1950	1290 1000-D	El Dorado Bestg. Co.				
KELD 1953	1400 250	Radio Enterprises 208 North Washington Union 3-6126	ABC	W. N. McKinney, p, gm, pmm J. R. Duerson, cm	Mrs. D. Pondrom, pd, wd Troy B. Eddins, ce Ed Hall, nd	Ferrell Gresham, fd Wayne Harper, sd
FAYETTEVILLE (Washington Co.)						
KGRH 1946	1450 250	Fayetteville Bestg. 922 North Leverett Hillcrest 2-2322	MBS KBS Univ. of Ark. Walker	Hayden McIlroy, p Fred J. Stevenson, gm Ed Gideon, cm, pmm	Wallie Ingalls, pd, sd Harold R. Lindsey, ce	Wade Dinning, nd Mary Ingalls, wd
FORREST CITY (St. Francis Co.)						
KXJK 1949	950 5000-D	Forrest City Bestg. Natl. Bank Bldg. 950	KBS Best, Dora-Clayton	William Fogg, p, gm James Pearson Jr., cm	Harold Webber, pd, pmm Walter Smith, Jr., ce	Bob Webber, nd, sd Lloyd Denney, fd
FT. SMITH (Sebastian Co.)						
KFPW 1930	1230 250	Tulsa Bestg. Co. 2415 N. Albert Pike Sunset 3-4105	CBS Razorback Net, Avery-Knode	John Griffin, p L. A. Blust, vp, gm Ben Holms, cm	J. Paul McCaslin, sm George Ketcham, pmm Gene Gregory, ce	Pat Garner, nd, fd Joe Roppolo, sd Dorothy Gibson, wd
KFPW-FM 1947	235 (B) 94.9mc 14kw					
KFSA 1947	950 1000-D	Southwestern Radio & TV Co. 920 Rogers Ave. Sunset 2-9126	ABC Pearson	Donald W. Reynolds, p H. Weidon Stamps, gm D. L. Johnson, cm	Pat Porta, pd, nd R. W. Platt, Jr., ce Luther Lemons, fd	Harry Freeman, sd Patricia Bowles, wd
KFSA-TV 1948	500-N DA-N					
KFSA-FM 1948	Ch. 296 (A) 107.1mc 0.32kw					
KWHN 1947	1320 5000	KWHN Bestg. Co. 421-423 Garrison Ave. Radio Center Sunset 3-8967, 68	MBS Rambrau	H. S. Nakdimen, o Parkman R. Feezor, sm, cm	Glenn O'Neal, pd, nd, fd Bruce Dennis, ce	Leo House, sd Linnah Henderson, wd
KNAC-TV 1948	DA-N					
HARRISON (Boone Co.)						
KHOZ 1946	1240 250	Harrison Bestg. Co. Radio City Addition 1240	MBS KBS Arkansas Net, Best	Robt. S. Wheeler Jr., p Bruce C. Washburn, gm, pd	Everett S. Horton, cm Fred Ward, ce	Ralph Knox, nd
HELENA (Phillips Co.)						
KEFA 1941	1360 1000 DA-N	Helena Bestg. Co. 215 York St. Hickory 4-2361	MBS KBS Arkansas & Razorback, Best	Sam W. Anderson, p, gm George Caven, cm Larry Parker, pd, sd	Cecil Scaife, pmm Earl Hodges, ce	Bill Holland, nd Katherine Kizer, wd
HOPE (Hempstead Co.)						
KXAR 1947	1490 250	Hope Bestg. Co. P. O. Box 138 Prospect 7-3601	MBS KBS Best	Alex H. Washburn, p L. B. Tooley, gm, ce	Wes Ninemire, cm Carroll Wynn, pd	Haskell Jones, pmm, nd, sd Florence Tooley, wd
HOT SPRINGS (Garland Co.)						
KBHS 1953	590 1000-D	Resort Bestg. Co. 113 Third St. 3888	Sears & Ayers	I. A. Cain, p Randall L. McCarrell, gm Ed. C. Appler, cm	Steve Nichols, pd, nd Robert Lewis, pmm, sd Dalton Sanders, ce	Herman Tedder, fd Bonnie Jean Brooks, wd
KBLO 1953	1470 1000-D	National Park Bestg. Co. 1011 Central Ave. 5365	Razorback	Robert S. Bieloh, co-o, gm & cm J. W. Bowie Meredith, co-o	DeWitt Jim Waites, pd, nd & sd	Robert King, ce Clara Broyles, wd
KWFC 1941	1340 250	Spa Bestg. Co. Inc. 819½ Central Ave. 412	ABC MBS Arkansas Net, Razorback Gill-Perna	W. E. Hussman, p C. J. Dickson, gm, cm Jim City, pd, sd	Jack Wolever, pmm Bill Carr, ce	Walter Ebel, nd Martha Hickman, wd
JONESBORO (Craighead Co.)						
KBTM 1930	1230 250	Regional Bestg. Co. KBTM Bldg. 603 Madison St. Webster 5-5597	MBS KBS Razorback, Best	Harold E. King, p, gm James Barnes, cm Bill Hart, pd	Marion Bohne, pmm Norman Bowman, ce Clarence Adams, nd, fd	John Cramer, sd Estelle Fox, wd
KBTM-FM 1948	Ch. 270 (B) 101.9mc 8.1kw					
KNEA 1950	970 1000-D	Radio Jonesboro Inc. Citizen's Bank Bldg. Webster 2-8361-2	Razorback, Gill-Perna	Ernest Farabee, p Dick Crane, gm Bernie Hargreaves, cm	Chad Lassiter, pd Charles Quinton, pmm Wesley Bell, ce	Dave Banks, nd, fd Kay Norman, wd

Data corrected to Dec. 15, 1954. 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—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. Complete key to abbreviations, page 6.

LITTLE ROCK

(Pulaski Co.)

KARK 920
1928 5000
KARK-TV DA-N

Arkansas Radio & Equipment Co.
1001 Spring St.
Franklin 6-2481

NBC
Petry

T. H. Barton, p
T. K. Barton, vp, gm
A. C. Dowden, cm
Ernest M. Howard, pd
A. L. Chilton, p
S. C. Vinsonhaler, gm
Kermit Richardson, cm,
pmm

Miss Shirely R. Kennedy,
pmm
Dan L. Winn, ce
Bob Kemp, nd
Hugh Brown, pd, nd
V. O. Van Dusen, ce

Bob Bulice, fd
Bud Campbell, sd
Pat Fontaine, wd
Rex Parnell, sd
Clarice Billingsley, wd

KGHI 1250
1927 1000-D
500-N
DA-N

KGHI Bcstg. Service
306 West Third
Franklin 2-0166

Hollingbery

J. N. Heiskell, p
Glen H. Robertson, gm
Harris Owens, pd

Bob Hicks, pmm, nd
Kermit Tracy, ce
Jim Moffett, fd

Harry Pierce, sd
Dorothy Sansing, wd

KLRA 1010
1927 10,000-D
5000-N
DA-N

Arkansas Bcstg. Co.
Gazette Bldg.
Franklin 2-5427

ABC
Raymer

W. H. Bronson, p
Henry B. Clay, vp
G. B. Robertson, gm

W. V. Hutt, cm
Cecil Bland, pd
Robert Ewing Brown, pmm

Cecil Suitt, ce
Bill Neel, nd
Marvin Vines, fd

KTHS 1090
1953 50,000
DA-N

Radio Bcstg. Co.
313 Main St.
Franklin 4-2293

CBS
The Branham
Co.

R. M. Saxon, p
Dale D. Mahurin, gm, ce

Dan Crawford, nd, sd

Kitty V. LaCall, wd

KVLC 1050
1948 1000-D

Southwestern Bcstg. Co.
Southern Natl. Ins.
Bldg.
Franklin 5-5321

KBS
Radio-TV

John F. Wells, p
Emil J. Pouzar, gm
Melton B. Lancaster, cm

Roy C. Nichols, pd
Earl Butler, ce

Miss Bobbie Forster, nd
Gene Fortson, sd

KXLR 1150
1946 5000-D
1000-N
DA-N

Arkansas Airwaves Co.
Cotton Belt Bldg.
No. L.R.
Franklin 2-2155

MBS
Venard,
Rintoul &
McConnell

MAGNOLIA

(Columbia Co.)

KVMA 630
1948 1000-D

Magnolia Bcstg. Co.
212 North Jefferson
Magnolia 630

MBS
Pearson Co.

Dr. Joe F. Rushton, p
William M. Bigley, gm

Dudley Waller, cm
Ray Wells, ce

Les Rogers, nd, fd
Lois Gene Greer, wd

MALVERN

(Hot Spring)

KDAS 1420
1951 1000-D

Malvern Bcstg. Co.
Young Insurance Bldg.
1584

KBS
Razorback,
Devney,
Melville

J. C. Cuffman, p
Charles Perry, Jr., gm

Eddy T. Sharpe, cm
Overton Hurst, pd

Johnny Williams, ce
Mary E. Newton, wd

McGEHEE

(Desha Co.)

KVSA 1220
1953 1000-D

Southeast-Arkansas
Bcstgs. Co.
P. O. Box 1220
McGehee, Ark.
P. O. Box 1220
Dermott, Ark.
20

KBS
Arkansas,
Razorback
Best

Abbott F. Kinney, p, gm,
pmm, fd, sd

Mrs. M. F. Kinney, cm
Herschell E. Parent, pd, nd

Robert L. Padgett, ce
William R. Moore, sm

ENA

(Polk Co.)

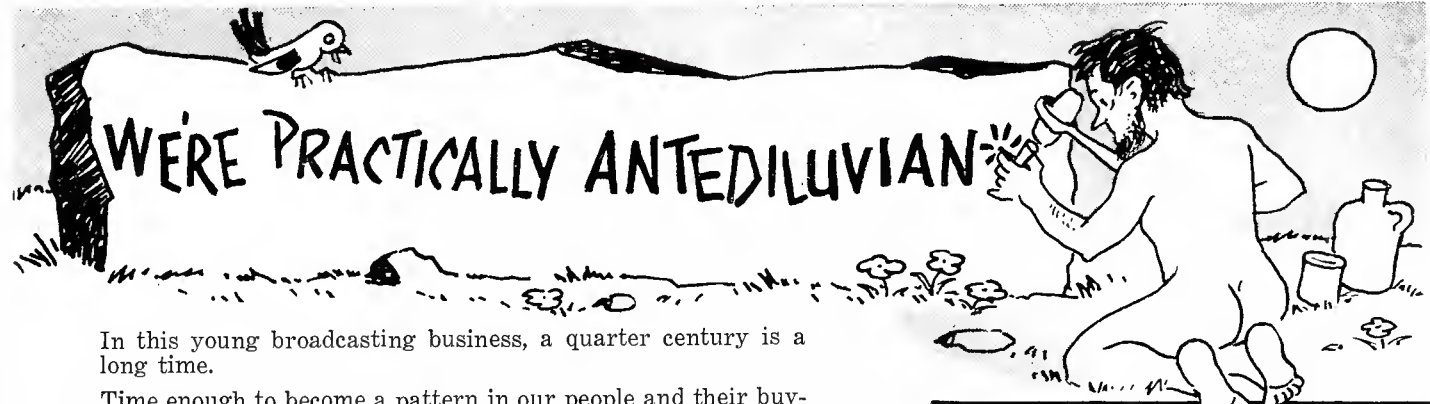
KENA 1450
1950 250

R. B. Bell
S. Reene St.
878

MBS
KBS
Razorback,
Best

R. B. Bell, p, gm

O. F. Frederik, ce



In this young broadcasting business, a quarter century is a long time.

Time enough to become a pattern in our people and their buying habits . . . so they'll turn to KBTM first for the network and music, news and sports. In news, for example, we've the only fulltime news editor in Northeastern Arkansas; the only AP wire in Jonesboro. In sports, day and night football, basketball and baseball.

What we're talking about is a bit more interest in the community and a little more understanding of its needs.

We've never let them down in a "quarter century of the best in radio."

And it pays—for us and for you.

** If our spelling and Webster is right: the times before the great flood—the one the Ark was in.*

KBTM
A M F M

**A QUARTER CENTURY OF
THE BEST IN RADIO
JONESBORO, ARKANSAS**
HIL. F. BEST NATIONAL REPRESENTATIVE

1954 MARKET DATA			
12 Counties Included in KBTM's NIELSEN			
County	Population	Radio Homes	Retail Sales
Craighead	51,000	13,600	\$ 35,117,000
Poinsett	39,300	9,450	24,533,000
Green	28,300	7,780	17,920,000
Fulton	10,900	3,080	7,298,000
Lawrence	20,500	5,550	9,635,000
Jackson	25,300	6,630	16,923,000
Cross	23,900	5,950	13,565,000
Crittenden	48,200	11,690	32,337,000
Mississippi	81,800	19,980	53,834,000
Cloy	25,600	7,050	12,027,000
Randolph	14,900	3,990	6,931,000
Dunklin (Missouri)	46,700	12,410	33,854,000
TOTALS	416,400	107,160	\$263,974,000

Market figures from 1954 "Consumer Markets"

ARKANSAS

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations
MORRILTON (Conway Co.)						
	KVOM 1952	800 250-D	Morrilton Bcstg. Co. P. O. Box 541 506	Razorback, Best	J. C. Willis, p, gm	Howard F. Houston, cm, pd Weldon L. Sledge, ce
MOUNTAIN HOME (Baxter Co.)						
	KTLO 1953	1490 250	Mtn. Home Bcstg. Co. P. O. Box 67 1490	MBS	A. Stricklen, p, gm	Bob Pratt, cm Don Bowen, ce
NEWPORT (Jackson Co.)						
	KNEY 1949	1280 1000-D	Newport Bcstg. Co. 749	Razorback	Harold Sudbury, p Gene Howe, gm, cm, nd	Jerry Grojean, pd & sd Anson Clark, ce
OSCEOLA (Mississippi Co.)						
	KOSE 1949	860 1000-D	Osceola Bcstg. Co. P. O. Box 311 860	KBS Razorback, Univ. of Ark. Best	H. F. Ohlendorf, p Ted Woods, gm	Betty Woods, cm Harold M. Jones, ce
PARAGOULD (Greene Co.)						
	KDRS 1947	1490 250	Progressive Bcstg. Co. P. O. Box 491 Cedar 2-7627	KBS Univ. of Ark.	G. T. Rand, gm Doayne F. Bateman, cm T. M. Self, bus. mgr.	Wilma Wheelis, pd, wd Russell Schwamb, ce, nd Art Rogers, fd Chuck Stark, sd
PINE BLUFF (Jefferson Co.)						
	KCLA 1947	1400 250	Radio Engineering Service 2900 West 28th Ave. 1900	Best	Ken Kesterson, co-o, gm	Clyde Martin, cm Charles Penix, co-o, pd
	KOTN 1934	1490 250	Universal Bcstg. Corp. P. O. Box 957 721	MBS KBS Ark. Net. Razorback	B. J. Parrish, p, gm, cm, ce Miss Hilda Matz, pd R. W. Etter, pmm	Wendell Atchison, nd Robert Watson, fd Bob Robinson, sd Alva Holt, wd
POCAHONTAS (Randolph Co.)						
	KPOC 1950	1420 1000-D	Pocahontas Radio 500 or 501	KBS Razorback	Adrian L. White, p, gm, cm, pmm	Bill Nichol森, pd, nd, sd Jack Wilson, ce, fd
	KPOC-FM 1950	Ch. 249 (A) 97.7 0.39kw				
ROGERS (Benton Co.)						
	KAMO 1954	1390 500-D	Radio Station KAMO American Nat'l Bank Bldg. 1390	Best	G. Don Thompson, gm	Jean Boroughs, cm
RUSSELLVILLE (Pope Co.)						
	KXRJ 1947	1490 250	The Valley Bcstg. Co. Fine Arts Bldg. 299-123	MBS KBS Razorback, Ark. Net.	C. R. Horne, p, gm L. L. Bryan, cm William C. McKenney, pd, ce	Don Sammons, pmm Kermit Womack, nd, sd Marjorie Crabaugh, wd
SEARCY (White Co.)						
	KWCB 1951	1300 1000-D	White Co. Bcstg. Co. P. O. Box 95 1281	KBS Best	Carl N. Dodd, gm	
SILOAM SPRINGS (Benton Co.)						
	KUOA 1923	1290 5000-D	KUOA Inc. 777	MBS KBS Magic Circle, Razorback	John E. Brown Sr., p Cecil E. Smith, gm, ce	Jim Sheets, cm Ralph Kennedy, pd
	KUOA-FM 1948	Ch. 289 (B) 105.7mc 2.6kw				

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BEST-IN-ARKANSAS.....

In Arkansas you need the local radio station to cover the state—no power station can do the job in Arkansas where the retail sales in local markets are over 250% greater than 10 years ago. On Hil F. Best stations most listeners do NOT receive any other radio station. By every survey the local home town station is your best buy. Reach more people in Arkansas for LESS money—Buy one or 17, 25% Discount for all 17—one order—one bill.

KVRC	Arkadelphia	250 watts	FULLTIME
KBTA	Batesville	250 watts	FULLTIME
KBBA	Benton	250 watts	Daytime
KPLN	Camden	1000 watts	Daytime
KCON	Conway	250 watts	FULLTIME
KXJK	Forrest City	5000 watts	Daytime
KHOZ	Harrison	250 watts	FULLTIME
KFFA	Helena	1000 watts	FULLTIME
KXAR	Hope	250 watts	FULLTIME
KVSA	McGehee	1000 watts	Daytime
KENA	Mena	250 watts	FULLTIME
KVON	Morrilton	250 watts	Daytime
KOSE	Osceola	1000 watts	Daytime
KCLA	Pine Bluff	250 watts	FULLTIME
KAMO	Rogers	500 watts	Daytime
KWCB	Searcy	1000 watts	Daytime
KWAK	Stuttgart	250 watts	FULLTIME

... for details call the

HIL F. BEST CO.

ARKANSAS

SPRINGDALE

(Washington Co.)

KBRS	1340 250	Northwest Arkansas Bcstg. Tv Co. 675	ABC KBS Magic Circle, Pearson	Donald W. Reynolds, p Roy J. Bowman, gm, cm, pd, pmm	Bill Ussery, ce, fd Dick Sage, nd, sd	Maxine E. Bowman, wd
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STUTTGART

(Arkansas Co.)

KWAK 1948	1240 250	Stuttgart Bcstg. Co. Box 271 25212	MBS KBS Best	Melvine P. Spann, gm June S. Spann, sm	N. W. Biddulph, cm Marvin Hefington, ce	Koil Rowland, nd
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TEXARKANA

(Miller Co.)

KCMC	(See Texarkana, Tex., listing)
KCMC-FM	(See Texarkana, Tex., listing)
KOSY	(See Texarkana, Tex., listing)

KTFS	(See Texarkana, Tex., listing)
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WALNUT RIDGE

(Lawrence Co.)

KRLW 1951	1320 1000-D	Southern Baptist College Bcstg. Service 980	Razorback	Dr. H. E. Williams, p Wm. H. Cate, gm, cm	Bill Thornton, pd, pmm Leonard Ringle, ce	Bonny M. Weir, nd June Krupf, wd
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WARREN

(Bradley Co.)

KWRF 1953	860 250-D	Pines Bcstg. Co. Box 480 353 & 354	Paul Fisher, co John Rye, co Lee Reaves, gm	Bill Wells, cm, pmm Deno Nichols, pd, sd	Larry Self, ce Mayme Hollensworth, nd, wd
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CALIFORNIA

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Possenger Cors 1954	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Possenger Cors 1954
Alameda	740,315	259,120	\$1,009,435	\$255,258	\$28,916	287,118	Plumas	13,519	4,210	16,433	5,430	6,845	4,538
Alpine	241	*	153	29		192	Riverside	170,046	59,280	238,095	59,940	12,180	78,616
Amador	9,151	2,820	9,164	2,817	235	3,382	Sacramento	277,140	94,190	390,016	90,703	381	124,960
Butte	64,930	23,110	94,596	25,725	2,226	27,308	San Benito	14,370	4,420	14,935	4,121	11,766	5,305
Calaveras	9,902	3,140	6,789	2,333	191	3,857	San Bernardino	281,642	97,340	361,713	94,710	24,168	132,104
Colusa	11,651	3,720	19,289	3,947	511	4,720	San Diego	556,808	216,500	775,008	183,855	34,320	244,446
Contra Costa	298,984	99,380	310,068	110,145	9,105	120,875	San Francisco	775,357	273,390	1,256,567	262,134	5,635	227,939
Del Norte	8,078	2,670	11,491	3,146	322	4,597	San Joaquin	200,750	63,600	262,839	59,412	1,603	77,808
El Dorado	16,207	** 5,730	16,782	6,289	276	6,989	San Luis Obispo	51,417	18,180	73,903	17,787	6,471	23,071
Fresno	276,515	88,710	376,431	86,122	9,863	112,050	San Mateo	235,659	88,910	283,121	87,120	4,670	115,419
Glenn	15,448	4,770	23,071	4,604	362	6,450	Santa Barbara	98,220	33,000	149,808	32,497	12,535	42,737
Humboldt	69,241	23,270	106,391	26,451	1,863	31,013	Santa Clara	290,547	97,700	426,139	97,956	2,198	145,661
Imperial	62,975	15,370	89,317	20,560	2,289	21,391	Santa Cruz	66,534	25,760	86,600	24,089	2,198	29,677
Inyo	11,658	3,910	19,689	5,042	561	4,718	Shasta	36,413	11,810	61,050	16,092	1,419	16,621
Kern	228,309	71,180	298,239	73,309	5,925	90,698	Sierra	2,410	590	1,594	505	88	842
Kings	46,768	13,490	62,740	13,789	1,385	16,489	Siskiyou	30,733	9,680	36,110	9,005	1,010	11,920
Lake	11,481	4,240	13,679	4,520	478	5,150	Solano	104,833	37,440	131,221	38,315	2,695	39,166
Lassen	18,474	5,650	20,052	5,659	688	6,500	Sonoma	103,405	36,740	163,252	30,975	3,725	46,485
Los Angeles	4,151,687	1,516,980	6,365,632	1,486,869	219,450	2,012,522	Stanislaus	127,231	42,000	190,174	35,901	3,908	53,675
Madera	36,964	10,920	43,469	12,371	786	12,607	Sutter	26,239	8,350	20,748	7,094	289	10,419
Marin	85,619	29,120	97,882	30,846	3,167	36,865	Tehama	19,276	6,310	24,126	5,115	524	7,468
Mariposa	5,145	1,470	3,476	1,165	49	1,893	Trinity	5,087	1,700	3,500	1,469	162	1,757
Mendocino	40,854	12,840	49,910	12,153	847	16,293	Tulare	149,264	45,700	170,795	44,806	3,539	52,726
Merced	69,780	21,080	94,351	20,436	2,434	25,861	Tuolumne	12,584	4,190	14,126	3,898	395	5,273
Modoc	9,678	2,760	16,034	3,345	308	3,175	Ventura	114,647	36,380	143,136	38,586	3,916	48,883
Mono	2,115	640	1,223	535	4,273	600	Yolo	40,640	12,730	50,624	16,067	1,986	17,787
Monterey	130,498	42,000	173,066	40,889	1,156	49,071	Yuba	24,420	7,720	52,140	10,058	1,116	10,681
Napa	46,803	14,270	49,983	13,077	542	17,881	* See El Dorado. ** Alpine included in El Dorado County figure.						
Nevada	19,888	6,510	21,683	6,560	9,864	7,009	Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state.						
Orange	216,224	80,020	318,652	73,696	1,412	120,669							
Placer	41,649	13,040	50,346	13,985	702	16,327							

DIRECTORY OF AM AND FM STATIONS

ALTURAS

(Modoc Co.)

KCNO 1951	570 1000-D	CONR, Inc. Box 207 2531	Best	Jackson Teuter, p Dale C. Williams, gm	Mrs. Rae E. Gloster, cm, wd Ralph W. Powers, pd, ce	Vic M. Ives, pmm Norman Nichols, fd
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APPLE VALLEY

(San Bernardino Co.)

KAJR 1954	960 5000-D	Apple Valley Bcstg. Apple Valley Inn Victorville 5390	Newton T. Bass, p Charles H. Cowling, gm, cm	Jerry Casselman, pd Mary Sowell, pmm	Dean Kiner, ce
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AVALON

(Los Angeles Co.)

KBIG 1952	740 10,000-D DA-D	John Poole Bcstg. Co. 6540 Sunset Blvd. Hollywood 28 Hollywood 3-3205	Meeker	John H. Poole, p & gm Cliff Gill, vp	Robert J. McAndrews, vp & cm Alan Lisser, pd & nd	Wallace Hutchinson, pmm Bill Dalton, ce Margee Phillips, wd
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BAKERSFIELD

(Kern Co.)

KBAK 1946 KBAK-TV	550 1000 DA-1	Bakersfield Bcstg. Co. 29 Woody Rd. P. O. Box 1448 FAirview 4-6421	MBS Weed	Harold P. See, p A. H. Constant, gm	Joe Kinser, pd, sd Vern Mack, pmm	Jim Garner, ce Hal Laffoon, nd
KBIS 1950	970 1000 DA-2	Marmat Radio Co. 2013 Chester Ave. Fairview 4-6093	Young	Hal Brown, o, gm, pd & sd Frank Wilbur, cm & pmm	Jack Duemler, ce	Phil Waterhouse, nd & fd

CALIFORNIA

City County Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	
BAKERSFIELD (Cont.)						
KERN 1938	1410 1000	McClatchy Bcstg. Co. Elks Bldg. 8-8431	CBS Raymer	Eleanor McClatchy, p Walter L. Baziuk, sm	Verne Shatto, ce Paul McElroy, ne	Lawrence Martin, fd
KERN-FM 1948	Ch. 231 (B) 94.1mc 9.1kw					
KERO 1946	1230 250	Kern County Bcstrs. 1420 Truxtun Ave. FAirview 7-1441	NBC Avery-Knodel	Gene DeYoung, p, gm Edward Urner, vp, slm Leslyn Day, pd	Forrest Kyle, pmm Edwin Andress, ce	Kenneth Croes, nd Johnny Parker, sd
KERO-TV						
KPMC 1933	1560 1000 CP-10,000 DA-1	Pioneer Mercantile Co. 307 East 21st St. FAirview 7-8157	ABC Hollingbery	F. G. R. Schamblin, p Leo A. Schamblin, gm C. C. Sturn, cm, pd	Paul Biermann, pmm, nd L. P. Jarvis, ce	Art Mason, fd, sd Eleanor Strauss, wd
KQXR (FM) (CP)	Ch. 223 (B) 92.5mc 16.5kw	KLEF Bcstrs.				
BANNING (Riverside Co.)						
KPAS 1947	1490 250	Darwin Bcstg. Co. 4425 West Ramsey St. 515	Continental Radio	Chet Darwin, o, gm, cm Jack Campbell, pd, ce	Harry Reed, pmm	Bob Allen, nd Chris McAllister, wd
BARSTOW (San Bernardino Co.)						
KWTC 1947	1230 250	Mojave Valley Bcstg. Box 697 4-0-0-1	ABC L. O'Connell	W. T. Brown, p Harry White, gm, cm	Richard Cruse, pd	John Walker, ce
BERKELEY (Alameda Co.)						
KPFA (FM)	Ch. 231 (B) 94.1mc 52kw	Pacifica Foundation				
KRE	1400 250	Central Calif. Bcstrs. 601 Ashby Ave. Ashberry 3-7715		Arthur Westlund, p & gm	Don Hambly, cm & pmm	Les Avery, pd
KRE-FM	Ch. 279 (B) 102.9mc 9.9kw					
BEVERLY HILLS (Los Angeles Co.)						
KCBH (FM) 1954	Ch. 254 (B) 93.7 mc 50 kw	A. A. Crawford 456 N. Rodeo Drive Bradshaw 2-7105		A. A. Crawford, o, p, gm, cm	Jean E. Crawford, pd	John Davis, ce
BISHOP (Inyo Co.)						
KIBS 1953	1230 250	Inyo Bcstg. Co. Box 757 4411	KBS Western Radio Sales	James R. Oliver, o, gm, pmm, nd	R. S. Deming, cm John Drozd, pd, ce	Howard Frost, sd Virginia Holmes, wd
BLYTHE (Riverside Co.)						
KYOR 1947	1450 250	Broadcasting Corp. of America Box 987 Riverside Riverside 6290	ABC J. Pearson	Peter R. Odens, gm, fd, ne Mrs. Gwen McIntosh, pd	Conrad Figueroa, ce	Barbara Taylor, wd
BRAWLEY (Imperial Co.)						
KROP 1948	1300 1000-D 500-N	Bcstg. Corp. of America Riverside 6290	ABC California Radio Network J. Pearson Co.	Vincent R. Palmer, gm Len Bensen, cm Ed Silvera, pd, nd	John Quimby, ce Bruce Grant, fd	Vince Palmer, sd Annie Gutierrez, wd
BURBANK (Los Angeles Co.)						
KBLA 1952	1490 250	Broadcasters of Burbank, Inc. 11516 Oxnard St. North Hollywood Sunset 2-1195	Grant Webb	Gordon A. Rogers, p, pmm, nd, sd Robert S. Marshall, gm, cm	Henry May, pd William S. Robinson, ce	Mildred Carr, wd
CALEXICO (Imperial Co.)						
KICO 1947	1480 250	Charles R. Love 724 Main St. 2410		Charles R. Love, o W. A. Geddes, gm, cm	Chap Rollins, pd, sd	Jim Coin, ce
CHICO (Butte Co.)						
KHSL 1937	1290 5000 DA-N	Golden Empire Bcstg. Co. P. O. Box 303 Fireside 2-5614	CBS Avery-Knodel	Mrs. Hugh McClung, p Charles H. Kinsley, Jr., gm, nd Justine Pero, cm	Tommy Nelson, pd Walter McDonald, pmm Russell Pope, ce	Stan Cooper, fd Bud Hannah, sd Jerry Bowen, wd
KXOC 1949	1060 10,000 DA-N	Broadmoor Bcstg. Corp. Radio Lane Fireside 2-4211	MBS Don Lee, McGavren, Adam Young	Harold T. Gibney, p Jack Powell, gm Burke Riley, cm	Neil C. McIntyre, pd, fd Tim Armstrong, pmm Bill Pope, ce	Bob Stone, nd Martin Cantisano, sd Juliet Gregoire, wd
COACHELLA (Riverside Co.)						
KCHV 1954	970 1000-D	Coachella Valley Bcstg. Co. Professional Bldg.				
COALINGA (Fresno Co.)						
KBMX 1950	1470 500-D	Westside Bcstg. Co. P. O. Box 715 136	KBS California Rural Net.	Harry Brown, co-o, sm Cliff Lantz, co-o, cm, ce	Don Garrett, pmm Jerry Heptner, pd	Dick Brown, sd Elizabeth Brown, wd
CORONA (Riverside Co.)						
KBUC 1948	1370 1000-D 500-N DA-N	Radion Bcstg. Inc. Porphy Road 1370	Henry Fritzen, p, gm	Robert Cochems, ce	Ralph C. Miller, nd

Data corrected to Dec. 15, 1954. 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. Complete key to abbreviations, page 6.

IN INLAND CALIFORNIA (AND WESTERN NEVADA)



THE **Beeline**

DELIVERS MORE FOR THE MONEY

These five *inland* radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . and in Inland California more listeners than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined . . . and at the lowest cost per thousand! (SAMS and SR&D) Ringed by mountains, this independent inland market is 90 miles from San Francisco and 113 miles from Los Angeles. The Beeline taps a net effective buying income of almost 5 billion dollars. (Sales Management's 1954 Copyrighted Survey)



McCLATCHY BROADCASTING COMPANY
SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative

CALIFORNIA

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner <i>o</i> ; Pres. <i>p</i> ; Exec. <i>vp</i> <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</i> , <i>fd</i> , <i>sd</i> , <i>wd</i> .	Executive Abbreviations
CRESCENT CITY (Del Norte Co.)					
KCRE 1951	1400 250	Del Norte Bcstg. Co. P. O. Box 248 3061 & 502	Ayres	Robert E. Grey, <i>p</i> , <i>gm</i> , <i>pd</i> Alvin S. Lavanaway, <i>cm</i>	Peggy Burke Grey, <i>nd</i> , <i>wd</i> Jerry Clausen, <i>fd</i> , <i>sd</i>
DELANO (Kern Co.)					
KCHJ 1951	1010 1000-D CP 5000-LS-D 1000-DA-N	Charles Herman Johnes P. O. Box 262 8876	Charles H. Johnes, <i>p</i> , <i>gm</i> & <i>ce</i>	Jim Turner, <i>cm</i> , <i>nd</i> & <i>sd</i> Jean G. Johnes, <i>pd</i> , <i>wd</i> Fred May, <i>pmm</i> Elliott Fouts, <i>fd</i>
DINUBA (Tulare Co.)					
KRDU 1946	1240 250	Radio Dinuba Co. P. O. Box 157 500	KBS	Egon Hofer, <i>p</i> , <i>gm</i> & <i>cm</i>	Dave Hofer, Jr., <i>vp</i> , <i>pmm</i> Warren Nystrom, <i>ce</i> Harold Sparks, <i>pd</i> & <i>nd</i> Harold Gann, <i>fd</i> , <i>sd</i>
EL CAJON (San Diego Co.)					
..... (CP)	910 5000-D 1000-N-DA	Babcock Bcstg. Corp. 2566 5th Ave. San Diego, Calif.		Robert J. Babcock, <i>p</i>	
EL CENTRO (Imperial Co.)					
KXO 1927	1230 250	Valradio Inc. P. O. Box 140 1100	MBS Don Lee, Raymer	Paul A. Jenkins, <i>p</i> Riley R. Gibson, <i>gm</i> Belle Hovey, <i>cm</i>	Norm Germani, <i>ce</i> Bob Weaver, <i>nd</i> , <i>fd</i> Marc Hanan, <i>sd</i> Mary Francisco, <i>wd</i>
EUREKA (Humboldt Co.)					
KHUM 1947	1240 250	Carroll R. Hauser P. O. Box 1015 Hillside 2-5744	CBS Pearson, McGavren, Western Radio	Carroll R. Hauser, <i>o</i> , <i>gm</i> Frank R. Brown, <i>sm</i> , <i>pd</i>	Frank M. Smith, <i>cm</i> , <i>sd</i> Dean Elliott, <i>ce</i> Winifred Shipham, <i>wd</i>
KIEM 1933 KIEM-TV	1480 5000 DA-1	Redwood Bcstg. Co. 6th & E Hillside 3-1621	MBS Don Lee, J. Blair	William B. Smullin, <i>p</i> John G. Bauriedel, <i>vp</i> , <i>gm</i> Robert Stach, <i>cm</i> Pearl Jacobsen, <i>pd</i>	Violet Susan, <i>pmm</i> Lawrence L. King, <i>ce</i> Newton Steward, <i>nd</i> J. Ed. Arnold, <i>fd</i> Harry Howard, <i>sd</i> Mary Lou Stuart, <i>wd</i>
KRED (FM) 1947	Ch. 242 (B) 96.3mc 4.6kw	(KIEM, Am Affiliate)			
FT. BRAGG (Mendocino Co.)					
KDAC 1948	1230 250	Mendocino Coast Bcstg. Co. P. O. Box 616 3251	KBS United Pacific California, Forjoe	Edward Mertle, <i>o</i> Craig N. Smith, <i>gm</i>	Mathew V. Huber, <i>cm</i> , <i>pd</i> Don E. Wood, <i>ce</i>

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To reach ALL of SOUTHERN CALIFORNIA you must include

**SOUTHERN CALIFORNIA'S
THIRD MARKET
IMPERIAL
VALLEY**

KXO

COVERS THE ENTIRE
IMPERIAL VALLEY

(There are no holes
in our coverage)

SOUTHERN CALIFORNIA'S THIRD MARKET

\$113,242,000 Cash Farm Income*
7th Farm County in entire U. S.*

Mountains block out nearly all non-valley radio and TV

THIS LUSH MARKET CAN BE REACHED ONLY FROM WITHIN!

KXO enjoys 50% share-of-audience, day and night average, including all cities in the Imperial Valley.*

*Sales Management 1954 **Hooper, Ward, Conlar

CALIFORNIA

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive	Abbreviations
FRESNO (Fresno Co.)						
KARM	1430 5000 DA-1	KARM, The George Harm Station 1333 Van Ness Ave. 4-2966	ABC Bolling	Hattie Harm, p Clyde F. Coombs, gm L. L. Daggett, cm	Lou Lampe, pd E. Roth Cooney, pmm Elbert H. Dean, ce	Hap Haggard, nd Stan Kelly, fd
KARM-FM	Ch. 270 (B) 101.9 mc 7.4kw	(See Sanger listing)				
KBIF	940 50,000 DA-2	California Inland Bcstg. Co. T. W. Patterson Bldg. 4-5001 (KFRE, AM affiliate)	CBS Avery-Knodel	Paul R. Bartlett, p Ed J. Frech, sm Donald A. Barry, slm	Hal O'Donnell, pd Harry H. Burum, pmm Keith L. Mealey, engrg vp	Wally Erickson, nd, fd Flo Hansen, wd
KFRM (FM)	Ch. 229 (B) 93.7mc 70kw					
KGST	1600 1000-D	Delle Bcstg. Co. Plaza Shopping Center 6-9901	Rambeau	Morrie Mindel, cm, ptrn. Jeanne Bacher, pd	Andy Kay, nd Jim Russell, fd	Paul Ward, sd
KMJ	580 5,000	McClatchy Bcstg. Co. 1515 Van Ness Ave. 3-6277	NBC McClatchy Beeline Raymer	Eleanor McClatchy, p David Harris, sm Roy Swanson, slm	Ramsey Elliott, pm William Wallace, ce	Garnet Casselman, ne Ed Sturgeon, fe
KMJ-TV						
KMJ-FM	Ch. 250(B) 97.9mc 7.3kw					
KMAK	1340 250	McMahan Bcstg. Co. 2020 McKinley 6-9448	Grant	R. O. McMahan, p	Coyle Chambers, gm	Ed Nickel, ce
KYNO	1300 1000 DA-2	Radio KYNO, The Voice of Fresno 2125 N. Barton 5-8383	MBS, Don Lee Hollingbery	Gene Chenault, gm Leo Goldman, pd	Jim Carroll, pmm Bert Williamson, ce	Jack Grady, nd George Bryson, sd
GLENDALE (Los Angeles Co.)						
KFMU (FM)	Ch. 246 (B) 97.1 mc 5.8 kw	Nicholas M. Brozy P. O. Box 783 Chapman 5-5887		Nicholas M. Brozy, p & gm	Gordon Sturgill, pd	
KIEV	870 250-D	Cannon System, Ltd. 102 N. Glendale Ave. Citrus 1-1133		David H. Cannon, p	Cal Cannon, gm	Charles N. Whitten Jr., ce
KUTE (FM)	270 (B) 101.9mc 11.6kw	Robert P. Adams Box 729 Citrus 4-1414		Robert P. Adams, p, gm, cm, pd, ce		
HANFORD (Kings Co.)						
KNGS	620 1000 DA-N	Hanford Bcstg. Co. of Calif. P. O. Box 620 620	Oakes McGavren	Earl J. Fenston, p	Robert F. Klein, vp & gm	Stan Vestal, ce
INDIO (Riverside Co.)						
KREO	1400 250	Bcstg. Corp. of America Calhoun Drive 7-3403	Pearson	Fred E. Carr, gm	Lyle Shuman, sm	John M. Wages, cm
LANCASTER (Los Angeles Co.)						
KAFL	1340 250	Antelope Bcstg. Co. P. O. Box 1192 Lancaster 1000	Broadcast Time Sales	Whitford B. Carter, p, gm Herbert L. Comstock, cm	Lewis Shank, pd, nd, sd D. Dean Roper, pmm	James B. French, ce Wilma Lewis, wd
LODI (San Joaquin Co.)						
KCVR	1570 1000-D	Central Valley Radio P. O. Box 600 8-0628	KBS Ayres	Herbert W. Brown, co-o, gm, cm, pd, pmm	David A. Brown, co-o	George Sampson, ce
LONG BEACH (Los Angeles Co.)						
KFOX	1280 1000	KFOX Bcstg. Corp. 220 East Anaheim Long Beach 6-7281		F. A. Fetsch, p, gm & cm	Hal Shideler, pd, pmm, nd & sd	Albert A. Mutter, ce
KFOX-FM	Ch. 272 (B) 102.3mc 1 kw					
KGER	1390 5000 DA-N	John Brown Schools of Calif. 3745 Atlantic Ave. 40-7907	Gill-Perna	Dr. John E. Brown Sr., p Clinton H. Fuller, gm, cm & pd	Luther H. Crumbaugh, ce Fimis Bell, nd Major Harry Bateson, fd	Robert Klosterman, sd Irene Cook, wd
KNOB (FM)	Ch. 276(A) 103.1 mc 0.32 kw	Cerritos Bcstg. Co. 1120 Pine Ave. Long Beach 8-5519		Ray Torian, p, gm, cm, pd, ce		
LOS ANGELES (Los Angeles Co.)						
KABC	790 5000 DA-N	American Bcstg.-Para- mount Theatres, Inc. 1539 No. Vine St. Hollywood 2-3141	ABC Petry	E. J. Hudson, vp, W. Div. (ABC) John S. Hansen, gm William Baxley, cm	Dresser Dahlstead, pd David Nowinson, pmm Cameron Pierce, ce	Pat O'Reilly, co-nd, sd Ed Conklin, co-nd, sd Nancy Holme, wd
KABC-FM	Ch. 238 (B) 95.5 mc 3.8 kw					
KBIG		(See Avalon listing)				
KCBH (FM)	Ch. 254 93.7 50kw	A. A. Crawford 456 N. Rodeo Dr. Bradshaw 2-7105		A. A. Crawford, p, gm, cm	Jean E. Crawford, pd	John Davis, ce
KFAC	1330 5000 DA-N	Los Angeles Bcstg. Co. Inc. 5773 Wilshire Blvd. Webster 0161	Bolling	Calvin J. Smith, p, gm, cm Howard Rhines, pd	Ron Oakley, ce	Dick Joy, nd, sd
KFAC-FM	Ch. 222 (B) 92.3mc 17.5kw					
KFI	640 50,000	Earle C. Anthony, Inc. 141 North Vermont Ave. DUnkirk 2-2121	NBC Christal	Earle C. Anthony, p, gm Pat Kelly, pd Ron Manders, pmm	H. L. Blatterman, ce Curtis W. Mason, ce Pat Bishop, nd	Jim Todd, fd Rollie Thomas, sd Mary Hickox, wd

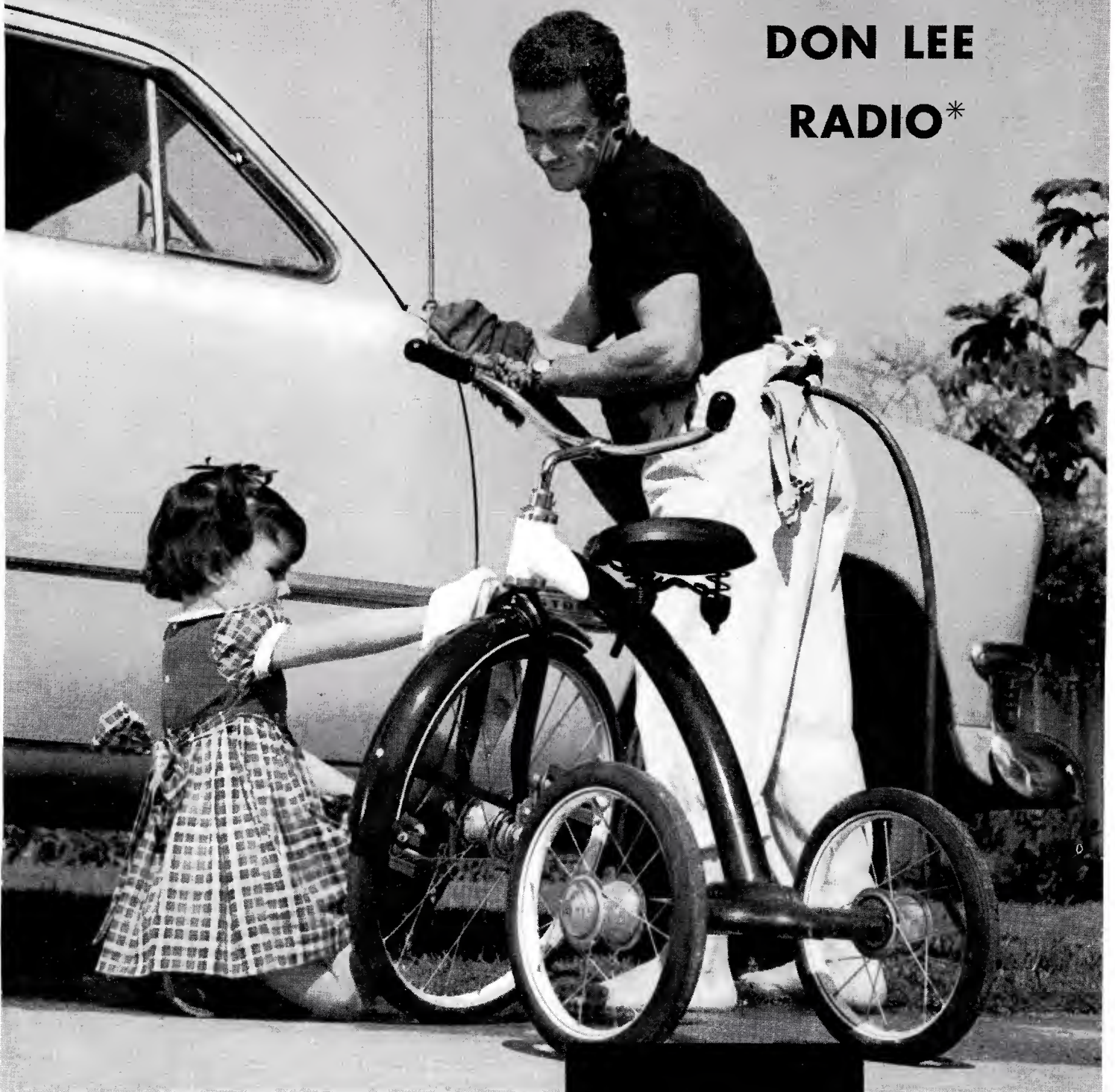
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 FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

They live on the Pacific Coast...

they listen to

DON LEE

RADIO*



***Don Lee IS Pacific Coast Radio**

... the *only* network with "point-of-purchase" penetration paralleling the local buying habits of 16½ million people ... the *only* network with stations in 45 important Pacific Coast markets ... the nation's *greatest* regional network ...

Mutual
DON LEE
RADIO

*Don Lee Broadcasting System,
Hollywood 28, California,
represented nationally by
H-R Representatives, Inc.*

ONLY

4

STATIONS

in Southern California are powerful enough and popular enough to register audiences in radio survey ratings of both Los Angeles and San Diego.

Of these top four, KBIG...

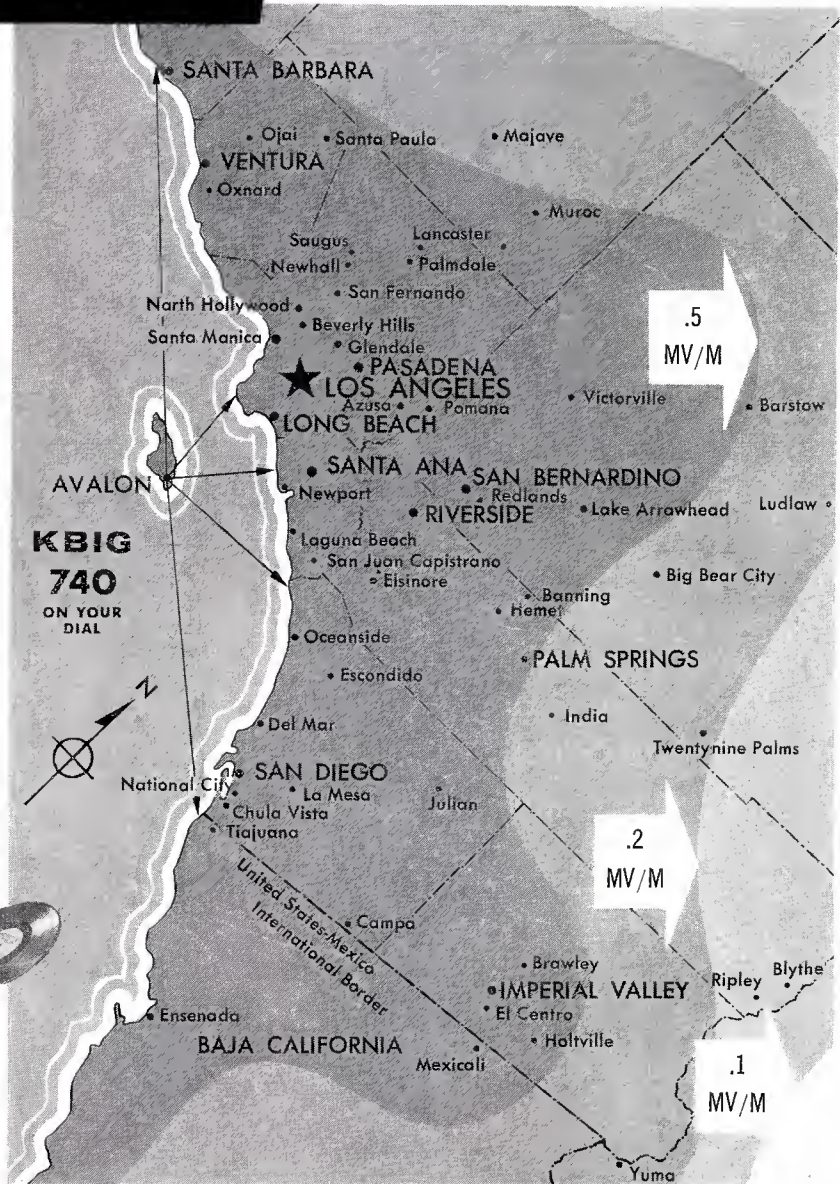
- is the only independent
- costs the least
- delivers most listeners per dollar

KBIG's 10,000-watt Catalina Island signal focuses all its strength on its mainland market, wastes none out to sea. Booming across salt water (finest natural conductor of radio waves) KBIG covers Southern California from Santa Barbara to Mexico.

KBIG helps you to make the Whole Sale, to all the Southland, at Wholesale Prices — as little as \$6.75 a break!

Prove It To Yourself! Compare KBIG's base hour rate (\$132) or base minute rate (\$20) with any combination of newspapers, outdoor, television or radio you need to get this same coverage. You'll see why KBIG is the **Giant Economy Package of Southern California Radio.**

Call Meeker or us — get the whole KBIG story.



KBIG

The Catalina Station

10,000 WATTS
740 KILOCYCLES

STUDIOS IN AVALON AND HOLLYWOOD

JOHN POOLE BROADCASTING CO.

6540 Sunset Blvd., Los Angeles 28, Calif. • HOLLYWOOD 3-3205 • KBIF—Fresno • 900 KC • center of the dial • center of the San Joaquin Valley

CALIFORNIA

City	County	Call Letters	Chan. or Freq.	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations	Coml. Mgr. cm;	Sales Mgr.
Established	Power	Headquarters Telephone	Telephone	Telephone	Telephone	Telephone	Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
LOS ANGELES—(Cont'd)									
*KFSG 1924	1150 2500-D 1000-N ST-KRKK	Echo Park Evangelistic Association 1100 Glendale Blvd. Dunkirk 9-1141				Dr. Rolf K. McPherson, p M. D. Buchen, gm, pd, pmm		Donald K. Horton, ce	Oval Wylie, nd
KFVD 1925	1020 5000 L-KDKA	Standard Bestg. Co. 338 So. Western Ave. Dunkirk 8-2345		McGillivra		J. Frank Burke, p Frank Burke, Jr., gm Vern A. Lindblade, cm		Carl Brewster, pd, nd Leonard Reeves, ce	Earl McDaniels, sd Violet Schram, wd
KFWB 1925	980 5000	KFWB, Inc. 6419 Hollywood Blvd. Hollywood 3-5151		Branham		Harry Maizlish, p Morton Sidley, gm Frank Oxarart, cm		Dan Russell, pd Jay Faggen, pmm Harry Myers, ce	Dave Ballard, nd Mark Scott, sd
KFWB-FM 1943	Ch. 234(B) 94.7mc 58 kw								
KGFJ 1926	1230 250	Ben McGlashan 6314 Sunset Blvd. Hollywood 4-0201				Ben S. McGlashan, o		Thelma Kirchner, gm & cm	Homer M. Obuchon, ce
KHJ 1922	930 5000	General Teleradio, Inc. 1313 North Vine St. Hollywood 28		MBS Don Lee H-R Representatives		Willet H. Brown, p Don Ingram, gm Norman Boggs, vp		A. J. LaFrano, pd Robert M. Light, pmm Robert Arne, ce	Les Mawhinney, nd Norma Young, wd
KHJ-TV	DA-N	Hollywood 2-2133							
KHJ-FM 1939	226 (B) 101.1mc 16.8 kw								
KLAC 1928	570 5000-D 1000-N	KMTR Radio Corp. 6363 Sunset Blvd. Hollywood 2-7271		Young		M. W. Hall, p, gm Fleix D. Adams, cm		R. F. Horgan, pd James McNamara, nd	Sam Balter, sd
KMPC 1928	710kc 50,000-D 10,000-N DA-N	KMPC, The Station of The Stars 5939 Sunset Blvd. Hollywood 9-5341		AM Radio Sales		Gene Autry, p Robert O. Reynolds, vp, gm Loyd C. Sigmon, vp, ce, Asst. gm		Mark Haas, pd Oren Mattison, gm Stanely Spero, g sim	Harry Golder, nd Ira Cate, fd Bob Kelley, sd
KNX 1920	1070 50,000	Columbia Bestg. System, Inc. 6121 Sunset Blvd. Hollywood 28		CBS Columbia Pacific Radio CBS Radio Spot Sales		William D. Shaw, gm Bert West, cm Robert Sutton, pd		John Asher, pmm Ted Denton, ce Jack Beck, nd	Nelson McIninch, fd Tom Harmon, sd Ruth Ashton, wd
KNXT (TV)		Hollywood 9-1212							
KNX-FM 1943	Ch. 266(A) 93.1 mc 67 kw								
KPLA (FM) 1954	Ch. 282 (B) 104.3 mc 7.1 kw	Martin School of Radio Arts 1653 North Cherokee Hollywood 2-3281				Don C. Martin, p, gm		James L. Fitch, pd	Dick Browning, ce
KPOL 1952	1540 10,000-D	Coast Radio Bestg. Corp. 4628 Wilshire Blvd. Webster 8-2345		Keller		Hugh R. Murchison, p Frederick Custer, sm, cm		Robertson C. Scott, pd, pmm	Floyd Hall, ce
KRKD 1927	1150 5000-D 1000-N ST-KFSG	Radio Bestrs. Inc. 541 So. Spring St. Madison 5-2121				Ned Connor, gm, cm, pmm		Charles Clifton, pd, nd, sd	Benjamin C. Brown, ce
KRKD-FM 1949	Ch. 242 (B) 96.3 mc 54 kw								
MARYSVILLE (Yuba Co.)									
KMYC 1940	1410 1000 DA-2	Marysville-Yuba City Bestrs. Inc. P. O. Box 631 2-2396		MBS Don Lee Grant		H. E. Thomas, p Joe D. Carroll, gm, cm William R. Cleveland, pd, fd		John Mayer, pmm, nd Loyd McQueary, ce	Ned Liebman, sd Anne Bailey, wd
KMYC-FM 1947	Ch. 261 (B) 99.9 mc 4.9 kw								
MERCED (Merced Co.)									
KYOS 1936	1480 5000 DA-N	Merced Bestg. Co. P. O. Box 717 RA. 2-6251		MBS Don Lee Grant		C. O. Chatterton, p, gm Robert Garrett, cm		Gene Bell, pd & nd Malcom Beavers, ce	Howdy Cullen, sd Betty Chatterton, wd
MODESTO (Stanislaus Co.)									
KBEE (FM) 1948	Ch. 227 (A) 103.3mc 11.5kw	McClatchy Bestg. Co. 14th & Eye Sts. 2-2061		Raymer		Eleanor McClatchy, p		John McConnell, pd	Albert Schneider, sta. exec. & ce.
KBOX 1951	970 1000 DA-2	Stanislaus County Bestrs. Inc. P. O. Box 827 Modesto 3-7756		Rambeau		Milton L. Hibdon, p, gm Richard Nicholson, cm, pmm, sd		Norma Alamsha, pd, nd	Maurice Hill, ce
KMOD 1950	1360 1000 DA-N	Radio Modesto, Inc. P. O. Box 941 2-1051		ABC Meeker McGavren		John E. Griffin, p Don C. Reeves, gm Judd Sturtevant, cm		Gene D'Accardo, pd, fd Don Allen, ce Gene Williams, sd	Marion Roen, wd
KTRB 1933	850 10,000-D	KTRB Bestg. Co. Inc. P. O. Box 593 3-0737		Grant		Wm. H. Bates Jr., p, gm, ce Lee Roddy, cm		Chas. McEwen, nd Leonard Anderson, fd	Phil Barber, sd Hilda Higbee, wd
KTRB-TV	1000-N DA-2					Don Lapan, pd, pmm			
KTRB-FM 1949	Ch. 281 (B) 104.1 mc 4.7 kw								
MONTEREY (Monterey Co.)									
KMBY 1939	1240 250	Monterey Radio-Tv Co. 468 Calle Principal 2-4541		CBS Grant		Kenyon Brown, p S. M. Aston, gm & cm		Sam H. Bennett, nat'l, sim Bruce Ariss, pd	Galyn Hammond, ce
KMBY-TV									
KXXL (CP)	630 1000 DA-2	S. A. Cisler P. O. 1070 546 Hartnell Plaza 5-6302		Burn-Smith		S. A. Cisler, o Don D. Campbell, p, gm, cm		Ford Warner, pd, nd Herman Stalberg, ce	Charles Stobey, fd

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MT. DIABLO

Contra Costa Co.)
KFSR (FM) Ch. 263 (B) Television Diabolo Inc. H. Leslie Hoffman, p Stanton Bennett, ce William Hollenbeck, pd
 1947 100.5 mc 225 E. Miller A. E. Joscelyn, vp, cm
 63 kw Stockton, Calif. Howard 6-6981

MT. SHASTA

Siskiyou Co.)
KWSD 1340 Shasta Cascade Bestg. McGavren, David H. Rees, co-o, sm & ce Iola Huntingdon, pd Bob Laverty, sd
 1947 250 Corp. East Alma St. Arthur Adler, co-o, gm
 Mt. Shasta 2124

NAPA

Solano Co.)
KVON 1440 Gibson Radio & Ayres Luther E. Gibson, p, gm Cindy Morgan, pd & wd A. St. John, nd
 1947 500 Publishing Co. L. O'Connell Elmer L. Gibson, sm Nolan S. Cruise, pmm Ray Denny, sd
 DA-1 P. O. Box 911 Dave Bous, cm & fd Harley Shumway, ce
 Vallejo, Cal. Vallejo 2-7127

NEEDLES

San Bernardino Co.)
KSFE 1340 Needles Bestg Co. KBS B. J. Fitzpatrick, co-o, cm Al Lincoln, ce Larry Fitzpatrick, fd
 1952 250 Box C-2 L. A. Newsome Jr., co-o, pd Louise Rice, nd Buck Newsome, sd
 1234

OAKLAND

Alameda Co.)
KLX 910 Tribune Building Co. Webb J. R. Knowland, Jr., p B. Jean Williams, pmm Burt Buzzini, fd
 1922 5000 12th & Franklin Moore Bud Foster, gm, cm Roswell Smith, ce Anne Truax, wd
 DA-N TEmplebar 2-6000 Bill Laws, pd & sd John K. Cahpel, nd

KLX-FM Ch. 267 (B) 101.3 mc
 1948 20 kw

KROW 960 KROW, Inc. Raymer Sheldon F. Sackett, p Jack Grant, slm Alexander Pattison, ce
 1925 1000 464 19th St. J. G. Paltridge, vp, gm Russ C. Coughlan, pd

KWBR 1310 Warner Brothers Forjoe S. W. Warner, gm Jeane K. Fisher, pd Paul E. Gregg, ce
 1920 1000 327 22nd Street F. Wellington Morse, sm
 Higate 4-1212

ONTARIO

Los Angeles Co.)
KOCS 1510 Daily Report Co. L. O'Connell Jerene Harnish, p Louise Meteer, pd, wd Hal Schulz, nd & sd
 1947 250-D 222 East B. Street YUKon 627-54 Robert C. Walker, sm Glen Clark, ce
KEDO (FM) Ch. 228 (A) 93.5 mc 0.31 kw (KOCS, Am affiliate)

OROVILLE

Butte Co.)
KMOR 1340 Oroville Bestrs. Inc. KBS Joy C. Fearnhead, p Louis Coppola, pd, pmm Nick Chames, sd
 1948 250 P. O. Box 1032 Ayres James R. Bird, gm, cm, ce Wally Kunkel, nd LaVelle Joy, wd
 1340 or 1341

PALM SPRINGS

Riverside Co.)
KCMJ 1340 Palm Springs Bestg. CBS David Margolis, p Vincent Parsons, ce Art Sipherd, sd
 1946 250 Corp. P. O. Box KK McGavren, Norman Lofthus, cm Phil Stone, nd Janet Gunn, wd
 2253
KPAL 1450 Desert Radio & Tele- KPAL 1450-250 casting Co. 174 N. Palm Canyon Dr.

PALO ALTO

Santa Clara Co.)
KIBE 1220 Sundial Bestg. Corp. Western William R. Crocker, p Peter A. Cuneo, cm H. J. Richards, ce
 1947 1000-D 149 California St. Radio Sales Edward Davis, gm George Schaefer, pd
 San Francisco Yukon 2-6272

PASADENA

Los Angeles Co.)
KALI 1430 Consolidated Bestg. Oakes Henry Fritzen, p, gm Harvey E. Fritch, ce Alma Leonor Beltran, wd
 1950 5000-D 758 E. Colorado St. Ernesto Cervera, pd, pmm, John Wanger, sd
 DA-D Ryan 1-7148 nd

***KPCC** 1240 Pasadena Presbyterian Church Dr. Myron Nichols, gm Mary Pickering, pd Clayton M. Blake, ce
 1924 100 585 E. Colorado St. Sycamore 3-3192

KWKW 1300 Southern Calif. Bestg. R. O'Connell Marshall S. Neal, p Paul W. Spargo, ce Claire Hughes, wd
 1942 1000 Co. Bestg. Time William J. Beaton, gm & cm Gordon B. Lloyd, fd Fina Spear, wd
 DA-N 800 Sierra Madre Villa Sales Bill Garr, pd, nd Babe Dahlgren, sd
 Ryan 1-6744 Jim Coyle, slm

KWKW-FM Ch. 252 (A) Pacific Coast Bestg. Co. Loyal K. King, p, gm, cm M. Atkinson, pd Jack Reeder, ce
 1942 93.3 mc 1401 So. Oak Knoll Ave. Ryan 6-8383
 0.33kw DA-2 Ryan 6-8383

PASO ROBLES

San Luis Obispo Co.)
KPRL 1230 Radio Station KPRL
 1946 250

PETALUMA

(Sonoma Co.)
KAFP 1490 Redwood Empire Bestg. KBS A. T. Shields, p, gm, nd Corinne Shields, pd, pmm Mary Waterford, wd
 1950 250 Co. Western Radio Gerald M. Hauser, cm, sd Aubin Thomas, ce
 P. O. Box 590 McGavren 2-9787

PITTSBURG

Contra Costa Co.)
KECC 990 KECC, Inc. Grant Mel D. Marshall, gm William Mackintosh, pd E. B. Faegans, nd, sd
 1949 1000 235 Railroad Avenue John C. MacFarland, cm Wm. P. Grether, ce
 DA-N Hempstead 2-2964
 5000 CP
 DA-2

POMONA

Los Angeles Co.)
KPMO 1600 Valley Bestg. Co. Ben Dean H. Wickstrom, gm Florence E. Wickstrom, pd Robert H. Rogers, ce
 1947 1000-D 1240 East Holt Paschall Jim Robinson, nd
 500-N Lycoming 2-1293

CALIFORNIA

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations
PORTERVILLE (Tulare Co.)					
KTIP 1947	1450 250	Ralph F. Miller Box 1312 1450	ABC O'Connell	Ralph F. Miller, p, gm	B. Harland Ohde, slm
RED BLUFF (Tehama Co.)					
KBLF 1946	1490 250	Hal K. Shade Tremont Hotel 880	KBS California Rural Net.	Hal K. Shade, p, gm Bill Baumgarten, cm	Vivian Shade, pd, wd Harry Shelby, ce Wallace Ray, nd George Froome, sd
REDDING (Shasta Co.)					
KRDG (CP) KSDA 1954	1230 250 1400 250	Capitol Radio Enterprises Valr, Inc. 1308 Placer St. 600 and 163	Grant	R. H. Dow, p & mgr. Bob McVay, asst. mgr. & sd Ted Avery, pdm Dave Niles, pd	Ken Hansen, c transmitter eng. Harry Shelby, ce John Condit, nd Harry Downard, slm Faith Schuler, wd
KVCV 1937	600 1000 DA-1	Golden Empire Bcstg. Co. Chico, Cal. Fireside 2-0292	CBS Avery-Knode	Mickey McClung, p Fred M. Stuelpnagel, gm H. E. McCarty, cm Lyle Mathys, pd	Stanley Garvey, pmm Russ Pope, ce Charles Castor, nd George Wussow, fd Ted Dooley, sd Fran Bruce, wd
REDLANDS (San Bernardino Co.)					
KCAL 1934	1410 1000-D	Southwest Bcstg. Co. Inc. P. O. Box 52 3-2358	Tracy Moore	Dr. Bernard Corren, p Roy C. Winkelmann, gm & cm	Ellen Winkelmann, pd & wd Robert Levinson, ce Bill Paterson, nd & sd
RIVERSIDE (Riverside Co.)					
KPRO 1941	1440 1000	Bcstg. Corp. of America 3401 Russell St. Overland 60260	Calif. Radio Net Pearson	Dale R. Peterson, gm Nadine Hill, cm James Fisher, pd	George Corneal, pmm Manuel Barraza, ce Paul Rhone, nd Bill Gebeau, fd Sam Rowe, sd Nancy Gebeau, wd
SACRAMENTO (Sacramento Co.)					
KCRA 1945	1320 5000-D 1000-N DA-2	KCRA, Inc. 1010 11th St. Gilbert 2-0785	NBC Meeker	Ewing C. Kelly, p, gm Howard J. Smiley, sm	David A. Williamson, cm John R. Kuhlman, pd Irma Davis, pmm W. Herbert Hartman, ce
KCRA-FM 1947	Ch. 241 B 96.1 mc 11 kw				
KFBK 1922	1530 50,000 DA-1	McClatchy Bcstg. Co. 708 Eye Street Gilbert 3-1745	ABC Raymer	Eleanor McClatchy, p Keith B. Collins, sm Arthur C. Williams, slm	Harry Warren, pd Stam Stonce, ce Victor Blanks, nd Raymond L. Rodgers, fd Tony Koester, sd Jackqueline Daniel, wd
KFBK-FM 1947	Ch. 245 (B) 96.9 mc 3.2 kw				
KGMS 1952	1380 1000-D DA-D	Capitol Radio Enterprises Hotel Senator Hudson 1-3133	Grant	Irving J. Schwartz, o, gm Stephen George, cm, pmm, sd	Jack Matranga, pd Eddie Gish, ce Bert Barry, nd
KROY 1937	1240 250	Kroy, Inc. Sacramento Hotel Gilbert 3-2525	CBS Avery-Knode	C. L. McCarthy, p, gm William H. Weaver, cm	Orel Phillips, pd Eddie Gish, pmm William J. Karpisek, ce Henry W. Thornley, nd, sd
KXOA 1945	1470 1000 DA-1	Sacramento Bcstrs, Inc. P. O. Box 94 WAbash 5-2717	MBS Young McGavren	Lincoln Dellar, p, gm Ralph Gulid, cm	Jack Lawson, pd, nd, fd E. W. Berger, ce Dale Phillips, sd Beth Shelby, wd
KXOA-FM 1947	Ch. 300 (B) 107.9 mc 12.5 kw				
SALINAS (Monterey Co.)					
KDON 1935	1460 5000 DA-1	Charles Blackwood Grant 130 John St. P. O. Box 1490 2-6464	Weed	Charles B. Grant, p, gm Ann Knowlton, sm, pmm	George Nicholaw, pd Omer Wright, ce Gary Morano, sd
KSBW 1947	1380 1000 DA-1	Salinas Bcstg. Corp. West Laurel Dr. P. O. Box 1651 Salinas 8071	MBS Don Lee, Forjoe	John C. Cohan, p, gm W. M. Oates, cm	Richard Shermerhorn, pd, nd, fd Mike Morisoli, pmm, sd George A. Freeman, ce
SAN BERNARDINO (San Bernardino Co.)					
KCSB 1947	1350 500 DA-N	Fred P. D'Angelo 770 Mill St. P. O. Box 269 82245	Grant	Fred P. D'Angelo, p, gm Jim Lawson, cm	James Tracewell, pd, pmm, ce, nd Red Britton, fd Wresley J. Rush, sd
KFXM 1929	590 1000 DA-2	Lee Brothers Bcstg. Corp. California Hotel 4761	MBS Don Lee Blair	E. W. Lee, p Gene W. Lee, gm Bill Hasbrook, pd, cm	Bettie Iglai, pmm George W. Ewing, ce Phil Stewart, nd Howard Baichly, fd Marion McCook Moodey, wd
KITO 1947	1290 5000 DA-2	KITO, Inc. P. O. Box 889 7807	ABC Hollingbery	J. J. Flanigan, p, gm Arnold Benum, cm Fred Reinhardt, pd, pmm, fd	Richard Klitzing, ce Roy Van Roy, nd Marjorie Sharpe, wd
KRNO 1948	1240 250	Western Empire Bcstg. 990 Colton Ave. 8-2771	Cook Western Radio	Norman H. Rogers, p George W. Brock, gm, ce	H. B. Self, cm Charles Palmer, pd, nd Cy Smith, pmm
SAN DIEGO (San Diego Co.)					
KCBQ 1946	1170 5000-D 1000-N	KCBQ, Inc. P. O. 1629 Cypress 5-4103	ABC Weed	Stanley Schultz, p Stan Norman, gm, sd Matt Barr, cm	Ralph Menard, pd John Cadenhead, pmm Charles Sherburne, ce Earl MacRoberts, nd Howard Keddie, fd Eva Irving, wd
KFMB 1941	540 5000 DA-1	Wrather-Alvarez Bcstg. Inc. 1405 5th Ave. Belmont 2-2114	CBS CPRN Petry	Jack D. Wrather, Jr., p Helen Alvarez, vp George Whitney, gm A. M. Mortensen, sm	Joseph M. Miller, cm Jerry Lee Pecht, pd William H. Ryan, pmm Charles F. Abel, ce Paul W. White, nd Sam J. Taylor, Jr., fd Pat McGuinness, sd Molly Morse, wd

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HOW BIG IS "BIG"?

It's bigger than your competition!
Here's why San Diego should be high on your list of "Big" Markets (SM 1954 Survey Buying Power) . . . It has . . .

- More** people than Providence or Denver.
- More** Families than New Orleans or Dallas.
- More** income than Atlanta or Hartford.
- More** retail sales than Albany-Schenectady-Troy.
- More** Food store sales than Miami or Indianapolis.
- More** Drug Store sales than Dayton or Portland, (Ore.)
- More** "Automotive" sales than Miami or Louisville.
- More** of everything that means plus profits for powerfully promoted products.

That's why timely time buyers call

San Diego, California

"America's MORE Market!"

To reach, cover and sell this "BIG" Market, use the "BIG"* Radio Station

* Pulse, Power, Programing, Personalities, Promotion.

KAMP radio

CBS • 5000 Watts at 540 KC

Wrather-Alvarez Broadcasting, Inc.
Represented by Petry & Co., Inc.

CALIFORNIA

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; slm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. m; Prom. Mgr. pmm; Prod. Mgr. pdm;
SAN DIEGO—(Cont'd)					
KFSD 1926 KFSD-TV	600 5000 DA-1	KFSD Inc. 11th Floor, U. S. Grant Hotel Belmont 3-6353	NBC Katz	James Rogers, p William Goetze, gm	Willard Hasbrook, sm William Browning, pd LeRoy Bellwood, ce
KFSD-FM 1948	Ch. 231 (B) 94.1mc 33kw				
KGB 1926	1360 1000	Marion R. Harris 1017 First Ave. Belmont 3-6151	MBS Don Lee, H-R Rep.	Marion R. Harris, o, gm Leonard W. Lundmark, asst. m.	Robert S. Regan, pd Donna Covent, pmm Joe Kline, ce Martha Shorten, wd
KSDO 1947	1130 5000-D 1000-N DA-2	San Diego Bcstg. Co. U. S. Nat'l Bank Bldg. Belmont 2-2041	Pearson, McGavren	Wilson Edwards, vp & gm	Norman Kay, slm Vern Milton, ce
KSON 1947	1240 250	Fred & Dorothy Rabell 630 F Street Belmont 3-5175	Fred Rabell, p, gm Emery Chase, asst. m.	Dick Thompson, pd Vi Wahler, pmm Jack Rabell, ce
KSON-FM	Ch. 284 (B) 104.7 mc 14 kw				
SAN FERNANDO (Los Angeles Co.)					
KGIL 1947	1260 1000 DA-1	San Fernando Valley Bcstg. Co. 4919 Van Nuys Blvd. Sherman Oaks, Cal. State 4-6291		E. P. Franklin, p Howard P. Gray, gm, cm	Allan McKee, pd, pmm Jay Rice, ce
SAN FRANCISCO (San Francisco Co.)					
KCBS 1921	740 50,000 DA-2	CBS Inc. of California Palace Hotel Yukon 2-7000	CBS CPRN CBS Radio Sales	Frank Stanton, p (CBS) Arthur H. Hayes, vp (CBS), gm Pede Worth, pd	Jules Dundes, sls. d. Evelyn Clark, pmm Alan Cormack, ce Carroll Hansen, nd, sd Gordon Roth, fd Jane Todd, wd
KCBS-FM 1948	Ch. 225 (B) 93.9mc 35kw				
KDFC (FM) 1947	Ch. 271(B) 102.1mc 33kw	Sundial Bcstg. Corp. 149 California St. Yukon 2-7000	Western Radio Sales	William R. Crocker, p. Edward Davis, gm	Peter A. Cuneo, cm George Schaefer, pd H. J. Richards, ce
KFRC 1924	610 5000	General Teleradio 1000 Van Ness Ave. Prospect 6-0500	MBS Don Lee H-R	William D. Pabst, gm William Nichols, cm Melvin Venter, pd	Robert Templeton, pmm Ernest G. Underwood, ce Cliff Engle, nd Dave Scofield, sd
KGO 1923	810 50,000	American Bcstg.-Para- mount Theatres Inc.	ABC ABC Spot Sales	Leonard H. Goldenson, p (AB-PT) Robert E. Kintner, p (ABC)	James Connolly, vp & gm Vincent Francis, slm David Sacks, nat'l sim Russ Baker, pd Harry Jacobson, ce
KGO-TV	DA-1				
KGO-FM	Ch. 291 (B) 106.1 mc 3.8 kw				
KJBS 1925	1100 1000 L-WTAM	KJBS Bcstrs. 1470 Pine St. Ordway 3-4148		E. P. Franklin, gm, ptrn. Stanley G. Breyer, cm	Charles F. Pendleton, pd, pmm, nd, sd Roger L. Roberts, ce Ruth Thompson, wd
KNBC 1922	680 50,000	National Bcstg. Co. 420 Taylor Graystone 4-8700	NBC & Spot Sales	Sylvester L. Weaver, Jr., p George Greaves, gm Wm. K. McDaniel, cm John Thompson, pd	Dean Moxley, pmm Curtis D. Peck, ce Bill Greer, nd Henry Schacht, fd Hal Wolf, sd Marjorie King, wd

Data corrected to Dec. 15, 1954. 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. Complete key to abbreviations, page 6.

KARM

Fresno, California

ABC's Station for Central California

Represented Nationally by

THE BOLLING CO. INC.

New York
247 Park Ave.

Boston
80 Baylston St.

Chicago
435 N. Michigan Ave.

Los Angeles
297B Wilshire Blvd.

San Francisco
5 Third Street

KNBC-FM 1949	Ch. 259(B) 99.7 mc 45 kw					
KRUZ (CP)	1010 1000-D CP 10000 D-DA	Grant R. Wrathall Aptos, Calif. Murray 8-3352		Grant R. Wrathall, p		
KSAN 1922	1450 250	Golden Gate Bcstg. Corp. 1355 Market St. Market 1-8171	S. H. Patterson, p Norwood J. Patterson, gm Walt Conway, cm	Sherley Bott, pd R. P. Bott, pmm, asst. m. Harry Wickersham, ce	Frank Arthur, nd, fd, sd Jackie Ford, wd
KSAN-TV						
KSFO 1925	560 5000-D 1000-N	San Francisco Bcstrs. Inc. Fairmont Hotel Prospect 6-5100	Headley-Reed	Wesley I. Dumm, p Alan L. Torbet, gm Gary Garland, cm Robert Hansen, pd S. A. Cisler, p Ken Hildebrandt, gm, cm	Phyllis Diller, pmm Charles Smith, ce Bob Colvig, nd	Wally King, fd Don Klein, sd Faye Stewart, wd
KXKX (FM) 1947	Ch. 247(B) 97.3mc 10kw	Electronic Service Corp. 1 Nob Hill Circle EXbrook 2-4265		Ward Glenn, pd	Paul S. Farrelle, ce
KYA 1926	1260 5000-D 1000-N	Station KYA, Inc. Fairmont Hotel Douglas 2-2536	Young J. Barry	J. Elroy McCaw, co-o John D. Keating, co-o	H. G. Fearnhead, gm Irving C. Phillips, cm	Patrick Hernon, pd Paul Beck, ce
ANGER (Fresno Co.)						
KBIF 1947	900 1000-D	Poole Bcstg. Co. 117 N St. Fresno, Calif. 6-0791	Meeker	John H. Poole, p George Nickson, gm	Ray Grant, cm Walt Novell, pd	Bob Ulrich, nd Jim Bailey, sd
AN JOSE (Santa Clara Co.)						
KEEN 1947	1370 1000 DA-1	United Bcstg. Co. Hotel De Anza Cypress 4-0344	Grant	George M. Mardikian, p Floyd Farr, vp, gm Robert J. Blum, cm, sd	George Snell, pd Ray Hollingsworth, pmm Gordon Benson, nd	Ken Wilhelm, fd Jean Martin, wd
KLOK 1946	1170 5000-D 1000-N DA-N	Valley Bcstg. Co. P. O. Box 967 Cypress 3-3445	Pearson	Erwin L. Barker, p, gm Richard E. Ryan, cm	Ruth A. Poindexter, pd, wd Billy G. Cunningham, ce	Peter Radonich, nd Robert Custer, sd
KSJO 1946	1590 1000-D 500-N DA-N	Santa Clara Bcstg. Story Rd. & Lucretia Ave. Cypress 3-8030	Rambeau	Patrick H. Peabody, p Robert M. Bruce, gm Earle Russell, cm, sd	Norman Paul, pd Gordon Greb, pmm, nd, fd	Edward Meece, ce Mary Rhodes, wd
KSJO-FM 1947	Ch. 237(A) 95.3mc 1kw					
KXRK 1948	1500 1000 DA-1	San Jose Bcstg. Co. P. O. Box 167 Cypress 2-5080	Tracey Moore, McGavren	Joe E. Levitt, p, gm Gordon Graham, cm, pmm	Frank Kilpatrick, pd, nd, sd Frank Glass, ce	Helen McDonald, wd
AN LUIS OBISPO (San Luis Obispo Co.)						
KATY 1948	1340 250	KATY, Sweetheart of San Luis Obispo, Inc. 981 Monterey St. P. O. Box 700 3171	ABC Meeker	Maynard Marquardt, p, gm, cm, nd	Barbara Brydia, pd, wd Glenn O. Porter, pmm	Clayton Coldwell, ce, fd Hugh Harling, sd
KVEC 1937	920 1000-D	The Valley Electric Co. 787 Higuera St. San Luis Obispo 1100	MBS KBS Don Lee Grant	Christina M. Jacobson, p Les Hacker, gm Si Darrah, cm	Arthur Hapgood, pd Russell James, pmm, fd James Cochrane, ce	Gary Merker, nd Ted Davies, sd Nancy Mills, wd
KVEC-TV	500-N					
AN MATEO (San Mateo Co.)						
KEAR 1947	1550 10 000 DA-2	Bay Radio Inc. 1 Nob Hill Circle EXbrook 2-4265	Western Radio	Stephen A. Cisler, p Ken Hildebrandt, gm	Walt Tolleson, Jr., cm Ward Glenn, pd	Douglas F. Mariska, ce
KVSM 1947	1050 1000-D	KVSM, Inc. 279 Baldwin Ave. DI 4-2541	Rambeau	Les Malloy, p Lester M. Smith, gm	Eddie Kirk, pd Carl Rolliff	Elaine Doyle, wd
AN RAFAEL (Marin Co.)						
KTIM 1947	1510 1000-D	Marin Bcstg. Co. 1117 Fifth Ave. Glenwood 3-6880	LaFontassee Indie	Roy A. Brown, p Hugh Turner, gm, cm	Kitty Oppenheimer, pmm, wd Ed Olmstead, ce	Karl Barron, nd Ted Mitchell, sd
ANTA ANA (Orange Co.)						
KWIZ 1926	1480 1000 DA-N	The Voice of the Orange Empire, Inc. 105 East 5th St. Kimberly 3-8321	Ernest L. Spencer, p, gm Hal Davis, sm	Donn Spencer, cm, sd Hal Davis, pd, pmm	Roy Morris, ce Pat Michaels, nd
KWIZ-FM 1947	Ch. 244 (A) 96.7 mc 1kw					
SANTA BARBARA (Santa Barbara Co.)						
KDB 1921	1490 250	F. Robert Bauer Radio Square Woodland 4131	MBS Don Lee Pearson	F. Robert Bauer, o, m William Buckley, cm Richard Barrett, pd	Rick Barrett, pmm, nd Robert Carter, ce	Bob Carter, sd Katherine McCloskey, wd
KIST 1946	1340 250	Radio Kist Inc. Balboa Bldg. 735 State St. Woodland 3981	NBC Hollingbery	Harry C. Butcher, p, gm James S. Blonfield, cm Claire Behan, pd	Michael J. McKeogh, pmm Gene Forrsel, ce	Gordon Stafford, nd Dorothy Davis, wd
KTMS 1937	1250 1000 DA-1	News-Press Publishing Co. News-Press Bldg. DeLaGuerra Plaza Woodland 3911	ABC Raymer	T. M. Storke, p Charles A. Storke, vp, gm Joseph W. Benes, cm	Gordon Phillips, pd, nd Leon De Connick, ce	Ed Sprague, sd Jane West, wd
SANTA CRUZ (Santa Cruz Co.)						
KSCO 1947	1080 1000-D 500-N DA-N	Radio Santa Cruz P. O. Box 1080 Greenwood 5-1080	Western Radio Sales	Charles V. Berlin, p, gm, cm, pd & ce	Verna Bergthold, pmm Lena Salvas, nd	Dorothy C. Hartin, wd
SANTA MARIA (Santa Barbara Co.)						
KCOY 1947	1400 250	News-Press Publishing Co. 114 W. Cook St. Walnut 5-2644	ABC Raymer	T. M. Storke, p C. A. Storke, vp, gm J. J. Newman, sm	Harold Young, cm Carolyn Conrad, pd, wd	John D. Clowes, ce, nd, fd Bryant Smith, sd
KSMA 1945	1240 250	J. I. Groom & J. Hagerman	KBS Moore	John I. Groom, co-o, co-gm James M. Hagerman, co-o, co-gm, sd	Edmond Feeley, cm Tony Kent, pd, nd, fd Henry Neiggemann, pmm	Gale Brady, ce Maxyne Hoey, wd

City	County	Call Letters	Chan. or Freq.	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations
<p>SANTA MONICA (Los Angeles Co.)</p>							
		KOWL	1580	KOWL Bcstg. Co.		J. D. Funk, p	Paul Compton, pd
		1947	10,000-D	Pico at Ocean Front Texas 05152		George A. Baron, gm	John Malone, pmm
<p>SANTA PAULA (Ventura Co.)</p>							
		KSPA	1400	Santa Paula Bcstrs.	KBS	Hugh D. Elder, gm	Stella Elder, pd
		1948	250	Middle Road 940	O'Connell, Ayres		Denman Dayton, ce
<p>SANTA ROSA (Sonoma Co.)</p>							
		KSRO	1350	Finley Bcstg. Co.	Grant	Ruth W. Finley, p	Al E. Pearson, pd, fd
		1937	1000 DA-1	Finley & Fresno Ave. 110		Frank W. McLaurin, gm, cm	Dan Galvin, pmm, sd Hilmar Cann, ce
<p>SAUSALITO (Marin Co.)</p>							
		KDFC (FM)	Ch. 271 (B)	Sundial Bcstg. Corp.			
			102.1 mc				
			33 kw				
<p>SONORA (Tuolumne Co.)</p>							
		KROG	1450	Brewster E. Ferrel	KBS	Brewster E. Ferrel, o, gm	L. E. Ferrel, pd, nd
		1949	250	P. O. Box 996 Jefferson 2-7426		G. E. Manley, cm	W. C. Mitchell, ce
<p>STOCKTON (San Joaquin Co.)</p>							
		KGDM	1140	E. F. Peffer	CBS	E. F. Peffer, p	Lillian Parkin, pmm
		1926	5000 DA-N	519 E. Market St. Howard 4-4551	Blair	E. Smith, gm, cm A. Stover, pd	J. Tryon Kelley, ce Bill Hill, nd, fd
		KSBR (FM)	100.5mc	(See Mt. Diablo listing)		H. L. Hoffman, p	William Holienbeck, pd
		1954	63kw			A. E. Joscelyn, vp, gm	
		KOVR (TV)	1420	San Joaquin Bcstg. Co.	Hollingbery	Donald T. Ralph, gm	
		1949	1000	Clark Hotel Howard 4-7388			
		KTVU (TV)	1230	McClatchy Bcstg. Co.	ABC	Eleanor McClatchy, p	Jim Longe, pm
		1921	250	612 E. Market St. Howard 5-5728	Raymer	Jim Ranger, sm	Frank Nesmith, ce
		KXOB	1280	KXOB, Inc.	MBS	Joseph E. Gamble, p, pmm	Arthur Taylor, pd
		1947	1000 DA-N	Hotel Stockton Howard 4-7313	Young McGavren	Ort J. Loithus, gm, cm, pmm	James R. Johnson, ce Jack Pelzer, nd, fd
<p>SUSANVILLE (Lassen Co.)</p>							
		KSUE	1240	Home Appliance Store	KBS	Nolan Hallowell, co-o, gm	Gerald A. Oliver, pd
		1948	250	KSUE Bldg. 2020, 2021	Moore	James E. McKahan, co-o Frank Rondas, cm	Harold C. Houston, ce, fd Carlton Currie, nd
<p>TAFT (Kern Co.)</p>							
		KTKR	1310	Taft Bcstg. Co.	KBS	Kenneth Aitken, p, gm, ce	Blaine Worrell, pd
		1948	500-D	P. O. Box "WW" 5-3101	United Pacific	John A. Smith, cm	George J. Tschumy, Jr., nc sd
<p>TULARE (Tulare Co.)</p>							
		KCOK	1270	Sheldon Anderson	MBS	Sheldon Anderson, p, gm	Dene Simpson, pmm
		1945	1000	P. O. Box 119	Don Lee	Don Weldon, sm	Don Ferguson, ce
		KVVG (TV)	DA-N	6-9513	Forjoe	Jack Miller, pd	Ken Clifford, nd
<p>TURLOCK (Stanislaus Co.)</p>							
		KTUR	1390	Turlock Bcstg. Corp.	KBS	W. N. Lindskoog, p	Maxon B. Sayre, ce
		1949	1000 DA-N	P. O. Box 526 43430-45827	O'Connell	H. Ansell McMillen, gm, cm B. McMillen, pd	Fred Christensen, nd

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meet the people



JOE ADAMS
Nation's Top Negro D.J. (also Negro spirituals).



LILLIAN RANDOLPH
Top Negro star of radio, TV and movies... now daily on her own variety show.



'CHICO' LIONEL SESMA
The original Mexican-American D.J. (English speaking).



CHESTER WASHINGTON
Negro news and sports... West Coast Editor of Pittsburgh Courier and sports chief.



ELENA SALINAS
Most beloved Spanish language personality... variety and music.



SENIOR WM. OROZCO
Favorite Spanish language radio personality for over 25 years... news and variety.

GEORGE A. BARON
General Manager

KOWL with 10,000 watts and "Specialized Programming"
— gives you more complete coverage of the Negro, Spanish and Mexican-American markets in Los Angeles County than any other radio station.

whose
"Specialized Programming"
SELLS
your clients' products on



10,000 WATTS

Transmitter: Los Angeles, California
Executive Offices: Santa Monica, California

National Representatives:
Forjoe & Co. New York, Chicago, Dallas, San Francisco
Dora-Clayton Atlanta, Georgia

KIAH Mendocino Co.)						
KUKI 1950	1400 250	Marguerite Sims P. O. Box 638 Honestead 2-4771	Grant	Marguerite Sims, p, gm Lou Dumoulin, cm John Oliveira, pd	Phil Trine, pmm, sd Stanley Ryno, ce Rosalie Schackner, nd	Dave King, fd Joan Smith, wd
ALLEJO Solano Co.)						
KGYW 1947	1190 250-D	Calif.-Nev. Bestg. Co. P. O. Box 1112 Vallejo 8-8944	McGavren	Ellsworth Peck, co-o, gm, pd A. J. Krisik, co-o, gm, cm	Robert Wade, slm, pmm William Roberts, ce	Hal Embretson, nd, fd, sd Olive Fowles, wd
ENTURA Ventura Co.)						
KUDU 1947	1590 1100 DA-1	William H. Haupt South Mills Road MI 3-6185	KBS Walker Oakes	William Haupt, p Bill E. Williams, gm, pmm Dwight Drumm, cm	Bob Reynolds, pd, nd Dick Anderson, ce	Jim Warren, sd Carol Williams, wd
KVEN 1948	1450 250	Coast Ventura Bestg. System P. O. Box 1611 Miller 3-8675	MBS Don Lee G. Webb McGavren	Carroll Hauser, p Sid Held, gm Bob Brown, cm	Fred Hall, pd Frank Haines, pmm Chuck Farmer, ce	Jerry Thomas, nd, sd Ed Walden, fd Jane Smith, wd
ISALIA Tulare Co.)						
KONG 1946	1400 250	Tulare County Bestg. Route 6, Box 205 Redwood 4-5811	Hollingbery	Knox La Rue, p Stan Simpson, gm Dick Scudder, pd	Virginia Hooker, pmm Gorman Brown, ce Greg Le Clercq, nd	Curt Babcock, fd Mike Kirmeyer, sd Jean Enos, wd
VASCO Kern Co.)						
KWSO 1950	1050 1000-D	Maple Leaf Bestg. Co. Box 366 4251	CRN Western Radio	E. J. Peters, p Theo. G. Heinrichs, gm	Jim Hodges, cm, pmm Bob Bann, pd	Norman Berg, ce, fd Don Rodewald, nd
WATSONVILLE Santa Cruz Co.)						
KHUB 1937	1340 250	Patrick H. Peabody Box 349 4-5641	Rambeau	Patrick H. Peabody, p Vic Rugh, gm, cm, pd, pmm, nd	Merle Rossman, ce	Ed Hall, sd
REKA Siskiyou Co.)						
KSYC 1947	1490 250	Siskiyou County Bestg. Co. Inc. Lawrence Lane 624	Tracey Moore	Ernest Millbuourn, p D. C. Holfinger, gm	Jack A. Mitchell, sm, sd	D. M. Comstock, ce
UBA CITY Butter Co.)						
KAGR 1953	1450 100	James E. Jaeger P. O. Box 271 Marysville 3-7343	James E. Jaeger, o, p Elliot Behrens, sm	James E. Walley, ce	
KUBA 1947	1600 1000-D 500-N DA-N	Peachbowl Bcstrs, Inc. Hotel Marysville 3-7309	United Pacific Ayers O'Connell	C. V. Ullom, co-o Roger R. Hunt, co-o Lloyd Klemp, cm, sd	Ric Ryan, pd, wd Bob Fahey, pmm Carl Pendergraft, ce	Hedley Hall, nd Don Brown, fd

COLORADO

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Adams	40,234	12,550	\$26,584	\$ 5,867	\$ 866	18,777	Las Animas	25,902	6,280	17,466	5,127	422	5,899
Alamosa	10,531	2,800	14,725	2,892	432	3,022	Lincoln	5,909	1,800	9,458	1,431	404	2,084
Arapahoe	52,125	17,740	62,988	21,168	2,780	29,041	Logan	17,187	4,930	23,834	3,989	515	7,508
Archuleta	3,030	660	1,965	348	230	656	Mesa	38,974	12,580	45,475	10,036	1,365	14,289
Baca	7,964	2,480	12,636	2,884	443	2,180	Mineral	698	?	407	141	31	195
Bent	8,775	2,160	6,591	1,720	218	2,256	Montezuma	5,946	1,690	10,999	2,495	397	2,114
Boulder	48,296	15,990	60,390	14,552	1,966	19,082	Montrose	9,991	2,850	11,732	2,653	508	2,804
Buffalo	7,158	2,200	7,311	1,910	170	2,643	Morgan	15,220	4,400	13,064	2,762	361	4,655
Chaffee	3,453	1,050	4,178	749	125	1,021	Otero	18,074	5,070	23,727	4,038	654	7,263
Chelan	3,289	1,160	3,485	788	141	1,295	Ouray	25,275	7,330	24,776	5,692	738	7,897
Cheyenne	10,171	1,990	4,745	1,142	157	1,856	Park	2,103	670	1,251	354	146	662
Conejos	6,067	980	1,623	360	91	821	Pueblo	1,870	570	1,468	258	84	746
Costilla	5,222	1,330	4,287	938	155	1,801	Phillips	4,924	1,450	7,792	1,273	289	1,911
Crowley	1,573	570	762	216	43	506	Pitkin	1,646	440	1,374	353	65	737
Custer	17,365	5,410	14,389	3,312	400	5,053	Prowers	14,836	4,520	26,513	3,769	1,180	4,578
Delta	415,786	141,960	696,492	127,050	27,560	156,472	Rio Grande	90,188	27,020	106,057	23,744	2,450	32,093
Denver	1,966	1,180	1,322	420	59	691	Rio Blanco	4,719	1,510	7,148	2,026	435	1,812
Douglas	3,507	1,200	2,162	552	97	1,575	Saguache	12,832	*3,480	11,289	2,334	417	3,462
Elbert	4,488	1,140	2,947	865	118	1,516	Routt	8,940	2,570	7,335	1,567	330	2,565
El Paso	4,477	2,937	6,47	647	155	1,480	Saguache	5,664	1,330	4,533	721	178	1,459
El Paso	74,523	26,160	98,898	21,321	4,597	33,118	San Juan	1,471	** 470	866	244	87	357
Essex	18,366	5,390	14,529	3,452	485	6,099	San Miguel	2,693	720	1,305	528	89	758
Fremont	11,625	3,710	13,776	3,062	560	3,741	Sedgwick	5,095	1,440	6,708	1,295	252	1,773
Garden	850	170	351	140	30	497	Summit	1,135	380	505	158	40	515
Gilpin	3,963	1,120	5,643	876	360	1,556	Teller	2,754	740	2,021	544	99	1,075
Grant	5,716	1,560	6,373	1,612	200	1,669	Washington	7,520	2,330	8,420	2,107	265	2,656
Hinsdale	263	?	129	50	34	88	Weld	67,504	19,140	75,192	14,039	1,795	23,654
Huerfano	10,549	2,660	7,045	1,833	181	2,449	Yuma	10,827	3,420	12,652	2,199	494	3,765
Jackson	1,976	590	1,451	403	86	790							
Jefferson	55,687	19,940	52,299	14,577	2,384	29,384							
Johnson	3,003	850	3,282	755	121	959							
Kiowa	8,600	2,590	13,969	2,163	562	2,638							
Kit Carson	6,150	1,800	6,064	1,539	253	2,778							
Kola	14,880	4,110	15,192	3,204	444	4,846							
Krimmer	43,554	14,290	53,424	11,639	1,830	16,791							

† See San Juan. † See Rio Grande.
* Mineral figure included in Rio Grande County figure.
** Hinsdale figure included in San Juan County figure.

Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction uncensored; automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

ALAMOSA Alamosa Co.)						
KGIW 1929	1450 250	D. L. Allen, Adm. East of Alamosa 26	MBS Intermountain	Delbert Lloyd Allen, gm, cm, ce Kyle McClaugherty, pd	Dick Frink, pmm Katholeen Allen, nd John Vos, fd	Bud De Sautelle, sd Lola Ortega, wd
AURORA Arapahoe Co.)						
KOSI 1954	1430 1000-D CP 5000-D	Mid-America Bestg. Co. 9100 E. Colfax Denver 8 Empire 6-2695	Mid-America Forjoe	David M. Segal, p	Thomas F. Alford, gm	Lonnie Licata, pd, ce

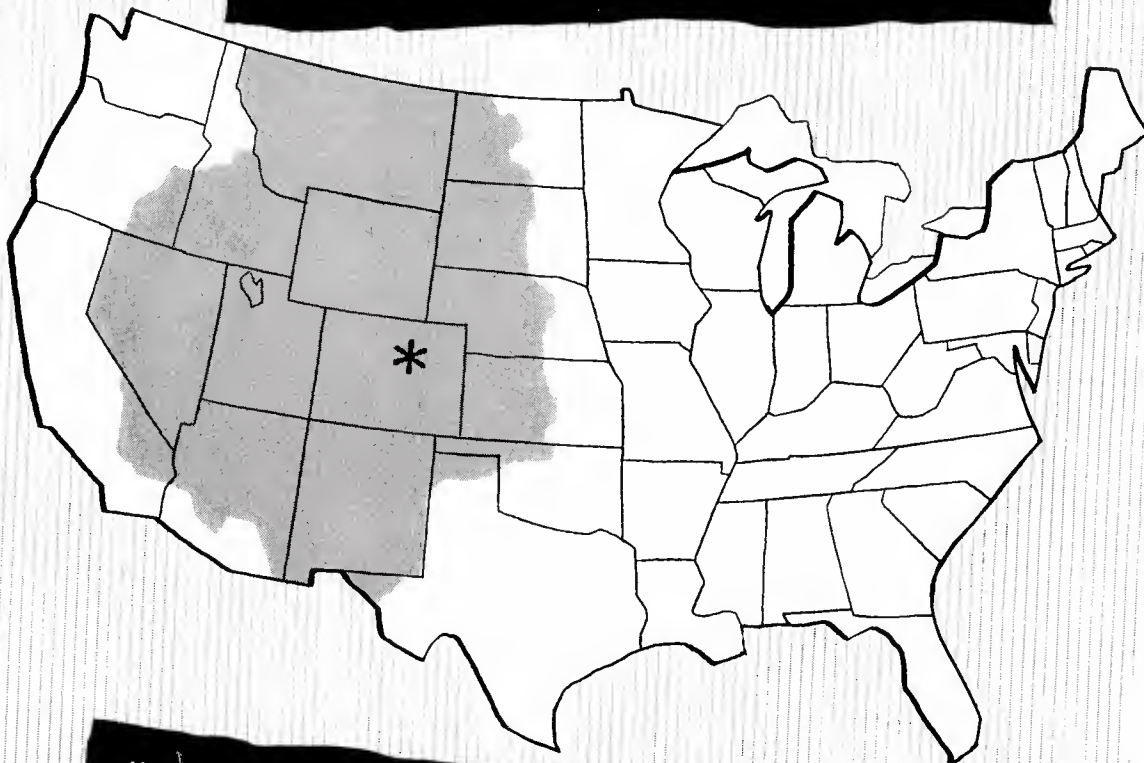
COLORADO

City County Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; slm; Prog. Dir. News, Farm, Sports or Women's Dir.	Executive Abbreviations Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mg Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
ROULDER (Boulder Co.)					
KBOL 1947	1490 250	Boulder Radio KBOL Inc. 1617 Pearl St. Hillcrest 2-2242	Columbine Holman	Russel Shaffer, p, gm Gene Palm, cm	John Wilcox, pd Blair Dobbins, ce Pete Hansson, nd Don Roper, sd
CANON CITY (Freemont Co.)					
KRLN 1947	1400 250	Royal Gorge Bcstrs. Inc. 1615 Central Ave. 1100	KBS	Raymond M. Beckner, p, gm	Ed Wood, ce Q. Bryan, sd
COLORADO SPRINGS (El Paso Co.)					
KCMS (FM) 1953 (See Manitou Springs Listing)					
KRDO 1946	1240 250	Pikes Peak Bcstg. Co. 399 S. 8th St. Melrose 2-1515	McGillvra	Harry W. Hoth, Jr., p, gm & cm	Jack Finlayson, pd & sd Herb Schubarth, ce Bill Gear, nd
KVOR 1924	1300 1000	Voice of the Rockies, Inc. 512 S. Tejon Melrose 4-2844	CBS Hollingsbery	James D. Russell, p Verl Bratton, gm Ralph Conner, pd, pmm	Earl Leonard, ce Howard Arnsberg, nd Bob Smith, sd Jo Ann Rowe, wd
KWBY (CP)	740 250-D	Music Bcstg. Corp. c/o John L. Buchanan 445 Krameria St., Denver		John L. Buchanan, p	
CORTEZ (Montezuma Co.)					
KVFC (CP)	740 250-D	J. W. Hawkins & B. H. Hubbs Box 469 Pecos, Tex.			
CRAIG (Moffatt Co.)					
KRAI 1949	1230 250	Northwestern Colorado Bcstg. Co. 707	KBS Intermountain Columbine	George O. Cory, gm Dale G. Moore, asst. gm Dale Kirk, cm Richard E. Bonderud, m, pmm	Norman Davis, pd Tom Weir, ce Bob Brown, nd, fd Larry Tubbell, sd
DELTA (Delta Co.)					
KDTA (CP)	1400 250	Monarch Bcstg. Co. 1410 N. 18th St. Grand Junction, Colo.		D. E. Towne, p	
DENVER (Denver Co.)					
KLIR 1953	990 1000-D	George Basil Anderson 6535 West Jewell Ave. Walnut 2-1189	KBS Holman, Continental Biddick	George Basil Anderson, o, gm, pd H. G. Kincaid, bus. m.	L. L. Tracey, cm Lloyd Wilson Sr., ce Fred F. Hays, nd, sd
KFSC 1954	1220 1000-D	Francisco V. (Paco) Sanchez 3340 Lafayette St. Acoma 2-8935 (See Englewood listing)	Oakes, Natl. Time Sales	Francisco V. Sanchez, o	Levi J. Beall, gm Oran E. Kelley, ce
KGMC KIMN 1922	950 5000 DA-1	KIMN, Inc. Albany Hotel Alpine 5-4681	MBS, Don Lee Intermountain Avery-Knodel	Collin W. Lowder, gm	Kenneth E. Palmer, cm Bill Keene, nd
KLZ 1922	560 5000	Aladdin Bcstg. Corp. 131 Speer Blvd. Main 3-4271	CBS Katz	Hugh B. Terry, p, gm Phil Hoffman, sm Lee Fondren, cm Charles Roberts, pd	Harold Storm, pmm Harvey Weirman, ce Sheldon Peterson, nd Carl Herzman, fd Starr Yelland, sd Pat Gay, wd
KLZ-FM 1945	Ch. 231(B) 94.1mc 5.3kw				
KMYR 1941	1340 250 CP-710 5000 DA-1	KMYR Bcstg. Co. 810 14th St. Main 3-4161	Columbine Sears & Ayer	F. W. Meyer, p A. G. Meyer, gm Ed Koepke, cm, pmm	Bob Martin, pd Bill Raygor, ce Gene Amole, nd Fred Leo, sd
KOA 1924	850 50,000	Metropolitan Tv Co. 1625 California St. Main 3-6211	NBC Petry	William Grant, p Don Searle, exec. vp, gm Robert Hix, slm Jimmy Atkins, pd	John Aldern, pmm J. A. Slusser, ce Ralph Radetsky, nd Chuck Muller, fd John Henry, sd Evaadna Hammersley, wd
KOA-FM 1948	Ch. 4(A) 95.7mc 23.5kw				
KOSI *KPOF 1928	910 5000-D 1000-N S.H.	(See Aurora listing) Pillar of Fire 1825 Champa St. Tabor 3733		Arthur K. White, p & gm Kathleen M. White, co-m	L. Ray Sharpe, pd Paul H. Schissler, ce
KTLN 1948	1280 5000 DA-2	Radio Station KTLN Inc. 431 W. Colfax Acoma 2-4811	Radio Reps.	Leonard Coe, p John L. Buchanan, gm Dean Jarvis, cm	Lee Mehlig, slm Jack Helling, pd Shirley Wray, pmm, wd O. E. Kelley, ce Rich Froemke, nd, sd
KVOD 1925	630 5000 DA-1	Colorado Radio Corp. Midland Savings Bldg. Tabor 5-2291	ABC Free & Peters	W. D. Pyle, p & ce T. C. Ekrem, sm, cm & ce	V. W. Corbett, pd Ben Stanton, pmm Joe Summers, sd
DURANGO (LaPlata Co.)					
KIUP 1935	930 1000 DA-N	San Juan Bcstg. Co. Box 641 117	MBS Western Slope Net	J. A. Segerberg, p R. E. O'Brien, gm Lindsey Becker, cm Herb Jobes, pd	Al Gare, pmm Lou Shaw, ce Frank Toomey, nd Al Farlow, fd Dave Hill, sd Johnnie Becker, wd
ENGLEWOOD (Arapahoe Co.)					
KGMC 1952	1150kc 1000-D	The McMa Agency 3355 South Broadway Sunset 1-4481		Grandy Franklin Maples, co-o. gm, pmm, pd R. B. McAlister, co-o	J. Kenneth Brothers, cm David F. White, Jr., ce Darlene Chaffee, wd
FT. COLLINS (Larimer Co.)					
KCOL 1947	1410 1000 DA-N	The Northern Colorado Bcstg. Co. 1600 La Porte 2600	Intermountain Columbine Aggie H-R Rep.	Herb Hollister, p Ellis Atteberry, gm, pmm Bob McClary, cm	Hollis Hoff, pd, nd Dan Coltrane, ce Bill Hansen, sd Mona Atteberry, wd

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FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

KOA-radio

"THE SINGLE STATION NETWORK!"*



*** Top Coverage • 3 1/2 million people!**

*** 302 counties in 12 states!**

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

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



NBC • 850 Kc • 50,000 WATTS • CALL PETRY

BROADCASTING • TELECASTING

COLORADO

City County	Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner sln; Prog. Dir. pd; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm;
FT. MORGAN (Morgan Co.)						
	KFTM 1949	1260 500-D	Morgan County Bestg. 2 miles west of Ft. Morgan 1000	KBS Intermountain	Mac McGraw, gm Frank Allen, pd, nd	Richard E. Oldfield, ce Lloyd Walker, fd Dawson Jelinek, sd Betty Jean Ballew, wd
GLENWOOD SPRINGS (Garfield Co.)						
	KGLN 1950	1340 250	KGLN, Inc. Box C 777	MBS Western Slope Net, Durango	Rex Howell, p Jerry Fitch, gm, cm, nd	Gene Curtis, pd Bonner Baker, ce Bob Duffy, sd Marcie Fitch, wd
GOLDEN (Jefferson Co.)						
	KFML (FM) (CP)	Ch. 253 (J) 98.5 mc 2.25 kw	Evert A. Bancker			
GRAND JUNCTION (Mesa Co.)						
	KEXO 1948	1230 250	Voice of Western Colorado, Inc. 2508 North Avenue 1230	Columbine, Oakes	D. Spencer Grow, p Abbott Tessman, vp, gm, cm Bob Collins, pd	Mildred Fuller, pmm Eph Towne, ce Bill Orr, nd Jim Eicher, fd Gene Wilburn, sd Olive Taylor, wd
	KFXJ 1926 KFXJ-TV	920 1000-D 500-N	Western Slope Bestg. Hillcrest Manor 1300	MBS Western Slope Holman	Rex G. Howell, p, gm E. Anson Thomas, cm, sm, pmm	Greg Chancellor, pd Cecil Whitchurch, ce Bill Warner, nd June Lee, wd
GREELEY (Weid Co.)						
	KFKA 1921	1310 1000 DA-N	Midwestern Radio Corp. 620 8th Avenue 450	Holman	H. E. Green, p William G. Stewart, cm, pmm, nd	Jack Redus, pd, sd Harry Brewer, ce Larry Kirk, fd Julie Fisher, wd
	KYOU 1948	1450 250	Meroco Bestg. 2424 Sixth Ave. 3275	KBS Columbine, McGivra	Elwood H. Meyer, p, gm Everett Shupe, cm	John T. Roscoe, sm, ce, nd, sd Glenn Stutzman, fd
LA JUNTA (Otero Co.)						
	KBNZ 1937	1400 250	Otero Bestg. Co. Box 485 42	MBS KBS Intermountain	M. S. Morrison, p R. D. McGregor, gm, cm	Jane Henkenseifken, pd, wd Jack Lee, pmm, sd Don Smith, ce Bob Mahaffey, nd, fd
LAKESWOOD (Denver Co.)						
	KLAK (CP)	1580 250-D	Lakeswood Bestg. Service 1315 Oak St.		Maurice J. DeVolt, co-o Julia W. DeVolt, co-o Edythe G. Sweeney, co-o	
LAMAR (Prowers Co.)						
	KLMR 1948	1340 250 CP:920 1000-D 500-N DA-N	Southeast Colo. Bestg. Co. N. Santa Fe Trail 804	Intermountain	Ralph Eaton, p	Dennis Behan, gm, cm, pmm, sd Kenneth Roberts, pd, ce, f Marcia Gregg, nd
LEADVILLE (Lake Co.)						
	KLVC 1951	1230 250	Top of the Nation's Station Inc. 520 W. 6th St. 70	KBS, Columbine Clark	Arline S. Hodgins, p David W. Hodgins, gm, cm, nd, pd	Don Youmans, ce Rixie Flewellyn, wd
LONGMONT (Boulder Co.)						
	KLMO 1949	1050 250-D	Longmont Bestg. Co. Inc. 301 Main 1050	Continental Radio	Irving T. Ludlow, p Reed Walker, vp & gm	Frank Leslie, pd Walter Robinson, ce
LOVELAND (Larimer Co.)						
	KLOV (CP)	1570 250-D	Loveland Bestrs. 7/8 John W. Ecklin So. River Drive, Rt. 3 Austin, Minn.		James Claud Grisham, p John Wellington Ecklin, gm	
MANITOU SPRINGS (El Paso Co.)						
	KCMS (FM) 1953	Ch. 285(A) 104.9mc 0.75kw	Garden of the Gods Bestg. Co. Box 582 Mulberry 5-5776		C. M. Edmonds, p, ce	Mrs. C. M. Edmonds, gm, cm
MONTE VISTA (Rio Grande Co.)						
	KSLV 1954	1240 250	San Luis Valley Bestg. 348	KBS Community Columbine Intermountain	George O. Cory, p, gm Dale, G. Moore, slm John McRae, sm, pmm	Herb Shields, cm Art Way, pd, nd Tom Weir, ce Don Snyder
MONTROSE (Montrose Co.)						
	KUBC 1947	1260 1000-D 500-N DA-N	Uncompahgre Bestg. Co. P. O. Box 279 599	KBS Intermountain Columbine Community	Joe Hartman, p George Cory, gm	Bob Churney, cm Ed De Julio, pd, nd, sd Tom Weir, ce Lorraine Kretschman, wd
PUEBLO (Pueblo Co.)						
	KCSJ 1947 KCSJ-TV	590 1000 DA-1	Bankers Life & Casualty Co. 2226 Television Lane Lincoln 4-5782	MBS Intermountain Avery-Knodel	Douglas D. Kahle, p, gm Ray J. Williams, vp Ray Whitworth, cm	Cliff Hendrix, pd, fd Marion Cunningham, ce Bob Billman, nd Ross Beatty, sd Mary Smith, wd
	KDZA 1947	1230 250	Pueblo Radio Co. 3011 Elizabeth 1255	KBS McGillvra	Dee B. Crouch, p, gm, cm, pd, pmm, ce	Jerry Rhoads, nd, sd
	KGHF 1928	1350 5000-D 1000-N DA-N	Colorado Bestg. Co. P. O. Box 293 Lincoln 2-5570	ABC Gill-Perna	Gifford Phillips, p Robert D. Ellis, gm William Mahoney, cm	John H. McGill, sm Willis Shanks, ce Robert A. Mott, nd Irwin M. Cunningham, fd

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ALIDA <i>Chaffee Co.)</i>	KVRH 1948	1340 250	Heart of the Rockies Bcstg. Co.	MBS, KBS	Jon F. Lohmer, p & gm O. V. Charles, ce	Alan Wall, pd Robert Reyher, sd	Stella Woods, wd
TERLING <i>Logan Co.)</i>	KGEK 1925	1230 250-D	Elmer G. Beehler Fleming Rd. 679	Elmer G. Beehler, p, gm, ce, fd	Al Ross, cm, sd	John Gazdik, pd, nd
RINIDAD <i>Las Animas Co.)</i>	KCRT 1946	1240 250	KCRT, Inc. Box 772 338	MBS KBS Inter- mountain Indie	E. M. Cooper, p, gm, cm, ce Pete DeLuca, pd	John O'Connor, nd, sd	Mildred Cooper, wd

CONNECTICUT

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
airfield	504,342	151,010	\$784,836	\$221,445	\$ 22,896	185,345	New London	144,821	41,760	186,408	53,235	4,961	43,944
artford	539,661	159,790	787,686	195,082	24,544	179,357	Tolland	44,709	12,530	40,048	12,331	684	16,153
itchfield	98,872	29,760	134,104	38,273	4,060	36,691	Windham	61,759	18,430	100,663	23,831	1,818	20,099
iddlesex	67,332	19,500	90,496	24,304	2,822	24,065	Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state.						
ew Haven	545,784	160,820	741,510	197,094	22,248	165,564							

DIRECTORY OF AM AND FM STATIONS

RIDGEPORT <i>Hartford Co.)</i>	WICC 1926	600 1000-D	Bridgeport Bcstg. P. O. Box 9140 Amherst 8-1601	MBS Yankee Young	Philip Merryman, p, gm Manning Slater, cm, sd Robert Crane, pd	Joan Fisher, pmm Pat Uliano, ce	Bill Whalen, nd May Hays, wd
	WICC-TV	500-N DA-1					
	WNAB 1941	1450 250	WNAB, Inc. 991 Broad St. Edison 3-3112	ABC Connecticut State Net. Burke-Stuart Walker	Harold Thomas, p John L. Ellinger, gm & cm Harry Luke, pd	Jack Kane, pmm, nd Norman Howard, ce	Robert Ritzert, sd Lydia Wells, wd
BRISTOL <i>Hartford Co.)</i>	WBIS 1949	1440 500-D	The Bristol Bcstg. Corp. 183 Main St. Ludlow 3-9265	Clark Co.	Eric Hatch, p, gm Richard Kilbourn, sm Amletto Ciccarelli, cm	James Parker, pd Richard L. Ricci, ce	Elliott K. Stein, nd Sally Easton, wd
DANBURY <i>airfield Co.)</i>	WLAD 1947	800 250-D	Berkshire Bcstg. 207 Main St. Danbury 8-3565	Indie	John P. Previdi, p Sol Robinson, gm, cm, pmm Eleanor Kemble, pd	Rudi Cehak, ce Frank Comer, nd Al Brundage, fd	Paul Baker, sd Ann Rundle, wd Michael Prunick, sm
	WLAD-FM (CP)	Ch. 252 (A) 98.3 mc 0.34 kw					
HARTFORD <i>Hartford Co.)</i>	WCCC 1947	1290 500-D	Greater Hartford Bcstg. Hotel Bond Jackson 5-6648	Walker	William M. Savitt, p Ralph H. Kein, sm Burt LaCoe, pd	Everett Seltzer, pmm Michael Cookish, ce	Jack Brooks, nd John Brubaker, sd
	WDRG 1922	1360 5000 DA-1	Conn. Bcstg. 869 Blue Hills Ave. Chapel 2-5596	Raymer	Franklin M. Doolittle, p Walter B. Haase, gm	William F. Malo, cm, pmm Harvey H. Olson, pd, nd	Henry M. Broderick, ce Russ Naughton, fd
	WDRG-FM 1939	Ch. 229 (B) 93.7mc 7kw					
	WGTH 1935	1410 5000 DA-D DA-N	General-Times Tv Corp. 54 Pratt St. JA 7-9131	ABC MBS Yankee	Thomas F. O'Neil, p Fred W. Wagenvoord, gm	Gordon R. Kerr, cm John O. Downey, pd	Rogers Holt, ce Charles Norwood, nd
	WTIC 1925	1080 50,000 DA-N	Travelers Bcstg. 26 Grove St. JAckson 5-0801	NBC New England Regional Net. Christal	Paul W. Morency, vp, gm Walter Johnson, sm Leonard J. Patricelli, pm	Herman D. Taylor, ce Tom Eaton, nd Frank Atwood, fd	Bob Steele, sd Jean Colbert, wd
	WTIC-FM 1940	Ch. 243 (B) 96.5 8. kw					
MERIDEN <i>New Haven Co.)</i>	WMMW 1947	1470 1000-D	Silver City Crystal Co. 8 W. Main St. Meriden 5-5747	Rambeau	C. A. Schultz, p G. Kruttschnitt, gm Wm. Golder, cm	Les Fox, pd James MacGovern, pmm, sd	John Roache, ce Murray Bandel, nd
	WMMW-FM 1947	Ch. 239 B 95.7 mc 7 kw					
MIDDLETOWN <i>Middlesex Co.)</i>	WCNX 1948	1150 500-D	Middlesex Bcstg. 460 Main St. Diamond 7-2565	Devney & Co.	Richard J. O'Brien, co-o William J. O'Brien Jr., co-o, gm	William Glynn, pd Ken Bishop, ce	
NEW BRITAIN <i>Hartford Co.)</i>	WHAY 1949	910 5000 DA-2	Central Conn. Bcstg. 22 Grove Hill Baldwin 3-2721	Conn. State Net. Kirby	Patrick J. Goode, p Edward D. Taddei, exec. v. p. Aldo DeDominicis, gm	Charles Bell, Jr., cm George Ehrlich, pd, sd Hillis Holt, ce	Ben Hawthorne, nd Betty Kimball, wd
	WKNB 1946	840 1000-D	New Britain Bcstg. 1422 New Britain Ave. Baldwin 3-3603 Adams 3-7511	Bolling	Julian Gross, p Peter B. Kenney, gm	Gustave Nathan, cm Ray Neilan, pd	Helen Loy, pmm John Shipley, ce

CONNECTICUT

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales M Rudy Frank, pmm Fred King, ce	
NEW HAVEN (New Haven Co.)						
WAVZ 1947	1260 1000-D	WAVZ Bestg. 152 Temple St. Spruce 7-4761	Forjoe, Kettell- Carter	Victor W. Knauth, p Daniel W. Kops, vp, gm Richard J. Monahan, cm	Erwin Markle, pd Samuel L. Barstein, pmm Ralph Carrano, ce	George Phillips, nd, fd, s Joyce Karman, wd
WELI 1935 WELI-TV	960 1000 DA-N	Connecticut Radio Foundation Inc. 221 Orange St. University 5-1133	ABC H-R Reps. Foster	Richard W. Davis, p, gm Edwin H. Schweitzer, cm Charles Wright, pd	Rudy Frank, pmm Fred King, ce	Robert S. McKernan, nd Jeanne Porter, wd
WNHC 1944 WNHC-TV WNHC-FM 1948	1340 250 Ch. 256 99.1mc 10 kw	Elm City Bestg. 1110 Chapel St. Spruce 7-3611	NBC Conn. State Net. Katz	Patrick J. Goode, p Aldo DeDominicis, gm J. Vincent Callanan, cm	Edward C. Obrist, sm Lee Manson, pd James W. Evans, pmm	Vincent DeLaurentis, ce Rockwell Clark, nd Dorothy Coleman, wd
NEW LONDON (New London Co.)						
WNLC 1936 WNLC-TV	1490 250	Thames Bestg. Mohican Hotel Gibson 2-4365	MBS, Yankee, Conn. State Net.	Gerald J. Morey, p, gm Leo B. Keegan, cm, pmm	Nelson Brown, pd Randolph Barrett, ce	David A. Connors, nd
NORWALK (Fairfield Co.)						
WNLK 1948	1350 500 DA-N	Norwalk Bestg. Main & Wall St. Temple 8-5566	McGillvra	James Stolcz, p, gm Dick Bounerba, pd, sd	Clarence Burnham, ce George Pleasants, nd	
NORWICH (New London Co.)						
WICH 1946	1310 1000 DA-1	Eastern Conn. Bestg. P. O. Box 629 Turner 7-1613	Webb	Donald Lasser, p, gm Richard Reed, cm Sid Frank, pd	Edward Adler, pmm Alexander Dubenetsky, ce Ed Leonard, nd, sd	Bill Stanley, fd Joy Somerville, wd
PUTNAM (Windham Co.)						
WPCT 1953	1350 500-D	Israel Putnam Bestg. 42 Main St. 8-2721	Roland A. Goyette, p Ralph F. D'Andrea, sm	Henry Breault, slm James Bonney, ce	Les Douglas, nd Dick Gaumont, sd
STAMFORD (Fairfield Co.)						
WSTC 1941 WSTC-FM 1947	1400 250 Ch. 244 (A) 96.7mc 0.65 kw	Western Conn. Bestg. 270 Atlantic St. Stamford 4-7575	ABC, Conn. State Everett- McKinney	Kingsley Gillespie, p Julian Schwartz, gm Luther R. Wright, asst. m.	Steve Phillips, pd Robert A. Reynolds, ce	Robert Vanderheyden, sd Libby O'Brien, wd
TORRINGTON (Litchfield Co.)						
WLCH 1947 WTOR 1948	990 1000-D 1490 250	Litchfield County Radio Corp. 23 Main St. Hunter 9-4173 Torrington Bestg. 93 Perkins St. Hunter 9-4181	Sears & Ayer ABC, Conn. State Net. Rambeau	Charles O. Scott, p Joe Trent, sm Alex Pernal, cm Harold Thomas, p Edmund Waller, gm John J. Morris, cm, pmm	Joe Storm, pd, pmm Al Pollakat, ce Joe Tasker Jr., nd Al Ayre, pd, nd, fd Edwin Michelski, ce	Ray Atherson, fd Joe Tanner, sd Ada Randazza, wd Dave Eller, sd Louise Morris, wd
WATERBURY (New Haven Co.)						
WATR 1934 WATR-TV WBRY 1934 WWCO 1946	1320 1000 DA-1 1590 5000 DA-1 1240 250	WATR Inc. 440 Meadow St. Plaza 5-1121 American-Republican, Inc. 136 Grand St. Plaza 3-1125 Mattatuck Bestg. 119 W. Main St. Plaza 4-5141	ABC, Conn. State Net. Burke-Stuart CBS Avery-Knodel, Kettell-Carter MBS, Yankee McGillvra	Harold Thomas, p Sam Elman, gm, cm Wallace King, pd William J. Pape, p J. Maxim Ryder, gm Harry A. Devorken, cm Walter O. Howard, pd W. G. Wells, p	Wallace Gordon, pmm Russel Jensen, ce Robert Gillespie, nd Robert S. Holczer, pmm Frank B. Hales E. Christy Erk, nd Robert Crager, pd	Al Vestro, sd Claire M. Lavigne, wd Robert Stewart, fd John A. Cluney, sd Grace H. Galvin, wd William Goldstrin, ce

DELAWARE

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1954
Kent	38,870	11,640	\$ 64,313	\$ 9,885	\$ 1,290	20,826
New Castle	218,879	64,450	323,135	69,237	7,612	68,907
Sussex	61,336	18,370	131,139	17,146	1,792	20,066

Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction uncensored; automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

DOVER (Kent Co.)						
WDOV 1947	1410 1000-D	Delaware State Capitol Bestg. Denney's Rd. 5816	Rambeau	William S. Freed, p Cliff Goodman, gm	Virginia Bracken, pd, wd Perley Tributou, ce	John Masters, sd

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GET MORE BUYING ACTION!

- ★ Merchandising — More guaranteed in-store food display than any other New Haven Station.
- ★ Programs — Live-wire local shows plus NBC affiliation-proven audience
- ★ Buy Our Tailored Saturation Plan
20 SPOTS WEEKLY — AS LOW AS \$45 PER WEEK

WNHC

RADIO

NEW HAVEN 10, CONN.

represented by the katz agency, inc.

67%
increase
in
local
business
in
Last
8
Months!

DELAWARE

City County Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mg slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
GEORGETOWN (Sussex Co.)						
WJWL 1951	900 1000-D	Rollins Bcstg. of Dela- ware Inc. 2567	Zimmer	O. Wayne Rollins, p Norman Glenn, gm	Bill Jaeger, pd, nd Edward Marzoa, ce, fd	Les Coleman, sd Edna Moore, wd
MILFORD (Kent Co.)						
WKSB 1953	930 500-D DA-D	The Kent-Sussex Bcstg. Box 444 Milford 8881-8981	Herbert M. Griffith Jr., co-o, cm	Charles V. Lundstedt, co-o, ce	Borden E. Smith, pd, nd
WILMINGTON (New Castle Co.)						
WAMS 1948	1380 1000 DA-1	Rollins Bcstg. 414 French St. 4-8882	MBS Rollins	O. Wayne Rollins, p Ralph J. Baron, gm	William S. Ewing, cm Tim Crow, pd, nd, sd	Fitzgerald McDaniel, ce Barbara Miller, wd
WDEL 1922	1150 5000	WDEL, Inc. 10th & King Sts. 7268	NBC, Meeker	Clair R. McCollough, sta. exec. Harvey C. Smith, sm	J. Robert Gulick, gen. slm Richard Aydelotte, pd	Paul I. Woodland, pmm J. E. Mathiot, tech. dir.
WDEL-TV 1950	DA-2					
WDEL-FM 1950	Ch. 227(B) 93.7 mc 20 kw					
WILM 1922	1450 250	Delaware Bcstg. 920 King St. 4-7771	ABC Bolling	Ewing B. Hawkins, p, gm Jackson F. Lee, cm, pmm Warren Keyser, pd	H. Edwin Kennedy, ce Harry F. Themal, nd	Bob Kelley, sd Marjorie Price, wd
WTUX 1947	1290 500-D	Port Frere Bcstg. 1400 Market St. 5-8821	Indie	Gordon K. MacIntosh, p Howard R. Robinson, gm John M. Talley, cm	William Gehlert, pd, nd Edward Piering, pmm Seymour Toberisky, ce	James Termine, sd Justina Spagnolo, wd

DISTRICT OF COLUMBIA

MARKET DATA

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Washington	802,178	232,970	\$1,388,592	\$273,377	\$50,377	154,831

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DIRECTORY OF AM AND FM STATIONS

WASHINGTON

WARL-AM- (See Arlington, Va., listing)
FM

WASH (FM) Ch. 246 (B) Commercial Radio
1945 97.1 mc Equipment Co.
15 kw 1319 F St., N.W.
District 7-1356

Everett L. Dillard, p, gm John Moran, ce
James Gustafson, cm
Robert E. Best, pd

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1340 ON YOUR DIAL

THE AMAZING STORY OF WOOK!

A UBC STATION

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

They Know

Here's the Proof

WOOK has more listeners than ANY of the nine other Washington area Independents during the entire 24 hour period.

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

WOOK is Washington's most popular independent station.

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

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

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

WOOK—WASHINGTON'S FIRST INDEPENDENT STATION

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

THE **WMAL** RADIO
PEOPLES DRUG STORE
MERCHANDISING
PLAN

*The only in-store
merchandising plan for drug
advertisers on Washington Radio*

Spend \$1300 in
13 weeks and get 76
in-store displays
with cash register
adjacency for seven
full days in
Peoples Drug Stores
. . . the chain
which accounts for
50% of all drug
sales in the nation's
6th drug market.



ABC IN WASHINGTON, D. C.

WMAL

RADIO

AN
EVENING STAR STATION

Represented by Katz

DISTRICT OF COLUMBIA

City County Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; slm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	
WBUZ (FM)	(See Oakland, Md., listing)					
WDON	(See Wheaton, Md., listing)					
WEAM	(See Arlington, Va., listing)					
WFAX	(See Falls Church, Va., listing)					
WGAY-AM-FM	(See Silver Spring, Md., listing)					
WGMS 1947	570 1000-D CP 5000-D 1000-N (DA)	The Good Music Station Inc. Hotel Harrington Executive 3-8676	Good Music Bcstrs.	M. Robert Rogers, p, gm Dan R. Cavalier, cm	Pierson Underwood, pd Nicholas J. Chaconas, ce	Anne Blair, wd
WGMS-TV 1948	20kw Ch. 278 (B) 103.5mc					
WMAL 1925	630 5000	The Evening Star Bcstg. Co. 4461 Conn. Ave., N.W. Kellogg 7-1100	ABC Katz	John W. Thompson Jr., p Fred S. Houwink, gm Robert W. Jonscher, cm	Martin Pinsker, pd Arnold Katinsky, pmm Allan Powley, ce	Richard Rendell, nd James L. Gibbons, sd
WMAL-TV 1948	Ch. 297 (B) 107.3mc 20kw					
WOL 1924	1450 250	Washington Bcstg. Co. 2000 P St., N.W. Metropolitan 8-0010	Gill-Perna	Henry Rau, p, gm Charles Dillon, vp	Maxwell Marvin, cm, pd Patrick H. Kelly, bus. mgr.	Lloyd Smith, ce
WOL-FM 1946	Ch. 254 (A) 98.7mc 10kw					
WOOK 1940	1340 250	United Bcstg. Co. 8th & I Sts., N.W. Republic 7-8000	Richard Eaton, p, gm Arthur A. Snowberger, evp	Joe Quinn, sd, pmm	E. E. Stevens, ce
WFAN (FM) 1948	Ch. 262 (B) 100.3mc 20kw	(WOOK, Am Affiliate)				
WOOK-TV						

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WGMS

the Good Music Station

BROADCASTING
The Magazine of the Radio & Television Industry
NATIONAL PRESS BLDG.
WASHINGTON 4 D. C.

SOL TAISHOFF
Editor & Publisher

Mr. M. Robert Rogers
President-General Manager
Radio Station WGMS
Washington 4, Good Music Station*
Washington, D. C.:

Dear Bob:

That was a wonderfully magnificent note
on our ad pull. And it's going into
our Joy Book.

Many thanks, Master. It was beyond the
usual call.

**It could also mean
We Get More Sales*

Sincerely,
Sol Taishoff

"could also mean

We Get More Sales"

With thanks to Sol Taishoff,
Editor and Publisher, Broadcasting Magazine
for his gracious interest and ingenuity.

M. Robert Rogers
Pres. Gen. Mgr.

WGMS Washington, D.C.

AM-FM

Member Good Music Broadcasters

WQXR New York City



there's a mint in Washington

No, not a big government building where they stamp out coins. The mint we mean is the 728,500 family purses stuffed with \$4,532,064,000 of effective buying income. Washington has *the second-largest family income in the entire country*. It makes America's ninth largest city quite a prize in the struggle for power . . . buying power . . . among advertisers. For instance, families within the Washington Metropolitan Area spent \$104,232,000 for drugs last year and a whopping \$547,522,000 for automobiles and accessories.

To tap this market's tremendous buying power, it is only common sense to use the selling power of Washington's most potent radio station—WRC. Latest available Nielsen Reports show WRC programs delivering

an average of 59% of the radio homes in this five-county area at night, and 67% during the day.

And every advertiser gets the benefit of WRC's special programming and promotion. Food advertisers, for example, can qualify for WRC's Chain Lightning plan which furnishes them featured display in chain Supermarkets throughout the Metropolitan Area. Any WRC or NBC Spot Salesman will be glad to show you programs that can help you coin money in Washington.

WRC **NBC** RADIO IN WASHINGTON
a service of 

REPRESENTED BY NBC SPOT SALES

Sources: Nielsen Coverage Service; Sales Management Survey of Buying Power

DISTRICT OF COLUMBIA

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	
WPIK WRC 1923 WRC-TV	(See Alexandria, Va., listing) 980 5000 DA-N	Natl. Bestg. Co. Sheraton Park Hotel Adams 4-5400	NBC NBC Spot Sales	Sylvester L. Weaver Jr., p Carleton D. Smith, vp, gm Joseph Goodfellow, sls. dir. Harry A. Karr, Jr., slm	James Kovach, pd James S. McMurry, prog. mgr. Jay Royen, pub. dir.	John Rogers, ce Cassius M. Keller, nd Lefferts A. McClelland, oper. dir. John Lavon, bus. mgr.
WRC-FM 1947	Ch. 230 (B) 93.9mc 20kw					
WTOP 1932 WTOP-TV	1500 50,000 DA-2	WTOP, Inc. Broadcast House 40th & Brandywine Emerson 2-9300	CBS	John S. Hayes, p Lloyd W. Dennis, Jr., vp Robert W. Schellenberg, cm Patricia A. Searight, pd	Cody Pfanstiehl, pub. rel. d William Wiggins, pmm Granville Klink, ce Theodore Koop, nd	Claude Mahoney, fd Arch McDonald, sd Patricia A. Searight, wd
WTOP-FM 1946	Ch. 242 (B) 96.3 20kw					
WUST-AM- FM	(See Bethesda, Md. listing)					
WWDC 1941	1260 5000 DA-1	WWDC, Inc. 1627 K St., N.W. Sterling 3-3800	MBS Blair	Joseph Katz, p Ben Strouse, vp, gm Herman M. Paris, cm	Norman Reed, pd Irv Lichtenstein, pmm Ross H. Beville, ce	Bob Wolff, sd Hazel Markel, wd
WWDC-FM 1946	Ch. 266 (B) 101.1mc 20kw					

FLORIDA

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passen- Cars 1953
Alachua	57,026	14,050	\$61,186	\$15,681	\$1,825	15,305	Lee	23,404	7,640	32,606	7,939	1,182	11,2
Baker	6,313	1,200	3,551	1,023	90	1,607	Leon	51,590	12,410	51,895	11,945	1,655	9,6
Bay	42,689	13,320	51,517	13,848	1,643	14,280	Levy	10,637	2,270	6,209	1,990	213	2,1
Bradford	11,457	2,680	8,670	2,768	141	2,809	Liberty	3,182	630	1,524	432		
Brevard	23,653	7,460	23,361	7,330	699	13,334	Madison	14,197	2,700	6,028	2,144	201	2,7
Broward	83,933	31,050	153,366	33,928	5,721	55,193	Manatee	34,704	11,150	38,477	10,458	1,438	15,5
Calhoun	7,922	1,710	4,797	1,481	126	1,314	Marion	38,187	10,070	46,546	10,436	1,294	11,0
Charlotte	4,286	1,310	3,922	1,200	129	1,902	Martin	7,807	2,450	7,750	2,709	297	3,5
Citrus	6,111	1,600	5,366	1,697	254	2,127	Monroe	29,957	8,740	26,496	8,073	993	10,7
Clay	14,323	3,330	10,317	3,603	404	4,293	Nassau	12,611	3,030	10,722	3,012	248	3,1
Collier	6,438	1,680	2,876	703	86	2,250	Okaloosa	27,533	6,610	17,463	4,510	721	9,0
Columbia	18,216	4,070	16,781	4,225	402	4,270	Okeechobee	3,454	800	3,224	929	79	1,4
Dade	495,084	176,310	880,496	174,020	42,069	243,108	Orange	114,950	38,860	161,102	35,690	5,992	54,1
De Soto	9,242	2,150	7,693	2,404	341	2,494	Osceola	11,406	3,680	11,736	3,908	346	4,0
Dixie	3,928	690	2,367	622	53	856	Palm Beach	114,688	36,750	186,994	39,295	5,941	54,4
Duval	304,029	89,210	388,945	92,976	14,280	97,847	Pasco	20,529	6,400	16,378	5,818	489	7,5
Escambia	112,706	31,120	115,551	28,512	3,499	41,033	Pinellas	159,249	63,330	237,112	41,704	7,308	81,0
Flagler	3,367	770	2,265	558	40	1,407	Polk	123,997	36,170	115,664	33,136	4,032	44,9
Franklin	5,814	1,340	2,661	1,212	134	1,080	Putnam	23,615	6,190	24,877	6,479	512	7,6
Gadsden	36,457	6,830	24,450	5,688	568	5,824	St. Johns	24,998	6,920	23,312	7,313	1,007	7,6
Gilchrist	3,499	850	2,360	560	82	803	St. Lucie	20,180	6,040	28,837	7,230	423	8,6
Glades	2,199	500	1,676	388	84	542	Santa Rosa	18,554	4,300	8,934	3,494	163	4,0
Gulf	7,460	1,800	5,604	1,478	215	2,481	Sarasota	28,827	10,660	52,401	13,187	1,717	18,0
Hamilton	8,981	1,680	4,537	1,385	142	1,301	Seminole	26,883	7,320	25,436	6,892	727	8,5
Hardee	10,073	2,540	9,535	2,496	258	3,278	Sumter	11,330	2,850	7,636	2,385	238	2,8
Hendry	6,051	1,450	7,888	1,410	104	2,621	Suwannee	16,986	3,710	12,595	3,337	342	2,9
Hernando	6,693	1,620	6,317	1,678	197	2,267	Taylor	10,416	2,430	9,391	2,468	243	2,8
Highlands	13,636	4,120	12,558	4,236	422	5,113	Union	8,906	910	2,528	1,098	90	1,0
Hillsborough	249,894	76,280	309,540	71,583	10,282	91,327	Volusia	74,229	24,420	92,938	24,329	3,776	31,1
Holmes	13,988	2,860	4,898	7,280	175	1,784	Wakulia	5,258	1,060	1,234	584	32	7,7
Indian River	11,872	3,500	13,018	3,905	524	5,131	Walton	14,725	3,550	10,429	2,612	280	3,4
Jackson	34,645	7,340	21,930	4,651	552	6,504	Washington	11,888	2,740	4,377	1,418	157	1,7
Jefferson	10,413	1,950	5,270	1,848	134	1,710							
Lafayette	3,440	690	1,878	586	713	713							
Lake	36,340	10,890	33,519	9,348	1,332	14,637							

Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state

DIRECTORY OF AM AND FM STATIONS

BARTOW (Polk Co.)	WBAR 1953	1460 1000-D	Radio Station WBAR, Inc. Lakeland Highway 3-5111		W. A. Wynne, p Ted Leeper, gm	John Burgreen, cm Chuck Dent, pd	Bill Alford, ce
BELLE GLADE (Palm Beach Co.)	WSWN 1947	900 1000-D	Seminole Bestg. Box 8 2064		Dr. R. G. Nelson, p Mrs. Mary M. Foy, gm	Marvin Smith, slm W. E. Eggleston, pd	C. S. Clemans, ce
BRADENTON (Manatee Co.)	WTRL 1947	1490 250	Land O'Lakes Bestg. Corp. Memorial Pier 3-1531	KBS Hil Best	Howard A. Donahoe, p William McD. Herson, gm, pmm	Ken McKendree, sls. dir. Charles A. Blake, pd, nd, sd	Gerald W. McGougan, ce Pat Snow, wd
CLEARWATER (Pinellas Co.)	WTAN 1948	1340 250	WTAN, Inc. 200 Pierce Blvd. 3-3084	KBS McGillvra	Wm. G. Wells, p H. Dennison Parker, gm Frank L. Parker, cm	L. Harnold Falconnier, pd Leslie E. Freedom, ce Howard Hartley, nd	Robert L. Weatherly, sd Shirley Hughes, wd
COCOA (Brevard Co.)	WKKO 1953	860 250-D	Brevard Bestg. Box 387 1020	Best	Carl Collins, Jr., co-o, gm, cm, pd Davis Wilson, co-o, ce	John Thomas, nd Jimmy Oxford, fd	Grady McAllister, sd Mercer Livermore, wd
CORAL GABLES (Dade Co.)	WVCG 1948	1070 1000-D	Peninsula Bestg. 223 Aragon Ave. Highland 8-7411	Thos. F. Clark	George W. Thorpe, p, gm T. Hooke McCallie, cm	Barbara Binns, asst. mgr., pmm, wd	Robert R. Hildreth, pd Thomas Middleton, ce

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RESTVIEW
(Kaloosa Co.)

WCNU 1948	1010kc 1000-D	Gulfshores Bcstg. P. O. Box 518 Crestview 3511	KBS Alabama Bcstg. Florida- American Gp.	Mrs. Virginia O'Neal, co-o H. French Brown, co-o	Sam F. Townsend, gm	Charles J. Ward, ce
WJSB 1954	1490 250	Crestview Bcstg. Co. 501 S. Main St.		James T. Whitaker, o & gm		

ADE CITY
(asco Co.)

WDCE 954	1350 1000-D	The Pasco Bcstg. Co. P. O. Box 387		Elmo B. Kitts, gm & cm C. Roye, pd	Joe Higgon, sp Bill Craig, nd	
AYTONA BEACH (olusia Co.)						
WMFJ 935	1450 250	W. Wright Esch 444 N. Beach St. 6491	ABC McGillvra	W. Wright Esch, o & gm	Ray Clancy, sm	
WMFJ-TV 1948	1150 1000 DA-N	News-Journal Corp. 128 Orange Ave. 2-1511	MBS Perry	Jerome A. Stone, gm, nd R. Y. Huffman, cm	Jo Bledsoe, pd F. A. Scott, ce	Louise Stackpole, wd
WNDB-FM 1947	Ch. 233 (B) 94.5mc 3.5kw					
WROD 1947	1340 250	Daytona Beach Bcstg. P. O. Box 991 4626	NBC Rambeau	E. J. Sperry, p, gm	Myrna Monahan, pd	Walter C. Collier, ce

eLAND
(olusia Co.)

WJBS 1948	1490 250	John B. Stetson University Hubbard Avenue 1490	NEC Cooke	C. L. Menser, gm Dick Westervelt, adm. asst.	William Hall, cm John Andre, ce	Georgiana Bushnell, wd
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ELRAY BEACH
(alm Beach Co.)

WDBF .954	1420 500-D	Delray Bcstg. Corp. 126 E. Atlantic Ave. 7311		Sam R. Sague, p Norman V. Bergholm, exec. dir. Robert Murray, sm	Clifford P. Haycock, cm Robert R. Mackey, pd, sd Barbara T. Watson, pmm	James E. Lacy, ce Bob Hope, nd
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USTIS
(ake Co.)

WLCO (CP)	1240 250	Broadcasters, Inc.				
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F. LAUDERDALE
(roward Co.)

WBRD .950	1580 250-D	Broward Bcstg. Co. P. O. Box 78 2-2563	KBS Best	L. C. Judd, p	Charles H. Gravett, gm	Theodore Dudas, ce
WFTL 1946	1400 250	Gore Publishing Co. 1785 S.E. 15th St. Jackson 3-2511	Young	R. L. Bowles, gm, cm Jack Swart, pd	Richard Northey, ce Orville Revelle, nd	Darcy Shean, wd

F. MYERS
(ee Co.)

WINK 1939	1240	Fort Myers Bcstg. Co. 54 Palm Beach Blvd. 4-1341	CBS Cooke	A. J. Bauer, gm Ken Parke, cm	Frank Nodine, pd, sd Mary Burgandine, pmm	Bob Bachman, ce Vernon Lundquist, nd
WINK-TV 1952	250					
WMYR 1952	1410 1000-D 500-N DA-N	Robert Hecksher 33 E. Hanson St. 5-1175	Dora- Clayton	Robert Hecksher, o, gm, ce		

VACATION LAND SUMMER AND WINTER

WMFJ

FIRST RADIO STATION IN
DAYTONA BEACH, FLA.

Affiliated with the American Broadcasting Company

COMING SOON WMFJ-TV CHANNEL 2

JOSEPH HERSHEY MCGILLYRA, INC.
NATIONAL REPRESENTATIVES

ROBERT S. KELLER
AGENCY COORDINATOR

FLORIDA

City County	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales M slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
FT. PIERCE (St. Lucie Co.)				
WARN 1952	1330 1000-D	Hurricane Bcstg. Service P. O. Box 1343	ABC Continental Radio Sales	Murray C. Tillman, gm Will Shawver, pd Harriet Laugdon, copy
WIRA 1946	1400 250	Indian River Bcstg. County Park, Melody Lane 1400	MBS, NBC	James L. Howe, p, gm J. Kingsley Butt, cm Anne Wilder, pd, nd James Sowinski, ce Bill Strickland, sd
FT. WALTON BEACH (Okaloosa Co.)				
WFTW 1953	1260 1000-D	Vacationland Bcstg. Co. 39 Main St. P. O. Box 87 3-2601	Wilbur R. Powell, p Milford A. Reynolds, gm Frank Prestwood, ce
GAINESVILLE (Alachua Co.)				
WDVH (CP)	980 5000-D DA-D	The Decatur Bcstg. Co. P. O. Box 289 2-2528	Clark	Thomas R. Hanssen, gm John A. Dowdy, cm Robert Cain, pd
WGGG 1948	1230 250	Alachua County Bcstg. 1230 Waldo Rd. Franklin 6-5791	ABC, Keystone	R. M. Chamberlain, p, gm, ce Leon Mims, cm Pierre A. Bejano, pd, pmm Herman Shonbrun, nd, fd Albert C. Nelson, sd Jane A. Mansfield, wd
WRUF 1928	850 5000 DA-N	University of Florida Campus, University of Florida 3261, ext. 467, 468	MBS Burn- Smith	Garland W. Powell, dir. John Dunnivant, cm Ray Dantzier, asst. dir., pd Jim Camp, pmm Bertram McNamara, ce Bob Leach, nd Clyde Beale, fd Otis Boggs, sd Miriam Andrews, wd
WRUF-FM 1948	Ch. 281 (A) 104.1mc 12kw			
HAINES CITY (Polk Co.)				
WGTO (CP)	540 10,000-D DA-D	KWK, Inc. 7/8 Ray E. Dady 1215 Cole St. St. Louis, Mo.		
HOLLYWOOD (Broward Co.)				
WGMA 1953	1320 500-D	Greater Miami Bcstrs. Inc. Box 757 Jackson 3-2616	Best	Major Ranulf Compton, p William B. Murphy co-m, ce & nd Cathryn Murphy, co-m, cm & wd Robert Hope, pd Steve Marko, pmm Dick Gallette, sd
JACKSONVILLE (Duval Co.)				
WDUV (CP)	1280 1000-D	Telerad, Inc. 1307 Glen Garry Rd., Edward J. Oberle Rt. 9 Box 228A 4-7722	Edward J. Oberle, p, gm Randolph S. Jones, cm Lawrence Picus, pd Johnny Stinson, pmm James Stephens, ce Francis Glass, fd, wd Fred Shilling, sd
WJAX 1925	930 5000 DA-N	City of Jacksonville 1 Broadcast Place Elgin 4-1681	NBC Blair Cummings	John T. Hopkins, III, gm, ce J. D. Kennedy, comm. in charge J. W. Douglass, cm Marion D. Trowell, pd, pmm
WJAX-FM 1948	Ch. 236 (B) 95.1mc 11.5kw			
WJHP 1940	1320 5000 DA-N	The Jacksonville Journal Co. 4038 Phillips Highway Exbrook 8-9751	MBS Perry	John Perry, p T. S. Gilchrist, Jr., gm Jack Newsom, oper. mgr. Bill Fraker, cm Larry Bodkin, pd & nd Martha Thomas, pmm Beecher Hayford, ce Marshall Rowland, fd Johnny Stinson, sd Shirley Jeanne Ost, wd
WJHP-TV 1948	Ch. 245 (B) 96.9 mc 32 kw			
WMBR 1933	1460 5000 DA-N	The Washington Post Co. 605 S. Main St. Exbrook 8-0501	CBS Radio Spot Sales	Phillip L. Graham, p (Washington Post Co.) John S. Hayes, vp Glenn Marshall Jr., gm Dave Booher, cm Ted Chapeau, pd Roger Langston, pmm Ernest Vordermark, ce Bill Grove, nd Dick Stratton, sd Irene Kastner, wd
WMBR-FM 1949	Ch. 241 (B) 96.1mc 63kw			
WOBS 1947	1380 1000-D	Southern Radio & Equipment 1036 Mary St. 98-3411	Stars Natl.	E. D. Rivers, Sr., p Jim Macri, gm, cm Ed Dyer, pd Wm. F. Askew, ce
WOBS-TV 1942	600 5000 DA-N	Jacksonville Bcstg. Corp. Gulf Life Bldg. 4-4421	ABC Florida- American Cp. Venard, Rintoul & McConnell	James R. Stockton, p Robert R. Feagin, vp, gm Kenneth F. Small, cm, pmm William H. Blackburn, pd James R. Donovan, ce Hubert M. Batey, nd Glenn Reeves, fd John J. Wheeler, sd Dorothy Horsfall, wd
WRHC 1950	1400 250	WRHC, Inc. 247 Margaret St. Elgin 6-0461	ForJoe	Harold S. Cohn, p Harold S. Cohn Jr., gm Mrs. Elva Stein, pd William Johnson, ce
JACKSONVILLE BEACH (Duval Co.)				
WJVB 1947	1010 1000-D	Jacksonville Beach Bcstg. P. O. Box 428 5-5674	Best	J. Lyle Williams Jr., p, gm & cm Dick Webb, pd
KEY WEST (Monroe Co.)				
WKWF 1945	1600 500	John M. Spottswood Stock Island 2-7777	MBS	John M. Spottswood, p, gm, cm, pmm Mary S. Spottswood, pd Charles R. Lowe, ce
KISSIMMEE (Osceola Co.)				
WRWB 1954	1220 250-D	Emerson W. Browne Arcade Theater Bldg. 2111	KBS	Emerson W. Browne, p, gm, ce, nd Frank Taylor, cm Jerry Schweikart, pd, pmm, sd Buster Kenton, fd Sarah Browne, wd
LAKE CITY (Columbia Co.)				
WDSR 1946	1340 250	Deep South Radioways 126 N. Marion St. 525	Alfred H. Temple, o Dick Whittington, gm, cm, pd Richard L. Cook, ce Nellie Wilson, nd

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LAKELAND

Polk Co.) WLAK 1936	1430 5000-D 1000-N	Lakeland Bestg. P. O. Box 1211 1430 E. Lime St. Mutal 2-1271	NBC Pearson	S. O. Ward, p, gm, pmm Powell Adams, cm	Garland Burt, pd William P. Lee, ce	Earl Rahrer, sd
WONN 1949	1230 250	Coastal Bestg. Co. Lake Hunter Dr. Mutual 5-1171	MBS Cooke	Robert S. Taylor, p, pmm, gm Ted Covington, vp, pd, nd	Thomas R. Barber, cm Duane F. McConnell, ce Graham Mela, fd	John Taylor, sd Maxine Freeman, wd

LAKE WALES

Polk Co.) WIPC 1951	1280 1000-D	Imperial Polk Bestg. Corp. P. O. Box 712 2-9831	KBS	S. W. Keen, p C. Max Kimbrel, gm, cm, ce	Shirley Tucker, pd John Haughee, sd	Joan Kimbrel, wd
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LEESBURG-EUSTIS

Lake Co.) WLBE 1949	790 1000 DA-1	WLBE, Inc. Box 297, Leesburg Leesburg 552 Eustis 790 Travares 790	MBS Best	Paul A. Husebo, p Wendell F. Husebo, gm Bill Reedy, cm, sd	Dick Coleman, pd Martin Kirkland, ce	Marion Lewis, nd Bill Jackson, fd Aunt Judy, wd
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LIVE OAK

Suwannee Co.) WNER 1949	1390 1000-D	Norman O. Protsman P. O. Box 655 1450	KBS	Norman O. Protsman, p, gm Faith M. Protsman, pd, wd	Clarence S. Parker, ce E. K. Hamilton, nd, fd	Robert S. Howard, sd
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MARIANNA

Jackson Co.) WTYS 1948	1340 250	John H. Phipps 650	MBS	John H. Phipps, p L. Herschel Graves, gm	Guy Hamilton, sm Berta Hamilton, pd, wd	W. A. Snowden, Jr., ce Karl Richards, nd, sd
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MELBOURNE

Brevard Co.) WMMB 1948	1240 250	Melbourne Bestg. Front St. Riverfront Park 574-5	MBS Florida- American	Louis G. Bessler, p, pmm Vern L. Bessler, gm Bob Howard, cm, sd	Elyse King, pd Fred Schopflin, ce Robert Jobs, nd	Duane Sommers, fd Lucille Kahn, wd
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MIAMI

Dade Co.) WFEC 1947	1220 250-D	Florida East Coast Bestg. 350 N.E. 71st St. 89-7534	Rambeau Ayers	David Haber, o Herbert Schorr, gm, cm	Milton Oshins, pd, pmm	William Reeder, ce
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**FIRST
IN LISTENER PREFERENCE
IN
FABULOUS FLORIDA'S
FIRST
CITY OF YEAR-ROUND SALES, AND
FIRST
IN COVERAGE IN NORTH FLORIDA AND SOUTH GEORGIA**

W - J - A - X

930 kc — 5,000 watts

JACKSONVILLE, FLORIDA'S MUNICIPAL STATIONS



J. D. Kennedy
Commissioner in Charge

John T. Hopkins III
Manager & Chief Engineer

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

FLORIDA

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mg sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	
MIAMI—(Cont'd)						
WGBS 1944 WGBS-TV	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, gm Francis J. Riordan, cm	Donald F. Fischer, pd Edward C. Lockwood, ce George Callison, nd	Stan Ornest, sd Jane Butler, wd
WGBS-FM 1952	Ch. 242 (B) 96.3mc 1.55kw					
WGMA 1953		(See Hollywood listing)				
WINZ 1946	940 50,000-D 10,000-N DA-2	Hollywood Bcstg. Co. Biscayne Terrace Hotel 82-6641	Raymer	Rex Rand, p, gm Bernard E. Neary, cm	Stanley Brown, ce	Lee Taylor, nd
WIOD 1926	610 5000 DA-2	Isle of Dreams Bcstg. Corp. 600 Biscayne Blvd. 3-6444	NBC Hollingbery	Daniel J. Mahoney, p James M. LeGate, gm Robert L. Fidler, cm	Scott Bishop, pd M. C. Scott, Jr., ce	Gene Strul, nd Billie O'Day, wd
WIOD-FM 1946	Ch. 247 (B) 97.3mc 15kw					
WLRD (FM)	Ch. 230 (B) 93.9mc 13kw	Mercantile Bcstg. Co. 420 Lincoln Rd. 58-6334	Indie	Alan H. Rosenson, gm, ce	Marshall Jay Simmons, cm	
WMIE 1947	1140 10,000-D 5,000-N DA-2	Sun Coast Bcstg. Co. 244 Biscayne Blvd. 3-55-56	Stars Natl.	E. D. Rivers, Sr., p Kurt A. Meer, gm Stan Beaton, cm	Jack Nobles, pd Shirley J. Spiegel, pmm Russell Bennett, ce	Dave Miller, nd Hank Cutshall, fd Mary Vines, wd
WQAM 1920	560 5000-D 1000-N	Miami Bcstg. Co. 1723 duPont Bldg. 2-6121	ABC Florida- American Blair Cummings	John S. Knight, p Owen F. Uridge, gm, cm Walt Svehla, pd	Ruth Tanksley, pmm Gene Rider, ce	Gordon Shaw, nd Marshall Parsons, sd
WQAM-FM 1946	Ch. 235 (B) 94.9mc 8.2kw					
WVCG 1948		(See Coral Gables listing)				
WWPB 1947	1450 250	Paul Brake 414 SW 2nd Ave. 3-7405	KBS Walker	Paul Brake, p, gm Bert Johnson, cm Elizabeth Poore, pd	Howard Baldwin, pmm Les Bryant, ce Edward Davenport, nd	Paul Keefe, sd Esther Tompkins, wd
WWPB-FM 1948	Ch. 263 (B) 101.5mc 8.5kw					
MIAMI BEACH (Dade Co.)						
WAHR 1954	1490 250	Alan H. Rosenson 420 Lincoln Rd. 58-6334	Indie	Alan H. Rosenson, p, gm, ce Marshall J. Simmons, cm, pd	E. M. Eisfeld, pmm	
WLRD (FM)	Ch. 230 93.9mc 13kw	Mercantile Bcstg. Co. 420 Lincoln Rd.	(WAHR, Am Affiliate)			
WKAT 1937	1360 5000-D 1000-N	WKAT, Inc. 1759 Bay Rd. 5-5711	MBS Headley- Reed	A. Frank Katzentine, p John I. Prosser, gm	Arthur P. Smith Jr., ce John Price, nd	Bob Evans, sd
WKAT-FM 1947	Ch. 226 (B) 93.1mc 28.5kw					
WMBM 1947	800 1000-D	Robert W. Rounsaville MacArthur Causeway Terminal 5-5586	Forjoe Dora- Clayton	Robert W. Rounsaville, o J. E. Vaughn, sm	Arnold Kaufman, cm Ed Cook, pd	Eugene Wilbur, ce
MILTON (Santa Rosa Co.)						
WEBY 1954	1330 1000-D	Milton Bcstg. Co. Ward Basin Rd.		C. W. Mapoles, o & m		
NAPLES (Collier Co.)						
WNOG 1954	1270 500-D	George Dewey Polly Tamiami Motel 2-1091	George Dewey Polly, p, gm R. H. Goodlette, cm, sm	A. C. T. Pottberg, pd	Dave Traer, ce
NEW SMYRNA BEACH (Volusia Co.)						
WSBB 1951	1230 250	Broadcasters, Inc. New Smyrna Hotel 1230	KBS	A. V. Catterton, gm	Beverly Fleming, adv. d.	
OCALA (Marion Co.)						
WMOP 1953	900 1000-D	A. B. Letson 311 Robertson Bldg. Marion 2-4118	Dora-Clayton	A. B. Letson, o Jim Kirk, sm Vernon Arnette, cm & pmm	Art Creamer, pd Lloyd Lutz, ce Ed Scher, nd	Ward Goodrich, sd Helen Kirsh, wd
WTMC 1939	1290 1000 DA-N	Ocala Bcstg. 14 South Magnolia St. Marion 2-4127	NBC Florida- American Perry	John H. Perry, p Thomas S. Gilchrist Jr., gm C. T. Catalano, sm	Paul W. Marlowe, cm, nd Ruth Brumball, pd, wd	Kenneth H. Brown, pmm, sd William P. Callahan, ce, fd

Data corrected to Dec. 15, 1954. 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. Complete key to abbreviations, page 6.*

ORLANDO
Orange Co.)

WDBO 1924 WDBO-TV	580 5000 DA-N	Orlando Bestg. Co. 30 S. Ivanhoe Blvd. E. P. O. Box 3707 5-0541	CBS Florida Radio Blair Cummings	Harold P. Danforth, p & gm William G. McBride, sm Rosaling Boggs, pd	J. E. Yarbrough, ce Carter Scofield, nd, fd	Dick Batchelor, sd Bill Berry, wd
WDBO-FM 1950	Ch. 222 (B) 92.3mc 25kw					
WOOO 1947	990 10,000-D 5,000-N DA-N	WOOO, Inc. Ft. Gatlin Hotel Bldg. 5-3591	ABC Forjoe	Edward Lamb, p Carl F. Hallberg, gm, cm	Walter Mitchell, pd, nd Don E. Compton, ce	Al Stockmeier, sd Boo Malicord, wd
WOOO-FM 1946	Ch. 243 (B) 96.5 59kw					
WLOF 1940	950 5000 DA-N	Mid-Florida Radio Corp. P. O. Box 1991 8163	MBS Raymer	Joseph L. Brechner, p Donn R. Colee, vp, gm Thomas H. Donohoe, cm	Ernest G. Legge, pd W. Dodd Daniel Jr., ce	Tom Doyle, nd Bocky Smith, sd
WORZ 1947	740 5000-D 1000-N DA-2	Central Florida Bestg. Old Winter Garden Rd. 2-2451	NBC Venard, Rintoul & McConnell	Mrs. Naomi T. Murrell, p Eugene D. Hill, vp, gm, cm Happy Ison, pd, sd	Stephen Wesley, pmm, nd James Guerrinni, ce	Jim Price, fd Mary Lou Edwards, wd
WORZ-FM 1951	Ch. 262 (B) 100.3mc 16.5kw					

PALATKA
Putnam Co.)

WWPF 1947	1260 500 DA-N	Palatka Bestg. Co. 900 River St. East 5-4555	J. E. Massey, co-o L. C. McCall, co-o, gm, ce Herb Young, cm	Johnny Gillis, pd Eric Bruton, pmm George Duck, nd	Dick Unger, sd Phyllis Ladd, wd
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PALM BEACH
Palm Beach Co.)

WWPG 1941	1340 250	Palm Beach Bestg. Corp. 3000 So. Ocean Blvd. 21515	ABC Florida- American Perry	Charles E. Davis, p, gm	Judy Westaway, pd	Clyde Walkden, ce
WWPG-FM 1946	Ch. 250 (B) 97.9mc 22kw					

PANAMA CITY
Bay Co.)

WDLF 1940	590 1000 DA-N	Panama City Bestg. 323 West Beach Drive Poplar 3-1777	NBC Keystone Perry	John H. Perry, Jr., p Cecil B. Kelly, gm	Don Brookins, sm, cm, nd George Feger, Jr., pd	Cal Howrigan, ce Frank Pericola, sd
WDLF-FM 1952	Ch. 255 (B) 98.9mc 1.6kw					
WPFC 1949	1400 250	Bay County Bestg. Co. Inc. 300 East 15th St. Sunset 5-6176	ABC, MBS Devney	E. L. DuKate, p, gm, cm Martha Ann Heath, pd, wd Glenn Lockhart, pmm	James F. Haynes, ce John McMullen, nd	
WPFA (CP)	790 1000-D	W.P.F.A. Bestg. Co. Charles W. Lamar Jr. P. O. Box 30 Baton Rouge, La.				

ENSACOLA
Escambia Co.)

WBOP (CP)	980 500-D	Ray H. Gunckel, Jr. 119 Laura St. Jacksonville, Fla.				
WBSR 1946	1450 250	WBSR, Inc. 1603 N. Pace Blvd. Hemlock 2-6173	CBS Venard, Rintoul & McConnell	Don J. Lynch, p, gm Bo Mitchell, cm	Dick Darby, pd	Glenn Nichols, ce
WCOA 1926	1370 5000 DA-N	WCOA, Inc. 119 East Intendencia 4111	NBC Perry	John H. Perry, Sr., p Holliday Veal, gm Roland Wolfe, pd	Ron Tuten, pmm H. L. Heath, ce	Don Griffith, sd Clarine S. Porter, wd
WEAR 1946 WEAR-TV	1230 250	Gulfport Bestg. Hiway 90 West of Pensacola Hemlock 3-8311	ABC Hollingbery	Mel Wheeler, p, gm Milt de Reyna, asst. gm Irv Welch, cm Jerry Williams, pd	Ray Carow, pmm Jim Smith, ce Dave Fulton, nd	Ken Welch, fd Earl Hutto, sd Millie Long, wd

SERVING THE SUN EMPIRE • WDBO 580 KC 5000 WATTS • WDBO-FM 92.3 MCS. 34,000 WATTS • WDBO-TV CH. 6 100,000 WATTS • ORLANDO, FLORIDA

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WDBO

Stations FIRST IN RADIO AND TELEVISION IN CENTRAL FLORIDA

1953 RETAIL SALES IN THE 17 WDBO COUNTIES TOTALED \$595,010,000*.

MORE FAMILIES LISTENED REGULARLY TO WDBO, 6 OR 7 DAYS OR NIGHTS A WEEK, THAN TO ALL THREE OTHER STATIONS COMBINED**. PULSE RADIO INDEX—MORNING 41.0, AFTERNOON 43.0, EVENING 44.0***. ALL PROGRAMS ON WDBO ARE DUPLICATED ON WDBO-FM. NATIONAL REPRESENTATIVES, BLAIR AND CUMMINGS.

* 1954 SALES MANAGEMENT ** S.A.M.S. 1953 *** PULSE DECEMBER 1953

SERVING THE SUN EMPIRE • WDBO 580 KC 5000 WATTS • WDBO-FM 92.3 MCS. 34,000 WATTS • WDBO-TV CH. 6 100,000 WATTS • ORLANDO, FLORIDA

FLORIDA

City County	Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	
PERRY (Taylor Co.)							
	WPRY 1954	1220 250	Taylor Co. Bcstg. Co. P. O. Box 67 540	Dora-Clayton	Elmo B. Kitts, p, gm, ce	William C. Bailey, sm, nd, sd	Ann R. Westberry, pd, wd
PLANT CITY (Hillsborough Co.)							
	WPLA 1949	1570 250-D	W. A. Smith Hopewell Rd. 526	Best	W. A. Smith, o George Friend, gm, cm	Miss Frankie Blackwelder, pd, wd Gordon Solie, pmm, sd	James L. Derrick, ce Joseph J. Wilson, nd James Milton Shumway, f
QUINCY (Gadsden Co.)							
	WCNH 1948	1230 250	Quincy Bcstg. Co. Shelfer Hghts. Main 7-6700	MBS	A. B. Letson, p, gm, ce Wendell Taylor, cm	Dewey C. Newton, pd Dalton Hagler, sd	Betty Barnes, wd
ST. AUGUSTINE (St. Johns Co.)							
	WFOY 1936	1240 250	Fountain of Youth Bcstg. Co. Magnolia Ave. Valley 9-3416	CBS Grant	Mary E. Bell, p John E. Bernhard Jr., evp, gm, cm, nd	Frankie C. Walker, pd, pmm Ernest Raistrick, ce Bob Sheppe, fd	Julian Fant, sd Alberta Dillin, wd
	WSTN 1954	1420 1000-D	St. Augustine Bcstg. Co. 66 Treasury St. Valley 9-9094-9095	Indies Sales	Tom Carr, ptrn., gm, cm Ben Akerman, ptrn.	Carol Molitor, pd, wd Ruth Robbins, pmm	Dean Bragg, ce Jack Cowden, nd, sd
ST. PETERSBURG (Pinellas Co.)							
	WPIN 1947	680 1000-D	Florida West Coast Bcstrs. Royal Palm Hotel St. Petersburg 7-0511	Indie	Dr. Charles L. Farrington, p Arthur Mundorff, gm Richard Marsh, cm, pmm	James Carley, pd, nd Manly St Jean, ce Richard Baker, fd	Robert Clayton, sd Marjorie Blank, wd
	WSUN 1927 WSUN-TV	620 5000-D DA-N	City of St. Petersburg Municipal Pier 5 4121	ABC Florida American Weed	Charles L. Kelly, gm Dayton Saltzman, pd John A. Buning, slm	Barbara Young, pmm Louis Link, ce	William Bowers, nd
	WTSP 1939	1380 5000 DA-N	Pinellas Bcstg. Co. Times Building 7-8108	MBS H-R Rep.	Nelson Poynter, p F. J. Kelley, gm Le Wildman, cm	Jack Faulkner, pd Bill Mangold, ce Rob Allan, nd	Bob Hoffer, sd Beth McNeeley, wd
	WTSP-FM	Ch. 273 (B) 102.5mc 37kw					
SANFORD (Seminole Co.)							
	WTRR 1947	1400 250	Myron A. Reck P. O. Box 1541 999	KBS	Myron A. Reck, o, gm, pmm Roy D. Green, cm J. Marion Harman, Sr., pd, nd	James S. Williamson, Jr., ce A. Clyde Elmore, Jr., fd	John O. Keeling, Jr., sd Sally Green, wd
SARASOTA (Sarasota Co.)							
	WKXY 1949	1540 1000-D	Sarasota Bcstg. 2500 10th St. Ringling 6-6651	KBS Best	A. G. Fernandez, gm, cm Red Ermisch, pd, sd	Bob Kohlmeier, ce	Charles Fernandez, nd
	WSPB 1939	1450 250	WSPB Inc. P. O. Box 1110 Ringling 8-1811	CBS Pearson	Robert C. Jones, Jr., p John B. Browning, gm J. McCarthy Miller, cm	David C. Hale, pd James E. Grant, ce	Don Priest, sd Dottie Mead, wd
SEBRING (Highlands Co.)							
	WJCM 1950	1340 250	Clearfield Bcstrs. Box 233 5-1811	MBS	W. K. Ulerich, p W. J. Thomas, gm	Al J. Frank, sm, pmm Betty Frank, pd, wd	Robert Goshorn, ce James Martin, sd
STUART (Martin Co.)							
	WSTU 1954	1450 100	Blue Water Bcstg. P. O. Box 518 ALA North 1080	MBS KBS	Lester M. Combs, p, gm Reggie Martin, vp	Jim Mullins, pd Julian Brannon, ce	Roger Vail, nd
SULPHUR SPRINGS (Hillsborough Co.)							
	WHBO 1948	1050 250-D	Sulphur Springs Bcstrs. Inc. 11011 Florida Ave. Tampa 91-1711	Harold A. Dunlap, p, gm Charley Arnett, cm, pmm	Ellen Sauls, pd	Larry M. Kay, ce
TALLAHASSEE (Leon Co.)							
	WMEN 1934	1330 1000-D	WMEN, Inc. Floridan Hotel 3-2550		B. F. J. Timm, p, gm	Ray McClendon, pd	Ardis Hartsfield, ce
	WTAL 1935	1270 5000 DA-N	John H. Phipps P. O. Box 989 2-1270	CBS Meeker Cummings	John H. Phipps, p L. Herschel Graves, gm	Joseph E. Hosford, pd	Bill Snowden, ce
	WTAL-FM 1947	Ch. 280 (A) 103.9mc 0.72kw					
	WTNT 1946	1450 250	Tallahassee Appliance Corp. Hotel Duval 2-1450	ABC, KBS Florida American Dora-Clayton	F. W. Hazelton, p, gm Chas. L. Clifton, ce	Jack Sutor, nd Jack Edger, sd	Janeen Key Morse, wd
TAMPA (Hillsborough Co.)							
	WALT 1946	1110 1000-D	Tampa Bcstg. 401 West Tyler St. 2-7921	Pearson	W. Walter Tison, p, gm, cm, pmm Sandy Geer, pd, fd	J. B. Tison, ce Guy Bagli, nd, sd	Eva Byron, wd
	WDAE 1922	1250 5000 DA-1	Tampa Times Co. 114 N. Franklin St. 2-2911	CBS Katz	David E. Smiley, p L. S. Mitchell, gm, cm K. W. Skelton, pd, nd	Sol J. Fleischman, pmm, sd Wm. Pharr Moore, ce	M. E. Swingley, fd Kay Dowst, wd
	WDAE-FM 1947	Ch. 264 (B) 100.7mc 65kw					

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WEBK 1950	1590 1000-D CP-1300 1000-D DA-D	Hillsboro Bestg. Co. 1521 E. Bdwy. Ave. 44177	KBS Dora-Clayton	Elmo B. Kitts, gm, ce	John Sanders, cm	Bob Chambers, pd, nd
WFLA 1926 WFLA-TV	970 5000 DA-N	The Tribune Co. 312 Morgan St. 2-4747	NBC Blair Cummings	J. C. Council, p George W. Harvey, gm Paul M. Jones, pd	Tom Matthews, pmm J. H. Mitchell, ce Sam Latimer, nd	Mardi Liles, fd Milton Spencer, sd Emily Moody, wd
WFLA-FM 1948	Ch. 227 (B) 93.3mc 46kw	(See Sulphur Springs listing)				
WHBO						
WIOK 1954	1150 1000-D	H. C. Young, Jr. Washington Blvd. P. O. Box 1101 4-1109	ForJoe Dora-Clayton	H. C. Young, Jr., o, gm, pmm	Henry Cassady, ce	
WPKM (FM)	Ch. 284 (B) 104.7mc 10.5kw	FM Bcstrs.				
ARPON SPRINGS (Inellas Co.)						
WBOY 1954	1470 5000-D	WBOY, Inc. P. O. Box 276 Clearwater 81-2531	A. H. Turner, p, gm Nelson Boyce, cm Clair Linn, pd	C. C. Gosey, pmm Gail D. Griner, ce Vinnie Heiser, nd	Dr. Ben Gittings, fd Ted Turner, sd Cora Woolverton, wd
ERO BEACH (Indian River Co.)						
WNTM 1954	1370 1000-D	Central Florida Bcstg. P. O. Box 397 5405	WORZ Orlando	Naomi T. Murrell, p Rex Barney, gm, cm, sd Stephen Wesley, pd	Hank Grad, pmm Eugene D. Hill, ce	W. O. Murrell, Jr., nd George Weeman, fd Mary Lou Edwards, wd
WTTB 1954	1490 250	Tropics, Inc. 1825 14th Ave. 5454	Merrill P. Barber, p	Dale F. Knisely, gm, cm, pd, pmm	Stanley B. Wood, ce Ruth Mitchell, wd
EST PALM BEACH (Palm Beach Co.)						
WEAT 1948 WEAT-TV	850 1000 DA-1	WEAT-TV, Inc. P. O. Box 70 W. Palm Beach 2-1505	NBC Walker	J. R. Meachem, p, gm Clifford H. Glick, cm Peter Cole, pd	Warren MacAllen, pmm Wayne Stump, ce Charles Bryan, nd	Eddie Lambert, sd Mrs. Aino Carlson, wd
WIRK 1947 WIRK-TV	1290 5000-D 1000-N DA-N	Ken-Sell, Inc. 711 South Flagler Dr. 21744	MBS Cooke, Dora-Clayton	Joseph S. Field, Jr., p, gm Rome J. Hartman, sim	William Heitzman, ce John Wooten, fd	John Bradshaw, sd Bernadine Webster, wd
WJNO 1936 WJNO-TV	1230 250 DA-1	WJNO, Inc. 1500 N. Flagler Dr. 2-3638	CBS Meeker Ayres	Sydney King Russell, p H. V. McMillan, evp, gm, cm	Curtis Brinson, ce Robert E. Hawkey, nd Dave Webster, fd	Michael Keyes, sd Miss Ann Wharton, wd
INTER HAVEN (Olk Co.)						
WSIR 1947	1490 250	Citrus Belt Bcstrs. 665 So. Lake Howard Dr. SW 3-2561	MBS Devney	Tom Moore, p Lawrence A. Rollins, gm	Earl Sturgeon, cm Richard Eyrich, pd, nd	L. Orden Craig, ce
INTER PARK (Orange Co.)						
WABR 1954	1440 1000-D	Orange County Bcstrs. Box 7547 Orlando 5-6631	Ray Herbert Gunckel, Jr., p, gm Tom Sawyer, vp & cm, pd, pmm	Jim Macri, ce Dick Webb, nd, sd	Andy Wilson, fd Gwen Barnwell, wd

EST. 1936

WJNO CBS RADIO NETWORK

"The Most Influential Voice of the Palm Beaches"

3rd LARGEST CITY

On the Famous Florida Gold Coast

TRADING AREA—206,000 PLUS

—Plus a Big Bonus Tourist Population Year Around

WJNO EASILY LEADS

in Total Morning, Afternoon and Evening Radio

WJNO IS A HABIT IN
THE PALM BEACHES

WEST PALM BEACH, FLORIDA

QUALITY OF
MARKET INDEX

139*

- * EFFECTIVE BUYING INCOME
\$190,341,000.00
- * RETAIL SALES
\$110,225,000.00
- * BUILDING PERMITS SHOW
INCREASE EACH YEAR

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

MARKET DATA BY COUNTIES

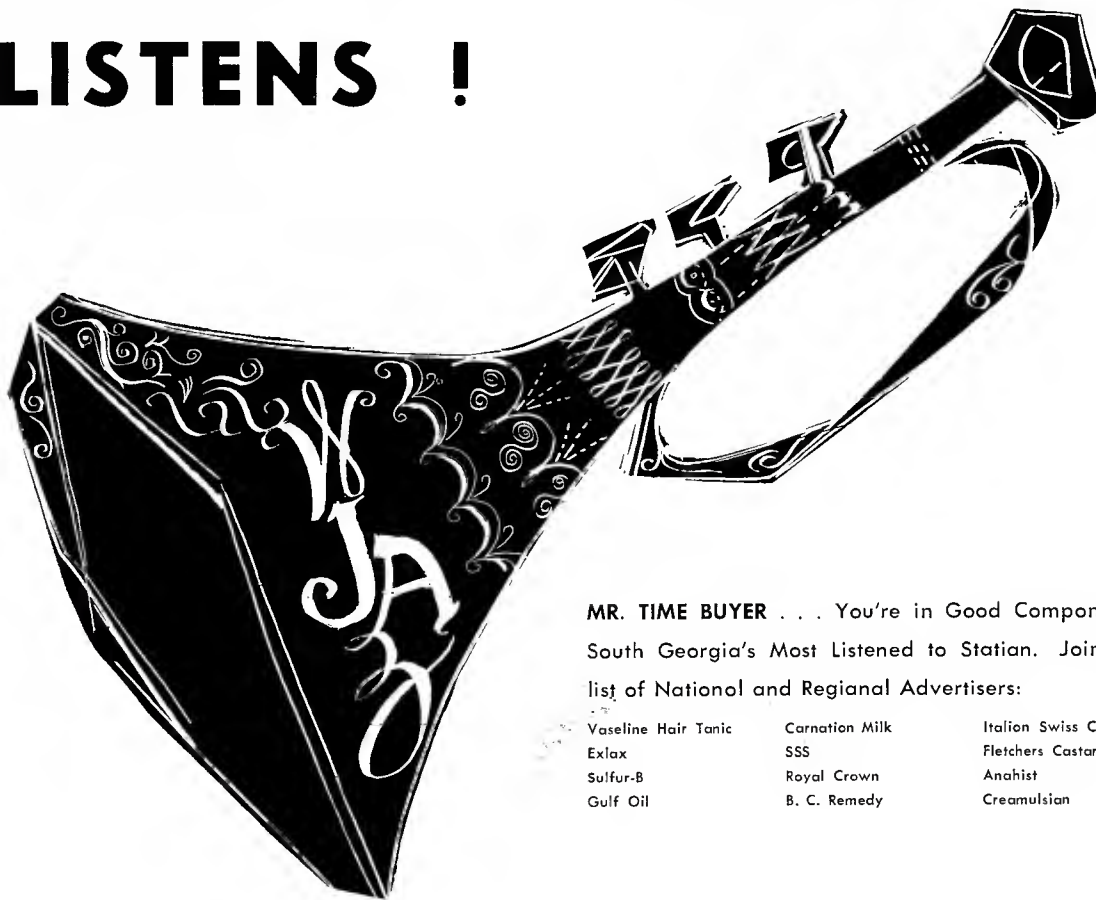
Table with columns for County, Population 1950, Radio Families 1953, Retail Sales 1953(000), Food Sales 1953(000), Drug Sales 1953(000), Passenger Cars 1953, and corresponding data for 48 counties.

DIRECTORY OF AM AND FM STATIONS

Table listing radio stations with columns for City, County, Call Letters, Chan. or Freq., Power, Licensee Headquarters Telephone, Network Representative, Owner, Executive Abbreviations, and Station Name.

Data corrected to Dec. 15, 1954. 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. Complete key to abbreviations, page 6.

ALL SOUTH GEORGIA LISTENS !



MR. TIME BUYER . . . You're in Good Compony on South Georgia's Most Listened to Station. Join this list of National and Regional Advertisers:

Vaseline Hair Tonic
Exlax
Sulfur-B
Gulf Oil

Carnation Milk
SSS
Royal Crown
B. C. Remedy

Italian Swiss Colony
Fletchers Castaria
Anahist
Creamulsiun

THE PLACE TO BLOW YOUR HORN

In Georgia's Sixth Market . . . 29 Counties Big with a population of 456,300 big-spending Southern Georgians. Retail Sales for 1953 were \$276,247,000 . . . effective Buying Power for 1954 estimated to be \$367,661,000.

Where programming is geared to the South Georgia Public Preference:

Gospel music and hillbilly delivers the White audience; Four hours a day of "specialized programming" delivers a loyal plus audience of over 250,000 Negroes.

A big total of 114,000 Radio Homes!

Where hard selling is the order of the day supported by outstanding Merchandising aids of unusual diversity . . . Bus Cards . . . Direct Mail . . . Point of Sale Posters . . . Screen Promotion and Salesmanship.

THE JAMES RIVERS STATIONS—WMJM 1490 kc, Cordele, WACL 570 kc, Woycross, WTJH 1260 kc, (Atlanta) East Point

WJAZ

**THE ONE MEDIUM
COVERAGE OF
SOUTHERN GEORGIA**

1000 WATTS AT 1050 KC, ALBANY, GA. Represented by FORJOE & CO.

GEORGIA

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
ATHENS (Clarke Co.)				
WGAU 1938	1340 250	J. K. Patrick Bcstg. Bobbin Mill Rd. Liberty 6-6575	CBS, KBS, Ga. Assn. of Local Stations	C. A. Rowland, Sr., p Burl Womack, gm, cm (Mrs.) Mary L. Betts, pd Bill Evans, ce Jerry Keane, nd
WGAU-FM 1949	Ch. 253 (B) 99.5mc 4.4kw			
WRFC 1948	960 1000-D 500-N DA-N	Radio Athens Inc. 279½ N. Lumpkin St. Liberty 3-3411	Dora-Clayton	L. H. Christian, p, gm C. A. McClure, cm Tom Lloyd, loc. slm Franklin Butler, pd E. Thilenius, pmm, sd L. D. Drewry, ce H. Randolph Holder, nd Ronnie Stephens, fd Dorothy Nowell, wd
ATLANTA (Fulton Co.)				
WAGA 1937	590 5000 DA-N	Storer Bcstg. 1018 W. Peachtree, NW Vernon 3553	CBS Katz	George B. Storer, Sr., p Glenn C. Jackson, sm Claude H. Frazier, sm Les Henrikson, pd, sd R. David Mayo, pmm Hugo A. Bondy, ce Dale Clark, nd, fd Helen Parris, wd
WAGA-TV 1948	Ch. 277 (B) 103.3mc 43kw			
WAOK 1928	1380 5000 DA-N	WAOK Bcstg. Co. 70 Houston St. Alpine 1515	Forjoe	L. M. George, p Dorothy Lester, sm Stan Raymond, cm, sd Zenas Sears, pd, pmm Eathel Holley, ce Ned Lukin, nd Gertrude Nelson, wd
WAQM (FM) (CP)	Ch. 225 (B) 92.9 mc 11 kw	Glenkaren Associates		
WBGE 1947	1340 250	General Bcstg. Co. Georgian Terrace Hotel Vernon 1194	McGillvra	Robert N. Pinkerton, p Henry W. Lanham, gm James C. Harper, cm Edward C. Sosman, pd Frances Bailey, pmm Howard Parrish Jr., ce Jimmy Harper, nd Charles Blalock, fd Bill Cooper, sd Lorna Moody, wd
WBGE-FM 1947	Ch. 233 (B) 95.5mc 1.85kw			
WERD 1948	860 1000-D	Radio Atlanta Inc. 274½ Auburn Ave. N. E. Lamar 0686	Interstate United News- papers Inc.	J. B. Blayton, Sr., p J. B. Blayton, Jr., gm Albert H. Saddler, cm Robert H. Brisendine, pd Jack Moore, pmm William F. Kennedy, ce Paul E. X. Brown, sd Freddie Henderson, wd
WGST 1923	920 5000-D 1000-N	Georgia Institute of Technology Forsyth Bldg. Walnut 8441	ABC Blair Ayers	Ben Akerman, gm Don Mitchell, cm Jack Kelly, pd, sd Marian Lunt, pmm Ivan Miles, ce Dean Dickens, wd
WGST-FM 1949	Ch. 231 (B) 94.1mc 68kw			
WQXI 1948	790 5000-D 1000-N DA-N	Robert W. Rounsaville 3165 Mathieson Dr., N.E. CHerokee 2196	MBS Hollingbery	Robert W. Rounsaville, chief o. John Fulton, gm Frank B. Erwin, cm Robert Watson, pd Elton B. Chick, ce Herb Harris, nd L. D. Morgan, sd Louise Hopper, wd
WQXI-TV				
WSB 1922	750 50,000	Atlanta Newspapers Inc. 10 Forsythe St. ELgin 6711	NBC Petry	J. Leonard Reinsch, exec. d (Cox Stations) John M. Outler, Jr., gm Frank Gaither, sm Elmo Ellis, pd Walter Paschall, pmm C. F. Daugherty, ce
WSB-TV				
WSB-FM 1944	Ch. 253 (B) 98.5mc 52kw			

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APS = Radio . . .



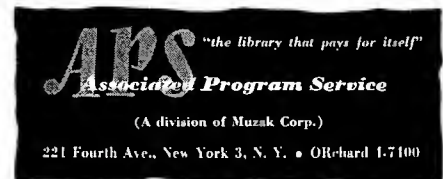
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1. APS is the only transcription library which has had the courage to recognize important economic and programming changes in the broadcasting industry and do something realistically constructive about it.

There's much more to the APS story. Write, phone or wire—we'll be pleased to tell it to you—we'd be proud to have the privilege of serving you and your listeners.

MUZAK—Reg. U.S. Pat. Off.

2. APS is the industry's only *all* high-fidelity full basic transcription library service.
3. APS is the only transcription library actively managed and operated by broadcasters.
4. APS is the only transcription library produced, planned and engineered with the famous exclusive MUZAK knowhow.
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750_{KC} + 2^{CHANNEL} = 1zillion*
SET HOMES

*That's all there is — there ain't no more!

This apparently zany addition is by no means meaningless. Within the far-flung limits of influence exerted by Atlanta's radio station WSB and television station WSB-TV are a given number of homes. This is ALL the homes there are in this area. Use the power of WSB plus WSB-TV and you reach them all. In the South no other combination of media reaches so many, so effectively . . . for so little.

wsb

The Voice of the South
750 KC

wsb-tv

The Great AREA station
of the Southeast
CHANNEL 2

Represented by Edward Petry & Company—affiliated with The Atlanta Journal and Constitution

GEORGIA

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AUGUSTA (Richmond Co.)							
	WAUG 1951	1050 250-D	Garden City Bcstg. Co. Bon Air Hotel 3-4441-2	Interstate United News- papers Inc.	Geo. C. Nicholson, p, gm J. Louie Solomon, cm	Reese J. Vaughn, pd Marvin Tarpley, ce	Bob White, nd
	WAUG-FM 1952	Ch. 289(B) 105.7mc 5.5kw					
	WBBQ 1947	1340 250	Savannah Valley Bcstg. 515 Jefferson Davis Ave. 4-5441	MBS Ga. Assn. of Local Stations Savannah Valley Walker, Dora-Clayton	John H. Weiss, p Edward H. Dunbar, gm, cm George W. Fisher, pd	Joe Physioc, pmm	George M. Scott, nd Pat Mulherin, sd
	WBBQ-FM (CP)	Ch. 279 (B) 103.7 mc. 10.5 kw					
	WBLA 1946	1230 250	Media, Inc. 15 8th St. 4-2421	Forjoe Dora-Clayton	J. T. Snowden, Jr., vp, gm, & fd Steve Manderson, cm, pmm	Jim Armistead, pd Herbert Marks, nd	Hugh Alison, sd Dorothy Brown, wd
	WGAC 1940	580 5000-D 1,000-N DA-N	Twin States Bcstg. P. O. Box 1131 2-2692	ABC Avery-Knodel	A. D. Willard, Jr., p, gm Donald Mac Donald, vp, cont. Martin E. White, loc. sim	Stan Carey, pd Wm. Atkinson, ce John L. Barnes, nd Ed Tacy, fd	Mel Evans, sd Joyce Hayward, wd
	WRDW 1930	1480 5000	Radio Augusta Inc. Masonic Building 2-8805	CBS Headley-Reed	Grover C. Maxwell, p W. Ray Ringson, gm J. R. Owens, Jr., sm	Richard Warner, pd Rabun F. Bobo, ce Lew Riefstahl, nd	Ray Culpepper, fd Robert Ruckle, sd Mary Dwyer, wd
	WRDW-TV DA-N	DA-N					
BAINBRIDGE (Decatur Co.)							
	WMGR 1946	930 5000-D	Decatur Bcstg. Co. Box 375 776	MBS KBS	Charles W. Dowdy, gm R. A. Vaughn, cm	Joe Hill, pd Herman Coleman, pmm	Woodrow Dunlap, ce
BAXLEY (Appling Co.)							
	WHAB 1954	1260 1000-D	Farnell O'Quinn				
BRUNSWICK (Glynn Co.)							
	WGIG 1949	1440 1000 DA-N	Brunswick Bcstg. Corp. 1514 Union St. 2714	ABC Ga. Assn. of Local Stations Gals McGillvra	E. M. Champion, p Hugh K. Tollison, gm John Lane, cm	Jack Lenz, pd, pmm Herman Lange, ce Sammy Middleton, nd	John Harmon, sd Edith Hinsel, wd
	WMOG 1940	1490 250	Radio Brunswick Inc. St. Simons Causeway 1500	MBS, Indie Sales Dora-Clayton	Allen Woodall, p Albert H. Haack, Jr., gm, cm	Lew Carter, pd, pmm, fd, sd Cecil Tankersley, ce	Jack Garrison, nd Mary J. McEvan, wd
CAIRO (Grady Co.)							
	WGRA 1950	790 1000-D	Grady-Mitchell Bcstg. Bainbridge Rd. 2-4392	ABC, KBS Ga. Assn. of Local Stations Indie Sales	Geise Dozier, p Glenn Pelham, gm, nd	Gus W. Mann, pd, sd Bernice J. Porter, pmm, wd	Ilmar A. Strang, ce Theron Holland, fd
CALHOUN (Gordon Co.)							
	WCGA 1953	900 1000-D	Gordon Co. Bcstg. Co. 112½ Court St. 2111		R. R. Magill, gm	John L. Scarbrough, sim	
CAMILLA (Mitchell Co.)							
	WCLB 1954	1540 250-D	Capel Bcstg. P. O. Box 205 2776	KBS	Russell A. Browne, gm Charlie L. Browne, Jr., cm	Kenneth C. McNaron, ce	Margaret Palmer, wd
CARROLLTON (Carroll Co.)							
	WLBB 1947	1100 250-D	Carroll Bcstg. Bremen Rd. 2-7041	Indie Sales	Thomas K. Vassy, p, gm J. D. Norton, Jr., cm Bill Shell, pd	Hiram Bray, pmm Chessley Hooper, ce	Bob Bright, nd Ethel McGiboney, wd
CARTERSVILLE (Bartow Co.)							
	WEHF 1946	1450 250	W. R. Frier P. O. Box 71 1200	MBS KBS	W. R. Frier, p, gm W. H. Wisebram, cm, sd Martha Sullins, pd, wd	Ray Kinnamon, pmm H. E. Bridges, ce, fd Hal David, nd	
CEDARTOWN (Polk Co.)							
	WGAA 1941	1340 250	Polk County Bcstg. Co. P. O. Box 807 777	KBS	Frank Proctor, co-o, gm, cm & ce	H. L. Parks, pd Eddie Lynch, nd & fd	Bobby Liles, sd Jo Proctor, wd
COLUMBUS (Muscogee Co.)							
	WCLS (CP)	1580 1000-D	Muscogee Bcstg.				
	WDAK 1943	1340 250	Radio Columbus Inc. Martin Building 5-447	NBC Headley-Reed	Allen M. Woodall, p Miles H. Ferguson, gm W. S. Massie, cm	J. B. Byars, pd, pmm M. F. Harper, ce Bill Henry, nd	Ed Snyder, sd Loretta Exum, wd
	WDAK-TV 1947	1270 1000-D	WGBA Inc. 1213½ Broadway 3-3603	McGillvra Dora-Clayton	C. A. McClure, p, gm Rhett Turnipseed, pd	Ralph Burgess, pmm, sd F. K. Brown, ce	Bob Olive, fd Elsa Lipsey, wd
	WPNX 1952		Community Bcstg. Co. P. O. Box 687	(See Phenix City, Ala., listing)			
	WRBL 1928	1420 5000	Columbus Bcstg. 1350 13th Ave. 2-0601	CBS Hollingbery	J. W. Woodruff, Jr., p, gm Ridley Bell, d of ops. Walter Graham, cm	George A. Gingell, pd George Jinkins, pmm Joe A. Gamble, ce	Noel Moore, tech. d Boyd Hinton, nd Rose Fournoy, wd
	WRBL-TV 1946	DA-N					
	WRBL-FM 1946	Ch. 227 (B) 93.3mc 48kw					
CORDELE (Crisp Co.)							
	WMJM 1940	1490 250	Southeastern Bcstg. System 206th Ave. & B St. 666	MBS KBS Ga. Assn. of Local Stations Clark	James S. Rivers, p William E. Blizzard, Jr., gm & pmm	O'Grady Cooper, Jr., cm Clark Standard, pd & nd Russell Caldwell, ce	Paul Hayes, fd Bob French, sd Geraldene Braswell, wd

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"THE FUTURE... BELONGS TO THE *South*"

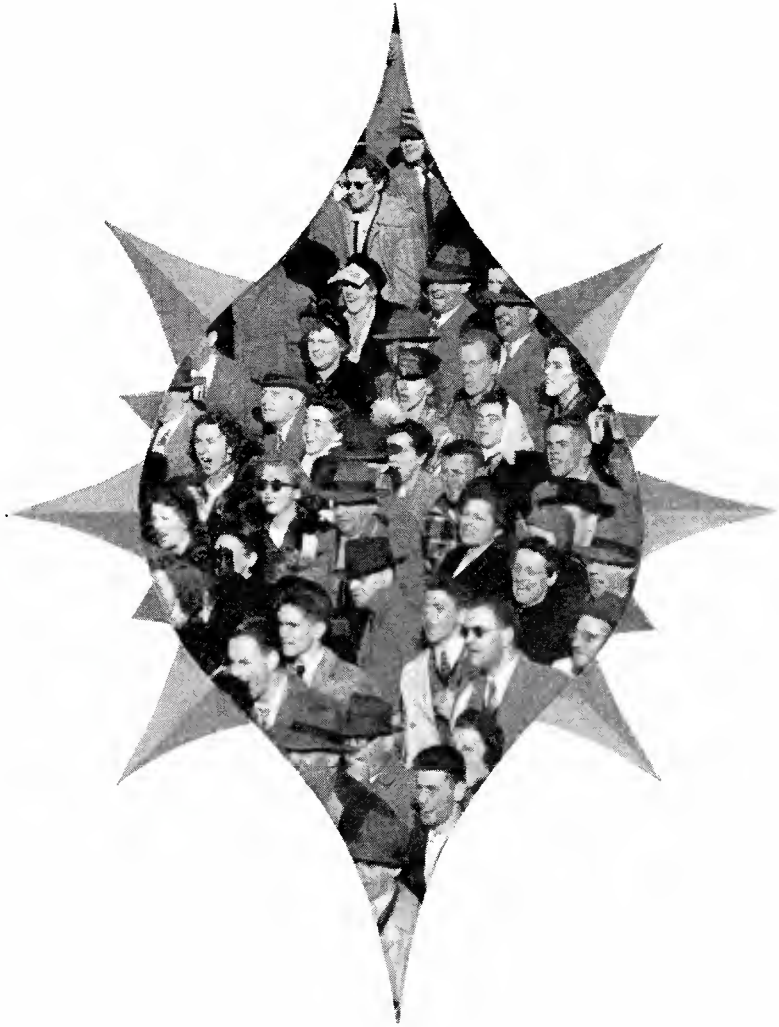
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the South's MIRACLE Market—
AUGUSTA, Georgia—the Dynamic
center of the South's greatest
GROWTH area.

... fifteen miles from down-
town Augusta is the world's first
Hydrogen Bomb plant—with its
thousands of construction and
operating workers. Camp
Gordon, the largest Signal Corps
Center in the world, is just 8 miles
from Augusta.

... and with this great growth
comes a NEW SOUND—WBIA
Radio (formerly WJBF). With new
ideas, new programs and aggres-
sive promotion WBIA is moving
out in front fast.

... Augusta's 2 county metro-
politan population is in excess
of 244,800 people! 95% live within
10 miles of the WBIA antenna.



J. T. Snowden, Jr.
Vice President & General Manager

wbia **N B C**
AUGUSTA

See your FORJOE Man—or—DORA-CLAYTON (Atlanta) for complete details.

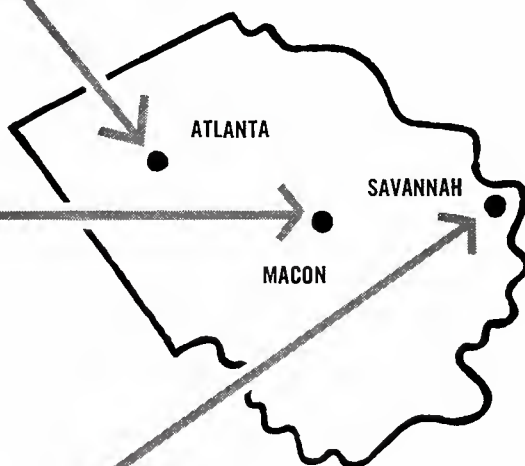
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				<i>o</i> ; <i>p</i> ; <i>vp</i> ; <i>evp</i> ; <i>Gen. Mgr.</i> <i>gm</i> ; <i>Sta. Mgr.</i> <i>sm</i> ; <i>Coml. Mgr.</i> <i>cm</i> ; <i>Sales Mgr.</i> <i>sm</i> ; <i>Prog. Dir.</i> <i>pd</i> ; <i>Chief Eng.</i> <i>ce</i> ; <i>Prom. Mgr.</i> <i>pmm</i> ; <i>Prod. Mgr.</i> <i>pdm</i> ; <i>News, Farm, Sports or Women's Dir.</i> <i>nd, fd, sd, wd.</i>		
CORNELIA (Habersham Co.)						
WCON 1953	1450 250	Habersham Bcstg. P. O. Box 250 1450	ABC NE Ga. Radio Indie Sales	Jack Bradley, <i>p</i> , <i>gm</i> George R. Wilkes, <i>cm</i> , <i>ce</i>	Robert A. Kilgore, <i>pd</i> , <i>pmm</i> , <i>fd</i>	James A. Marlowe, <i>nd</i> , <i>sd</i> Mrs. Janet Davison, <i>wd</i>
COVINGTON (Newton Co.)						
WGFS 1954	1430 1000-D	Georgia Bcstg. Service Inc. 615 Monticello St. 2337	KBS Dora-Clayton	Lem Coley, <i>p</i> R. B. Taber, <i>gm</i> , <i>cm</i>	Ann Cobb, <i>pd</i> , <i>pmm</i> , <i>wd</i> Hamilton Masters, <i>ce</i>	Larry Calloway, <i>nd</i> Bob Taber, <i>fd</i> , <i>sd</i>
DALTON (Whitfield Co.)						
WBLJ 1940	1230 250	Dalton Bcstg. 111 South Pentz St. 1180	H. C. Kenemer, <i>p</i> William B. Davies, <i>gm</i> Olin H. Kenemer, <i>cm</i> Jim Honey, <i>gm</i>	Marthel Ewton, <i>pd</i> John S. Andrews, <i>ce</i>	James L. Clark, <i>nd</i> Lowell B. Fenner, Jr., <i>sd</i>
WRCD 1954	1430 1000-D	Whitefield Bcstg. Co. 104 Pentz St. 1892				
DAWSON (Terrell Co.)						
WDWD 1948	990 1000-D	Dawson Bcstg. Co. Box 390 416	MBS KBS Indie Sales	W. C. Woodall, Jr., <i>gm</i>	Barney Parnacott, <i>pd</i>	
DECATUR (DeKalb Co.)						
WEAS 1947	1010 50,000-D	WEAS Inc. 217 W. Ponce De Leon Ave. Dearborn 2521	Stars National	E. D. Rivers, Jr., <i>Chmn. Bd.</i> W. H. Keller, Jr., <i>p</i> Warren Roberts, <i>sta. d</i>	John Nutting, <i>cm</i> Bob Siegrist, <i>pm</i> , <i>nd</i>	W. H. Loudermilk, <i>ce</i> Kurt Alexander, <i>sd</i>
WGLS 1949	970 1000-D	De Kalb Bcstg. 526 Church St. Crescent 6471	Rambeau	Guy W. Rutland, Sr., <i>p</i> Sam W. Kane, <i>gm</i>	Al Ciraldo, <i>cm</i> , <i>pd</i> , <i>pmm</i> , <i>sd</i> Lawson Leake, <i>ce</i>	Bill Austin, <i>fd</i>
DOUGLAS (Coffee Co.)						
WDMG 1947	860 1000-D	WDMG, Inc. Box 590 564	Dora-Clayton	B. F. J. Timm, <i>p</i> Mary Jarrard, <i>gm</i>	Stanley H. Strickland, <i>ce</i> Jimmy Dunaway, <i>sd</i>	
DUBLIN (Laurens Co.)						
WMLT 1945	1330 1000-D	Dublin Bcstg. Co. Franklin St. 871	MBS, KBS	George T. Morris, <i>p</i>	W. Newton Morris, <i>gm</i>	
EAST POINT (Fulton Co.)						
WTJH 1949	1260 5000-D	Radio Station WTJH Cordele, Ga. 666	KBS	James S. Rivers, <i>p</i> James A. Davenport, <i>gm</i> , <i>cm</i>	Claude V. Jones, <i>pd</i> William J. Hill, 3d, <i>ce</i>	Mrs. Frances Sheffield, <i>wd</i>
ELBERTON (Elbert Co.)						
VSGC 1946	1400 250	Elberton Bcstg. Co. Elberton	MBS KBS	Melvin C. Gorman, <i>m</i>		
FITZGERALD (Ben Hill Co.)						
WBHB 1946	1240 250	Ben Hill Bcstg. 600 W. Roanoke Dr. 2077	MBS, KBS Ga. Assn. of Local Stations	Otto Griner, <i>p</i> Al H. Evans, <i>gm</i> , <i>cm</i> , <i>pmm</i> , <i>nd</i> , <i>fd</i>	Daphne L. Newsome, <i>pd</i> <i>wd</i>	Edwin Durham, <i>ce</i> Charley Ridgeway, <i>sd</i>
FORT VALLEY (Peach Co.)						
WFBM 1951	1150 1000-D	Peachbelt Bcstg. Taylor 5-2642	Ga. Assn. of Local Stations Indie Sales	Ed. Stevens, <i>p</i> Hugh Birdsong, <i>gm</i> , <i>cm</i> , <i>sd</i>	Lowell Register, <i>pd</i> Wayne Foster, <i>ce</i> , <i>fd</i>	Jim Crosley, <i>nd</i> Madeline Upchurch, <i>wd</i>
GAINESVILLE (Hall Co.)						
WDUN 1949	1240 250	Northeast Georgia Bcstg. 217½ South Main St. Lenox 4-7331	ABC, Ga. Assn. of Local Stations Indie Sales	John W. Jacobs, Jr., <i>gm</i> Julius A. Still, <i>pd</i>	Lesley P. Brooks, <i>ce</i> Jay Still, <i>nd</i>	Doris M. Smith, <i>wd</i>
WDUN-FM 1949	Ch. 280(A) 103.9mc 0.3kw					
WGGA 1942	550 5000-D 500-N DA-N	Blue Ridge Bcstg. Press-Radio Center Lenox 2-6211	MBS, KBS,	Charles Smithgall, <i>p</i> Edmond F. Jared, <i>gm</i>	Robert P. Schwab, <i>cm</i> Wilbert Darracott, <i>ce</i>	James Walker, <i>nd</i> George Porter, <i>fd</i>
GRIFFIN (Spalding Co.)						
WHIE 1952	1320 1000-D	Griffin Bcstg. P. O. Box 971 9451	Dora-Clayton	Virginia Price Bowen, <i>p</i> Jim Watson, <i>gm</i> Johnie Williams, <i>cm</i> , <i>pmm</i> W. W. Marshall, Jr., <i>p</i> , <i>gm</i>	Jean Cole, <i>pd</i> , <i>wd</i> Charles Player, <i>ce</i>	Bill Crutchley, <i>nd</i> , <i>fd</i> Gil Roper, <i>sd</i>
WKEU 1933	1450 250	Radio Station WKEU P. O. Box 1001 5507	MBS KBS			
WKEU-FM 1953	Ch. 240(A) 95.9 mc 0.44 kw					
HARTWELL (Hart Co.)						
WKLY 1947	980 1000-D	Louie L. Morris Box 189 71	Louie L. Morris, <i>p</i> Max G. Pfaender, <i>evp</i> W. A. Johnson, <i>cm</i> , <i>pmm</i>	Grady Berry, <i>pd</i> , <i>nd</i> , <i>fd</i> Broadus McLane, <i>ce</i>	Burch Griffin, <i>asst. m</i> , <i>sd</i> Caroline Stults, <i>wd</i>

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CAN COVER GEORGIA'S MAJOR MARKETS

THE GEORGIA TRIO



The TRIO offers advertisers at one low cost:

- Concentrated Coverage
- Merchandising Assistance
- Listener Loyalty Built By Local Programming
- Dealer Loyalties

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THE KATZ AGENCY, INC.

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

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HAWKINSVILLE (Pulaski Co.)						
	WCEH 1952	610 500-D	Tri-County Bcstg. Box 184 Twilight 3-3381		R. T. Ragen, p Paul E. Reid, gm, pd, pmm, nd, fd, sd	James D. Popwell, cm Mike Pelton, ce Frances Jones, wd
JESUP (Wayne Co.)						
	WBGR 1949	1370 1000-D	Altamaha Bcst. Co. Jesup 2444	KBS Dora- Clayton	W. Glenn Thomas, o & gm	Dennis N. Brown, sm & cm
LAFAYETTE (Walker Co.)						
	WLFA 1954	1590 5000-D	Radio Dixie N. Main St. 4-7676	KBS	J. A. Gallimore, co-o Virginia Gallimore, co-o Harry Morgan, gm, fd	Jack Fowler, ce Pete Petite, nd Reid Moseley, sd Jamie Morgan, wd
LaGRANGE (Troup Co.)						
	WLAG 1941	1240 250	LaGrange Bcstg. 305 East Broome St. 2-3505	MBS, KBS Indie Sales Dora-Clayton	Roy C. Swank, p Edwin Mullinax, gm, cm John Boggess, pd, sd	Patricia Smith, pmm J. M. McKay, ce Carol Keith, nd Joe Hawkins, fd
	WLAG-FM 1948	Ch. 281(B) 104.1mc 2.3kw				
	WTRP 1954	620 500-D	Chattahoochee Bcstg. Co. Hammett Bldg. 9877	McGillvra	Byron H. Hurst, ptrn., gm Ralph C. Freeman, ptrn. Cecil Crew, ptrn. Frank E. Hurst, cm	Emily Rutland, pd George Pettit, pmm Ray Relihan, ce Weyman Brooks, nd Frank Cordell, fd Carter Freeman, sd Martha Boyette, wd
MACON (Bibb Co.)						
	WBML 1940	1240 250	Middle Georgia Bcstg. 230 Second St. 3-5454	Headley- Reed	C. R. Rader, p George W. Patton, gm	E. Frederick Griffith Jr., cm Bernice Johnson, pd James M. Wilder, pmm, ce
	WIBB 1948	1280 1000-D	Peach State Bcstg. Professional Bldg. 2-2505	Walker, Dora-Clayton	Thomas H. Maxwell, p, gm, ce	Donald C. Frost, cm Gordon Price, pd
	WMAZ 1922	940 10,000	Southeastern Bcstg. Bankers Insurance Building 2-7373	CBS Katz	George P. Rankin, Jr., p, ce Wilton E. Cobb, gm	Frank Crowther, cm Ben Chatfield, nd D. F. Bruce, fd Bob Savage, sd
	WMAZ-FM 1946	Ch. 256(B) 99.1mc 3kw				
	WNEX 1945	1400 250	Macon Bcstg. Co. Bibb Building 5-3301	ABC, MBS Branham	Alfred Lowe, evp Emory Stroberg, gm	Marion Bragg, cm, pmm Dick Wiethan, pd, nd Emanuel Farber, ce Al Lowe, sd
	WNEX-TV					
MANCHESTER						
	WMCJ (CP)	1570 1000-D	Georgia Ra-Tel.			
MARIETTA (Cobb Co.)						
	WFOH 1946	1230 250	Fred B. Wilson & Albert Jones P. O. Box 131 8-3396	KBS	Fred B. Wilson, co-o Albert L. Jones, co-o, gm Eugene Sparks, sim	Chuck Strauss, pd, ce Jerry Hill, nd Gerow Carr, fd Dudley McCaskill, sd Lyn Edwards, wd
MILLEDGEVILLE (Baldwin Co.)						
	WMVG 1946	1450 250	Jere N. Moore Box 307 250	MBS Ga. Assn. of Local Stations Griffith	Jere N. Moore, o Michael T. Landy, gm	Josephine Ragsdale, pd Joseph S. Boone, ce
MONROE (Walton Co.)						
	WMRE 1954	1490 250	Walton Bcstg. Co. Box 191 8-1711	KBS NE Ga. Radio	Warren G. Gilpin, p & gm Deral Morris, cm	Alton C. Brown, pmm A. C. Marshall, nd
MOULTRIE (Colquitt Co.)						
	WMGA 1939	1400 250	Radio Station WMGA Tifton Highway 999	ABC KBS Ga. Assn. of Local Stations Everett- McKinney Ayers	John F. Pidcock, co-o Roy F. Zess, co-o, sm, cm Bob Lenihan, pd, pmm	Homer Sloan, ce Everett Griner, nd Coy Dekle, fd Bob Lenihan, sd
	WMTM 1953	1300 5000-D	Colquitt Bcstg. P. O. Box 531 1300	Clark	Douglas J. Turner, co-o, cm N. B. Mills, co-o, cm, gm	Jack L. Shiver, pd, pmm, nd, sd William C. Player, ce Gene Mills, fd
NEWANAN (Coweta Co.)						
	WCOH 1947	1400 250	Newnan Bcstg. Co. Line St. 1400	MBS	James O. Hardin, Jr., p, gm, cm, pd, pmm, nd, fd	William E. Davis, Jr., ce Johnny Brown, sd Joyce Coggin, wd
	WCOH-FM 1947	Ch. 244 (B) 96.7mc 3.3kw				
ROME (Floyd Co.)						
	WLAQ 1947	1410 1,000-DA-N	News Publishing Co. 209 Broad St. 7767	ABC	Mrs. Jane Mooney, p Roy Underwood, gm, nd, sd	Martha Daniel, cm, pmm Jean Wadsworth, pd Daniel B. Scott, ce Delmas Franklin, fd
	WRGA 1929	1470 5000 DA-N	Rome Bcstg. 501 Broad St. 2-2411	MBS KBS Walker Dora-Clayton	Charles Smithgall, chief o Mather Payne, gm L. B. Talley, cm James Roberts, pd	Clarence Salmon, pmm R. A. Starr, ce Cap Hicks, nd Albert Kirby, fd Lee Mowry, sd Fran McSpadden, wd
	WRGA-FM 1947	Ch. 293(B) 106.5 mc 1.15 kw				
	WROM 1946	710 1000-D	Coosa Valley Radio Co. P. O. Box 473 2-0833		Dean Covington, co-o Ed. McKay, co-o, gm, pm Chas. Doss, co-o, cm, pd, sd	T. H. Robertson, ce Ivan Hoge, nd Bob Martin, fd Dorothy McKay, wd
	WROM-TV					

Data corrected to Dec. 15, 1954. 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. Complete key to abbreviations, page 6.

AVANNAH

Chatham Co.)

WCCP 1946	1450 250	Dixie Bcstg. Co. Georgia State Bank Bldg 2-4182	MBS Walker	Carter C. Peterson, p & gm	Weldon Herrin, cm & sm	
WDAR 1946	1400 250	WDAR Inc. 34 E. Bryan St. 3-8807	Pearson	M. Blair Minick, p & gm Robert Radecki, cm	Danny Clark, pd, pmm & nd Sol Ratner, sd	C. Joseph Testo, ce Stella G. Minick, vp & wd
WFRP 1946	1230 250	Georgia Bcstg. 219 East Charlton St. 3-9642	Everett- McKinney, Ayers	John F. Pidcock, p, gm, pd John G. Williams, cm, pmm	Bennett M. McKnight, ce	Richard M. Hull, Jr., sd
WJIV 1950	900 1000-D	WJIV, Inc. P. O. Box 737 4-7264	Stars National	E. D. Rivers, Jr., p Jimmie Woods, gm, cm Jack Holden, pd, fd	Rex England, pmm, nd Heyward Tuten, ce	Danny Clark, sd Mary McDew, wd
WSAV 1939	630 5,000 DA-N	WSAV Inc. Liberty National Bank Bldg. 3-0234	NBC Blair	Harben Daniel, p, gm Donald K. Jones, vp, cm Duane Hatch, pd, nd	Susan Perry, pmm Meredith E. Thompson, ce Douglas Strohbehn, fd	Clarence Garnes, sd Betty Broughton, wd
WSAV-FM 1947	Ch. 262(B) 100.3mc 15.5kw					
WTOC 1929	1290 5000	Savannah Bcstg. Co. 516 Abercorn St. 2-0127	CBS, Katz	Wm. T. Knight, Jr., p, gm Ben Williams, cm Dwight J. Bruce, pd	Joan Purcell, pmm Kyle E. Goodman, ce Wm. D. Randall, nd	Ben Quick, fd Jess Mooney, sd Ruth M. Goodman, wd
WTOC-TV 1946	DA-N					
WTOC-FM 1946	Ch. 247(B) 97.3 mc 7.9 kw					

TATESBORO

Bulloch Co.)

WWNS 1946	1490 250	Robert H. Thompson Sr. P. O. Box 146 Poplar 4-5446	MBS Ga. Assn. of Local Stations	Robert H. Thompson, Sr., p, gm Ewin Bass, cm, ce	Jack V. LoPresti, sm, pd Myra Jo Olliff, nd Dean Baxter, fd	Bill Sides, sd Mrs. Ernest Brannen, wd
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UMMERVILLE

Chattooga Co.)

WGTA 1950	950 1000-D	Tri-State Bcstg. Box 213 295	Ga. Assn. of Local Stations	William B. Farrar, o, gm	Lawrence Keown, pd, nd	Kenneth W. Lowry, ce
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WAINSBORO

Emanuel Co.)

WJAT 1950	800 1000-D	Jack A. & Nancy M. Thompson P. O. Box 371 2011	Jack Wiseley, sm, cm, ce Jack A. Thompson, gm	Doris Lewis, pd	Mary Bragg, nd
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WJAT-FM
1951
Ch. 269(A)
101.7mc
0.97kw

HOMASTON

Upson Co.)

WSFT 1947	1220 250-D	Thomaston Bcstg. Co. WSFT Bldg. 2187	MBS, KBS	S. J. Carswell, gm		
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HOMASVILLE

Thomas Co.)

WKTG 1947	730 1,000-D	Southern Bcstg. Bank of Thomas County Bldg. 1501	Clark, Dora-Clayton	W. F. Scott, Jr., p, gm Louie T. Porter, cm Ed Bray, pd, nd	Bruce E. Singleton, ce David Tucker, fd	Paul Parle, sd Flora Brown, wd
WPAX 1922	1240 250	H. Wimpy 117 Remington Ave. 909		H. Wimpy, o & gm Al Feinberg, cm	Bob Willis, pd J. W. Poole, ce	

HOMSON

McDuffie Co.)

WTWA 1948	1240 250	Hickory Hill Bcstg. 127 Journal St. 141	MBS KBS Savannah Vall.	Edgar Kobak, p Frank F. Hash, gm	H. E. Buffington, cm Doris McNease, pd	Gene Hardin, ce
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TIFTON

Tift Co.)

WWGS 1947	1340 250	Tifton Bcstg. Corp. 800 South Main St. 921	MBS Ga. Assn. of Local Stations Clark	Ralph N. Edwards, p, gm Evelyn K. Edwards, cm Joe Beaumont, pd, pmm, nd	Jessie A. Brimmer, ce J. Allen Brimmer, fd D. A. Osborn, sd	Pat Newsome, wd Sal Beaumont, wd
WTIF (CP)	1570 1000-D	Radio Tifton		Charles H. Parish Sr., co-o Charles H. Parish Jr., co-o		

FOCCOA

Stephens Co.)

WLET 1941	1420 5,000-D	R. G. LeTourneau 423 Prather Bridge Rd. 544	Clark	R. G. LeTourneau, p Virgie E. Craig, gm, pd	Roy E. Gaines, cm, pmm C. H. Sutton, ce	Molly Wood, wd
WLET-FM 1947	Ch. 291(B) 106.1mc 7.3kw					

VALDOSTA

Lowndes Co.)

WGAF 1951	910 5,000 DA-N	Valdosta Bcstg. P. O. Box 37 910	ABC Pearson Dora-Clayton	George B. Cook, p, gm Ann Kirby, pmm, nd	Ernest W. Green, ce, fd Julian G. Tucker, sd	Mary V. McDonald, wd
WGOV 1940	950 5000-D 1000-N DA-2	WGOV, Inc. Daniel Ashley Hotel 1420	MBS Stars National	E. D. Rivers Jr., chmn. of bd.	W. H. Keller, p	A. B. Smith, sta. d.

VIDALIA

(Toombs Co.)

WVOP 1946	970 1000-D	Vidalia Bcstg. Box 391 3029	MBS KBS	Howard C. Gilreath, p, bus m Joe Duggan, pd, sd	Johnny McQueen, pmm Loren Dorough, ce	R. E. Ledford, nd Ruby Bryant, wd
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WARNER ROBINS

(Houston Co.)

WRPB 1954	1350 1000-D	Warner Robins Bcstg. Co., Inc. P. O. Box 727		D. L. Fountain, p F. Evans, vp	Howard George, gm, slm Bob Saggese, pd	Mable Kost, wd Vernon Ahlberg, ce
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WAYCROSS

(Ware Co.)

WACL 1951	570 1,000-DA-N	Teletronics Inc. P. O. Box 858 3068		James S. Rivers, p William E. Hill, gm, cm	Lloyd McKinney, ce Fritz Vann, sd	Nell Penland, wd
WAYX 1936	1230 250	Jack Williams 1600 Carswell Ave. 965	MBS, KBS, Holman	Jack Williams, o John J. Tobola, sm, cm Raymond Williamson, pd	Charles R. Witt, pmm Curtis Frazier, ce Franklin Smith, nd	Malcolm Thomas, fd Tommy Edwards, sd Grace Kearson, wd

GEORGIA

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. up evp; slm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr pm; Prom. Mgr. pmm; Prod. Mgr. pdm;
WAYNESBORO (Burke Co.)					
WBRO 1954	1310 1000-D	Burke County Bcstg. P. O. Box 151 2139	MBS KBS Savannah Vall. Dora-Clayton	Roy F. Chalker, p	William L. Fulghum, Sr., gm, ce Carlton Elkins, pd, wd
WEST POINT (Troup Co.)					
WRLD 1949	1490 250	Valley Bcstg. P. O. Box 312 2-2771	ABC McGillvra	J. C. Henderson, p C. Jim Murphy, gm, cm Aileen H. Love, pd, pmm	Albert L. Stancel, Jr., ce James McKay, nd Vinson Smith, fd Bill Scott, sd Dorothy F. Forrester, wd
WRLD-FM 1947	Ch. 275(A) 102.9mc 10kw				
WINDER (Barrow Co.)					
WIMO 1952	1300 1000-D	Winder-Monroe Bcstg. P. O. Box 526 4831	KBS	W. C. Woodall, Jr., p C. H. Grider, gm, cm	Orson G. Swindle, Jr., pd, pmm, fd, sd William R. Powell, ce Royce A. Jones, nd Joy Simpson, wd

IDAHO

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Ada	70,649	23,250	\$92,616	\$16,434	\$2,321	29,877	Jefferson	10,495	**2,720	7,921	1,815	275	3,190
Adams	3,347	860	2,558	961	80	1,017	Jerome	12,080	3,340	15,324	3,232	344	3,900
Bannock	41,745	12,070	48,723	11,191	1,380	15,459	Kootenai	24,947	7,750	26,695	7,648	697	11,340
Bear Lake	6,834	1,850	7,359	1,199	230	2,563	Latah	20,971	5,880	18,626	4,132	562	6,920
Benewah	6,173	1,720	5,335	1,495	41	2,290	Lemhi	6,278	1,750	5,714	1,633	108	1,960
Bingham	23,271	5,640	22,030	4,591	566	7,451	Lewis	4,208	1,140	4,198	619	157	1,480
Blaine	5,384	1,330	6,354	1,375	147	1,980	Lincoln	4,256	1,050	3,316	714	72	1,150
Boise	1,776	560	1,065	375	484	484	Madison	9,156	2,280	12,423	1,995	286	2,890
Bonner	14,853	4,260	13,098	3,308	299	5,868	Minidoka	9,785	2,560	8,872	1,751	210	3,470
Bonneville	30,210	8,770	52,673	8,723	990	12,570	Nez Perce	22,658	7,110	41,528	6,827	971	9,780
Boundary	5,908	1,490	6,705	1,776	77	1,883	Oneida	4,387	1,190	4,764	836	77	1,800
Butte	2,722	840	2,002	442	30	1,037	Owyhee	6,307	1,580	5,605	1,622	89	1,910
Camas	1,079	290	871	145	34	385	Payette	11,921	3,730	10,949	2,628	258	4,260
Canyon	53,597	15,960	65,328	12,878	1,693	19,345	Power	3,988	940	4,922	848	40	1,300
Caribou	5,576	1,870	9,835	1,522	55	2,125	Shoshone	22,806	6,710	22,509	7,153	643	8,340
Cassia	14,629	3,780	19,850	3,309	446	4,732	Teton	3,204	680	2,759	558	87	970
Clark	918	*	794	167	437	437	Twin Falls	40,979	12,660	58,508	8,652	1,297	15,520
Clearwater	8,217	1,980	5,798	1,255	259	2,894	Valley	4,270	1,160	5,324	1,380	95	1,280
Custer	3,318	920	2,570	734	69	1,000	Washington	8,576	2,540	13,803	1,725	199	2,910
Elmore	6,687	2,060	7,268	797	67	3,347	* See Jefferson.						
Franklin	9,867	2,490	9,860	1,790	258	3,707	** Clark included in Jefferson County figures.						
Franklin	9,351	2,340	9,531	1,847	280	2,948	Note: Population 1950 Census; radio families Standard Audit & Measurement; Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state						
Gem	8,730	2,430	7,130	1,749	71	3,092							
Gooding	11,101	3,210	15,491	3,248	365	3,490							
Idaho	11,423	2,960	10,884	1,838	202	3,756							

DIRECTORY OF AM AND FM STATIONS

BLACKFOOT (Bingham Co.)					
KBLI 1951	1490 250	Blackfoot Bcstg. Co. P. O. Box 192 780		Howard Johnson, p Thos. L. Morrison, gm, sd Frank Samargis, cm	Tom Thompson, pd Robert Weggeland, pmm & nd Don Clark, ce Rowena Leach, wd
BOISE (Ada Co.)					
KDSH 1947	950 5000 DA-N	Boise Valley Bcstrs. 311 North 10th St. 3-2511	CBS Free & Peters	H. Westerman Whillock, p, gm Earl Glade Jr., sm, pd, cm, pmm	James A. Johtz, Jr., ce Dave Johnson, nd Dar Dodds, fd Al Bodney, sd Anne Schofield, wd
KGEM 1946	1140 10,000 DA-1	Idaho Bcstg. & TV Co. 5601 Cassia 4-3511	ABC KBS Inter-Mountain Avery-Knodel	George R. Turpin, gm, cm Athen Mendenhall, pd Howard McDonald, ce	Al Butler, nd Don Bish, fd Vera Smart, wd
KIDO 1928	630 5000	KIDO, Inc. 709 Idaho St. 2-4611	NBC Great Western Blair	Mrs. Georgia M. Davidson, p Walter E. Wagstaff, gm John Young, cm	George Walton, pd Harold W. Toedtmeier, ce Grant McDaniel, fd Wif Janssen, sd
KIDO-TV	DA-2				
BURLEY (Cassia Co.)					
KBAR 1947	1230 250	KBIO, Inc. Box 461 10	ABC KBS	K. Clark, gm	Geo. D. Carter, cm
CALDWELL (Canyon Co.)					
KCID 1947	1490 250	Caldwell Bcstg. Co. 520 South Kimball 9-7444	Oakes	Clair B. Hull, p, gm, pd, fd Fran Booton, cm, nd	Richard E. Lewis, ce Dick Nafsinger, sd Martha N. Hull, wd
COEUR D'ALENE (Kootenai Co.)					
KVNI 1946	1240 250	Coeur d'Alene Bcstg. Blackwell Island Mohawk 4-2522	MBS Don Lee	Burl C. Hagadone, p Wayne E. Olsen, gm, cm Bernard V. Merriman, pd	Barbara Potter, pmm Don Shafer, ce Les Scott, nd Barbara Alexander, wd Clyde Stranahan, fd Bob Hough, sd
GRANGEVILLE (Idaho Co.)					
KORT 1954	1230 250	Far West Radio Inc.			

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ILLINOIS

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mg sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations
OLNEY (Richland Co.)					
WVLN 1947	740 250-D	Olney Bcstg. Co. 2156	KBS Abe Lincoln Holman	Marshall H. Poole, p, gm Cliff Thomas, cm Dick Griggs, pd	Paul Hartsey, ce Vincent Van Cleave, nd Ed Barnes, fd Norm Lamkin, sd
WVLN-FM 1953	Ch. 225 (B) 92.9mc 18.5kw				
OTTAWA (La Salle Co.)					
WCMY 1952	1430 500-D	Carl H. Meyer Box 687 1551	Sears & Ayer	Carl H. Meyer, p, gm Dorothy M. Meyer, cm	Bill Sweda, pd, nd, fd Sam Potter, ce Stuart Norgard, sd
PARIS (Edgar Co.)					
WPRS 1951	1440 500-D	Paris Bcstg. Corp. 2 Mile West of Paris on State Route 133 3-1440	Adlai C. Ferguson, Jr., p, gm & cm	Claude Thomas, ce Jack Fisher, nd John Powell, sd
WPRS-FM 1952	Ch. 252 (A) 98.3mc 1kw				
PEKIN (Tasewell Co.)					
WSIV 1946	1140 1000-D	Pekin Bcstg. Co. Inc. 15 So. Capitol 3400 or 3401	Rambeau	W. Kenneth Patterson, p & gm James T. Butler, cm	Randall C. Furnace, pd George C. Udry, pmm, ce Phil Strand, nd Fern Wilson, fd Wally Gair, sd Dorothy Besson, wd
PEORIA (Peoria Co.)					
WEEK 1947	1350 1000 DA-2	West Central Bcstg. Co. 1001 Commercial Bank Bldg. 3-3688	NBC Headly-Reed	Robert S. Kerr, p Fred C. Mueller, gm Tom Greer, cm	F. R. Oakley, pmm Wayne Lovely, ce Bob Arthur, nd F. D. Hearn, sd
WEEK-TV					
WIRL 1948	1290 5000 DA-2	Illinois Valley Bcstg. Co. 115 North Jefferson 4-9239	ABC MBS Avery-Knodel	Timothy W. Swain, p Tom Gavin, gm Paul Brines, asst. gm, & cm Cal Rains, pd	Tom Miller, pmm Rudolph Luukinen, ce Ralph Smith, nd Gary Best, fd Bill Pipher, sd Katherine Swain, wd
WMBD 1927	1470 5000 DA-2	WMBD, Inc. 212 S. Jefferson St. 6-0711	CBS Free & Peters	Charles C. Caley, p & gm Harold V. Phillips, sm Charles A. Miller, pd	C. Toby Carlson, pmm A. James Ebel, ce R. Brooks Watson, nd Emil Bill, fd John Raburn, sd Florence L. Munro, wd
WMBD-FM 1947	Ch. 223 (B) 92.5mc 2.5kw				
WPEO 1946	1020 1000-D	WPEO, Inc. 926 Main St. 4-9249	Holman	John R. Livingston, p, gm, & cm Ken Scott, pd, sd	Gerald DeVore, ce Dick Herm, fd Eileen Scott, wd
WTVH 1952	1590 1000 DA-2	Hilltop Bcstg. 234 N. Madison St. 6-5503	Sears & Ayer	Henry P. Siane, p Edward G. Smith, gm Joe Faulkner, sm	Lloyd K. Harvey, pd, pmm Wallace Wurz, ce Phil Wilson, nd Dick De Fay, sd
WTVH-TV					
PITTSFIELD (Pike Co.)					
WBBA 1952	1580 250-D	Pike Bcstg. Co.			
QUINCY (Adams Co.)					
WGEM 1948	1440 1000 DA-2	Quincy Bcstg. Co. Hotel Quincy 6840	ABC Avery- Knodel	T. C. Oakley, p Joseph S. Bonansinga, gm James E. Muse, cm	Mike Olds, pmm Frank E. Laughlin, ce Charles Griffith, nd Bill Wegman, fd Rick Weaver, sd Mary Harvey, wd
WGEM-TV					
WGEM-FM 1947	Ch. 286 (B) 105.1mc 8.9kw				

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THE STRAIGHT FACTS ABOUT THE SPRINGFIELD RADIO PICTURE:

WMAY . . . has the highest Nielsen circulation of any Springfield station—

WMAY . . . broadcasts more popular music, more sporting events and more local news than any Springfield station—

WMAY . . . carries the top programs of the National Broadcasting Company—

BUT—ABOVE ALL—WMAY BRINGS—CONCRETE RESULTS!

And . . . in any advertising campaign . . . it's **RESULTS THAT COUNT!**

WMAY

Springfield
Illinois

970 Kilocycles 1000 watts, day 500 watts, night

Represented by John E. Pearson Company



LaSALLE (LaSalle Co.) WLPO 1947	1220 250-D	LaSalle County Bcstg. Corp. P. O. Box 215 LaSalle 3100	Peter Miller, p William Holm, gm, cm Donald Frost, pd	Roy Kurkowski, pmm Lawrence McCann, ce Laverene Waitman, nd, fd	Jerry Bretag, sd Mrs. Gladys Speraw, wd
INCOLN (Logan Co.) WPRC 1951	1370 500-D	Prairie Radio Corp. P. O. Box 37 1370	Rambeau	Ray F. Knochel, p, gm, cm William Brady, pd, fd John H. Deal, pmm	Donald Thompson, ce Lawrence Shroyer, nd	Earle Layman, sd Marian A. Gordon, wd
ITCHFIELD (Montgomery Co.) WSMI 1950	1540 1000-D	Mid-Illinois Bcstg. Box 241 100	Best	Hayward L. Talley, p, gm, ce Clark O. Whitman, slm	Orin Coddington, pmm Don Yeager, nd	Ed Johnson, sd Evelyn Smith, wd
LACOMB (McDonough Co.) WKAI 1947	1510 250-D	Macomb Bcstg. Co. 113 E. Carroll St. Fillmore 3029 or Macomb 1350	KBS	William E. Schons, p, gm Allan Fobes, sm & pd Kenneth Peterson, cm	John Meyers, ce Caryl Carstens, nd Charles Phelps, fd	Donald Newberg, sd Mavis Peterson, wd
MARION (Williamson Co.) WGGH 1949	1150 500-D	Marion Bcstg. Co. P. O. Box 311 824-1572	Sears & Ayer	George W. Dodds, o, ce Jim Duncan, gm, pd	Ray Hatley, cm Erwin Coppi, pmm, sd	Fred Cline, nd, fd Eugenia Maud Duncan, wd
MATTOON (Coles Co.) WLBH 1946	1170 250-D	Mattoon Bcstg. Co. 1632½ Broadway 6464	Abe Lincoln Net. Holman	J. R. Livesay, p, gm Ken Wooddell, cm & sd Robert Guess, pd & nd	Ray Livesay, ce Dwain Bower, pmm	Howard Miller, fd Phyllis Knight, wd
WLBH-FM 1949	Ch. 245 (B) 96.9mc 23kw					
ETROPOLIS (Massac Co.) WMOK 1951	920 1000-D	Ft. Massac Bcstg. Co. Natl. State Bank Bldg. 2106	Holman	James H. Firmin, gm Philip Rowse, cm & sd Mrs. Sue Teckenbrock, pd	Carlos Steele, ce Edwin Hill, nd	J. R. Strubinger, fd Pat Kidd, wd
OLINE (Rock Island Co.) WQUA 1946	1230 250	Quad City Bcstg. Co. 1319 5th Ave. 4-6727	ABC Hollingbery	Dalton Lemasurrier, p G. Laverne Flambo, gm W. J. Archer, cm	Harold W. Higby, pd & ce Bill Mason, nd Bill Lindholm, fd	Bud Dawson, sd Kay Adams, wd
MOUNT CARMEL (Vabash Co.) WVMC 1948	1360 500-D	Radio Station WVMC P. O. Box 184 1360	KBS Best	Stephen P. Bellinger, p, gm & sd Charles H. Green, cm	Gilbert T. Wallace, pd Eugene D. Garrett, ce Mike Lewanowicz, nd	Venus Vaughn, fd Helen Dawson, wd
MT. VERNON (Jefferson Co.) WMIX 1947	940 1000-D	Mt. Vernon Radio & TV Co. No. 2 Radio Center 3500	Abe Lincoln Net. Pearson	John R. Mitchell, p Raymond Cheney, gm Claude Schooh, cm	Alva Hulbert, ce Steve Rowan, nd	Ted Strader, fd Jim Purser, sd
WMIX-FM 1947	Ch. 231 (B) 94.1mc 15.2kw					
MURPHYSBORO (Jackson Co.) WINI 1947	1420 500-D	Cecil W. Roberts Murphysboro, Ill.		Cecil W. Roberts, p & gm		
LAKE PARK (Cook Co.) WOPA 1950	1490 250	Village Bcstg. Co. 408 Oak Park Ave. Village 8-3760	Dora-Clayton Natl. Time Sales	Egmont Sonderling, co-o & gm, cm	Martin Bouhan, pd Sidney Schneider, ce	Al O'Brien, nd Wayne Osborne, sd
WOPA-FM 1950	Ch. 272 (A) 102.3mc 1kw					

IN
Springfield, Illinois

W C V S

SPRINGFIELD'S *FIRST* IN PROMOTION AND MERCHANDISING
(Proven by 8 National Contest Awards)

Affiliated with ABC and MBS ❖ Sears & Ayer - Nat'l. Reps.

ILLINOIS

City County	Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mg slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
ELGIN (Kane Co.)	WRMN 1949	1410 500-D	Elgin Bcstg. Co. Fox Hotel 7700	KBS McGillvra	J. Richard Sutter, p, gm, cm, pmm George Merker, pd, ce, fd Phyllis Warner, nd Ron Miller, sd Florence Rogers, wd
ELMWOOD PARK (Cook Co.)	WLEY (FM) 1947	Ch. 296 (A) 107.1mc 0.95kw	Elmwood Park Bcstg. 2526 N. Harlem Ave. TUredo 9-1133		Zeb Zarnecki, p, gm Robert Brandt, cm W. Corvine, pd William Kemnitz, ce
EVANSTON (Cook Co.)	WEAW 1953	1330 500-D DA-D	North Shore Bcstg. Co. 2425 Main St. University 4-4606	Good Music Sears & Ayer	E. A. Wheeler, p, gm James Collins, cm William Fyffe, pd Jane Brauer, pmm Fred Dennison, ce Jim Harrington, nd Bob Arbogust, fd Armin Beck, sd Claire Collins, wd
	WEAW-FM 1947	Ch. 286 (B) 105.1mc 36kw			
	WNMP 1947	1590 1000-D	Evanston Bcstg. Co. 2201 Oakton St. Sheldrake 3-1590 Greenleaf 5-1590-1	Angus D. Pfaff, p Lewis Lamar, gm Lawrence Attebery, pmm	Lawrence Gutter, cm Albert Griffin, ce
FAIRFIELD (Wayne Co.)	WFTW 1953	1390 500	Wayne County Bcstg. Co. Highway 15 East P. O. Box 148 Fairfield 2159	Abe Lincoln Webb	Thomas S. Land, co-o, gm, fd Bryan Davidson, co-o, pd, ce Garnet Williams, cm, sd Dick Berry, nd Irene Murphy, wd
FREEPORT (Stephenson Co.)	WFRL 1947	1570 1000-D	Freeport Bcstg. Co. 9 North Chicago Ave. State 436	Sears & Ayer	Vincent S. Barker, p, gm, ce Dave Taylor, cm Charles Harlan, pd
GALESBURG (Knox Co.)	WGIL 1936	1400 250	Galesburg Bcstg. Co. 312 Hill Arcade 4626	Midwest Rambeau	Mrs. O. N. Custer, p Robert W. Frudeger, gm Roger Hoffman, cm Howard H. Frederick, ce David Loring, nd A. R. Kemp, fd James Dunlevey, sd
HARRISBURG (Saline Co.)	WEBQ 1923	1240 250	First Trust Assn. 100 E. Poplar St. Harrisburg 328	KBS	Ingles M. Taylor, gm, cm Dorice Turner, pd Ken Hamilton, pmm, sd Elmer Gladson, ce Charles Branum, nd Eddie Wise, fd Norma Slaton, wd
	WEBQ-FM 1947	Ch. 260 (B) 99.9mc 4.2kw			
HARVARD (McHenry Co.)	WMCW 1954	1600 500-D	Esther Blodget		
HARVEY (Cook Co.)	WCFS 1954	1570 250-D	Chas. F. Sebastian 1220 N. Austin Blvd. Oak Park, Ill.		
HERRIN (Williamson Co.)	WJPF 1940	1340 250	Egyptian Bcstg. Co. P. O. Box 179 381-382	Pearson	O. W. Lyerla, p Chas. R. Cook, gm Fred Simmons, slm Louise Piantanida, pd Ben Orf, ce Chet Townsend, nd, sd Hubert Fulkerson, fd
JACKSONVILLE (Morgan Co.)	WLDS 1941	1180 1000-D	Jacksonville Radio & TV Bcstg. Corp. Fox-Illinois Theatre Bldg. 1180	Holman	Robert A. Fay, p R. Karl Baker, gm, cm, pmm & vp T. J. Fairburn, pd, nd G. J. Cassens, ce E. H. Garlich, fd Barney Lewis, sd Robertia Hoover, wd
	WLDS-FM 1948	Ch. 263 (B) 100.5mc 9kw			
JOLIET (Will Co.)	WJOL 1924	1340 250	Joliet Bcstg. Co. 601 Walnut St. 4761	Sears & Ayer	Joseph F. Novy, co-o Jerome F. Cerny, co-o Joseph J. Garvey, gm George Stofan, cm Eileen Caron, pd Marion W. Philbin, pmm Lester DeCosta, ce Glenn Logan, nd Wayne Churchill, fd Robert Philbin, sd Lois Zarley, wd
KANKAKEE (Kankakee Co.)	WKAN 1947	1320 1000-D	Kankakee Daily Journal Co. 183 North Schuyler Ave. 3-6633	Sears & Ayer	Leslie C. Small, p Burrell Small, gm Bruce Brown, sm Monty Moncrieff, slm Orren Allain, pd, sd Richard Eckels, ce Stan Ronald, nd
KEWANEE (Henry Co.)	WKEI 1952	1450 100	WKEI Bcstg. Co. 202½ N. Tremont 4471	KBS, Best	E. D. Scandrett, p, gm & cm Paul Messplay, pd, pmm, ce, wd Bert Jackson, nd R. J. Foshay, fd Phil Miller, sd
LaGRANGE (Cook Co.)	WTAQ 1950	1300 500 DA-N	LaGrange Bcstg. Co. Intersection U. S. Highway 66 & 45 Fleetwood 2-1300	Gill-Perna	C. F. Sebastian, co-o, pm, m R. G. Salter, co-o, gm Ralph Faucher, cm, sd Theodore Carlson, pd William Ward, ce Vincent Essig, nd

Data corrected to Dec. 15, 1954. 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. Complete key to abbreviations, page 6.

CHICAGO—(Cont'd)

WSEL (FM) Ch. 232 (B) Chicago Skyway Co. William Irvin, p R. W. Phillips, cm George W. Mickey, ce
1953 104.3mc 138 W. Randolph St. D. Irvin, gm, pd
40kw Andover 3-6767

CICERO

Cook Co.)
WHFC 1450 WHFC Inc. R. W. Hoffman, gm
1926 250 3350 S. Kedzie Ave.
WHFC-TV 250 Townhall 3-6305
WEHS (FM) Ch. 250 (B) (WHFC, Am Affiliate)
1941 97.9mc 21kw

CLINTON

DeWitt Co.)
WHOW 1520 Cornbelt Bcstg. Co. Abe J. R. Livesay, p Jabes M. Williams, cm William Ward, nd, sd
1947 1000-D 401½ South Side Sq. Lincoln, R. W. Hoffman, gm Frank C. Jennings, pd John Barton, fd
Holman ce

DANVILLE

Vermilion Co.)
WDAN 1490 Northwestern Pub- CBS Robert J. Burow, gm Honore Ronan, pd, wd Robert Erickson, fd
1938 250 lishing Company Max Shaffer, cm, sm, pmm, T. G. Magin, ce
WDAN-TV 1500 N. Washington Ave. 1700 sd
WITY 980 Vermilion Bcstg. Corp. Burns- Gilbert E. Metzger, p Eldon Q. Johnson, pd Max Winter, nd
1953 1000 P. O. Box 142 Smith Francis A. Higgins, gm Cecil Higgins, pmm Jos. Salvi, fd
DA-1 1312-1313 William O'Toole, cm Taylor Clawson, ce Elzer Marks, sd

DECATUR

Wacon Co.)
WDZ 1050 WDZ Bcstg. Co. Free & Charles C. Caley, p William F. Miller, pd, nd Harvey C. Alltop, fd
1921 1000-D 265 S. Park St. Peters Frank C. Schroeder, Jr., gm L. E. Mayfield, ce Pauline E. Jones, wd
WSOY 1340 Illinois Bcstg. Co. CBS F. W. Schaub, p Gene Dorsey, pd, pmm Tom Schoendienst, sd
1925 250 Pershing Rd. at Weed Merrill Lindsay, gm, cm Allen L. Doyle, ce Carol Tuschhoff, wd
North Jasper St. 5371 Al Rowe, nd
WSOY-FM Ch. 271 (B) WSOY-FM 1946 102.1mc 31kw

DEKALB

DeKalb Co.)
WLKB 1360 DeKalb Radio Studios George C. Biggar, p, gm, fd Robt. L. Zirk, ce Lois Montgomery Still, wd
1947 500-D 153½ No. Third St. Dick Meier, cm Herb Carrol, nd
DeKalb 6-3485 R. C. Brown, pd

DIKON

(Lee Co.)
WSDR 1240 (see Sterling listing)
1949 100

DUQUOIN

Perry Co.)
WDQN 1580 Leonard M. & Best Leonard F. Johnson, gm Russell Benson, pd Catherine Johnson, wd
1951 250 Leonard F. Johnson Phillip Richardson, cm Favre F. Fike, ce
30½ West Main 1399

EAST ST. LOUIS

St. Clair Co.)
WTMV 1490 On The Air, Inc. Sears & Ayer Alvin O. Eads, p D. Dellamano, pd Truman Mays, fd
1935 250 5th & Broadway Frank J. Prendergast, gm, Erle White, ce Thelma Currat, nd
Upton 44390 cm, pmm Neil Norman, nd, sd

EFFINGHAM

Effingham Co.)
WCRA 1090 Effingham Bcstg. Co. KBS Joseph E. McNaughton, p Lee Hayward, pd Zona B. Davis, nd, wd
1947 250-D 110 N. Banker St. 1090 Jack Armel, gm Tom Mathis, ce
WSEI (FM) Ch. 329 (B) Ill. Bcstg. Co. Merrill Lindsay, gm
1954 95.7mc 20kw Pershing Rd. at N. Jasper St. Decatur, Ill.

NEARLY HALF A BILLION TOTAL SPENDABLE INCOME IN
THE NORTHERN ILLINOIS AREA COVERED BY

BALANCED FARM & INDUSTRIAL INCOME
TOTAL RETAIL SALES—\$385,775,350*
TOTAL FARM INCOME—\$166,684,650*

WLBK

BALANCED LOCAL PROGRAMMING
CONSUMER SPENDABLE INCOME—\$497,186,560*
AVERAGE GROSS INCOME PER FARM —\$24,567.00*
* SRDS—CONSUMER MARKETS—1954—0.5 MV/M AREA

GEORGE C. BIGGAR
Pres. & Gen'l. Mgr.

500 watts-D
DE KALB, ILLINOIS
1360 kc

DICK MEIER
Sales Mgr.

ILLINOIS

City County Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mg slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations
CHICAGO—(Cont'd)					
WEDC 1926	1240 250 SH	Emil Denmark, Inc. 3860 W. Ogden Ave. CRawford 7-4100	Emil Denmark, p Frank J. Kotnour, gm, cm	Bill Mack, pd, pmm, nd Tony Ventrella, sd Serena Notrai, wd
WEFM (FM) 1940	Ch. 238 (B) 99.5mc 30kw	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	Ch. 234 (B) 94.7mc	American Bcstg.-Para- mount Theatres, Inc. 20 N. Wacker Dr. Andover 3-0800		
WBKB (TV)	4.3kw				
WFJL (FM)	Ch. 226 (B) 93.1mc 29kw	Lewis College of Science & Tech.		
WFMF (FM) 1948	Ch. 262 (B) 100.3mc 33kw	Functional Music, Inc. 1313 W. Randolph St. Canal 6-7313	Carl J. Weitzel, p	Peter G. Moon, gm, cm, pd Harry Berg, ce
WFMT (FM) 1951	Ch. 254 (B) 98.7mc 28kw	Gale Bcstg. Co. 221 North LaSalle St. State 2-5668	Bernard Jacobs, p, gm	Harold Bell, cm Norman Pellegrini, pd
WGES 1924	1390 5000 DA-2	Radio Station WGES 2708 Washington Blvd. Sacramento 2-1700	John A. Dyer, p, gm Elizabeth M. Hinzman, cm	Herb Rudolph, pd K. P. Freda, pmm William A. Shunk, ce
WGN 1924	720 50,000	WGN, Inc. 441 N. Michigan Superior 7-0100	MBS Hollingbery	Col. Robert R. McCormick, p Frank P. Schreiber, gm William A. McGuineas, cm	Bruce Dennis, pd Charles A. Wilson, pmm Carl J. Meyers, ce James Dale, nd
WGN-TV				Ralph L. Atlass, p, gm John T. Carey, cm	H. Leslie Atlass, jr., pd Kenneth Shirk, ce
WIND 1927	560 5000 DA-2	WIND, Inc. 400 No. Michigan Ave. Whitehall 4-2170	AM Radio Sales		
WIND-TV					
WJJD 1934	1160 50,000 DA-1 L-KSL	Plough Bcstg. 230 N. Michigan Ave. State 2-5466	Radio TV Reps.	Abe Plough, p Frederick G. Harm, gm Louis J. Frenkel, cm Ralph Blank, pd	Fred Livingston, pmm Walter F. Myers, ce Carl Warner, nd Randy Blake, fd Dick Nesbitt, sd Rosemary Wayne, wd
WLS 1924	890 50,000	WLS, Inc. 2130 Washington Blvd. Monroe 6-9700	ABC Blair	James E. Edwards, p Glenn Snyder, gm Charles Freeman, cm	Harold A. Safford, pd Richard E. Hellyer, pmm Thomas L. Rowe, ce William Small, nd Dixon Harper, fd Martha Crane, wd
WMAQ 1922	670 50,000	National Bcstg. Co. Merchandise Mart Superior 7-8300	NBC NBC Spot Sales	Sylvester Weaver, p(NBC) Jules Herbueaux, gm Rudi Neubauer, slm George Heinemann, pd	John Keys, pmm Howard C. Luttgens, ce William Ray, nd Everett Mitchell, fd John Erp, sd Judith Waller, wd
WNBQ (TV)					
WMAQ-FM 1948	Ch. 266 (B) 101.1mc 24kw				
*WMBI 1926	1110 5000 L-WBT, KFAB	Moody Bible Institute 820 N. LaSalle St. Michigan 2-1570	Dr. William Culbertson, p C. B. Nordland, gm Robert Parsons, pd	John H. Raymond, pmm A. P. Frye, ce H. C. Crowell, evp Don Turner, nd, fd Mrs. Frances Youngren, v
WSBC 1928	1240 250 SH	WSBC Bcstg. Co.		

WGN Delivers — RESULTS! !

Advertiser: Fairbanks, Morse & Co.
Agency: The Buchen Company
Date: October 11, 1954

9:00 A.M. — Agency calls for availabilities.
11:00 A.M. — Advertiser's messages on the air.
10:48 P.M. — 40 announcements had been broadcast.

RESULTS—from WGN and WGN Only:

375 sump pumps sold at \$65 to \$140 each!
Every de-watering pump in stock sold at double that price!
Sold several electric motors!
Sold three standby generators!
Acquired five new dealers!

Results like this could be yours. Call your WGN representative for complete market penetration facts . . . and we do mean complete coverage.

WGN—Reaching more homes per week than any other Chicago station.

A Clear Channel Station
Serving the Middle West

MBS



Chicago Office: 441 N. Michigan Ave., Chicago 11

Chicago 11
Illinois

50,000 Watts

720

On Your Dial



Eastern Sales office: 220 E. 42nd Street, New York 17, N. Y.
for New York City, Philadelphia and Boston

Geo. P. Hollingbery Co. Representatives

Chicago—307 N. Michigan Avenue • San Francisco—625 Market Street
Los Angeles—411 W. 5th Street • New York—500 5th Avenue
Atlanta—223 Peachtree Street

AIRO (Alexander Co.)					
WKRO 1942	1490 250	Oscar C. Hirsch P. O. Box 311 1490	MBS Pearson	Oscar C. Hirsch, p, ce Merrill C. Currier, gm, cm	Clifford Graham, pd Sandow Myers, nd
ANTON (ulton Co.)					
WBYS 1947	1560 250-D	Fulton County Bcstg. E. Linn Limits 1877	KBS	Harold R. Winsor, p Charles E. Wright, gm	Gene Mayall, cm, sm, pmm, sd Jerry Bidle, pd, nd, fd John Stockberger, ce
WBYS-FM 1943	Ch. 265 (A) 100.9mc 0.85kw				
ARBONDALE (ackson Co.)					
WCIL 1946	1020 1000-D	Southern Illinois Bcstg. Partnership 218 West Main St. 167 & 765	Dora Clayton	Paul F. McRoy, p, gm, cm, pd, pmm, ce	Bob Armstrong, nd Roy Freeman, fd Loretta Mondoni, wd
ARMI (White Co.)					
WROY 1948	1460 1000-D	Carmi Bcstg. Co. Box 31 4161	KBS Abe Lincoln Sears & Ayer	Roy Clippinger, p Howard M. Reedy, gm, pmm Frank Cummins, cm, fd	Bill Baker, pd, sd John Greenwood, ce Roy Pall, nd Charlotte Cummins, wd
WROY-FM 1952	Ch. 247 (B) 97.3mc 11.2kw				
ARTHAGE (ancock Co.)					
WCAZ 1922	990 1000-D	Superior Bcstg. Service 520	Sears & Ayer	Lola Compton, p John M. Palmer, gm	Jerry Nutt, pd Wayne Meredith, ce
ENTRALIA (arion Co.)					
WCNT 1946	1210 1000-D	Southern Ill. Bcstg. Box 428 5151	KBS	Carson W. Rodgers, p Merle G. Rogers, gm, cm	Charles Presley, pd Ray Millmaker, ce Pete Brown, nd, sd Joe McVey, fd
WCNT-FM 1948	Ch. 243 (B) 96.5mc 2.45kw				
HAMPAIGN					
WDWS 1937	1400 250	The Champaign News- Gazette Inc. 48 Main St. 6-1855	CBS Meeker	J. A. McDermott, gm Larry Stewart, cm & pd	Robert Brown, ce
WDWS-FM .949	Ch. 248 (B) 97.5mc 27kw				
HARLESTON (oles Co.)					
EIC 1954	1270 1000-D DA-D	The Friendly City Bcstrs. Box 107 2990	KBS	Jack Owens, co-o Jake Goble, gm, fd & sd Earl Strodtbeck, cm	Lloyd McFee, pd Dannette Chapman, pmm William Setliffe, ce Bob Hubbell, nd Dannette Chapman, wd
HICAGO (ook Co.)					
WAAF 1922	950 1000-D	Corn Belt Publishers 221 N. LaSalle St. Randolph 6-1932	Young	Ward A. Neff, p Thomas L. Davis, gm & cm Bill Bauer, pd	Fred Randazzo, pmm Carl Ulrich, ce Mike Rapchak, nd Ed Jacker, ce Mary V. Baker, wd Vince Garrity, sd Margaret H. Foran, wd
WAIT 1934	820 5000 SH	Radio Station WAIT Daily News Plaza Franklin 2-0660	ForJoe	Robert O. Miller, gm, pd Lloyd Webb, cm Ed Reynolds, pmm	
WBEM 1923	780 50,000	Columbia Bcstg. System Inc. 410 Michigan Ave. Whitehall 4-6000	CBC CBS Radio Spot Sales	H. Leslie Atlass, vp & gm E. H. Shomo, asst. gm William F. Miller, cm	Al Bland, pd C. W. Doebler, pmm J. F. Novy, ce Bill Garry, nd Bill Oliver, fd John Harrington, sd Virginia Renaud, wd
WBEM-TV 1940	50000 Ch. 242 (B) 96.3mc 10.5kw				
WCBD 1947	820 5000 SH	(See Zion listing)			
WCFL 1926	1000 50,000 DA-2	Chicago Federation of Labor 666 Lake Shore Dr. Mohawk 4-2400	Stuart	Marty Hogan, gm	Thomas E. Haviland, cm
WCRW 1926	1240 100	Clinton R. White 2756 Fine Grove Ave. Diversey 8-4440		Clinton R. White, o & ce	J. A. White, gm



ROCKFORD -- in ILLINOIS

BEST TEST CITY

in the Midwest

Served—since 1923—by

AM— **WROK** —FM

An ABC Affiliate

2nd IN FOOD SALES

3rd IN POPULATION
IN RETAIL SALES
IN GEN'L. MDSE. SALES
IN DRUG SALES

Most listened-to station in this \$809,333,000 market area

REPRESENTED BY H-R REPS. INC.

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Adams	64,690	19,890	\$72,345	\$15,606	\$1,998	19,607	Logan	30,671	8,190	30,033	6,117	508	8,361
Alexander	20,316	5,960	19,629	3,884	469	4,401	McDonough	28,199	8,910	40,932	8,379	765	9,257
Bond	14,157	4,430	13,697	2,961	166	4,207	McHenry	50,656	16,430	78,068	17,248	1,944	29,581
Boone	17,070	5,180	19,474	4,641	361	6,274	McLean	76,577	23,520	111,384	21,735	2,956	24,274
Brown	7,132	2,180	9,573	1,571	79	2,000	Macon	98,853	32,240	136,728	28,980	2,951	32,701
Bureau	37,711	11,890	36,902	7,319	505	12,944	Macoupin	44,210	13,860	40,114	10,604	808	13,221
Calhoun	6,898	1,790	4,675	957	60	1,730	Madison	182,307	56,670	195,915	55,296	5,015	59,441
Carroll	18,976	6,080	23,336	5,063	149	7,025	Marion	41,700	12,580	42,868	9,072	1,103	12,221
Cass	15,097	4,490	15,831	4,175	411	4,422	Marshall	13,025	4,010	13,169	3,377	198	4,221
Champaign	106,100	29,490	128,154	24,596	4,232	33,331	Mason	15,326	4,920	19,476	4,116	460	5,071
Christian	38,816	12,180	38,494	8,866	732	11,881	Massac	13,594	4,060	8,967	2,048	305	5,171
Clark	17,362	5,340	17,946	3,490	274	5,254	Menard	9,639	3,000	7,733	1,710	144	3,301
Clay	17,445	5,360	14,379	2,432	252	5,057	Mercer	17,374	5,290	17,088	3,553	299	5,671
Clinton	22,594	6,450	18,837	4,333	188	6,414	Monroe	13,282	3,900	12,089	2,229	133	4,301
Coles	40,323	12,860	53,636	10,609	1,092	12,770	Montgomery	32,460	10,410	32,880	7,679	549	9,301
Cook	4,508,792	1,392,240	6,490,654	1,353,178	190,674	1,179,672	Morgan	35,568	9,540	46,480	8,447	941	10,001
Crawford	21,137	6,900	21,006	4,725	414	7,455	Moultrie	13,171	3,920	12,212	2,330	163	3,301
Cumberland	10,496	3,150	5,909	1,432	102	2,910	Ogle	33,429	10,650	41,302	10,608	848	12,221
DeKalb	40,781	12,480	54,432	11,025	1,558	15,391	Peoria	174,347	53,900	235,638	53,459	6,340	57,121
De Witt	16,894	5,420	19,883	4,174	375	5,721	Perry	21,684	6,560	18,228	4,714	449	6,071
Douglas	16,706	5,130	18,329	4,484	332	5,785	Piatt	13,970	4,290	12,285	2,757	272	4,501
Du Page	154,599	48,460	173,848	52,560	5,502	66,391	Pike	22,155	6,780	17,055	4,521	271	6,601
Edgar	23,407	7,480	25,234	5,309	777	7,396	Pope	5,779	1,500	1,893	388	26	1,301
Edwards	9,056	2,770	9,679	1,495	111	2,695	Pulaski	13,639	3,620	5,384	1,573	157	2,401
Effingham	21,675	6,210	29,960	5,201	401	6,416	Putnam	7,746	1,430	3,848	867	34	1,601
Fayette	24,582	7,120	18,566	3,441	328	6,808	Randolph	31,673	8,270	30,952	7,529	579	8,401
Ford	15,901	4,980	19,521	4,134	411	5,694	Richland	16,889	5,480	18,222	3,791	380	5,201
Franklin	48,685	15,420	35,112	10,210	804	12,249	Rock Island	133,558	41,480	172,056	41,496	5,077	47,301
Fulton	43,716	14,070	41,799	11,052	972	14,480	St. Clair	205,995	61,920	215,784	57,015	4,953	62,601
Gallatin	9,818	2,630	8,423	1,763	118	2,119	Saline	33,420	10,400	33,384	7,239	722	8,201
Greene	18,852	5,740	17,057	4,295	360	5,365	Sangamon	131,494	42,200	185,818	37,595	6,030	42,101
Grundy	19,217	5,940	21,749	5,651	346	6,873	Schuyler	9,613	3,150	7,272	1,871	106	2,301
Hamilton	12,256	3,620	7,516	1,644	215	2,934	Scott	7,245	2,280	7,038	1,606	101	2,101
Hancock	25,790	8,250	24,095	5,376	433	8,435	Shelby	24,434	7,620	20,684	4,940	417	7,201
Hardin	7,530	1,930	4,285	1,420	116	1,209	Stark	8,721	2,670	7,209	1,797	143	2,901
Henderson	8,416	2,530	8,202	1,824	77	2,589	Stephenson	41,595	13,160	52,615	11,428	953	14,301
Henry	46,492	15,010	60,632	12,978	1,341	16,004	Stazewell	76,165	24,300	64,408	17,190	859	27,401
Iroquois	32,348	9,930	38,008	7,827	601	11,423	Union	20,500	5,310	14,423	3,440	315	4,601
Jackson	38,124	11,150	37,943	8,250	778	10,266	Vermillion	87,079	26,700	105,181	22,691	3,570	28,201
Jasper	12,266	3,690	9,256	2,029	62	3,478	Wabash	14,651	4,530	16,235	3,586	290	4,701
Jefferson	35,892	11,190	35,233	6,682	648	10,180	Warren	21,981	6,860	26,915	4,919	442	7,001
Jersey	15,264	4,430	12,413	2,895	342	4,049	Washington	14,460	4,400	11,933	2,335	122	4,501
Jo Daviess	21,459	6,350	21,227	4,803	400	6,796	Wayne	20,933	6,230	19,009	3,685	264	5,701
Johnson	8,729	2,380	4,248	1,012	60	2,057	White	20,935	6,370	19,551	4,147	446	6,201
Kane	150,388	44,720	232,624	55,263	6,523	53,253	Whiteside	49,336	15,470	60,241	13,832	1,466	18,201
Kankakee	73,524	18,860	103,940	20,223	2,494	23,043	Will	134,336	40,110	171,361	45,941	4,700	47,001
Kendall	12,115	3,730	13,169	3,637	212	4,680	Williamson	48,621	15,310	39,050	10,300	906	12,001
Knox	54,336	17,320	78,732	16,803	2,109	18,733	Winnebago	152,385	49,250	233,928	54,723	6,104	60,401
Lake	179,997	52,950	198,322	51,215	5,140	70,644	Woodford	21,335	6,410	22,751	4,629	270	7,401
La Salle	100,610	30,770	131,396	33,384	3,255	33,263							
Lawrence	20,539	6,150	16,976	3,909	386	6,332							
Lee	36,451	9,780	39,270	8,853	837	11,308							
Livingston	37,809	10,920	38,590	7,802	661	12,398							

Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction uncensored; automobiles supplied by state

DIRECTORY OF AM AND FM STATIONS

City	County	Call Letters	Established	Chan. or Freq.	Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations
ALTON	(Madison Co.)	WOKZ	1948	1570	1000-D	Edward N. Palen Hotel Stratford Alton 5-5506	KBS	Edward N. Palen, p, gm W. Eccles Huff, cm Clyde H. Wiseman, Jr., pd & sd	Lloyd C. Smith, pmm Nicholas Bono, ce Allen E. Riehl, nd, fd Mrs. Myrtle Gaines, wd
AURORA	(Kane Co.)	WMRO	1938	1280	250-D	Martin R. O'Brien 184 S. River St. 4215	Martin R. O'Brien, o. & mgr., nd Vincent G. Cofey, cm & sd	Kay Good, pd Jeanne M. Doran, pmm John R. Kitner, ce Ray Pointer, fd LaDonna Tweedy, wd
BELLEVILLE	(St. Clair Co.)	WIBV	1947	1260	1000-D	Belleville Bestg. Co. 2100 West Main St. Adams 3-5000	Indie Sales	John W. Lewis, p, gm Clarence J. Keller, cm, pmm	William C. Bailey, pd Marvin M. Mollring, ce Ralph Clark, Jr., nd Joseph Wesley, fd Anthony Adrignola, sd Gladys Hartleb, wd
BLOOMINGTON	(McLean Co.)	WJBC	1924	1230	250	Bloomington Bestg. Corp. 209 E. Washington St. 5-2078	ABC, Rambeau	Loring C. Merwin, p Warner C. Tidemann, gm	Fred Muxfeld, asst. m & pd Fred Bailey, ce Keith Bright, nd Don McKellar, sd
		WJBC-FM	1924	Ch. 268(B) 101.5 mc 15.5 kw					

Data corrected to Dec. 15, 1954. 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. Complete key to abbreviations, page 6.

IDAHO FALLS
(Sonneville Co.)

KID 1928 KID-TV	590 5000-D 1000-N DA-N	Idaho Radio Corp. P. O. Box 701 East 17th St. 3 or 4	CBS Gill Perna	C. N. Layne, gm Leonard Wasden, cm Leo Highan, pd, pmm	Carroll Secrist, ce	
KIFI 1946	1400 250	Eastern Idaho Bcstg. & Tv Co. P. O. 581	ABC, MBS Intermountain Avery-Knodel	J. M. Brady, gm J. L. Thomas, cm Hal Simmons, pd	Robert Fleming, pmm George Stone, ce Robert Higgins, fd	Keith Clarke, sd Darlene Latham, wd

EWISTON
(Iez Perce Co.)

KLER 1953	740 250-D	Cole E. Wylie 2829 Country Club Dr. 3-5558	McGillvra	Cole E. Wylie, o William C. Rhoades, m	Robert O. Edwards, pd Gene Wilson, ce	Irving Faling, fd
KRLC 1935	1350 1000 DA-N	H. E. Studebaker Lewis-Clark Hotel 3-1551	MBS Don Lee Weed, Moore & Lund	H. E. Studebaker, p Donald Thomas, gm Tom Decker, asst. m. Alben Nelson, pd	William Neumann, ce Jack Clifford, nd	Kermit Hovey, fd Ann Tussing, wd

OSCOW
(atah Co.)

KRPL 1947	1400 250	Latah County Bcstrs. P. O. Box 396 Moscow 2283	KBS Biddick Moore & Lund	Roy Anderson, p Gale L. Mix, II, cm, sd John P. Mix pd	Berton L. Anderson, ce	James H. New, nd
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AMPA
(anyon Co.)

KFXD 1930	580 5000 DA-N	Frank E. Hurt & Son Box 891 6-4611	MBS Inter-mountain Avery-Knodel	Edward Hurt, p	Doyle Cain, cm	Gilbert Rose, ce
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POCATELLO
(annock Co.)

KSEI 1926	930 5000 DA-N	Radio Service Corp. Hotel Whitman Box 31 4000	NBC Great Western Weed	Henry H. Fletcher, p, gm, cm Ruthe A. Fletcher, pd, wd	Olive M. Leene, pmm Ellis W. Call, ce	John Hardaway, nd, fd, sd
KSEI-FM 1947	Ch. 243 (B) 96.5mc 1.8kw					
KWIK 1946 KWIK-TV	1240 250	Pocatello TV Corp. 1140 Yellowstone Ave. 1240, 3400	ABC, CBS KBS, MBS, Intermountain Avery-Knodel	Robert S. Howard, p John R. Taylor, gm Roger L. Hagadone, cm	J. Bert Godfrey, pd Joy Morrison, pmm Julian Dennis, ce	Eddie Keim, sd

RESTON
(ranklin Co.)

KPST 1948	1340 250	Voice of the Rockies Box 192 600	KBS Continental	Rulon Dunn, gm M. S. Stocking, cm, pd	D. A. Nash, Jr., ce, sd Bill McMurdie, nd	Marion Stocking, wd
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EXBURG
(adison Co.)

KRXK 1950	1230 250	Snake River Radio & TV Co. Inc. Box 467 700 & 701	KBS Western Radio Sales	Dr. M. F. Rigby, p Merrill L. Skinner, gm, cm & sd	James G. Clawson, pd, nd & fd	Merrill Andrus, ce Dawna Merrill, wd
KRXK-FM 1950	Ch. 229 (B) 93.7mc 16kw					

ANDPOINT
(onner Co.)

KSPY 1949	1400 250	Bauer Bcstg. Co. P. O. Box 431 555	KBS Continental Moore & Lund	Norman E. Bauer, p, gm, cm, sd	Watt Moreland, Jr., pd, nd Ione M. Bauer, pmm, wd	Wm. R. Frey, ce Ian Grove, fd
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WIN FALLS
(win Falls Co.)

KEEP 1945	1450 250	Radio Sales Corp. Blue Lake Blvd. No. 3002	CBS Gill-Perna	Spencer D. Grow, p Kenneth W. Montgomery, gm	Richard Bingham, pd, sd Harold Gilson, ce	Lee Young, wd
KLIX 1946 KLIX-TV	1310 1000 DA-2	Southern Radio Bcstg. & TV Co. Elizabeth Blvd. 2820	ABC, MBS Intermountain, Avery-Knodel	Frank C. McIntyre, vp, gm Juneau H. Shinn, cm Don Allen, pd	Bill Folsom, pmm Don Cedarstrom, ce Bob Gilliam, nd	Holly Houfburg, fd Joe Clements, sd
KTFI 1928	1270 5000-D 1000-N	Radio Bcstg. Corp. 241 Main Ave. W. 2400	NBC Great Western Weed	Florence M. Gardner, p, gm, cm Lenore Parker, pd	L. O. Parker, pmm Marvin Hartley, ce	D. Day, nd Jack Farrar, fd, sd
KTFI-FM 1947	Ch. 259 (B) 99.7mc 3kw					

VALLACE
(Shoshone Co.)

KWAL 1938	620 1000 DA-N	Metals Bcstg. Co. Box 930 8-2111	MBS Holman	R. Lee Black, p, gm Thomas R. Lantry, cm	Wesley E. Roberts, pd, sd Jane Adams, pmm	Joseph E. Martin, ce Jane Cantrell, nd, wd
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WEISER
(Washington Co.)

KWEI 1948	1240 250	Inland Bcstg. Box 791 700	Mervin V. Ling, p, gm George MacDonald, cm	Edwin C. Miller, pd, pmm, ce	Don Quigley, sd Marilyn Fox, wd
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ILLINOIS

WTAD 1926 WHQA-TV	930 5000-D 1000-N DA-N	Lee Bcstg. Inc. W. C. U. Bldg. 6200	CBS Weed	Lee P. Loomis, p Walter J. Rothschild, gm & sim Merritt Milligan, pd	Dick Moore, pmm J. E. Gray, ce Don Nicholson, nd	Dick Faler, fd Bill Crews, sd Mrs. Marian Milligan, wd
WTAD-FM 1948	Ch. 248 (B) 99.5mc 27kw					
ROCKFORD <i>(Winnebago Co.)</i>						
WRWK 1929	1440 1000-D 500-N	Rockford Bcstrs. Rockford News Tower 2-6621	ABC H-R Reps.	E. Kenneth Todd, p John J. Dixon, gm, cm Maurice P. Owens, pd, sd	Betty L. Thro, pmm Maurice Nelson, ce Bob Edell, nd	Don Bowton, fd Florence Shugars, wd
WRWK-FM 1949	Ch. 248 (B) 97.5mc 16kw					
WRRR 1953	1330 1000-D DA-D	Rock River Bcstg. 113 South Court St. 8-2263	Radio TV Reps.	Boyd Phelps, evp & ce L. O. Fitzgibbons, gm H. I. Tingley, cm	Rick Edwards, pd Mike Siman, nd	Myron Smith, fd Rita Wright, wd
ROCK ISLAND <i>(Rock Island Co.)</i>						
WHBF 1925 WHBF-TV	1270 5000 DA-N	Rock Island Bcstg. Co. 231 18th St. Telco Bldg. Rock Island 6-5441	CBS Avery- Knodel	Ben H. Potter, p Leslie C. Johnson, vp, gm Ted Arnold, sim	Frank S. Hicks, pd Miss Fern Hawks, pmm	Robert J. Sinnett, ce Wm. Ellison, nd
WHBF-FM 1947	Ch. 225 (B) 98.9mc 37kw					
PARTA						
WHCO (CP)	1230 250	Hirsch Communication Engr. Corp. 324 Broadway Cape Girardeau, Mo.				
SPRINGFIELD <i>(Sangamon Co.)</i>						
WCVS 1924	1450 250	WCBS, Inc. 523 E. Capitol Ave. 9855	ABC, MBS Sears & Ayer	Harold L. Dewing, p C. W. Neeld, gm, pd & pmm	Richard L. Ashenfelter, ce Kenneth E. Spengler, nd, sd	Jim McKinney, sd
WMAV 1950	970 1000-D 500-N DA-2	Lincoln Bcstg. Co., 711 Myers Bldg. 4-1766	NBC Pearson	Gordon Sherman, p, gm & cm Syl Binkin, pd	Mel Kampe, pmm Melvin Feldman, ce Robert Brown, nd	Bernie Waterman, sd Peggy Irving, wd
WTAX 1930	1240 250	WTAX Inc. US 66 and East Cook St. 2-4441	CBS Weed	Oliver J. Keller, p, cm John W. Midgley, pd Bill Miller, pmm	E. C. Swaringen, ce Glen Farrington, nd Spizz Singer, fd	S. T. Harbison, sd LaVerne Best, wd
WTAX-FM 1948	Ch. 279 (B) 103.7mc 6.7kw					
TERLING <i>(Whiteside Co.)</i>						
WSDR 1949	1240 100	Blackhawk Bcstg. Corp. Lawrence Bldg. Sterling 3400		Sam Bartlett, p & gm, fd Lillian Bartlett, cm Johnny Rohwer, pd	Ed Fisher, ce Victor Korte, nd	Bob Feller, sd Mary Ellen Christy, wd
TREATOR <i>(MacSalle Co.)</i>						
WIZZ 1953	1250 500-D DA-D	Streator Bcstg. Co. P. O. Box 431 4147	Best	Stephen P. Bellinger, mgng. ptr Vernon R. Nunn, gm	Jack Dill, cm Ed Fehl, ce Mike Lewanowitz, nd	Eddie Daubs, fd George Fornero, sd Lura Kiesa, wd
AYLORVILLE <i>(Christian Co.)</i>						
WTIM 1952	1410 1000-D DA-D	Moyer Bcstg. Co. 481 (Box) 1410	Continental Sales	Roger L. Moyer, p James C. Hilderbrand, gm, cm	Kester D. Pollock, pd, nd, sd Keith W. Moyer, pmm	Mike Herrington, ce Cliff Love, fd Joan Scott, wd
URBANA <i>(Champaign Co.)</i>						
WILL 1922	580 5000-D DA-D	University of Illinois 1010 S. Wright 7-6611		Lloyd Morey, p Frank E. Schooley, gm John Regnell, pd	Pat Jordan, pmm John R. Brugger, ce Don Brown, nd	John Weidert, fd Mike Walden, sd Jessie Heathman, wd
*WILL-FM 1941	Ch. 215 90.9mc 300kw					
WKID 1948	1580 250-N	WKID Bcstg. Co. Box 192 75431	Pearson	Allen Embory, p, gm Chas. Loufek, cm	James Duryed, ce	Steve Austin, sd

Maximum Audience
at Minimum Cost!

WTAX

CBS RADIO Affiliate

Represented by Weed & Company

Year after year Hooper has shown WTAX for in front in Springfield, Illinois.

Its average audience exceeds that of the other Springfield stations combined.

Hooper Radio Index
Springfield, Ill., City Zone
October 1954

	Morning	Afternoon	Evening
WTAX	44.7	50.8	46.7
Sta. B	17.4	18.8	25.0
Sta. C	22.4	10.9	15.6

*Daytime Monday thru Friday. Other stations reported ranged from 1.9 to 4%

ILLINOIS

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
WAUKEGAN (Lake Co.)	WKRS 1949	1220 1000-D DA-D	News-Sun Bestg. Co. Inc. P. O. Box 500 Delta 6-7900	McGillvra	F. Ward Just, p Joseph E. Kirby, gm, cm, pmm & sd	Bob Sorenson, pd Stanley Chadwick, ce Don Raddcliffe, nd Christine E. Sorenson, wd
WEST FRANKFORT (Franklin Co.)	WFRX 1951	1300 1000-D	Pyramid Radio Bestg. TV Corp.	Indie Sales	Dr. G. W. Lambert, p Robert Veach, gm, cm & sd	Billy E. Spangler, pd, pmm & nd Everette T. Kennedy, ce & fd Mary Jane Box, wd
ZION (Lake Co.)	WCBD 1947	820 5,000-SH	Michael J. Mintern 2714 Enoch Ave. 521		Michael J. Mintern, mng. d	Carl Q. Lee, cm

INDIANA

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Possess Cars 1953
Adams	22,393	6,300	\$ 24,087	\$ 5,326	\$ 452	7,807	Marion	551,777	177,930	841,320	173,881	35,616	194,7
Allen	183,722	58,450	266,640	56,281	7,938	65,773	Marshall	29,468	9,140	37,941	6,968	701	10,5
Bartholomew	36,108	13,040	35,498	8,597	873	13,455	Martin	10,678	2,970	6,295	1,850	208	2,6
Benton	11,462	3,340	13,190	2,645	345	3,762	Miami	28,201	9,010	28,803	6,673	666	10,3
Blackford	14,026	4,290	16,706	3,835	490	4,949	Monroe	50,080	10,330	43,021	10,114	1,640	16,0
Boone	23,993	7,940	32,602	5,978	880	8,616	Montgomery	29,122	9,330	33,382	7,481	825	10,1
Brown	6,209	1,490	2,612	972	51	1,883	Morgan	23,726	7,250	22,202	5,942	474	8,5
Carroll	16,010	4,970	14,482	3,434	230	5,887	Newton	11,006	3,390	13,015	2,595	403	3,7
Cass	38,793	11,650	50,254	8,623	1,528	13,027	Noble	25,075	7,750	32,901	6,471	647	9,3
Clark	48,330	15,180	37,440	11,093	862	15,093	Ohio	4,223	1,250	2,963	709	44	1,2
Clay	23,918	7,580	18,394	5,246	542	7,362	Orange	16,879	4,930	11,937	3,225	464	4,5
Clinton	29,734	9,450	32,390	6,703	800	10,438	Owen	11,763	3,490	7,439	1,979	213	3,7
Crawford	9,289	2,450	5,120	1,123	99	2,359	Parke	15,674	4,600	12,050	2,822	341	5,4
Daviess	26,762	7,570	26,318	5,490	571	7,347	Perry	17,367	4,710	14,661	3,758	356	4,5
Dearborn	25,141	7,390	27,251	7,700	596	8,334	Pike	14,995	4,270	12,181	3,135	92	4,4
Decatur	18,218	5,320	18,511	3,734	372	6,041	Porter	40,076	12,360	40,962	10,185	1,069	14,1
De Kalb	26,023	8,200	25,200	6,451	538	9,746	Posey	19,818	5,590	17,270	3,848	255	6,1
Delaware	90,252	28,860	98,226	21,632	3,076	31,935	Pulaski	12,493	3,660	14,131	2,852	265	4,2
Dubois	23,785	6,350	24,706	4,395	534	6,818	Putnam	22,950	6,370	24,976	4,770	608	6,5
Elkhart	84,512	26,540	115,445	24,911	3,553	33,244	Randolph	27,141	8,800	35,843	6,202	794	9,9
Fayette	23,391	7,120	29,126	6,911	883	7,722	Ripley	18,763	5,390	20,592	4,642	518	6,0
Floyd	43,955	13,800	48,612	11,844	1,167	13,907	Rush	19,799	5,760	20,989	3,728	390	6,5
Fountain	17,836	5,650	17,609	3,756	476	6,048	St. Joseph	205,058	63,800	304,668	63,423	8,003	72,7
Franklin	16,034	4,150	10,226	2,382	98	4,548	Scott	11,519	3,580	13,147	3,603	179	3,7
Fulton	16,565	5,280	21,751	3,904	484	6,140	Shelby	28,026	9,020	30,003	6,374	708	9,8
Gibson	30,720	9,420	35,844	7,849	563	9,412	Spencer	16,174	4,270	12,721	2,442	330	4,3
Grant	62,156	19,070	65,537	14,723	2,040	20,700	Starke	15,282	4,620	18,620	3,787	159	5,9
Greene	27,886	8,670	22,275	6,089	634	8,540	Steuben	17,087	5,430	23,531	4,881	514	6,1
Hamilton	28,491	9,110	28,664	5,725	658	10,871	Sullivan	23,667	7,390	20,378	5,438	410	7,0
Hancock	20,332	6,760	19,243	4,868	413	7,620	Switzerland	7,599	1,990	4,214	1,024	99	2,1
Harrison	17,858	4,810	11,683	2,278	150	5,229	Tiptecanoe	74,473	21,880	87,010	19,013	3,326	22,5
Hendricks	24,594	7,770	16,539	3,434	691	9,617	Tipton	15,566	4,690	11,935	2,918	316	5,5
Henry	45,505	13,620	46,635	13,381	1,213	16,078	Union	6,412	1,830	6,303	1,498	172	2,1
Howard	54,498	17,310	61,614	13,423	1,781	19,318	Vanderburgh	160,422	50,890	202,575	43,741	7,083	50,8
Huntington	31,400	9,960	37,099	8,518	939	11,232	Vermillion	19,723	6,760	18,711	4,946	481	6,1
Jackson	28,237	8,360	30,901	6,714	500	8,712	Vigo	105,160	33,560	127,662	27,949	3,816	31,3
Jasper	17,031	5,040	18,567	4,178	310	5,504	Wabash	29,047	9,170	30,953	6,598	957	10,3
Jay	23,157	7,310	21,589	5,048	489	8,373	Warren	8,535	2,590	4,571	1,239	90	2,9
Jefferson	21,613	5,820	20,379	4,395	687	5,835	Warrick	21,527	6,350	18,997	4,686	309	6,6
Jennings	15,250	3,800	10,791	2,658	175	4,054	Washington	16,520	4,760	20,214	2,440	251	5,2
Johnson	26,183	8,290	25,605	6,161	830	12,143	Wayne	68,566	21,080	90,181	18,375	2,605	23,2
Knox	43,415	13,110	51,145	10,751	1,273	12,343	Wellis	19,564	6,140	20,102	4,489	341	7,3
Kosciusko	33,002	10,480	38,955	8,895	862	12,599	White	18,042	5,750	17,545	3,597	689	6,5
La Grange	15,347	3,640	11,478	2,731	239	4,415	Whitely	18,828	6,070	21,391	4,418	436	7,4
Lake	368,152	109,280	498,675	123,596	12,519	118,034							
La Porte	76,808	23,620	90,549	23,116	2,200	21,471							
Lawrence	34,346	9,590	33,218	7,751	928	10,850							
Madison	103,911	33,410	116,028	27,008	3,866	36,712							

Note: Population 1950 Census; radio families Standard Audit & Measureme Services Inc.; food, drug and retail sales, copyright 1954, Sales Manag ment; further reproduction unlicensed; automobiles supplied by stat

DIRECTORY OF AM AND FM STATIONS

ANDERSON (Madison Co.)	WCBC 1947	1470 1000-D	Civic Bestg. Corp. 204 Tower Bldg. 3-5321	KBS Best	Paul E. Billheimer, p Worth S. Rough, gm	John W. Snider, pd	Marvin D. Carmony, ce
	WBHU 1923	1240 250	Anderson Bestg. Corp. 640 Citizens Bank Bldg. 7791	ABC CBS Boiling	C. Bruce McConnell, p John R. Atkinson, gm	E. R. McCord, pd Earl Powless, pmm	Maury Kirk, nd Erma McCord, wd
BEDFORD (Lawrence Co.)	WBIW 1948	1340 250	Radio Bedford, Inc. P. O. Box 472 Radio Farm 4421	MBS Grant	William C. Smith, Jr., p, gm Mrs. Louise Klumpp, cm	Claude Parsons, pd Carl J. Finger, ce Roger Fricke, nd, sd	Roy Hyden, fd Abbie Heitger, wd

Data corrected to Dec. 15, 1954. If executives or services for FM are same as AM affiliate, names are not repeated.
 FM's in italic. N—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Day, DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

LOOMINGTON

(Monroe Co.)

WFU (FM) Ch. 279 (B) Trustees of Indiana U.
103.7mc
33kw

WTTS 1370 Sarkes Tarzian, Inc. ABC Sarkes Tarzian, p C. Raymond Bartlett, cm Red Latimer, sd
1949 5000-D 535 S. Walnut St. Meeker Glenn Van Horn, gm Carl Onken, ce

NTTV (TV) 500-N 2-3366
DA-2

MONROEVILLE

(Franklin Co.)

WBNL 1540 Boonville Bcstg. Co. KBS H. C. Sanders, co-o, gm, ce Owen Guthrie, cm C. K. Kleinlien, nd
1950 250-D Lynnville Rd. Indiana Net. Norman Hall, co-o, pd & sd Dave Gentry, fd Geraldine Boardman, wd
980 Continental Radio Sales John Powell, pmm

MONTICELLO

(Atholomew Co.)

WCSI 1010 Syndicate Theatres, Inc. Rambeau Joseph P. Finneran, p Margaret Wells, pd, wd Stuart Snyder, nd
1950 250-D 55½ E. Court St., Franklin, Ind. Dick Jewell, gm, cm Max Cockley, ce Bob Banko, sd
Franklin 1057

MONTICELLO

(Wayne Co.)

VCNB 1580 News-Examiner Co. Gill-Perna E. M. Jackson, gm, cm & nd Earl Thompson, ce
1948 250-D 406 Central Ave. 1950 R. T. Underwood, pd, pmm & sd

VCNB-FM Ch. 262 (B)
100.3 mc
10 kw

MONTICELLO

(Montgomery Co.)

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

MONTICELLO

(Franklin Co.)

VCMR (FM) Ch. 236 (B) Clarence C. Moore
(CP) 95.1mc
4.4kw

VTRC 1340 Truth Publishing Co. NBC John Dille, Jr., p Don McFall, gm Don Freed, cm
1931 250 116 S. 2nd St.

VSJV (TV) 3-1960

VTRC-FM Ch. 264(B)
100.7mc
9.7kw
1947

MONTICELLO

(Anderson Co.)

VEOA 1400 Consolidated Television & Radio Broadcasters CBS Harry M. Bitner, Sr., ch Ray Lasher, pmm Don Beecher, fd
1936 250 Inc. Katz Harry M. Bitner, Jr., p William Schultz, ce Paul Blair, sd
24 N.W. Third St. Don Menke, gm, cm F. Courtney Smith, nd Justine Johnson, wd
4-9215 Michael Finn, pd

VGBF 1280 On The Air Inc. NBC Alvin Eades, p Mrs. Pat Roper, pd Gene Crawford, nd, fd
1923 5000-D 1001 Diamond Ave. Weed Martin L. Leich, evp, gm, Del Greenwood, pmm Marvin Bates, sd
1000-N Erwin P. Schoeny, ce Lois Freeman, wd
DA-N

WMLL (FM) Ch. 233(B) (WGBF, AM affiliate)
1941 94.5mc
25kw

VIKY 320 South Central Bcstg. Pearson John A. Engelbrecht, p, gm, George F. Stoltz, ce Ken McCutcheon, fd
1947 250-D Corp. 1162 Mt. Auburn Rd. cm, pd, pmm George Van Horn, nd
P. O. Box 148
4-8284

VIKY-FM Ch. 281 (B)
104.1mc
19kw

WJPS 1330 WJPS, Inc. ABC Robert S. Davis, p Charles Caldwell, pd, pmm Russell Wood, fd
1948 5000-D 206 Main St. Hollingbery Jack McLean, gm, cm, sd James Jared, ce Mari Lou Berry, wd
1000-N Verne Paule, nd
DA-2

MONTICELLO

(Allen Co.)

WANE 1450 Radio Ft. Wayne, Inc. CBS C. Bruce McConnell, p Doug Hadley, pd Dick Lee, nd
1948 250 1205 Fort Wayne Bank Bldg. Charles E. Kennedy, sm James Voors, pmm Bob Hill, sd
WANE-TV Anthony 6212 Merlin Smith, cm Gene Humphrey, ce June Hadley, wd

WGL 1250 The News Sentinel ABC Miss Helene R. Foellinger, Mrs. Dorsey Roth, pmm Len Davis, sd
1924 1000 Bcstg. Co. Inc. Headley-Reed p Damon Wilson, ce
DA-2 201 West Jefferson St. Eastbrook 3366 Merrill C. Johnson, gm, cm

WKJG 1380 Northwestern Indiana MBS Clarence L. Schust, p Calo Mahlock, pd Wayne Rothgeb, fd
1947 5000 Bcstg. Co., Inc. Raymer Edward G. Thoms, gm Wilson Schroeder, pmm Hilliard Gates, sd
WKJG-TV DA-2 220 E. Jefferson St. Anthony 2295 Carleton B. Evans, cm Eugene A. Chase, ce

WKJG-FM Ch. 291(B)
106.1mc
30kw
1947

WOWO 1190 Westinghouse Bcstg. Co. NBC Chris J. Witting, p (WBC) Guy S. Harris, pd Ernie Ashley, nd, sd
1926 50,000 124 W. Washington Free & Peters Carl W. Vandagriff, gm Hilda C. Woehrmeyer, pmm Jay Gould, fd
DA-N Anthony 2136 H. D. Longworth, cm Bruce H. Ratts, ce Jane Weston, wd

MONTICELLO

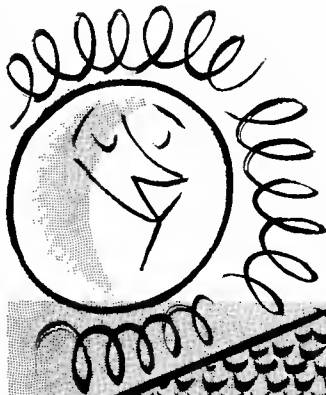
(Clinton Co.)

WLO 1570 Radio Frankfort KBS George A. Foulkes, gm
1953 250-D 52½ E. Washington St. Best 3338

INDIANA

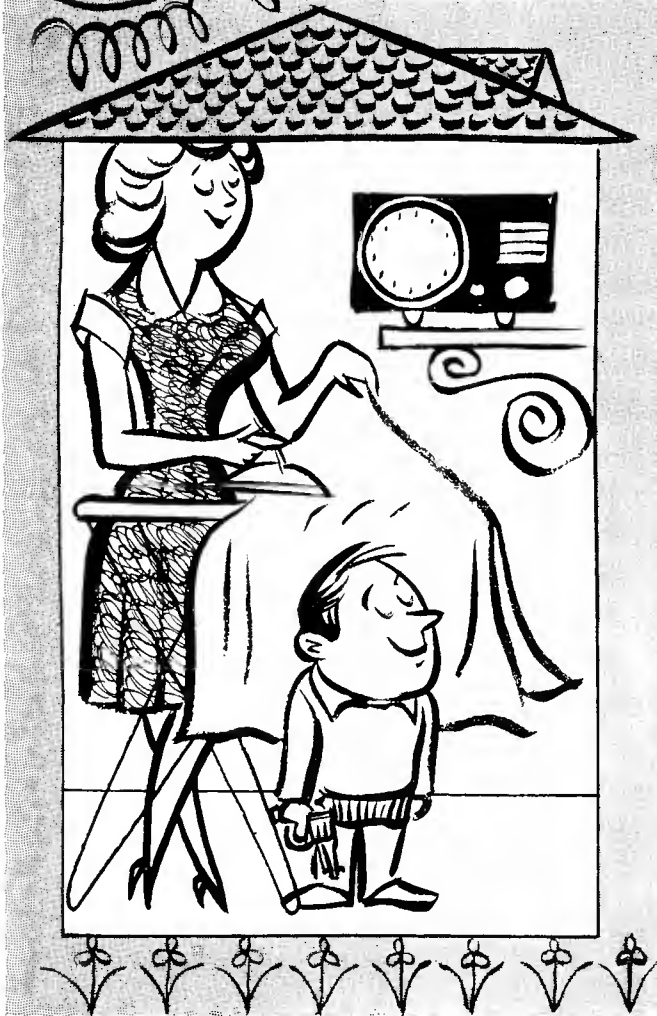
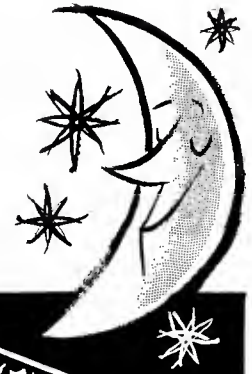
City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales M sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	
GARY (Lake Co.)						
WGRY 1950	1370 500-D	WGRY, Inc. 734 Washington St. 5-7511	Indie Sales	George M. Whitney, p & gm, cm	Jack Smith, pd & nd Quintette McDuffie, ce	A. B. Gibson, fd Nancy Klotz, wd
WWCA 1949	1270 1000 DA-1	Lake Bcstg. Company 578 Broadway 6-9171	Pearson	Dee O. Coe, p, gm Todd Branson, pd Sam Weller, pmm	Victor Voss, ce Hal Roche, nd	Tom Watts, nd Patt Patterson, fd
GOSHEN (Elkhart Co.)						
WKAM 1954	1460 500-D	Kosciusko Bcstg. Corp. 612 W. Pike St. 1219	KBS Holman	J. W. Autenrieth, Jr., p, gm A. S. Bernstein, gm	William Holsinger, cm Elsie Wiest, pd, wd Larry Martin, nd	Robert J. Norwood, ce, sd Doris Knight, wd
HAMMOND (Lake Co.)						
WJOB 1928	1230 250	South Shore Bcstg. Corp. 449 State St. Sheffield 8400	McGillvra	Robert C. Adair, p, gm, cm Jerry D. Mitchell, pd, fd	Earl Vieaux, pmm Jess Peters, ce	Harold Harris, nd John Highberger, sd
WJOB-FM 1948	Ch. 222 (B) 92.3mc 3.1kw					
INDIANAPOLIS (Marion Co.)						
WFBM 1924 WFBM-TV	1260 5000 DA-N	Consolidated Tv & Radio Bcstrs. Inc. 1330 N. Meridian St. Melrose 4-8521	CBS Katz Agency	Harry M. Bitner, Sr., ch Harry M. Bitner, Jr., p William F. Kiley, vp, gm Robert Yeager, pd	Bernard Carney, pmm Harold Holland, ce Gilbert Forbes, nd	Harry Martin, fd Tom Carnegie, sd Ann Wagner, wd
WIBC 1938	1070 50,000-D 10,000-N DA-2	WIBC, Inc. 30 West Washington St. MElrose 4-2305	MBS Blair	R. M. Fairbanks, p & gm Gil Berry, cm William L. Dean, pd & pmm	Robert W. Minton, ce Gordon Graham, nd Harry Andrews, fd	Wm. Fox, Jr., sd Joan Evans, wd
WIRE 1924	1430 5000 DA-N	Indianapolis Bcstg. Co. Inc. 307 N. Pennsylvania St. MElrose 5-1541	NBC Free & Peters	Eugene C. Pulliam, p Willard C. Worcester, vp & gm Daniel C. Park, cm	M. Wayland Fullington, pd Richard L. Higgs, pmm Eugene E. Aiden, ce Donald Bruce, nd	Allen Jeffries, nd Charles Brockman, sd Paula Carr, wd
WISH 1941 WISH-TV	1310 5000-D 1000-N DA-N	Universal Bcstg. Co. Inc. 1440 N. Meridian St. MElrose 4-6411	ABC Bolling Co.	C. Bruce McConnell, p Robert B. McConnell, gm Robert F. Ohleyer, cm	William Frosch, pd Jim Buck, pmm	Stokes Gresham Jr., ce Luke Walton, sd
WXLW 1948	950 5000-D DA-D	Radio Indianapolis Inc. 3003 Kessler Blvd. Hickory 6494	Pearson	Lyman S. Ayers, p Robert D. Enoch, vp & gm	Greg Smith, pd Norbert Goetzinger, ce	John Randall, nd
JASPER (Dubois Co.)						
WITZ 1948	990 1000-D	Jasper On The Air, Inc. Box 187 878	Dr. G. E. Metzger, p Dennis J. Keller, gm Al Farber, cm	Jim Young, pd, nd Beverly Chism, pmm Peter L. Russo, ce	Carl E. Holler, fd Jack Brandt, sd Mary K. Boehm, wd
WITZ-FM 1954	Ch. 284 (B) 104.7mc 1.65kw					
KOKOMO (Howard Co.)						
WIOU 1948	1350 1000 DA-2	North Central Indiana Bcstg. Corp. 210½ North Main St. 6194	CBS Weed	Richard H. Blacklidge, p John Carl Jeffrey, vp & gm, pmm	Dale Vogel, cm Elvin Cunningham, ce Dan O'Meara, nd	Ray Watson, fd John Schooley, sd Madge Dalzell, wd
LAFAYETTE (Tippecanoe Co.)						
WASK 1943 WFAM-TV	1450 250	WFAM, Inc. McCarty Lane 24300	MBS Rambeau	O. E. Richardson, p, gm Herbert Nelson, cm James Potter, pd	Richard Cochran, ce Bill Fraser, nd Earl Richardson, fd	Harry Bradway, sd Jane Ransom, wd
LA PORTE (La Porte Co.)						
WLOI 1948	1540 250-D	La Porte Co. Bcstg. Co. Rumely Hotel 3784	McGillvra	Hoyt H. Scott, p	Dr. Edward Young, sec- treas. & gm	Robert F. Coffeen
LEBANON (Boone Co.)						
WINL (FM) 1953	Ch. 296 (A) 107.1mc 0.59kw	Radio Station WINL				
LINTON (Green Co.)						
WBTO 1953	1600 500-D	Linton Bcstg. Co. 63	Continental Radio Sales	H. C. Saunders, co-o, gm Norman Hall, co-o Rusty Wright, pmm, fd	Leroy Drake, ce Warren Whittiken, nd	C. J. O'Hearn, sd Eva Ann Hayes, wd
LOGANSPOUT (Cass Co.)						
WSAL 1949	1230 250	Logansport Bcstg. Corp. Box 399 3111	MBS KBS	Glenn L. Miller, p Raymond W. Baker, gm Joseph A. Wiler, cm	Ira G. McCormack Jr., pd, fd Raymond A. Olson, ce	Richard Jackson, sd
MADISON (Jefferson Co.)						
WORX (CP) WORX-FM 1951	1270 1000-D Ch. 244(A) 96.7mc 0.35kw	Electronic Labs Inc. Box 56 962	Best	Clarence E. Henson, p Herbert L. Arms, gm, pmm	Lloyd L. Walker, cm William O. Birkett, pd	Leo V. Waltz, ce, fd Graham Taylor Jr., nd, s

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Day or Night

WFBM Radio Is Your No. 1 Indiana Station



When you want to tap the rich Hoosier market via radio, WFBM is your best buy.

Daytime audience area includes thirty-three counties where 10% or more of the radio families tune 1260 each week; nighttime the coverage is 28 counties wide.

WFBM 1260
Kc.
INDIANAPOLIS

Keep foremost in mind this fact: included is the Indianapolis metropolitan area — a billion dollar plus market in itself where some 600,000 buyers reside — where the average family income is a high \$6,138 annually.

Ask the Katz man for further details.

Affiliated with WFBM-TV,
Indianapolis; WEOA, Evansville;
WFDF, Flint; WOOD AM &
TV, Grand Rapids.
Represented Nationally
By the Katz Agency.

INDIANA

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales M slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	
MARION (Grant Co.)						
WBAT 1947	1400 250	Marion Radio Corp. 303½ South Adams St. 5500-5501	CBS Rambeau, Best	John L. Ramp, p William C. Fowler, vp, gm, sd	William Emard, cm William Richards, pd Tom Morrisey, ce	William Shannon, nd Guy Harris, fd Phyllis Whiteman, wd
WMRI (CP)	860 250-D DA-D	Chronicle Publishing Co. 610 S. Adams St. 5705		Gardner J. Thomas, p Lloyd V. Smith, gm, ce Robert Fincannon, cm, sd Harry Waterhouse, pd	Richard E. Lindsay, pmm, fd Richard Edwards, nd Theora Lynch, wd	
WMRI-FM 1948	Ch. 295 (B) 106.9mc 34kw					
MICHIGAN CITY (LaPorte Co.)						
WIMS 1947	1420 1000-D 500-N DA-N	Northern Indiana Bcstrs. 415 Franklin St. 5-5245	Rambeau	William N. Udell, o & p, gm Al Halus, Sr., cm Jay Schoof, cm Richard S. Olson, pd	Charlie Sharpless, pmm Robert J. Schilling, ce John H. Gleason & Robert Pfister, nd	Stewart C. McDonnell, fd Howard Murdock, sd Ruth Bleck, wd
WIMS-FM 1949	Ch. 288 (A) 93.5mc 1kw					
MT. VERNON (Posey Co.)						
WPCC (CP)	1590 500-D	Mt. Vernon Bcstg. Co. % Henry C. Sanders Radio Station WBNL Boonville, Ind.				
MUNCIE (Delaware Co.)						
WLBC 1926 WLBC-TV	1340 250	Tri City Radio Corp. P. O. Box 271 U. S. Highway #35 So. of Muncie 4403	CBS Holman Walker	Don Burton, p, gm Bill Craig, cm, pmm	Lee Allerton, pd, sd Maury Crain, ce	Fred Hinshaw, nd
WMUN (FM) 1947	Ch. 281 (B) 104.1mc 7kw					
NEW ALBANY (Floyd Co.)						
WLRP 1949	1570 1000-D	Ohio Valley Bcstg. Co. P. O. Box 285 1570 Clifton Ave. 4-2235	Indie Best	Roy L. Hickox, p, gm Milton Lamun, cm	Keith L. Reising, pd Joe Gillum, pmm	Tom Allebrandi, ce Jane Stephens, wd
NEW CASTLE (Henry Co.)						
WCTW (FM) 1947	Ch. 273 (B) 102.5 mc 4 kw	Courier-Times Inc. 202½ S. 14th St. 2600		Scott B. Chambers, p Howard A. White, gm William E. Turner, cm	Jack Van Hoose, pd Francis A. Thompson, ce	
NORTH VERNON (Jennings Co.)						
WOCH (CP)	1460 500-D	Dorrell Ochs 62 E. Walnut St. North Vernon, Ind.				
PERU (Miami Co.)						
WARU 1954	1600 500-D	Wabash-Peru Bcstg. Co. Senger-Mavrick Bldg. 2271		Dr. Wendell Hansen, p	A. C. Bernstein, gm	
PORTLAND (Jay Co.)						
WPGW 1951	1440 500-D DA-D	Glenn West P. O. Box 608 1094	KBS	Glenn West, p, gm, cm, ce H. K. Rippey, fd	Ted Montgomery, sd	Mrs. Glenn West, wd
PRINCETON (Gibson Co.)						
WRAY 1950 WRAY-TV	1250 1000-D	Princeton Bcstg. Co. Box 8 1250	McGillvra	M. R. Lankford, o & gm D. T. Critchfield, cm	Jack Wiedemann, pd Harold Bass, ce	Ray Harry, nd
RICHMOND (Wayne Co.)						
WKBV 1926	1490 250	Central Bcstg. Co. West Main St. 3-1156	ABC Meeker	Paul R. Quigg, p Lester G. Spencer, gm Roland L. Nusbaum, cm Marie Robbins, pd	C. L. Mitchell, pmm Lou Duning, ce Ted Westbrook, nd	Spencer Danes, sd Mary Liz Miller, wd, fd Cedric Miller, fd
SALEM (Washington Co.)						
WSLM 1953	1220 250-D	Don H. Martin Radio Ridge Salem 700	KBS	Don Martin, p, gm Simon Spurgeon, cm Margaret A. Martin, pd, wd	Darrell E. Dixon, ce James Nieman, nd Erwin E. Eisert, fd	Boyd L. Smedley, sd
SEYMOUR (Jackson Co.)						
WJCD 1948	1390 500-D	Dr. Azra C. Baker 1534 Ewing 1212	Dr. Azra C. Baker, p, gm Robert E. Shippee, cm	Roger Bradley, pd Arnold Haun, ce	Johnny W. Otte, nd, sd Gladys Nolting, wd
SOUTH BEND (St. Joseph Co.)						
WHOT 1944	1490 250	South Bend Bcstg. Corp. 434 S. St. Joseph St. 7-1566	ABC Boiling	Reverend Theodore Hasbaugh, p Frank Crosier, sm & sd Bernard C. Barth, vp, gm F. R. Householder, p & gm Vince Doyle, cm Owen Lackey, Jr., pd & pmm	C. J. Pajakowski, cm William Etherton, pd Robert Nowicki, pmm Ira D. Kealy, ce Francis Bock, ce Bob Porter, nd	Fred Meeks, nd Jack Melloy, fd Mrs. Sue Riley, wd
WJVA 1947	1580 250-D	St. Joseph Bcstg. Corp. P. O. Box 179 4-1111	KBS Burns-Smith			Tom Danaher, sd Louise Ottersen, wd
WSBT 1921 WSBT-TV	960 5000 DA-2	South Bend Tribune 225 West Colfax Ave. 3-6161	CBS Raymer	Neal B. Welch, gm Robert H. Elrod, slm Robert J. Drain, pd	Bruce Petsche, pmm Arthur R. O'Neil, ce Robert Houser, nd	Joe Boland, sd Eleanor Moore, wd

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ELL CITY (erry Co.)									
WTCJ	1230	Tell City Bstg. Co.		James R. Brewer, o & gm					
48	250	740							
ERRE HAUTE (igo Co.)									
WBOW	1230	Banks of the Wabash, Inc.	NBC	Alvin Eades, p	Howard Stewart, ce	Darl Wible, sd			
1927	250	303 South Sixth St. Crawford 5034	Weed	William F. Rippetoe, gm & cm	James McManus, nd	A. D. Luers, fd			
				Ralph S. McHargue, pd, pmm	Martin Plascak, nd	Martha Turner, wd			
WBOW-FM	Ch. 266(B)								
1947	101.1mc								
	20kw								
WTHI	1480	Wabash Valley Bstg. Corp.	CBS	Anton Hulman, p	John Ball, pmm	Howard Caldwell, sd			
1948	1000	918 Ohio St. Crawford 9481	Boiling	Joseph M. Higgins, gm	Don E. Pettit, ce	Helen Ryan, wd			
WTHI-TV	DA-2			Madeleine Barry, pd	Richard M. Forbes, nd				
WTHI-FM	Ch. 260(B)								
948	99.9mc								
	7.6kw								
INCENNES (nox Co.)									
NAOV	1450	Vincennes Sun Co. Grand Hotel	MBS	Eugene C. Pulliam, p	George A. Bright, pmm	Neal Spencer, fd			
940	250	787	Free & Peters	Roy L. Stanley, gm & cm	Ralph W. Baldwin, ce	Bill Diamond, sd			
				Lorraine Monnin, pd, wd	John Chapman, nd				
ABASH (abash Co.)									
(FM)	Ch. 248 (B)	Wabash-Peru Bstg.							
	97.5mc								
	21kw								
ARSAW (ostusko Co.)									
WRWS	1480	Reub Williams & Sons, Inc.		R. B. Williams, p	Jack Essenberg, cm	Brooks Dawson, nd			
952	500	Times Bldg. Warsaw 155		C. Reub Williams, gm	Marie Snyder, pd, wd	Milo Chase, sd			
	DA-2			William Mollenhour, sm & pmm	Fred Greese, ce				
WRWS-FM	Ch. 297(B)								
948	107.3mc								
	34kw								
ASHINGTON (aviess Co.)									
(CP)	1580	Washington Radio Inc. Box 89	Best	Mrs. Helen B. Bausman, p	William Steele, pd	Donna Aishe, wd			
	250-D	1810		Joseph Edwards, gm	Paul Davis, ce	Eugene Cable, fd			
VFML (FM)	Ch. 293(B)								
948	106.5mc								
	14kw								
EST LAFAYETTE (ppecano Co.)									
'BA	920	Purdue University		Frederick L. Hovde, p	Ralph T. Townsley, ce	John R. DeCamp, sd			
922	5000-D	92-2385		James S. Miles, gm	Horace Tyler, fd	Mary Alice Crosson, wd			
	1000-N								
	DA-N								

IOWA

MARKET DATA BY COUNTIES

cnty	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
air	12,292	3,920	\$ 9,286	\$ 1,523	\$ 213	4,259	Johnson	45,756	12,370	49,545	8,949	1,561	12,919
ams	8,753	2,760	6,740	658	92	3,073	Jones	19,401	5,500	21,992	3,542	418	6,430
anakee	13,351	4,540	17,703	3,250	212	5,073	Keokuk	16,797	5,360	16,873	2,386	274	5,835
panoose	19,683	6,110	14,180	3,107	359	5,833	Kossuth	26,241	7,150	25,969	4,565	497	9,196
dubon	11,579	3,340	15,475	2,325	209	4,263	Lee	43,102	12,930	47,632	10,696	1,571	14,393
nton	22,656	6,880	21,278	4,087	325	8,105	Linn	104,274	33,520	158,436	26,775	5,130	38,130
ack Hawk	100,448	31,320	129,907	24,458	3,255	35,041	Louisia	11,101	3,140	14,477	2,182	309	6,688
one	28,139	8,310	24,155	4,628	574	9,452	Lucas	12,069	3,720	13,392	2,890	259	4,003
mer	18,884	5,560	22,075	3,667	259	6,991	Lyon	14,697	4,070	14,391	2,171	257	5,275
chanan	21,927	5,640	17,637	3,061	232	6,425	Madison	13,131	4,100	12,551	2,170	299	4,682
ena Vista	21,113	6,840	26,546	4,800	493	8,329	Mahaska	24,672	7,820	27,195	4,280	691	8,666
ler	17,394	5,250	20,552	2,930	280	6,541	Marion	25,930	7,340	17,669	4,582	455	7,696
houn	16,925	5,190	15,349	2,946	360	6,130	Marshall	35,611	10,870	45,670	9,199	960	12,703
roll	23,065	6,300	31,570	4,696	470	8,226	Mills	14,064	3,590	12,299	3,128	276	4,210
ss	18,532	5,970	24,350	4,147	553	7,254	Mitchell	13,945	4,020	17,540	2,761	174	4,911
lar	16,910	5,200	18,063	2,669	292	6,411	Monona	16,303	4,820	14,664	2,706	324	5,404
ro Gordo	46,053	14,090	64,965	12,432	1,412	16,529	Monroe	11,814	3,270	8,400	2,109	163	3,696
erokee	19,052	5,120	20,492	3,197	493	6,691	Montgomery	15,685	5,120	19,081	3,329	443	5,978
ickashaw	15,228	4,310	18,037	4,011	301	4,940	Muscatine	32,148	10,210	41,078	4,070	621	11,606
ike	9,369	2,900	9,341	2,437	186	3,079	O'Brien	18,970	5,790	24,132	1,377	91	3,733
ly	18,103	5,490	29,256	5,191	530	6,864	Osceola	10,181	2,830	10,896	4,070	387	7,013
lyton	22,522	6,450	21,348	3,746	396	7,279	Page	23,921	7,080	36,942	4,531	789	3,862
nton	49,664	15,140	63,036	12,825	1,201	17,564	Palo Alto	15,891	4,410	18,943	2,658	338	5,325
awford	19,741	5,570	19,215	3,781	378	6,636	Plymouth	23,252	6,470	26,161	4,398	503	8,167
llas	23,661	7,530	25,887	5,575	616	8,898	Pocahontas	15,496	4,570	14,459	2,794	359	5,789
vis	9,959	2,950	5,126	1,324	167	3,331	Folk	226,010	72,890	341,880	63,318	10,084	77,661
gatur	12,601	3,610	9,151	2,321	246	3,577	Pottawattamie	69,682	20,850	69,687	16,001	1,939	23,841
laware	17,734	4,980	13,485	2,627	301	6,012	Poweshiek	19,344	5,590	19,521	3,999	400	6,637
s Moines	42,056	13,340	58,195	13,297	1,858	16,119	Ringgold	9,528	3,160	6,968	963	171	3,213
kinson	12,756	3,860	15,181	2,617	331	4,903	Sac	17,518	5,280	18,993	3,412	359	6,605
buque	71,337	19,090	92,288	18,167	1,434	21,243	Scott	100,698	31,150	144,330	25,641	3,893	28,604
met	14,102	4,140	15,515	3,028	379	5,441	Shelby	15,942	4,540	17,294	2,075	310	5,772
yette	28,294	8,270	24,183	4,604	421	9,418	Sioux	26,381	7,220	25,848	4,693	550	9,254
yd	21,505	6,530	21,560	4,663	516	7,503	Story	44,294	12,750	46,363	10,918	1,244	14,098
anklin	16,268	5,030	15,610	2,640	210	6,012	Tama	21,688	6,660	25,158	3,901	317	7,596
smont	12,323	3,560	11,516	2,394	191	4,320	Taylor	12,420	3,900	16,203	3,218	430	4,034
eene	15,544	4,820	16,914	3,073	345	5,958	Union	15,651	4,970	16,203	3,218	109	3,563
undy	13,722	4,220	12,883	2,064	297	5,516	Van Buren	11,007	3,550	7,607	1,409	199	3,659
thrie	15,197	4,490	13,190	2,304	259	4,963	Wapello	47,397	14,510	47,035	10,349	1,495	14,659
milton	19,660	6,070	20,698	3,905	474	7,492	Warren	17,758	5,300	11,999	2,715	191	6,026
mcock	15,077	4,310	13,114	2,578	250	5,447	Washington	19,557	5,930	25,569	3,507	563	6,844
rdin	22,218	7,180	30,165	5,159	507	8,553	Webster	11,737	3,830	9,295	1,969	252	3,733
rison	19,560	5,630	18,071	3,359	503	6,119	Webster	44,241	13,300	58,906	10,030	1,050	16,090
nry	18,708	5,320	18,894	3,511	453	6,314	Winnebago	13,450	3,850	15,811	2,511	313	4,903
ward	13,105	3,660	14,469	2,375	191	4,320	Winneshek	21,639	5,900	18,068	3,344	316	6,739
mboldt	13,117	3,920	13,658	2,334	212	4,131	Woodbury	103,917	33,020	150,290	27,543	4,600	34,900
a	10,697	3,120	15,226	2,574	316	4,108	Worth	11,068	3,100	8,878	1,930	148	3,845
wa	15,835	4,740	16,691	2,731	279	5,481	Wright	19,652	6,100	22,021	4,542	551	7,001
ckson	18,622	5,400	17,762	3,326	391	6,548							
sper	32,305	4,870	33,899	8,425	786	12,169							
fferson	15,696	4,850	14,419	3,042	326	5,425							

DIRECTORY OF AM AND FM STATIONS

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales M sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	
AMES (Story Co.)						
KASI 1948	640 5000-D	Iowa State College Service Bldg. 2500 ext. 831	NAEB Tape Net.	Dr. James H. Hilton, p Richard B. Hull, gm Richard Vogl, pd	Marguerite Theobald, pmm Keith Ketcham, ce George Halsey, nd	Dale Williams, fd, sd Martha Duncan, wd
*WOI 1922 WOI-TV	1430 1000-D	Ames Bcstg. 328½ Main St. 3460	Midwest Continental	W. S. Rupe, p Arthur A. Skinner, gm, pmm	Gene Loeffler Jr., cm Ruby Tillerson, pd Doyle Kelso, ce	Bill Graver, nd, sd A. C. Anderson, fd Beverly Stone, wd
ATLANTIC (Cass Co.)						
KJAN 1950	1220 250-D	Nishna Valley Bcstg. North Olive St. 1717	KBS	Al Hansen, p Franklin G. Miller, gm, pmm	H. A. Preston, cm, pd, sd Dean Johnson, ce, fd Hal Mann, nd	Helen Huffman, wd
BOONE (Boone Co.)						
*KFGQ 1927	1260 250-D	Boone Biblical College 924 W. 2nd St. 1119W		Lois Crawford, p, gm Gerald Kleppinger, pd	Kieth Ketcham, ce	Bill Hughes, ce
*KFGQ-FM 1950	Ch. 257 (A) 99.3mc 0.31kw					
KWBG 1927	1590 1000-D 500-N DA-N	Boone Bcstg. Co. 1590	Pearson	Mary G. Garvey, p Harold Garvey, gm Richard Canier, cm, pmm	Tom Quinlan, pd Dan Garretson, ce Dick Hansen, nd	Segni Shaler, fd, wd Morse Kelly, sd
BURLINGTON (Des Moines Co.)						
KBUR 1941	1490 250	Burlington Bcstg. Co. Roosevelt Ave. PLaza 2-2701	ABC Venard Rintoul & McConnell	G. B. McDermott, p & m David H. Steinle, slm Richard Mosena, pd	John F. Gallino, ce Dave Cowles, nd, fd	Grant Marshall, sd Ellyn Mack, wd
CARROLL (Carroll Co.)						
KCIM 1950	1380 1000 DA-2	Carroll Bcstg. Co. 320 N. Adams St. 3586	Pearson	M. W. McPherson, gm Eugene H. Reiff, ce, fd	R. Dale Barton, nd, sd	Edna G. Collins, wd
CEDAR RAPIDS (Linn Co.)						
KCRG 1947 KCRG-TV	1600 5000 DA-N	Cedar Rapids TV Co. 1st St. & 1st Ave. S.W. 4-4194	MBS Gill-Perna	Wade S. Patterson, gm, cm Wayne Mack, pd	Edna A. Herbst, pmm, wd Carl Rollert, ce	Richard D. Yoakam, nd Bob Brooks, sd
KPIG 1949	1450 250	Cedar Rapids Bcstg. Corp. 211 First St. SW 3-8265	Tall Corn Net. Pearson	James I. Mitchell, gm, cm Ronald R. Barkley, pd, nd	Donald Carmichael, ce Wayne Cornell, sd	Sally Wing, wd
WMT 1922 WMT-TV	600 5000 DA-N	American Bcstg. Stations Inc. Paramount Theatre Bldg. 4-0171	CBS Katz	Helen S. Mark, bd, chm. William B. Dolph, p William B. Quarton, gm Lew Van Nostrand, slm	Bruce Anderson, pd Jim Bowermaster, pmm George Hixenbaugh, ce Dick Cheverton, nd	Chuck Worcester, fd Tait Cummins, sd Helen Roberts, wd

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APS = Radio . . .



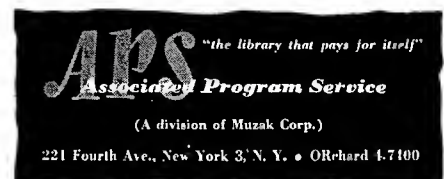
Only APS has everything!

MUZAK—Reg. U.S. Pat. Off.

1. APS is the only transcription library which has had the courage to recognize important economic and programming changes in the broadcasting industry and do something realistically constructive about it.
2. APS is the industry's only *all* high-fidelity full basic transcription library service.

3. APS is the only transcription library actively managed and operated by broadcasters.
4. APS is the only transcription library produced, planned and engineered with the famous exclusive MUZAK know-how.
5. APS is budget priced.

There's much more to the APS story. Write, phone or wire—we'll be pleased to tell it to you—we'd be proud to have the privilege of serving you and your listeners.



all about gimmick

The word that gets kicked around so much in advertising circles—gimmick—really means (as you knew all along) a small device used secretly by a magus in performing a trick.

A magus (a. y. also k. a. a.) is a magician.

If you want *the* gimmick to reach Eastern Iowa, be a real magus.

Call on WMT. But you won't be able to keep it secret.

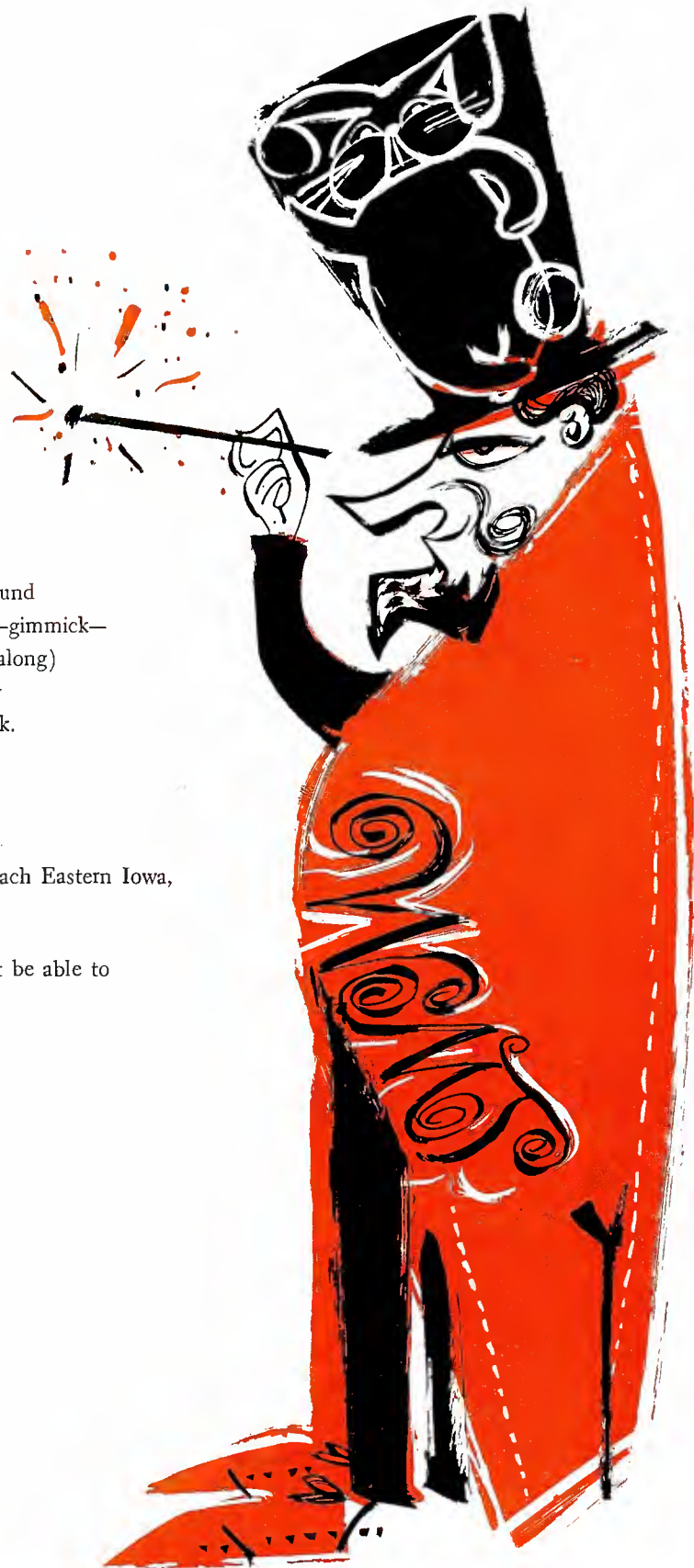
WMT AM & TV

CBS for Eastern Iowa

AM: 600 KC • TV: Channel 2

Mail address: Cedar Rapids

National Reps: The Katz Agency



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CENTERVILLE (Appanoose Co.)						
	KCOG 1949	1400 100	Hiawatha Bcstg. Inc. 1910 South Main St. 131 & 407	McGillvra	S. A. Chesley, p, gm Meredith Griffing, pd, nd	Harry L. Hanson, ce Gene Logston, fd Art Bouldin, sd Roberta Burns, wd
CHARLES CITY (Floyd Co.)						
	KCHA 1951	1580 250-D	Radio, Inc. Kelly & Main 787	KBS Lawson Walker	Charles J. Ellis, p, ce Ralph A. Petti Jr., gm, sd	Vern Bromberg, cm John Fisher, pd, nd Neil Lovett, fd Virginia Wooton, wd
CHEROKEE (Cherokee Co.)						
	KCHE 1953	1440 500-D	Cherokee Bcstg. Co. 219½ W. Main St. 51 & 52	KBS	Russell A. Hickmon, co-o, gm & cm, fd Charles Reznikow, co-o, pd & pmm	Louise Shimp, co-o Sterling Heil, co-o, ce Robert Lanxon, sd
CLINTON (Clinton Co.)						
	KROS 1941	1340 250	Clinton Bcstg. Corp. 246 5th Ave. South 446	MBS Pearson	W. S. Jacobsen, p B. M. Jacobsen, gm Darline Gordon, cm Ralph Stoeckel, pd	Lucille Scoggins, pmm Gerald A. Parker, ce Lee White, nd David Sylvester, fd Hank Dihlmann, sd Gwen Johnson, wd
	KROS-FM 1947	Ch. 242(B) 96.1mc 13kw				
COUNCIL BLUFFS (Pottawattamie Co.)						
	KSWI 1947	1560 500-D	Nonpareil Bcstg. Co. 120 South Main St. 4041	Hagg	Robert R. O'Brien, p Robert H. O'Brien, gm, ce Richard B. Gurney, cm	Robert Hallgren, pd Marjorie W. Morris, pmm Dale Kadavy, nd Don Graham, sd
CRESTON (Union Co.)						
	KSIB 1946	1520 1000-D	Southwest Iowa Bcstg. Radio Center CReston 55	Iowa Tall Corn Pearson	E. M. Horning, gm, cm William K. Zollman, pd, ce	Jack Mills, pmm, nd Dutch Horning, fd, sd Delores Thorp, wd
DAVENPORT (Scott Co.)						
	KFMA 1952	1580 250-D	KFMA Bcstg. 415 Perry St. 6-4407		A. D. Peirce, p, gm, cm Gene Larsen, pd, nd, fd	Doris Hanner, pmm Francis Shawver, ce
	KSTT 1946	1170 1000 DA-2	Davenport Bcstg. Co. 310 Harrison St. 6-2541	MBS Sears & Ayer	A. M. McGregor, p I. F. Whalen, gm, pmm Neil Conklin, cm Col. B. J. Palmer, p Ralph Evans, evp Ernest C. Sanders, m	Bill Merchant, pd Jim Wychor, ce Dick Roberts, nd Mark Wodlinger, slm Warren Vasen, pd Paul Arvidson, ce Bill Alan, fd Milo Hamilton, sd Bob Frank, nd Hal Hart, sd Mary Louise Marshall, wd
	WOC 1922	1420 5000	Tri-City Bcstg. Co. 805 Brady St. 3-3661	NBC Free & Peters		
	WOC-TV 1948	DA-2 Ch. 279(B) 103.7mc 33kw				

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First-Aid for Sales!

in the vital
DAVENPORT—
ROCK ISLAND — MOLINE AREA

- 654 Homes Sold in 5 Months!
- \$6,540,000.00 Worth Of Real Estate!

KSTT SOLD 95% OF THESE


FOR RESULTS LIKE THIS—USE QUAD-CITIES BEST

KSTT

1170 kc • 24 Hrs.

DAVENPORT, IOWA
Covering Western Illinois
and Eastern Iowa

SEARS & AYER — CHICAGO & NEW YORK



SALES

DECORAH

(Winneshiak Co.)

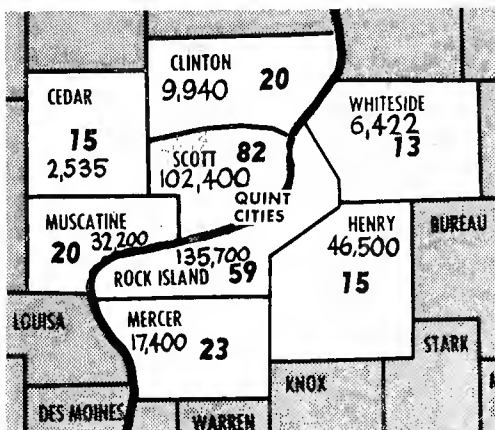
KDEC	1240	Scenic Bcstg. Co.	MBS	Verne Koenig, p, gm, pd	Kenneth Bjerke, cm, nd, sd	Arnie Zaruba, ce
1947	250	State Rd. 1240	KBS Pearson			
*KWLC	1240	Luther College		Leslie G. Rude, gm, pd	Robert Ruen, nd	Jean Tucker, wd
1926	250-D	687		Oliver M. Eittrheim, ce		

DES MOINES

(Polk Co.)

KCEC	1390	Majestic Bcstg. Co.		Karl Peters, p	Mary Schwind, pd	John Goslin, nd
1947	1000	3512 Ingersoll		Rollo Bergeson, gm	R. S. Brown, ce	Robert Bunce, sd
	DA-1	7-4483		C. E. Grant, cm, pmm		
KIOA	940	Town and Farm Co., Inc.	H-R	Don Searle, p	Rex Lathen, vp	Lloyd Oliver, nd
1948	10,000-D	10th & Mulberry	Reps.	Joe Rohrer, gm	Lyle Nolan, td	Bill Hitt, fd
	5000-N	2-9191		Bill Martin, exec. vp	R. J. Nash, nd	Joe Phillipson, sd
	DA-2					
KRNT	1350	Cowles Bcstg. Co.	CBS	Gardner Cowles, p	Richard H. Covey, pd	Russ VanDyke, nd
1935	5000	715 Locust St.	Katz	Robert W. Dillon, sm	Joe G. Hudgens, pmm	Al Couppee, sd
	DA-N	3-2111		Paul M. Elliott, cm	Charles F. Quentin, ce	
KRNT-FM	Ch. 283(B)					
1948	104.5mc					
	50kw					
KSO	1460	Murphy Bcstg. Co.	ABC	Kingsley H. Murphy, Jr., p	Gene P. Loffer, pd	Glenn Goodwin, nd
1922	5000	1910 Ingersoll Ave.	Avery-Knodel	Bill C. Baldwin, gm	F. E. Bartlett, ce	Paul Nelson, fd
	DA-N	3-0571		Gene Shumate, cm, sd	Gloria Franklin, pmm	MayFloyd Shumate, wd
KSO-FM	Ch. 247(B)					
1952	97.3mc					
	15.5kw					
KWDM	1150	Des Moines Bcstg. Corp.	MBS	George W. Webber, p, cm	Edith D. Webber, pd, wd	Max Raurer, sd
1948	1000	419½ Locust		Robert L. Webber, gm	Werner C. Schwarz, ce	
	DA-2	2-8363				

We're Speaking of . . .
200,345 Radio Listeners
WITH MONEY TO SPEND



Map above shows the Standard Audit & Measurement Services estimate of Radio Station WOC's daytime listening area. Small figure in each county represents the per cent of radio families who listen to WOC once a week or oftener. Large figure in each county indicates the number of persons listening to WOC once a week or oftener.

THAT'S MORE THAN 200,345 PEOPLE TUNED TO WOC ONCE A WEEK OR OFTENER.

And what a prosperous people they are. The 1954 Sales Management "Survey of Buying Power" shows them with an annual effective buying income of \$1714 per capita. This is \$177 above the national per capita average. Annually, they spend in the area's retail outlets \$1288 per capita . . . or \$213 above the national per capita average.

In the Quint Cities—Davenport and Bettendorf in Iowa; Rock Island, Moline and East Moline—where WOC garners its largest audience, the effective buying income is \$1799 per capita . . . or \$252 above the national per capita average. And these Quint-Citians spend, annually, \$1282 per capita in retail outlets . . . or \$207 above the national per capita average.

HERE'S A MAJOR MARKET . . . largest between Minneapolis and St. Louis . . . between Chicago and Omaha. HERE'S A MAJOR MARKET WITH MONEY TO SPEND, AND THE WILL TO SPEND IT. The way to get this market to spend its money for your product or services is an advertising schedule on WOC—the station that has delivered the area's favorite radio listening since 1922.

SEE YOUR NEAREST F & P man.

COL. B. J. PALMER, President
 ERNEST C. SANDERS, Manager

NBC Affiliate
 5000W - 1420 KC
DAVENPORT, IOWA
 FREE & PETERS, Inc.
 Exclusive National Reps.



IOWA

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	
DES MOINES (Cont.)							
WHO	1924	1040 50,000	Central Bcstg. Co. 1100 Walnut St. 8-8511	NBC Free & Peters	Col. B. J. Palmer, p Ralph Evans, evp Paul A. Loyet, sm Harold Fulton, slm	Jack Kerrigan, pd John Schweiker, pmm Reed E. Snyder, ce	Jack Shelley, nd Herb Plambeck, fd Jim Zabel, sd
WHO-FM	1948	Ch. 262(B) 100.3mc 24kw					
DUBUQUE (Dubuque Co.)							
KDTH	1941	1370 1000 DA-N	Telegraph-Herald 8th & Bluff 3-7351	NBC Tall Corn Pearson	F. W. Woodward, p K. S. Gordon, gm A. C. Newburgh, cm	George Freund, pd, nd Gerald McAleece, pmm, fd, sd	Donald Abitz, ce Esther Martin, wd
WDBQ	1933	1490 250	Dubuque Bcstg. Co. 505 Main St. 3-8241	ABC, MBS Meeker	James R. King, gm	L. Vaughn Gayman, asst. m & nd	Thomas G. Goodman, pd
WDBQ-FM	1948	Ch. 277 (B) 103.3mc 15kw					
ESTHERVILLE (Emmet Co.)							
KLIL	1952	1340 100	Estherville Bcstg. Corp. 1151 Plymouth Bldg. #1800, Fillmore 3029	ABC KBS	William E. Schons, p, gm Jack Turnbull, cm	Kenneth Peterson, pmm Cleon LeMont, ce	James Ramsburg, sd Mavis Peterson, wd
FAIRFIELD (Jefferson Co.)							
KFAD	1953	1570 250-D	Hiawatha Bcstg. Co. Box 494 345		S. A. Chesely, p John W. Ward, gm, cm	Arthur Bouldin, pd, nd Myrtle Nelson, pmm, wd	Harry Hansen, ce Chandler Monroe, sd
FORT DODGE (Webster Co.)							
KVFD	1939	1400 250	Northwest Bcstg. Co. Warden Building Walnut 3761	MBS, Iowa Tall Corn Pearson	Edward Breen, p, gm Max E. Landes, cm Drexel A. Peterson, pd, fd	David G. Sinclair, ce Ken Peterson, nd	Bob Rodrick, sd Mary Rankin, wd
KQTV (TV)							
FORT MADISON (Lee Co.)							
KXGI	1948	1360 500-D	KXGI, Inc. Marquette Bldg. 1380	Tall Corn Pearson	Greg Rouleau, p, gm, pmm Paul Oye, cm Lloyd Mallette, pd, wd	Harold Hackbarth, ce Gloria Naaktgeboren, nd	Ray Leafstedt, fd Ken Lawrence, sd
IOWA CITY (Johnson Co.)							
KXIC	1948	800 1000-D DA-D	Johnson County Bcstg. 108½ East Washington 8-1181	Iowa Tall Corn Pearson	Scott Swisher, p Gene Claussen, gm, sd F. M. Broeders, cm	Durward Early, pd Elliott Full, ce Robert Hutchison, nd	G. M. Ludwig, fd Pat Bugenstein, wd
*WSUI	1919	910 5000 DA-1	State University of Iowa Iowa City, Iowa 8-0511 ext. 2171	Carl H. Menzer, gm Lee Eitzen, pd	Robt. Zenner, pmm	S. J. Ebert, ce
KEOKUK (Lee Co.)							
KOKX	1948	1310 1000-D 500-N DA-2	Keokuk Bcstg. Co. 4 South Fifth St. 235		H. W. Stadler, p Gary E. Schroeder, gm Charles Hasper, cm	Joe Malkin, pd & fd Virgil Fortner, ce	Harry Hornbecker, nd & s Gloria Jean Hornbecker, w
KOKX-FM	1948	Ch. 274 (B) 102.7mc 3.7kw					
LE MARS (Plymouth Co.)							
KLEM	1954	1410 1000-D	B&B Bcstg. Co. Box 1410 1410		Robert McKune, sm	Robert Coddington, adv. m	
MARSHALLTOWN (Marshall Co.)							
KFJB	1923	1230 250	Marshall Electric Co. 133 E. Main St. 3361	MBS, Iowa Tall Corn Pearson	John W. Norris, p William P. White, gm William C. Doll, cm	Allan N. Schrock, pd, pmm Herbert G. Anderson, ce	Howard Vint, fd Dale Smith, sd
MASON CITY (Cerro Gordo Co.)							
KGLO	1937	1300 5000 DA-N	Lee Radio, Inc. Second & Pennsylvania 2800	CBS Weed	Lee P. Loomis, p Herbert R. Ohrt, evp, gm Lloyd Loers, cm	Bud Suter, pd, sd Don Harrer, pmm Roger Sawyer, ce	Ken Kew, nd Al Heinz, fd Ann Good, wd
KGLO-TV							
KGLO-FM	1948	Ch. 266(B) 101.1mc 16kw					
KRIB	1948	1490 250	Mason City Bcstg. Co. 402 19th S.W. 5400	MBS, KBS Tall Corn Pearson	Ed Lamson, p, gm, pd Don Obie, cm, pmm, sd	Howard Fullmer, ce Ken Conway, nd	Tom McCarthy, fd Nancy Kelly, wd
KSMN	1948	1010 1000-D	Mohawk Bcstg. Co. Weir Bldg. 5420	Upper Midwest Holman Lawson Devney	Robert M. Carson, p, gm, cm Robert Booe, pd, nd, fd	Jack Whitsell, pmm L. D. Minor, ce	Evelyn Haase, wd
MUSCATINE (Muscatine Co.)							
KWPC	1947	860 250-D	Muscatine Bcstg. Co. Mulberry & Houser AMherst 5-2442	Iowa Tall Corn Pearson	George J. Volger, gm Robert Doan, pd	Darrell Dorsey, ce James Ryan, nd, sd	Thelma Volger, wd
KWPC-FM	1948	Ch. 259(B) 99.7mc 0.78kw					
NEWTON (Jasper Co.)							
KCOB (CP)		1280 500-D DA-D	Newton Bcstg.		Richard C. Brandt, co-o Wm. M. Bryan, co-o	Wm. C. Brandt, co-o	Eddie Erlbacher, co-o

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Morning Radio is UP in IOWA

UP on **WHO!**

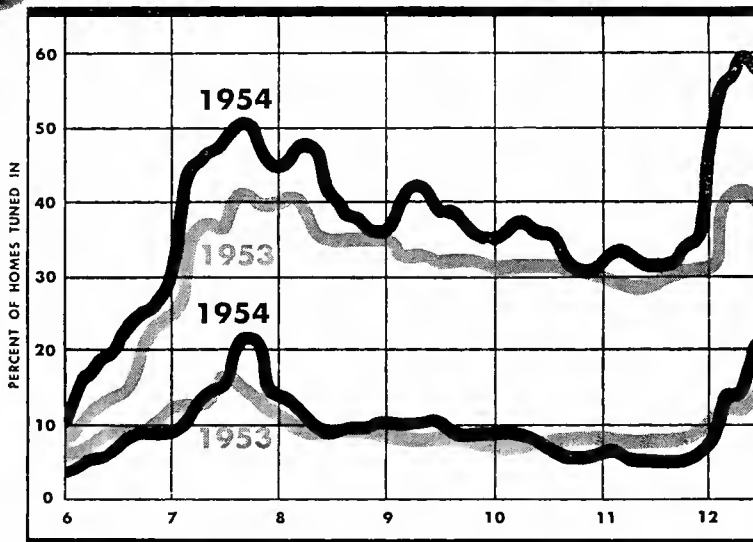


THE chart — taken from the 1954 Iowa Radio-Television Audience Survey — tells the story.

The two top lines show *morning radio listening* in 1954 as compared with 1953 — UP for all stations in Iowa.

The two lower lines are for WHO alone — UP for 1954, over '53 — and we hope you'll note that, at certain times, WHO alone accounts for as much as 45% of *all* the radio listening in the State!

The complete 1954 Survey will be out very soon, now. Write for an early copy — or ask Free & Peters!



PERCENT OF HOMES TUNED IN, MORNINGS — 1953 VS. 1954

WHO

for Iowa Plus!

Des Moines 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC., National Representatives



IOWA

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OELWEIN (Fayette Co.)																				
KOEL	950	500	DA-1	Northeast Iowa Radio Corp. 4½ W. Charles St. Oelwein 120 & Oelwein 121	Iowa Tall Corn Pearson	Earl W. Moore, p W. J. Teich, gm Don L. McKee, cm Robert J. Zimmerman, pd, sd	Len Bjella, pmm Burt N. Murphy, ce Richard A. Petrik, nd												Paul Ruse, fd Lucile J. Helebrant, wd	
OSKALOOSA (Mahaska Co.)																				
KBOE	740	250-D		Oskaloosa Bcstg. Co. Box 518 ORchard 3-3493	Iowa Tall Corn Pearson	E. G. Wenrick, p Ken Kilmer, gm, pmm	G. L. Stanley, cm Bob Henry, pd													Robert Moore, ce Wayne Wells, nd, fd
OTTUMWA (Wapello Co.)																				
KBIZ	1240	250		KBIZ, Inc. 2513 North Court Rd. MURray 2-4535	MBS	James J. Conroy, p Alice E. Fisher, sm, nd Berg Allison, cm Woody Hirsch, pd	Loyd Hanson, ce Dean Osmundson, fd													Dick Sherman, sd Maxine Leidendecker, wd
KLEE	1480	500-D		Lee E. Baker 425 West Second St. MURray 4-5425		Lee E. Baker, o, gm, ce	C. L. Parks, cm													Larry Shepard, pd, pmm, nd, sd
SHENANDOAH (Page Co.)																				
KPNF	920	1000-D	500-N	Capital Bcstg. Co. 405 Sycamore 1302	MBS Pearson	C. J. Abbott, p C. Earl Williams, gm, cm Earl Beakesley, pd	Franz Cherny, ce Marjorie Boyer, nd													Dean Barnett, fd Carl R. Anderson, sd
KMA	960	5000	DA-N	May Bcstg. Co. Lowell & Elm St. 192	ABC Petry	Edward W. May, p Owen Saddler, evp, gm Anthony J. Koelker, sm Warren Nielson, pd	Floyd S. Nelson, pmm Ray Schroeder, ce Dean Naven, nd Merrill Langfitt, fd													Jack Gowing, fd Don Joe, sd Doris Murphy, wd
SIoux CITY (Woodbury Co.)																				
KMNS	620	1000	DA-2	Siouxland Bcstg. Co. 620 Insurance Exchange Bldg. 8-0628	MBS Iowa Tall Corn Pearson	Wm. F. Johns, Jr., p Bill Kimball, cm Dean Murray, pd	Ray Coffee, pmm Al Smith, ce Millard Miller, nd													Gene Saerman, sd Caroline Corbett, wd
KSCJ	1380	5000	DA-N	Perkins Brothers Co. 415 Douglas St. 5-7993	ABC Hollingbery	W. R. Perkins, p Eugene T. Flaherty, gm, cm	Elizabeth Sammons, pd, wd Jean Harraday, pmm													Ernest Kruger, ce Don Stone, sd
KSCJ-FM	Ch. 235 (B)	94.9mc	11.6kw																	
KTRI	1470	5000	DA-2	Sioux City Bcstg. Co. 400 Commerce Building 8-0165	Venard	John C. Kelly, p Lennon Kelly, vp H. W. Cassill, m	Sam Seldon, ce													Robert Hanson, nd
SPENCER (Clay Co.)																				
KICD	1240	250		Iowa Great Lakes Bcstg. Co. Box 631 1240	MBS, Iowa Tall Corn Pearson	Ben B. Sanders, p, gm Kenneth Black, cm Mason Dixon, pd	Tom Shumate, pmm Eldon Kanago, ce Harvey Sanford, nd													Filmore Stoermer, fd Steve Allen, sd Mary Lundt, wd
STORM LAKE (Buena Vista Co.)																				
KAYL	990	250-D		Cornbelt Bcstg. Co. Park Building 1490 and 1491	Lawson	Oscar Grau, p Paul Benson, gm, pd Paul Tarrant, ce	Lee Jensen, nd Bill Fleming, fd													Chuck Ney, sd Georgia Redfield, wd
KAYL-FM	Ch. 269 (B)	101.5mc	8.9kw																	
WATERLOO (Black Hawk Co.)																				
*KNWS	1090	1,000-D		N. W. Schools Bible College Box 31	American Family Network	Dr. Richard A. Elvee, p Loren F. Bridges, gm	A. Dale Golding, pd													Charles A. Frank, ce
KWWL	1330	5000	DA-2	Black Hawk Bcstg. Co. Russell Lamson Hotel Adams 4-4404	MBS Headley-Reed	Ralph J. McElroy, p & gm Don E. Inman, cm	Warren Mead, pd Terrill Kirksey, ce													Robert Swisher, pmm
KXEL	1540	50,000	DA-N	Josh Higgins Bcstg. Co. Highway 20, East Adams 3-3371	ABC Avery-Knodel	Joe DuMond, p, gm A. J. DuMond, cm	Donald E. Kassner, pd, gm, ce Grant Price, nd													By Gosden, fd Irene DuMond, wd
WEBSTER CITY (Hamilton Co.)																				
KJFJ	1570	250-D		Land O'Corn Bcstrs. Box 222 1500	KBS Upper Midwest	Charles V. Warren, p Ray Malmberg, gm	Charles Warren, Jr., cm G. D. Warland, pd													Cecil Segar, ce

Data corrected to Dec. 15, 1954. 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 Domina Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

KANSAS

MARKET DATA BY COUNTIES

County	Population 1950	Radia Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radia Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Allen	18,187	5,920	\$17,399	\$ 3,429	\$ 391	6,233	Cowley	36,905	11,800	41,797	9,282	1,030	13,770
Anderson	10,267	3,270	8,100	1,450	235	3,366	Crawford	40,231	13,540	37,939	9,171	1,154	13,110
Atchison	21,496	6,460	17,611	4,085	571	6,426	Decatur	6,185	2,160	7,826	1,573	192	2,400
Barber	8,521	2,720	9,901	2,015	327	3,279	Dickinson	21,190	6,810	21,535	4,335	579	7,900
Barton	29,909	3,690	51,474	10,109	1,347	13,700	Doniphan	10,499	2,970	5,697	1,523	218	3,200
Bourbon	19,153	6,350	15,922	3,773	413	6,037	Douglas	34,086	10,370	34,424	7,494	1,265	11,410
Brown	14,651	4,830	16,064	2,718	471	5,088	Edwards	5,936	1,940	6,993	1,583	263	2,100
Butler	31,001	9,840	37,856	8,353	1,043	13,934	Elk	6,679	2,020	3,884	991	133	2,200
Chase	4,831	1,530	3,439	911	106	1,591	Ellis	19,043	5,070	25,379	5,025	730	6,200
Chautauqua	7,376	2,220	5,779	1,164	195	2,379	Ellsworth	8,465	2,490	9,310	2,051	300	3,200
Cherokee	25,144	7,890	15,115	5,251	475	8,134	Finney	15,022	4,920	29,312	4,644	534	5,410
Cheyenne	5,668	1,740	8,718	1,812	240	2,042	Ford	19,870	6,570	36,965	5,572	1,004	7,500
Clark	3,946	1,180	4,573	722	62	1,479	Franklin	19,928	6,390	19,283	4,109	572	6,600
Clay	11,697	3,940	12,226	2,278	272	4,376	Geary	21,671	6,650	18,902	4,188	547	7,410
Cloud	16,104	5,170	18,972	3,693	465	5,479	Gove	4,447	1,040	5,833	974	118	1,470
Coffey	10,408	3,100	7,848	1,366	191	3,251	Graham	5,020	1,440	6,288	627	201	1,970
Comanche	3,888	1,240	3,882	632	173	1,455	Grant	4,638	1,440	8,728	1,774	92	1,720

GRASS ROOTS FACTS

About the Kansas Farm Market



Waving wheat, tall corn, fat cattle, men on tractors—*this* is Kansas—a state of high-income, big buying farmers. To sell this rich market, you've got to sell the *farm families*. And the easiest, fastest way to do this is to use the radio station *they* listen to most—WIBW.*



The average income of these Kansas farmers is \$8,312 per household *after* taxes . . . 58% above the national average!† And remember, this vast buying power listens to WIBW *more* than any other radio station!*



Last year these upper-income farm families banked \$1,092,211,000 from wheat, corn, cattle, hogs, poultry, hay, sheep, and other farm products. Because of this wide diversification they buy *heavily* and *steadily*—*all year long*. And the greatest part of their purchasing decisions are guided by WIBW—the radio station Kansas farmers listen to most.*



The rich soil of Kansas has produced a new type of upper-income consumer—the Kansas Farmer. These folks *have* the extra cash to buy *your* product. And the best way to sell it to them is to tell them about it on the radio station *they* listen to most—WIBW—first listening choice of Kansas Farmers since 1924.*



* Kansas Radio Audience—1954.

† Consumer Markets—1954.

**TOPEKA,
KANSAS**



Ben Ludy, Gen. Mgr. WIBW—WIBW-TV and KCKN
Rep: Capper Publications, Inc.

KANSAS

MARKET DATA BY COUNTIES (Cont. from Page 146)

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Gray	4,894	1,240	6,433	1,146	238	1,648	Pottawatomie	12,344	3,630	11,872	2,168	334	3.9
Greeley	2,010	2	3,282	904	61	705	Pratt	12,156	3,830	16,335	3,153	438	4.8
Greenwood	13,574	4,390	14,808	3,127	369	4,898	Rawlins	5,728	1,550	8,074	1,356	228	2.1
Hamilton	3,696	1,160	7,652	1,231	88	1,201	Reno	54,058	17,440	75,296	14,342	2,289	21.3
Harper	10,263	3,230	11,042	2,337	379	3,791	Republic	11,478	3,720	8,446	1,874	276	4.1
Harvey	21,598	6,700	23,109	4,338	419	8,335	Rice	15,635	5,200	14,323	3,369	503	6.1
Haskell	2,606	2,580	4,251	613	229	970	Riley	33,405	9,520	31,395	6,358	1,051	9.7
Hodgeman	3,310	890	3,215	618	36	1,317	Roos	9,043	2,810	13,155	2,446	471	3.5
Jackson	11,098	3,490	9,781	2,059	189	3,815	Rush	7,231	2,210	10,287	1,779	278	2.7
Jefferson	11,084	3,440	9,249	2,389	246	3,510	Russell	13,406	4,180	15,639	3,441	360	5.4
Jewell	9,698	3,000	5,829	1,276	178	3,466	Saline	33,409	11,120	58,629	9,633	1,238	15.2
Johnson	62,783	23,940	51,076	17,820	2,653	34,734	Scott	4,921	1,440	8,138	2,146	128	1.9
Kearney	3,492	1,060	5,736	999	96	1,143	Sedgwick	222,290	86,730	350,480	64,337	10,914	107.0
Kingman	10,324	3,190	9,432	2,171	255	4,040	Seward	9,972	3,650	23,165	4,504	551	4.0
Kiowa	4,743	1,440	6,729	1,438	177	1,824	Shawnee	105,418	34,870	120,505	25,251	3,490	41.3
Labette	9,340	9,340	30,888	7,484	765	9,948	Sheridan	4,607	1,070	5,330	928	79	1.5
Lane	890	890	4,873	1,111	41	1,181	Smith	7,373	2,270	14,324	2,228	330	2.7
Leavenworth	42,381	11,850	29,744	7,312	1,061	11,250	Stafford	8,846	2,990	7,445	1,945	230	3.3
Lincoln	6,643	1,940	5,820	1,234	149	2,424	Stanton	8,816	2,710	7,892	2,007	235	3.4
Linn	10,053	3,340	6,234	1,051	188	3,009	Stevens	2,263	5	3,112	521	78	7
Logan	4,206	1,160	7,341	1,448	178	1,396	Sumner	4,516	1,370	7,963	1,739	105	1.6
Lyon	26,576	8,380	28,262	5,664	987	9,015	Thomas	23,646	7,730	19,655	4,068	623	10.4
McPherson	23,670	7,350	25,907	5,130	792	5,900	Trego	7,572	2,320	13,718	2,063	475	2.7
Marion	16,307	5,010	17,157	3,594	381	6,688	Wabaunsee	5,868	1,720	6,353	1,084	107	2.0
Marshall	17,926	5,740	16,488	3,715	493	8,948	Wallace	7,212	2,080	4,724	1,349	148	2.4
Meade	5,710	1,650	8,245	1,418	235	2,163	Washington	2,508	690	4,157	659	42	8
Miami	19,698	5,900	14,160	3,498	453	6,377	Wichita	12,977	4,070	7,791	1,291	184	4.6
Mitchell	10,320	3,290	16,460	2,687	483	3,671	Wilson	2,640	1,250	6,913	1,180	47	9
Montgomery	46,487	15,500	52,221	13,093	1,711	16,818	Woodson	14,815	4,860	11,357	2,733	243	5.3
Morris	8,485	2,540	6,544	1,544	177	3,134	Wyandotte	6,711	2,100	5,154	1,221	119	2.1
Morton	2,610	4,180	4,727	1,073	222	987							
Nemaha	14,341	4,190	13,443	2,766	522	4,536							
Neosho	20,348	6,480	18,671	4,531	491	7,129							
Ness	6,322	2,090	8,338	1,523	276	2,273							
Norton	8,808	2,670	12,878	2,078	337	3,335							
Osage	12,811	4,100	8,377	2,075	207	4,449							
Osborne	8,558	2,720	9,970	2,210	289	3,237							
Ottawa	7,265	2,310	6,255	1,444	159	2,658							
Pawnee	11,041	2,850	14,054	2,339	353	3,790							
Phillips	9,273	3,070	9,192	1,841	168	3,753							

¹ See Haskell. ² See Wichita. ³ Haskell figure included in Grant.
⁴ Morton included in Stanton County figure. ⁵ See Morton.
⁶ Greeley is included in Wichita County figure.
 Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

City	County	Call Letters	Chan. or Freq.	Established	Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations	Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
ARKANSAS CITY (Coeley Co.)										
		KSOK	1280	1947	1000-D 100-N	The KSOK Bestg. Co. Inc. Box 172 2666	KBS	Oscar S. Stauffer, p S. C. Thompson, vp & gm	C. E. Archer, cm Richard Moore, pd	Edward H. Howe, ce Arch Gibson, nd & sd
ATCHISON (Atchison Co.)										
		KARE	1470	1939	1000 DA-1	Griffith-Buenning Bestg. Co. Fifth & Kansas Ave. 2477	Sears-Ayers	James M. Griffith, co-o, gm & fd Paul H. Buenning, co-o, cm	Ross Phillips, pd, nd L. D. Winegardner, ce	Bill Ervin, sd
CHANUTE (Neosho Co.)										
		KCRB	1460	1952	1000-D	Cecil W. Roberts Beach & Plummer 434	KBS Best	Cecil W. Roberts, p Duane W. Hoisington, gm & ce	John Wright, cm & sd Paula Hoisington, pd & wd	Joe Young, pmm & nd Tom Alden, fd
COFFEYVILLE (Montgomery Co.)										
		KGGF	690	1930	10,000-D 5000-N DA-2	Midwest Bestg. Co. Inc. 8th & Elm St. 1843	ABC Weed	Richard M. Seaton, p Robert L. Pratt, gm E. B. Spoonamore, cm Richard S. Embody, pd	Robert L. Pratt, pmm J. Sarto Jaminet, ce Harold Springer, nd	Joe Cook, fd Clyde Walthall, sd Mary Sutocky, wd
COLBY (Thomas Co.)										
		KXXX	790	1947	5000-D	Western Plains Bestg. Co. Inc. 380 West 4th St. 790	H-R Reps.	Don Searle, p Ed Mason, gm W. A. Martin, cm Don Secord, pd	Mrs. Fay Keil, pmm U. L. Lynch, ce Pete Howard, nd & sd	Bud Clem, fd Les Wright, fd Helen Clark, wd
CONCORDIA (Cloud Co.)										
		KFRM	550	1948	5,000-D	KMBC Bestg. Co. 11th & Central Kansas City, Mo. Harrison 2650	CBS Free & Peters	L. G. Backstrom, p John T. Schilling, gm	George J. Higgins, cm	
		KNCK	1390	1954	500-D	General Bestg. Co. Inc. 1414	W. F. Danenbarger, p, gm & nd Oscar W. Allen, cm	Don Gill, pd Leo Shields, pmm Gene Shrouf, ce	B. James Farley, fd Don Gill, sd Drusilla Cory, wd
DODGE CITY (Ford Co.)										
		KGNO	1370	1930	5000-D 1000-N DA-N	Dodge City Bestg. Co. Inc. 705½ Second Ave. Hunter 3-3151	MBS Hagg	Jess Denious Jr., p Wendell Elliott, gm Ruth Peterson, cm	Herschel Holland, pd Frank Miller, ce Virginia Anderson, nd	Gail Hamilton, fd Bob Harper, sd Frances Elliott, wd
EL DORADO (Butler Co.)										
		KBTO	1360	1953	500-D	O. A. Tedrick Bank of Poplar Bluff Poplar Bluff, Mo. 2526	Indie	O. A. Tedrick, o Jim Platt, gm & pmm Jay Pratt, cm	Dick Curtis, pd & sd Jay Williams, ce Bob Lutz, nd	Walt Butterworth, fd Jetta S. Lee, wd
EMPORIA (Lyon Co.)										
		KTSW	1400	1939	250	Emporia Bestg. Co. Box 350 153	MBS Gill-Perna	G. F. Reed, p Jack Fallon, vp, gm & cm	Hugh Aspinwald, pd Everett Thompkins, ce	Walter Conway, nd

Data corrected to Dec. 15, 1954. 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. Complete key to abbreviations, page 6.

PORT SCOTT

(*ourbon Co.*)

KMDO 1600 Fort Scott Bcstg. Co. KBS L. C. McKenney, gm Jim McKenney, sm
954 500-D 2545

ARDEN CITY

(*inney Co.*)

KGAR 1050 Ark-Valley Bcstg. Co. Holman Elsworth Sherman, p W. J. Bennett, pd Earl Tipton, ce
948 1000-D Box 878 3041 or 7241 Russell D. Erickson, gm
KIUL 1240 KIUL Inc. NBC Robert Wells, p & gm Tony Jewell, pd, nd, fd & Joe Tennesen, ce
935 250 509½ Main St. KBS Bob Emery, cm sd Mary Connors, pmm & wd
3251

GOODLAND

(*herman Co.*)

KWGB 730 Goodland Bcstg. Co. MBS James E. Blair, p & gm Bert Blair, cm Lyle E. Fick, ce
947 1000-D Box 569 331

HEAT BEND

(*arton Co.*)

KVGB 1590 KVGB Inc. NBC Helen T. Coogan, p Ray H. Beals, pd Gilbert Hanzlicek, ce
937 5000 17th & Main Pearson Bob Schmidt, gm & gm Bette Moore, pmm Jim Heaton, nd
DA-N 4317 Robert D. Hilgendorf, cm, fd & sd

KANSAS CITY

(*is Co.*)

KAYS 1400 KAYS Inc. KBS Frank Motz, p Bud Ryan, pmm Kay Melia, sd
948 250 2450 Hall St. 4-2578 Bob Schmidt, gm & cm Glenn Barnett, ce Carol Anderson, wd
Max Bicknell, pd & nd Carl Wells, fd

JEFFERSON

(*eno Co.*)

KWBW 1450 Nation's Center Bcstg. NBC Bess M. Wyse, p Kainor Carson, cm Bob Bassett, ce
935 250 17th & Harding 2-4486 Venard, Rintoul & McConnell Bill Scott, pd Patricia L. Mitchell, wd
KWHK 1260 KWHK Bcstg. Co. Everett-McKinney James E. Murray, p Robert McCreery, pd Paul Cochran, nd
946 1000-D 18 West 5th St. Millard H. Clary, ce Jack Lynch, sd
500-N DA-2 5-4481 Dan Salmon, cm & pmm

DEPENDENCE

(*ontgomery Co.*)

KIND 1010 Central Bcstg. Co. MBS J. Nelson Rupard, p, gm & Jo Randall, cm Neale Rowland, pmm
947 250-D P. O. Box 357 1010 KBS ce Phil Atkisson, pd Merle Blair, sd
KIND-FM Ch. 228 (A) Frances Hagan Rupard, gm
953 93.5mc .325kw

JUNCTION CITY

(*early Co.*)

KJCK 1420 Junction City Bcstg. Indie Ralph L. Weir Jr., gm, Albert E. Horner, pd & nd Chuck Nichols, fd
949 1000-D Co. Royce Baerg, ce Bruce Karns, sd
724 N. Washington 8-3165

KANSAS CITY

(*yandotte Co.*)

KCKN 1340 KCKN Bcstg. Co. Capper H. S. Blake, p Joe Storm, sm Louis Dickensheets, ce
930 250 300 Walloway Bldg. Ben Ludy, gm B. J. Stott, pd Alan Smith, nd
Victor 3864

LAWRENCE

(*ouglas Co.*)

KFKU 1250 U. of Kansas NAEB Franklin D. Murphy, R. Edwin Browne, d
924 5000 2700 ext. 382 chancellor
DA-N
KLWN 1320 Lawrence Bcstrs. Inc. Arden Booth, p, gm & fd Ed Hundley, pd, sd Jack Hines, nd
951 500-D R. 5 3431 Tom Beal, cm Ollie Coburn, ce Bette Booth, wd

EAVERWORTH

(*eavenworth Co.*)

KCLO 1410 Cecil W. Roberts KBS Cecil W. Roberts, p Frances Johnston, pd Skip Moretti, fd
948 500-D R.R. No. 2 Best Chet B. Kozak, gm, cm Dorothy Underwood, pmm Frances Johnston, wd
3620 nd & sd Delmas Rush, ce

BERAL

(*eward Co.*)

KSCB 1270 Seward County Bcstg. Best Alf M. Landon, p Leon S. Salathiel, gm Wayne Pash, ce
1948 1000-D Co. Inc. P. O. Box 311 3891

MANHATTAN

(*iley Co.*)

KMAN 1350 Manhattan Bcstg. Co. Fred A. Seaton, p Herbert P. Lavin, ce Richard Larue, fd & sd
1950 500-D 114 N. 4th Lowell E. Jack, gm Joan Akey, nd Lita Rosen, wd
Prescott 8-4451 Paulson Leighton, cm & pmm
*KSAC 580 Kansas State College Dr. James A. McCain, p DeVere Nelson, pd, fd & sd Bernard Holbert, ce
1924 5000-D Prescott 6-8811 ext. 356 Kenneth E. Thomas, gm & nd
KSAC-TV 500-N ST-WIBW

McPHERSON

(*McPherson Co.*)

KNEK 1540 K. R. Krehbiel KBS K. R. Krehbiel, o Morris Heitschmidt, pd Bob Bartter, sd
1949 250-D Box 186 1540 Henry J. Dais, gm Claude Hughes, ce Betty Jo Donham, wd

EWTON

(*arvey Co.*)

KJRG 950 Geo. Basil Anderson KBS Geo. Basil Anderson, p Don Toland, nd, fd, & sd Alice Erlandson, wd
1953 500-D Box 77 3240 Robert Kent, gm, pd, & ce

OTTAWA

(*Franklin Co.*)

KOFO 1220 Ottawa Bcstg. Co. Roderick B. Cupp, p, gm, pd Thomas F. Ruble, cm
1941 250-D 20th & S. Main St. 1045 & pmm Gerald Servatius, ce

KANSAS

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales M; slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations
PARSONS (Labette Co.)						
KLKC 1948	1540 250-D	Community Bcstg. Co. Inc. 109½ South Central 4050	KBS Magic Circle	Carol B. Combs, p & o Lester M. Combs, gm Richard R. Combs, sm	Dave Wright, cm & nd Eugene L. Joslin, pd & fd	Linton D. Hargreaves, ce Jack A. Bateman, sd
PITTSBURG (Crawford Co.)						
KOAM 1937	860 10,000-D	The Pittsburg Bcstg. Co. Inc. Professional Bldg. 2165	NBC Pearson	E. V. Baxter, p, gm, cm, & pd	Paul Hudson, pmm & fd Leo Stafford, ce	Frank Smith, nd & sd
KOAM-TV 1947	1340 250	KSEK Bcstg. Co. Inc. 1340 E. Quincy Box 610 742	Magic Circle Cooke	O. S. Stauffer, p Thad M. Sandstrom, gm	Paul A. Winders, ce Don Blythe, nd	John Brazell, sd Milda Sandstrom, wd
PRATT (Pratt Co.)						
KWSK 1952	1590 250-D	Clem Morgan 209½ S. Main 1570	KBS	Clem Morgan, o, gm & nd Marion Pratt, cm, pd & sd	Clarence Evans, ce M. H. Morgan, wd	
SALINA (Saline Co.)						
KSAL 1937	1150 5000 DA-N	K. S. A. L. Inc. 201 West Iron Ave. 3701-2-3	MBS Pearson	R. J. Laubengayer, p Ray V. Jensen, sm & cm Alfred Thompson, pd & nd	C. R. Lamer, pmm Donald Engelhardt, ce	U. D. Slater, fd Edward Linck Jr., sd
TOPEKA (Shawnee Co.)						
KJAY 1949	1440 5000-D 1000-N DA-2	S. H. Patterson 908 Kansas 3-1336	McGillvra	S. H. Patterson, p Paul Roscoe, gm & sd Wayne J. Hatchett, cm & ce	Jim Gosa, pd & nd Evelyn Reynolds, pmm	Curt Williams, fd Grace Hatchett, wd
KTOP 1947	1490 250	Charles B. Axton P. O. Box 538 4-3444	MBS Pearson	Bailey Axton, o & gm Marie M. McKinney, asst. m Joseph M. Purcell, cm & slm	Dennis Murphy, pd Floyd Griffiths, ce	Charlie Christian, sd
WIBW 1926	580 5000 DA-N	Topeka Bcstg. Assn. Inc. 1035 Topeka Blvd. 3-2377	CBS Capper	H. S. Blake, p Ben Ludy, gm Hilton Hodges, cm	Maude Carlson, pd Allan Young, pmm	Lewis Dickensheets, ce Wes Seyler, fd
WREN 1926	1250 5000 DA-N	WRFN Bcstg. Co. 411 W. 10th St. 2-0505	ABC Weed	Alf M. Landon, p Fred L. Conger, bus. m Gerald K. Barker, slm	Max Falkenstein, pm & sd Glenn L. Howard, ce	Frank Jones, nd & fd Dottie Paige, wd
WICHITA (Sedgwick Co.)						
KAKE 1947	1240 250	KAKE Bcstg. Co. Inc. 418 W. Douglas Hobert 4-9369	MBS Radio-TV Reps.	Mark H. Adams, p Graeme Fletcher, vp gm Roger W. Pepper, cm	Dick Williams, pd Ira E. Courtney, ce	Marion Brandenberger, s
KAKE-TV 1936	1480 5000-D 1000-N DA-2	Taylor Radio & Tv Corp. 1015 North Broadway Hobart 4-2387	NBC Raymer	O. L. Taylor, p Archie J. Taylor, gm Allan Page, cm	Dave Wilson, pd & sd L. F. Heithecker, pmm & ce	George Gow, nd Mary Anne McNally, wd
KFBI 1922	1070 10,000-D 1000-N DA-N	KFBI Inc. Box 1402 Temple 8-3377	ABC Avery- Knodel	Howard Lane, p Hale Bonduant, gm & cm George Wells, pd	Lew Hunter, pmm K. W. Pyle, ce Russ Jolly, nd	Lester Weatherwax, fd Jack Campbell, sd Marie MacDonald, wd
KFH 1922	1330 5000 DA-N	Radio Station KFH Co. KFH Bldg. Amherst 2-4491	CBS Blair	Frank V. Webb, vp & gm Don Newbury, cm Thomas P. Bashaw, pd	Elizabeth Lathrop, pmm Virgil Hinshaw, ce George Doyle, nd	Bruce Behymer, fd Jack Munley, sd
KFH-FM 1948	Ch. 26.2(B) 100.3mc 11kw					
KWBB 1951	1410 1000 DA-2	Wichita Beacon Bcstg. Co. Inc. 2829 Salina Ave. Temple 8-3331		O. E. Bradley, p J. M. Hall, gm John Merrell, cm	Virginia Welch, pd Gene T. Williams, ce Jim Setters, nd & fd	Don Hoover, sd Lucille Allmon, wd

Data corrected to Dec. 15, 1954. 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. Complete key to abbreviations, page 6.

KENTUCKY

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passen- Cars 1953
Adair	17,603	4,050	\$ 6,183	\$ 1,189	\$ 253	3,446	Daviess	57,241	15,780	57,463	12,515	1,519	18,1
Allen	13,787	3,740	6,934	1,536	206	2,971	Edmonson	9,376	2,070	1,920	587	62	1,4
Anderson	8,984	2,480	7,639	1,718	77	3,065	Elliott	7,085	1,350	580	345		
Ballard	8,545	2,910	4,143	1,316	98	4,134	Estill	14,677	3,130	4,611	1,599	179	2,8
Barren	28,461	7,730	22,535	4,589	755	7,596	Fayette	100,746	27,970	139,496	27,192	5,398	28,0
Bath	10,410	2,510	2,801	1,051	59	1,721	Fleming	11,962	3,250	5,523	1,664	67	3,2
Bell	47,602	10,130	36,588	8,902	807	5,877	Floyd	53,500	10,750	25,268	6,276	349	5,2
Boone	13,015	3,740	6,555	1,759	113	5,935	Franklin	25,933	7,390	22,662	5,559	769	8,1
Bourbon	17,752	4,920	15,713	4,281	407	5,073	Fulton	13,668	3,700	15,251	3,910	408	3,2
Boyd	49,949	13,520	47,260	13,199	1,495	15,001	Gallatin	3,969	1,120	1,949	640	64	1,3
Boyle	20,532	5,260	23,164	4,776	799	6,374	Garrard	11,029	2,900	5,444	1,241	67	2,6
Bracken	8,424	2,440	4,403	1,227	79	2,350	Grant	9,809	2,770	6,038	1,761	178	3,2
Breathitt	19,964	3,310	3,932	1,483		1,175	Graves	31,364	9,930	23,488	5,533	594	9,4
Breckinridge	15,528	3,730	5,410	1,708	214	3,145	Grayson	17,063	4,320	6,554	1,209	169	3,2
Bullitt	11,349	2,970	4,445	1,451	71	3,883	Green	11,261	3,050	5,155	1,083	73	2,5
Butler	11,309	2,430	2,121	769	64	1,507	Greenup	24,887	5,820	7,799	3,722	294	5,4
Caldwell	13,199	3,690	8,602	2,422	261	3,296	Hancock	6,009	1,550	2,079	581	60	1,4
Calloway	20,147	5,690	15,333	3,703	388	6,094	Hardin	50,312	10,990	25,487	6,921	452	13,5
Campbell	76,196	22,860	58,960	21,593	2,344	25,557	Harlan	71,751	15,140	44,409	12,213	1,029	9,6
Carlisle	6,206	1,820	2,809	879	81	1,930	Harrison	13,736	3,880	10,467	2,596	280	4,5
Carroll	8,517	2,400	9,530	2,212	310	2,722	Hart	15,321	3,980	8,702	1,608	265	3,7
Carter	22,559	4,630	7,470	2,253	182	3,252	Henderson	30,715	9,240	28,352	7,184	785	10,4
Casey	17,446	3,710	4,598	1,029	36	2,635	Henry	11,394	3,170	6,418	1,492	269	2,8
Christian	42,359	10,360	39,442	7,856	674	11,341	Hickman	7,773	2,150	2,953	1,115	73	1,6
Clark	18,898	5,230	19,036	4,546	454	5,885	Hopkins	38,815	10,570	32,934	7,366	733	10,1
Clay	23,116	4,010	5,031	1,227	76	2,111	Jackson	13,101	2,590	2,236	824	63	1,1
Clinton	10,605	2,320	3,044	648	67	1,504	Jefferson	484,615	142,780	601,440	140,046	25,649	145,3
Crittenden	10,818	2,890	5,471	1,737	67	2,560	Jessamine	12,458	3,300	6,421	1,975	249	3,2
Cumberland	9,309	1,970	3,212	866	65	1,257	Johnson	23,846	5,340	12,726	3,214	35	3,0

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Possenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Possenger Cars 1953
Adair	104,254	32,340	99,770	32,592	3,769	29,920	Ohio	20,840	5,100	7,237	2,832	217	3,429
Allen	20,320	3,410	3,387	1,124	73	1,442	Oldham	11,018	2,480	5,659	1,257	79	4,211
Anderson	30,409	6,340	7,757	2,508	69	3,312	Owen	9,755	2,830	4,357	1,018	153	2,278
Boone	9,956	2,480	6,361	894	72	2,927	Owsley	7,324	1,370	4,02	1,171		560
Bourbon	25,797	5,780	11,996	3,755	210	4,508	Pendleton	8,610	2,650	3,661	1,151	96	2,732
Breathitt	14,418	3,190	5,345	1,675	130	1,745	Perry	46,566	9,070	26,749	6,253	407	5,196
Bullitt	8,739	1,740	1,563	488	69	1,173	Pike	81,154	17,300	44,153	11,921	526	12,595
Calloway	15,537	2,700	3,288	1,804	77	729	Powell	6,812	1,300	77	238		1,052
Carter	39,522	2,970	20,956	6,732	266	4,591	Pulaski	38,452	9,260	21,725	5,049	559	7,745
Cass	13,520	2,920	4,338	1,377	73	2,461	Robertson	2,881	740	694	219	56	694
Cecilia	18,668	4,530	7,921	1,632	160	3,257	Rockcastle	13,925	2,630	4,138	1,497	101	1,875
Chester	7,184	2,010	2,425	901	71	1,945	Rowan	12,708	2,730	6,064	1,384	66	2,532
Claiborne	22,335	5,820	15,860	4,089	432	4,882	Russell	13,717	3,270	3,864	1,143	91	2,170
Crittenden	6,853	1,460	1,674	548	59	1,108	Scott	15,141	4,130	10,408	3,202	256	3,990
Cumberland	49,137	28,840	82,620	17,115	3,053	23,793	Shelby	17,912	4,830	14,941	3,286	419	5,993
Daviess	16,660	3,080	6,651	2,667	123	2,114	Simpson	11,678	3,360	11,348	2,350	442	3,168
De Kalb	10,021	2,650	3,543	1,259	119	2,177	Spencer	6,157	1,500	3,975	725	37	1,898
Edmonson	31,179	8,240	19,901	4,684	789	7,725	Taylor	14,403	3,750	10,907	2,095	78	3,962
Elliott	13,838	2,240	2,185	830	30	947	Todd	12,890	3,380	5,960	1,712	250	2,412
Estill	17,212	3,790	12,794	2,080	80	3,896	Trigg	9,683	2,110	4,481	958	68	1,989
Fayette	13,387	3,880	6,095	1,643	113	4,696	Trimble	5,148	1,390	1,242	378		1,265
Fleming	11,677	2,090	2,287	1,076	117	1,777	Union	14,893	3,800	14,353	3,208	522	5,366
Floyd	18,486	5,110	20,532	4,098	754	5,369	Warren	42,758	11,690	42,002	7,665	1,501	11,690
Gallatin	9,422	2,490	4,924	865	70	2,829	Washington	12,777	3,130	6,695	1,144	67	3,228
Garrard	4,798	1,050	601	249		571	Wayne	16,475	3,440	5,471	1,795	72	2,253
Garrison	14,643	4,270	10,699	2,296	422	4,869	Webster	15,555	4,300	8,379	2,192	185	3,569
Grant	9,851	2,400	2,351	345	76	1,443	Whitley	31,940	7,080	19,651	5,281	565	4,881
Graves	13,770	3,230	6,134	1,459	131	2,308	Wolfe	7,615	1,350	1,180	267		675
Green	13,025	3,460	11,261	3,059	283	3,893	Woodford	11,212	3,070	6,969	1,920	293	3,160
Harlan	13,624	2,790	2,204	633	32	1,439							
Harrison	32,501	7,710	18,319	6,134	383	5,956							
Hart	19,521	4,560	13,666	2,399	429	4,713							
Henderson	7,532	2,050	3,400	1,115	149	2,063							

Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state.


DIRECTORY OF AM AND FM STATIONS

ASHLAND

Boyd Co.)						
WCMJ	1340	Ashland Bcstg.	CBS, Air Trails	Charles Sawyer, p	W. R. Martin, sm	Robert Gilmore, ce
1935	250	120 20th St.	H-R Repts.	J. Pattison Williams,	John Sowards, pd, pmm,	Dick Martin, sd
		3010		exec. vp.	nd, fd	Bettye Allen, wd
WCMJ-FM	Ch. 229 (B)					
1948	93.7mc					
	4.3kw					
WWKO	1420	States Bcstg. System Inc.	Grant	Charles F. Trivette, p, gm	Ernest Sparkman, pd	Joe H. Barker, cm
1954	5,000-D	P. O. Box 848		Herman G. Dotson, vp	Dorothy Kahne, wd	Cora Lee Sparkman, pmm
		Grand 8784		David B. Jordan, ce	Frank Vaught, sd	

BARDSTOWN

Nelson Co.)						
WBRT	1320	Bardstown Bcstg.	Andy Anderson, p	J. L. Brownell, gm, cm	J. L. Brownell Jr., pd
1954	1000-D	P. O. Box No. 1				
		4780				



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A TAYLOR-MADE ANALYSIS OF ADVERTISING FOR CREATIVE SELLING ON KANS

Account _____

Product or Service _____

Type of People Most Likely To Be Influenced To Buy _____

Activity These People Might Be Engaged in at Best Psychological _____

Time and Place for Influencing To Buy _____

Where Are They Most Likely To Be? _____

When Are They Most Likely To Be Engaged in this Activity? _____

Advertising Media Available at this Time and Place:
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KENTUCKY

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations
BENTON (Marshall Co.)					
WCBL 1954	1290 1000-D	Purchase Bcstg. Co.		J. Shelby McCallum, gm	
BOWLING GREEN (Warren Co.)					
WKCT 1947	930 1000-D 500-N DA-N	Daily News Bcstg. Box 727 Bowling Green 4325	Pearson	J. Ray Gaines, p Alvis H. Temple, gm, pmm Jeff Wright, cm	Jack Eversole, pd, nd Hank Brosche, fd Haro Durham, co-ce Joann Rudolph, wd
WLBJ 1940	1410 5000-D 1000-N DA-2	Bowling Green Bcstg. 901 Fairview Ave. 3212	MBS Burn-Smith	Ken D. Given, p, gm Robert L. Proctor, cm Helen Given, pd	Georgia Bates, pmm Tom Smith, ce Bart Hagerman, nd
WLEJ-FM 1948	Ch. 268 (B) 101.1mc 8.4kw				Bill Stamps, fd Robert L. Proctor, sd Helen Griffin, wd
CAMPBELLSVILLE (Taylor Co.)					
WLCK 1950	1450 250	Taylor County Bcstg. Co. P. O. Box 248 380		R. L. Turner, p, gm Lindsey Harden, cm	Tom Miekerr, pmm J. B. Crawley, ce
WTCO 1948	1150 1000-D	South Central Ky. Bcstg. Co. 203 East Main St. 250	KBS	H. T. Parrott, p Clifford Spurlock, gm, cm Elwanda Miller, pd	Pat Beard, pmm Harvey Kingsbury, ce Bill Mardis, nd
CENTRAL CITY (Muhlenberg Co.)					
WMTA 1954	1380 500-D	Central City-Greenville Bcstg. Co.			
WNES 1954	1600 500-D	Muhlenberg Bcstg. Co.		William D. Atkinson, p & gm	
COLUMBIA (Adair Co.)					
WAIN 1951	1270 1000-D	Tri-County Radio Bcstg. Corp. 4111	KBS Best	S. C. Bybee, p, gm Lanier Burchett, cm, sd	Oris Gowen, pd Lewis M. Owens, ce
CORBIN (Whitley Co.)					
WCCT 1947	680 1000 DA-N	Corbin-Times Tribune 1071	MBS	J. Springer Robinson, p John L. Crawford, gm Kenneth Z. Turner, sm, pd	S. G. Hembree, cm C. R. Austin, ce Archie T. Wyatt, sd Ruth Mauney, wd
COVINGTON (Kenton Co.)					
WZIP 1947	1050 250-D	WZIP, Inc. 6th and Madison Ave. JUNiper 5300	KBS Indie	Arthur L. Ellerman, p, gm, cm Walter R. Rehbaum, pd	Si Schulman, pmm Joseph M. Rice, ce Donald Eubanks, nd Jesse Tyson, fd Milton Green, sd Carmen G. Eilerman, wd
CUMBERLAND (Harlan Co.)					
WCPM 1951	1490 250	Blanfox Radio Co. Inc. 260	MBS KBS Good Coal Burn-Smith	R. B. Helms, p, gm Art Gruenwald, cm, nd	Al Cash, pd, sd J. Francke Fox, ce
DANVILLE (Boyle Co.)					
WHIR 1954	1230 250	Commonwealth Bcstg. Corp. P. O. Box 234 Danville 1230	MBS, KBS, Holman	W. T. Isaac, p, cm	David B. Highbaugh, vp, pd, nd, fd, sd Henry C. Lovell, ce
ELIZABETHTOWN (Hardin Co.)					
WIEL 1950	1400 250	Elizabethtown Bcstg. Co. 5151	KBS Best	J. W. Hodges, p Walter Huddleston, gm, cm, nd, fd, sd	Tom Maples, pd Thomas Baldwin, pmm, ce Ed Booher, nd Lee Hutson, wd
FRANKFORT (Franklin Co.)					
WFKY 1946	1490 250	Frankfort Bcstg. Co. Inc. Kentucky Ave. Extended FRankfort 4-8281	MBS Burn- Smith	Ken Hart, p, gm W. M. Morrison, cm Mary Flynn, pd, wd	Bud McLain, pmm Wallace Roach, ce Don Wheeler, nd, fd Ronnie Rhody, sd
FRANKLIN (Simpson Co.)					
WFKN 1954	1220 250-D	Franklin Bcstg. Co. 103 North High St. 33	KBS	L. L. Valentine, p, nd, fd Howard H. Ogles, gm	A. W. Kockritz, Jr., cm Nell James, pd, wd Clarence Driver, ce Stan Portmann, sd
FULTON (Fulton Co.)					
WFUL 1951	1270 1,000-D 500-N	Ken-Tenn Bcstg. Corp. P. O. Box 482 1270	Best	Dr. R. W. Bushart, p J. O. Lewis, gm, fd John Latham, cm, ce	Dorothy Boyd, pd, wd Jim Ferguson, pmm Al West, nd Pierce Laton, sd
WFUL-FM 1951	Ch. 285 (B) 104.9mc 0.5kw				
GLASGOW (Barren Co.)					
WKAY 1946	1490 250	Glasgow Bcstg. Co. 2141	KBS	Jack Pedigo, p Clovis Sadler, gm, pmm, ce, fd	John M. Barrick, cm Caroline Biggers, pd, nd Hank Royse, sd Opal E. Cherry, wd
HARLAN (Harlan Co.)					
WHLN 1941	1230 250	Blanfox Radio Co. Inc. 625	MBS, KBS, Good Coal Burn-Smith	R. B. Helms, p, gm, pm	James Morgan, cm, nd Nell Bradford, pd Marvin Johnson, ce Jack Hoskins, sd

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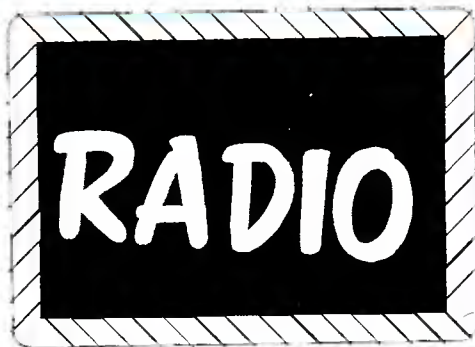
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NEIL CLINE, *Station Manager*

• Associated with the Courier-Journal and Louisville Times

KENTUCKY

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations	Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
HAZARD (Perry Co.)							
WKIC 1947	1340 250	BMG Bcstg. Corp. Peoples Bank Bldg. 720	MBS Best	Fred B. Bullard, p Charles W. Metcalf, gm, pmm, nd	Robert S. Mansfield, cm, sd Norma Strong, pd	Marvin E. Young, ce	
HENDERSON (Henderson Co.)							
WSON 1941	860 500-D	Henderson Bcstg. Co. Inc. Zion Rd. 3923	MBS KBS Meeker	Hecht S. Lackey, p, gm Ewing Graham, cm Martin E. Schaeffer, pd, nd	Dorothy McCormick, pmm, wd Orville D. Jackson, ce	Tommy Southwood, fd Dell McLachlan, sd	
WSON-FM 1947	Ch. 258 (B) 99.5mc 20kw						
HOPKINSVILLE (Christian Co.)							
WHOP 1940	1230 250	Hopkinsville Bcstg. Co. Cadiz Rd. TUxedo 5-5331	CBS Meeker	F. E. Lackey, p, gm Katherine Peden, cm Margaret Wyatt, pd	Leo Y. Wilson, ce Hal Jenkins, nd	Drury Embry, fd George Gray, sd	
WHOP-FM 1948	Ch. 254 (B) 98.7mc 8.8kw						
WKOA 1954	1480 1000-D	Pennyrile Bcstg. Co. 7/2 Chas. W. Stratton Box 110 Russellville, Ky.					
LEBANON (Marion Co.)							
WLBN 1953	1590 1000-D	Lebanon-Springfield Bcstg. Co. Lebanon-Springfield Pike Box 647 486		C. H. Hulse, co-o, ce Charles Shuffett, co-o, pd Charles Hardin, cm	Allen Baker, pmm Paul Owens, nd Jimmy Taylor, fd	Kenneth Hall, sd Fay Gilmore, wd	
LEXINGTON (Fayette Co.)							
WLAP 1922	630 5000-D	American Bcstg. Corp. Radio Bldg. 3-2727	ABC Pearson	Gilmore N. Nunn, p J. E. Willis, vp, gm Miller A. Welch, cm Jack Brooks, pd	Joe DeLong, pmm H. C. Locklar, ce Sue Ann Fenimore, nd	Paul Everman, fd J. B. Faulconer, sd Ann Jones, wd	
WLAP-TV 1950	1000-N DA-2						
WLAP-FM 1950	Ch. 233 (B) 94.5mc 0.4kw						
WLEX 1946	1300 1000	Central Kentucky Bcstg. Co. 134 North Limestone St. 3-0433	ForJoe	J. D. Gay, Jr., p Earl L. Boyles, evp. & gm	Evelyn Bengel, pd Harry Barfield, asst. mgr.	Jim Robertson, ce Cawood Ledford, sd	
WLEX-TV 1947	1000 DA-N						
WVLK 1947	590 1000 DA-1	Bluegrass Bcstg. Co., Inc. Phoenix Hotel 4-6470	MBS Burn- Smith	Donald J. Horton, p Ted Grizzard, gm George T. Webb, cm	Claude Sullivan, pd, sd Ray Holbrook, pmm, nd	Paul Dunbar, ce Margaret Welch, wd	
LONDON (Laurel Co.)							
WFTG (CP)	1400 250	States Bcstg. System Inc. P. O. Box 948 Ashland, Ky.		Charles F. Trivette, p Herman G. Dotson, vp			
LOUISVILLE (Jefferson Co.)							
WAVE 1933	970 5000	WAVE, Inc. 334 East Broadway Wabash 2201	NBC NBC Spot Sales	George W. Norton Jr., p Nathan Lord, gm LeVal Waltman, cm	James Caldwell, pd Charles Hill, pmm Wilbur Hudson, ce	Rodney Ford, nd Ed Kallay, sd Dolores Ryan, wd	
WAVE-TV 1936	DA-1						
WGRC 1936	790 5000-D 1000-N DA-2	Northside Bcstg. Corp. Ky. Home Life Bldg. Wabash 8871	MBS Walker	J. Portor Smith, p Charles L. Harris, vp, gm Tom Underwood, cm Ward Hatcher, pd	Jerry Fordyce, pmm W. J. Morrison, ce Jack Donnell, nd	Jerry East, fd Jerry Brown, sd Agnes Burke, wd	
WHAS 1922	840 50,000	WHAS, Inc. 6th and Broadway Wabash 2211	CBS Christal	Barry Bingham, p Victor A. Sholis, vp & dir. Neil D. Cline, sm John M. Fouts, cm	Sam Gifford, pd Wm. F. Loader, pmm O. W. Towner, ce Richard Oberlin, nd	Barney Arnold, fd Jimmie Finegan, sd Jane Dennis, wd	
WHAS-TV 1940	1240 250						
WINN 1940	1240 250	Kentucky Bcstg. Corp. Inc. Earle Hotel Wabash 5148	KBS, Radio-TV Reps.	Harry McTigue, p, gm Charles A. Schacht Jr., cm George S. Partridge, pd, nd	Helen E. Roberts, pmm Melvin C. Scarsdale, ce	Jim McIntyre, sd Louise Weiller, wd	
WKLO 1948	1080 5000-D	Mid-America Bcstg. Corp. Henry Clay Hotel Clay 4441	ABC Blair	Milton S. Trost, vp D. C. Summerford, gm	Charles Farmer, cm Mary Louise Moore, pd	Raymond S. Ford, ce Jean H. Clos, nd	
WKLO-TV 1947	1000-N DA-2						
WKYW 1947	900 1000-D	Radio Kentucky Inc. 431 W. Jefferson St. Clay 4811	Burn- Smith	F. Eugene Sandford, p Edwin E. S. Weldon, vp, sm	Parker Smith, cm Paul Ruhle, pd	Charles L. Troutman, ce	
WLOU 1948	1350 1000-D	Robert W. Rounsaville 2549 South Third St. CAIhoun 3680	ForJoe, Dora- Clayton	Robert W. Rounsaville, o Lee Smith, cm	J. T. Starr Jr., cm Cliff Butler, pd	Stephen Dawson, ce	
MADISONVILLE (Hopkins Co.)							
WFMW 1948	730 250-D	Messenger Bcstg. Co. Box 387 1885	KBS Continental	Edgar Arnold Sr., p H. W. Wells, gm, fd	E. L. Kelley Jr., cm, sd Richard T. Harris, pd	Evers Mick, ce Glenda Aussenbaugh, wd	
WFMW-FM 1949	Ch. 230 (B) 93.9mc 2.85kw						
MAYFIELD (Graves Co.)							
WKTm 1946	1050 1,000-D	Mayfield Bcstg. Co. P. O. Box 232 46	Best	Mike Layman, p Jack D. Henderson, gm, pmm	Jerry Watson, cm, nd, sd Frances Reynolds, pd	Jos. M. Hargrove, ce Hallie Vandergriff, wd	
WNGO 1947	1320 1000-D	West Kentucky Bcstg. Co. Inc. P. O. Box 26 1597	H. M. Suthard, p T. E. Brewer, gm, cm	Otis L. Davis, pd, fd John E. Shelton, ce	Bing Hampton, nd, sd Mary Shelton, wd	

Data corrected to Dec. 15, 1954. 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. Complete key to abbreviations, page 6.

with **WAVE**
you don't buy the cow—

YOU BUY THE CREAM!

Only *one* radio station in Kentucky gives you exactly what you want in this State, and at the right price.

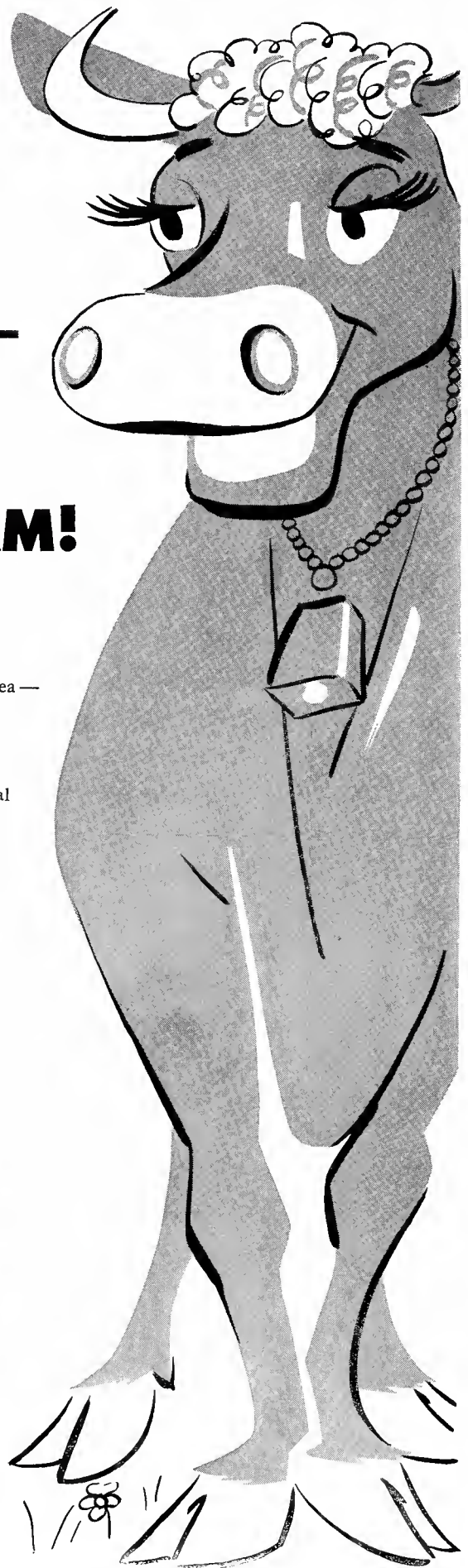
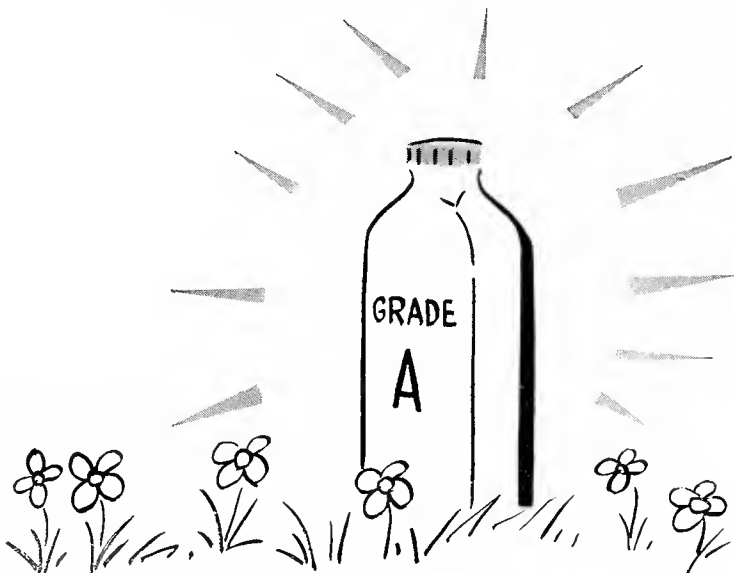
MORE THAN LOUISVILLE — LESS THAN KENTUCKY!
WAVE's 50% BMB daytime area gives the Louisville Trading Area — no more, no less. *This Area accounts for 42.5% of Kentucky's total Effective Buying Income.*

COMPLETE PROGRAMMING—HIGH LISTENERSHIP.
WAVE is the only NBC Station in or near Louisville. Our local programming is big-time stuff, too. We don't ask our audience to listen to one or two voices for endless hours. Our *radio* staff includes 62 people, 44 of whom do on-the-air work rather than management, sales, etc.

Don't buy the cow. Buy the cream — concentrated, unwatered, and nourishing! NBC Spot Sales has the figures.

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

NBC Spot Sales, Exclusive National Representatives



KENTUCKY

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
MAYSVILLE (Mason Co.)				
WFTM 1948	1240 250	Standard Tobacco Co. 626 Forest Ave. LOgan 4-3361	MBS KBS	Charles P. Clarke, p John W. Betts, gm Gene A. Waters, pd Harvey L. Cross, ce Lawrence McGill, nd, sd J. Scott True, fd Dorothy Wood, wd
MIDDLESBORO (Bell Co.)				
WMK 1948	560 500-D	Cumberland Gap Bcstg. Co. 960	Holman	Dr. U. G. Brummett, p Maurice K. Henry, gm, cm Tal England, ce Lee Wilder, nd Carl Seruel, sd
MONTICELLO (Wayne Co.)				
(CP)	1570 250-D	Wolf Creek Bcstg Co. % Clifford Spurlock Radio Station WTGO Campbellsville, Ky.		
MOREHEAD (Rowan Co.)				
WMOR (CP)	1330 1000-D	Morehead Bcstg. Co.		W. S. Sample, p
MURRAY (Calloway Co.)				
WNBS 1948	1340 250	Murray Bcstg Co. Box 548 1340		H. T. Waldrop, o & p Ed Griffin, sm Troy Glidwell, cm, pd & sd Otis Cohoon, ce
NEWPORT (Campbell Co.)				
WNOP 1948	740 1000-D	Tri-City Bcstg. Co. 606 Monmouth St. JUniper 7100	James G. Lang, p Ann R. Lang, gm Robert M. Gilmore, cm R. Douglas Nunn, pd William J. Snyder, ce James E. Brodhead III, nd Richard L. Pike, sd Charlotte Richter, wd
WNOP-TV	DA-D			
OWENSBORO (Daviss Co.)				
WOMI 1938	1490 250	Owensboro Bcstg. Co. Byers Ave. & Livermore Rd. 3-1558	MBS Burn- Smith	Lawrence W. Hager, p Hugh O. Potter, gm, cm, pmm Mrs. Cliffordean Potter, pd, wd Harold I. Peters, ce Marshall Bruner, nd, fd, sd
WOMI-FM 1948	Ch. 223 (B) 92.5mc 19.5kw			
WVJS 1947	1420 1000 DA-2	Owensboro On The Air Inc. 324 Allen St. 3-3521	Rambeau	Vincent J. Steele, p Malcolm Greep, gm John T. Rutledge, cm Larry Adams, pd Leola C. Hayden, pmm, wd Robert Earl Jagoe, ce J. Walter Greep, nd Earl Fisher, fd LeRoy Woodward, sd
WVJS-FM 1947	Ch. 241 (B) 96.1mc 45kw			
PADUCAH (McCracken Co.)				
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. m, sd Joe Pat Knight, pd Ernest Pell, ce Bill Shores, nd, fd Patricia Ann Paxton, wd
WKYB-FM 1947	Ch. 227 (B) 93.3mc 31.5kw			
WPAD 1930	1450 250	Paducah Bcstg. Co. Inc. Taylor Bldg. 4th & Broadway 2-8231	CBS Meeker	Pierce E. Lackey, p W. Prewitt Lackey, gm Linn Wolff, cm Ray Mofield, pd, pmm, nd, fd, sd U. C. Morris, ce Evelyn Stahl, wd
WPAD-FM 1946	Ch. 245 (B) 96.9mc 18kw			
PAINTSVILLE (Johnson Co.)				
WSIP 1949	1490 250	Big Sandy Bcstg. Meade Building 1196	Best	Ted Arnold Silvert, co-o, gm Escom Chandler, co-o Jack Welch, cm, sd Bill Barker, pd Eugene Baldrige, ce Robert Marsh, nd
PIKEVILLE (Pike Co.)				
WLSI 1949	900 1000-D	Cumberland Pub. Co. 456	Mrs. W. J. Ward Jr., p Roy E. Alexander, gm, cm Charles T. Snowden, pd, sd Mitchell Preston, p Guy N. Ferrell, ce John Adkins, nd W. T. Frazier, gm Mike Paxton, fd Edna N. Aders, wd Yancey Bowling, ce
WPKE 1949	1240 250	East Kentucky Bcstg. Corp Peach Orchard Rd. 1280	MBS, KBS Continental	
PRESTONSBURG (Floyd Co.)				
WPRT 1952	960 1000-D	Kentucky Mountain Bcstg. Co. South Lake Drive 5951	KBS	D. C. Stephens, p Rex Osborne, gm, pmm Paul R. Fairchild, cm Burt Roberts, pd, nd James K. Hoskins, ce Ellis Boggs, fd Roy Otis Ratliff, sd
PRINCETON (Caldwell Co.)				
WPKY 1950	1580 250-D	Princeton Bcstg. Co. U. S. Highway 62 N. 2072	KBS, Continental Radio Sales	Leslie Goodaker, o & gm James Johnson, cm Mrs. L. Goodaker, pd Marvin Mahoney, ce
RICHMOND (Madison Co.)				
WEKY 1953	1340 250	WEKY Inc. McKee Building 1340	MBS	Dages I. Boyle, p O. C. Halyard Jr., gm, cm, sd Robert Vernon Doll, pd, nd Jay Watters, pmm Estil R. Anderson, ce John Sullivan, fd Dorothy Kahne, wd
RUSSELLVILLE (Logan Co.)				
WRUS 1953	800 1,000-D	Roth E. Hook 459	Best	Roth E. Hook, p Earl H. Johnson, gm, ce Raymond L. Hardin, cm, pmm, sd Jane Robey, pd, wd Paul Barnett, nd Gene Locke, fd

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SOMERSET

(Pulaski Co.)

WSFC 1947	1240 250	Southeastern Bcstg. Co. Inc. Box 740 1240	MBS Best	Mike Layman, p, gm Don F. Orwin, cm John A. Hartnett, pd	Johnny Agostine, ce Clyde Denton, nd Hugh Hurst, fd	Bob Haney, sd Louise M. Craig, wd
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VANCLEVE

(Breathitt Co.)

WMTC 1948	730 1000-D	Ky. Mountain Holiness Assn. Vancleave 3, Jackson exchange	Continental	Dr. Lela G. McConnell, p Wilfred Fisher, gm Violet Person, pd	Kenneth Amspaugh, ce Louis Bouck, nd	Seldon Short, sd Faith Amspaugh, wd
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WHITESBURG

(Letcher Co.)

WTCW 1953	920 1000-D	Ky-Va. Bcstg. Corp. P. O. Box 398 2711	Kenneth J. Crosthwait, p, gm Frank L. Jones, pmm, fd	Aubrey L. Garber, pd, nd, sd Don F. Crosthwait, cm	J. Irving Grove, ce
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WINCHESTER

(Clark Co.)

WWKY 1954	1380 1000-D	Winchester Bcstg. Co., Inc. 17½ W. Broadway 1380	MBS	N. B. Ratliff, p Charles Drew, gm, pd, pmm William B. Morrison, cm	K. P. Graham, ce Rod Planck, nd, fd	Claude Sullivan, sd Betty Bush Botts, wd
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MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Acadia	47,050	11,430	\$31,460	\$ 5,457	\$ 690	632,488	Natchitoches	38,144	8,430	14,730	4,069	541	
Allen	18,835	4,610	11,143	2,141	263		Orleans	570,445	162,420	700,652	144,372	28,248	
Ascension	22,387	5,090	12,601	3,239	322		Ouachita	74,713	21,270	102,827	17,056	2,730	
Assumption	17,278	3,700	5,321	1,103	164		Plaquemines	14,239	3,210	5,786	3,160	213	
Avoynes	38,031	8,890	17,429	3,690	555		Pointe Coupe	21,841	4,940	9,194	1,719	257	
Beauregard	17,766	4,640	13,722	4,356	310		Rapides	90,648	23,850	83,450	19,287	2,227	
Bienville	19,105	4,550	8,226	2,507	233		Red River	12,113	2,640	5,206	1,355	31	
Bossier	40,139	9,650	23,400	6,233	414		Richland	26,672	5,830	18,787	4,074	637	
Caddo	176,547	48,890	229,072	46,566	7,640		Sabine	20,880	4,810	7,753	2,004	272	
Calcasieu	89,635	26,830	104,309	22,896	2,354		St. Bernard	11,087	2,890	4,979	1,469	69	
Caldwell	10,293	2,560	5,540	1,147	246		St. Charles	13,363	3,160	6,086	2,172	206	
Cameron	6,244	1,260	2,140	944	59		St. Helena	9,013	1,890	1,817	583	31	
Catahoula	11,834	2,530	5,802	1,845	224		St. James	15,334	3,200	7,208	2,072	150	
Claiborne	25,063	5,820	14,515	4,053	625		St. John the Baptist	14,861	3,140	5,914	2,211	114	
Concordia	14,398	3,360	6,094	2,108	162		St. Landry	78,476	16,540	48,852	10,298	980	
De Soto	24,398	5,190	14,406	3,730	619		St. Martin	26,353	5,440	8,983	1,782	199	
E. Baton Rouge	158,236	48,430	184,356	35,385	6,720		St. Mary	35,848	8,650	28,219	9,217	579	
E. Carroll	16,302	3,470	8,591	2,016	346		St. Tammany	26,988	7,130	18,152	4,516	467	
E. Feliciana	19,133	3,020	5,908	1,688	113		Tangipahoa	53,218	13,100	40,474	8,404	1,357	
Evangeline	31,628	7,690	13,125	2,793	145		Tensas	13,209	2,800	6,514	1,622	269	
Franklin	29,376	6,370	13,998	3,430	458		Terrebonne	43,328	9,870	35,860	9,319	783	
Grant	14,263	3,410	4,899	1,668	61		Union	19,141	4,610	11,056	1,908	236	
Iberia	40,059	9,790	37,440	8,045	910		Vermilion	36,929	9,460	26,560	4,708	696	
Iberville	26,750	6,160	14,265	3,804	296		Vernon	18,974	5,220	10,403	3,523	383	
Jackson	15,434	3,620	9,634	1,996	209		Washington	38,371	9,690	25,748	5,357	796	
Jefferson	103,873	33,650	81,774	23,058	2,754		Webster	35,704	9,250	28,916	7,528	1,070	
Jefferson Davis	26,298	6,560	25,566	5,214	443		W. Baton Rouge	11,738	2,770	5,210	1,872	136	
Lafayette	57,743	14,530	48,868	7,528	1,029		W. Carroll	1,248	3,700	7,927	1,328	223	
Lafourche	42,209	9,480	38,396	8,836	840		W. Feliciana	10,169	1,350	2,071	661	52	
La Salle	22,717	3,350	8,340	2,102	255		Winn	16,119	4,070	8,248	2,097	350	
Lincoln	25,782	5,860	16,406	2,935	439								
Livingston	20,054	4,970	11,968	4,555	216								
Madison	17,451	3,860	10,248	2,244	237								
Morehouse	32,038	7,640	24,429	6,459	740								

Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state.

* State wide total.

DIRECTORY OF AM AND FM STATIONS

ABBEVILLE

(Vermillion Parish)

KROP 1948	960 1000-D	Abbeville Bcstg. Service Inc. P. O. Box 306 90	George P. Martin, gm, cm, & ce	Ebba Lou Martin, pd
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ALEXANDRIA

(Rapides Parish)

KALB 1935	580 5000-D	Alexandria Bcstg. Co., Inc. 601 Washington St. 3-2543	ABC Louisiana Weed	Walter H. Allen, p Willard L. Cobb, gm Walter D. Melson, cm, sm	Alex Marchand, pd Mary Petrie, pmm Jesse Sexton, ce	Jack McCall, nd Tommy Erwin, fd, sd Cecile Carter, wd
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KALB-TV 1000-N
DA-N

KALB-FM Ch. 245(A)
1935 96.9mc
11kw

KDBS 1410
1953 1000-D

KSYL 970
1947 1000
DA-N

Dixie Bcstg. Service 915 4th St. 3-7454	KBS	Irving Ward-Steinman, mng ptr. Dallas Edward Pebbles, cm	William Lynch, pd	Byron Stokes, ce
KSYL, Inc. P. O. Box 1489 6611-6612	NBC Everett- McKinney	Milton Fox, p, cm Virgil G. Evans, gm, pmm Bruce Rainey, pd	Thomas Marhefka, ce Dick Biondi, nd, sd	Nancy Walker, wd Harold Wheelahan, vp

BASTROP

(Morehouse Parish)

KTRY 1948	730 250-D	Morehouse Bcstg. Co. Enterprise Bldg. 1400	Nathan Bolton, ptr. A. R. McCleary, ptr. Bill Davis, gm	G. I. Johnson, cm Carl Livingston, pd	Harry Howard, ce Nancy Walker, wd
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BATON ROUGE

(E. Baton Rouge Parish)

WAFB 1948	1460 5000-D	Modern Bcstg. Co. of Baton Rouge Inc. 929 Government St. 4-8571	MBS Young	Charlie C. Barnard, p Tom E. Gibbens, gm & vp Ron Litteral, cm	Howard Gordon, pd, pmm Donald K. Allan, ce Robert Scarce, nd	Gordon Loudon, fd Bob Peters, sd
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WAFB-TV 1000-N
DA-N

WAFB-FM Ch. 282(B)
1948 104.3 mc
3 kw

WIBR 1300
1948 1000
DA-2

Community Bcstg. Co. Inc. P. O. Box 1226 4-9493	Walker	G. T. Owen, p Robert Earle, gm	Roger Davison, cm Scott Erwin, pd	E. E. Case, ce Jay Barnes, nd, sd
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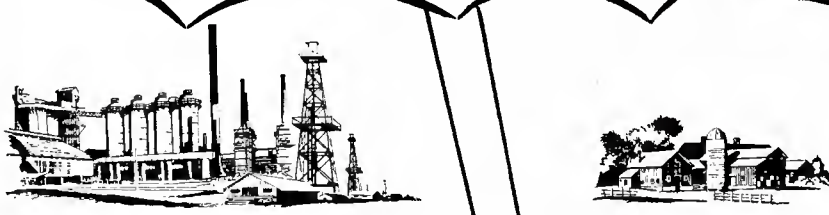
LOUISIANA

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; slm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prom. Mgr. pmm; Prod. Mgr. pdm;
BATON ROUGE (Cont.)					
WJBO 1934	1150 5000 DA-1	Baton Rouge Bcstg. Co. Inc. 444 Florida St. 2-5271 (WJBO affiliate)	NBC Louisiana Hollingbery	Douglas Manship, p Kelly Maddox, gm John D. Wooldridge, slm	Don Perrie, pd, sd Theodore Hubert, ce Dick Tate, nd Orene Muse, wd
WBRL (FM) 1941	Ch. 251(B) 98.1mc 7.6kw				
WLCS 1946	910 1000 DA-1	Air Waves Inc. Box 240 2-4411	ABC Rambeau	Norman Saurage, p Lamar Simmons, gm Olas Olsen, cm, slm	Gene Nelson, pd, nd Ed. Van Valkenburg, ce Bill Lee, sd Helen Jennings, wd
WLCS-FM 1949	Ch. 266(B) 101mc 2.6kw				
WXOK 1953	1260 1000-D	WXOK, Inc. 246 Convention St. 4-7604	Forjoe	Jules J. Paglin, co-o Stanley W. Ray, Jr., co-o, gm	Gordon Lloyd, sm Hal Harris, pd Tom McGuire, pmm Noel Walters, ce Bill Ennis, sd
BOGALUSA (Washington Parish)					
WHXY 1954	920 1,000-D	Bogalusa Bcstg. Corp. Box 689 RE 2-4254	Dixie Clark	Dave A. Matison, p Bob Robinson, gm	Aubrey Gatewood, pd Stanley Henderson, ce

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IN BATON ROUGE ONLY, WJBO GIVES YOU . . .

COVERAGE
where it COUNTS . . .
 serving
21 rich LOUISIANA Parishes
of
INDUSTRY and AGRICULTURE



AUDIENCE that COUNTS..

WJBO

- Population: 807,500
- Households: 209,930
- Radio Homes: 203,530
- Consumer Spendable Income:
\$747,293,000.00*
- Total Retail Sales: \$522,060,000.00
- Gross Farm Income: \$165,970,000.00

(Source: SRDS—Consumer Markets 1954)

* 53rd in nation for consumer Spendable Income per household—\$4,210.00 per year.

Affiliate of

NBC

1150 K. C.

WJBO **83%**
 (tied with others) 07%
 Station A 06%
 Station B 04%
 Station C 00%
 Station D 00%

** Percentages based on number of 1/4 hours that WJBO was rated first by PULSE AREA SURVEY, May, 1954. Get rating details from George P. Hallingbery Co.

AFFILIATED WITH
STATE TIMES - MORNING ADVOCATE
 AND
CHANNEL 2 TV STATION WBRZ
WJBO ON THE AIR SINCE 1934

NATIONAL REPRESENTATIVE: GEORGE P. HOLLINGBERY CO.

OGALUSA (Cont.)

WIKC 1947	1490 250	Curt Siegelin, Administrator, Estate of Dorothy Moss Siegelin, Deceased. Rio Grande St. Republic 5-1355	KBS	Curt Siegelin, adm. & gm John H. Knight, cm	Delos Knight Jr., pd Charlie Pearson, ce	
OVINGTON (t. Tammany Parish)						
WARB 1953	730 250-D	A. R. Blossman, Inc. P. O. Box 568 1600	A. R. Blossman, Inc., p William H. Bland, Jr., gm, ce	William E. Day, cm	Winford McDaniel, pd, sd
ROWLEY (Acadia Parish)						
KSIG 1947	1450 250	Acadia Bestg. Co. 101 N. Parkerson Ave. 1450	Maxwell J. Thomas, o George Thompson, gm, sd Gene Griffin, cm	Jim Trahan, pd Max Thomas, pmm Chester F. Ruffner, ce	Alden C. Sonnier, nd Lee Mathis, fd Mary Grace M. John, wd
E RIDDER (Icuregard Parish)						
KDLA 1950	1010 1000-D	Sabine Bestg. Co. P. O. Box 46 7600	Cyril W. Reddoch, Partner Ralph L. Hooks, gm Roy Burnett, cm, nd	Ted Thompson, pd, ce Winslett Reddoch, pmm Gerald Reddoch, fd	Larry Smith, sd Clarice Anne Hooks, wd
UNICE (t. Landry Parish)						
KEUN 1952	1490 250	Tri-Parish Bestg. Co. Box 789 3041	MBS Louisiana	Vincent Riehl, p John A. Chauvin, gm, cm	Terrell McCrory, pd J. R. Janot, pmm	Henry Baham, ce
AMMOND (Angipahoa Parish)						
WFPR 1947	1400 250	La. Bcstrs. P. O. Box 432 960-961	KBS Continental Sales	Cyril W. Reddoch, co-o Ralph L. Hooks, co-o		
OUMA (Icurebonne Parish)						
KCIL 1946	1490 250	KCIL Inc. P. O. Box 1031 Bayou Black Dr. 6828	NBC	Denver T. Brannen, p L. H. Thesmar, gm, cm	Ken Rogers, pd John Scott, pmm, nd, sd	Earl Herron, ce Billie Dwyer, wd
JENNINGS (Icure Davis Parish)						
KJEF 1950	1290 500 DA-N	Jennings Bestg. Co., Inc. 1521 Lake Arthur Ave. 1155	KBS	Clovis L. Bailey, p, gm, ce Jerry Dugas, cm	Neal Wooley, pd Paul Lejeune, pmm	Howard Hoag, sd Jackie Todd Bertrand, wd
AFAYETTE (Icure Fayette Parish)						
KLFY 1950	1420 1000-D	Camellia Bestg. Co. Box 398 8-9494	ABC Louisiana Rambeau	Paul H. DeClouet, p William A. Patton, gm J. W. Corcoran, cm	Bob Castellon, pd, nd Fred Hebert, ce Garland Bonin, fd	Bill Patton, sd Elaine Napper, wd
KLVOL 1935	1330 1000	Evangeline Bestg. Co., Inc. 519 S. Buchanan 5-6426	NBC Louisiana Meeker	Morgan Murphy, p George H. Thomas, gm Thomas G. Pears, Jr., cm	B. Hillman Bailey, Jr., pd, pmm Louis P. Pilcher, ce Henry W. Belanger, nd	Al Terry, fd Don Fischer, sd Betty Jane Arceneaux, wd
KVOL-FM 1948	Ch. 241(B) 96.1mc 15kw					
LAKE CHARLES (Icure Calcasieu Parish)						
KAOK 1947	1400 250	KAOK, Inc. Box 1399 6-7541	MBS ForJoe	Jules Paglin, p Stanley W. Ray Jr., mngng. d	Tom A. Gresham, co-m	Roy K. Rhodes, co-m
KLOU 1947	1580 1300 DA-1	The Pelican Bestg. Co. Inc. 203 W. Clarence St. Hemlock 6-7277-8	CBS Pearson	Sara M. Anderson, p, gm Harper L. Clark, cm Harry Cook, pd	Annelle H. Bulechek, pmm Ernest J. Vincent, ce	Gardner Underhill II, nd Jay Richards, sd
KPLC 1953	1470 5000-D	Calcasieu Bestg. Co. P. O. Box 1521 2713	NBC Weed	T. B. Lanford, p David Wilson, gm, cm Ken Gilmore, pd	Juanita Wilburn, pmm A. B. Craft, ce	Jim Shevvin, nd Sam Tarleton, sd
KPLC-TV 1954	1000-N DA-N					
ANSFIELD (Icure Soto Parish)						
KDBC 1954	1360 1000-D	DeSoto Bestg. Corp. P. O. Drawer 740 1360 and 430	H. E. Sewell, p Arthur L. Greene, gm, pd, nd	George Lester, cm, pmm, sd Boyd Allinson, ce	Shirley Poole, wd R. U. Johnson, fd
ARKSVILLE (Icure Veyelles Parish)						
KAPB 1954	1370 1000-D	Avoyelles Bestg. Corp. P. O. Box 506				
INDEN (Icure Webster Parish)						
KAPK 1952	1240 100	Parish Bestg. Corp. P. O. Box 1026 2940	Martin Kirsch, Jr., p, gm, cm	Ben F. Hubbard, pd, fd Billy Hyatt, ce	Baxley Thames, nd, sd Billie Sue Bryant, wd
ONROE (Icure Ouachita Parish)						
KLIC 1950	1230 250	Dr. Frank P. Cerniglia 6th Floor Bernhardt Bldg. 3-4617	MBS Dora-Clayton	Dr. Frank P. Cerniglia, p, gm William Miles, cm	Douglas China, pd, sd Joe Milner, pmm	Thomas Molloy, nd Mary Smith, wd
KMLB 1930	1440 5000-D 1000-N DA-N	Liner's Bestg. Station Frances Hotel 7151	ABC Venard, Rintoul & McConnell	Mrs. Robert L. Gaston, Jr., p Charles Price, gm & vp	J. R. Plaisance, cm, pd O. L. Morgan, ce	Laurence Gibbs, nd, sd Bid Causey, fd
KMLB-FM 1947	Ch. 281(A) 104.1mc 17kw.....					
KNOE 1944	1390 5000	James A. Noe KNOE Road 8155	NBC H-R Reprs.	James A. Noe, p Paul H. Goldman, gm, vp Al Donaldson, sm, pmm	Harry Arthur, pd, sd Jack Ratliff, ce Mac Ward, nd	John Lacy, fd Beth Breese, wd
KNOE-TV 1954	DA-N					

LOUISIANA

City County	Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
MORGAN CITY (St. Mary Parish)					
KMRC 1954	1430 500-D	Tri-City Bcstg. Co., Inc. P. O. Box 889 2011		Warren J. Fortier, p	Samuel F. Hosea, gm, cm, pd, pmm James A. Glass Jr., ce
NATCHITOCHEES (Natchitoches Parish)					
KWCJ 1947	1450 250	Natchitoches Bcstg Co. Box 232		Dr. William H. Pearson, p	Charles L. Planchard, gm
NEW IBERIA (Iberia Parish)					
KAHE 1946	1240 250	New Iberia Bcstg. 101 West St. Peter 2-6726	ABC, Louisiana	George H. Thomas, o Dierrell Hamm, gm	Donald Bonin, cm, sd Jo Elyn Chambers, pd, wd Charles Malone, pmm, nd fd Myrtle E. Case, ce
KVIM 1951	1360 1000-D	Queen City Bcstg. Co. P. O. Box 50 2-5826		Paul M. Cochran, p John H. Coco, gm, pd Jack Guerin, cm	Louis E. Barrilleaux, pmm Kearny Escayne, ce Ernest Alexander, nd Louis B. Romero, fd Jim Wynn, sd June Richard, wd
NEW ORLEANS (Orleans Parish)					
WBOK 1951	800 1000-D	WBOK, Inc. 505 Baronne St. Tulane 5363	Forjoe	Jules J. Paglin, co-o Stanley W. Ray Jr., co-o, gm	Ed Prendergast, sm, pd Dave Shaffer, pmm, nd Fred Schwarz, cm John Rhodes, ce Jim Smith, sd Kathy Wells, wd
WCNO-TV 1923	DA-D	WDSU Bcstg. Corp. 520 Royal St. Tulane 4371	NBC Blair	Edgar B. Stern, Jr., p Robert D. Swezey, Exec. vp. & gm A. Louis Read, cm & vp	Tom Hicks, pd Marion Annenberg, pmm Lindsey Riddle, ce Bill Monroe, nd Mel Leavitt, sd
WDSU 1923	1280 5000				
WDSU-TV 1949	DA-1				
WDSU-FM 1949	Ch. 297 (B) 105.3mc 4.7kw				
WJBW 1926	1230 250	Louise C. Carlson Inc. Cigali Bldg. MAGnolia 3488		Louise C. Carlson, p, gm Edward C. Carlson, pd, pmm	Carlos Schmid, ce John Nickols, nd Harold Gomez, wd
WJMR 1946	990 250-D	Supreme Bcstg. Co., Inc. 1500 Canal St. Canal 0356	McGillivra	Chester F. Owens, p George A. Mayoral, gm, cm C. Aubrey Moore, pd	Robert Jeffers, pmm Jack Petrik, ce Cliff Roberts, nd Clarence Hamann, fd Buster Clesi, sd Nancy Taylor, wd
WJMR-TV 1945	Ch. 246(B) 97.1mc 5.9kw	(WJMR affiliate)			

Data corrected to Dec. 15, 1954. 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. Complete key to abbreviations, page 6.

In NEW ORLEANS
the Mid-Continent formula
works at

.WTIX

A little over a year ago, WTIX was last among 11 New Orleans radio stations. Then Mid-Continent took over, applied new ideas, programming, personalities. At this writing WTIX is right up there. Per last available Hooper Continuing Measurement (November, 1954) WTIX is first all day with an average of 21.3%; second station 17.9%. Talk to Adam J. Young, Jr., national representative, or call WTIX General Manager, Fred Berthelson.



MID-CONTINENT BROADCASTING COMPANY

President: Todd Storz

KOWH, Omaha
Represented by
H-R Reprs., Inc.

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

LOUISIANA

WMRY 1950	600 500-D	Southland Bcstg. Co. 2107 Dryades St. Tulane 4841	Gill-Perna	Lester Kamin, p Mort Silverman, gm, cm Larry McKinley, pd, nd, sd	Mary Potter, pmm Sam Perkins, ce	Laura Lane, wd John Revisore, slm
WNOE 1925	1060 50,000-D 5000-N DA-2	James A. Noe St. Charles Hotel Express 2173	MBS H-R Rep.	James A. Noe, p James E. Gordon, gm Paul Beville, cm	Tom Abbott, pd & nd Eldon Durand, pmm A. J. Bourgeois, ce	Bill Stanley, fd Jimmy Steele, sd Betty Underwood, wd
WSMB 1925	1350 5000 DA-N	WSMB, Inc. Maison Blanche Bldg. Magnolia 5921	ABC Avery-Knodel	Gaston Dureau, p John R. O'Meallie, gm, cm	Marshall Pearce, pd, nd, sd Mrs. Renate May, pmm	H. G. Nebe, ce Maida Tabor, wd
WTIX 1951	1450 250	Mid-Continent Bcstg. Co. 624 Canal St. Magnolia 3562	Young	Todd Storz, p Fred Berthelson, gm, cm	Larry Wilson, pd	Morris E. Jones, ce
WTSP 1948	940 1000-D 500-N DA-N	The Times Picayune Pub. Co. 615 North St. Tulane 2411	Branham	John F. Tims Jr., p	H. F. Wehrmann, gm	
WWEZ 1947	690 5000 DA-2	WWEZ Radio, Inc. Hotel New Orleans CAnal 3521	A. L. Chilton, p J. A. Oswald, gm, cm	Ken Elliott, pd Harrison C. Mondy, ce	John Fortenberry, nd, sd
WWL 1922	870 50,000 DA-1	Loyola U. Roosevelt Hotel RAYmond 2194	CBS Katz	Rev. W. Patrick Donnelly, p W. Howard Summerville, gm Geo. R. Montgomery, p, gm	Larry Baird, cm Ed Hoerner, pd Harry Hildebrand, pmm Jefferson Davis Bloom, ce Peter Walmsley, vp	Don Lewis, nd George Shannon, fd Bill Brengle, sd Jill Jackson, wd James M. Hilburn, ce
WWMT-FM 1954	Ch. 239(B) 95.7mc 47kw	Fidelity Bcstg. 2031 St. Charles Ave. Raymond 5904				
AKDALE (Ien Parish)						
CREH 1953	900 250-D	Louisiana Bcstg. Service P. O. Box 571 900	Cyril W. Reddoch, p Ralph L. Hooks, gm	Mel Bennett, cm	Ted Thompson, ce
PELOUSAS (Landry Parish)						
KSLO 1947	1230 250	KSLO Bcstg. Co. KSLO Bldg. 2633	KBS ABC Sears & Ayer	W. E. Jones, p, gm A. E. Reed, Jr., cm	Wandell Allegood, pd, sd Richard M. Cole, ce	George Hoff, nd Floyd Cormier, fd
USTON (Incoln Parish)						
KRUS 1947	1490 250	C. E. Faulk, Jr. Box 533 1490	KBS	C. E. Faulk, Jr., p	Kenneth L. Whitaker, gm	
IREVEPORT (Iado Parish)						
CANV 1954	1050 250-D	N.W. La. Bcstg. Corp. Box 3681 2-3122	Dora-Clayton	Glenn V. Wilson, mngng. d	Doris F. Nargassaus, pd	Carl F. Goulden, ce
CCIJ 1950	980 5000-D	Southland Bcstg. Co. 205 Milam St. 4-8681	Young Brown	John H. Pace, gm & cm		
KENT 1947	1550 1000-D 500-N DA-N	Frank H. Ford 311 Milam Bldg. 3-3681	MBS Pearson	Frank H. Ford, o Frank H. Ford, Jr., gm, cm William F. Ford, slm	Irv Zeidman, pd, sd Bill Monroe, pmm L. J. Carlson, ce	Bob Shipley, nd Bill Rutledge, fd Mary Lou O'Brien, wd
CJOE 1954	1480 1000-D	Audiocasting Inc. 507 Spring St. 2-0732	Forjoe	Joe Monroe, p & gm		
KRMD 1928	1340 250	Radio Station KRMD Jefferson Hotel P. O. Box 1712 3-6171	ABC Louisiana Weed	T. B. Lanford, mng. ptrnr. W. L. Switzer, s dir. J. H. Jesse, cm	Elizabeth V. Alford, pd E. R. Bernstein, Jr., sd	Dollye Lloyd, wd
KRMD-FM 1949	Ch. 266(B) 101.1mc 11.8kw					
KTBS 1922	710 10,000-D 5,000-N DA-2	KTBS, Inc. 312 E. Kings Highway 7-3644	NBC Texas Quality Net. Petry	E. Newton Wray, p, gm Pat J. White, cm Michael A. Roppolo, pd	Pat J. White, pmm C. H. Maddox, ce Gene Goss, nd	Neal Dry, fd Ken Case, sd Judy Cain, wd
KTBS-FM 1952	Ch. 243(B) 96.5mc 14kw					
CWKH 1925	1130 50,000 DA-N	International Bcstg. Corp. Commercial Bldg. P. O. Box 1387 2-8711	CBS Branham	William H. Bronson, p Henry B. Clay, exec. vp, gm Fred A. Watkins, Jr., cm	Horace Logan, pd James T. Briggs, pmm O. S. Droke, ce	Reid Collins, nd Jack Timmons, fd Jack Fiser, sd
CWKH-FM 1948	Ch. 233(B) 94.5mc 13.5kw					
PRINGHILL (ebster Parish)						
CBSF 1954	1460 1000-D	Springhill Bcstg Co. Box 508				
ALLULAH (adison Parish)						
CTLD 1954	1360 500-D	Howard E. Griffith	KBS			
HIBODAU (afourche Parish)						
KTIB 1953	630 500-D	Delta Bcstrs. Inc. Lafourche Comet Bldg. 5348	Louisiana Bayou Net.	F. H. Block, p A. A. Bensabat, Jr., gm Gene Bettis, cm	Don Gatz, pd, ce Leroy Martin, pmm Nolan Falgout, nd	Gene Rodrigue, fd Hal Benson, sd Anne Himel, wd
ILLE PLATTE (vangeline Parish)						
KVPI 1953	1050 250-D	Ville Platte Bcstg. Co., Inc. P. O. Box 566 5888 and 5877	Lionel B. Deville, p Chris Duplechain, gm, pd, pmm, nd	W. O. Carson, cm, fd J. S. Fontenot, ce	Bootsy Cappell, sd

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Androscoggin	83,594	23,280	\$ 99,449	\$28,462	\$1,954	18,774	Piscataquis	18,617	5,080	15,619	4,885	560	4,8f
Aroostook	96,039	21,630	105,969	27,410	2,271	20,130	Sagadahoc	20,911	5,920	16,171	6,168	336	6,1f
Cumberland	169,201	48,020	211,904	60,713	5,522	44,716	Somerset	39,785	10,420	28,801	9,694	778	10,3f
Franklin	20,682	5,280	18,100	5,664	417	6,101	Waldo	21,687	5,880	15,447	4,746	271	6,2f
Hancock	32,105	9,250	25,120	9,452	434	21,254	Washington	35,187	9,400	23,148	7,893	612	7,9f
Kennebec	83,881	22,210	86,096	23,627	2,009	9,059	York	93,541	26,210	75,951	26,673	2,031	23,9f
Knox	28,121	8,270	28,011	8,306	551	8,019							
Lincoln	18,004	5,050	20,023	6,012	268	11,774							
Oxford	44,221	11,340	35,689	12,421	910	5,911							
Penobscot	108,198	27,330	120,439	30,499	2,649	24,344							

Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by stat

DIRECTORY OF AM AND FM STATIONS

City	County	Call Letters	Chan. or Freq.	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations
AUGUSTA (Kennebec Co.)						
WFAU	1946	1340 250	Twin City Bcstg. Co. 223 Lisbon St. Lewiston, Me. Augusta 3-3878	MBS Yankee Net. O'Connell Borgatti Inc.	Faust Couture, p Norman G. Gallant, gm Harry Simons, cm	Mona Hixon, pd Gregory Evans, pmm Joseph Roy, ce Catherine Rice, wd
WRDO	1932	1400 250	WRDO, Inc. 175 Water St. 3-4735	NBC New England Regional Weed	Adeline Rines, p Donald K. Powers, gm, cm Leslie R. Hubley, pd & pmm	Harold T. Dinsmore, ce Dan Kelly, nd Jake Brofee, fd Will Whitten, sd Dorothy Campbell, wd
BANGOR (Penobscot Co.)						
WABI	1925	920 5000	Community Bcstg. Service 57 State St. 6446	MBS ABC Yankee Net. Hollingbery	Horace A. Hildreth, p Leon P. Gorman, Jr., gm Milton Chapman, cm	Leon H. Nelson, pd Richard B. Bronson, pmm Walter L. Dickson, ce Robert H. Patten, nd John Manchester, fd Paul Dugas, sd
WGUY	1947	1230 250	Bangor Bcstg. Corp. 26 Central St. 7354	CBS Everett- McKinney Nona Kirby Co.	Sherwood J. Tarlow, p Joseph Kruger, cm Ken Manley, pd & nd	Bob Norris, pmm Sal Fulchino, ce Nick Bell, fd Herb Vining, sd Ann Bruce, wd
WLBZ	1926	620 5000	Maine Bcstg. Co. 100 Main St. 2-4656	NBC New Eng. Maine Bcstg. Weed	Adeline Rines, p Edward E. Guernsey, gm Gordon Kelley, cm	Irving Hunter, pd George Champman, pmm John Wibby, ce William Mincher, nd Jake Brofee, fd Eddie Owen, sd
BIDDEFORD (York Co.)						
WIDE	1948	1400 250	Biddeford Bcstg. Co. 234 Main St. 4-4566	MBS Yankee Raymer	Victor C. Diehm, o Arthur Deters, gm & ce	Carl Swanson, cm & sd Harold Swaney, pd Dave Dunlap, nd
HOULTON (Aroostook Co.)						
WABM	1950	1340 250	Aroostook Bcstg. Corp. 1340 North Rd. 2257	MBS KBS Maine Bcstg.	Harry E. Umphrey, p Harold D. Glidden, gm Ted Coffin, cm & pd, fd	R. W. MacIntosh, ce Richard Myer, nd Dewey DeWitt, sd Peggy Hamilton, wd
LEWISTON (Androscoggin Co.)						
WCOU	1938	1340 250	Twin City Bcstg. Co. 223 Lisbon St. 4-6921	MBS Yankee-Lobster, O'Connell, Borgatti, Holman	Faust Couture, p Oscar J. Normand, gm John Libby, cm & sd	Herbert Fontaine, pd & pmm Carl P. Rounds, ce Donald Roberts, nd Harold Alberghini, fd Connie Coury, wd
WCOU-FM	1948	Ch. 230(B) 93.9mc 13.7kw				
WLAM	1947	1470 5000	Lewiston-Auburn Bcstg. Corp. 129 Lisbon St. 4-5401	ABC Everett- McKinney Kettell-Carter	Elden H. Shute, Jr., p Frank S. Hoy, gm Gerald T. Higgins, cm	Harold W. Dutch, pd F. Parker Hoy, pmm Henry G. Root, ce Frederick Gage, nd Richard Gove, sd Sonia Forgue, wd
PORTLAND (Cumberland Co.)						
WCSH	1925	970 5000	Congress Square Hotel Co. 157 High St. Portland 2-0181	NBC New Eng. Maine Bcstg. Weed	Mrs. Adeline B. Rines, p William H. Rines, gm Albert W. Smith, cm Arthur Owens, pd	Linwood T. Pitman, pmm Daniel H. Smith, ce Philip N. Johnson, nd Linwood H. Brofee, fd J. Donald MacWilliams, sd Agnes Gibbs, wd
WGAN	1938	580 5000	Guy Gannett Publishing Service 390 Congress St. 2-7423	CBS Avery-Knodel Foster	Jean Gannett Williams, p Creighton E. Gatchell, vp & gm	Francis H. Farnum, Jr., cm & pd, pmm Roger W. Hodgkins, ce Nunzi Casovola, nd George Hunter, fd Linn Wells, sd Jane Lauten, wd
WPOR	1946	1490 250	Oliver Bcstg. Co. 477 Congress St. 3-8111	ABC, MBS Yankee-Lobster O'Connell, Holman, Borgatti, Scott	Harold H. Meyer, p, gm William J. Mullen, cm Raymond Mercier, pd	Thomas Conneen, ce Robert O'Wrill, nd Howie Leonard, sd Martha Standish, wd
PRESQUE ISLE (Aroostook Co.)						
WAGM	1931	1450 250	Aroostook Bcstg. Corp. 489 Main St. Presque Isle 8821	MBS Yankee Net. Maine Bcstg.	Harry E. Umphrey, p Harold D. Glidden, gm	Richard B. Marshall, cm & pd Lester E. Hughes, ce Richard Meyer, nd, fd Dewey DeWitt, sd
ROCKLAND (Knox Co.)						
WRKD	1952	1450 250	Knox Bcstg. Co. 493 Main St. 1600	ABC O'Connell Borgatti Holman	Carleton D. Brown, p Paul R. Huber, gm V. B. Crockett, cm	Alfred M. Thurlow, Jr., ce Frank S. Knight, fd Raymond E. Gross, sd Marian Lane, wd

Data corrected to Dec. 15, 1954. 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. Complete key to abbreviations, page 6.

RUMFORD
(Oxford Co.)

WRUM 1954	790 1000-D	Rumford Bestg. Co. 89 Congress St. 1057	Lobster O'Connell Louis J. Borgatti Holman	Melvin L. Stone, p Kenneth J. Ellis, gm, pd George B. Cunningham, cm, pmm	Edward J. Tremblay, ce Ben Pike, nd Harold A. Andrews, fd	Woodrow Mercier, sd Carol Lane, wd
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WATERVILLE
(Kennebec Co.)

WTVL 1946	1490 250	Kennebec Bestg. Co. 36 Silver St. 2700	ABC Lobster Net. O'Connell, Borgetti	Carleton D. Brown, p & gm Harold L. Vigue, cm Fred Preble, pd	Kendrick E. Chase, pmm & fd Donald Sutherland, ce Paul McClay, nd	Hugh Rowlandson, sd Evelyn Page, wd
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MARYLAND

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953-54	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953-54
Allegheny	89,556	25,790	\$ 80,288	\$ 24,314	\$ 2,451	21,114	Kent	13,677	3,940	14,784	3,891	338	4,382
Anne Arundel	117,392	31,520	84,564	27,889	2,825	35,698	Montgomery	164,401	51,610	194,147	44,346	4,987	77,262
Baltimore	270,273	358,680	1,459,120	385,821	49,470	101,851	Prince Georges	194,182	59,780	122,407	44,947	4,255	76,472
Baltimore	12,100	2,900	9,137	2,496	128	3,436	Queen Annes	14,579	4,060	12,408	3,564	220	3,989
Caroline	18,234	5,340	25,125	4,595	454	6,056	St. Marys	29,111	6,740	23,084	8,321	240	6,470
Carroll	44,907	11,640	39,006	7,655	880	14,611	Somerset	20,745	5,550	22,798	6,173	465	4,299
Cecil	33,356	8,820	28,928	9,669	400	10,637	Talbot	19,428	5,840	31,244	6,240	1,166	6,252
Charles	23,415	5,200	20,389	4,859	258	6,970	Washington	78,886	22,800	80,987	21,836	2,035	24,148
Chesapeake	27,815	7,760	22,364	6,478	456	7,631	Wiscomico	39,641	11,940	56,682	9,476	974	13,222
Dorchester	62,287	17,530	56,965	13,211	1,259	18,864	Worcester	23,148	6,790	42,226	6,699	602	6,308
Dorchester	21,259	4,930	14,440	3,143	229	4,480	Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management, further reproduction uncensored, automobiles supplied by state.						
Hampden	51,782	14,930	50,283	13,500	1,094	17,812							
Hampshire	23,119	6,140	11,984	2,398	301	7,780							

DIRECTORY OF AM AND FM STATIONS

ANNAPOLIS

Anne Arundel Co.)					
WANN 1947	1190 1000-D	Annapolis Bestg. Corp. P. O. Box 749 Colonial 3-2500	Pearson Dora-Clayton	Morris H. Blum, p, gm, cm	Arthur P. Dietz, ce
WASL 1946	810 250-D	Chesapeake Radio Corp. Box 1551 9211		Robert L. Blalock, p & gm C. W. Taylor, cm	John Drew, pd & fd Jos. H. Griscom, ce
WNAV 1949	1430 1000 DA-N	Capital Bestg. Co. Admiral Heights Colonial 3-2639	Forjoe	Albert McCarthy, p R. C. Embry, operator Richard Rudolph, operator Malcolm A. Campbell, Jr., sm, pmm	Betty Straubel, pd Alan Laffler, ce Dick Norton, fd
WNAV-FM 1949	256(B) 99.1mc 16.6kw				Carl Stevens, sd Mary Harlow, wd

Basic
Networks:
American
Yankee
Mutual
Lobster

Represented by:

New York:
Richard O'Connell

Boston:
Lou Borgatti

Chicago:
Hal Holman

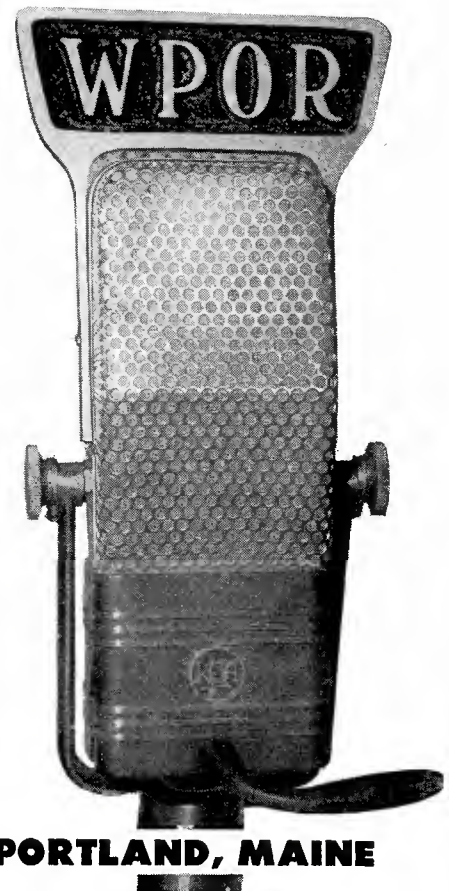
Pacific Coast:
Duncan Scott

HAL MEYER: *President*

*Portland's
Favorite
Station -
Ask Anyone!*

(W) PORTLAND

1. 25.5% of State's population
2. 37.9% of State's retail sales
3. WPOR is strong on local impact—news, weather, music, sports.



PORTLAND, MAINE

MARYLAND

City	County	Call Letters	Chan. or Freq.	Licenses Headquarters Telephone	Network Representative	Owner	Executive Abbreviations	
<p><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> sm; <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.</p>								
BALTIMORE								
<i>(Baltimore Co.)</i>								
WBAL	1925	1090	50,000	Hearst Corp. 2610 N. Charles St. HOplins 7-3000	NBC Christal	Charles B. McCabe, vp & Exec. Dir. D. L. Provost, vp & gm Leslie H. Peard, Jr., vp & sm	John T. Wilner, eng'g vp William N. Rock, pd Alfred Burk, sm Thomas J. White, Jr., nd	Conway Robinson, fd Mollie Martin, wd Joseph M. Croghan, sd William C. Bareham, ce
WEAL-TV		DA-N						
WBMD	1947	750	1000-D	Key Bcstg. Corp. 379 Park Ave. Mulberry 5-7095	George Hull, p H. Shelton Earp, Jr., gm, cm & pmm	Thomas O'Connor, pd, nd, fd & sd	Leo W. Karns, ce Polly Dorsey, wd
WCAO	1922	600	5000	Monumental Radio Co. 1102 N. Charles St. MULberry 5-0600	CBS Raymer	L. Waters Milbourne, p, gm Robert M. Richmond, cm, pmm	George L. Filling, pd Martin L. Jones, ce William F. Conhurst, nd	Roger Griswold, sd Jean McLane, wd Lynn Carroll, wd
WCAO-FM	1948	Ch. 274 (B)	102.7mc 20kw					
WCBM	1924	680	10000-D	Baltimore Bcstg. Corp. North & Harford Ave. BELmont 5-8400	MBS Boiling	John Elmer, p George H. Roeder, evp, gm William S. Pirie Jr., si dir.	Charles A. Roeder, pd, nd G. Porter Houston, ce Newell Warner, fd	Eddie Fenton, sd Jackie Soble, wd
WFBR	1922	1300	5000	Baltimore Radio Show, Inc. 10 E. North Ave. MULberry 5-1300	ABC Blair	Robert S. Maslin, Jr., p Robert B. Jones, Jr., vp & gm Walter Dudley Tichenor, cm	W. Bert Hanauer, pd Jean L. Mowbray, pmm William Ranft, ce J. H. L. Trautfelzer, vp	John W. Steele, nd Bill LeFevre, sd Helen K. Neel, wd
WITH	1941	1230	250	Maryland Bcstg. 7 East Lexington St. LEXington 9-7808	Forjoe	Thomas G. Tinsley, p R. C. Embry, vp, cm Anna Ray Suter, pd	Richard Rudolph, slm Allen Hedrick, ce	Gil Kriegel, nd Chuck Thompson, sd
WITH-TV								
WITH-FM	1949	Ch. 282(A)	104.3mc 20kw	Maryland Bcstg. 7 East Lexington St. LEXington 9-7808	Forjoe Good Music Bcstrs.	Thomas Tinsley, Jr., p	Sam Kraretz, gm	Al Hedrick, ce
WSID	1947	1010	1000-D	United Bcstg. Co. 912 N. Charles St. Saratoga 7-8250	Richard Eaton, p & nd Arthur A. Snowberger, evp Marvin Mirvis, gm	Helen Wherley, pd	Clifford Inman, ce
WTLF (TV)		(WSID, Am affiliate)						
WWIN	1954	1400	250	Belvedere Bcstg. Corp. 1119 North Charles St. Saratoga 7-3555	McGillvra	Thomas McNulty, p, gm Bentley Stacher, cm	Lenore Feldman, pd & sm Frank Murphey, ce	Jack Shoemaker, nd Nelson Baker, sd
BETHESDA								
<i>(Montgomery Co.)</i>								
WUST	1951	1120	250-D	Broadcast Management Inc. 1343 U St., N. W. Wash., D. C.	Forjoe	Harold Sheffers, gm Jackson Lowe, cm Miss Georgette Leighton, pd	Miss Ruth Weaver, pmm Robert L. Carnine, ce Roy Schneider, nd	John Bandy, sd Miss Alcihia Murray, wd
WUST-FM	1951	Ch. 292(A)	106.3mc 0.5kw					
CAMBRIDGE								
<i>(Dorchester Co.)</i>								
WCEM	1947	1240	100	Shore Bcstg. Co. The Pines 1580	MBS	G. P. Richards, p Thomas H. Maguire Jr., gm & pd, nd	Sam Cannon, cm Bette B. Robbins, pmm	Arthur Coburn, ce
CUMBERLAND								
<i>(Allegany Co.)</i>								
WCUM	1948	1490	250	Tower Realty Co. P. O. Box 360 5400, 5401	CBS Forjoe	Karl F. Steinmann, p Eldred W. Steinmann, vp	Roy H. Knotts, cm Paul E. Custer, ce	William P. Criswell, nd, Susan Smith, wd
WCUM-FM	1948	Ch. 275(B)	102.9mc 1.29kw					

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In

Baltimore's

Metropolitan Area, 1st in sales in Md.

IT'S

WSID that gets the bid Baltimore's Favorite Independent

WSID has more listeners during the entire afternoon period than the COMBINED LISTENING AUDIENCE OF ANY TWO INDEPENDENT STATIONS.

In Baltimore **WSID** has more listeners per dollar cost than any other independent station.

SOON—WSID-TV

U

B

C

CBS

In

Hagerstown,

Capital of Western Maryland

2nd in sales in Md.

IT'S WARK-CBS that leads the entire area

'Mark WARK' on your list

Leads any

TWO other stations in listening audience according to all surveys available.

For more listeners and more value

Call UBC, 912 N. Charles St. Baltimore, Saratoga 7-8250
or 507 Fifth Ave., N. Y. City, Murray Hill 7-4758

MARYLAND

WDYK 1949	1230 250	Western Maryland Bcstg. Co. 450 Byrd Ave. Cumberland 5001	ABC MBS Thos. F. Clark	Richard A. Raese Gary E. Schroeder, gm	Floyd V. Cozad, cm George Sokol, Jr., ce	Chad Riley, sd
WTBO 1928 WTBO-TV	1450 250	Tenn. Valley Bcstg. Corp. 31 Frederick St. 299	NBC Branham	A. William German, p, gm M. Virginia Rosenbaum, cm, pmm & wd	Michael Hurst, pd & sd Ralph Wirgman, ce	Robert Rosamond, nd, fd
DUNDALK (Baltimore Co.)						
WBBB (CP)	1360 1000-D DA-D	1360 Bcstg. Co. % Leon B. Black 846 W. North Ave. Baltimore, Md.		Leon B. Black, p		
SSEX (Baltimore Co.)						
WSID 1947	1010 1000-D	(See Baltimore listing)				
FREDERICK (Frederick Co.)						
WFMD 1936	930 1000 DA-N	Monocacy Bcstg. Co. 1 West Seventh St. Monument 3-4181	CBS, Meeker	Lawrence Leonard, p Alan W. Long, gm & cm	John W. Cooley, pd Howard C. Fisher, ce	John Zufall, fd
AGERSTOWN (Washington Co.)						
WARK 1947	1490 250	United Bcstg. Co. of Western Md., Inc. 128 South Prospect St. 4500	CBS United	Richard Eaton, p Arthur A. Snowberger, evp S. E. Phillips, gm	Hunter Reams, pd & fd Harold Brewer, ce Richard Colleyer, nd	Stan Roberts, sd Betty J. Bupp, wd
WJEJ 1932	1240 250	Hagerstown Bcstg. Co. Inc. Franklin Court 2323	ABC MBS Walker	Grover C. Crilley, o & p & gm Wm. H. Paulsgrove, cm, pmm	Robert Leshar, pd George McIntire, ce Glenn Thomas, nd, sd	Dave Allen, fd Betty Andrews wd
WJEJ-FM 1947	Ch. 284(B) 104.7mc 9.6kw					
AVRE de GRACE (Harford Co.)						
WASA 1948	1330 1000-D	Chesapeake Bcstg. Corp. P. O. Box 97 800		Jason T. Pate, p, gm Charles W. Irwin, cm	Howard R. Gray, Jr., pd & pmm, nd	Gerald D. Johnson, ce
EONARDTOWN (Mary's Co.)						
WKIK 1953	1370 1000-D	Southern Maryland Bcstrs. Inc. Greenwood 5-2211		James L. Bittner, p, ce	Charles Springer, gm, pd	William C. Redd, cm, pmm
EXINGTON PARK (Mary's Co.)						
WPTX 1953	920 500-D	Patuxent Radio Inc. 224 Great Mills Rd. Great Mills 2-1031	KBS Laurel Net.	W. J. Thomas, p & gm Charles Rutledge, sm, pmm	Edward Lenaway, cm & ce Hazel Carnahan, pd & wd	Ralph Hawkins, nd & sd

NERVE CENTER OF THE FABULOUS DEL - MAR - PENINSULA

WBOC

960 KC - Full Time - Est. 1940

81,915 RADIO HOMES
MUTUAL NETWORK

*Commands 65.8 percent of the radio
listening audience.

WBOC-TV

Channel 16 Est. 1954

42,750 TV HOMES
ABC, CBS, DUMONT NETWORKS

Only Television station with a consistent
signal in area.

RADIO-TV PARK SALISBURY, MD.

SERVING 301,700 POPULATION; \$430,000,000 RETAIL SALES

President: John W. Downing

General Manager: Charles J. Truitt

* Conlan Survey: Monday through Friday average, 6 AM-12 M, 63.3%; 12 M-6 PM, 68.1%; 6 PM-11 PM, 66.1%

MARYLAND

City County Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mg slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
MORNINGSIDE (Prince Georges Co.)				
WPGC 1954	1580 1000-D	WPGC Inc. Redwood 6-7710	Harry Hayman, p, gm, ce Robert Bankston, cm, nd & sd Donald Nork, pd & fd Edward Walker, pmm Edith Hayman, wd
OAKLAND (Garrett Co.)				
WBUZ (FM) 1948	Ch. 238 (B) 95.5mc 16.5kw	Chesapeake Bcstg. Walker Mill Rd. Redwood 6-8000		L. L. Altmann, p & gm
POCOMOKE CITY (Worcester Co.)				
..... (CP)	1470 1000-D	Walter F. Harris Jr. Box 269 Fredericksburg, Va.		
ROCKVILLE (Montgomery Co.)				
WINX 1948	1600 1000-D	Montgomery County Bcstg. Co. 8 Baltimore Rd. Poplar 2-4357	United	Richard Eaton, gm Arthur A. Snowberger, evp Pierre Eaton, pd
SALISBURY (Wicomico Co.)				
WBOC 1940 WBOC-TV	960 1000 DA-N	Peninsula Bcstg. Co. Radio Park 6131	MBS Burn-Smith	John W. Downing, p Charles J. Truitt, gm, cm Jack W. Ward, ce John W. Downing Jr., pd
SILVER SPRING (Montgomery Co.)				
WGAY 1946	1050 1000-D	Tri-Suburban Bcstg. Corp. 11306 Kemp Mill Rd. Juniper 9-1050	Indie	John W. Kluge, p Joseph L. Brechner, gm Stuart J. Hepburn, cm Chuck Dulane, pd, nd & fd Arthur McDougall, ce Val Thomas, sd Beverly C. Costello, wd
TOWSON (Baltimore Co.)				
WTOW 1954	1570 1000-D	Suburban Time Mart		
WESTMINSTER (Carroll Co.)				
WTTR 1953	1470 1000-D	Carroll County Bcstg. Corp. Westminster 1170	Russell H. Morgan, vp, gm & cm Severne S. MacLaughlin, pd Charles T. Buffington, ce Gladys Wimert, wd
WHEATON (Montgomery Co.)				
WDON 1953	1540 250-D	Commercial Radio Equip. Co. 1319 F St., N.W. Washington, D. C. District 7-1356		Everett L. Dillard, o, gm James A. Gustafson, cm Robert E. Best, pd, pmm John Moran, ce

MASSACHUSETTS

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Barnstable	46,805	15,410	\$ 77,647	\$ 23,348	\$ 2,576	1,237,638	Middlesex	1,064,569	300,910	1,080,465	313,650	34,814	
Berkshire	122,966	39,100	151,547	40,429	3,324		Nantucket	3,484	1,090	7,532	2,387	282	
Bristol	381,569	114,420	390,443	116,376	12,810		Norfolk	392,308	115,300	376,830	117,421	13,166	
Dukes	5,633	1,750	7,503	3,084	390		Plymouth	139,468	58,470	198,801	59,030	5,173	
Essex	522,384	158,210	535,074	165,353	15,794		Suffolk	896,615	251,220	1,400,520	318,352	38,148	
Franklin	52,747	16,220	58,805	15,793	1,162		Worcester	546,401	157,820	596,004	189,370	14,694	
Hampden	367,971	109,300	470,479	121,160	15,015		Note: Population 1950 Census; radio families Standard Audit & Measureme Services Inc.; food, drug and retail sales, copyright 1954, Sales Manag ment; further reproduction unlicensed; automobiles supplied by sta						
Hampshire	87,954	23,340	71,133	17,797	2,052								

* State wide total.

DIRECTORY OF AM AND FM STATIONS

ATTLEBORO

WARA 1950	1320 1000 DA-2	Attleboro Radio Assoc. 8 North Main St. 1-1320	Walker	Howard H. Sweet, p Keith S. Field, gm Wm. A. Dawson, Jr., cm	David Mohr, pd Raymond D. Arnold, ce Charles J. Mahan, nd	Fred Reynolds, fd Hal Peterson, sd Jo Sherman, wd
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BOSTON

WBMS 1946	1090 1000-D	WBMS, Inc. 400 Commonwealth Copley 7-3005	Indie Sales	John Laux, p Norman Furman, mgng. d Lou Terri, pd	Harry Paul, pmm Don Snider, ce Ed Moisel, nd	Steve James, fd Gretchen Jackson, wd
WBZ 1921 WBZ-TV	1030 50,000 DA-1	Westinghouse Bcstg. Co. 1170 Soldiers Field Rd. Algonquin 4-5670	NBC New England Free & Peters	Chris J. Witting, p Paul E. Mills, gm William J. Williamson, cm Avner Rakov, pd	C. Lud Richards, pmm W. H. Hauser, ce Ken Mayer, nd	Malcolm McCormack, fd Leo Egan, sd Mildred Carlson, wd
WBZA 1924			(See Springfield Listing)			
WCOP 1935	1150 5000 DA-2	Post Publishing Co. 259 Washington St. Lafayette 3-7900	Weed	Roy V. Whisnand, gm Peter T. McGovern, cm	Irwin Dierdorff, pd	Roland C. Hale, ce
WCOF-FM 1943	Ch. 264(B) 100.7mc 20kw					

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MASSACHUSETTS

WEEI 1924	590 5000 DA-1	Columbia Bcstg. System 182 Tremont St. Hubbard 2-2323	CBS CBS Radio Spot Sales	Adrian Murphy, p Harvey J. Struthers, gm Emmett J. Heerd, Jr., cm	Kenneth R. Ovenden, pd John T. Curry, Jr., pmm Harold A. Dorschug, ce	Charles Ashley, nd Louis A. Webster, fd Fred Cusick, sd
WEEI-FM 1948	Ch. 277(B) 103.3mc 20kw					
WHDH 1929	850 50,000 DA-2	Matheson Radio Co. Inc. 6 St. James Ave. Hancock 6-5500	Blair	Robert B. Choate, p William B. McGrath, mgng. d Alexander M. Tanger, cm	George M. Perkins, pm William E. Shea, pmm Philip K. Baldwin, ce John Day, nd	Joe Kelly, fd Curt Gowdy, sd Christine Evans, wd
WHDH-FM 1949	Ch. 233(B) 94.5mc 20kw					
WMEX 1934	1510 5000 DA-N	The Northern Corp. 70 Brookline Avenue Commonwealth 6-3900		John E. Reilly, p & pd, nd Wm. S. Pote, gm	Lawrence Flynn, cm George Kaplan, pmm	Wm. L. Ferruzzi, ce Frank Fallon, sd
WNAC 1922	680 50,000 DA-1	General Teleradio Inc. 21 Brookline Ave. Commonwealth 6-0800	MBS Yankee H-R Rep.	Thomas F. O'Neil, p Norman Knight, evp, gm George Steffy, vp Thomas Bateson, cm	John D. Maloy, pd George Hallberg, pmm I. B. Robinson, ce	Leland Bickford, nd Les Smith, sd Louise Morgan, wd
WNAC-FM 1948	Ch. 253 (B) 98.5mc 20kw					
WORL 1950	950 5000-D	Pilgrim Bcstg. Co. 92 State St. Lafayette 3-4000	Headley-Reed	Joseph Dunn, p Arthur E. Haley, gm, cm	Norman Prescott, pd Polly E. Haddad, pm	John Parker, ce Henry Elliott, nd, sd
WVDA 1953	1260 5000 DA-N	Vic Diehm Associates, Inc. 275 Tremont St. Hancock 6-1122	ABC Raymer	Victor C. Diehm, p Lambert B. Beeuwkes, gm Len Hornsby, cm	John Mounteer, pd Bob Martin, pmm & sd Kenneth Smith, ce	Roderick MacLeish, nd Leon Fremault, fd
WVOM 1948			(See Brookline listing)			
ROCKTON Plymouth Co.)						
WBET 1946	1460 1000-DA-N	Enterprise Publishing Co. 60 Main St. Brockton 7062	Walker	Charles A. Fuller, gm & nd Earle G. Clement, cm	Arthur B. Jones, pd & fd Charles O. Nowell, ce	Walter Dunbar, sd
WBET-FM 1948	Ch. 249(A) 97.7mc 0.8kw					
BROOKLINE Suffolk Co.)						
WVOM 1948	1600 5000-DA-1	The Boston Bcstg. Corp. 790 Commonwealth Ave. Beacon 2-5650	KBS	Benjamin Bartzoff, vp	James A. Fitzgerald Jr., pd	Jerome Bartzoff, ce
AMBRIDGE Middlesex Co.)						
WTAO 1948	740 250-D	Middlesex Bcstg. Corp. 439 Concord Ave. Eliot 4-0500		Frank J. Lyman, Jr., p Theodore B. Pitman, Jr., gm	John H. Kimball, Jr., cm Edward J. Penney, pd	Bob Mehrman, pub. d Ken Wayne, nd & sd
WTAO-TV 1946	Ch. 245(B) 96.9mc 6.9kw	(WTAO, AM Affiliate)	Good Music Bcstrs.	John R. Thornton, gm C. Stuart Grover, cm	John Cameron, pd	Carmen Ferraro, ce
HICOPEE Hampden Co.)						
WACE 1946			(See Springfield listing)			
ALL RIVER Bristol Co.)						
WALE 1948	1400 250	Narragansett Bcstg. Co. 374 Central St. 4-1400	MBS Yankee Walker	George L. Sisson, Jr., p, gm Markey Gosciminski, cm	Roland Berube, ce James Arkison, nd & sd	Mary S. Harrington, wd
WSAR 1921	1480 5000 DA-2	Fall River Bcstg. Co. Walker St., Somerset Fall River, 7-9477	ABC Headley-Reed, Kettell-Carter	Frank W. Miller, p Lincoln W. N. Pratt, gm Cornelius D. Sullivan, cm	Joseph Welch, pd, nd & fd John Pavao, ce	Lou Green, sd Gladys Bramblett, wd
ITCHBURG Worcester Co.)						
WEIM 1941	1280 1000 DA-N	WEIM Fitchburg, Inc. 717 Main St. 2-3677	MBS Yankee Kettell-Carter Walker	Henry G. Molina, Jr., p, gm	Jim Chalmers, cm	Al Maffie, pd
WFGM 1950	1580 1000-D	Wachusett Bcstg. Corp. 455 Main St. 3-4897	Walker	David M. Myers, p, gm Joseph Rich, cm	Tal Hood, pd & pmm Donald L. Coleman, Jr., ce	Kirk Anderson, nd, fd & sd

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

VIC DIEHM Says:



Boston, Mass. ABC

(Represented by Paul H. Raymer Company)

Biddeford-Saco, Me. MBS-Yankee

There is only one choice to cover the greatest recreational and industrial market in Maine. "It's the Gateway to Good Listening" . . .

WVDA
WIDE

MASSACHUSETTS

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
FRAMINGHAM (Middlesex Co.)				
WKOX 1947	1190 1000-D	WKOX, Inc. 3 Mount Wayte Ave. Trinity 3-7409	Webb, Kettell-Carter	Albert A. Anderson, p Richard E. Adams, vp, gm Lewis F. Sargent, cm Roy Leonard, pd John M. Grubbs, pmm Francis W. Bartol, ce James B. Robbins, nd William F. Galvin, sd
GARDNER (Worcester Co.)				
WGAW 1946	1340 250	Gardner Bcstg. Co. 3 Pleasant St. 1490	ABC Webb Borgatti	Emilien R. Robillard, p & treas. William C. Engel, vp & gm Ernest T. Smiddy, cm Durham Caldwell, pd Gordon Wiley, ce
GREENFIELD (Franklin Co.)				
WHAI 1938	1240 250	John W. Haigis 486 Main St. Prescott 4-4301	MBS Yankee Walker	John W. Haigis, Sr., o & p John W. Haigis, Jr., gm Horace W. Nichols, cm Ira I. Hewey, pd & sd Thomas J. Kelly, pmm Leland F. Wheeler, ce Graydon H. Spragg, nd Woodbridge E. Brown, fd June K. Greene, wd
WHAI-FM 1948	Ch. 252(A) 98.3 1kw			
HAVERHILL (Essex Co.)				
WHAV 1947	1490 250	WHAV Bcstg. Co. 30 How St. 4-4733	Nona Kirby (New England)	Robert I. Kimel, sm John J. Kirby, cm Arthur Flynn, pd David E. Cate, ce John J. O'Rourke, nd Edwin V. Johnson, sd Patricia S. Johnson, wd
HOLYOKE (Hampden Co.)				
WREB 1950	930 500-D	Valley Bcstg. Corp. Holyoke Natl. Bank Bldg. Jefferson 2-3296	Nona Kirby, WREB Radio Sales	James H. Wakelin, p John H. Vondell, Jr., sm & pd Robert H. Berger, sm Richard H. Stewart, nd Donald A. Redman, ce Mel Barger, sd Mildred Chase, wd
LAWRENCE (Essex Co.)				
WCCM 1947	800 1000-D	The Lawrence Bcstg. Co. 278 Essex St. 3-7171	Walker, Foster	George H. Jaspert, p, gm Daniel B. Ruggles, III, cm Pete Ward, pd Bernard J. Fionte, pmm & nd John D. Bodell, ce Hal Bishop, sd Anne D. Minehan, educ. d Christine Cartwright, wd
LOWELL (Middlesex Co.)				
WCAP 1951	980 1000-D	Northeast Radio, Inc. 243 Central St. Glenview 4-0404	Kettell-Carter	Israel Cohen, p William J. Warren, gm, cm Theodore Cohen, ce Rex Cox, nd James Alexakos, fd Duke Savitt, sd Mary Connors, wd

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THE NEW HOME
OF
W H A I
GREENFIELD, MASSACHUSETTS

THE STATION
THAT SATISFIED
ADVERTISERS
BUILT

★

CALL THE WALKER REPRESENTATION COMPANY

OWELL (Cont.)

WLLH 1934	1400 250	Merrimac Bcstg. Co. 39 Kearney Square, Lowell Gregg Bldg., Lawrence Lowell, Glenview 8-8715 Lawrence 2-2148	MBS Yankee	Gerald Harrison, p Dana W. Fitzgerald, sta. m.	Haskell Bloomberg, gm Tom Clayton, pd & sd	A. G. Michaels, ce Fred Simmonds, nd
WLLH-FM 1948	Ch. 258(B) 99.5mc 12.2kw					
YNN Essex Co.) WLYN 1947	1360 1000-D	Puritan Bcstg. Service 7 Willow St. 5-6200	Walker	Theodore Feinstein, p Melvin Lahr, gm, cm Joseph Cucchiaro, pd, nd	Milton Jaffe, pmm Richard Drapeau, ce	Milton Jaffe Gun, sd
EDFORD Middlesex Co.) WHIL 1952	1430 500-D (CP) 1000-D	Conant Bcstg. Co. Inc. 99 Revere Beach Parkway Mystic 8-2250	Nona Kirby	Sherwood J. Tarlow, p, gm Joseph Kruger, cm David Maynard, pd	Arthur Stamler, pmm, nd Sal Fulchino, ce	Bob Walsh, sd Verna Dodier, wd
EW BEDFORD Bristol Co.) WBSM 1949	1230 100	Bay State Bcstg. Co. Pope's Island 3-1787	Bolting	Joseph P. Duchaine, p Otto F. A. Arnold, gm Richard G. Evans, cm	Christian B. Clark, pd, fd & sd Brownell Brightman, ce	Frederick Jerome, nd Robert Adams, wd
WBSM-FM 1949	Ch. 247(B) 97.3 2.5kw					
WNBH 1921	1340 250	E. Anthony & Son, Inc. 555 Pleasant St. 5-7411	MBS Yankee Walker	Basil Brewer, vp Henry M. Solomon, m, cm	James Gleason, pd Herve L. Leduc Jr., ce	Robert Saye, nd Harriet Hall, wd
WNBH-FM 1946	Ch. 251 (B) 98.1mc 20kw					
ORTH ADAMS Berkshire Co.) WMNB 1947	1230 250	Northern Berkshire Bcstg. Co. 466 Curran Highway Mohawk 3-6567	McGillvra Nona Kirby	J. Gordon Keyworth, p, gm, cm & ce Lawrence G. Truesdale, pd	Richard O'Brien, pmm Roy Anderson, nd	Bernard Bullett, sd
WNAW 1952	860 250-D	Cecil H. Clifton Box 193 Mohawk 3-5356		Cecil H. Clifton, p Robert E. Dain, gm	Ralph Haneman, ce Raymond Gordon, sd	Dick Brown, fd Joseph Tubby, wd
ORTHAMPTON Hampshire Co.) WHMP 1950	1400 250	Pioneer Valley Bcstg. Co. 78 Main St. Northampton 4275	Borgatti, Webb	John H. Williams, p Alexander W. Milne, gm, cm & pmm	Joseph T. Fennessey, pd & nd David Angell, ce	Mark Layne, sd Dorothy Drewsen, wd
WITTSFIELD Berkshire Co.) WBEC 1947	1490 250	Western Massachusetts Bcstg. Co. 30 Eagle St. 8292	ABC Union Bcstg. Everett- McKinney Kettell-Carter	Donald B. Miller, p W. Wendell Budrow, gm, pmm Peter W. S. Whitestone, cm	Theodore Miller, pd Walton T. Ayer, ce Edward Farrell, Jr., nd	Dana Jones, fd Paul Edwards, sd Pat Turner, wd
WBEC-FM 1947	Ch. 232(A) 94.3mc 1kw					
WERK 1938	1340 250	The Greylock Bcstg. Co. 8 Bank Row 2-1553	MBS Yankee Walker, Borgatti	Leon Podolsky, p Walter Kearsy, gm, cm Edward Merritt, pd	Robert Burbank, pmm Edward Taffett, ce Laughran Vaber, nd	Dan Healy, fd & sd Marlene Rossbach, wd
WINCY Norfolk Co.) WJDA 1947	1300 1000-D	South Shore Bcstg. Co. P. O. Box 373 Mayflower 9-1300	WJDA-WESX Salem Webb	James D. Asher, p, gm, cm & pmm	Charles Glass, pd Arthur F. Lane, ce	George Sweeney, nd George Gehr, sd
WALEM Essex Co.) WESX 1939	1230 250	North Shore Bcstg. Corp. P.O. Box 710 5670	Webb	William C. Asher, p & gm Charles Asher, cm Norman Durkee, pd, pmm, ce & fd	Albert Belknap, nd Thomas Lester, sd Nancie Vaillancourt, wd	



ANYWAY YOU LOOK AT IT — IN PROVIDENCE IT'S
TOP LOCAL AUDIENCE + TOP TALENTS = RESULTS

DIAL 1110



PROVIDENCE

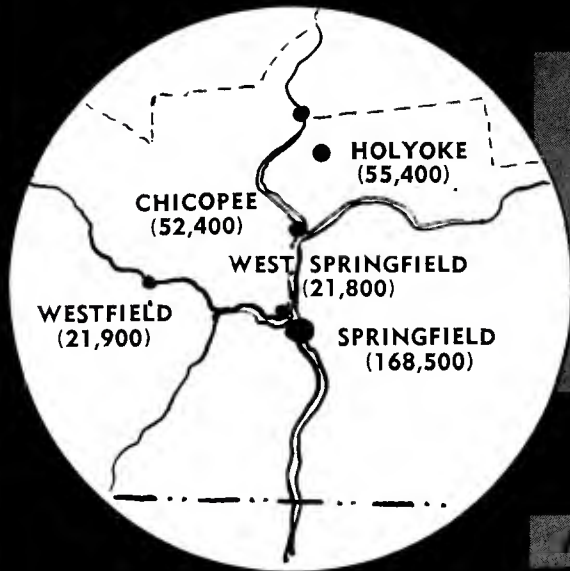
REPRESENTED BY HEADLEY-REED

MASSACHUSETTS

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mg slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
SOUTHBRIDGE (Worcester Co.)							
	WESO 1946 (CP)	970 500-D	WESO, Inc.		J. W. Miller, p		
SPRINGFIELD (Hampden Co.)							
	WACE 1946	730 1000-D	Regional Bcstg. Co. Hotel Bridgway 6-1323	Bolling	David Hayes, p Ralph J. Robinson, gm, cm Ed Carter, pd	Richard Glinka, ce Fred Oganz, nd	Chick O'Malley, sd Ruth Batcheller, wd
	WBZA 1924	1030 1000	Westinghouse Bcstg. Co. Inc. Hotel Kimball 6-8336	NBC, New England Regional Net. Free & Peters	Chris J. Witting, p Paul E. Mills, gm William J. Williamson, cm Avner Rakov, pd	C. Lud Richards, pmm W. H. Hauser, ce Ken Mayer, nd	Malcolm McCormack, fd Leo Egan, sd Mildred Carlson, wd
	WHYN 1941 WHYN-TV	560 1000 DA-1	The Hampden- Hampshire Corp. 1300 Liberty St. 4-1126	CBS Eranham Weed	Charles N. DeRose, gm Patrick J. Montague, cm	William Martin, pd Alexander Paley, ce	Bill Keating, sd Helen Hope, wd
	WHYN-FM 1947	Ch. 226(B) 93.1mc 3.2kw			Charles Tamm, ce		
	WJKO 1949	1600 5000-D DA-D	Springfield Bcstg. Co. P. O. Box 898 Springfield 2-7487	Nona Kirby, Gill-Perna	Earle G. Hewinson Sr., p, cm Chris M. Manitsas, gm, pd, ce	Joseph Daboul, nd, sd Ben Bonkosky, fd	Mrs. Gladys Baacke, wd
	WJKO-FM 1949	Ch. 270 (B) 101.9mc 10 kw					
	WMAS 1932	1450 250	WMAS, Inc. 101 West St. 7-1414	MBS Yankee H-R Reps. Foster	Gerald Harrison, p Robert Donahue, gm, pd Zachary Land, cm	Carl Miller, pmm John Michnovetz, ce	Noah LaMountain, nd George Sands, sd
	WMAS-FM 1947	Ch. 234(B) 94.7mc 1.35kw					
	WSPR 1936	1270 1,000	WSPR Inc. 63 Chestnut St. Republic 2-4181	ABC Hollingsbery Kettell-Carter	Alan C. Tindal, p, gm Jack Sullivan, cm	Paul Monson, pd, pmm	George R. Townsend, ce
TAUNTON (Bristol Co.)							
	WPEP 1949	1570 1000-D	Silver City Bcstg. Corp. 174 Broadway 4-7528	J. Marshall MacGregor, p & ptrn. J. Milton Hammond, gm & ptrn.	Joseph G. Quill, sta. m & pd Ed Stawniak, cm Charles Williams, prod. d Lawrence Pradd, ce	Edward Litchfield, nd, sd Harold Woodward, fd Margurite MacGregor, wd
WALTHAM (Middlesex Co.)							
	WCRB 1948	1330 1000 DA-2	Charles River Bcstg. Co. 750 South St. Waltham 5-7080	Nona Kirby	Theodore Jones, p & gm Richard L. Kaye, pd, ce	John Bonney, engr. sup. David S. MacNeill, nd	Arthur Johnson, sd Hazel Roper, wd
	WCRB-FM 1954	Ch. 273(B) 102.5mc 2.95kw		Good Music			

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Don't miss 207,400 People!



wace IS LOCATED
IN THE EXACT CENTER OF THE
SPRINGFIELD-HOLYOKE MARKET

ASK TO SEE RATINGS FOR SPRINGFIELD-HOLYOKE

FIRST IN THE MARKET WITH MUSIC—NEWS—SPORTS
CALL ANY BOLLING CO. OFFICE

MASSACHUSETTS

VARE (Hampshire Co.)

WARE 1948	1250 1000-D	Central Bcstg. Corp. East St. 1250	KBS Webb Kettell-Carter	H. Scott Killgore, p William R. Sweeney, gm, sd James R. Jones, cm Ted White, pd, fd	Marie DeMott, pmm Pauline J. Mattson, wd	David C. Price, ce Bruce Lunceford, nd
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VEST SPRINGFIELD (Hampden Co.)

WTXL 1949	1490 250	Telecolor Corp. 34 Sylvan St.	Walker	Lawrence A. Reilly, p, gm	Holland D. Cameron, cm	James L. Spates, ops. m
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VEST YARMOUTH (Barnstable Co.)

WOEB 1940	1240 250	E. Anthony & Sons, Inc. So. Sea Ave. Hyannis 502	MBS Yankee Walker	Basil Brewer, p Paul W. Stiles, gm, cm & pmm	Frank L. Lynch, ce Edgar H. Semprini, nd, sd	Blance Robinson, wd Marilyn Boesse, pd
WOEB-FM 1948	Ch. 232(A) 94.3mc 1kw					

VORCESTER (Worcester Co.)

WAAB 1931	1440 5000	WAAB, Inc. 34 Mechanic St. 2-5611	MBS Yankee Forjoe	George Wilson, p, gm Wayne Teeter, cm Robert Kreiger, pd & pmm	George Capalbo, ce George Downey, nd	Budd Bowers, sd Mary Chase, wd
WNEB 1946	1230 250	New England Bcstg. Co. 405 Main St. 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 Jeanne Connolly, wd
WORC 1925	1310 1000 DA-1	WORC Inc. 4 Walnut St. Pleasant 5-3101	ABC Headley-Reed Kettell-Carter	Robert F. Brvar, p Kenneth M. Cooper, gm Herman M. Rosen, cm	Richard D. Smith, pd Carrol Philbrook, ce Mel Miller, nd	Bill Crowley, sd Ethelyn, Harney, wd
WTAG 1924	580 5000 DA-2	WTAG, Inc. 18 Franklin St. 5-4321	CBS Christal	Robert W. Booth, vp, gm Herbert L. Krueger, vp, sm Robert J. Brown, cm	Richard L. Gravel, loc. slm A. J. Brissette, pdm Bernard J. LaPlante, spm	E. A. Browning, ce Jeanne G. Little, nd John V. Ambrose, sd
WTAG-FM 1940	Ch. 241(B) 96.1mc 10kw					

MICHIGAN

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Alcona	5,856	1,540	\$ 4,411	\$ 1,353	\$ 85	2,068	Lapeer	35,794	9,210	39,406	10,443	872	12,039
Alger	10,007	2,630	8,184	2,405	260	2,591	Leelanau	8,647	2,370	5,136	1,681	144	3,086
Allegan	47,493	14,510	45,459	12,354	861	17,136	Lenawee	64,629	19,910	85,880	22,550	2,408	25,791
Alpena	22,189	6,110	23,042	6,380	591	7,662	Livingston	26,725	8,340	33,111	7,815	779	10,758
Antrim	10,721	3,190	9,704	3,143	313	3,040	Luce	3,147	1,560	5,672	1,753	72	1,844
Arcadia	9,644	2,620	10,417	2,194	224	3,260	Mackinac	9,287	2,470	8,736	3,171	166	2,274
Baraga	8,037	2,120	6,344	1,863	116	2,192	Macomb	184,961	58,530	225,480	67,976	7,539	83,315
Barry	26,183	8,270	24,507	6,903	701	9,648	Manistee	18,524	5,420	16,028	4,655	665	6,061
Bay	88,461	26,020	110,990	27,702	3,758	30,265	Marquette	47,654	13,480	45,090	14,124	924	15,095
Benzie	8,306	2,350	8,204	2,714	391	2,957	Mason	20,474	6,210	25,722	7,091	655	7,152
Berrien	115,702	37,110	166,722	44,604	6,595	48,030	Mecosta	18,968	5,470	17,136	4,582	614	5,825
Branch	30,202	9,170	31,502	7,632	793	11,393	Memolinee	25,299	7,100	21,297	5,830	223	8,084
Calhoun	120,813	37,080	168,434	42,436	6,229	45,601	Midland	35,662	10,470	34,833	10,459	1,123	13,723
Cass	28,185	9,150	24,030	6,437	713	11,342	Missaukee	7,458	1,900	5,306	1,276	74	2,162
Charlevoix	13,475	3,800	11,379	3,384	348	4,290	Monroe	75,666	22,490	86,576	22,892	2,759	30,155
Cheboygan	13,731	3,550	15,348	4,418	530	4,055	Montcalm	31,013	9,810	44,286	11,466	1,192	12,265
Chippewa	29,206	7,780	32,501	8,738	498	8,518	Montmorency	4,125	1,110	5,067	1,341	83	1,485
Clare	10,253	3,000	9,478	2,740	408	3,987	Muskegon	121,545	37,650	165,319	47,964	5,779	45,506
Clinton	31,195	9,030	20,540	4,786	396	10,367	Newaygo	21,567	6,430	18,560	5,389	471	7,363
Crawford	4,151	1,230	3,752	1,129	64	4,411	Oakland	396,001	125,240	513,723	137,655	15,892	187,221
Delta	32,913	9,250	29,796	9,164	718	10,253	Oceana	16,105	4,780	13,725	3,864	376	5,463
Dickinson	24,844	7,430	28,728	8,047	476	8,182	Ogemaw	9,345	2,640	10,760	3,016	302	3,068
Eaton	40,023	12,640	43,435	11,615	1,438	15,144	Ontonagon	10,282	2,730	8,991	2,304	153	3,181
Emmett	16,534	4,660	22,814	5,071	601	5,105	Osceola	13,797	3,810	12,586	3,253	297	4,675
Genesee	270,963	82,530	396,744	97,822	14,161	109,253	Oscoda	3,134	890	2,368	1,008	73	1,029
Gladwin	9,451	2,470	6,974	1,792	39	3,155	Otsego	6,435	1,580	6,930	1,699	76	2,409
Grazebic	27,053	7,700	25,128	6,659	594	8,227	Ottawa	73,751	22,750	90,243	21,708	2,616	28,784
Grand Traverse	28,598	7,840	39,650	8,914	1,100	9,656	Presque Isle	11,996	2,840	9,948	3,139	311	3,381
Gratiot	33,429	9,550	34,404	8,738	760	12,081	Roscommon	5,916	2,070	10,592	3,211	403	2,682
Hillsdale	31,916	9,960	31,087	6,712	530	11,905	Saginaw	153,515	45,320	196,620	49,620	6,441	54,803
Houghton	39,771	11,540	32,958	12,191	579	10,319	St. Clair	91,599	28,210	111,150	30,081	3,024	34,608
Huron	33,149	9,120	39,550	7,887	778	12,111	St. Joseph	35,071	11,330	40,453	9,696	1,074	14,398
Ingham	172,941	53,270	275,964	66,416	3,283	67,287	Sanilac	30,837	8,980	28,464	7,113	626	11,271
Ionia	36,158	10,770	34,305	9,341	1,055	13,537	Schoolcraft	9,148	2,470	8,689	2,627	108	2,741
Iosco	10,906	3,370	13,356	3,914	533	4,294	Shiawassee	45,987	14,080	44,695	11,781	1,148	17,490
Iron	17,692	5,110	19,740	5,929	313	6,462	Tuscola	38,258	10,800	34,432	8,708	780	13,991
Isabella	28,964	7,740	25,029	6,743	446	8,980	Van Buren	39,184	12,690	39,923	11,917	1,149	15,468
Jackson	107,925	32,240	152,320	36,951	5,722	40,214	Washtenaw	134,606	37,900	161,000	40,584	6,992	48,129
Kalamazoo	126,707	39,440	171,160	40,125	6,885	47,997	Wayne	2,435,235	708,240	3,646,974	785,547	147,056	905,527
Kalkaska	4,597	1,320	2,998	1,117	71	1,423	Wexford	18,628	5,520	19,960	4,750	602	6,050
Kent	288,292	90,520	408,760	97,049	17,820	108,959							
Keweenaw	2,918	730	945	616	83	83							
Lake	5,257	1,590	3,956	1,399	82	1,729							

Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction uncensored; automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

ADRIAN (Lenawee Co.)

WABJ 1948	1500 250-D CP-1490 250	Gerity Bcstg. Co. 2982 Treat Rd. 9000	Best	James Gerity, Jr., p O. W. Myers, gm Albert L. Bishop, cm	Larry Payne, pd, nd Galen Stutzman, ce Don Dean, fd	Keith Roper, sd Aileen Lindbert, wd
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ALBION (Calhoun Co.)

WALM 1952	1260 500-D	Calhoun Bcstg. Co. 101½ N. Superior St. 5065	Best	J. C. Bedient, p	M. H. Wirth, gm	Park Watson, sm, pd
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MICHIGAN

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales M slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations
ALMA (Gratiot Co.)					
WFYC 1948	1280 1,000-D	WFYC, Inc. 157	Great Lakes	L. R. Kamperman, p David W. Sommerville, gm, nd, sd	Raymond Beckwith, cm Bruce Rigg, pd, ce, fd Jo Kolar, wd
ALPENA (Alpena Co.)					
WATZ 1946	1450 250	Midwestern Bcstg. Co. M-32 West ALpena 1049	MBS, KBS Bunyan Holman	Les Biederman, p	Drew McClay, gm Wm. Kiker, ce
ANN ARBOR (Washtenaw Co.)					
WHRV 1947	1600 1,000 DA-1	Huron Valley Bcstg. Inc. 4230 Packard Rd. NOrmandy 24573	ABC Walker	James F. Hopkins, p, cm Steve Filipiak, gm Richard F. Harner, pd	Donald A. Herman, pmm James W. Allen, ce Mort Zarcoff, nd Richard W. Johnston, fd Robert L. Brown, sd Bonnie A. Haig, wd
WPAG 1945 WPAG-TV	1050 1,000-D	Washtenaw Bcstg. Co. 3d Floor Hutzel Bldg. NOrmandy 2-5517	McGillvra	Edward F. Baughn, o, gm Kenneth H. MacDonald, cm	Al Samborn, pd, nd Donald N. Bowdish, ce Howard Heath, fd Robert Ufer, sd
BAD AXE (Huron Co.)					
WLEW 1950	1540 250-D	Port Huron Bcstg. Co. 935 S. Van Dyke Rd. 1010	Gill-Perna	John Wismer, gm	Jim Muehlenbeck, bus. m
BATTLE CREEK (Calhoun Co.)					
WBCK 1948 WBCK-TV	930 1,000 DA-2	Michigan Bcstg. Co. Security Natl. Bank. Bldg. Woodward 3-5555	MBS Burn- Smith	Robert H. Holmes, p Eugene F. Cahill, gm	Leo A. Jylha, cm Harley Hammond, ce Philip Goethals, nd Dick Petti, sd
WELL 1925	1400 250	Federated Publications Mich. Natl. Bank Bldg. Woodward 4-7173	ABC Meeker	Dan E. Jayne, gm, vp	F. F. Owen, cm, pd Earl J. Stone, ce
BAY CITY (Bay Co.)					
WBCM 1925 WBCM-FM 1946	1440 1,000-D 500-N Ch. 241 (B) 96.1mc 41kw	Bay Bcstg. Co. Inc. 100 Center Ave. 7551 & 7552	ABC Hollingbery	Harley D. Peet, p H. A. Giesel, gm, cm Charles E. Anthony, pd	Ralph H. Carpenter, ce Frank J. Walsh, nd, sd G. Edward Vallender, fd Melda G. Lynn, wd
BENTON HARBOR (Berrien Co.)					
WHFB 1947 WHFB-FM 1947	1050 1,000-D Ch. 260 (B) 99.9mc 9.2kw	Palladium Pub. Co. Fairplain Ave. Walnut 52113	Holman	Stanley R. Banyon, p J. F. Scherer, gm John P. Chase, cm, fd	Ray Turner, pd Munson U. Robinson, ce Ed Backus, nd Ray Mittan, sd Mary Alice Gerhart, wd
BIG RAPIDS (Mecosta Co.)					
WBRN 1953	1460 1000-D	Paul A. Brandt P. O. Box 825 646	KBS Holman	Paul A. Brandt, o Spencer Denison, gm & cm	

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1ST IN AUDIENCE in Greater Battle Creek Pulse

- First choice of radio listeners among 92,734 people in city area 68% of the time according to Pulse survey.
- Best bet for bonus audience of over 340,000 in four county primary coverage area.

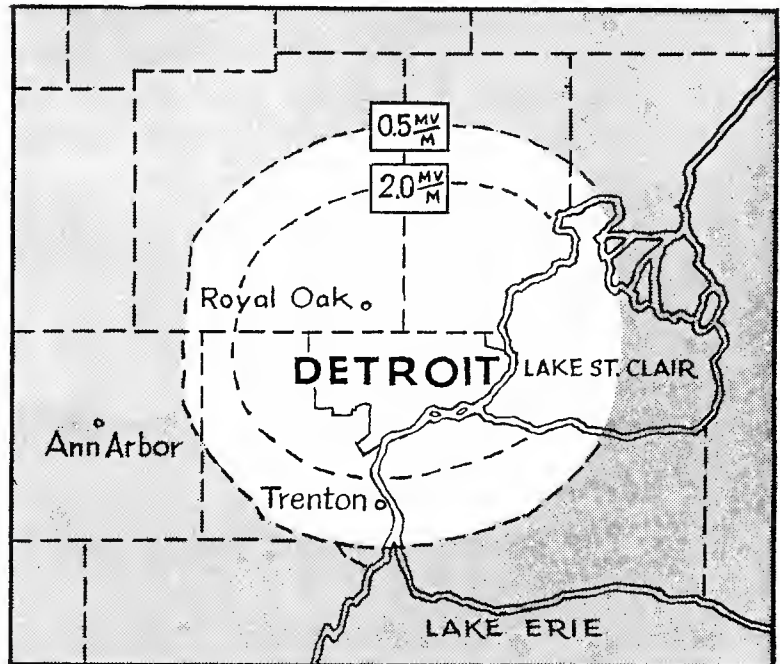
930 KC • 1000 WATTS • MBS NET

Represented Nationally by Burn-Smith Inc.

WBCK radio
Battle Creek, Mich.



Right on the head in Detroit



Jacob B. Sparks, Pres. & Gen. Mgr.
Gordon A. Sparks, Sec'y & Treas. & Mgr.
Garnet G. Sparks, Vice Pres. & Ch. Eng.

• Drive into the "Motor City" with WEXL . . . serving 934,960 homes in the Royal Oak-Detroit Area.

WEXL . . . tops in sports, news and music gives you coverage where it counts . . . for lower rates and lower cost per thousand.

WEXL

for 31 years Michigan's oldest independent serving 934,960 homes
ROYAL OAK - DETROIT • MICHIGAN

MICHIGAN

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
CADILLAC (Wexford Co.)						
WATT 1945	1240 250	Midwestern Bcstg. Co. U. S. 131 South PProspect 5-7831	MBS, Bunyan Holman	Les Biederman, p Art Nyhus, gm	Merritt L. Chandler, slm	Bill Kiker, ce
CHEBOYGAN (Cheboygan Co.)						
WCBY 1954	1240 250	Straits Bcstg. Co. U. S. Highways 27 & 23 554	Northern Best	Richard E. Hunt, p, gm, cm Bob Clark Jr., pd, pmm	Norbert C. Poeppelman, ce Harry McLeod, nd, fd	Ben Morrow, sd Gerry MacDonald, wd
COLDWATER (Branch Co.)						
WTVB 1949	1590 5,000-D 900-N DA-2	Twin Valley Bcstg. Inc. Box 32 1230	Southern Michigan Net. Best	George Hosek, p E. H. Munn, Jr., gm	James Tuck, cm William Traphagen, pd	Virgil Royer, ce William J. H. Smith, nd
WTVB-FM 1951	Ch. 252 (A) 98.3mc 0.3kw					
DEARBORN (Wayne Co.)						
WKMH 1946		(See Detroit listing)				
DETROIT (Wayne Co.)						
CKLW 1931	800 50,000	Western Ontario Bcstg. Co. 3300 Guardian Bldg. Woodward 1-7200	MBS Young All-Canada	J. E. Campeau, p, gm S. C. Ritchie, op. dir. E. W. Wardell, cm	John Gordon, pd Woodruff B. Crouse, pmm W. J. Carter, ce	Austin Grant, nd Art Laing, sp Myrtle Labbitt, wd
CKLW-TV 1945	DA-1					
<i>(Windsor, Ont.)</i>						
CKLW-FM 1949	Ch. 230 (A) 93.9mc 0.25kw					
WCAR 1939	1130 50,000-D (CP from Pontiac) DA-2	WCAR, Inc.				
WDET-FM 1945	Ch. 270(B) 101.9mc 52kw	Wayne University 5063 Cass Ave.		Paul B. Rickard, sm		
WJBK 1923	1490 250 CP-1,500 10,000-D 5,000-N DA-2	Storer Bcstg. Co. Masonic Temple 500 Temple Detroit 1, Michigan TEmple 3-7900 Storer Bcstg.	Katz	George B. Storer, Sr., p Harry R. Lipson, gm Al Nagler, sls. d	Richard E. Fischer, pd Kenneth H. Boehmer, pmm Paul O. Frincke, ce	Don McLeod, nd Raiph R. Rust, sd
WJBK-TV 1945	Ch. 226(B) 93.1mc 30kw					
WJLB 1926	1400 250	Booth Radio & Television Stations Inc. 3100 David Broderick Tower Woodward 5-2000 (WJLB AM Affiliate)	Forjoe	John L. Booth, p Edwin E. Nyy, gm Eric V. Hay, cm	George Kendall, pd, pmm Edward H. Clark, ce Richard Pavey, nd	Barney Lee, sd Patricia Swartz, wd
WBRI (FM) 1941	Ch. 250 (B) 97.9mc 3.3kw					

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WELL

BATTLE CREEK

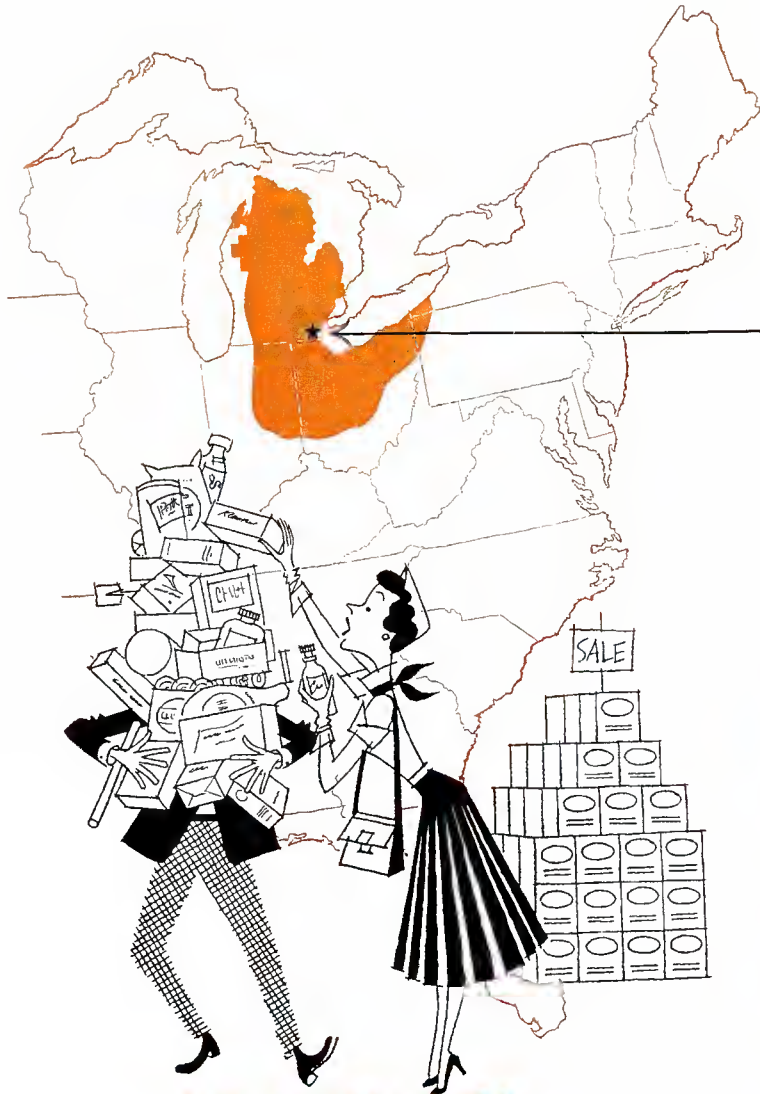
Battle Creek's top-rated station

and the best buy because . . .

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

Represented nationally by

ROBERT MEEKER ASSOCIATES, INC., ★ 250W • 1400 WELL
521 5th Avenue, New York City



almost 10% of the nation's sales takes place

HERE

in WJR's primary coverage area!

WJR MARKET DATA

		% of total U. S. market
Population	12,601,300	8.3
Radio Homes	3,785,540	8.6
Farm Radio Homes	328,990	5.9
Drug Sales	\$ 464,447,000	10.3
Food Sales	\$ 3,266,766,000	9.4
Retail Sales	\$13,613,431,000	9.3
Filling Station Sales	\$ 739,614,000	10.1
Passenger Car Registrations	4,116,934	10.2

W
J
R

the great voice of the great lakes

WJR is the one salesman that can effectively and economically increase your volume in *all* of this rich market area. Every single day of the year WJR, the most influential voice in the Great Lakes region, will carry your advertising message to millions of buyers in Michigan, Ohio, Indiana, Pennsylvania and Ontario. Let WJR's success and popularity do a real selling job for you!

Contact WJR or your Christal representative today to get the most for your advertising dollar in one of the nation's richest markets.



WJR, Detroit, The Goodwill Station
CBS Radio Network
50,000 watts

AN IMPORTANT AREA FOR YOU
—A FAMILIAR AREA TO US



WJR, Fisher Building, Detroit 2, Michigan
Represented Nationally by the Henry I. Christal Company
Canadian Representatives: Radio Time Sales, (Ontario) Ltd.

MICHIGAN

City County	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; slm; Prog. Dir. pd; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
DETROIT (Cont.)					
WJR 1927	760 50,000	WJR, The Goodwill Station, Inc. 2200 Fisher Bldg. Trinity 5-4440	CBS Christal	John F. Patt, p Worth Kramer, gm Elmer O. Wayne, slm	Ron Gamble, pd A. Friedenthal, ce Marshall Wells, fd Jack White, nd Bob Reynolds, sd Agnes May Page, wd
WJR-FM 1948	Ch. 242 (B) 96.3mc 24kw				
WKMH 1946	1310 5,000-D 1,000-N DA-2	WKMH, Inc. 15001 Michigan Ave. Tiffany 6-8500	Michigan Broadcasting System Headley-Reed	Fred A. Knorr, p George M. Millar, md John J. Carroll, cm, pmm	Bob Seymour, pd Jerrold Martin, ce Richard Buller, nd Frank Sims, sd
WKMH-FM 1946	Ch. 1310 (B) 100.3mc 7kw				
WLDM(FM) 1949	Ch. 238 (B) 95.5mc 20kw	Lincoln Bcstg. Co. 15401 West Ten Mile Rd. JOrdan 4-5835	Harold I. Tanner, p, gm Robert J. Conger, cm	Richard J. Bernard, Jr., pd Jerome F. Steadley, ce
WMAZ(FM) 1948	Ch. 278(B) 103.5mc 20kw	Mich. Music Co.			
WWJ 1920	950 5,000 DA-N	The Evening News Association 622 W. Lafayette Woodward 2-2000	NBC Hollingbery McDermott	Warren S. Booth, p Edwin K. Wheeler, gm Robert McIntosh, cm	Thomas Warner, nat. slm. Melvin C. Wissman, pd Glenn Kyker, pmm Edgar J. Love, ce James R. Clark, nd Fran Harris, wd
WWJ-TV 1941	Ch. 246 (B) 97.1mc 48kw				
WXYZ 1925	1270 5,000 DA-N	WXYZ Inc. 1700 Mutual Bldg. Woodward 3-8321	ABC Michigan Radio Net. Blair	James G. Riddell, p Harold S. Cristian, gm Harold L. Neal, slm	Robert Baldrice, pmm Charles Kocher, ce Tom A'Hearne, nd Don Wattrick, sd Edythe Fern Melrose, wd
WXYZ-TV 1948	Ch. 266 (B) 101.1mc 4.7kw				
EAST LANSING (Ingham Co.)					
*WKAR 1922	870 5,000-D	Michigan State College Edgewood 2-1511 Ext. 488	John A. Hannah, p Robert J. Coleman, gm Lawrence T. Frymire, pd	Norris E. Grover, ce R. Burleigh Downey, nd Howard Hass, fd Robert Shackleton, sd Virginia Weiser, wd
WKAR-TV 1948	Ch. 213(E) 90.5mc 9.7kw				

Data corrected to Dec. 15, 1954. 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. Complete key to abbreviations, page 6.

NOW!... double the wallop in the Detroit area!

CKLW-TV
channel

9

**325,000
WATTS**

CKLW
radio

800 kc

**50,000
WATTS**

**THE
MOST POWERFUL
RADIO AND TELEVISION
COVERAGE
IN THE
MARKET!**

Adam J. Young Jr. Inc.
National Rep.

J. E. Campeau, Pres.
Guardian Bldg.
Detroit

The **BIG** News
in Detroit...



JAMES CLARK
News Editor



KIRK KNIGHT



CARL CEDERBERG



CHARLES LEWIS



PETER STONER

on **WWJ** ... of course!

There's depth in WWJ's day-long schedule of 15-minute newscasts; depth of coverage, of facilities, of personnel. This combination makes WWJ the Number One news buy in Detroit, the market whose total retail sales per family are 25% above the national average.

Shown here is one platoon of the team—the men behind the mike who give listeners more news per broadcast, more facts per news story. Each is a full-time specialist in his field. Each is rich in radio reporting experience. All are established favorites you can count on for listener loyalty.

Put WWJ's unsurpassed news depth to work for you—under complete sponsorship or participation. Phone, wire, or write your nearest Hollingbery office for further information.

WWJ **AM** -----
FM

Associate Television Station WWJ-TV
Basic NBC Affiliate

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

WORLD'S FIRST RADIO STATION • Owned and Operated by THE DETROIT NEWS • National Representatives: The GEORGE P. HOLLINGBERY CO.

MICHIGAN

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; slm; Prog. Dir. pd; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm;	
ESCANABA (Delta Co.)						
WBEC 1941	680 1,000 DA-2	Delta Bcstg. Co. 606 Ludington St. 3190-3191	MBS Walker	Geo. D. Lindenthal, p, gm, cm Don Sisto, pd	W. J. Duchaine, pmm, nd H. C. Olsen, ce	Frank Bourke, sd Edith Bell, wd
WESK 1953	1490 250	M & M Bcstg. Co. Sherman Hotel Bldg. 3750	NBC, Northern Net.	William Walker, p Barceley Conley, gm Don Gamelin, cm	Eric Parker, pd Barbara Parker, pmm Jack Foster, ce	Bob Wagner, nd, sd Bill Allison, fd Helen Cloutier, wd
FLINT (Genesee Co.)						
WBEC 1947	1330 1000 DA-2	Booth Radio & TV Stas. G-3076 East Bristol Rd. Cedar 9-8686	MBS Weed	John L. Booth, p Jerry Schroeder, gm Gene Ellerman, cm	James Rush, pd E. H. Clark, ce Wayne Jewell, nd	Noble Gravelin, sd Maude Stewart Beagle, wd
WFDF 1922	910 1,000 DA-1	Trebit Corp. Garland at First Ave. Cedar 2-7158	NBC Katz	H. M. Bitner, Jr., p L. W. Lindow, vp, gm E. A. Knopf, pd, fd	Marvin Levey, pmm Gerald Wolpert, ce Lawrence Ganger, nd Clarence Rhodes, pd, sd	Dan Hunter, sd Betty Clarke, wd
WKMF 1953	1470 1,000 DA-1	WKMH, Inc. 112 West Water St. Cedar 9-7608	Michigan Radio Net, Headley-Reed	Fred A. Knorr, p W. Eldon Garner, gm		John Woodard, ce
WMRP 1946	1510 250-D	Methodist Radio Parish, Inc. 3217 Lapeer St. CE 3-5112	KBS Best	Herbert Hausser, p	Wm. H. Morford, gm, cm, pd	Duane Mohrs, ce
WTAC 1947	600 1,000-D 500-N DA-2	WTAC, The Big Station 740 South Saginaw St. CEdar 2-1136	ABC Bolling	John M. Shaheen, p J. R. McKinley, gm	Oscar A. Huff, Jr., pd Frank Folsom, ce	Edward R. Berryman, nd, sd Lawrence DeBeau, fd
FREMONT (Newaygo Co.)						
WBFC 1954	1490 100	Paul A. Brandt 901 E. Maple St. Mt. Pleasant, Mich.				
GAYLORD (Otsego Co.)						
WATC 1950	900 1000-D	Midwestern Bcstg. Co.	MBS Paul Bunyan Holman	Les Biederman, p & gm C. O. Reed, cm	Robert Fritz, pd William H. Kiker, ce	
GRAND RAPIDS (Kent Co.)						
WFUR 1947	1570 1000-D	Furniture City Bcstg. Corp. 399 Garfield Ave., SW Glendale 6-9541	McGillvra	William Kuiper Sr., p, gm Henry J. Swierenga, cm	John D. Timmer, ce Gordon Kibby, nd	John Rader, fd Miss June Bos, wd
WGRD 1947	1410 1,000-D	Music Bcstg. Co. 35 Lafayette Ave. N.E. 94-111	Gill-Perna	Paul F. Eichhorn, p, gm Glenn R. LePard, cm Dirk Nebbeling, pmm, fd	Richard Groenevelt, ce Tom Van Tol, nd	Bruce Grant, sd Norma Brink, wd
WJEF 1945	1230 250	Fetzer Bcstg. Co. 187 Monroe NW Glendale 6-8512	CBS Avery-Knodel	John E. Fetzer, p Carl E. Lee, mgn. d. Martin Gaimo, cm & sm	Michael Joseph, pd Bruce M. Glycadgis, ce Richard Jefferies, nd	Dick Miller, sd Margaret Curley, wd
WJEF-FM 1945	93.7mc 115kw					
Ch. 299 (B) WLAV 1939	1340 250	Versluis Radio & Tele- vision, Inc. 6 Fountain St., N.E. Glendale 6-5461	ABC Pearson	Leonard A. Versluis, p Lee G. Stevens, vp, gm Donald Mullen, pd	Carroll Hutchings, ce Robert S. Greenhoe, nd	Jack Harrison, sd Joanne Randall, wd
WLAV-FM 1947	Ch. 245 (B) 96.9mc 1.8kw					
WMAX 1954	1480 500-D	WMAX, Inc.		Joseph C. Hooker, p, cm Charles A. Sprague, vp, gm		
WOOD 1924	1300 5,000 DA-N	Grandwood Bcstg. Co. 120 College, S.E. 9-4125	NBC Katz	Harry M. Bitner Jr., p Willard Schroeder, vp, gm Arthur M. Swift, sim	Frank Sisson, pd John Dragomier, pmm Louis Bergenroth, ce	Bob Runyon, nd Bob Kirby, sd Carol Duvall, wd
WOOD-TV HOLLAND (Ottawa Co.)						
WHTC 1948	1450 250	Holland Bcstg. Co. Hotel Warm Friend Tavern 9482	Best	W. A. Butler, p Sandy Meek, gm	Bill Gargano, pd John Klungle, ce	Al Ackerman, sd Mary Emma Young, wd
HOUGHTON (Houghton Co.)						
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 F. Grant Richards, pmm	Peter Fausone, sd Myrtle Barrett, wd

BEST-IN-MICHIGAN.....

No power station can sell this huge MICHIGAN market for you. In their homes, in their cars, in their cottages only AM radio over the local home town stations can reach the buyers with money to buy your product. Sell **YOUR** product to the local listeners **STOP SELLING** Programs. Use these local Michigan stations for better results! ! Buy AM radio—No double and triple spotting!

WABJ	Adrian	250 watts	Daytime	WMTE	Manistee	250 watts	FULLTIME
WCBY	Cheboygan	250 watts	FULLTIME	WMDN	Midland	250 watts	FULLTIME
WTVB	Coldwater	5000 watts	FULLTIME	WKNK	Muskegon	5000 watts	FULLTIME
WMRP	Flint	250 watts	Daytime	WPON	Pontiac	500 watts	FULLTIME
WHTC	Holland	250 watts	FULLTIME	WSTR	Sturgis	500 watts	FULLTIME
WION	Ionia	500 watts	Daytime				

for details call the **HIL F. BEST CO.**

FLINT
largest
General
Motors
plant
city
in the
world

served by
WFDF

There are more General Motors employees in Flint (73,673) than in any other city in the world. (Actually a 38% increase over just two years ago) They earn more . . . and spend more . . .

and WFDF knows how to sell them!

32 years as a part of Flint make WFDF the ane logical choice to reach this rich hame of industry, where there is no substitute for on-the-spot, home town experience. Carefully tailored WFDF pro- gramming gives Flint area listeners what they want to hear, and an equally well-tailored signal puts your important message right where it will do the most good . . . in the heart of the busy Flint trading area where retail sales are a comfortable 62%* abave the national average.

This hame of Buick, Fisher Body, and AC Spark Plug, along with four of Chevrolet's largest plants and a new Ternstedt factory, is already on its way to another record year.

Why not set a new high af your own in Flint this year? Katz can show you the way.

WFDF MARKET DATA

Population	293,400
Households	86,600
Radio Homes	85,560
Consumer Spendable Income	\$581,394,000
CSI per Household (County)	\$6,714
CSI per Household (Flint)	\$6,999
Total Retail Sales	\$392,193,000
Retail Soles per Household (County)	\$4,529
Retail Soles per Household (Flint)	\$5,981

* 1954 Consumer Markets

910 KC ● Flint, Michigan

REPRESENTED NATIONALLY BY THE KATZ AGENCY

Associated with: WFBM, AM & TV Indianapolis—WOOD, AM & TV Grand Rapids — WEOA Evansville.



MICHIGAN

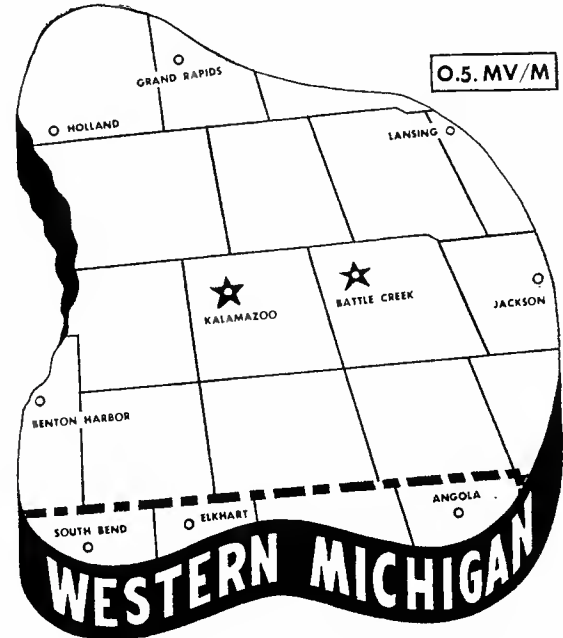
City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	
HOUGHTON LAKE (Roscommon Co.)						
WHGR 1954	1290 1,000-D	Sparks Bestg. Co. 212 W. 6th St., Royal Oak Lincoln 4-2200	Jacob B. Sparks, p Gordon A. Sparks, cm, pd, nd	Garnet G. Sparks, ce	Bob Ditmer, sd
IONIA (Ionia Co.)						
WION 1953	1430 500-D	Ionia Bestg. Co. Box 143 1537	Best	Monroe MacPherson Sr., o Monroe MacPherson Jr., gm Kenneth R. Chapin, cm	William R. McLaughlin, pd, nd Erwin Fuller, ce	Clarke Bergeon, fd Ben Thompson, sd
IRON MOUNTAIN (Dickinson Co.)						
WMIQ 1947	1450 250	Iron Mountain-Kings- ford Bestg. Co., Inc. 211 East Ludington St. 2031	ABC, Northern Net.	Frank J. Russell, p Russell J. Staffeld, gm	William C. Johnson, cm, sm Donald J. Burdick, pd, nd	Paul Anick, ce Core Nelson, sd
IRON RIVER (Iron Co.)						
WIKB 1949	1230 250	WIKB Inc. 234 W. Genessee 102	MBS, KBS Walker	H. H. Frailing, p Len Johnson, gm, cm, sd	Bud Shields, pd, pmm Lester Patten, ce	Milo Jordan, nd Ann Cascioli, nd
IRONWOOD (Gogebic Co.)						
WJMS 1931	630 1,000 DA-N	Upper Mich.-Wis. Bestg. Co. 134 E. McLeod Ave. 20-21	MBS Walker	William L. Johnson, p, gm, cm, pmm Laura Johnson, pd	Arne Dahlbacka, ce James Johnson, nd	Bob Olson, sd Rose Isaac, wd
ISHPEMING (Marquette Co.)						
WJPD 1947	1240 250	Ishpeming Bestg. Co. Jenks Block HUDson 6-9937	KBS	Dr. J. P. Deegan, p Paul C. Crowley, gm, sd	Bernard R. Maloney, cm, ce	Carl B. Tupala, pmm, nd Lois Sarasin, wd
JACKSON (Jackson Co.)						
WIBM 1927	1450 250	Booth Radio & Tele- vision Stations Inc. 2511 Kibby Road 6121	ABC Weed	John L. Booth, p George P. Lasley, gm Robert B. Lees, cm	Jack Underwood, pd, nd Jack Freeborn, pmm, fd Paul Wolfcale, ce	Tom O'Connor, sd Dean Brown, wd
WKHM 1951	970 1,000 DA-2	Jackson Bestg. & Television Corp. 441 Wildwood 4-7181	MBS, Michigan Bestg. System Headley-Reed	Fred A. Knorr, p John O. Gilbert II, gm	E. Richard Schueler, pd Paul Wright, ce	Ed Hardy, nd, fd, sd

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WKMI

KALAMAZOO

NOW
5,000 WATTS



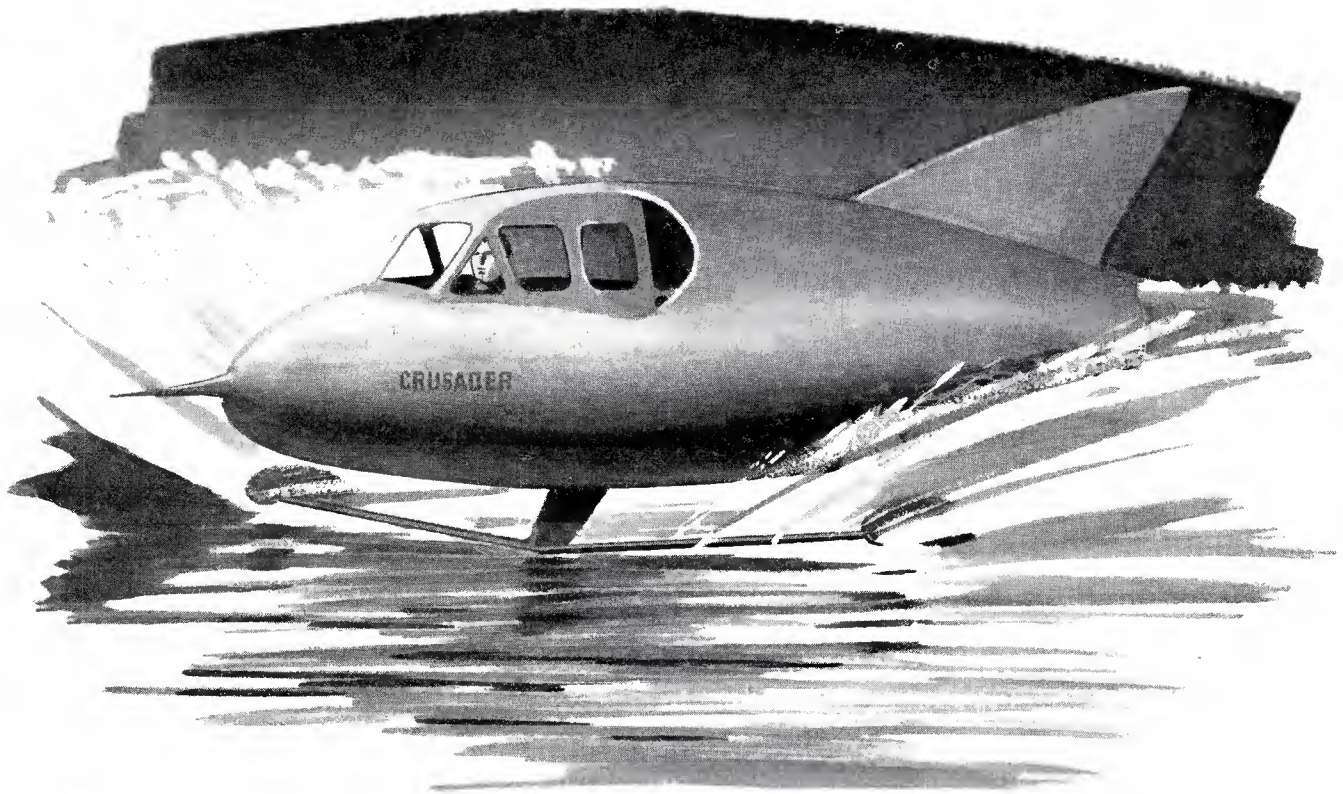
WESTERN MICHIGAN'S MOST POWERFUL INDEPENDENT

MUSIC • NEWS • SPORTS • 21½ HOURS A DAY • 1360 KC.

Covering 1,719,000 population in the primary area . . . including a metropolitan market of 272,000 in the Kalamazoo-Battle Creek area alone . . . and a rich market of 84,000 prosperous commercial farms. It all adds up to Western Michigan's best regional buy.

National Representative: Forjoe and Co., Inc.
In Detroit: Michigan Spot Sales

WKMI • STEERE BROADCASTING CORP. • KALAMAZOO, MICHIGAN



YOU MIGHT GO 206 MPH IN A SPEEDBOAT*—

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

GRAND RAPIDS—KALAMAZOO AREA PULSE
SHARE OF AUDIENCE—MON.-FRI.—FEB., 1953

	6 a.m.—12 noon	12 noon—6 p.m.	6 p.m.— 12 midnight
WKZO-WJEF	41% (a)	41%	40%
STATION "B"	13%	13%	17%
STATION "C"	11%	7%	12%
STATION "D"	9%	7%	9%

(a) Does not broadcast for complete period and the share of audience is unadjusted for this situation.

If you want to break sales records in Western Michigan, just remember this:

1. The latest Nielsen Report credits WKZO, Kalamazoo, and WJEF, Grand Rapids, with a 12-county audience of 151,050 *daytime* homes, 130,530 *night-time* homes!
2. WKZO-WJEF give you 70.8% more morning listeners, 105.0% more afternoon listeners and 37.9% more evening listeners, than the next-best two-station combination in Kalamazoo and Grand Rapids!
3. On a per-thousand basis, WKZO-WJEF cost 54.3% less in the morning, 61.9% less in the afternoon and 31.6% less at night, than the next-best two-station choice!

Ask your Avery-Knodel man for all the WKZO-WJEF facts.



The Fetzler Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

WKZO-WJEF

**CBS RADIO
KALAMAZOO**

**CBS RADIO
GRAND RAPIDS**

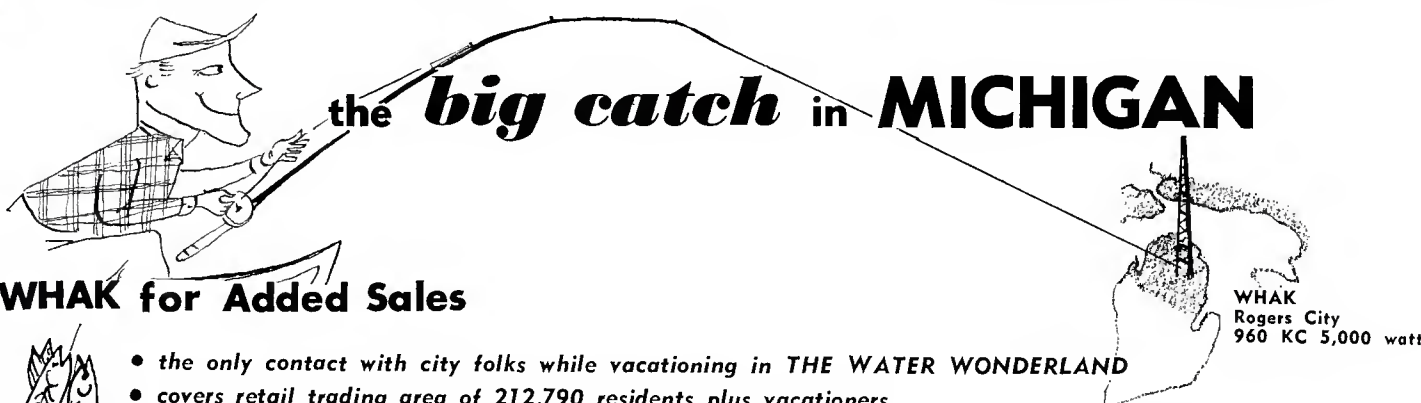
Avery-Knodel, Inc., Exclusive National Representatives

* John Cobb set this unofficial world's record in his "Crusader" jet speedboat in Scotland, in 1952.

MICHIGAN

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations	Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
KALAMAZOO (Kalamazoo Co.)							
	WKMI 1947	1360 5,000-D 1,000-N DA-2	Howard D. Steere 301 State Theatre 40111	Forjee Mich. Spot Sales	Howard D. Steere, p Emil J. Popke, Jr., sm	Dan Daniels, pd Kenneth Farrance, ce	Ralph A. Patton, nd Richard Stedman, sd
	WKZO 1930 WKZO-TV	590 5,000 DA-N	Fetzer Bestg. Co. 124 W. Michigan Ave. 5-2101	CBS Avery- Knodel	John E. Fetzer, p Carl E. Lee, mngg. d John W. O'Harrow, natl. slm	Charles T. Lynch, pd Arthur E. Covell, ce Carleton W. Collins, fd	Hugh Harper, nd Leonard Colby, sd Mary Fontanne, wd
LANSING (Ingham Co.)							
	WILS 1947	1320 5,000-D 1,000-N DA-2	Lansing Bestg. Co. 407-11 N. Washington Ave. 2-1655	John C. Pomeroy, p, gm, cm David L. Froh, pd, sd M. F. Meyer, slm	Stanley Kirby, pmm John Whitacre, ce John Maters, nd	Charles Renwick, fd Dorothy Abbanat, wd
	WJIM 1934 WJIM-TV	1240 250	WJIM, Inc. East Saginaw at Howard Sts. 2-1333	ABC NBC Petry	Harold F. Gross, p William Brazzil, cm Howard K. Finch, vp & pd	Richard Nason, pmm Charles L. Brady, ce	
LAPEER (Lapeer Co.)							
	*WMPC 1926	1230 250	Liberty St. Gospel Church				
LUDINGTON (Mason Co.)							
	WKLA 1944	1450 250	Raymond A. Plank East Ludington Ave. 1450-1451	ABC Goebel & Speedway	Raymond A. Plank, p, gm Don Hack, cm, sd	Charles J. Hagerman, pd, ce Hallett Hall, pmm	Tom Roy, nd Char Englebrecht, wd
MANISTEE (Manistee Co.)							
	WMTE 1951	1340 250	Manistee Radio Corp. P. O. Box 322 1340	MBS Best	Dr. T. A. Manwell, p Stephen F. Cole, gm Eddy Owens, cm	Lou Blake, pd Norm Knudstrup, pmm Ken Kott, nd	Bob Amsterburg, fd Frank Balcer, sd Crys Emunson, wd
MARINE CITY (St. Clair Co.)							
	WDOG 1950	1590 1,000-D DA-D	Radio St. Clair Inc. 5300 Marine City Highway ROckwell 2-1111		Jerry W. Coughlin, p Harry C. Coughlin, gm, cm, pmm	John S. Bell, pd, nd, sd Cariton Goodwin, Jr., ce	Alicia Reeder, wd
MARQUETTE (Marquette Co.)							
	WDMJ 1931	1320 1,000 DA-N	The Lake Superior Bestg. Co. Mining Journal Bldg.	Walker	Robert Luke, cm	Eldon Wallace, pd	
MENOMINEE (Menominee Co.)							
	WMAW 1952	1340 250	Green Bay Bestg. Glickman Bldg. E1ght 4651	ABC Pearson	Ben Laird, p Vernon H. Uecker, gm Edward Swartzvy, cm	Jack DuBlon, pd Larry Koesling, pmm Bob Reimers, ce, sd	Barbara Johnson, nd Elaine Mottard, wd
MIDLAND (Midland Co.)							
	WMDN 1948	1490 250	Rich Publishing House 124 McDonald TEmples 9-9988	Best	Philip T. Rich, p Peter A. Wolf, gm, cm, ce	Cecil C. Beck, pd, pmm Harry B. Sherman, nd	Ernie Strickland, fd Bette Studer, wd
MT. PLEASANT (Isabella Co.)							
	WCEN 1949	1150 1,000-D 500-N DA-N	Paul A. Brandt Blue Grass Rd. 33171	Paul A. Brandt, p Russel Holcomb, gm, cm, pd	Peter Fronayak, ce Tru Ward, nd Earl Peterson, fd	Wm. MacDonell, sd Georgia Martin, wd
MUSKEGON (Muskegon Co.)							
	WKBZ 1926	850 1,000 DA-1	Ashbacker Radio Corp. 432 Apple Ave. 2-6051	ABC Meeker Michigan Spot Sales	Arch Shawd, p, gm, cm W. L. Trap, pd	Bill Bennett, pmm George Krivitsky, ce	Jack Roach, nd, sd Helen Hepburn, wd
	WKBZ-FM 1948	Ch. 226 (B) 98.9mc 4.7kw					

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the *big catch* in **MICHIGAN**

WHAK for Added Sales

- the only contact with city folks while vacationing in THE WATER WONDERLAND
- covers retail trading area of 212,790 residents plus vacationers
- complete facilities-programming to regional taste

WHAK
Rogers City
960 KC 5,000 watts

MUSKEGON (Cont.)

WKPK 1949	1600 5000 DA-N	N K Bestg. Co. Federal Square	Best	Nicholas W. Kurlis, o & gm		
WMUS 1947	1090 1,000-D	Greater Muskegon Bestg. Inc. 517 W. Giles Rd. 41672	McGillvra	R. Bunker Rogoski, p Dalton C. Hille, gm, pmm Henry Sweirnga, cm	William Kuiper, pd Samuel Lombardi, ce William Wickstrom, nd, sd	Henry Johnson, fd Rita Miller, wd

OWOSSO
(Shiawassee Co.)

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	Bob Toombs, sd Edwina Hanson, wd
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PETOSKEY
(Emmet Co.)

WMBN 1946	1340 250	Midwestern Bestg Co.	MBS Bunyan Holman	Les Biederman, gm		
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PONTIAC
(Oakland Co.)

WCAR 1939 (CP move to Detroit)	1130 1000-D	WCAR Inc. P. O. Box 55 Federal 3-7141	Pearson	H. Y. Levinson, p, gm William G. Leonard, vp, slm Mrs. Lou C. Throop, exec. sec.	Lawrence W. Bova, pdm Wayne N. Cook, ce	Bruce G. Martyn, ad Allene Warbler, service dir.
WCAR-FM	Ch. 258(B) 99.5mc 20kw					
WPON 1954	1460 500 DA-N	Gerity Bestg. Co. c/o Waldron Hotel Federal 8-0444	Best	James Gerity, Jr., p O. W. Myers, gm	David Lewis Norton, sm, cm Larry Payne, pd, nd	Elwood Brown, ce Dorothy Shufelt, wd

PORT HURON
(St. Clair Co.)

WHLS 1938	1450 250	Port Huron Bestg. Co. 932 Military St. YUkon 2-8536	Gill-Perna Michigan Spot Sales	John F. Wismer, gm Ned S. Hubbell, sm, nd John J. Shepard, cm	Thomas Sicklesteel, pd Frank Singelyn, pmm Harold Oliver, ce	Lyle Patterson, fd Fred J. Letzgas, sd
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 Gaylord H. Forbes, cm	Kenneth M. Blevins, pd, nd Kenneth E. Kunze, ce Robert Dando, fd	J. Edward Senyczko, sd Jane Marshall, wd

ROGERS CITY
(Presque Isle Co.)

WHAK 1949	960 5,000-D	Rogers City Bestg. Co. Moltke Dr. 7751		Harvey A. Klann, p, ce, gm Albert G. Klann, cm, pmm Harry Brege, pd	Paul Le Blanc, nd Jack Brown, fd	Charles Allen, Jr., sd Delores Klann, wd
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ROYAL OAK
(Oakland Co.)

WEXL 1923	1340 250	Sparks Bestg. Co. 212 W. 6th St. Lincoln 4-2200		J. B. Sparks, p, gm Gordon A. Sparks, m, pd, nd	Ernest Holder, cm Garnet G. Sparks, ce	Bob Terry, sd
WOMC(FM) 1947	Ch. 282(B) 104.3mc 18kw					

SAGINAW
(Saginaw Co.)

WKXN 1954 WKXN-TV	1210 1,000-D	Lake Huron Bestg. Corp. 221 South Washington 3-4471	Gill-Perna	William J. Edwards, p, gm Robert M. Chandler, cm Paul Carey, pd Max W. Thomas, ce	Alvin M. Bentley, vp Howard H. Wolfe, sm Britton W. Temby, nd	Robert Dyer, fd Dick Davis, sd Ida Clayton, wd
WSAM 1940	1400 250	Saginaw Bestg. Co. 2435 Holland Ave. 2-8161	NBC, Great Lakes Headley-Reed	Milton L. Greenebaum, p Robert W. Cessna, gm Richard Crowley, pd	O. A. Nordenskjold, ce Michael Thomas, nd, sd	M. M. Dinninger, fd Mrs. Cindy Whitney, wd
WSAM-FM 1947	Ch. 251(B) 98.1mc 1.7kw					
WSGW 1950	790 1000 DA-2	Booth Radio & Tv Sta. 400 Mason Bldg. 3-4456	MBS Pearson	John L. Booth, p Robert W. Phillips, vp, gm & cm	Fred Krell, pd & pmm Harold Volz, Jr., ce Frank Wells, nd	Richard Rybicki, fd Ted Atwood, sd Marilyn Baldwin, wd

SAULT STE. MARIE
(Chippewa Co.)

WSOO 1940	1230 250	Hiawathaland Bestg. Co. 208 Ashmun St. MEIrose 2-2231	ABC, Northern Net.	Stanley R. Pratt, p Richard Y. Burnett, gm Oscar Frenette, pd	Edward L. Krieger, pmm, fd Wm. F. Morris, ce	Homer W. Foster, nd Chuck Pratt, sd Marione Hallatt, wd
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STURGIS
(St. Joseph Co.)

WSTR 1951 WSTR-FM 1953	1230 250 Ch. 276(A) 103.1mc 0.285kw	WSTR, Inc. South Nottawa Rd.	Best	E. Harold Munn, Jr., gm	Robert Geerdes, cm, pd, pmm, & nd	William S. Miller, ce & fd Rex Hargitt, sd
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TRAVERSE CITY
(Grand Traverse Co.)

WTMC 1941	1400 250	Midwestern Bestg. Paul Bunyan Bldg. 2700	MBS Bunyan Holman	Les Biederman, gm		
WPBN-TV						

MINNESOTA

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1952	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1952
Aitkin	14,327	3,860	\$ 9,422	\$ 2,591	\$ 180	5,953	Cottonwood	15,763	4,550	18,575	3,651	343	8,723
Anoka	35,579	10,300	16,392	5,473	482	13,298	Crow Wing	30,875	9,070	37,535	9,620	768	14,533
Becker	24,836	6,280	18,884	3,685	300	10,911	Dakota	49,019	13,690	39,329	8,161	1,119	20,782
Beltrami	24,962	6,410	22,675	4,828	617	9,190	Dodge	12,624	3,420	10,234	2,588	194	5,759
Benton	15,911	3,980	15,601	3,720	208	6,492	Douglas	21,304	6,303	25,732	5,231	460	10,729
Big Stone	9,607	2,550	12,274	2,377	183	4,771	Faribault	23,879	6,730	26,935	4,723	566	12,456
Blue Earth	38,327	10,920	57,928	9,181	1,153	19,448	Fillmore	24,465	6,900	25,200	4,847	537	11,539
Brown	25,395	7,220	30,847	5,938	832	13,308	Freeborn	34,517	9,980	38,957	7,027	565	16,142
Carlton	24,584	6,370	19,353	6,313	404	10,035	Goodhue	32,118	9,370	37,856	6,706	708	15,021
Carver	18,155	4,950	16,127	2,469	396	8,793	Grant	9,542	2,600	10,225	1,730	180	5,075
Cass	19,468	4,800	12,559	3,729	377	7,213	Hennepin	676,579	209,530	951,102	194,797	30,603	280,729
Chippewa	16,739	4,720	22,167	3,370	328	8,524	Houston	14,435	3,950	12,222	2,750	192	6,893
Chicago	12,669	3,660	10,078	2,168	238	6,176	Hubbard	11,085	3,040	8,944	2,556	193	4,627
Clay	30,363	7,170	45,996	12,340	628	14,805	Isanti	12,123	3,030	9,470	1,932	234	5,112
Clearwater	10,204	2,500	8,699	1,630	194	4,276	Itasca	33,321	9,200	32,080	9,379	593	14,480
Cook	2,900	840	2,744	977	40	1,194	Jackson	16,306	4,510	17,294	2,915	312	7,688

MINNESOTA

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1952	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1952
Kanabec	9,192	2,600	7,553	1,472	262	3,706	Red Lake	6,806	1,580	6,089	1,696	432	2,610
Kandiyohti	28,644	7,750	33,770	6,171	601	13,167	Redwood	22,127	6,020	24,488	4,526	438	11,960
Kittson	9,649	2,620	8,027	830	112	5,001	Renville	23,954	6,490	23,453	4,192	350	12,898
Koachiching	16,910	4,510	15,542	4,085	371	7,026	Rice	36,235	8,790	32,653	7,463	784	13,217
Lac Qui Parle	14,545	3,950	14,663	2,560	221	7,489	Rock	11,278	3,230	14,082	2,160	143	5,855
Lake	7,781	2,480	6,479	1,900	78	3,577	Roseau	14,505	3,630	12,504	2,340	218	6,033
Lake of the Woods	4,955	1,230	3,510	649	37	1,810	St. Louis	206,062	62,820	235,620	59,737	5,773	79,227
Le Sueur	19,088	5,550	20,149	3,577	377	9,289	Scott	16,486	4,310	14,262	3,070	343	7,412
Lincoln	10,150	2,800	10,473	1,658	208	5,563	Sherburne	10,661	2,580	6,198	1,072	80	4,319
Lyon	22,253	6,300	34,058	5,932	627	10,831	Sibley	15,816	4,210	13,034	1,785	272	8,375
McLeod	22,198	6,230	27,579	4,450	507	12,474	Stearns	70,681	16,260	76,769	12,974	1,413	26,555
Mahnomen	7,059	1,500	4,847	911	83	2,780	Steele	21,155	6,160	26,743	5,322	467	10,438
Marshall	16,125	4,210	12,546	2,329	173	7,683	Stevens	11,106	2,860	12,432	2,275	225	7,036
Martin	25,655	7,330	28,502	4,583	607	13,179	Swift	15,837	4,420	23,705	4,133	276	8,448
Meeker	18,966	5,140	19,120	3,711	356	8,948	Todd	25,420	6,500	20,769	5,601	328	10,265
Millie Lacs	15,165	4,140	15,151	2,975	274	6,698	Traverse	8,053	2,160	9,985	1,608	179	4,258
Morrison	25,832	6,320	20,992	4,440	333	10,893	Wabasha	16,878	4,580	17,520	3,443	277	7,260
Mower	42,277	12,140	50,045	9,565	1,001	20,121	Wadena	12,806	3,240	17,270	2,378	268	5,558
Murray	14,801	3,820	13,134	2,023	193	7,515	Waseca	14,957	4,290	17,035	2,688	343	7,444
Nicollet	20,929	5,140	13,214	3,665	296	8,776	Washington	34,544	10,060	29,316	6,624	559	14,601
Noles	22,435	6,160	30,982	4,924	420	11,568	Watsonwan	13,881	3,920	15,075	2,664	371	7,233
Norman	12,909	3,430	10,851	2,345	158	6,721	Wilkin	10,587	2,830	11,210	2,776	195	5,344
Olmsted	48,228	13,580	66,554	8,809	2,825	20,709	Winona	39,841	11,280	43,146	9,583	929	16,074
Otter Tail	51,320	13,130	43,766	6,989	707	21,405	Wright	27,716	7,610	31,780	7,821	459	13,006
Pennington	12,965	3,470	18,427	2,881	365	6,223	Yellow Medicine	16,279	4,520	18,235	2,640	255	8,501
Pine	18,223	4,830	14,151	2,727	244	7,620							
Pipestone	14,003	3,740	18,754	2,841	217	7,492							
Polk	35,900	9,750	35,469	7,118	774	17,164							
Pope	12,862	3,520	8,887	1,799	161	6,096							
Ramsey	355,332	107,860	514,800	105,141	13,963	138,317							

Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

City	City County	Chan. or Freq.	Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations
ALBANY	(Stearns Co.)						
	KASM	1150	500-D	Stearns County Bestg. Co. 53005	KBS Continental	W. H. Blattner, p Urban J. Keppers, gm	Arthur Boss, cm & sd Celestine Hanauska, pd & wd Dale Howard, pmm, ce Cliff Mitchell, nd & fd
ALBERT LEA	(Freeborn Co.)						
	KATE	1450	250	Albert Lea-Austin Bestg. Co., Inc. 332 South Broadway 2338	ABC Southern Minn. Meeker Bulmer & Johnson	Bennett O. Knudson, p E. A. Van Alstyne, gm	Tom Golden, cm Robert Holt, ce Marie Prosser, nd & wd Trace Goddard, fd, sd
ALEXANDRIA	(Douglas Co.)						
	KXRA	1490	250	Alexandria Bestg. Corp. 1315 South Broadway 1000	ABC, KBS Lawson	R. C. Brown, p, gm Everette Q. Walters, cm	Kenneth A. Tessmer, pd, fd Ercel Aga, pmm, nd, sd Kenneth L. Olson, ce Fran Anderson, wd
AUSTIN	(Mower Co.)						
	KAUS	1490	1,000 DA-2	Cedar Valley Bestg. Co., Inc. 405-A North Main 8836	MBS Dairyland Pearson	C. A. Weseman, p Tom Steensland, actg. gm & pd	Ken Soderberg, cm John Ecklin, ce Ken Cessna, nd Rollie Dain, sd Joyce Bang, wd
	KMMT(TV)						
BEMIDJI	(Beltrami Co.)						
	KBUN	1450	250	Butler Bestg. Co. Inc. 509 1/2 Beltrami 1900	MBS KBS Upper Minn. Lawson	Edward W. Butler, p, gm, cm & pmm Gwenyth Butler, pd & wd	Delwin Grage, ce Dick Morgan, nd Norm Rick, fd Johnny Dark, sd
BRAINERD	(Crow Wing Co.)						
	KLIZ	1400	250	Brainerd Bestg. Co. 2700 East Oak St. 2853	MBS Upper Midwest Walker	E. T. O'Brien, p Earl R. Johnson, m & cm, pd	Betty Smith, pmm & wd James Peterson, ce John Undseth, nd & fd Al Leighton, sd
BRECKENRIDGE	(Wilkin Co.)						
	KBMW	1450	250	Interstate Bestg. Corp. Wahpeton, N. D. 2-5567	KBS Upper Midwest	Harry M. Griffith, p, gm George Kaufmann, cm	Clayton Kulseth, pd, nd Harold G. Unkenholz, ce
CLOQUET	(Carlton Co.)						
	WKLK	1230	250	Cloquet Bestg. Co. Reliable Bldg. 4-6725		Albert S. Tedesco, p	Richard A. Rall, gm
CROOKSTON	(Polk Co.)						
	KROX	1260	1,000-D 500-N DA-N	Crookston Bestg. Co. Inc. Eagles Bldg. 1050	KBS Lawson Cooke Tracy-Moore	Jerome A. Dahlberg, p, pd & sd William J. Kiewel, mgr., cm	John A. Kalin, nd Earl Handyside, vp & tech. dir. Evelyn Baustian, wd
DETROIT LAKES	(Becker Co.)						
	KDLM	1360	1,000-D	Detroit Lakes Bestg. Corp. 1360 Richwood Rd. 1100	Lawson	R. C. Brown, p Gordon Hutton, gm James Patterson, cm	Harry Kirchmann, pd Eric Munro, ce John Taylor, sd Judy Patterson, wd
DULUTH	(St. Louis Co.)						
	KDAL	610	5,000 DA-N	Red River Bestg. Co. Inc. 218 Bradley Bldg. Randolph 2-2628	CBS Avery Knodel	Dalton LeMasurier, p, gm Odin S. Ramsland, cm John Gordon, pd	Dale Cowle, pmm Robert A. Deitman, ce Bill Krueger, nd Dick Anthony, nd Don Dahl, sd Liz Brown, wd

Data corrected to Dec. 15, 1954. If executives or services for FM are same as AM affiliate, names are not repeated. FM's in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

WDSM		(See Superior, Wis. listing)				
WEBC 1924	560 5,000 DA-2	Head of the Lakes Bcstg. Co. WEBC Bldg. Randolph 2-2873	NBC Arrowhead Hollingbery	Morgan Murphy, p Robert J. Rich, gm	Jack Bartikoski, cm Dennis Murphy, pd & sd	Norman Gill, ce
ELY (St. Louis Co.)						
WELY 1954	1450 250	Charles B. Persons Ely 744-R	Charles B. Persons, p, gm, cm, pmm & ce	Rus Avery, pd William Large, nd & fd	John Somrock, sd Lorreta Goldberg, wd
EVELETH (St. Louis Co.)						
WEVE 1947	1340 250	Carl Bloomquist WEVE Bldg. 1340	MBS KBS	Carl Bloomquist, o Arthur F. Nelson, gm, cm	Joe Cerar, pd & ce	Alton Gunderson, nd & sd
FAIRMONT (Martin Co.)						
KSUM 1950	1370 1,000 DA-2	Fairmont Bcstg. Co. 306 North Park St. 1370	MBS Lawson Rambeau	Leo J. Seifert, p Frank Endersbe, gm, cm James Barkley, pd	Marlene Venn, pmm Lawrence Lawson, ce George Brooks, nd	Dick Mahar, sd Annabel Webb, wd
FARIBAULT (Rice Co.)						
KDHL 1948	920 1,000 DA-2	KDHL Bcstg. Co. 213 Central Ave. 4-4345	Wisconsin	J. E. Hyde, co-o & gm Palmer Dragsten, co-o & pmm, cm	Irv Kjelland, pd Dean Curtis, fd	Tom Bachrach, sd
FERGUS FALLS (Otertail Co.)						
KGDE 1926	1250 1,000-D DA-N	Fergus Radio Corp. Fergus Falls 6996	MBS Bulmer- Johnson	Harold L. Dell, exec. vp, gm	Frederic T. Dell, m & cm	Harold E. Allen, ce
GRAND RAPIDS (Itasca Co.)						
KOZY 1948	1490 250	Itasca Broadcasting Co. Fairview 6-3446	MBS	Robert D. Kennedy, p, gm & cm	Bud Germ, pd & nd Ross Fesenmeyer, ce	Todd Hogan, sd
HIBBING (St. Louis Co.)						
WMFG 1935	1240 250	Head of The Lakes Bcstg. Co. WEBC Bldg. Duluth, Minn. RAndolph 2-2873	NBC Arrowhead Hollingbery Bulmer & Johnson	Morgan Murphy, p Harold J. Parise, gm J. F. Kauper, cm, sm	Clyde Johnson, pd, pmm, sd Norman Gill, ce	George Johnson, nd, fd Beverly Watson, wd
HUTCHINSON (McLeod Co.)						
KDUZ 1953	1260 1,000-D	McLeod County Bcstg. Co. P. O. Box 32 1555	Albert Tedesco, o, gm Dean D. Nolt, cm Pearl MacClod, pd	Leigh Krueger, pmm & sd Darrell Gander, ce Howard Nordine, nd	Ted Hanson, fd Jane Haugen, wd

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MINNESOTA

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	
LITTLE FALLS (Morrison Co.)						
KLTF 1950	960 500-D	Little Falls Bcstg. Co. 105½ E. Broadway 367	KBS	John H. Lemme, p Jack Nugent, gm & sd	Richard Rudeck, cm Sumner Sabean, pd	Gordon O. Lommen, ce Peggy Berge, wd
MANKATO (Blue Earth Co.)						
KTOE 1950	1420 5,000-D 1,000-N DA-N	Minnesota Valley Bcstg. Co. Box 550 4537	ABC Linder Group Pearson	H. W. Linder, p D. O. Linder, gm, cm Wayne Will, pd	Walt Martel, pmm Steve Wolf, ce Tom White, nd	Cliff Adams, fd Bill Smith, sd
KYSM 1938	1230 250	F. B. Clements & Co. 101 North Second St. 4673	NBC Northwest Meeker	Robert E. Dehaven, gm & cm Charles Pasek, pd & sd	Thomas Corniea, pmm James Houts, ce Thomas Coulter, nd	Stewart Bleakley, fd Ina Mae Dean, wd
KYSM-FM 1948	Ch. 278 (B) 103.5mc 47kw					
MARSHALL (Lyon Co.)						
KMHL 1946	1400 250	Harry Willard Linder KMHL Bldg. 2282	ABC Linder Group Pearson	Harry W. Linder, o Gilmore F. Frayseth, gm	Gil Amundson, pd Elwood Ewy, ce	Wes James, sd
MINNEAPOLIS (Hennepin Co.)						
KEYD 1948	1440 5,000-D	Family Bcstg. Corp. Foshay Tower Lincoln 8451	H-R Reps.	Leslie C. Park, p Lee L. Whiting, gm Raymond Tenpenny, cm	J. Randolph Norris, pd Jim McGovern, pmm & nd	Harvey V. Headen, ce Fred Vant Hull, sd
KEYD-TV		(See St. Paul listing)				
KSTP 1928						
*KTIS 1949	900 1,000-D	Northwestern Schools 50 Willow St. Lincoln 3244		Dr. Richard A. Elvee, p Loren F. Bridges, gm	Clarence W. LaBonte, ce Mark Lee, nd	Rosalie Hughes, wd
*KTIS-FM	Ch. 253(B) 98.5mc 5.3kw					
*KUOM 1922	770 5,000-D ST-WCAL	University of Minnesota Main 8177		James L. Morrill, p Burton Paulu, gm Northrop Dawson Jr., pd F. Van Konynenburg, exec. vp Larry Haeg, gm Phil Lewis, slm	Berten A. Holmberg, ce Ralph Mauseth, nd Ray Wolf, fd Robert McKinsey, pd Clayton Kaufman, pmm Kermit Sueker, ce Jim Bormann, nd	Ray Christensen, sd Audrey J. Booth, wd Maynard Speece, fd Dick Enroth, sd Darragh Aldrich, wd
WCCO 1924	830 50,000	Midwest Radio & TV Inc. 625 Second Ave. S. Main 1202	CBS CBS Radio Spot Sales	C. T. Hagman, p, gm Samuel N. Nemer, cm	Donald O'Brien, pd, nd Bill Oliver, fd	Wes Fesler, sd Beverly Burrnett, wd
WCCO-TV						
WDGY 1923	1130 50,000-D 25,000-N DA-2	Twin Cities Bcstg. Corp. Builders Exchange Bridgeport 2271	MBS Avery- Knodel	Ralph L. Atliss, p Wayne Williams, m	Edward L. Wiebe, pd	Merle Bjork, ce
WLWL 1940	1330 5,000 DA-1	Independent Bcstg. Co. Northwestern Bank Bldg. Atlantic 0406 (See St. Paul listing)	AM Radio Sales			
WMIN 1936						
WMIN-TV						
WPBC 1949	980 1,000-D	People's Bcstg. Co. 1133 Stinson Blvd. Granville 4356	Indie	William V. Stewart, p, gm D. Mylo Beam, cm	Becky Ann Stewart, pd, wd Jack I. Moore, mm	Kenneth J. Hanson, ce Jack Hastings, nd
WTCN 1934	1280 5,000-D 1,000-N	Minnesota Tv Public Service Corp. 2925 Dean Blvd. WAlnut 7-8881	ABC Blair	Robert Butler, p Joseph L. Merkle, gm Bill Daley, cm, pd	G. E. LaRocque, pmm Myron Fleming, ce Paul Severeld, nd	Bob Carlson, fd Frank Buetel, sd Judy Bryson, wd
WTCN-TV						
WTCN-FM	Ch. 246(B) 97.1mc 2.45kw					
MONTEVIDEO (Chippewa Co.)						
KDMA 1951	1450 100	Midwest Bcstg. Corp. West Highway 212 8891	ABC Dairyland Pearson	H. Willard Lindner, gm	Bill Farrell, cm	Richard Beekman, ce
MOOREHEAD (Clay Co.)						
KVOX 1937	1280 1,000-D 500-N DA-N	KVOX Bcstg. Co. Inc. 403 Center Ave. 31822	MBS Great Northern Walker	E. J. McKellar, p M. M. Marget, gm & sd	R. L. Owens, cm & pmm Dewey Bergquist, pd	Don Geiken, ce
NEW ULM (Brown Co.)						
KNUJ 1949	860 1000-D	KNUJ Inc. 304½ N. Minnesota St. 904	KBS	Walter K. Mickelson, p George Korenchen, gm, cm	Valgene Alwin, ce Bob Christianson, fd	Herb Schaper, sd Patti Weegman, wd
NORTHFIELD (Rice Co.)						
*WCAL 1918	770 5,000-D ST-KUOM	St. Olaf College 500		Milford C. Jensen, gm & ce James V. Anderson, pd Carl B. Helgen, pmm	Frank Nelson, nd John Novotney, fd	Jack Laugen, sd Hilde Howden, wd
OWATONNA (Steele Co.)						
KOBK 1952	1390 500-D	Owatonna Bcstg. Co. Vesterby Bldg. 3388	KBS Clark	Myles Johns, p Harry Bulow Jr., vp, gm, cm	Mrs. Harry Bulow, pd & wd Len Bennett, pmm Warren Weikie, ce	James Steer, nd Frank Phillips, fd Bob Balance, sd
REDWOOD FALLS (Redwood Co.)						
KLGR 1954	1490 100	H. W. Linder 209 S. Washington St. 2729	Dairyland Pearson	H. W. Linder, p Willard Linder, gm Ward Shaw, cm	Ron Skow, ce Conrad Stotz, nd	Al Anderson, sd Arlene Akre, wd
RED WING (Goodhue Co.)						
KAAA 1949	1250 1000-D	Red Wing Bcstg. Co. Highway #58 3511		Maxine Jacobs, gm James Bailey, cm Peter Lyman, pd, nd	Halsey D. Cory, pmm Donald M. Willie, ce	Harley Flathers, fd, sd Mary Ann Ferrin, wd

Data corrected to Dec. 15, 1954. 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. Complete key to abbreviations, page 6.

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Adams	32,256	8,020	\$ 31,797	\$ 8,077	\$1,245	380,923	Lowndes	37,852	8,500	25,084	5,185	793	
Alcorn	27,158	7,180	19,862	3,644	454		Madison	33,860	6,640	15,551	3,683	290	
Amite	19,261	3,780	9,123	2,898	225		Marion	23,967	5,430	12,220	1,974	358	
Attala	26,652	5,770	15,552	3,908	355		Marshall	25,106	4,740	7,868	2,353	234	
Benton	8,793	1,840	1,521	523	59		Monroe	36,543	8,650	14,593	4,272	338	
Bolivar	63,004	13,120	32,070	9,651	849		Montgomery	14,470	3,220	7,028	1,684	202	
Calhoun	18,369	4,140	6,236	1,374	234		Neshoba	25,730	5,970	11,428	2,536	398	
Carroll	15,499	2,910	2,748	871	49		Newton	22,681	5,010	11,143	2,356	330	
Chickasaw	18,951	4,070	7,659	2,004	238		Noxubee	20,022	3,150	8,118	1,509	216	
Choctaw	11,009	2,470	3,192	945	116		Oktibbeha	24,569	5,210	10,029	2,179	352	
Claiborne	11,944	2,360	5,691	1,826	149		Panola	31,271	6,590	16,181	4,398	370	
Clarke	19,362	3,970	6,302	2,256	247		Pearl River	20,641	5,200	12,908	2,381	314	
Clay	17,757	3,970	8,935	1,984	320		Perry	9,108	2,020	4,022	737	113	
Coahoma	49,361	11,380	34,581	8,641	971		Pike	35,137	8,380	24,850	5,321	803	
Copiah	30,493	6,640	13,592	4,002	390		Pontotoc	19,994	4,950	8,438	1,480	184	
Covington	16,036	3,320	6,444	1,268	220		Prentiss	19,810	4,740	8,710	2,147	145	
De Soto	24,599	4,860	7,299	2,028	55		Quitman	25,885	5,290	11,107	3,002	253	
Forrest	45,055	12,580	47,965	9,372	1,105		Rankin	28,881	5,460	7,570	2,454	147	
Franklin	10,929	2,560	5,290	1,826	181		Scott	21,681	4,690	15,599	2,637	324	
George	10,012	2,230	5,068	1,680	135		Sharkey	12,903	2,900	7,253	1,520	217	
Greene	8,215	1,400	2,508	1,300	130		Simpson	21,819	5,010	8,578	1,572	204	
Grenada	18,830	4,300	12,108	3,493	345		Smith	16,740	3,490	3,386	1,494	127	
Hancock	11,891	2,920	6,928	2,815	194		Stone	6,264	1,470	4,992	1,538	29	
Harrison	84,073	25,520	76,214	19,385	2,257		Sunflower	56,031	11,080	27,967	7,493	644	
Hinds	142,164	38,250	156,492	26,880	4,388		Tallahatchie	30,486	6,010	10,784	3,702	290	
Holmes	33,301	6,220	14,621	3,563	384		Tate	18,011	3,630	8,669	1,831	170	
Humphreys	23,115	4,550	12,252	3,722	330		Tippah	17,522	4,060	6,226	1,355	152	
Issaquena	4,966	990	691	537	..		Tishomingo	15,544	3,960	3,954	1,104	101	
Iwawamba	17,216	4,050	3,106	1,130	27		Tunica	21,664	4,310	8,310	2,857	181	
Jackson	31,401	8,750	24,251	7,990	1,157		Union	20,262	5,280	9,340	2,108	266	
Jasper	18,912	3,730	4,798	1,181	154		Waltham	15,563	3,130	4,340	777	46	
Jefferson	11,306	2,260	3,707	1,178	103		Warren	39,616	10,680	34,917	9,633	836	
Jeff Davis	15,500	3,170	6,387	1,077	214		Washington	70,504	17,390	57,081	14,369	1,700	
Jones	57,235	14,890	44,070	10,117	1,040		Wayne	17,010	3,440	6,253	1,490	114	
Kemper	15,893	2,760	4,314	1,133	190		Webster	11,607	2,600	5,785	1,011	153	
Lafayette	22,798	4,960	11,999	2,944	364		Wilkinson	14,116	2,910	6,856	1,981	253	
Lamar	13,225	3,130	5,180	1,761	185		Winston	22,231	4,730	10,959	2,199	273	
Lauderdale	64,171	16,730	50,668	10,410	1,651		Yalobusha	15,191	3,360	7,384	1,961	194	
Lawrence	12,639	2,720	5,490	1,381	145		Yazoo	35,712	7,430	18,812	4,588	687	
Leake	21,610	4,880	5,987	1,202	130								
Lee	38,237	9,990	30,520	5,695	728								
Leflore	51,813	11,080	44,091	8,712	899								
Lincoln	27,899	6,880	20,965	4,974	527								

* State wide total.

Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

City	County	Chan. or Freq.	Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations
ABERDEEN (Monroe Co.)							
WMPA	1240			Prairie Bcstg. Co. P. O. Box 402 1049-1050	KBS Mid-South McGillivra	T. A. Richardson, p William Felton, gm, cm & nd	Helen McShane, pd & pmm Preston Derryberry, ce
Freddie Faught, sd	Jo Boyd, wd						
AMORY (Monroe Co.)							
WAMY	1580		5000-D	Charles C. Boren Jr.			
BATESVILLE (Panola Co.)							
WBLE	1290		1000-D	Panola Bcstg. Co. Drawer #73 7266		Harold B. McCarley, co-o & gm Norman R. Phillips, ce	R. B. Wade, nd W. C. Eacker, sd
Billie P. Phillips, wd							
BLOXI (Harrison Co.)							
WLOX	1490		250	WLOX Bcstg. Co. Buena Vista Hotel 5581-5582	MBS Holman	James S. Love Jr., p Ray Butterfield, gm & sd Thomas B. Majure, cm & ce	Mary Burns Griffin, pd Richard Kettering, pmm
Suzanne Strangi, nd	Virginia Hession, wd						
WVMI	570		1000-D	Radio Assoc. Inc. P. O. Box 152 6961	Natl. Times Sales Dora-Clayton	Odes E. Robinson, p & gm Homer Dedeaux, cm & sd	Earl B. Blessey, pd, nd, & fd Odes E. Robinson Jr., ce
Marge Curet, wd							
BOONEVILLE (Prentiss Co.)							
WBIP	1400		250	Booneville Bcstg. Co. U. S. Hwy. 45 South 678	KBS Dora-Clayton	E. O. Roden, p Keith Wroten, gm, cm, ce & nd	Betty Box, pd
BROOKHAVEN (Lincoln Co.)							
WJMB	1340		250	Brookhaven Bcstg. Co. Inc. W. Chicasaw St. 1298	MBS Miss. Network Continental	Tullius Brady, o & gm	Hank Huggins, asst. m
Aubrey H. Felder, ce							
CANTON (Madison Co.)							
WDOB	1370		1000-D	Madison County Bcstg. Co. Inc. Box 182 1370	KBS Indie Dora-Clayton	Jerry P. Keith, gm & nd Tom Brewer, cm	Buddy Thames, pd & sd Elizabeth Gunn, pmm & wd
J. R. Golden, ce	Claude Jones, fd						
CENTREVILLE (Wilkinson Co.)							
WGCL	1580		250-D	Southern Bcstg. Co. Inc. 4001	KBS	Carl Treppendahl, p Alvin Sansing, gm	C. W. Wright, cm Thelma N. McCraime, pd & nd
Bill Norris, ce							
CLARKSDALE (Coahoma Co.)							
WROX	1450		250	Mrs. Eunice T. Imes	MBS Mid-South McGillivra	Mrs. Eunice T. Imes, o Bob McRaney, gm P. B. Hinman Jr., sm & pmm	Helen Sugg, cm & wd Jack Cristil, pd & sd C. D. Graves, ce
John Thomas, nd	Jack Stapleton, fd						

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ROCHESTER

(Olmstead Co.)

KROC 1935 KROC-TV	1340 250	So. Minnesota Bcstg. Co. 100 1st Ave. Bldg. 3924	NBC Meeker	Mrs. Gregory P. Gentling, p G. David Gentling, gm Warren Miller, cm Cal Smith, pd & sm	Alexander Janus, pmm Robert Cross, ce Ray Thompson, nd	Jerry Boyum, fd Bernie Lusk, sd Mary Miller, wd
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ST. CLOUD

(Stearns Co.)

KFAM 1938	1450 250	Times Publishing Co. Weber Bldg. 3330	NBC Northwest Pearson	Frederick C. Schilplin, gm & sim		
KFAM-FM 1948	Ch. 284(B) 104.7mc 15kw					
WJON 1950	1240 250	Granite City Bcstg. Co. St. Cloud Hotel 1240	ABC Rambeau Bulmer & Johnson	Max H. Lavine, p Michael J. Bartelme, gm, cm	Wallace N. MacBriar, pd	Charles Willms, ce

ST. PAUL

(Ramsey Co.)

KEYD KSTP 1928	1500 50,000	(See Minneapolis listing) KSTP, Inc. 3415 University Ave.	NBC Petry	Stanley E. Hubbard, p & gm K. M. Hance, exec. vp Marvin L. Rosene, sim Karl A. Plain, slm D. Brooks Henderson, prod. sup.	W. S. Sadler, ce Dick Nesbitt, sd	Julian Hoshal, nd William Davey, pmm
KSTP-TV	DA-2	Prior 2724			Cal Karnstedt, fd	
*KTIS 1949		(See Minneapolis listing)				
*KTIS-FM 1949		(See Minneapolis listing)				
*KUOM 1922		(See Minneapolis listing)				
WCCO 1924		(See Minneapolis listing)				
WCCO-TV		(See Minneapolis listing)				
WDGY 1923		(See Minneapolis listing)				
WLOL 1940		(See Minneapolis listing)				
WMNS 1936	1400 250	Franklin Bcstg. Co. 611 Frontenac Pl. Prior 7757		Wm. F. Johns, p	Norm Page, pd & nd Sherle M. Lowe, pmm	Warren Fritze, ce Hal Newell, sd
WMNS-TV						
WMNS-FM 1947	Ch. 258 (B) 99.5mc 16kw					
WPBC 1949		(See Minneapolis listing)				
WTCN 1934		(See Minneapolis listing)				
WTCN-FM 1951						

SOUTH ST. PAUL

(Ramsey Co.)

WCOW 1951	1590 5,000-D	South St. Paul Bcstg. Co. 158 N. White Bear Ave. Van Buren 5588	Pearson	Victor J. Tedesco, gm Arne G. Peterson, sm Jack Douglas, pd Nicholas Tedesco, slm	Paul Dominguez, ce Bill Freer, pmm John Gaskell, nd	Bert Olson, fd Sam Sabean, sd Kerrin Duffy, wd
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STILLWATER

(Washington Co.)

WSHB 1949	1220 250-D	St. Croix Bcstg. Co. 126½ So. Main St. 46	KBS Cooke	William F. Johns Sr., p Richard K. Power, gm Roger Erickson, pd & fd Dewey Campbell, pmm	James Wicks, ce James H. McLaughlin, nd, sd	Anita E. Buck, wd
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THIEF RIVER FALLS

(Pennington Co.)

KTRF 1947	1230 250	KTRF Radio Corp Thief River 13	Bulmer & Johnson	D. L. Olson, p, gm Jane Carlson, pd	Henry Bothman, ce Lois Udstrand, nd & wd	John Dunningcliff, fd Doug Tegtmeyer, sd
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VIRGINIA

(St. Louis Co.)

WHLB 1936	1400 250	Head of the Lakes Bcstg. Co. WHLB Bldg. 2000	NBC, Arrowhead Hollingbery Bulmer & Johnson	Morgan Murphy, p	Harold J. Parise, gm	Baldino Rodorigo, sm
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WADENA

(Wadena Co.)

KWAD 1948	920 1,000 DA-N	Associated Bcstrs. Inc. 1st Natl. Bank Bldg. 920	MBS Bulmer & Johnson	R. L. Fossen, p James W. Buchan, gm	Charles E. Boone, cm Roxanne Michaels, pd	Howard Helland, ce Lyle Hermann, sd
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WILLMAR

(Kandeyohi Co.)

KWLM 1940	1340 250	Lakeland Bcstg. Co. 1340 North 7th St. Belmont 5-1340	ABC Dairyland Pearson	H. W. Linder, p Willard Linder, gm John C. Lynch, cm	James A. Martinson, pd Francois T. Peterson, ce James A. Peck, nd	Wm. Nolan, Jr., fd Randolph Armtzan, sd Irene Peters, wd
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WINONA

(Winona Co.)

KWNO 1938	1230 250	Winona Radio Service 216 Center St. 3314	ABC Dairyland Pearson	M. H. White, p E. M. Allen, gm H. R. Hurd, cm	C. E. Williams, pd & nd, sd Joseph Rizzardi, pmm Lewis Denes, ce	Don Bonham, fd Ethel Holte, wd
KWNO-FM 1948	Ch. 248 (B) 97.5mc 18.5kw					

WORTHINGTON

(Nobles Co.)

KWOA 1947	730 1,000-D	Worthington Bcstg. Co. Hotel Thompson 2-7301	Bulmer & Johnson	R. W. Olson, p Ralph E. Shepard, gm Arne Karhu, cm & pmm	Ty Mack, pd & nd Clinton Knapp, ce Norm Robinson, fd	Bill Mann, sd Fred Lowry, wd
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CLEVELAND

(Bolivar Co.)

WCLD 1949	1490 250	Voice of the Delta P. O. Box 272 990 or 1115	KBS Best	Joseph W. Carson, p Bruce Gresham, sm	Earl B. Neal, ce Lawrence Feduccia, sd	Dot Brooke, wd
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COLUMBIA

(Marion Co.)

WCJU 1946	1450 250	WCJU Inc. P. O. Box 472 754-755	MBS	Lester Williams, p & gm Ray Tolar, cm & ce	Clifford Chance, pd	William Barrett, sd
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COLUMBUS

(Lowndes Co.)

WACR 1950	1050 1000-D	J. W. Furr Main & Fourth St. 768	KBS Best	J. W. Furr, o E. M. Dabney Jr., gm & cm	G. Wayne Harris, pd & nd C. Landis Rogers, pm	Robert Montgomery, ce Betty Wheeler, wd
WCBI 1940	550 1000-D	Columbus Bestg. Co. Inc.	MBS Mid-South	Birney Imes Jr., p Bob McRaney, gm & pmm	Martha Puckett, pd & wd Thomas McFerrin	Chris Everson, nd & fd Dick Crago, sd
WCBI-TV	500-N DA-2	Gilmer Hotel 1313	McGillvra	J. W. Eatherton, cm		

CORINTH

(Alcorn Co.)

WCMA 1946	1230 250	Corinth Bestg. Co. Inc. Ray Bldg. 5575	MBS Dixie	Aaron B. Robinson, vp John E. Bell, gm Joe P. Van Dyke, cm	Vincent Lawrence, pd John E. Bell, pmm James D. Anderson, ce	Kathryn H. Graves, nd & wd Fred Dillion, sd
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FOREST

(Scott Co.)

WFST (CP)	860 500-D	Scott Co. Bestg. Co. % John F. Clagett 1424 K St., N. W. Washington 5, D. C.				
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GREENVILLE

(Washington Co.)

WGVM 1948	1260 1000-D	Cottonbelt Bestg. Corp. of Mississippi 119 S. Broadway 4559	Forjoe Melville	David M. Segal, p & gm Edward M. Guss, sm Jack R. Stull, cm	Wallace D. Hoy, pd, nd & fd Gene Harrington, pmm & sd	Wayne McChristian, ce Letitia R. Boyles, wd
WJPR 1939	1330 1000-D 500-N DA-N	Radio Services Co. 107 S. Poplar St. 9049-9040	MBS KBS Sears & Ayres	Emmet H. McMurry Jr., p & gm	Frank Wilson Baldwin, cm Murray Schroyer, pd	Dot Russum, pmm Percy L. Kuhn, ce

GREENWOOD

(Leflore Co.)

WABG 1950	960 1000-D 500-N DA-N	Greenwood Bestg. Co. Inc. 222 Howard St. 3010	ABC McGillvra	Cy N. Bahakel, p & gm	Tom Reardon, cm & pd	C. C. Greene, ce
WGRM 1937	1240 250	P. K. Ewing WGRM Bldg. 1900	NBC KBS Miss. Network	F. C. Ewing, gm	Louis Pierce, cm	Lew Sadler, pd

GRENADA

(Grenada Co.)

WNAG 1949	1400 250	Birney Imes Jr. Barwin Hotel 1400	MBS Mid-South McGillvra	Birney Imes Jr., p Bob McRaney, gm	Monroe Looney, sm, cm & pmm	Jimmie Pinnix, ce
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GULFPORT

(Harrison Co.)

WDEB (CP)	1390 1000-D	John Edward Breland. 316 E. Beach St. Long Beach, Miss.				
WGCM 1928	1240 250	WGCM Bestg. Co. Hewes-Martin Bldg. 1110	ABC McGillvra	Hugh O. Jones, o & gm C. E. Vann, asst. m & pd Mrs. O. L. Owens, cm	Holton Turnbough, pmm C. T. Hook, ce	Jerry Thompson, nd Tommie Meek, sd
WGCM-FM 1948	Ch. 268 (B) 101.5mc 3kw					

HATTIESBURG

(Forrest Co.)

WBKH 1954	950 1000-D	Hattiesburg Bestg. Co. 122½ E. Front St. Ju 3-1625	Indie Sales	Frank Holifed, sm		
WFOR 1925	1400 250	Forrest Bestg. Co. Inc. 302 Hemphill St. Juniper 4-5432	NBC	C. J. Wright Sr., p C. J. Wright, Jr., gm E. M. Jenkins, cm	David L. Waite, pd, pmm, nd & sd	B. B. McLemore, ce Bette Cile Waite, wd
WRFM(FM) 1949	Ch. 250 (B) 97.9mc 2.5kw	(WFOR, Am Affiliate)				
WHSY 1948	1230 250	Hub City Bestg. Co. Inc. Highway 11 North P. O. Box 1008 Juniper 3-1741	ABC MBS Dixie Clark	Charles W. Holt, p Connie I. Holt, gm William R. England, sm William C. Viedt, cm & sd	Dean Griffin, pd Walter Murphey, pmm Charles Sharpling, ce	Bill Buchannon, nd Jimmy Swan, fd Alice Bivin, wd

HAZLEHURST

(Copiah Co.)

WMDC 1953	1220 250-D	Southwestern Bestg. Co. of Miss. 869	KBS	Louis Alford, gm A. M. Smith, sm & ce	H. G. Breland, cm Mal Jones, pd, pmm & nd	Bill Wall, fd Don Meiners, sd
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INDIANOLA

(Sunflower Co.)

WNLA 1953	1380 500-D	Delta Bestg. Co. 134 Baker St. 500	Clark	W. L. Kent, ptrnr. John M. McLendon, ptrnr. Howard M. Peters, gm & cm	Paul Artman, pd & sd Barbee Ashley, pmm & fd	Robert Meador, ce & nd Helen Neil Henry, wd
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JACKSON

(Hinds Co.)

WJDX 1929	620 5000-D	Lamar Life Insurance Co. 715 South Jefferson St. P. O. Box 2171 2-2691	NBC Hollingbery	Fred L. Beard, gm Frank Gentry, cm Forrest Cox, pd	Percy G. Root, ce Dick Sanders, nd	Howard Langfitt, fd Woodie Assaf, sd
WJDX-FM 1948	Ch. 275 (B) 102.9mc 50kw					
WJQS 1947	1400 250	Miss. Bestg. Co. Edwards Hotel 3-9681	CBS Miss. Network	Withers Gavin, p & gm	Robert R. Smathers, ce	
WJXN 1945	1450 250	Jackson Bestg. Co. 916 Foley St. 2-6673	Indie	James T. Ownby, p & gm	Robert L. Statham, ce	

MISSISSIPPI

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations	Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
JACKSON (Cont.)							
	WOKJ 1954	1590 1000-D	Dixieland Bcstg. Co. 1017 Lynch St.	McGillvra	Wilburn Kent, co-gm	John McLendon, co-gm	Jay Gilbert, sm
	WRBC 1947	1300 5000-D 1000-N	Rebel Bcstg. Co. of Miss. 125 S. Lamar St. 5-1562	MBS Branham	J. W. Carlier, gm & cm A. C. Leonard, pd W. V. Dubard, pmm	G. G. Benson, ce Bailey Hutchins, nd Dick Miller, fd	Percy Powers, sd Marjorie Lee, wd
	WSLI 1938	930 5000	Standard Life Bcstg. Co. Robert E. Lee Hotel P. O. Box 1847 3-2788	ABC Weed	W. R. Newman Jr., p L. M. Sepaugh, gm F. E. Wilkerson Jr., cm	Bruce K. Smith, pd & pmm C. A. Perkins, ce	Jim Neal, fd Dorothy Dawley, wd
	WSLI-TV	DA-N					
KOSCIUSKO (Attala Co.)							
	WKOZ 1947	1340 250	Kosciusko Bcstg. Co. 109 W. Jefferson P. O. Box 392 782	ABC McGillvra	Cy N. Bahakel, p Mims Boswell Jr., m & cm	J. R. Collins, ce	Charles N. Brown, sd
LAUREL (Jones Co.)							
	WAML 1932	1340 250	New Laurel Radio Stations Inc. P. O. Box 950 5601	NBC KBS Rebel Dixie Hollingbery	Harold M. Matison, p Granville Walters, gm & pmm	Morris Caver, cm Stanley Walters, pd & sd Clyne Graves, ce	Ed Breland, nd Patty Overstreet, wd
	WLAU 1946	1490 250	Southland Bcstg. Co. 437 N. Magnolia St. 8-7227	ABC MBS McGillvra	Chalmers T. McCallum, co-o & p Mrs. Norma H. Leggett, co-o, gm, & secy-treas. Carroll F. Jackson, co-o D. N. Jackson, co-o	Teck Jones, cm Dave Kane, pd & nd W. B. Carter, ce	Charlie Crumbley, sd Nancy Allen, wd
	(CP)	1430 1000-D	American Southern Bcstg. 118 W. Kingston St.				
LOUISVILLE (Winston Co.)							
	WLSM 1953	1270 1,000-D	Louisville Bcstg. Corp. P. O. Box 111 1000	Best	William R. Parkes, sm	Herb Guthrie, ce	
MACON (Norubee Co.)							
	WMBC 1947	1400 250	J. W. Furr WMBC Bldg. 310	KBS Best	Felix Adams Jr., gm		
McCOMB (Pike Co.)							
	WAPF 1948	1010 1000-D	Southwestern Bcstg. Co. of Miss. Pike Hotel 1884	KBS	Louis Alford, gm W. K. Johnston, cm	James Hemphill, pd & nd Phillip D. Brady, ce	George Mullendore, fd Matt Goodall, sd
	WHNY 1939	1250 5000-D 500-N DA-N	Broadcast Service Inc. Box 111 2080	ABC Dixie Clark	Charles W. Holt, p W. R. Tyler, gm W. A. Stewart, cm	Al Dunaway, pd & sd Carroll Hines, pmm Robert Louis Sanders, ce	Herb Knott, nd Jerry Lowery, fd Maureen Morton, wd
MERIDIAN (Lauderdale Co.)							
	WCOC 1928	910 5000-D	Miss. Bcstg. Co.	CBS	Withers Gavin, p & gm		
	WCOC-TV	1000-N					
	WMOX 1946	1240 250	Birnie Imes Jr. P. O. Box 1511 20171	MBS Mid-South McGillvra	Birnie Imes Jr., p Bob McRaney, gm Joseph W. Carson, sm	F. E. Holladay, cm & pd Win. Beaver, ce	George Pruitt, fd Jim Dowdy, sd
	WTOK 1953	1450 250	Southern Tv Corp. Southern Bldg. 3-1441	ABC	Robert F. Wright, p & gm Jerry Joiner, sm, cm & nd	Gene Reeves, pd Cecil Germany, pmm	Joe Saxon, ce George Shannon, sd
	WTOK-TV						
NATCHEZ (Adams Co.)							
	WMIS 1941	1240 250	Natchez Bcstg. Co. City Bank Bldg. 8211	NBC KBS Miss. Network Louisiana Network	P. K. Ewing Jr., gm & pmm Ervin Parks Jr., cm	Carlton Adams, nd Charles L. Barrie, fd	Sheriff Priestler, sd Jane Cann, wd
	WNAT 1949	1450 250	Old South Bcstg. Co. Inc. Eolia Hotel 4621	ABC MBS Miss. Network Louisiana Network	Mrs. Laurie G. Ratcliff, p Paul Schilling, gm Ed. Phelan, cm	Val Jensen, pd & fd Lou Garris, pmm & sd Martin Tyronne, ce	Elliott Trimble, nd Mrs. Irene Griftey, wd
NEW ALBANY (Union Co.)							
	(CP)	1470 500-D	New Albany Bcstg. Co. % Vernon K. Wroten Booneville, Miss.				
PASCAGOULA (Jackson Co.)							
	WPMP 1951	1580 250-D	Crest Bcstg. Co. Inc. P. O. Box 348 83 & 391	ABC KBS Miss. Network	W. R. Guest Jr., p & pmm W. F. Hess, sm & pd Bill Brewer, cm	Fred Strother, ce M. P. Lewis, fd	Tommy Gilbert, sd Emma Rae Cole, wd
PHILADELPHIA (Neshoba Co.)							
	WHOC 1948	1490 250	William H. Cole P. O. Box 26 740	KBS	William H. Cole, p, gm & cm Mrs. William H. Cole, pd, pmm & wd	Paul Miller, ce Larry Parks, nd	Bill Norton, fd John Ketcher, sd
PICAYUNE (Pearl River Co.)							
	WRJW 1949	1320 5000-D	Tung Bcstg. Co. 510	KBS	S. G. Thigpen Sr., p Jimmie Willson, gm	Archie Rushing, pd Donovan Murphy, ce	Maxie Stevens, sd Louise Willson, wd
STARKVILLE (Oktibbeha Co.)							
	WSSO 1948	1230 250	The Starkville Bcstg. Co. 1230	KBS Mid-South	Joe Phillips, p, gm, cm & ce Clarice Cruickshank, pd & wd	Jim Cruickshank, nd	Allen Ross, fd & sd
TUPELO (Lee Co.)							
	WELO 1944	1490 250	Tupelo Bcstg. Co. Inc. WELO Bldg. 1400	MBS Mid-South McGillvra	Birney Imes Jr., p Robert McRaney, gm Bob Evans, sm	Ernest L. Bowen Jr., cm Edward Cleary, pd & sd Leroy Green, ce	Bill Sides, nd Red Purnell, fd
	WTUP 1953	1380 1000-D	Lee Bcstg. Co. Box 612 3111	Skyline Network Dora-Clayton	E. O. Roden, p James E. Reese, gm & cm Jerry Brown, pd & pmm	Keith Wroten, ce Dan Skilton, nd & fd	Bobby Ritter, sd Jerry Brown, wd

Data corrected to Dec. 15, 1954. 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. Complete key to abbreviations, page 6.

VICKSBURG

(Warren Co.)

WQBC 1931	1420 1000-D 500-N	Delta Bcstg. Co. Inc. Post Herald Bldg. 312	MBS KBS Sears & Ayer	L. P. Cashman, p Mary-Van Cashman, gm	L. L. Miller, cm Charlotte Kahn, pd	Waverley Conway, ce
WVIM 1948	1490 250	Radio Mississippi Inc. Box 76 3901	Dora-Clayton Indie	J. Dige Bishop, p Cecil Goodreau, gm	J. W. Gardner, ce Ted Lawrence, nd	Gene Underwood, sd Frances Antoine, wd

WAYNESBORO

(Wayne Co.)

WABO 1954	990 250-D	New Laurel Radio Station Inc. 5-4700	Dixie	Arnold Matison, co-o Harold Matison, co-o	Granville Walters, gm Keith L. Andre, m	Clyne Graves, ce
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WEST POINT

(Clay Co.)

WROB 1947	1450 250	Bob McRaney Sr. 1450	McGillvra	Bob McRaney Sr., gm	Jack King, sm	
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YAZOO CITY

(Yazoo Co.)

WAZF 1947	1230 250	WAZF Inc. S. Main St. 1300	MBS Miss. Network Dora-Clayton	E. O. Roden, p Richard F. Crans, gm Ollie Bales, cm	Joel Netherland, pa Keith Wroten, ce	Floyd Johnson, sd Wynnez Wroten, wd
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MISSOURI

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1952	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1952
Adair	19,689	6,080	\$19,937	\$ 4,553	\$ 422	5,291	Macon	18,332	6,000	11,857	2,543	392	5,101
Andrew	11,727	3,830	5,553	1,525	148	2,966	Madison	10,380	2,890	7,874	1,864	188	2,487
Atchison	11,127	3,400	11,399	2,398	268	3,091	Marion	7,423	2,978	3,435	813	103	1,537
Audrain	23,829	7,780	24,881	5,215	538	7,413	Marion	29,765	9,790	32,723	7,913	758	7,820
Barry	21,755	6,230	19,712	3,543	281	5,498	Mercer	7,235	2,420	5,186	818	151	1,873
Barton	12,678	4,230	9,602	1,870	408	3,529	Miller	13,734	3,990	9,662	1,952	111	3,431
Bates	17,534	5,800	12,967	2,426	227	4,828	Mississippi	22,551	5,370	16,207	4,330	490	3,945
Benton	9,080	2,480	7,126	1,405	59	2,315	Moniteau	10,840	3,410	8,812	1,127	216	2,997
Bollinger	11,019	2,860	3,420	864	1,482	2,037	Monroe	11,314	3,690	10,931	1,806	253	3,165
Boone	49,432	13,880	42,288	8,298	4,757	11,070	Montgomery	11,555	3,780	9,368	1,955	88	3,221
Buchanan	96,826	28,990	95,619	20,913	597	23,447	Morgan	10,207	2,970	6,867	1,652	120	2,664
Butler	37,707	10,310	27,907	6,038	167	6,936	New Madrid	39,444	8,920	22,354	6,806	533	5,716
Caldwell	9,929	3,470	9,491	1,856	377	3,121	Newton	28,240	8,330	16,877	3,750	324	7,285
Callaway	23,316	5,880	12,928	2,663	63	5,053	Nodaway	24,033	7,450	20,232	4,140	484	6,916
Camden	7,861	2,350	4,283	987	1,283	1,902	Oregon	11,978	3,190	5,132	796	174	2,065
Cape Girardeau	38,397	11,340	40,221	8,713	364	9,988	Ozark	11,301	2,870	7,438	1,199	109	2,589
Carroll	15,589	4,777	12,667	2,902	24	4,286	Ozark	8,856	2,160	2,826	218	61	1,534
Carter	19,325	1,370	1,937	443	540	776	Pemiscot	456,624	10,850	24,324	6,293	782	6,512
Cass	19,325	6,200	18,024	3,414	255	5,983	Perry	14,890	4,020	11,315	1,701	208	3,707
Cedar	10,663	3,590	7,617	1,218	190	2,468	Pettis	31,577	10,480	31,315	6,241	813	8,808
Chariton	14,944	4,650	11,776	2,345	180	3,608	Phelps	21,504	7,480	16,865	3,939	296	5,894
Christian	12,412	3,710	7,219	1,371	112	3,294	Pike	16,844	5,510	16,330	4,261	418	4,596
Clark	9,003	2,830	8,505	1,544	2,741	2,819	Platte	14,973	4,530	8,108	1,714	181	4,790
Clay	45,221	16,820	52,537	11,544	461	14,908	Polk	16,062	4,970	14,988	1,759	322	4,600
Clinton	11,726	3,760	16,234	2,538	1,411	3,837	Pulaski	10,392	3,060	8,470	949	282	4,609
Cole	35,464	9,600	37,369	7,079	451	9,166	Putnam	9,166	2,870	4,676	976	228	2,355
Cooper	16,608	5,050	14,053	2,591	205	4,038	Ralls	8,688	2,540	4,533	918	122	2,325
Crawford	11,615	3,220	6,044	1,431	207	2,688	Randolph	22,918	7,680	19,416	4,183	598	6,784
Dade	9,324	2,740	7,557	1,189	207	2,066	Ray	15,932	5,290	12,462	2,457	349	4,267
Dallas	10,392	3,060	9,540	976	220	2,578	Reynolds	6,918	1,520	2,675	612	56	875
Daviess	11,180	3,480	9,072	1,817	151	3,098	Ripley	11,414	3,070	4,733	1,115	204	1,820
De Kalb	8,047	2,690	5,572	1,293	174	2,298	St. Charles	23,834	7,770	28,248	6,573	624	9,196
Dent	10,936	3,390	8,211	2,046	60	2,659	St. Clair	10,482	3,280	6,138	906	120	2,358
Douglas	12,638	3,360	5,141	748	964	2,290	St. Francois	35,276	10,130	27,499	8,517	749	9,478
Dunklin	45,329	11,850	32,256	6,474	777	8,676	St. Louis County	406,349	397,120	1,591,980	374,508	52,177	129,139
Franklin	36,046	10,880	33,757	8,151	153	10,809	St. Louis City	850,196	*	*	6	*	205,166
Gasconade	12,342	3,780	11,787	2,227	303	3,370	Ste. Genevieve	11,237	2,980	8,033	1,971	175	2,561
Gentry	11,036	3,420	10,673	2,297	3,735	3,249	Saline	26,694	8,010	23,939	4,693	709	6,793
Greene	104,823	34,880	114,375	19,561	429	31,146	Schuyler	5,760	1,790	5,525	577	144	1,668
Grundy	13,220	4,290	14,458	2,708	339	3,722	Scotland	7,332	2,380	6,427	1,579	58	2,263
Harrison	14,107	4,390	10,720	2,512	611	3,729	Scott	32,842	9,210	29,536	6,359	699	7,418
Henry	20,043	6,380	18,380	3,408	62	5,976	Shannon	8,377	2,000	2,224	354	68	1,239
Hickory	5,387	1,780	3,122	217	282	1,186	Shelby	9,730	3,550	7,847	1,418	130	2,989
Holt	9,833	2,920	10,356	2,466	282	2,603	Stoddard	33,463	8,510	20,051	4,110	298	6,230
Howard	11,857	3,500	8,229	1,815	413	2,830	Stone	9,748	2,540	4,372	814	197	1,895
Howell	22,725	6,490	14,511	2,864	4,564	5,266	Sullivan	11,299	3,530	9,970	1,939	140	2,861
Iron	9,458	2,340	6,259	1,784	58	1,876	Taney	9,863	2,750	6,133	1,225	114	2,263
Jackson	541,035	182,720	1,010,568	189,165	51,061	157,923	Texas	18,992	5,400	8,519	1,752	245	4,306
Jasper	79,106	25,510	86,651	18,069	2,488	24,126	Vernon	22,685	6,630	19,487	3,705	428	5,681
Jefferson	38,007	11,640	33,821	9,156	697	11,566	Warren	7,666	2,300	7,534	1,334	108	2,303
Johnson	20,716	6,470	13,186	2,168	447	5,686	Washington	14,689	3,480	6,326	1,955	82	2,669
Knox	7,617	2,460	3,896	760	115	2,117	Wayne	10,514	2,430	3,966	828	121	1,727
Laclede	19,010	5,510	19,854	3,517	528	5,122	Webster	15,072	4,390	10,569	1,484	148	3,432
Lafayette	25,272	7,720	27,984	5,160	1,102	7,184	Worth	5,120	1,540	4,185	770	86	1,514
Lawrence	23,420	7,530	14,780	3,003	635	6,196	Wright	15,834	4,660	13,593	1,699	262	3,618
Lewis	10,733	3,460	9,828	1,729	171	3,024							
Linn	13,478	4,400	13,722	2,476	159	4,030							
Lincoln	18,865	6,290	16,857	3,259	615	5,684							
Livingston	16,532	5,230	18,530	3,422	456	4,396							
McDonald	14,144	3,940	12,670	1,688	285	3,092							

* Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

BOONVILLE

(Cooper Co.)

KWRT 1953	1370 1,000-D	William R. Tedrick KWRT Bldg. 1031	Indie	William R. Tedrick, o, gm William R. Diekroeger, cm Audrey M. Tedrick, prnm	Herbert J. Schumaker, ce Paul H. Shively, nd & sd	John E. Harris, fd Edna Deskin, wd
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CAPE GIRARDEAU

(Cape Girardeau Co.)

KFVS 1925	960 1,000-D	Hirsch Broadcasting Co. 324 Broadway 5-5511	MBS Pearson	Oscar C. Hirsch, p & gm	Ralph L. Hirsch, cm	
KFVS-TV DA-N	500-N DA-N					

KGMO 1952	1220 250-D	KGMO-Radio Tv Inc. P. O. Box 274 5-8228	KBS	William C. Brandt, p & pd, nd Richard C. Brandt, gm & prnm	Robert L. Schultz, cm & sd William M. Bryan, ce	John Daume, fd
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CARTHAGE

(Jasper Co.)

KDMO 1947	1490 250	Carthage Bcstg. Co. 1201 East Chestnut 2648	KBS Magic Circle	John Joseph Daly, o, gm Lee M. Hooker, c rep.	Lee Crocker, pd & prnm William Woods, ce	Robert Young, nd Jim King, sd
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MISSOURI

City	County	Call Letters	Chan. or Freq.	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations
Established	Power	Established	Power	Telephone	Representative	o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	
CARUTHERSVILLE (Pemiscot Co.)							
KCRV	1370	Pemiscot Bestg. Co.	KBS	Robert L. Harrison, gm, pmm	Harry Moreland, pd & sd	Al. Lawrence, ce, fd	Peggy Harrison, wd
1950	1,000-D	3rd St. 965		Ed. Dyer, cm	Jim Brasfield, nd		
CHARLESTON (Mississippi Co.)							
KCHR	1350	South Missouri Bestg. Co.	KBS	Kermit Barker, p, gm, cm & ce	James L. Byrd III, pd		
1953	500-D	Co. 2-4451	Best				
CHILLICOTHE (Livingston Co.)							
KCHI	1010	Cecil W. Roberts	KBS	Cecil W. Roberts, p	Howard G. Rion, gm		
1948	250-D	Highway 36 1920					
CLAYTON (St. Louis Co.)							
*KFUO	850	The Lutheran Church-Mo. Synod.		Herman H. Hohenstein, D. D., d	E. F. Schoenleber, d of music	A. H. Wiese, ce	
1924	5000	210 N. Broadway		The Rev. Elmer J. Knoerns-child, pdm	Larry N. Straham, office m		
*KFUO-TV	L-KOA	St. Louis, Mo. Chestnut 8001					
*KFUO-FM	Ch. 256 (B)						
1951	99.1mc 6.1kw						
KXLW	(See St. Louis listing)						
1947							
CLINTON (Henry Co.)							
KDKD	1280	Clinton Bestg. Co.	KBS	Dave M. Segal, p	Dean Clayton, ce & sd	Joyce Church, wd	
1950	1000-D	P. O. Box 113 233		Stanley Dixon, gm & cm	Jim Price, nd & fd		
COLUMBIA (Boone Co.)							
KFRU	1400	KFRU Inc.	ABC	H. J. Waters Jr., p	Felix J. LeGrand, cm	William Brooks, nd	Shirley Mason, wd
1925	250	Hiway 40 and 63 (Southbound) 4141	Webb	Mahlon R. Aldridge, gm, pmm & sd	Shirley Bauderer, pd		Robert Haigh, ce
KCMU	1580	Cecil W. Roberts	KBS				
(CP)	250-D	909 Michigan Ave. Farmington, Mo.					
FARMINGTON (St. Francois Co.)							
KREI	800	Cecil W. Roberts	KBS	Cecil W. Roberts, p	Earl L. Whitener, gm	William Westbrook, ce	
1947	1,000-D	107					
FESTUS (Jefferson Co.)							
KJCF	1010	Jefferson County Radio & TV Co.	KBS	Donald M. Donze, p & gm	Russ Seals Jr., ce		
1951	250-D	Box 192 Yellowstone 7-3810					
FLAT RIVER (St. Francois Co.)							
KFMO	1240	Lead Belt Bestg. Co.	MBS	Oscar C. Hirsch, p	Virginia Collins, pmm & wd	James Strader, nd	Rex Denman, sd
1947	250	1000		James F. Collins, gm, cm	Gilbert Collins, ce		
				Lynn Bohs, pd			
FULTON (Callaway Co.)							
KFAL	900	Missouri Central Bcstrs.		Robert W. Nickles, gm	Roger P. Fox, pd		
1950	1000-D	5th & Market St. 1400		L. Reed Holt, cm	J. J. Patterson, ce		
HANNIBAL (Marion Co.)							
KHMO	1070	Bolling Bcstg. Co.	MBS	James P. Bolling, ptrn.	Gene Hoenes, pd & pmm	Rex Wilder, nd	Don Rodgers, fd
1941	5,000-D 1,000-N DA-2	102½ South Main St. Hannibal 3450 Quincy, Ill. 8714	Pearson	William H. Shaw, gm, cm	Ben Parrish, ce		
INDEPENDENCE (Jackson Co.)							
KIMO	1510	Craig Siegfried		Craig Siegfried, o	Robert Atkeisson, ce	George Smith, fd	Helen M. Becker, wd
1947	1,000-D	310 North Osage Clifton 9815		Harry L. Becker, gm, cm & pmm	Dave Dean, nd		
JEFFERSON CITY (Cole Co.)							
KLIK	950	Empire Bcstg. Co.	Young	Jerrell A. Shepherd, p	John Halligan, ce	Gail Bank, fd	Forrest Wallace, sd
1954	5,000-D	410 East Capitol Ave. 6-3191		Lynn Bickett, gm	Jack Simion, nd		
KWOS	1240	Capital Bcstg. Co.	MBS	Lenore R. Goshorn, p	E. A. Richter, sls. dir.	Richard A. Chapman, nd	
1937	250	210 Monroe St. 6-3137	KBS	Catherine Roer, gm, cm, pd & pmm	Leroy S. Hackman, ce		
KWOS-FM	Ch. 253 (B)		Bogner				
1948	98.5mc 3.1kw						
JOPLIN (Jasper Co.)							
KFSB	1310	Four States Bcstrs. Inc.	Meeker	Harry Easley, p	Sam Babcock, pmm	Leonard Brown, fd	Don Gross, sd
1948	5,000-D 1,000-N DA-2	1027 Main St. Mayfair 4-1310		W. H. Clark, vp, gm & cm	Lloyd Frazier, ce		
				Ed Johnson, pd	Jim Randell, nd		
KSWM	1230	Air Time, Inc.	CBS	Austin A. Harrison, p, gm	Ronald Robson, pd	Ken Krowe, nd	John Holmes, sd
1946	250	1928 W. 13th St. 7260	Rambeau	Dewitt T. Knight, cm	Jack Langford, ce		
KSWM-TV							
WMBH	1450	Joplin Bestg. Co.	MBS	D. J. Poynor, p & o, gm	E. L. Dodger, ce	Lou Boda, sd	Maxine DeVaney, wd
1934	250	6th & Main 330	Magic Circle	M. E. Dunn, cm	Lee George, nd		
WMBH-FM	Ch. 241 (B)		Sears & Ayers	Golda Shaunce, pd			
1948	96.1mc 70kw						

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KANSAS CITY

(Jackson Co.)

KCFN 1925	1340 250	(See Kansas City, Kan. listing)				
KCMO 1936	810 50,000-D	Meredith Engineering Co. 125 East 31st St. Jefferson 6789	ABC Katz	E. T. Meredith, p E. K. Hartenbower, gm R. W. Evans, cm George Stump, pd	R. C. Strawn, pmm Karl Troeglen, ce Jim Monroe, nd	C. W. Jackson, fd Tony Williams, sd Anne Hayes, wd
KCMO-TV 1948	Ch. 235 (B) 94.9mc 56kw					
KFRM 1947		(See Concordia, Kan., listing. Duplicates KMBC with studios at Kansas City)				
KMBC 1921	980 5,000-DA-N	KMBC Bestg. 11th & Central Harrison 2650	CBS Free & Peters	L. G. Backstrom, p Donald Dwight Davis, vp John T. Schilling, vp, gm George J. Higgins, vp, cm Edward H. Pate, gm Andrew R. Carter, cm & ce	Ed Shulz, pmm Henry Goldenberg, ce Claude Dorsey, nd Phil Evans, fd Psyche Pate, pd & wd Dave Butler, nd	Sam Molen, sd Bea Johnson, wd
KPRB 1952	1590 1,000-D	Twin City Adv. Agency, Inc. 2814 E. 23rd St. Humboldt 3100	McGillvra			Chuck Moore, sd
KUDL 1953	1380 1,000-D	KUDL, Inc. 1012 Baltimore Ave. Baltimore 0077 The Kansas City Star Co. 3030 Summit St. Harrison 1200	Missouri Triangle Forjoe NBC Christal	David M. Segal, p Harold Backun, gm Irving Schwartz, cm Roy A. Roberts, p H. Dean Fitzer, gm V. S. Batton, sm E. Manne Russo, cm Todd Storz, p George W. Armstrong, vp & gm	Jack Baruth, pd Sam Bradley, pmm Harry J. Kaufmann, pd, pmm J. A. Flaherty, ce Randall Jesseé, nd	Wm. H. Simons, ce Anne Marshall, wd Rod Turnbull, fd Jay Barrington, sd Martha Spalding, wd
WDAF 1922	610 5,000	Mid-Continent Bcstg. Co. Pickwick Hotel	Blair			
WHB 1922	710 10,000-D 5000-N DA-2					
KENNETT						
(Dunklin Co.)						
KBOA 1947	830 1,000-D	Kennett Bestg. Corp. 8-4616	Paul C. Jones, p & gm Charles H. Harrison, sm & sd	Joe Bankhead, cm John T. Reeder, pd	Robert H. Conner, ce Johnny Mack, nd & fd
KBOA-FM 1948	Ch. 255 (B) 98.9mc 6.9kw					
KIRKSVILLE						
(Adair Co.)						
KIRX 1947	1450 250	North Missouri Bestg. Co. KIRX Bldg. 5-3781		Sam A. Burk, o & gm J. J. Dougherty, cm	Lois Daudel, pd Ralph Neeley, ce	Robert Herrin, nd Eldon Drennen, fd & sd
LEBANON						
(Laclede Co.)						
KLWT 1948	1230 250	Lebanon Bestg. Co. 221 E. Commercial 1015	MBS Magic Circle	Mrs. Frances Fields, p O. R. Wright, gm Clarence Duvall, cm	Jack A. Sellers, pd & pmm Gene Clay, ce Delmar Hilton, nd, sd	Ambrose Healey, fd Pat Eagon, wd
MALDEN						
(Dunkin Co.)						
KTCB 1954	1470 1000-D	Charles W. Craft 100 W. Main St. 851		Harold Gregson, gm	Gerald Jumper, cm	Ted Pyle, pmm

In KANSAS CITY
the Mid-Continent formula
works at

W H B

Mid-Continent purchased WHB in June, 1954. Already there's a new listen over K.C.'s oldest (1922) call letters. New programming, new personalities, new ideas, new news are boosting ratings for a station which was already near the top, so much so that the latest Hooper has WHB *first* all day with 35.7%; second station, 17.5%. Talk to John Blair, or WHB General Manager, George W. Armstrong.



MID-CONTINENT BROADCASTING COMPANY

President: Todd Storz

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

KOWH, Omaha
Represented by
H-R Reps., Inc.

WHB, Kansas City
Represented by
John Blair & Co.

MISSOURI

MARSHALL

(Saline Co.)

KMMO 1300
1949 1,000-D

KMMO Inc. Pearson
40

H. V. Heinkle, p
J. M. Silvey, gm
Harold Douglas, cm

Don Clem, pd
Harold Douglas, pmm & sd
W. W. Williams, ce

John Hughes, nd
Dud Cason, fd
Vaunciel Blum, wd

MARYVILLE

(Nodaway Co.)

KNIM 1580
1953 250-D

Maryville Radio & TV
Corp.
Box 278
730

KBS

Dr. R. Wayne Wilson, p
Jack L. Jaquay, gm & pd,
nd & fd

Gilbert Poese, cm & sd
Arnold Wilson, ce
Sue Ogden, wd

MEXICO

(Audrain Co.)

KXEO 1340
1948 250

Audrain Bcstg. Corp.
1705 East Liberty
2340

MBS

W. Earl Dougherty, gm, cm
& fd
Greg Swanson, pd

Bill Robertson, pmm, nd &
sd

Hyle Lemen, ce
Emily Kaye, wd

MOBERLY

(Randolph Co.)

KNCM 1230
1950 250

Moberly Bcstg. Co.
Box 396
1600

Jerrell A. Shepherd, o, gm
Ralph Henry, cm

Jim Lipsey, pd
Ed Scarr, ce

Dale Low, nd
Hugh Frizzell, sd

MONETT

(Barry Co.)

KRMO 990
1950 250-D

Monett Bcstg. Co.
KRMO Bldg.
858

Continental

L. C. McKenney, ptrn. & gm
J. J. Daly, ptrn. & gen. slm
Floyd Stewart, m, pd &
pmm

Marion Pilant, cm
George Province, ce
Victor Cox, n & sd

Jack Allen, fd
Carolyn Crane, wd

MOUNTAIN GROVE

(Wright Co.)

KTRS 1360
1954 1000-D

Kickapoo Prairie Bcstg.
Co.
Mountain Grove, Mo.

L. C. McKenney, gm

John Billingsley, asst. m

NEOSHO

(Newton Co.)

KBTN 1420
1954 500-D

Ozarks Playground
Bcstg.
212½ E. Main St.
1666

KBS
Magic Circle

John V. Turner, p & gm
Dud Stallings, sm, pd, nd

Forrest Crockett, cm & fd
Norman Bradford, ce

Ted Shearer, sd
Betty Utz, wd

NEVADA

(Vernon Co.)

KNEM 1240
1949 250

Radio KNEM Inc.
P. O. Box 15
13

KBS
Magic Circle
Best

John Blake, p
Kenneth E. White, gm, ce

Wally Gunderson, cm
John Beydler, pd

Jim McCall, fd

OSAGE BEACH

(Camden Co.)

KRMS 1150
1952 1,000-D

Central Mo. Bcstg.
1612 Grand Ave.
Kansas City
Harrison 0171

.....

Robert M. Smith, p, ce
James von Grempp, gm &
pmm

George S. Strickland, cm
Helen R. Huber, pd & wd

Sparkey Warren, nd & sd

POPLAR BLUFF

(Butler Co.)

KWOC 930
1938 1000-D
500-N
DA-N

Poplar Bluff Bcstg. Co.
428 Vine St.
3922

KBS
Pearson

A. L. McCarthy, gm
L. G. Stovall, cm
Jerry Higley, pmm, sd

Don M. Lidenton, ce
Bob Phillips, nd
Glenn Gross, fd

Mona Lee Miller, wd

KWOC-FM Ch. 233 (B)
1938 94.5mc
14kw

ROLLA

(Phelps Co.)

KTTR 1490
1947 250

Show-Me Bcstg. Co.
Soest Road
380

KBS

Martin M. Mitchum, co-o, ce
Luther W. Martin, co-o, gm,
nd

Ward Rinehart, cm
Norma Fleming, pd
Murl Nash, pmm, sd

Tom Dye, fd
Roxy Rhodes, wd

SALEM

(Dent Co.)

KSMO 1340
1953 250

Show-Me Bcstg. Co.
4th and Hickory
303

Luther W. Martin, co-o, gm
Martin M. Mitchum, co-o

William B. Smith, cm
Patsy Whittaker, pd, wd

Kenneth Wilkins, ce, fd

SEDALIA

(Pettis Co.)

KDRO 1490
1939 250
KDRO-TV

Milton J. Hinlein
2100 W. Broadway
4004

MBS
KBS
Forjoe

Milton J. Hinlein, p & pmm
Herbert W. Brandes, gm
James F. Glenn, cm, sd
Carl W. Yates Jr., p & gm

Bob Harvey, pd
Nola W. Lytle, wd
Roscoe Maricle, ce
Mrs. Bettie Sue Baldwin,
pd & wd

Bob Younger, nd
Jack Call, fd

KSIS 1050
1953 1000-D

Yates Bcstg. Co.
KSIS Bldg.
590

SIKESTON

(Scott Co.)

KSIM 1400
1948 250

Sikeston Community
Bcstg. Co.
Hwy 60 West
1

.....

L. R. Bowman Jr., p
R. L. Watkins Jr., gm, cm,
pmm

James W. Palmer, pd, nd
& sd
Ralph Hirsch, ce

James D. Loyd, fd
Jo Alberson, wd

STE. GENEVIEVE

(Ste. Genevieve Co.)

KSGM 980
1947 500
DA-1

Donze Enterprises, Inc.
410 Merchant St.
580

KBS

Elmo L. Donze, p, gm, cm,
pd, & pmm

Muriel L. Rose, ce

ST. JOSEPH

(Buchanan Co.)

KFEQ 680
1923 5,000

KFEQ Inc.
KFEQ Bldg.
3-2528

MBS
Headley-Reed

Barton Pitts, p & o, gm
J. Ted Branson, cm

William R. Balch, pd
J. Wesley Koch, ce

Ralph Combes, nd
Harold J. Schmitz, fd

KFEQ-TV DA-2

KRES 1550
1946 5,000
DA-N

KRES Radio Corp.
404 South 8th
4-6346

KBS

Tee Casper, p & gm, sd
Robert Mosiman, cm

Richard Irving, pd & pmm
Floyd George, ce

Don Ruggles, nd
Anita Kruegell, wd

ST. LOUIS

(Independent City)

KATZ 1600
(CP) 1000-D

St. Louis Bcstg. Co.

Cora Lee Garrett co-o
Bernice Schwartz, co-o

KCFM(FM) Ch. 273 (B)
(CP) 102.5mc
3kw

Commercial Bcstg. Co.

KMOX 1120
1925 50,000

Columbia Bcstg. System
401 South 12th Blvd.
Central 1-8240

CBS
CBS Radio
Spot Sales

Gene Wilkey, gm
Robert Hyland, cm

Mark Russell, pd
Foster Brown, pmm

Harry Harvey, ce

KSD 550
1922 5,000
KSD-TV DA-N

The Pulitzer Pub. Co.
1111 Olive St.
Main 1-1111

NEC
NBC Spot Sales

Joseph Pulitzer, p
George M. Burbach, gm

Guy E. Yeldell, slm
Harold Grams, pd

David Pasternak, pmm
J. E. Risk, ce

In more and more client-agency huddles, decision-makers are

SOLD ON SPOT

. . . and all the advantages of SPOT RADIO advertising which influence their decisions are prominently present on KSD . . . the NBC network affiliate in the nation's NINTH LARGEST MARKET. That's why more and more client and agency decision-makers are

SOLD ON KSD

*The St. Louis Post-Dispatch Radio Station
5000 Watts on 550 KC Day and Night*



National Advertising Representative:

SPOT SALES

Television Affiliate . . . KSD-TV

MISSOURI

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations
KSTL 1948	690 1,000-D	Radio St. Louis Inc. 5915 Berthold Ave. Sterling 1-3636	Forjoe	Dick J. Kasten, p & gm Wm. A. Knight, cm Tony Glenn, pd	Ira E. Pollock, ce Norman Edwards, nd Bill Green, fd	Art Ford, sd Doris Jennemann, wd
KWK 1927 KWK-TV	1380 5000 DA-N	KWK, Inc. 1215 Cole St. Main 1-9100	MBS Katz	Robert T. Convey, p & gm Ray E. Dady, vp & sm V. E. Carmichael, vp & coml. dir.	John W. Tinnea, exec. pd Russell C. Kaiser, pd for radio Fred J. Mueller, mdse-pmm	N. J. Zehr, ce Jack Griffin, nd Les Carmichael, sd
KXLW 1947	1320 1000-D	St. Louis County Bcstg. Co. 2735 Bomparte Ave. Woodland 1-1320	Pearson	John W. Kluge, p William W. Jefferay, gm Edward W. Pape, cm	June R. Hardaway, pd & pmm James F. Mitchell, ce	
KXOK 1938	630 5,000 DA-2	KXOK Bcstg. Co. 710 North Twelfth Blvd. Chestnut 1-6000	ABC Blair	Elzey M. Roberts Jr., p C. L. Thomas, vp & gm Bruce Barrington, sm & nd	V. N. Springgate, cm Elmer G. Muschany, pd Frank Doyle, pmm	Arthur F. Rekart, ce Frances Laux, sd Martha Lane, wd
WEW 1921	770 1,000-D	St. Louis University 3642 Lindell Blvd. Franklin 1-5665		Rev. Paul C. Reinert, p George A. Volz, gm Ray A. Karpowicz, cm	Lambert Kaiman, pd & nd Charles C. Casey, ce Charles Stookey, fd	Ed MacAuley, sd Louise Munsch, wd
WIL 1922 WIL-TV	1430 5,000 DA-2	Missouri Bcstg. Corp. 3715 Lindell Blvd. Olive 2-4500		L. A. Benson, p, ce N. Pagliara, gm	C. W. Beintker, cm J. Carr, pd & pmm	Gene Chase, nd Harry Stone, sd
SPRINGFIELD (Greene Co.)						
KGBX 1926	1260 5,000 DA-N	Springfield Bcstg. Co. 605 Boonville 4-2822	NBC Venard, Rintoul & McConnell	Tams Bixby Jr., p Keith C. Wells, gm, cm F. J. Uhlis, pd	Dudley Morris, pmm Richard G. Bowman, ce Dick Stracke, nd	Don Sylvester, fd Ben Hodge, sd Pat Scott, wd
KICK 1949	1340 250	Kickapoo Prairie Bcstg. Co. 610 College St. 4-1561	MBS, KBS McGillvra	Floyd M. Jones, p L. C. McKenney, gm Robert Vinyard Jr., sm	M. Richard Bradley, cm William V. Walker, ce Sol Mosher, nd	Bob Lee, sd Les Kennow, wd
KTTS 1948 KTTS-TV KTTS-FM	1400 250 Ch. 234 (B) 94.7mc 11.3kw	Independent Bcstg. Co. P. O. Box 1716 SSS, 2-7474	CBS Sears & Ayers	J. H. G. Cooper, p G. Pearson Ward, gm	Wendel Smith, pd	William F. Curry, ce
KWTO 1933	560 5,000 DA-N	Ozarks Bcstg. Co. 606 St. Louis St. 2-4422	ABC Pearson	R. D. Foster, p & gm Leslie L. Kennon, vp & asst. gm	R. M. Keltner, sm Joe Slattery, pd Bill Bailey, pmm	Fritz Bauer, ce Vern Hawkins, nd, sd Lloyd Evans, fd
THAYER (Oregon Co.)						
KALM 1953	1290 1,000-D	Robert F. Neathery 165	KBS Magic Circle	Robert F. Neathery, p	Sam Beatty, ce	
TRENTON (CP)						
	1600 500-D	Trenton Bcstg. % Samuel A. Burk P.O. Box 726 Kirksville, Mo.				
UNION (Franklin Co.)						
KLPW 1954	1220 1,000-D	Franklin County Bcstg. Co. Box 72 Washington 1439	Bolling	Leslie P. Ware, p Norb Moore, gm, cm	Frank Lohmeyer, ce Herb Housman, fd	Don Hobelman, sd Del Moore, wd
WARRENSBURG (Johnson Co.)						
KOKO 1953	1450 250	Warrensburg Bcstg. Co. Box 395 1260	KBS Forjoe	Lee E. Baker, o C. L. Parks, gm Dorsey Dobson, cm	James R. Gammon, pd Gene Tipton, pmm Jim Preston, ce	
WARRENTON (Warren Co.)						
KWRE 1949	730 500-D	W. T. Zimmerman Warrenton 398	KBS	W. T. Zimmerman, o, gm Russell Benton, cm & fd	John Perrion, sd	Pauline Wolfe, wd
WEST PLAINS (Howell Co.)						
KWPM 1947	1450 250	Robert F. Neathery 700	KBS	Robert F. Neathery, p, gm & ce Fritze Williams Dixon, cm & wd	Ann Woodside, pd Orville Barton, nd Les Allsworth, fd Laurel Thompson, sd	
KWPM-FM 1951	Ch. 247 (B) 97.3mc 3kw					

Data corrected to Dec. 15, 1954. 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. Complete key to abbreviations, page 6.

MONTANA

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1954	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1954
Beaverhead	6,671	2,230	\$10,208	\$ 1,925	\$ 166	2,174	Golden Valley	1,337	400	558	136	38	436
Big Horn	9,824	2,350	8,920	2,448	199	2,409	Granite	2,773	930	2,837	760	59	867
Blaine	8,516	2,300	6,934	1,545	120	2,153	Hill	14,285	4,400	16,852	3,641	44	5,046
Broadwater	2,922	850	2,844	624	19	907	Jefferson	4,014	940	2,565	624	90	1,063
Carbon	10,241	3,210	7,793	1,702	232	2,843	Judith Basin	3,200	850	3,106	523	40	1,217
Carter	2,798	640	1,956	428	23	679	Lake	13,835	4,130	11,406	3,829	278	3,685
Cascade	53,027	17,880	75,807	14,939	1,431	18,028	Lewis & Clark	8,160	30,112	6,946	704	8,331	
Chouteau	6,974	2,230	9,549	1,662	25	2,793	Liberty	2,180	490	2,791	429	20	1,190
Custer	12,661	4,280	22,175	3,286	604	4,322	Lincoln	2,180	490	2,791	202	2,908	
Daniels	3,946	1,090	5,403	1,274	166	1,486	McCone	3,258	870	2,594	444	25	1,265
Dawson	9,092	2,850	14,545	2,172	206	3,861	Madison	5,998	1,810	3,640	768	143	1,596
Deer Lodge	16,553	4,680	12,018	3,746	172	5,162	Meagher	2,079	780	1,348	187	16	680
Fallon	3,660	960	5,544	1,301	46	1,236	Mineral	2,081	570	1,674	442	39	745
Fergus	14,015	4,440	17,849	3,808	415	4,636	Missoula	35,493	11,400	42,080	9,219	1,558	12,473
Flathead	31,495	10,450	41,851	8,461	1,067	10,633	Musselshell	5,408	1,840	5,345	1,313	160	1,599
Gallatin	21,902	6,840	27,667	5,328	513	7,421	Park	11,999	*4,020	16,529	3,555	464	4,671
Garfield	2,172	720	1,813	588	20	550	Petroleum	1,026	280	623	215	16	340
Glacier	9,645	2,510	11,539	2,706	282	2,773	Phillips	6,334	1,960	6,493	1,283	151	2,036

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1954	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1954
Pondera	6,392	1,710	9,431	1,306	253	2,472	Teton	7,232	2,200	10,012	1,597	279	2,562
Powder River	2,693	970	1,212	313	19	704	Toole	6,867	1,920	8,925	1,590	189	2,512
Powell	6,301	1,740	5,068	1,534	57	2,286	Treasure	1,402	360	1,491	239	37	393
Prairie	2,377	770	2,340	541	19	766	Valley	11,353	3,310	10,726	2,088	295	3,556
Ravalli	13,101	4,250	10,822	2,540	268	3,691	Wheatland	3,187	1,070	3,819	753	20	1,089
Richland	10,366	3,090	15,568	3,048	356	3,375	Wibaux	1,907	390	1,872	619	19	676
Roosevelt	9,590	2,780	16,230	2,829	419	3,456	Yellowstone	55,875	19,530	85,890	15,402	2,338	22,975
Rosebud	6,570	1,540	5,477	1,270	153	1,570	National Park	58	**	**	**	**	**
Sanders	6,983	2,180	4,295	1,016	151	2,007	* Yellowstone Nat'l Park included in Park County figure.						
Sheridan	6,674	1,720	9,768	1,935	202	2,412	** See Park County.						
Silver Bow	48,422	16,890	58,479	15,582	1,267	15,756	Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state.						
Stillwater	5,416	1,640	4,909	900	204	1,911							
Sweet Grass	3,621	1,030	4,829	821	24	1,162							

DIRECTORY OF AM AND FM STATIONS

ANACONDA

(Deer Lodge Co.)

KANA	1230	Anaconda Bcstg. Co.	Gill-Perna	A. J. Mosby, p, gm	King Harmon, pd, pmm,	Charles Field, ce
1946	250	Box 727		Thomas Golden, cm	nd, sd	William Terrant, fd
		1-3-6				

BILLINGS

(Yellowstone Co.)

KEMY	1240	Billings Bcstg. Co.	MBS, KBS,	Rockwood Brown, p	Charles DuBois, pd, pmm,	Bob McCann, sd
1946	250	P. O. Box 2124	Intermountain	Ken Nybo, gm	nd	Kay Hines, wd
		9-4586	Avery-Knodel	Warren Marshall, cm	Ted Hildebrand, ce	
KGHL	790	Midland Empire Bcstg.	NBC	P. N. Fortin, p	Ed Yocum, cm	V. Braunberger, pd, sm
1928	5,000	Co.	Katz	Jeff Kiichli, gm, ce		
		422 North Broadway				
		2-2222				
KOOK	970	Montana Network Inc.	CBS	C. L. Crist, p	Lloyd Larsen, cm	Grant French, ce
1951	5,000	Box 1498	Headley-	V. V. Clark, gm	Cliff Ewing, pd	Ed Peiss, sd
KOOK-TV	DA-N	9-5970	Reed			

BOZEMAN

(Gallatin Co.)

KBMN	1230	Penn Engineering Co.	KBS	G. Norman Penwell, p	Ben Hespen, ce	Larry Binder, sd
1950	250	North 7th Ave.	Gill-Perna	Dan Snyder, gm, cm	Elton Reeves, fd	Gerry Snyder, wd
		2105		James A. Loder, pd, nd		
KXLQ	1450	KRBM Bcstrs. Inc.	NBC	E. B. Craney, p	Ernest Seccomb, Jr., cm	Dick Smiley, pd
1939	250	1420	Walker	Ernest A. Neath, gm		
			Z-Bar Net.			

BUTTE

(Silver Bow Co.)

KBOW	1490	Copper City Radio Co.	CBS	Frank Reardon, p	Art Collins, pd	Al Morgan, ce
1947	250	720 Yale Ave.	Cooke	Bill Carroll, cm	Kay McNabb, traffic m	Helen Reardon, wd
		7429				
KOPR	550	Copper Bcstg. Co.	ABC, MBS,	Frank C. Carman, p	Larry Halloran, pmm	Paul Erler, fd
1948	1,000	Finlen Hotel	Intermountain	Ed Cooney, gm, cm	John Gort, ce	Horst Burgman, sd
KOPR-TV	DA-N	6546	Avery-Knodel	Jim Harrold, pd	Wes Bowen, nd	Joan McMahon, wd
KXLF	1370	KGIR Inc.	NBC, Z-Bar Net.	E. B. Craney, p	Paul Hatton, pd, nd	Vern Totten, ce
1929	5,000	Box 1956	Pacific	Arne E. Anzjon, gm cm	Ray Larson, pmm	
KXLF-TV		2-2344	Northwest			
			Walker			

GLASGOW

(Valley Co.)

KLTZ	1240	Glasgow Bcstg. Co.		James C. Carson, gm	W. L. Holter, pmm	Tom Ash, nd, fd
1954	250	1st National Bank Bldg.		William Beach, cm	William Sebastian, ce	Bob Miller, sd, wd
		1000		C. L. Scofield, pd		

GLEN DIVE

(Dawson Co.)

KXGN	1400	Glendive Bcstg. Corp.		Lewis Wiles Moore, p	Bill Danielson, cm, sd	Eleanor Rosman, wd
1948	250	Box 200		Daniel C. Palen, gm, nd, fd	Donald J. Powers, ce	
		Empire 5-3377				

GREAT FALLS

(Cascade Co.)

KFBB	1310	Wilkins Bcst. Inc.	CBS	J. P. Wilkins, p, gm	Bud Blanchette, cm	Wilbur Myhre, ce
1922	5,000	P. O. Box 1139	Headley-	Le Roy Stahl, sm	Ray Kelley, pd	
KFBB-TV	DA-N	4-4377	Reed			
KMON	560	Montana Farmer Bcstg.	ABC, MBS,	Robert H. Warner, gm	Mel Hallock, pd, nd, fd	Bruce Twerell, sd
1948	5,000	Corp.	Intermountain	Frank W. Kauli, cm		
		Tribune Bldg.	Avery-Knodel			
		4-4382				
KXLK	1400	Great Falls Bcstg. Co.	NBC,	Barclay Craighead, p	William Zimlich, pd	Eugene Kukkola, ce
1947	250	P. O. Box 2072	Z-Bar Net.	T. L. Frayling, gm, cm	Juanita Loucks, pmm	
		2-2453	Great Western			
			Walker			

HAVRE

(Hill Co.)

KOJM	610	North Montana Bcstg.	MBS, KBS,	O. R. Rubie, p	Lyle Leeds, cm, nd, sd	Stanley G. Stephens, pmm
1947	1,000	Co.	Intermountain	Charlotte H. Brader, gm	James R. Saenger, pd	Geo. H. Bauer
		426 1/2 First St.	Avery-Knodel			
		1096	Cooke			

HELENA

(Lewis & Clark Co.)

KCAP	1340	Lewis & Clark Bcstg.	MBS, KBS,	Edward Maronick, p	Walter H. Marshall, pmm	Bob Johnson, sd
1949	250	Corp.	Intermountain	K. O. MacPherson, gm	Dean Mack ce, fd,	Margaurite Cruickshank,
		P. O. Box 1164	Montana	Carl Arghabrite, cm	Virginia Terrett, nd	wd
		4030 or 4010	Avery-Knodel	Pat Lee, pd		
KXLJ	1240	The Peoples Forum of	NBC	Barclay Craighead, sm		
1937	250	the Air	Z Bar Net.			
		1306 11th Ave.	Pac. Northwest			
			Walker			

KALISPELL

(Flathead Co.)

KGEZ	600	KGEZ, Inc.	MBS,	Frank Reardon, p	Richard V. Vick, cm, nd, sd	Jean Fitzwater, wd
1927	1,000	7 Main St.	Intermountain	Norm Fisher, gm, pd, pmm	Paul C. Johnston, ce	
		4331	Cooke			

LEWISTOWN

(Fergus Co.)

KXLO	1230	Montana Bcstg. Co.	MBS,	William G. Kelly, p	Joe Spoja, cm	David L. Sather, ce
1947	250	Box 620	Intermountain	Donald C. Williams, gm		
		1210				

MONTANA

City County	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations
Call Letters Established TV Affiliate				o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	
LIBBY (Lincoln Co.)					
KLCB 1954	1230 250	Lincoln Co. Broadcasters Hafferman Shopping Center 410	KBS New West	Smith McNeill, p Joe Menehan, gm, cm, pmm James Maurer, pd, nd	Jimmie Lee Laughlin, ce, fd Ted Mangun, sd Merle Schermerhorn, wd
LIVINGSTON (Park Co.)					
KPRK 1947	1340 250	Yellowstone Amuse- ment Co. Box 691 1000	MBS, Intermountain Avery-Knodel	P. B. McAdam, p, gm, ce	Jack F. Hinman, cm, pmm Nikki Kolence, nd, pd
MILES CITY (Custer Co.)					
KATL 1941	1340 250	Star Printing Co. Box 209 1340	MBS, KBS, Intermountain Avery-Knodel	Ian A. Elliot, gm, nd Fred E. Hunnes, cm Earl L. Dahlistrom, pd	Norval B. Davis, pmm, fd Frances Kelly, ce Annette Smith, wd Tom Biedrzycki, sd
MISSOULA (Missoula Co.)					
KGVO 1931 KGVO-TV	1290 5,000 DA-1	Mosby's Inc. Radio Central Bldg. 127 E. Main 2-2155	CBS Gill- Perna	A. J. Mosby, p Guy E. Farnsworth, gm, cm Don Bradley, pd, pmm	Leo Stewart, ce Don Weston, nd, sd Bob McCoy, fd Erin Day, wd
KXLL 1943	1450 250	Western Montana Associates Box 1503 4-4114	NBC, PNB, Z-Bar Net, Great Western Walker	Pat M. Goodover, p, gm, pd R. J. Gillis, cm	John Campbell, pmm, sd Ray Lee, ce
SHELBY (Toole Co.)					
KIYI 1947	1240 250	Tri County Radio Corp. N. Marias Ave. 5541	MBS, KBS, Intermountain Cooke	John Lyon, co-owner Frank Krshk, co-owner, cm Georgia Knickerbocker, pd	Mike Donavon, pmm George Potter, ce Vern Hunt, nd Bob Boucher, fd
SIDNEY (Richland Co.)					
KGCX 1926	1480 5,000 DA-1	E. E. Krebsbach 109 So. Central 408	MBS, Great Northern	E. E. Krebsbach, p, gm E. Clair Krebsbach, cm, pd	R. Keith Kresbach, pmm O. H. Halvorson, ce

Data corrected to Dec. 15, 1954. 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. Complete key to abbreviations, page 6.

NEBRASKA

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Adams	28,855	9,020	\$47,170	\$ 6,994	\$1,404	11,327	Keya Paha	2,160	460	1,150	397	20	634
Antelope	11,624	3,570	13,157	2,248	236	4,152	Kimball	4,283	1,240	6,886	1,254	170	2,013
Arthur	803	258	70	271	Knox	14,820	4,320	17,162	2,584	468	4,901
Banner	1,325	400	29	9	15	569	Lancaster	119,742	38,570	154,772	25,194	5,263	43,037
Blaine	1,203	2	786	106	15	405	Lincoln	27,380	8,650	38,874	8,385	1,001	10,858
Boone	10,721	3,190	10,197	1,598	206	3,610	Logan	1,357	950	627	180	15	474
Box Butte	12,279	3,680	18,534	3,582	324	4,315	Loup	1,348	400	669	116	18	475
Boyd	4,911	950	4,929	1,001	96	1,733	McPherson	825	275	49	49	289	
Brown	5,164	1,410	8,815	1,475	171	1,746	Madison	24,338	7,230	41,304	6,556	738	8,501
Buffalo	25,134	8,040	35,401	6,285	911	9,100	Merrick	8,812	2,830	11,115	1,567	249	3,379
Blurt	11,536	3,530	13,102	2,808	343	4,228	Morrill	8,263	2,160	8,946	1,797	297	2,980
Butler	11,432	3,580	9,511	1,824	257	4,338	Nance	6,512	1,960	5,746	996	125	2,300
Cass	16,361	5,120	13,741	2,959	422	6,261	Nemaha	10,973	3,300	8,771	1,937	152	3,590
Cedar	13,843	3,810	12,793	2,243	391	4,549	Nuckolls	9,609	2,810	10,811	2,253	303	3,773
Chase	5,176	1,550	7,898	1,411	148	1,832	Otoe	17,056	5,360	18,206	3,377	465	6,484
Cherry	8,397	2,510	12,211	1,724	257	2,807	Pawnee	6,744	2,130	4,406	846	112	2,444
Cheyenne	12,081	4,000	17,777	3,281	443	6,085	Perkins	4,809	1,350	5,814	1,084	143	1,758
Clay	8,700	2,910	6,496	1,584	137	3,670	Phelps	9,048	2,920	14,899	3,070	328	3,858
Colfax	10,010	3,220	16,959	2,656	270	3,899	Pierce	9,405	2,930	10,029	12,289	218	3,395
Cuming	12,994	3,740	16,691	2,437	365	4,675	Platte	19,910	5,720	27,133	4,637	613	7,660
Custer	19,170	5,560	18,650	3,890	578	6,656	Folk	8,044	2,440	9,308	1,658	334	3,106
Dakota	10,401	3,010	12,157	2,834	304	3,940	Red Willow	12,977	4,100	22,138	3,839	501	4,829
Dawes	9,708	2,760	12,679	2,642	263	3,451	Richardson	16,886	5,420	20,581	3,755	419	5,884
Dawson	19,393	6,110	35,661	5,424	798	7,578	Rock	3,026	950	3,411	566	19	982
Deuel	3,330	990	6,003	822	143	1,308	Saline	14,046	4,690	13,988	2,799	306	5,434
Dixon	9,129	2,850	8,584	1,582	189	3,107	Sarpy	15,693	4,580	5,771	1,639	238	6,766
Dodge	26,265	8,670	42,521	8,065	773	11,107	Saunders	16,923	5,450	16,412	4,035	325	7,350
Douglas	281,020	86,710	391,007	77,174	12,695	89,204	Scotts Bluff	33,939	10,040	48,202	9,277	1,104	12,944
Dundy	4,354	1,230	7,102	998	49	1,691	Seward	13,155	4,100	12,503	2,863	360	5,002
Fillmore	9,610	3,070	7,001	1,810	296	3,849	Sheridan	9,539	2,700	11,580	2,331	303	3,179
Franklin	7,096	2,300	8,428	1,821	183	2,618	Sherman	6,421	1,790	4,290	1,073	22	2,176
Frontier	5,282	1,430	3,302	491	38	1,953	Sioux	3,124	930	1,769	395	22	1,037
Furnas	9,385	3,180	11,446	2,484	329	3,316	Stanton	6,387	1,870	4,356	901	104	2,413
Gage	28,052	8,540	28,751	5,880	971	10,358	Thayer	10,563	3,420	10,274	2,141	280	4,142
Garden	4,114	1,140	3,755	982	108	1,493	Thomas	1,206	670	607	165	15	371
Garfield	2,912	850	3,469	606	43	1,020	Thurston	8,590	2,210	7,407	1,072	194	2,580
Gasper	2,974	790	2,110	265	41	1,108	Valley	7,252	2,180	7,093	1,853	196	2,591
Grant	1,057	190	945	251	13	462	Washington	11,511	3,520	11,113	2,863	199	4,436
Greene	5,575	1,490	5,414	980	203	1,795	Wayne	10,129	2,870	10,791	1,797	157	3,659
Hall	32,186	10,280	46,796	9,236	1,124	13,995	Webster	7,985	2,310	6,827	1,458	156	2,702
Hamilton	8,778	2,950	7,782	1,736	144	3,626	Wheeler	1,528	440	418	119	15	517
Harlan	7,189	2,100	7,450	1,611	135	2,300	York	14,346	4,520	16,276	2,946	392	5,533
Hayes	2,304	780	565	25	...	883							
Hitchcock	5,867	1,830	5,624	825	187	2,141							
Holt	14,859	4,230	16,960	3,017	344	4,844							
Hooker	1,061	1,706	82	14	...	434							
Howard	7,226	2,190	6,155	1,277	136	2,844							
Jefferson	13,623	4,160	14,995	2,836	373	5,009							
Johnson	7,251	2,340	7,855	1,480	207	2,741							
Kearney	6,409	1,960	10,096	2,478	205	2,580							
Keith	7,449	2,290	11,688	1,732	219	2,903							

DIRECTORY OF AM AND FM STATIONS

ALLIANCE
(Box Butte Co.)

KCOW 1949	1400 250	Sandhills Bcstg. Corp. 1100 West 10th St. 1300	KBS McGillvra	Hans Jagers, p Gene Ackerley, gm	George Vogel, pd & sd Roland Reed, ce	Thomas Lathen, nd Wyletta Mounts, wd
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BEATRICE
(Gage Co.)

KWBE 1949	1450 250	Blue Valley Bcstg. Co. P. O. Box 567 1245	MBS, KBS Nebr. Net.	Merle G. Jones, p Gordon C. Pentz, gm Wm. Boyce, cm	Marge McGavren, pd, pmm Earl McWilliams, ce	Arlin Holle, fd Jerry Granger, sd
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BROKEN BOW
(Custer Co.)

KCNI 1949	1280 1000-D	Custer County Bcstg. Co. Box 561 611	Bud Crawford, p, gm, pmm & ce Georgia A. Crawford, asst. m & wd	Joe Griesser, cm Scott Insley, nd	Andy Anderson, pd & sd
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CHADRON
(Dawes Co.)

KCSR 1954	1450 250	Community Service Radio Corp. 212 Bordeaux St. P. O. Box 949 5545	KBS	William H. Finch, p, co-mgr., cm & ce F. D. Fouse, vp	Robert W. Fouse, co-mgr & pd Freeman B. Hover, nd	Franklin Clark, sd Lois Hamm, wd
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COLUMBUS
(Platte Co.)

KJSK 1948	900 1000-D	George Basil Anderson Box 460 5154	KBS Continental Biddick	George Basil Anderson, o Milo Kincaid, gm, pd	Max Reeves, ce & fd	Paul Deck, nd & sd
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FREMONT
(Dodge Co.)

KFGT 1947	1340 100	Walker Radio, Inc. 118 East 5th St. 1060	Nebraska	Lester A. Walker, p, gm Robert L. Johnson, sm	Kenneth D. Headrick, pd, pmm, nd	H. C. Snyder, ce Ernestine Smizer, wd
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GRAND ISLAND
(Hall Co.)

KMMJ 1925	750 1000-D L-WSB	Town & Farm Radio, Inc. Division at Cedar 703, 704, 744	ABC, Farm & Home Net. H-R Repts Sears & Ayer	Don Searle, p Bill Martin, exec. vp & gm Ken Titus, cm	Ed Meyer, pd Willard Morton, pmm U. L. Lynch, ce	George Kister, nd & fd Nay Deines, sd Jane Anderson, wd
KRGI 1953	1430 1000 DA-N	Grand Island Bcstg. Co., 315 South Locust 5181		Robert L. Lester, p Wick Heath, gm Ray Kozak, cm, pd & pmm	Don Campbell, ce Harry Perkins, nd	Art Westergard, sd Fran Johnson, wd

HASTINGS
(Adams Co.)

KHAS 1954	1230 250	Nebraska Bcstg. Co. Tribune Bldg. 2-5101	MBS, KBS Gill-Perna	Fred A. Seaton, p James Pickett, gm	Lloyd Thomas, pd & pmm, nd, fd	Robert Morey, sd Duane Allison, ce
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KEARNEY
(Buffalo Co.)

KGFV 1930	1340 250	Central Nebr. Bcstg. Corp. 2221 Central Ave. 2-3541	MBS, KBS Holman	John C. Mitchell, gm Bob Riedy, cm	Howard Harrington, ce Bud Makinster, nd	Bob Jenkins, fd, sd Esther Sanders, wd
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LEXINGTON
(Dawson Co.)

KRVN 1951	1010 25,000-D DA-D	Nebraska Rural Radio Corp. 104 West 8th St. 716	Raymer	Jay A. Person, p Max Brown, gm Harry H. Packard, cm, pmm	Doc (Guy) Embree, pd Robert J. Bitner, ce Jeff Davis, nd	Stan Matzke, fd Charles Barrett, sd Ellen Selah, wd
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LINCOLN
(Lancaster Co.)

KFOR 1924	1240 250	Cornbelt Bcstg. Corp. 48th & Vine Sfs. 2-6965	ABC Raymer	James Stuart, p Richard W. Chapin, gm Av Bondarin, pd	R. A. Pugsley, ce Jack Bates, nd Roger Larson, slm Charles Winkler, ce	Frank Hayden, sd Hazel Stebbins, wd
KLMS 1949	1480 1000 DA-2	Lincoln Bcstg. Corp. 130 North 16th St. 2-7579	KBS	Howard A. Shuman, p Frank Stubbs, gm & cm		Perry Douthit, nd, fd & sd
KOLN 1947 KOLN-TV	1400 250	Cornhusker Radio & TV 40th & W 6-2367	MBS Avery-Knodel	John Fetzer, p A. James Ebel, gm Dale V. Berger, m Jack Meyer, pd	Graham Jeambey, pmm Ray Taylor, ce By Krasne, nd	Bill Morris, fd Bill King, sd Elsie N. Sanderson, wd

MCCOOK
(Red Willow Co.)

KBRL 1947	1300 1000-D	The McCook Bcstg. Co. 1300 West "J" St. 1300	MBS McGillvra	LeRoy W. Lenwell, p, gm	Ronald D. Schaffer, pd	Gilbert Mitchell, ce
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NORFOLK
(Madison Co.)

WJAG 1922	780 1600 L-WBEM	Norfolk Daily News Radio Station WJAG 432	Walker	Gene Huse, p Bob Thomas, gm Evans G. Meier, opr.d & pmm, fd	Glen Hixson, pd & sd Frank Wiedenbach, ce	Wally Bazyn, nd Mary Moore, wd
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NORTH PLATTE
(Lincoln Co.)

KNBR 1952	970 1000-D DA	John Townsend Box 778 3528	Indie Sales	John Townsend, o	Bill Lemke, gm	
KODY 1930	1240 250	Radio Station KODY 1521 West 12th St. 382	NBC, KBS Meeker	John Alexander, gm Joe diNatale, slm & sd Bill Wood, pd	H. Jay Blakesley, ce Charley Craig, nd	Edwin Launer, fd Jerry Wing, wd

OGALLALA
(Keith Co.)

KOGA 1954	930 500-D	Ogallala Bcstg. Corp. 216 N. Spruce 845	KBS	Ed Launer, gm	Al Peters, ce	
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NEBRASKA

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	
OMAHA (Douglas Co.)						
KBON 1942	1490 250	Inland Bestg. Co. 676 World Ins. Bldg. Jackson 8282	MBS Pearson	Paul R. Fry, p, gm Ernest S. Prisman, cm James Harker, pd	Richard E. Welna, ce Dick McCann, nd	Lyle Richardson, sd Mayme M. Allison, wd
KFAB 1924	1110 50,000 DA-N	KFAB Bestg. Co. 620 Farnam Bldg. Jackson 3420	CBS Free & Peters	Victor Toft, p Harry Burke, gm Harold Soderland, cm Lyell Bremser, pd	Don Shoemaker, pmm Art Stewart, trans. engr. Sam Cohen, ne	Hugh McCoy, ne William Macdonald, fd Lyell Bremser, sd
KOIL 1925	1290 5000 DA-N	Central States Bestg. Co. 511 South 17th St. Jackson 7626	ABC Raymer	Charles Crabtree, co-mgr, pd Don W. Burden, co-mgr & cm	Jerry Weist, ce Bob Hill, nd	Joe Cullen, sd Julie Burns, wd
KOWH 1922	660 500-D	Mid-Continent Bestg. Co. Klipatrick Bldg. Atlantic 2228	H-R Reps.	Todd Storz, p Virgil Sharpe, vp & gm Jack Sandler, slm James O'Neill, pdm	Ed Morgan, pmm Bill Baldwin, ce George Dunlevy, nd	Jim Milliken, fd Jack Sandler, sd Helen Norwood, wd
WOW 1923 WOW-TV	590 5000	Meredith WOW, Inc. Insurance Bldg. Webster 3400	NBC Blair	Fred Bohlen, chmn. of bd. E. T. Meredith, Jr., p Payson Hall, vp & trs. Frank P. Fogarty, vp & gm Lyle DeMoss, asst. gm	Bill Wiseman, slm Ken Quaife, asst. slm Ray Olson, pd Merrill Workhoven, pdm Keith Royer, pmm	Bill Wiseman, ce James McGaffin, nd Mai Hansen, fd Jack Payne, sd Connie Cook, wd
SCOTTSBLUFF (Scottsbluff Co.)						
KNEB 1948	960 1000-D 500-N DA-2	Platte Valley Bestg. Corp. Golden Rule Bldg. Scottsbluff 1620	MBS, Inter- mountain Holman	John R. Jirton, p Russ M. Stewart, gm Byron Joachim, cm	Wayne McIntosh, pd & nd Paul Freygang, pmm Leslie A. Proctor, ce	Fred Walgren, fd Wayne Cody, sd
KOLT 1930	1320 5000-D 1000-N DA-2	Hilliard Co. 1517 Broadway 856	CBS Gill-Perna	L. L. Hilliard, p, gm Tony Kehl, cm & sd William G. Walter, pd	Viril Davis, pmm Harland Morrison, ce William J. Brennan, nd	Dick Ingwerson, fd Doris Berry, wd
SIDNEY (Cheyenne Co.)						
KSID 1952	1340 250	W. G. Grove, Inc. Box 772 Legion Park 5503	ABC McGillvra Wyoming Cowboy	W. C. Grove, p & ce David W. Young, gm & cm Edith Sanks, pd	Cornelia McAdams, pmm Edward Husman, nd	Ron Tighe, sd Louis Ham, wd
YORK (York Co.)						
KAWL (CP)	1370 500-D	Prairie States Bestg. Co. % Melville Gleason 320 Cherokee Leavenworth, Kans.				

Data corrected to Dec. 15, 1954. 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. Complete key to abbreviations, page 6.

In OMAHA the Mid-Continent formula works at

KOWH

Mid-Continent ideas, programming, personalities brought KOWH to the top in Omaha in December, 1951, and have kept KOWH on top and climbing ever since without a break. Last available Hooper Continuing Measurement noted KOWH ahead in 36 out of 40 daytime quarter hours, with ratings of 50% or more in 18 quarter hours. Latest Hooper gives KOWH 46.7%; second station 19.9%; Talk to H-R Reps, or KOWH General Manager, Virgil Sharpe.



MID-CONTINENT BROADCASTING COMPANY

President: Todd Storz

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

KOWH, Omaha
Represented by
H-R Reps., Inc.

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Churchill	6,161	1,690	\$ 9,053	\$ 1,241	\$ 95	2,635	Nye	3,101	820	2,798	1,052	73	1,643
Clark	48,289	18,220	84,308	17,498	2,876	30,180	Ormsby	4,172	1,150	5,161	1,361	322	1,677
Douglas	2,029	480	2,225	307	115	1,395	Pershing	3,103	870	3,737	682	48	1,277
Elko	11,654	3,100	14,841	2,918	515	4,091	Storey	671	250	420	127		246
Esmeralda	614	170	149	30		148	Washoe	50,205	18,370	72,804	15,428	6,079	23,621
Eureka	896		838	438	34	284	White Pine	9,425	2,420	9,797	2,518	387	3,836
Humboldt	4,836	1,210	6,449	1,601	93	1,806	* See Lander. **Eureka included in Lander County figure.						
Lander	1,850	**670	1,639	365	76	57	Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction uncensored; automobiles supplied by state.						
Lincoln	3,837	900	2,422	707	139	1,398							
Lyon	3,679	920	3,218	960	102	2,324							
Mineral	5,560	2,000	4,252	1,610	109	2,981							

DIRECTORY OF AM AND FM STATIONS

CARSON CITY (Ormsby Co.)						
	1400	Edwin L. & Alma F.				
(CP)	250	Ellis				
		% Radio Station KLUK				
		Evanston, Wyo.				
ELKO (Elko Co.)						
KELK	1240	Elko Bcstg. Co.	MBS	Chris Sheerin, p	Milo Taber, ce	
1948	250	P. O. Box 790	Intermountain	John Gammick, gm & cm	Lynn Burns, sd	
		260		Robert Vizina, pd & pmm,	Viola Lynch, wd	
				nd		
ELY (White Pine Co.)						
KELY	1230	White Pine Bcstg. Co.		David I. Hansen, co-m &	Dale V. Bradley, co-m	
1950	250	Hotel Nevada		sim	& pd	
		2077				
HENDERSON (Clark Co.)						
KBMM	1400	Moritz Zenoff	Clark	Moritz Zenoff, o	L. B. Richardson, pd	Peter Gingras, ce
1954	250	Ave. M and 16th St.		Thompson Magowan, gm,		
		FRontier 2-1131		cm		
LAS VEGAS (Clark Co.)						
KENO	1460	Nevada Bcstg. Co.	ABC	Maxwell Kelch, o, gm	K. P. O'Connell, pd, pmm	E. J. Oncken, nd
1940	1000	P. O. Box 1310	Grant	Merl Sage, cm	Ralph O. Dow, ce	Bud Weil, sd
		1-400				
KENO-FM	Ch. 280(A)					
1947	103.9mc					
	36kw					
KLAS	1230	Las Vegas Bcstg. Inc.	CBS	R. G. Jolley, p	Jim Hart, pd, nd	Bostick Wester, fd
1948	250	P. O. Box 1510	Weed	Tom Ivory, gm	Lois Lott, pmm	Chuck Hull, sd
KLAS-TV		4648		Bill Pursel, cm	Greg Gelhart, ce	Ronnie Pepper, wd
KORK	1340	Vegas Valley Bcstg. Co.	NBC	David McKay, p, gm	Wm. Binford, ce	Joe Wynn, sd
1951	250	Hotel Thunderbird	Hollingbery	Jean Paul King, sm	Jack LaMarca, nd	Beth Allen, wd
		6500		Bob Baker, pd		
KRAM	920	Boulder City Bcstg. Co.	MBS, KBS	Edward J. Jansen, p	Lester Seiffer, cm	Fred Young, ce
1948	1000-D	P. O. Box 1712	Intermountain	Truman B. Hinkle, gm	Sam Salerno, pd, sd	Halley Gates, nd
	500-N	920	Lee			
	DA-N		Avery-Knodel			
RENO (Washoe Co.)						
KATO	1340	Sierra Bcstg. Co.	MBS, KBS,	Robert L. Stoddard, o, gm	Al Glass, ce	Betty Stoddard, wd
1946	250	Mapes Hotel	Don Lee	Robert Hughes, cm		
		24501	Walker			
			McGavren			
KOH	630	McClatchy Bcstg. Co.	NBC	Eleanor McClatchy, p	Wesley Craig, ce	William Agler, fd
1928	5000-D	of Nev.	Raymer	Hugh Kees, sm	George Umbenhaur, nd	
	1000-N	143 Stevenson St.				
	DA-N	3-5106				
KOLO	920	Reno Bcstg. Co.	CBS	David McKay, p	Roland DuBois, pd, nd	Noble Crew, fd
1946	1000	33 Sierra St.	Hollingbery	H. G. Wells, gm	Gene McKenna, pmm	Shirley Preiss, wd
	DA-1	2-4516		Howard S. Doyle, cm	George O'Brien, ce	
KNEV(FM)	Ch. 238(B)	Everett B. Cobb		Everett B. Cobb, o, m	Janice Savage, pd	Arthur Seymour, ce
1953	95.5mc	538 S. Virginia St.		Leon W. Cobb, sls. m		
	10.5kw	2-5175				
KWRN	1230	KWRN, Inc.	ABC	Franz J. Robischon, p & gm	Walter Rees, ce	Fran Conrad, wd
1947	250	Riverside Hotel	Grant	W. Leroy Swecker, cm	Don Mitchell, sd	
	1450	Magowan, Jones &				
(CP)	250	Harford				
		% James Harford				
		221 S. 15th St.				
		Las Vegas, Nev.				
WINNEMUCCA (Humboldt Co.)						
KWNA	1400	Northwest Radio & Tv		Lester W. Pearce, p, sm		
1955	250	Corp.				
		Box 546				

NEW HAMPSHIRE

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Belknap	26,632	7,980	\$ 34,864	\$ 10,262	\$ 853	7,478	Rockingham	70,059	21,350	71,321	23,168	1,734	22,270
Carroll	15,868	4,690	17,019	5,791	490	5,255	Strafford	51,567	14,600	51,765	15,511	1,684	13,367
Cheshire	38,811	11,500	34,684	11,596	906	11,487	Sullivan	26,447	7,670	32,319	8,689	614	7,837
Coos	35,932	9,610	32,284	10,354	853	8,744	Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction uncensored; automobiles supplied by state.						
Grafton	47,923	13,080	50,819	14,050	1,841	12,743							
Hillsborough	156,987	46,500	177,988	59,955	3,707	38,127							
Merrimack	63,022	17,470	62,856	17,115	2,109	16,684							

DIRECTORY OF AM AND FM STATIONS

BERLIN (Coos Co.)						
WMOU	1230	White Mountains Bcstg.	KBS	John W. Guider, p	Herschel Howe, ce	Jack Story, fd
1946	250	Co., Inc.	Kettell-Carter	Jock Mackenzie, gm, cm	Ralph Peloquin, nd	Grace Potter, wd
		Green Square		Charles Ross, pd, sd		
		1797 or 1798				
WMOU-FM	Ch. 1230					
1946	103.7mc					
	10kw					

NEW HAMPSHIRE

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations
CLAREMONT (Sullivan Co.)					
WTSV 1948	1230 250	Grandview, Inc. 221 Washington St. 1800	ABC Borgatti	Wm. J. Barkley, p Ralph Gottlieb, gm Richard Hill, pmm, cm, fd	Joe Shaw, pd, nd, sd A. J. Davis, ce Helen Ward, wd
WTSV-FM 1946	Ch. 291 (B) 106.1mc 4.8kw				
CONCORD (Merrimac Co.)					
WKXL 1946	1450 250	Capitol Bstg. Corp. 110 N. Main St. Capitol 5-5522	CBS KBS Young	H. Scott Killgore, p Wm. R. Sweeney, gm Howard L. Chase, cm, sd	Garry Miller, pd Marie De Mott, pmm Fred Sheehan, ce
HANOVER (Grafton Co.)					
WTSL 1949	1400 250	WTSL, Inc.	ABC, Granite State Young, Borgatti	William J. Barkley, p	Ralph Gottlieb, gm
KEENE (Cheshire Co.)					
WKNE 1926 WKNE-TV	1290 5000 DA-1	WKNE Corp. 17 Dunbar 2080	CBS Yankee Meeker Kettell-Carter	Joseph K. Close, p Frank B. Estes, gm, cm Ted B. Sawyer, pd, pmm	Ernest Robarge, ce Frank J. Finning, nd Stacey Cole, fd Don Roberts, sd Ruth Redington, wd
LACONIA (Belknap Co.)					
WLNH 1922	1350 5000-D	Northern Bstg. Corp. 653 Main St. Laconia 2300	ABC Grant Kettell-Carter	Genevieve Wingate, p Arthur Rothafel, gm Sydney Clarke, cm	Irving Kaizer, pd Walter Avery, ce Sally Moor, nd James Westhall, sd
MANCHESTER (Hillsboro Co.)					
WFEA 1932	1370 5000 DA-1	Public Information Inc. Box 446 5-5491	CBS Everett- McKinney Kettell-Carter	Farris E. Rahall, p Norton I. Virglen Jr., gm Albert Auclair, cm	Don Jones, pd, fd Jack Sherman, pmm Jay Kosik, ce Alan Rock, nd, sd Julie Blake, wd
WKBR 1946	1240 250	Granite State Bstg. Inc. 155 Front St. 4-4075	Granite State Net. Borgatti, Young	William J. Barkley, p Ralph Gottlieb, gm Warren Journay, cm	Norman E. Bailey, pd, pmm Royston Phillips, ce Forest Morgan, nd Connie Stackpole, wd
WKBR-FM 1947	Ch. 261(A) 100.1mc 1kw				
WMUR 1941 WMUR-TV	610 5000-D 1000-N DA-2	The Radio Voice of New Hampshire, Inc. 1819 Elm St. 5-5788	ABC Yankee Weed	Francis P. Murphy, o & p Norman J. Gittleton, vp, gm Wallace A. Walker, cm	Bernie Mack, pd Vincent Chandler, ce Gus Bernier, nd, fd Esther Ayer, wd
NASHUA (Hillsborough Co.)					
WOTW 1954	900 1000-D	Nashua Bstg. Corp. Lund Rd. Tuxedo 2-2781	Walker	Arthur A. Newcomb, p, gm Harrison Q. Bauman, cm Robert E. Berry, pd, pmm, fd	Robert C. Bingham, ce Edward Lecius, nd, sd Madaleine M. Hallisey, wd
WOTW-FM 1948	Ch. 262(A) 106.3mc 1kw				
PORTSMOUTH (Rockingham Co.)					
WHEB 1931	750 1000-D L-WSB	WHEB, Inc. New Hampshire National Bank Bldg. 4080	MBS Walker Kettell-Carter	Charles M. Dale, p, cm Thomas M. Dale, gm	George Pinkerton, pd Tony Vaccaro, ce
ROCHESTER (Strafford Co.)					
WWNH 1948	930 5000-D	Strafford Bstg. Corp. Rochester Hill Rd. Rochester 1400	Webb Borgatti	A. J. Malin, p, gm M. E. Ball, cm J. Alan Jasper, pd	Howard B. Martin, pmm, nd Ralph Warner, ce Merrill Smith, fd Late Williams, sd Martha Mallory, wd

Data corrected to Dec. 15, 1954. 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. Complete key to abbreviations, page 6.

**REACH
NEW HAMPSHIRE'S
LARGEST
AUDIENCE**

WITH
MORE
USEFUL
RESULTS

**SUMMARY OF
SURVEY***

SEPTEMBER 1954

MANCHESTER & CONCORD

TOTAL BASIC CALLS	23,411
SETS IN USE	5,415
	23.1%

STATION DISTRIBUTION

WMUR	27.2%
STATION A	19.6%
B	15.5
C	15.1
D	14.6
OTHERS	8.0

* NEW ENGLAND RESEARCH CO.

THE RADIO VOICE OF NEW HAMPSHIRE INC.

★ Regularly reaches a DAYTIME audience of 42,537 radio families—in 8 of the 10 N. H. Counties.

★ Regularly reaches a NIGHTTIME audience of 32,894 radio families—in 5 of the 10 N. H. Counties.

★ 50.5% more families DAYTIME and 35.7% more families NIGHTTIME than any other New Hampshire station (1952 SAMS).

75% of the New Hampshire households are within the WMUR coverage area and do 77% of all the buying done in the state.

WMUR

610 KC BASIC ABC
MANCHESTER, NEW HAMPSHIRE
REPRESENTED BY WEED & CO.

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Atlantic	132,399	42,210	\$213,854	\$ 52,552	\$ 6,394	34,941	Monmouth	225,327	71,980	318,906	88,966	8,007	86,563
Bergen	539,139	176,180	601,806	200,466	15,232	204,098	Morris	164,371	49,250	183,668	56,478	4,280	58,014
Burlington	135,910	36,860	120,710	34,841	2,655	41,636	Ocean	56,622	20,140	110,286	29,462	2,717	25,029
Camden	300,743	91,710	356,421	104,544	7,463	97,360	Passaic	337,093	106,950	486,358	120,628	9,191	108,712
Cape May	37,131	12,670	62,246	18,681	1,284	14,557	Salem	49,508	15,090	49,115	13,668	1,014	17,681
Cumberland	88,597	27,170	108,594	28,170	1,971	34,459	Somerset	99,052	29,360	104,703	30,206	2,258	33,165
Essex	905,949	273,020	1,318,020	334,589	34,236	283,463	Sussex	34,423	10,600	38,630	11,225	578	14,424
Gloucester	91,727	28,640	76,580	22,859	1,835	30,441	Union	398,138	123,260	475,152	137,544	11,164	148,498
Hudson	647,437	196,610	652,212	212,205	16,854	149,385	Warren	54,374	16,940	55,559	14,615	662	20,728
Hunterdon	42,736	13,470	52,342	12,255	886	17,648	Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction uncensored; automobiles supplied by state.						
Mercer	229,781	64,260	342,164	82,357	6,982	68,137							
Middlesex	264,872	79,360	299,434	87,280	6,265	92,286							

DIRECTORY OF AM AND FM STATIONS

ASBURY PARK (Monmouth Co.)

WJLK 1926	1310 250	Asbury Park Press, Inc. Press Plaza Prospect 4-3000	Wayne D. McMurray, p Everett Rudloff, gm	Margaret Curtis, cm, wd Charles F. Hill, sd	Frank Hunber, ce Jack Christie, nd
WJLK-FM 1947	Ch. 252 (A) 94.3mc 1kw				

ATLANTIC CITY (Atlantic Co.)

WFPG 1940	1450 250	Neptune Bcstg. Co. Steel Pier 5-2188	CBS Pearson	Fred Weber, p Harry H. Foster, gm Blair K. Thron, opers. d	Cole Leaming, cm Ed Davis, pd, nd Earle Godfrey, ce	Bob Weems, sd Hazel Hartman, wd
WFPG-TV						
WLDB (CP) 1949	1490 250	Atlantic City Bcstg. Co. % 610 Victory Blvd. Staten Island, N. Y.		Leroy Bremmer, p, gm, tech. d	John Moore, sm	Matt Moller, pd
WMID 1947	1340 250	Mid-Atlantic Bcstg. Co. Brighton Hotel 4-1340	ABC, MBS Stars Natl.	Richard Endicott, p David Freedman, gm, cm	Alan Owen, pd, nd Don Rich, pmm	Ralph Glenn, sd Mildred Freeland, wd
WOND 1950		(See Pleasantville, N. J., listing)				

BRIDGETON (Cumberland Co.)

WSNJ 1937	1240 250	Eastern States Bcstg. Corp. 2930	Good Music Clark	Paul Alger, vp, gm, cm Joe McCulley, pd Jim Gilmore, pmm	Ed Bold, ce Don Hart, nd, fd	Jerry Alden, sd Louise Henderson, wd
WSNJ-FM 1946	Ch. 299 (B) 98.9mc 9kw					

CAMDEN (Camden Co.)

WCAM 1926	1310 250	City of Camden City Hall Emerson 5-5600		John Cleary, gm, cm Jack LaMar, pd, sd	Jack Silin, pmm John Zander, ce	Lou Eliot, nd Thersa Skolski, 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
WKDN-TV						

MILLVILLE (Cumberland Co.)

WMLV 1953	1440 1000-D D.A-D	Union Lake Bcstrs. Inc. Lincoln Rd. 2600		John H. Norris, o R. G. Ballou, mgr, pd, ce, nd	K. H. Sheppard, pmm, sd George Phifer, fd	Paula Gordon, wd
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MORRISTOWN (Morris Co.)

WMTR 1948	1250 1,000-D	Morristown Bcstg. Corp. 10 Park Pl. Morristown 4-5700		George S. Croy, p Kenneth A. Croy, gm Henry Behre, cm	Bob Vesel, pd Rudy Frow, ce Merrill Morris, nd	Ned Ehlers, sd Mary Bradley, wd
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THE GROWING NORTH JERSEY SHORE — IN THE PALM OF YOUR HAND!

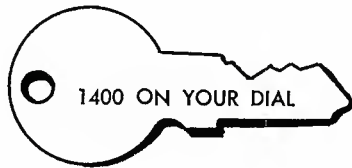
1. WJLK has more listeners than any other radio station heard in its area
2. WJLK has largest overage radio audience of all radio stations heard in this area
3. Nine out of ten families in this area listen to WJLK; Five out of ten regularly
4. WJLK reaches 137,000 persons and reaches 77,000 four or more days each week
5. Facts established by Advertest Research through 11,369 interviews.

Radio Voice of Asbury Park Press **WJLK** Local Hourly News & Public Service
ONLY RADIO STATION FOR NEW JERSEY'S NORTH SHORE

For Complete Coverage of the South Jersey Seashore Area

it's the

ATLANTIC COUNTY KEY



W O N D



ATLANTIC COUNTY'S NO. 1 STATION

(Advertest—July, 1954)

W O N D erful Music — News & Sports

W. Barrett Mayer,
New York Representative,
COLUMBUS 5-1430

Offices at
550 Fifth Ave.,
New York 36, N. Y.

NEW JERSEY

City Country Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; slm; Prog. Dir. pd; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
NEWARK (Essex Co.)					
WAAT 1926	970 5000-D	Bremer Bestg. Corp. 1020 Broad St. Mitchell 2-6400		Irving R. Rosenhaus, p, gm Edmund S. Lennon, vp Bertram Lebhar Jr., sls. d	George Green, pd Herb Green, nd Lou Frankel, pmm
WATV (TV)	1000-N DA-N				Frank Bremer, ce Fred Sayles, sd
WAAT-FM 1947	Ch. 234 (B) 94.7mc 13.5kw				
WBHI 1922	1280 2,500-D 1,000-N ST-WOV	May Radio Broadcast Corp. 155 Washington St. Mitchell 2-7354		James L. Shearer, p William A. Masi, gm, cm	Marie Masi, pd Harold Michaels, ce
WNJR 1947	1430 5,000 DA-N	Rollins Bestg. Co. Rte. 22 Murdock 8-3665	Rollins	O. Wayne Rollins, p Albert R. Lanphear, gm, cm, pmm	Charles M. Conti, pd, nd G. Russell Chambers, ce
WVNJ 1947	620 5,000 DA-2	Newark Bestg. Corp. West Mt. Pleasant Ave. Mitchell 3-7600		Edward W. Scudder Jr., p Ivon B. Newman, dir. sl.	Steven Van Gluck, pd Peter Testan, ce
NEW BRUNSWICK (Middlesex Co.)					
WCTC 1946	1450 250	Chanticleer Bestg. Co. 385 George St. Charter 7-1430		James L. Howe, p, gm James M. Vogdes, sm, cm	Jack Allen Potts, pd, pmm Victor Takach, ce
WCTC-FM 1947	Ch. 252 (A) 98.3mc 1kw				Anthony Marano, nd, sd

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AMERICA'S GREATEST RHYTHM AND BLUES STATION



WNJR

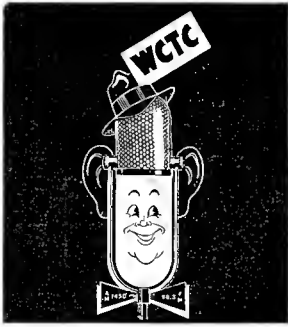
NEWARK

1430 kc 5 kw FULLTIME

ROLLINS BROADCASTING COMPANY INC.

THE NEGRO STATION FOR NEW YORK AND NEW JERSEY

NEW YORK OFFICE 550 FIFTH AVE. CIRCLE 7-6634



"Mighty Mike"

"HAVE TUX, WILL TRAVEL!"

Birthplace: NEW BRUNSWICK, N. J. *Residence:* 1450 ON THE DIAL
Present Occupation: SUPER SALESMAN
Experience: EXPERT LOCAL NEWSMAN, SPORTSCASTER, and MUSICAL ENTERTAINER
Remarks: HAVE EASY ACCESS TO 402,300 CENTRAL JERSEY LISTENERS WITH \$423,837,000 TO SPEND
References: SEARS ROEBUCK, AMERICAN STORES, ROBERT HALL
In case of emergency, notify: JIM VOGDES

NEW BRUNSWICK, N. J. **WCTC** Charter 7-1450

NEW JERSEY

NEWTON (Sussex Co.)

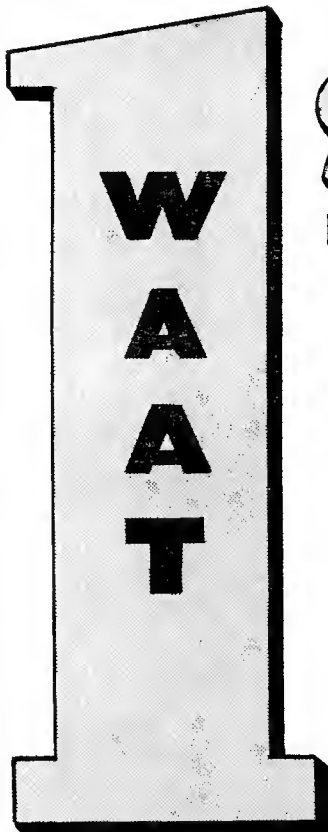
WNNJ 1953	1360 500-D	Sussex County Bestrs. Box 23 Newton 1616	Thurston Holmes, gm George Coghlan, cm Robert Hamilton, pd, nd	John Bennett, pmm, sd William Fairclough, ce	John W. Dorney, fd Naomi Wolfe, wd
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PATERSON (Passaic Co.)

WPAT 1941	930 5000 DA-2	No. J. Bestg. Co. 66 Hamilton St. Armory 4-3400	D. J. Wright, evp, gm Charles W. Parker, bus. m	Charles Scully, opers. d Earl Lucas, ce
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PLEASANTVILLE (Atlantic Co.)

WOND 1950	1400 250	Pioneer Bestrs, Inc. Old Turnpike Atlantic City 2-4171	Charles E. Rupp, p John G. Struckell, gm, pd Larry R. Carle, pmm	Milton C. Thurlow Jr., ce George Anthony, nd Ned French, fd	Thomas J. McCarthy, sd Peggy Jayne Lucca, wd
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... STATION IN NEW JERSEY

covering 82% of the state
plus a big bonus in New York.

... WITH AUDIENCES

according to Pulse.

... WITH ADVERTISERS

and 8 out of 10 are retail

... WITH BUSINESS

which has been firm for the last five years
and is now better than ever.

WAAT

1020 BROAD STREET

970 ON THE DIAL

NEWARK, N. J.

NEW JERSEY

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
TRENTON (Mercer Co.)					
WEUD 1947	1260 5000-D 1000-N DA-2	Morrisville Bcstg. Co. Ewingville Rd. Export 4-7191	United	Richard Hardin, p, gm, cm A. W. Eastburn, pd	W. A. Brewer, ce Bus Sardt, sd Nan Rednor, wd
WTNJ 1923	1300 250-D	WOAX, Inc. 416 Bellevue Ave. Export 3-4281	Webb	William DeFreitas, p William G. Long, gm	Albert Leibert, pd Nicholas Delassandro, ce Jack Wellington, nd John Black, sd
WTOA (FM) 1949	Ch. 248 (B) 97.5mc 14.5kw	Mercer Bcstg. Co. 558 Ingham Ave. Owen 5-8541		Jerome P. McCarthy, gm	Don Clifton, sd Paul Fireman, ce
WTM 1942	920 1,000 DA-1	Peoples Bcstg. Corp. 541 E. State St. Owen 5-8515	NBC Forjoe	Murray D. Lincoln, p Herbert E. Evans, vp Fred L. Bernstein, gm	Wes Hopkins, pd Fred Walker, pmm Chester Sunderland, exec. eng. Arnold Snyder, nd Fulton Arnold, sd Bea Kirby, wd
VINELAND (Cumberland Co.)					
WWBZ 1946	1360 1,000 DA-N	Community Bcstg. Service Inc. 633 Wood St. Vineland 7-1360	Gill-Perna	Joseph M. Bullock, p Fred M. Wood, gm, pmm & fd	John Serra, cm Dorothy H. Carlson, pd, wd Saul Altzman, ce Ray Waite, sd
WILDWOOD (Cape May Co.)					
WCMC 1951	1230 100	Francis J. Matrangola 3030 New Jersey Ave. 2-7751		Francis J. Matrangola, p, gm Edward W. Brown, cm George Hart, pd	Carlton S. Owen, ce Charles V. Mathis, nd Nick Virgilio, sd Margret Murphy, wd
ZAREPATH (Somerset Co.)					
*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	Ch. 256 (B) 99.1mc 4.8kw				

NEW MEXICO

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1954	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1954
Bernalillo	145,673	43,750	\$196,900	\$40,660	\$5,875	52,189	Otero	14,909	3,670	10,649	2,954	417	4,674
Catron	3,533	650	1,298	514	..	483	Quay	13,971	3,860	18,760	3,884	810	3,690
Chaves	40,605	11,630	55,110	10,271	1,760	13,854	Rio Arriba	24,997	4,210	9,130	2,642	309	2,782
Colfax	16,761	3,830	15,527	2,945	440	3,101	Roosevelt	16,409	4,640	16,881	3,591	686	4,141
Curry	23,351	7,360	34,344	5,859	979	7,834	Sandoval	12,438	1,550	2,661	600	81	1,332
De Baca	3,464	910	4,490	699	182	864	San Juan	18,292	2,840	11,196	1,661	363	6,896
Dona Ana	39,587	9,250	33,681	7,441	823	11,025	San Miguel	26,512	4,610	15,081	3,872	531	3,558
Eddy	40,641	12,280	51,749	11,934	2,090	14,360	Santa Fe	38,153	9,230	41,728	7,381	1,781	15,155
Grant	21,649	5,460	20,369	4,463	568	5,410	Sierra	7,186	2,240	7,681	1,682	384	1,982
Guadalupe	6,772	1,180	4,705	1,417	191	1,111	Socorro	9,670	2,020	4,811	1,005	223	1,687
Harding	3,013	480	1,900	183	52	784	Taos	17,146	2,320	6,911	2,292	249	1,952
Hidalgo	5,095	1,150	5,776	880	86	1,325	Torrance	8,012	1,530	4,310	761	141	1,433
Lea	30,717	9,660	51,850	9,499	1,273	16,794	Union	7,372	1,350	7,354	1,469	164	1,763
Lincoln	7,409	1,540	5,331	1,191	172	1,964	Valencia	22,461	4,390	13,843	3,265	554	4,150
Los Alamos	10,476	3,470	6,442	2,932	963	3,565							
Luna	8,753	2,210	9,097	2,241	243	2,577							
McKinley	27,451	3,550	21,546	3,563	290	3,790							
Mora	8,720	1,280	2,012	508	88	670							

Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

ALAMAGORDO (Otero Co.)

KALG 1950	1230 250	William Wayne Phelps Box 268 211	MBS, KBS, Inter- mountain	William Wayne Phelps, p	Bob Hoffman, sm, cm, pd, pmm Bill Shimer, ce
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YES, THERE IS ONLY ONE

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THE NEWSWEEKLY OF RADIO AND TELEVISION

BROADCASTING • TELECASTING

ANNUAL SUBSCRIPTION PRICE IS \$7.00

WITH YEARBOOKS \$11.00.

ALBUQUERQUE
(Bernalillo Co.)

KABQ 1947	1340 250	KABQ Bestg. Co. P. O. Box 1388 317 North Broadway 3-1744	MBS, Inter- mountain O'Connell	Helen A. Price, p Bert Arnold, vp, gm Andy Anderson, cm	Lowell Christison, pd, pmm, nd John Morrison, ce	Gene Osborn, sd
KDEF 1953	1280 1000-D	KDEF Bestg. Co. 506 2nd St. NW 37813	McGillvra	Frank Quinn, p, gm Wayne Griffin, pd	Don White, ce Ben Caine, nd	Bill Previtti, sd Jane Hart, wd
KGGM 1926 KGGM-TV KHFM(FM) (CP)	610 5000- DA-N Ch. 242 (B) 96.3mc 1.4kw	New Mexico Bestg. Co. 1414 Coal Ave. West 34543 CHE Bestg. Co.	CBS Weed	A. R. Hebenstreit, p, gm George Morgan, cm Bob Vandriel, pd	Leonard Dodds, ce Dick Colman, nd	Larry Edwards, sd Vergie Abeyta, wd
KOAT 1946	860 1000-D 500-N DA-N	Sunshine Bestg. Co. 2000 Indian School Rd. 7-8848	ABC Hollingbery	Wm. Wayne Phelps, p Robert Watson, sm & pd	Richard Gregory, cm Donald Delaney, ce William H. Carman, sup. e	Phil Eakins, sd Virginia Sears, wd.
KOB 1921 KOB-TV	770 50,000-D 25,000-N	Albuquerque Bestg. Co. 1430 Coal Ave., S.W. 3-4411	NBC Branham	Wayne Coy, p, gm Rolf S. Nielsen, cm Michael Dillon, pd	Dallas Wyant, pmm George S. Johnson, ce Tom Doyle, nd	Cecil Herrell, fd Frank Joyce, sd

ARTESIA
(Eddy Co.)

KSVF 1946	990 1000-D 250-N	Artesia Bestg. Co. 601 South Roselawn Box 38 650	MBS, KBS, Inter- mountain Keystone	Martin Yates III, p David M. Button, gm, pd, pmm	Thomas Howard, cm L. O. Wilcox, ce Dave Muhistein, nd	Jim Heald, fd Bill Key, sd Kay Erskine, wd
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CARLSBAD
(Eddy Co.)

KAVE 1936	1240 250	Carlsbad Bestg. Corp. 601 North Canal St. 5-4101	CBS Southwest Branham	Val Lawrence, p Norman R. Loose, gm Richard E. Doyle, cm	Al Pitcaithley, pd Harland Nifong, ee	Robert Fuller, nd Robert Barnett, sd
KPBM 1950	740 1000-D	Coronado Bestg. Co. 313 West Mermod 5-5373	McGillvra	Darrell A. Swayze, p, gm, cm	Martin Murray, pd, nd Vic Daley, ce	Bill West, sd

CLAYTON
(Union Co.)

KLMX 1949	1450 250	Ari-Ne-Mex Bestg. Corp. Fair Grounds Box 7 616	Best	Arthur M. Jernigan, p Franklin E. Vale, gm, cm nd, fd, sd	Henry O. Pruet, pd	Robert D. Waters, ce
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CLOVIS
(Curry Co.)

KCLV 1952	1240 250	New-Tex Bestg. Box 688 4401	Pearson	Odis L. Echols, p, cm Odis L. Echols Jr., gm, pd Albert Houpe, pmm	Clayton Fuchs, ce William A. Prime, nd, fd & sd	Rosina Prime, wd
KICA 1933	980 1000 DA-N	Hugh DeWitt Landis 520 Pile 5511	MBS, Inter- mountain Holman	Hugh DeWitt Landis, p, gm, pd	Harold R. Cook, cm M. S. O'Dell Jr., ce	Lou Pyka, nd Boe Cook, sd

DEMING
(Luna Co.)

KOTS 1954	1230 250-D	Luna County Bestg. Co. P. O. Box 470 999	KBS	Robert W. Tobey, ptrn. gm Edwin E. Merriman, ptrn. Hugh S. Thomas, ptrn.	Frank Goss, cm Larry Chisholm, pd, ce	Raul Armendariz, pmm Robert L. Moore, nd, sd
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FARMINGTON
(San Juan Co.)

KVBC 1951	1240 250	Valley Bestg. Co. 413½ W. Main St. DAvis 5-3541	Marvin Bowles, p C. O. Kendrick, gm	James Montgomery, cm Gene Pearsall, pd	M. E. Bowles, ce Bob Ballard, sd
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GALLUP
(McKinley Co.)

KGAK 1945	1230 250	Thunderbird Bestg. Co. P. O. Box 1150 1300	McGillvra	Merle H. Tucker, p, gm Robert E. Adamson, cm Stewart Chamberlain, pd	Jack M. Hall, pmm Robert E. Adamson, ce Richard Dickson, nd	Harvey L. Morris, sd Mida Tucker, wd
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HOBBS
(Lea Co.)

KHOB 1954	1280 1000-D	Lea Co. Bestg. Co. P. O. Box 1596 3-5148	Melville	Lloyd Hawkins, o & gm	Jack Crandall, slm	
KWEW 1938	1490 250	KWEW, Inc. 116 E. Dunnam 3-3137	MBS, KBS, Southwest Branham	Theresa P. Whitmore, p Harry McAdams, gm Phil McGee, cm	Dortha Montgomery, pd Bill Walls, pmm Roy Evans, ce	Layne Hungerford, nd Claude Fewell, sd Mandy Blackhurst, wd

LAS CRUCES
(Dona Ana Co.)

KOBE 1947	1450 250	Mesilla Valley Bestg. Co. 902 N. Main St. JACKson 6-2496	MBS, KBS Inter- mountain	Mark E. Thompson, p Richard J. Gregory Jr., gm Ben O. Norgress, cm	Donald W. Husted, pd, sd Jack Diehl, ce	Cecil Harrell, fd Mary Jane Gregory, wd
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LAS VEGAS
(San Miguel Co.)

KFUN 1941	1230 250	Southwest Bestrs. Inc. P. O. Box 710 12	MBS Best	E. N. Thwaites, p, gm, cm	Dorothy G. Thwaites, pd, wd	A. F. Schultz, ce
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LOS ALAMOS
(Los Alamos Co.)

KRSN 1949	1490 250	Sunshine Bestg. Co. Community Center 2-4422	ABC Hollingbery	Wm. Wayne Phelps, p A. M. Cadwell, gm	Robert Y. Porton, cm & pmm, sd	William Spack, Jr., pd & nd John L. Lockhart, ce Kay Richardson, wd
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LOVINGTON
(Lea Co.)

KLEA 1953	630 500-D	Prosperity Land Bestg. Co. P. O. Drawer 865 6-2211 or 8911	Melville	David R. Worley, o, gm James Littlejohn, sm	Hoyt Caldwell, cm, pmm	Bobby Stone, pd Francis Clements, ce
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PORTALES
(Roosevelt Co.)

KENM 1949	1450 250	Plains Bestg. Co. Inc. P. O. Box 477 600	KBS	John Burroughs, co-o, p L. Randolph, co-o, gm & cm Bill Mathers, pd & sd	Rollie Simmons Jr., ce Carroll Jackson, nd	Betty Bailey, wd Roy Simmons, fd
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NEW MEXICO

City County	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations
RATON (Colfax Co.)					
KRTN 1946	1490 250	Southwest Bcstrs. Inc. P. O. Box 767 875	MBS	Ernest N. Thwaites, o, p, gm Dorothy G. Thwaites, sm, cm, pmm	Charles A. Williams, pd A. F. Schultz, ce James T. Roper, nd, sd Evllyn Shuler, wd
ROSWELL (Chaves Co.)					
KBIM 1953	910 5000-D	Taylor Bcstg. Co., Inc. 512 West Second St. 4848	KBS Clark	W. C. Taylor, p, gm Woodie Groves, cm, pmm Hank Harral, pd	Vernon Hughes, ce John Davis, nd Tony Redmon, fd Bill Wente, sd Mrs. Jean Groves, wd
KGFL 1927	1400 250	KGFL Inc. Box 1019 2000	MBS, Southwest, Inter- mountain Branham	Mrs. W. E. Whitmore, p G. F. Jud Roberts, gm, cm, sd	Almarie Oldfield, pd E. C. Rader, ce Charles Wells, nd G. N. Venrick, fd Beverly Brigham, wd
KSWs 1947 KSWs-TV	1230 250	John A. Barnett 1722 W. Second 3737	NEC Meeker, Melville	John A. Barnett, o J. C. Porter, gm	Paul B. McEvoy, cm Hohn Anderson, pd Ray Summersgill, ce
SANTA FE (Santa Fe Co.)					
KTRC 1946	1400 250	J. Gibbs and Bayne A. Spring 210 East Marcy Street 3-6685	ABC McGillvra	J. Gibbs Spring, p, gm, pmm, cm Bayne A. Spring, pd	Lloyd Storr, ce Fabian Chavez, Jr., nd Al Ortiz, Jr., sd Bobbie Curtis, wd
KVSF 1935	1260 1000	Santa Fe Bcstg. Co. 759 Cerrillos Rd. 3-7319	CBS Weed	A. R. Hebenstreit, p Ivan R. Head, gm, nd, sd	Bobby Berg, pd Joe Campbell, pmm E. J. Vanderwood, ce Calla Hay, wd
SILVER CITY (Grant Co.)					
KSIL 1946	1340 250	James H. Duncan 1640 Cactus St. 611, 612	CBS, Southwest Branham	James H. Duncan, o, gm, pd	Earl McCall, ce G. Gust Boyd, sd Priscilla C. Duncan, wd
TRUTH OR CONSEQUENCES (Sierra Co.)					
KCHS 1946	1400 250	Rex A. Tynes P. O. Box 351	KBS	Rex A. Tynes, o	Richard Bonner, pd Dell Sanders, ce
TUCUMCARI (Quay Co.)					
KTNM 1941	1400 250	Quay County Bcstg. Co. Box 668 100	MBS Melville	Lloyd Hawkins, co-owner, gm R. S. Fox, sm	Howard Maudlin, cm, ce, sd Kathryn Stephenson, pd R. S. Fox, pmm, fd Mrs. Millard Murphey, nd, wd

NEW YORK

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Albany	239,386	75,900	\$385,628	\$ 81,432	\$5,555	72,415	Onondaga	341,719	103,060	432,072	107,493	10,544	104,505
Allegany	43,784	17,750	39,574	10,534	964	13,413	Ontario	60,172	17,300	70,481	16,622	1,241	19,347
Bronx	1,451,277	4,428,830	1,176,513	480,439	28,583	55,483	Orange	152,255	44,840	200,416	52,407	4,521	48,157
Broome	184,698	55,750	219,989	52,674	5,324	14,356	Orleans	29,832	9,270	33,091	8,673	654	9,790
Cattaraugus	77,901	23,080	89,254	21,900	2,205	22,952	Oswego	77,181	22,710	75,765	20,934	1,959	22,078
Cayuga	70,136	20,680	78,038	18,427	1,465	20,693	Otsego	50,763	15,750	61,779	15,334	1,308	15,959
Chautauqua	135,189	43,280	174,401	43,928	3,459	41,356	Putnam	20,307	6,330	29,904	8,663	567	10,610
Chemung	86,827	27,300	119,241	26,273	2,173	25,888	Queens	1,550,849	498,480	1,621,880	594,385	36,210	34,734
Chenango	39,138	11,810	39,596	9,829	538	12,371	Rensselaer	132,607	40,170	146,729	38,454	2,724	4,341
Clinton	53,662	13,190	51,820	12,607	960	13,237	Richmond	191,555	54,090	171,881	66,738	4,341	28,963
Columbia	43,182	13,330	42,781	12,053	836	14,007	Rockland	89,276	23,200	80,803	26,823	1,909	26,779
Cortland	37,158	11,150	48,074	10,498	574	11,480	St. Lawrence	98,897	26,240	99,783	27,036	2,304	25,719
Delaware	44,420	13,120	53,201	10,710	1,004	13,635	Saratoga	74,869	22,760	78,099	21,253	1,717	21,719
Dutchess	136,781	36,340	192,192	61,803	4,103	41,893	Schenectady	142,497	46,580	187,203	46,142	4,225	49,028
Erie	899,238	267,600	1,207,950	303,238	30,132	265,508	Schoharie	22,703	6,760	26,609	5,994	372	7,372
Essex	35,086	9,900	28,429	8,686	1,061	9,744	Schuyler	14,182	4,330	15,803	3,332	291	4,618
Franklin	44,830	12,200	53,608	13,581	1,025	11,673	Seneca	29,253	7,710	24,568	6,433	604	9,633
Fulton	51,021	16,790	58,171	16,517	1,179	15,313	Steuben	91,439	26,910	97,834	25,074	2,111	26,936
Genesee	47,584	13,970	57,290	12,247	1,071	15,555	Suffolk	276,129	79,170	332,311	98,122	7,250	131,887
Greene	28,145	8,740	39,097	10,144	730	9,992	Sullivan	40,731	12,600	79,590	24,239	2,124	16,105
Hamilton	4,154	1,544	5,194	1,490	83	1,490	Tioga	30,166	9,260	31,391	8,126	501	9,099
Herkimer	61,407	18,660	64,707	18,567	1,245	18,152	Tompkins	59,122	16,840	66,927	15,966	1,514	12,159
Jefferson	85,521	25,850	106,701	23,665	2,635	24,740	Ulster	92,621	28,760	114,442	15,596	1,147	13,223
Kings	2,738,175	821,540	2,496,526	890,134	60,063	6,526	Warren	39,205	11,720	40,838	13,676	1,228	20,055
Lewis	22,521	6,110	21,875	5,165	282	6,526	Washington	47,144	13,290	40,838	12,696	1,147	13,223
Livingston	40,257	10,860	39,565	9,432	778	12,419	Wayne	57,323	17,520	61,824	13,676	1,228	20,055
Madison	46,214	13,960	54,783	12,982	1,379	14,723	Westchester	625,816	185,720	936,888	283,248	22,487	213,590
Monroe	487,632	151,760	659,341	159,848	18,725	150,901	Wyoming	32,822	9,350	34,293	7,051	630	9,734
Montgomery	59,594	18,500	73,948	18,995	1,408	16,890	Yates	17,615	5,540	26,749	8,979	446	5,896
Nassau	672,765	216,380	1,003,784	287,760	19,301	316,804							
New York	1,960,101	639,160	4,390,729	679,051	108,976	1,214,864							
Niagara	189,992	57,660	226,256	56,553	5,374	61,118							
Oneida	222,855	65,010	263,088	67,830	5,215	63,267							

Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state.

Data corrected to Dec. 15, 1954. 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. Complete key to abbreviations, page 6.



SMALL BUDGET ADVERTISERS

GET **BIG** BUDGET COVERAGE

ON **WKBW** IN THE WESTERN NEW YORK AREA

Call Avery-Knodel or this station. Find out how much you can buy for only . . .
\$100 A WEEK!



. . . you'll be surprised what \$100 a week will buy!

SATURATION

The most successful advertising technique is "Telling your sales story to as many people, as many times as you can, within the limits of a sound budget." This is the WKBW SATURATION FORMULA which is bringing increased sales results for WKBW advertisers; and we have the renewals to prove it.

MORE LISTENERS PER DOLLAR

No matter what your yardstick is for buying radio time . . . Nielsen . . . Pulse . . . coverage maps . . . or special local surveys, you'll find on WKBW SATURATION CAMPAIGN gives you MORE THAN TWICE AS MANY LISTENERS for your advertising dollar. That's why your sales results will be MORE THAN TWICE AS GOOD! For details call Avery-Knodel or WKBW.

50,000 WATTS
AVERY-KNODEL, INC.
National Representatives

WKBW
BUFFALO'S MOST POWERFUL STATION

BASIC ABC
CLINTON H. CHURCHILL
Founder, President
and General Manager

DIRECTORY OF AM AND FM STATIONS

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm;
ALBANY (Albany Co.)						
	WABY 1932	1400 250	Eastern NY Bcstg. Corp. 80 Braintree St. 2-3353 <i>(See Schenectady listing)</i>	Rambeau	David Kyle, p Edward L. Trudeau, gm	Alix Blake, cm, pmm Toni Brady, pd, wd Tom McDermott, ce Bill Pope, nd, sd
	WGWO 1924	1460 5,000 DA-N	Gov. Dongan Bcstg. Corp. 136 State St. 3-6638	Union McGillvra	James T. Healey, p & gm Eugene J. Fitzpatrick, cm Frank G. Fanny, pd	Paul Dennis, pmm Stanley J. Pawlic, ce John Lawrence, sd Clark D. Race, nd John Bridgewater, fd Mona Smith, wd
	WPTR 1948	1540 50,000 DA-1	Patron Bcstg. Co. Inc. P. O. Box 1540 Albany 5-3345	MBS Weed	J. Myer Schine, p Leo Rosen, gm & cm George Miller, pd & sd	Harry Appel, fd Bob Snyder, pmm Russell David, ce Harold Robator, nd Elaine Drooz, wd
	WROW 1947	590 5,000-D DA-2	Hudson Valley Bcstg. Co. Box 4100	ABC Bolling	Dr. John J. Quinlan, p Thomas S. Murphy, gm	Harry L. Goldman, sm Harry V. Barker, slm
AMSTERDAM (Montgomery Co.)						
	WCSS 1948	1490 250	Community Service Bcstg. Corp. Upply Locust Ave. Victor 3-2500	Alphonse DiMezza, p Walter T. Gaines, vp & gm Ty Tyson, cm George Gaines, pd Al Dan Gaines, pmm	Barry Frank, ce Jake Siusarz, ce Donald Decker, nd Gilbert Roucco, nd Louis DiMaggio, fd Phil Spencer, sd Donald Decker, nd Fran Hicks, wd Evelyn Bavin, wd
AUBURN (Cayuga Co.)						
	WMBO 1926	1340 250	WMBO, Inc. 141 Genesee St. 2-3511	MBS Clark	Wm. O. Dapping, p Frederick L. Keesee, gm	Robert B. Morgan, pd Herbert House, ce
	WMBO-FM 1949	Ch. 241 (B) 96.1mc 18kw				
BATAVIA (Genesee Co.)						
	WBTA 1941	1490 250	Batavia Bcstg. Corp. 218 E. Main St. 715	MBS	Edmund R. Gamble, p, gm Charles L. Snow, cm James Fagan, pd, pmm	Fred Callendar, ce Jim Gerrety, nd, sd Emil Apenes, fd Myrna Ritz, wd
BAY SHORE (Suffolk Co.)						
	WRBS (FM) (CP)	Ch. 290 (B) 105.9mc 20kw	Great South Bay Bcstg. Co. Box 13 Brookside Plaza, on Freeman Ave. Islip, Long Island Islip 3-6438	George E. Klein Jr., p & gm, pd	Paul E. Seidel, ce Allan Smith, nd Wilhelmina Klein, rec. librarian
BINGHAMTON (Broome Co.)						
	WENE 1947	1430 5,000 DA-1	Ottaway Stations, Inc. 909 E. Main St. 5-3351	ABC Radio- TV Rep.	James H. Ottaway, p F. H. Brinkley, mg, d Stephen W. Ryder, gm	Norman F. Flynn, slm & pmm Len Hathaway, pd & sd Sheldon W. Weyland, ce Harold Hancock, nd & fd Dottie B. Robinson, wd
	WINR 1946	680 1000-D DA-2	Southern Tier Radio Service, Inc. Court House Square 4-4318	NBC Hollingbery	Donald W. Kramer, p George J. O'Connor, gm H. R. Nicholson, cm, slm	Charles Bishara, pd, pmm Adelbert Kelley, ce Jan Costley, nd Robert Cullings, sd
	WKOP 1947	1360 5,000-D DA-2	The Binghamton Ecstcs., Inc. 34 Chenango St. 2-3437	MBS Headley- Reed	Andrew Jarema, p, gm Wally Buman, cm	Charles Hallinan, ce Frank Dolan, nd
	WKOP-FM 1954	Ch. 237 (A) 95.3mc 0.42kw				
	WNBF 1927	1290 5,000 DA-N	Clark Assoc. Inc. Wall & Henry Sts. P. O. Box 48 3-7311	CBS Rural Radio Net. Bolling	George R. Dunham, gm Stanley N. Heslop, slm	Edward M. Scala, pd John L. Turner, pmm L. H. Stantz, ce
BOONVILLE (Oneida Co.)						
	WBRV (CP)	900 500-D	Black River Radio, Inc. c/o Livingston Lensing R.D. 3			
BROOKLYN (Kings Co.)						
	*WBRR 1924	1330 5,000 DA-1 ST-WEVD, WHAZ	Watchtower Bible & Tract Society Inc. 124 Columbia Hghts. Main 5-1240	N. H. Knorr, p H. D. Kelly, gm	A. M. Cora, pd & nd R. H. Leffter, ce C. Ulrich, fd Verda Hauenstein, wd
BUFFALO (Erie Co.)						
	WBEN 1930	930 5,000 DA-N	WBEN, Inc. MOhawk 0930	CBS Christal	Edward H. Butler, p Alfred H. Kirchofer, vp C. Robert Thompson, gm Frank W. Kelly, sm	Chester Daly, slm Sally Work, wd Carl Erickson, pd Joseph A. Haefner, pmm Ralph J. Kingsley, ce Richard Burke, nd Alden L. Fox, fd Ralph Hubbell, sd
	WBEN-FM 1946	Ch. 293 (B) 106.5mc 52kw				
	WBNY 1935	1400 250	Roy L. Albertson, Inc. 485 Main St. MOhawk 1400		Roy L. Albertson, p Michael L. Merla, gm Roy L. Albertson Jr., vp, cm	Henry C. Brach, pd Thomas L. Vines, ce William Miles, nd Gene Korzelius, sd Elaine Ziebarth, wd
	WBNY-FM 1948	Ch. 225 (B) 92.9mc 48kw				
	WEER 1924	970 5,000 DA-1	WEER, Inc. 23 North St. Lincoln 7133	MBS Katz	William J. Conners, III, p William Doerr, gm Carl G. Kirchofer, cm	William A. Schweitzer, pd & pmm Frank B. Ridgeway, ce Gene Barry, nd Charley Bailey, sd Dorothy Shank, wd
	WGR 1922	550 5,000-DA-N	WGR Corp. Hotel Lafayette Washington 3100	NBC Free & Peters Radio & TV Sales	George F. Goodyear, p J. J. Bernard, gm	Nat L. Cohen, sm Anthony C. Rocco, slm K. B. Hoffman, ce Phillip H. Curtis, pmm
	WGR-TV	5000 DA-N	WGR Corp.			
	WKBW 1925	1520 50,000 DA-1	WKBW, Inc. 1430 Main St. GRant 5101	ABC Rural Avery-Knodel	Clinton H. Churchill, p & gm Alfred E. Ancombe, sm Frank Ward, pd	Stan Barron, sd Kay B. Cooke, wd D. Ireland, pub. ser. d Leroy Fiedler, ce Hugh Shannon, nd Wally Wagoner, fd

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WHEREVER YOU **G**O THERE'S **R**ADIO

*Be 1st in Sales in
the Nation's 14th
Largest Market*

Your 1st Buy is . . .

WGR

Buffalo's 1st Radio Station

BASIC NBC AFFILIATE

5,000 WATTS

Representatives: **FREE and PETERS**

WHEREVER YOU **G**O THERE'S **R**ADIO

NEW YORK

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
BUFFALO (Cont.)						
WWOL 1947	1120 1000-D	Greater Erie Bcstg. Co. 315 Main St. Mohawk 1200	Forjoe	Leon Wyszatycki, p Ted Wyszatycki, gm Jack Greenfield, cm & pmm	Fred Klestine, pd & nd Walter Williams Jr. ce	Guy King, sd Trudy Peeples, wd
WWOL-FM 1948	Ch. 281 (B) 104.1mc 0.75kw					
WXRA 1948	1080 1,000-D	Western New York Bcstg. Co. 1515 Niagara Falls Blvd. Amherst 1160	Rambeau	Edwin R. Sanders, ptnr. Thaddeus Pedbleiniak, ptnr., & gm, cm	James J. Frieling, pd Bradley D. Steiger, pmm Roger W. Fleming, ce	Jack McLean, nd Charles C. Burr, sd
WXRC(FM) 1949	Ch. 277 (B) 103.3mc 4.6kw					
CHEEKTOWAGA (Erie Co.)						
WNIA (CP)	1230 250	Niagara Bcstg. System c/o Gordon P. Brown WSAY Rochester, N. Y. Monroe 7710 (Rochester)		Gordon P. Brown, p, gm & ce		
CHERRY VALLEY (Otsego Co.)						
WRRC(FM) 1948	Ch. 270 (B) 101.9mc 5.4kw	Northeast Radio Corp. 306 E. State St. Ithaca, N. Y. Ithaca 4-6357	Rural Avery- Knodel	C. L. Dickinson, p Donald K. deNeuf, gm	H. Stilwell Brown, cm Merrill Knapp, pd	Thomas Humphrey, ce
CORNING (Steuben Co.)						
WCBA 1949	1350 1,000-D	Wellsboro-Corning Bcstg. Adv. Inc. Caton Rd. 6-7000	McGillvra	Paul L. Carpenter, p, gm & cm Richard Buzzerd, pd	M. F. Johnston, pmm & sd Thomas Shaffer, ce Gerry Wells, nd	Howard Green, fd Joan Shappee, wd
WCLI 1949	1450 250	Radio Corning, Inc. 99 West First St. 6-5421	ABC Meeker	Gordon M. Jenkins, p, gm & cm George P. Droelle, Jr., sec.- treas., sm & pd, sd	Frank P. Costello, slm Joan M. Purcell, wd Richard Tobias, nd	Frank Saia, ce Bob Shaddock, fd
WCLI-FM 1947	Ch. 291 (B) 106.1mc 4.2kw					
CORTLAND (Cortland Co.)						
WKRT 1947	920 1,000-D 500-N DA-N	Radio Cortland, Inc. Schines State Theatre Bldg. Skyline 6-2828	Gill- Perna	Leighton A. Hope, p William L. Thompson, gm, cm, pd, pmm	William Barron, ce Art Wall, nd	Jack O'Ranch, fd & wd Wes Adams, sd
WKRT-FM 1947	Ch. 260 (B) 99.9mc 14kw					
DE RUYTER (Madison Co.)						
WRRD(FM) 1948	Ch. 286 (B) 105.1mc 5.3kw	Northeast Radio Corp. 306 E. State Ithaca, N. Y. 4-6357	Rural Avery- Knodel	C. L. Dickinson, p D. K. deNeuf, gm	H. S. Brown, cm M. N. Knapp, pd	T. R. Humphrey, ce
DUNKIRK (Chautauqua Co.)						
WFCB 1949	1410 500 DA-2	Dunkirk Bcstg. Corp. 316 Main St. 7756	Walker	Alois A. Schmidt, p & gm B. F. Goodrich, cm	Van Miller, pd, sd James Grace, ce	Ted Gunther, fd
ELMIRA (Chemung Co.)						
WELM 1947	1400 250	Radio Elmira, Inc. 222 E. Market St. 3-5626	ABC, CBS, Rural Meeker	John S. Riggs, p Keith W. Horton, vp, slm Ruth E. Dibble, pd	Arthur French, ce Monroe Benton, nd	William Griffiths, sd Ethel Parker, wd
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	Ellis Erdman, pmm, sd Thurlow A. Greene, ce	Charles Hobart, nd Edna Bartlett, wd
ENDICOTT (Broome Co.)						
WENE 1947		(See Binghamton listing)				
FREEPORT (Nassau Co.)						
WGBB 1924	1240 100	Long Island First Inc. 44 So. Grove St. 9-1400		M. C. Evans, cm, sd A. Cheesman, pd	Herbert Clock, pmm	John Frogge, nd
FULTON (Oswego Co.)						
WOSC 1949	1300 1,000-D	Cassill Radio Corp. 167 Water St. Oswego, N. Y. 3088	KBS	Richard C. Mitchell, p Jack Burgess, gm, cm	Edward Reich, pd	Robert Blair, ce
GENEVA (Ontario Co.)						
WGVA 1947	1240 250	Star Bcstg. Co. Inc. 87 Seneca St. 6691	ABC Cooke	M. R. Forman, p Thomas L. Brown, vp & gm Ernest F. Oliver, sm & cm	Alex Lamutis, pd, nd & fd Archie Fabretti, pmm	R. Carleton Greene, ce Wesley Kimble, sd
GLENS FALLS (Warren Co.)						
WWSC 1946	1450 250	Great Northern Radio, Inc. 13 Warren St. 2-6518	ABC Devney	Louis P. Brown, p Martin Karig, gm E. V. Wiley, cm	Carl Mattison, pd Wilson P. Foy, ce	Robert Middleton, nd Burton Steere, sd
GLOVERSVILLE (Fulton Co.)						
WENT 1944	1340 250	Sacandaga Bcstg. Corp. 8 West Fulton St. 4-7175	CBS Gill-Perna	George Bissell, p A. C. Lloyd, Jr., gm & cm Peter Dreyer, pd	Ruth M. Robertson, pmm Richard J. Stewart, ce Neal Edgar, nd	Lanny Cane, sd Jean Williams, wd

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HEMPSTEAD

(Nassau Co.)

WHLI 1947	1100 250-D	FM Bestg. Corp. 245 Baldwin Rd. Ivanhoe 1-8000	Rambeau KBS	Paul Godofsky, p & gm Joseph A. Lenn, cm Jerry Carr, pd & nd	George Ball, pmm Frank E. Knaack, ce Howard Campbell, fd	George Ball, sd M. N. Godofsky, wd
WHLI-FM 1947	Ch. 252 (A) 98.3mc 1kw					

HORNELL

(Steuben Co.)

WLEA 1951	1480 1,000-D	Hornell Brewing Co. 97 Main St. 1420	MBS, KBS Gill-Perna	Charles D. Henderson, p & gm G. W. Stidstone, sm	Don Jones, pd Frederick Witter, ce	Lloyd Austin, fd
WWHG 1949	1320 1,000-D	W. H. Greenhow Co. 85 Canisteo St. 2000	Empire McGillvra	Olive Buisch, p Louis Buisch, gm Sheffield Davis, cm	Eddie Spoo, pd Howard Huff, ce Donald J. Curran, sm	Ed Murphy, nd & sd Ira Blixt, fd Marion Gale, wd
WWHG-FM 1946	Ch. 287 (B) 105.3mc 8.3kw					

HUDSON

(Columbia Co.)

WHUC 1947	1230 250	Colgren Bestg. Co. Box 604 8-3341	Hudson Valley Group Kettell-Carter McGillvra	John F. Kearney, ptrn, & gm Robert P. Strakos, ptrn, & cm James P. Cranna, pd	Jennie W. Weaver, pmm & wd Charles Weiler, ce	John O'Shea, nd Harry Brown, fd Lou Pierro, sd
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HUNTINGTON

(Suffolk Co.)

WGSB 1954	740 1,000-D	Huntington Montauk Bestg. Co. Inc. 379 New York Ave. 4-6740	Keller	Edward J. Fitzgerald, o, gm & cm Byron T. Sammis, p	Marjorie Anning, pd Stanley Smith, pmm William W. Naramore, ce	Wm. Goddard, nd David Rosehill, fd & sd Ruth Rodgers, wd
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ITHACA

(Tompkins Co.)

WHCU 1940	870 1,000-D	Cornell University Saving Bank Bldg. 4-6301	CBS	Michael R. Hanna, gm Horace M. Brockway, cm Joseph A. Short, pd	Sam Woodside, pmm, nd & sd Herbert P. Michels, ce	L. W. Kaiser, fd Gertrude Grover, wd
WHCU-TV 1947	L-WWL Ch. 247 (B) 97.3mc 40kw					
WRRR (FM) 1953	Ch. 279 (B) 103.7mc 5.6kw	Northeast Radio Corp. 306 E. State St. 4-6357	Rural Avery- Knodel	C. L. Dickinson, p Donald K. deNeuf, gm	H. Stilwell Brown, cm Merrill Knapp, pd	Thomas Humphrey, ce

JAMESTOWN

(Chautauqua Co.)

WJOC 1948	1340 250	Air Waves, Inc. 415 West Fourth St. 5-108	MBS, KBS Rambeau	Harold P. Kane, p, gm & cm William Winn, pd	T. Granham Maxwell, pmm Burton O. Waterman, ce	Beverly Benson, wd
WJTN 1924	1240 250	James Bestg. Co. Hotel Jamestown Bldg. 7-151	ABC, Rural, Venard, Rintoul, McConnell	Jay E. Mason, p Simon Goldman, gm J. Carl Williams, cm George Pileeger, pd	Christine O'Polka, pmm Harold Kratzer, ce Jess Price, nd	Doc Webster, fd Max Robinson, sd Connie Samuelson, wd
WJTN-FM 1947	Ch. 227 (B) 93.3mc 9.5kw					

JOHNSTOWN

(Fulton Co.)

WENT 1944	(See Gloversville, N. Y. listing)					
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KENMORE

(Erie Co.)

WXRA 1948	(See Buffalo listing)					
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KINGSTON

(Ulster Co.)

WKNY 1939	1490 250	Kingston Bestg. Corp. 601 Broadway 4500	MBS Meeker	Joseph K. Close, p Robert M. Peebles, gm & cm Ernest Ward, pd	Richard McCarthy, pmm & sd Carl Egolf, ce	Robert Browning, nd Dorothy Narel, wd
WKNY-TV						

LIBERTY

(Sullivan Co.)

WVOS 1947	1240 250	Sullivan County Bestg. System 1680		S. D. Lubin, p, gm	H. G. Borwick, cm	B. Gessner, ce
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LITTLE FALLS

(Herkimer Co.)

WLFB 1952	1230 250	Rock City Bcstrs. Cor. Albany & 2nd St. 296	MBS McGillvra	Arthur Feldman, co-o Robert Feldman, co-o Frank Camarata, cm	Theresa Bilek, pd, pmm Arthur Clark, ce	Lee Scott, nd & sd Dan Tucker, fd
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LOCKPORT

(Niagara Co.)

WUSJ 1949	1340 250	Union-Sun & Journal, Inc. 3-5944	Gill- Perna	William J. Kemble, gm Joseph A. Pinna, cm Tony Allen, pd & nd	Richard Wetherbee, ce Jack Murphy, fd	Thomas Hutchinson, sd Constance Witte, wd
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MALONE

(Franklin Co.)

WICY 1946	1490 250	North Country Bestg. Co. Inc. 65 Woodward St. WICY Bldg. 187	MBS	Mitchell C. Tackley, p & gm, pmm Alice M. Tackley, cm	Don Paye, pd Adolf Stromer, ce	John Flynn, nd & sd Pauline Smith, wd
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MASSENA

(St. Lawrence Co.)

WMSA 1945	1340 250	The Brookway Co. Arcade St. Watertown, N. Y. 27	ABC Weed	John B. Johnson, p Louis Saiff Jr., gm Thomas R. McHugh, cm & sm	James H. Nash, pd & nd Robert A. Anderson, pmm Michael Tarkulich, ce	Dan Burgess, fd Gleen Gough, sd
WMSA-FM 1948	Ch. 287 (B) 105.3mc 13kw					

MIDDLETOWN

(Orange Co.)

WALL 1942	1340 250	Community Bestg. Corp. 62 North St. 3119		James M. Patt, p, gm & cm Jerry Wax, pd Fred Schoelkopf, ce	Albert Larson, nd Harold Shively, fd	Joe Ryan, sd Betty Siers, wd
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MINEOLA

(Nassau Co.)

WKBS 1947	(See Oyster Bay listing)					
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NEW YORK

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
NEWBURGH (Orange Co.)						
WGNV 1933	1220 1,000-D	Orange County Bcstg. Corp. 161 Broadway 4600	Kettell- Carter	George W. Bingham, p, gm Joseph W. Rake, cm	Richard Raskin, pd & sd Marvin S. Seimes, ce	William Forrest, nd
NEW ROCHELLE (Westchester Co.)						
WNRC 1950	1460 500-D	Radio New Rochelle, Inc. 411 Fifth Ave. 6-0800		James A. Iodice, p & gm Paul V. Coughlin, cm & pd, nd	Nick Andrews, pmm Jerry Dale, sd & wd	
WNRC-FM 1953	Ch. 288 (A) 93.5mc 1kw					
NEW YORK (New York Co.)						
WABC 1921 WABC-TV	770 50,000	American Bcstg. Para- mount Theatres Inc. 7 W. 66th St. Susquehanna 7-5000	ABC Petry	Robert E. Kintner, p (ABC) Michael Renault, act. gm & cm	Myrtle Tower, pd Eugene Accas, pmm	John Bourcier, ce Donald Coe, nd
WABC-FM 1948	Ch. 238 (B) 95.5mc 1.5kw					
WABF (FM) 1942	Ch. 258 (B) 99.5mc 1.8kw	Metropolitan Bcstg. & Tv, Inc. 654 Madison Ave. Temple 8-5400		Ira A. Hirschmann, p	Sherman Lawrence, gm & slm	
WBNX 1927	1380 5,000 DA-1 ST-WAWZ	WBNX Bcstg. Co. Inc. 260 East 161st St. MEIrose 5-0333	King	Amroy L. Haskell, p Wm. I. Moore, gm & cm	Edward Ervin, co-pd	Frank Johnson, co-pd
WCBS 1924 WCBS-TV WCBS-FM 1941	880 50,000 Ch. 266 (B) 101.1mc 1.5kw	Columbia Bcst. System 485 Madison Ave. Plaza 1-2345	CBS CBS Radio Spot Sales	Frank Stanton, p (CBS) Carl Ward, gm Sam Slate, pd	Henry Untermeyer, slm Murray Gross, pmm	Davidson Vorhes, ce David Driscell, nd

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IN NEW YORK...

**YOUR CUSTOMERS
SPEAK MANY
LANGUAGES...**

**...and WHOM
SPEAKS THEIR
LANGUAGE**

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... 21 Hours a week devoted to our large Negro following, presenting "After Hours Swing Session," featuring Willie Bryant, "The Mayor of Harlem," and one of the best loved Negro Disc Jackeys on the air.

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America's Foremost
Foreign Language
Radio Station.
1480 Kcs. 5000 W.

ATLANTIC BROADCASTING COMPANY, INC.

136 WEST 52 ST.—NEW YORK 19, N. Y.—CIRCLE 6-3900

WEVD 1927	1330 5,000 DA-2 ST-WBBER, WHAZ	Debs Memorial Radio Fund Inc. 117-119 West 46th St. Plaza 7-0880	Adolph Held, p Henry Greenfield, gm & cm	George Field, pd & pmm	Charles Brown, ce
WEVD-FM 1951	Ch. 250 (B) 97.9mc 20kw					
WGHF (FM) 1946	Ch. 270 (B) 101.9mc 10.3kw	WGHF, Inc. 10 East 40th St. Lexington 2-4927	W. G. H. Finch, p Gordon Myers, gm	Lloyd Jacquet, cm Delmar Nuetzman, pd	Veikko K. West, ce
WHOM 1930	1480 5,000 DA-2	Atlantic Bcstg. Co. Inc. 136 West 52nd St. Circle 6-3900	Fortune Pope, p Charles Balfin, vp & cm	Ralph Costantino, pd R. A. Fornier, pmm	George Steiger, ce
WHOM-FM 1951	Ch. 222 (B) 92.3mc 11kw					
WINS 1926	1010 50,000 DA-1	Gotham Bcstg. Corp. 28 West 44th St. BRyant 9-6000	J. Elroy McCaw, co-o John Keating, co-o Robert Leder, gm	Robert Smith, pd Joe Besch, pmm Paul von Kunitz, ce	Peter Roberts, nd Les Keiter, sd
WLIB 1944	1190 1,000-D L-WOWO	New Bcstg. Co. 207 East 30th St. ORegon 9-2720	Forjoe	Morris S. Novik, p Harry Novik, gm George A. Bernstein, cm	George Goodman, nd Sara Lou Harris, wd Nathan M. Rudich, pd	Mitchell Jablons, pmm & sd Gordon Greenfield, ce
WMCA 1925	570 5,000 DA-1	WMCA, Inc. 1657 Broadway Circle 6-2200	AM Radio Sales	Nathan Straus, p M. M. Fleischl, gm John J. McSweeney, slm	Leon Goldstein, pd & nd Patricia Bolton, pmm	James McCafferty, ce Mrs. Heien S. Straus, Ed. d.
WMGM 1922	1050 50,000 DA-1	Loew's Inc. 711 Fifth Ave. Murray Hill 8-1000	Rambeau	Arthur M. Tolchin, dir. Frank Roehrenbeck, gm Samuel Faust, sim	Raymond Katz, pd Paul Fuelling, ce	Nat Asch, sd Jo Ranson, pub. d
WMGM-FM 1942	Ch. 262 (B) 100.3mc 18kw					
WNEW 1934	1130 50,000-D 10,000-N DA-N CP-50,000 DA-N	WNEW Bcstg. Co. Inc. 565 Fifth Ave. Plaza 3-3300	Blair	Richard D. Buckley, p & gm, slm John Jaeger, asst. m, nd	William Kaland, pd Ken Klein, pmm	Max Weiner, ce Alan E. Brandt, pub. d
*WNYC 1924 WNYC-TV	830 1,000 DA-2 L-WCCO	City of New York 2500 Municipal Bldg. Whitehall 3-3600	Mayor Robert F. Wagner, p Seymour N. Siegel, dir. & gm	John DeProspro, exec. officer Bernard R. Buck, pd	A. Alan Levin, pmm William H. Pitkin, ce David Bond, nd Peter Gravina, wd
*WNYC-FM 1941	Ch. 230 (B) 93.9mc 18kw					
WOR 1922 WOR-TV	710 50,000 DA-1	General Teleradio, Inc. 1440 Broadway Longacre 4-8000	MBS	Thomas F. O'Neil, p Gordon Gray, vp & gm, pd Seymour Hardy, exec. asst. William Dix Jr., slm	Robert Hoffman, pmm & research m Charles Singer, ce	George Brown, nd Stan Lomaz, sd Martha Deane, wd
WOR-FM 1941	Ch. 254 (B) 98.7mc 1.7kw					
WOV 1926	1280 5,000 DA-1 ST-WHBI	Wodaam Corp. 730 Fifth Ave. Circle 5-7979	Walker	Richard E. O'Dea, p Ralph N. Weil, gm & exec. vp	Joseph N. Curl, cm Emile Hill, ce Arnold Hartley, pd & vp	Thomas Morgan, nd Carroll Forbes, pmm

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The Only station in New York with studios in Harlem.



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ALL WALKS OF LIFE.—WRITE
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HAL JACKSON



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THE BOWERS



BILL JENKINS



GEO. GOODMAN

WLIB

NEW YORK

City County Call Letters TV Affiliate Established	Chan. or Power Freq.	Licensee Telephone Headquarters	Representative Network	Owner o; Pres. p; Exec. vp evp; slm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prom. Mgr. pmm; Prod. Mgr. pdm;	
NEW YORK (Cont.)						
WQXR 1936	1560 50,000 DA-1	Interstate Bcstg. Co. 229 West 43rd St. Lackawanna 4-1100	Raymer	Arthur Hays Sulzberger, p Elliott M. Sanger, exec. vp & gm	Norman S. McGee, vp in charge of sls. Eleanor N. Sanger, pd	Mary Rice Anderson, pmm Louis J. Kleinklaus, ce
WQXR-FM 1939	Ch. 242 (B) 96.3mc 11kw					
WRCA 1922	660 50,000 DA-1	Natl. Bcstg. Co. 30 Rockefeller Plaza Circle 7-8300	NBC NBC Spot Sales	Sylvester Weaver, p (NBC) Hamilton Shea, gm Ernest de la Ossa, sm	George Stevens, cm Steve White, pd Max Buck, pmm	Gerald Sellar, ce Bill Berns, nd Phil Alampi, fd
WRCA-TV 1944	Ch. 246 (B) 97.1mc 1.1kw					
WWRL	(See Woodside listing)					
NIAGARA FALLS (Niagara Co.)						
WHL D 1940	1270 5,000-D DA-D	Earl C. Hull Hotel Niagara 8421	MBS Rural	Earl C. Hull, o & gm Jack Whitney, cm Eddy Joseph, pd	Robert J. Wilson, ce George Campbell, nd	Rick Azar, sd Shirley Arch, wd
WHL D-FM 1946	Ch. 253 (B) 98.5mc 46kw					
WJ J L 1947	1440 1,000-D	John J. Laux 29 Main St. 5796	Standard	John J. Laux, p Tom W. Talbot, gm & cm Tiny Hamerick, pd	Walt Allen, pmm Gus Czaplak, ce Jimmy Thompson, nd & sd	Ralph Krueger, wd Lee Forester, fd
NORWICH (Chenango Co.)						
WCHN 1953	970 500-D	Radio Norwich, Inc. 14 S. Broad St. 4-2218	McGillvra	William J. Hall, p & gm Philip G. Penfold, cm Ray Whitlock, asst. m & pd, nd	Kenneth Rockwell, ce Bob Kinney, fd	Paul Dohl, sd Connie Baker, wd
OGDENSBURG (St. Lawrence Co.)						
WSLB 1940	1400 250	St. Lawrence Bcstg. Corp. 2315 Knox St. 500	MBS	J. R. Brandy, p & cm Harold J. Frank, gm Hal Gilman, pd, fd	Larry Watson, pmm Ellsworth Hall, ce Tom Nichola, nd	Frank Mason, sd Flo Beach Rowe, wd
WSLB-FM 1946	Ch. 291 (B) 106.1mc 13.7kw					
OLEAN (Cattaraugus Co.)						
WHD L 1929	1450 250	WHD L, Inc. 3219 W. State Rd. 4149	ABC Everett- McKinney	John R. Henzel, p & gm James F. Hastings, gen. slm Donald W. Merriman, pd & sd	Jean L. Smith, pmm Wallace Taylor, ce	Donald McLean, nd Ivers Norton, fd
WHD L-FM 1949	Ch. 239 (B) 95.7mc 43kw					
ONEONTA (Otsego Co.)						
WDOS 1947	1400 250	Ottaway Stations, Inc. 104 Chestnut St. 2470	MBS Radio-TV Reps.	James H. Ottaway, p Francis H. Brinkley, mgng. d	Harold E. Graves, gm Benjamin Turnbull, cm Howard Atwell, pd & pmm	Wiley Bates, ce Lee Hickling, nd & fd Esther Walling, wd

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**TAP THE RICH MARKET OF
METROPOLITAN NEW YORK
through**

AM 1330 K.C. 5000 WATTS
FM 97.9 20 K.W.

ENGLISH JEWISH

The more than 600,000 Jewish families, comprising approximately 3,000,000 people, are one of the vital segments of the vast metropolitan New York market. For more than two decades top-draw na-

tional and local advertisers have tapped this fabulously rich market, with the essential help of WEVD's unmatched superiority in the volume of Jewish listeners. Renewing their contracts year after year,

these advertisers have proved the loyalty of WEVD's audience . . . it stays tuned to WEVD . . . it responds to quality . . . it has the means to buy.

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WEVD 117-119 West 46th Street, New York 36, N.Y.

*All Programs are Broadcast on AM
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America's Number One Good Music Station, WQXR, becomes America's most Powerful Good Music Station as our new 50,000 watt transmitter goes on the air.

This means that the appetite for the best in music and The New York Times news puts our television-proof program policy in the "big time."

Almost twenty years of sticking to one idea — good music and news — has enabled WQXR to build an audience of 600,000 families of higher-than-average income in the world's richest market area — New York. Our new top-power transmitter will extend that market further.

More people will hear WQXR's excellent programming, more people will hear our sponsors' messages, more people will buy WQXR's advertised products and services. That's what you want, isn't it?

WQXR

1560 on AM dial 96.3 on FM dial

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229 West 43rd Street, New York 36, N. Y. LA 4-1100

NEW YORK

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; sim; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. m; Prom. Mgr. pmm; Prod. Mgr. pdm;
OYSTER BAY (Nassau Co.)						
	WKBS 1947	1520 250-D	Key Bcstg. System, Inc. Box 750 Mineola, N. Y. Pioneer 6-6700	R. Lee Hollingsworth, p & gm, ce Perry Samuels, cm	Robert Jenkins, pd Tommy Hollingsworth, pmm Frank Costa, nd Cindy Hollingsworth, wd
PATCHOGUE (Suffolk Co.)						
	WALK 1952	1370 500-D	Suffolk Bcstg. Corp. P. O. Box 230 Colonial Drive, E. 3-0408	Webb	Nils E. Segerdahl, p & gm W. K. Macy, Jr., vp Jack Ellsworth, pd	George Chandler, ce Harry Fischer, nd Owen Marlowe, fd Bob Early, sd Linda Wiman, wd
	WALK-FM 1952	Ch. 278 (B) 97.5mc 15kw				
	WPAC 1951	1580 1,000-D	Patchogue Bcstg. Co. Inc. 2 E. Main St. 3-4600	Lee Morrison, p & gm Herbert Morrison, cm & oper. m Kick Hodkin, pd	Don Lombardy, pmm Morton Morrison, ce Stan Allan, sm & sd Gene Healy, nd Don Redmond, fd Joan Pettello, wd
PEEKSKILL (Westchester Co.)						
	WLNA 1948	1420 1,000-D	Highland Bcstg. Corp. Radio Terrace 7-1124	Irving E. Cottrell, p & gm & ce	Francis V. Lough, cm, pd & pmm Sam D'Onofrio, nd Jim Grehan, sd
PLATTSBURG (Clinton Co.)						
	WEAV 1935	960 1,000 DA-2	Plattsburg Bcstg. Corp. 153 Margaret St. 1600	ABC Yankee Rural Gill-Perma	G. F. Bissell, p & gm John Charles, cm Leon Kelly, pd	Alex J. Coursey, pmm Lawrence Lapanne, ce James F. Roddy, nd John E. Clute, fd Arthur Pierce, sd
	WIRY 1950	1340 250	Clinton County Bcstg. Corp. 301-03 Cornelia St. 2800	MBS	Joel H. Scheier, gm & cm	Betty Kraus, pd Dick Hildreth, wd John M. Nazak, ce
PORT JERVIS (Orange Co.)						
	WDLC 1953	1490 100	Port Jervis Bcst. Corp. Neversink Dr. 3-2293	William H. Ware, p Ernest C. Winkler, gm Oscar Wein, cm	Henry S. Schwartz, pd & sd Herbert Steen, ce Daniel Dwyer, nd Gertrude Harper, wd
POTSDAM (St. Lawrence Co.)						
	WPDM (CP)	1470 1000-D	St. Lawrence Radio Inc. c/o David A. Kyle 22 Cottage St. Monticello, N. Y.			
POUGHKEEPSIE (Dutchess Co.)						
	WEOK 1949	1390 1000-D	Mid-Hudson Bcstrs. 385 Main St. 8300	Everett- McKinney	Arthur J. Barry, p & gm William Eames, pd Frank Breslin, cm	John Burke, ce Patty Perl, wd Jack Cutler, nd Wm. Robinson, fd Lou Pells, sd
	WKIP 1940	1450 250	Dutchess County Bcstg. Corp. P. O. Box 889 6800	ABC Kettell- Carter	George W. Bingham, p & gm Richard A. Dwelley, cm	John Kuhn, pd & pmm Marvin S. Seimes, ce Sandy Millman, nd Ruth-Ann Knierman, wd
RIVERHEAD (Suffolk Co.)						
	WRTV (CP)	1390 500-D	Suffolk Co. Bcstg. Co. Box 230 Patchogue, N. Y.		Nils E. Segerdahl, p	
ROCHESTER (Monroe Co.)						
	WBBF 1947	950 1,000 DA-2	WBBF, Inc. Sheraton Hotel Hamilton 8920	MBS Cooke	Thomas L. Brown, p & gm Lloyd B. Gibson, cm Claude Johnstone, pd	Tom Decker, pmm & sd Vincent Lopopolo, ce Dean Taylor, nd Pauline Gaffney, wd
	WHAM 1922	1180 50,000	Stromberg-Carlson Co. 201 Humboldt St. Culver 7240	NBC Hollingsbery	Robert C. Tait, p William Fay, vp J. W. Kennedy, Jr., cm C. W. Siverson, pd	Ralph Wallace, pmm Kenneth Gardner, ce David E. Kessler, nd George Haefner, fd Bob Turner, sd Ann Rogers, wd
	WHFM (FM) 1939	Ch. 255 (B) 98.9mc 20kw	(WHAM, AM affiliate)			
	WHEC 1925	1460 5,000 DA-N	WHEC, Inc. 40 Franklin St. Baker 6740	CBS Everett- McKinney O'Connell	Frank E. Gannett, p C. Glover DeLaney, vp & gm	Lowell H. MacMillan, cm & sd Warren Doremus, pd & nd R. Bovanizer, pmm Bernard C. O'Brien, ce Dorothy Cotton, wd
	WRNY 1947	680 250-D	Rochester Bcstg. Co. 191 East Ave. Hamilton 9775	Rambeau Stars National	Arthur C. Kyle, Jr., p Jack Allen Shefrin, gm, cm, pd & pmm	John Rathbun, ce Richard Hildreth, nd & sd Jo Anne Calkins, wd
	WRNY-FM 1948	Ch. 250 (B) 97.9mc 7.4kw				
	WSAY 1936	1370 1000-DA-1 CP-5000- DA-N	Federal Bcstg. System, Inc. 328 Main St. East BAker 4870	Walker Webb	Gordon P. Brown, o, p, gm, pmm, ce John Hill, sm, pd	
	WVET 1947	1280 5,000 DA-N	Veterans Bcstg. Co. 17 South Clinton Ave. HA-4820	ABC Bolling	Ervin F. Lyke, p & gm Arthur Murrellwright, cm Paul C. Loutner, pd	Donald Kallock, pmm Raymond Jobs, ce David Roberts, nd Jerry Flynn, sd Pat Sumberg, wd
ROME (Oneida Co.)						
	WKAL 1946	1450 250	Copper City Bcstg. Capitol Theatre Bldg. Rome 3616	MBS Cooke	Myron Kallet, p Joseph W. Kallet, gm Lou Barile, pd	Sherm Brodey, pmm James Delaney, ce Bob Curley, nd Jerry Medoff, fd Phil Testi, sd Anita Risman, wd

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WANT THE WOMAN'S EAR IN ROCHESTER ? ? ?



"PULSE" GIVES YOU THE ANSWER:-

IN ROCHESTER the Pulse report covering the 235 quarter hours between 6:45 A.M. and 6:00 P.M., Monday thru Friday, breaks down as follows:-

	STATION WHEC	STATION B	STATION C	STATION D	STATION E	STATION F
FIRSTS	205	30	0	0	0	0
TIES	0	0	0	0	0	0

HOW ABOUT LOCAL SHOWS AGAINST LOCAL SHOWS IN ROCHESTER?

During the same period as above there are 105 quarter hours when local shows are pitted against local shows. Here's the score:-

	WHEC	B	C	D	E	F
FIRSTS	85	20	0	0	0	0

WHEC Carries All Ten of The "Top-Ten" Daytime Shows!

There are, from time to time, availabilities in these high rated local WHEC programs. Why not find out if we haven't got, right now, just the spot to get you off the spot in Rochester?

BUY WHERE THEY'RE LISTENING:-

WHEC has consistently led in Rochester audience ratings since they were first inaugurated in 1943.

Material in this advertisement is from the latest Pulse report before closing.

MEMBER GANNETT RADIO GROUP

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

NEW YORK

City County Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner Pres. p; Exec. vp evp; slm; Prog. Dir. pd; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	
SARANAC LAKE (Franklin Co.)						
WNBZ 1927	1450 250	Upstate Bcstg. Corp. 88 Main 1320	ABC Rambeau	Jacques DeMattos, p, gm & cm Jeanne DeMattos, pd	H. Berwind Williams, ce Thomas Wertenbaker, nd	John Garwood, sd Muriel Beseth, wd
SARATOGA SPRINGS (Saratoga Co.)						
WSPN 1954	900 250-D	Spa Bcstrs., Inc. 71 West Ave. 2180	Richard O'Connor, p & gm John H. Bennett, cm	Robert W. Dingman, pd & nd Donald J. Hunt, pmm	Henry Worthing, ce Warren Wildy, sd
SCHENECTADY (Schenectady Co.)						
WGY 1922 WRGE (TV)	810 50,000	General Electric Co. I River Road 7-2261	NBC Christal	Chester H. Lang, vp Robert B. Hanna, gm Merl Galusha, sm Bernard S. Krause, pd	James Q. Cobb, pmm Willard J. Purcell, ce J. Lansing Christman, nd	Don Tuttle, fd Bob Bender, sd Irma Kroman, wd
WGFm (FM) 1922	Ch. 258 (B) 99.5mc 6kw	(WGY, Am Affiliate)				
WSNY 1942	1240 250	Western Gateway Bcstg. Corp. 619 State St. 3-3622	Winslow Leighton, p & gm Thomas Seeley, cm & slm	Stephen Fitz, pd & sd Irving Beck, ce	Thomas Ryan, nd
S. BRISTOL TWP. (Wyoming Co.)						
WRRE(FM) 1948	Ch. 236 (B) 95.1mc 5.3kw	Northeast Radio Corp.				
SYRACUSE (Onondaga Co.)						
WFEL 1922	1390 5,000 DA-N	Onondaga Radio Bcstg. Corp. 433 South Warren St. 2-1147	CBS Free & Peters	Oscar F. Soule, p Charles F. Phillips, gm Richard F. Polgreen, slm	Edward Bryant, pd Robert W. Weir, pmm Ray Owens, nd	Robert Holmes, fd Bill Thorpe, sd Dorothy Nill, wd
WHEN 1941 WHEN-TV	620 5,000-D 1,000-N DA-N	Meredith Syracuse Radio Corp. 511 Loew Bldg. 2-0277	ABC Rural Katz	Paul Adanti, vp & gm Louis N. Parmentier, slm John L. Scott, pd	Robert Peel, pmm Donald F. Langham, ce Joe Cummiskey, nd & fd	Al Meltzer, sd Ione Tracy, wd
WNDR 1947	1260 5,000 DA-N	Syracuse Bcstg. Corp. P. O. Box 1212 72-3366	MBS Rambeau	Arthur C. Kyle, Jr., gm James McKechnie, asst. m, sd Melvin M. Silvieus, cm	Fred Jeske, pd Vera Lansley, pmm Frank Schamu, ce	Dan Leonard, nd Eric J. Fields, fd Frances Patterson, wd
WOLF 1940	1490 250	Civic Bcstg. Corp. Van Rensselaer & Kirkpatrick Sts. 2-7211 Walker	T. S. Marshall, p, gm & cm Hamilton Woodie, pd & pmm, nd	Donald A. Muir, ce	Red Parton, sd
WSYR 1926 WSYR-TV	570 5,000 DA-2	Central N. Y. Bcstg. Corp. 224 Harrison St. 37111	NBC Cristal	E. R. Vadeboncoeur, p & gm W. R. Alford, Jr., cm W. V. Rothrum, pd	Tom McCollum, pmm A. J. Eicholzer, ce Fred Hillegas, nd	R. F. Doubleday, fd Bill Martin, sd Jennie Belle Armstrong, wd
WSYR-FM 1946	Ch. 233 (B) 94.5mc 10kw					
TICONDEROGA (Essex Co.)						
WIPS 1954	1250 500-D	Portage Bcstg. Co. Inc. 1776	ABC, KBS Vacation Land Net.	Martin Karig, p	John H. Bennett, gm & cm	John Glynn, pd & ce

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APS=Radio . . .



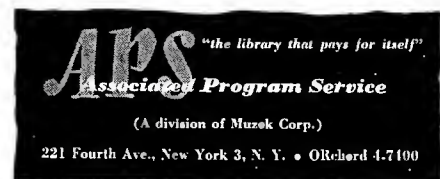
Only APS has everything!

1. APS is the only transcription library which has had the courage to recognize important economic and programming changes in the broadcasting industry and do something realistically constructive about it.

There's much more to the APS story. Write, phone or wire—we'll be pleased to tell it to you—we'd be proud to have the privilege of serving you and your listeners.

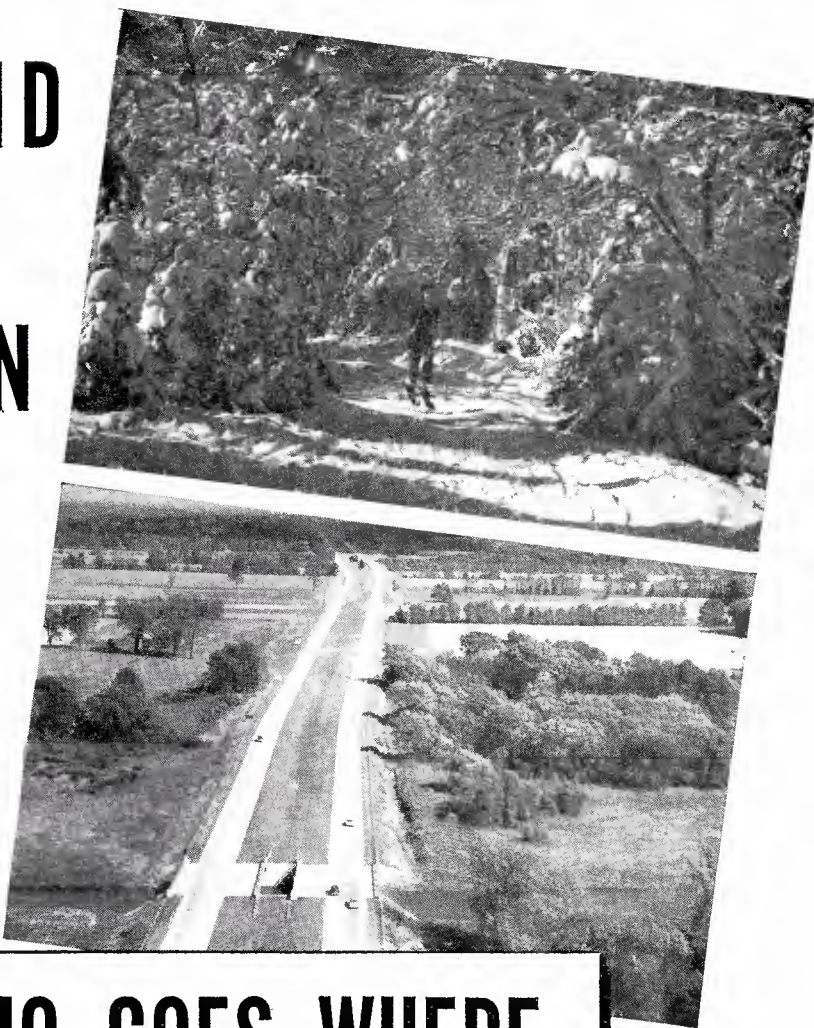
MUZAK—Reg. U.S. Pat. Off.

2. APS is the industry's only all high-fidelity full basic transcription library service.
3. APS is the only transcription library actively managed and operated by broadcasters.
4. APS is the only transcription library produced, planned and engineered with the famous exclusive MUZAK knowhow.
5. APS is budget priced.



WGYLAND IS VACATION LAND

From the first winter snow until the spring thaw, winter sports fans flock to upper New York and New England adding to WGY's huge radio audience.



...AND RADIO GOES WHERE VACATIONERS GO!

WGY also covers 200 miles of the Great New York State Thruway, with its powerful 50,000-watt signal.



**Measure of a Great
Radio Station**

WGY A
GENERAL ELECTRIC STATION

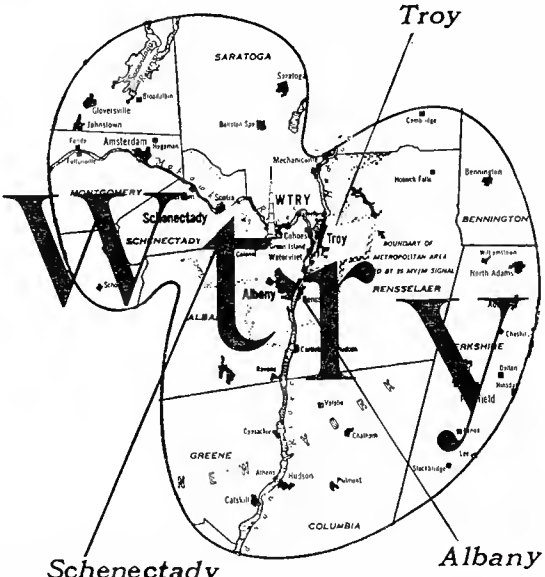
Albany—Troy—Schenectady—plus—54 counties in New York and New England
Represented nationally by Henry I. Christal Co., Inc.

NEW YORK ★ BOSTON ★ CHICAGO ★ DETROIT ★ SAN FRANCISCO

BROADCASTING • TELECASTING

City County Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	
TROY (Rensselaer Co.)						
WFLY (FM) 1948	Ch. 222(B) 92.3mc 5.4kw	Troy Record Co. Hotel Troy Ashley 2-7700	Rural Radio Gill-Perna	Frank L. York, o & gm Robert C. Goodrich, sm	Russell B. Wilde, cm Don G. Girard, pd	Karl H. Schabinger, ce
*WHAZ 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
WTRY 1940 WTRI-TV	980 5,000 DA-1	Troy Bcstg. Co. Inc. 92 Fourth St. Ashley 4-1000	CBS Blair Foster	H. C. Wilder, p W. W. Carter, Jr., gm E. M. Sleighel, cm	R. S. English, pd James F. Baker, Jr., pmm A. H. Chismark, ce	John J. Givney, nd Hank Maloy, sd Joyce Donovan, wd
UTICA (Oneida Co.)						
WGAT 1947	1310 1,000-D 500-N DA-N	Central Bcstg. Co. Kellogg Rd. New Hartford, N. Y. 5-5209 McGillivra	J. Eric Williams, p & gm C. D. Williams, cm & pmm Nicholas F. Dardano, pd & sd	Frederick H. Harrington, ce James E. Duke, nd	Ann Conley, wd
WIBX 1926	950 5,000 DA-1	WIBX, Inc. First Natl. Bank Bldg. 2-2101	CBS Walker	Margaret Bowen, p & gm Elliott Stewart, exec. vp & sm, pd	Frederick C. Bowen, pmm John T. Dowdell, ce	Betty Cushing Griffin, prod. d Edwin Slusarczyk, fd
WRUN 1948	1150 5,000-D 1,000-N DA-2	Rome Sentinel Co. 258 Genesee St. 2-5111	ABC Avery- Knodel	Bradley C. Barnard, p Fritz S. Updike, gm Richard A. Clark, sm	Edward N. Stemmler, pd & fd, sd Margaret Barnard, pmm George Woods, co-ce	Carroll F. Henry, co-ce John Davis, nd Elizabeth Odames, wd
WRUN-FM 1949	Ch. 289 (B) 105.7mc 4.3kw					
WALTON (Delaware Co.)						
WDLA 1951	1270 1,000-D	Delaware County Bcstg. Corp. Atop Bear Springs Mt. Underhill 5-4321	Rural Rambeau	E. O. Bush, p Michael J. Cuneen, vp, gm & cm	James T. Kirwan, pd & nd Robert Devine, ce	Richard Hoyt, fd Betty Moore, wd
WATERTOWN (Jefferson Co.)						
WATN 1941	1240 250	Watertown Bcstg. Corp. Trust Company Bldg. 2424	MBS Devney	G. Harry Righter, p, gm & cm	Donald Schryver, co-ce J. Frederick Sprague, co-ce	Don Hopkins, sd
WWNY 1941 WCNY-TV	790 1,000-DA-N	The Brockway Co. Hotel Woodruff	CBS Weed	John B. Johnson, p Louis Saiff, Jr., gm Earl R. Kelly, sm, pmm	Patrick E. Rheaume, slm John V. Evans, prod. m Maynard B. Davis, ce	John G. Case, sd Dorothy Parr, wd
WWNY-FM 1948	Ch. 263 (B) 100.5mc 15.4kw					
WETHERSFIELD TWP. (Ontario Co.)						
WRRL(FM) 1948	Ch. 299 (B) 107.7mc 5.4kw	Northeast Radio Corp. 306 E. State St. Ithaca, N. Y. Ithaca 4-6357	Rural Avery- Knodel	C. L. Dickinson, p D. K. deNeuf, gm	H. S. Brown, cm Merrill Knapp, pd	Thomas Humphrey, ce

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In this, the nation's 32nd retail market, WTRY remains the most popular station and benefits from these characteristics of the market:

RADIO PENETRATION: 99.1%
TV PENETRATION: 76%

RADIO TUNE-IN, 6:00 AM-12 PM: 18.5%
TV TUNE-IN, 7:00 AM-12 PM: 18%

***SHARE OF AUDIENCE:**

	AM	PM	6-12PM
WTRY	31%	26%	26%
First 50kw net. station	18%	23%	27%
Other 50kw net. station	11%	12%	11%

*Pulse, Inc. October 1954

STATION WTRY . . . THE CBS RADIO NETWORK, ALBANY-TROY-SCHENECTADY
JOHN BLAIR & COMPANY...NEW NATIONAL REPRESENTATIVE FOR WTRY

WHITE PLAINS
(Westchester Co.)

WFAS 1230
1932 250

WFAS-FM Ch. 280 (A)
1947 103.9mc
0.12kw

Westchester Bcstg.
Corp.
Secor Rd., Hartsdale
9-6400

Headley-
Reed

Valentine E. Macy, Jr., p
Frank A. Seitz, gm

Randall Kaler, pd
John H. Hade, pmm

Jack Pearson, ce
Lenny Dillon, sd

WOODSIDE
(Queens Co.)

WWRL 1600
1926 5,000
DA-1

WWRL-FM Ch. 286 (B)
1953 105.1mc
20kw

Long Island Bcstg.
Corp.
41-30 58th St.
Woodside, N. Y.
DEfender 5-1600

William H. Reuman, p
Edith Dick, gm
Selvin Donnison, em, pmm

Fred Barr, pd & nd
Benton R. Bartlett, ce

Jocko Maxwell, sd
Alma John, wd

NORTH CAROLINA

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Alamance	71,220	18,550	\$64,163	\$15,127	\$1,617	30,386	Lee	23,522	5,660	18,786	4,103	540	9,043
Alexander	14,554	3,350	6,375	1,370	102	1,370	Lenoir	45,953	10,010	43,495	7,718	1,244	15,185
Allegany	8,155	1,820	2,921	452	49	2,307	Lincoln	27,459	6,390	17,027	3,607	100	9,320
Anson	26,781	5,710	14,275	3,057	358	7,212	McDowell	26,720	5,980	15,403	4,132	564	7,056
Ashe	21,978	4,650	7,042	1,308	105	4,778	Macon	16,174	3,490	6,513	1,434	220	3,550
Avery	13,352	2,780	3,796	1,018	102	2,964	Madison	20,522	4,280	5,468	1,150	189	4,002
Beaufort	37,134	7,940	29,245	7,249	608	10,727	Martin	10,727	2,938	5,420	1,250	311	7,924
Bertie	26,439	5,180	15,737	2,735	229	7,486	Mecklenburg	197,052	53,660	261,722	49,296	7,024	77,146
Bladen	29,703	5,810	14,463	3,365	319	8,086	Mitchell	15,143	3,360	6,243	1,101	139	3,476
Brunswick	19,238	3,880	3,963	1,204	165	4,787	Montgomery	17,260	3,880	10,979	2,956	60	6,216
Buncombe	124,403	32,180	116,440	24,225	4,121	39,450	Moore	13,517	7,900	25,832	6,237	807	17,443
Burke	45,518	10,230	21,094	4,502	370	13,517	Nash	59,919	12,930	49,403	9,467	1,396	17,628
Cabarrus	65,783	16,510	60,300	16,799	1,782	26,123	New Hanover	63,272	17,630	77,172	18,031	2,482	21,395
Caldwell	43,352	10,030	25,442	7,454	665	8,097	Northampton	28,432	5,270	10,511	4,107	369	6,563
Camden	5,223	1,290	1,023	536	407	4,078	Onslow	42,047	9,700	22,748	5,135	940	11,714
Carteret	23,059	5,720	13,271	4,534	634	4,041	Orange	34,435	7,900	20,314	5,149	739	9,233
Caswell	20,870	4,060	3,688	920	46	1,243	Pamlico	9,993	2,170	2,013	908	54	2,584
Catawba	61,794	16,150	54,120	12,626	1,220	19,749	Pasquotank	24,347	6,010	24,769	5,794	546	7,941
Chatham	25,392	5,660	15,321	2,351	276	12,046	Pender	18,423	3,610	4,057	1,234	81	4,532
Cherokee	18,294	3,830	8,916	1,926	99	14,471	Perquimans	9,602	2,150	6,145	1,215	43	3,060
Chowan	12,540	2,670	7,309	1,620	194	26,633	Person	24,361	5,140	14,693	2,438	412	7,877
Clay	6,006	1,180	856	223	98	2,333	Pitt	63,789	12,910	48,798	8,838	897	18,479
Cleveland	64,357	14,990	44,064	9,923	869	1,416	Polk	11,627	2,880	5,508	2,030	91	3,669
Columbus	50,621	10,420	33,598	6,542	909	23,891	Randolph	50,804	12,960	36,380	8,362	1,013	19,950
Craven	48,823	11,490	35,416	7,801	1,035	6,170	Richmond	39,597	9,250	35,099	10,107	755	11,634
Cumberland	96,006	21,570	87,399	18,347	2,363	11,384	Robeson	87,769	17,290	56,357	11,057	1,811	22,432
Currituck	6,021	1,650	2,196	679	94	32,187	Rockingham	64,816	16,110	42,012	10,920	1,389	21,176
Dare	5,405	1,210	351	132	94	13,820	Rowan	75,410	20,020	57,240	15,244	1,861	28,377
Davidson	62,244	16,190	47,736	11,340	974	55,710	Rutherford	46,356	10,890	30,629	7,144	881	14,332
Davidson	15,420	3,640	6,880	1,661	234	8,697	Sampson	49,780	10,570	20,204	4,419	490	16,139
Duplin	41,074	8,680	16,949	4,323	498	35,206	Scotland	26,336	5,420	17,848	3,932	367	6,045
Durham	101,639	26,250	117,968	21,744	3,712	2,979	Stanly	37,130	9,990	27,178	6,188	684	15,038
Edgecombe	51,634	10,800	35,608	8,868	713	1,610	Stokes	21,520	4,760	5,080	1,159	87	7,162
Forsyth	146,135	39,020	128,940	27,132	3,883	9,226	Surry	45,593	11,070	37,224	7,274	1,186	16,793
Franklin	31,341	6,510	11,275	2,735	374	4,861	Swain	9,921	2,000	4,492	1,566	134	2,018
Gaston	110,836	28,060	87,298	23,137	2,517	74,672	Transylvania	15,194	3,440	9,991	2,361	350	4,820
Gates	9,555	1,920	2,938	775	41	14,205	Tyrrell	5,048	1,030	1,534	559	84	1,187
Graham	6,886	1,530	2,776	590	106	15,570	Union	42,034	9,880	33,103	5,799	646	13,796
Granville	31,793	6,170	14,735	3,462	471	10,865	Vance	32,101	7,080	25,588	5,190	579	10,078
Greene	18,024	3,410	5,020	913	128	11,171	Wake	136,450	33,370	144,820	26,551	4,394	41,502
Guilford	191,057	50,460	263,304	50,190	6,551	6,281	Warren	13,180	4,320	9,851	2,439	234	5,444
Halifax	58,372	11,560	42,907	11,440	1,060	3,440	Washington	23,539	2,750	7,421	2,439	142	3,562
Harnett	47,605	10,660	28,969	6,450	1,065	1,457	Wayne	64,267	14,140	54,104	8,551	1,047	20,892
Haywood	37,381	9,220	23,229	4,098	890	10,865	Watauga	18,342	3,900	7,522	2,101	291	5,075
Henderson	30,921	8,280	25,670	6,195	718	11,171	Wayne	64,267	14,140	54,104	8,551	1,047	20,892
Hertford	21,453	4,380	15,413	3,163	202	6,281	Wilkes	45,243	10,040	23,297	4,201	550	12,239
Hoke	15,756	2,890	6,030	1,485	94	3,440	Wilson	54,506	12,040	43,082	9,015	1,166	16,868
Hyde	6,479	1,280	1,422	881	42	1,457	Yadkin	22,133	5,340	7,360	1,465	81	7,581
Iredell	56,303	14,270	43,497	11,130	1,177	21,345	Yancey	16,306	3,300	5,834	1,046	60	3,263
Jackson	19,261	3,920	7,085	1,368	195	4,515							
Johnston	65,906	14,820	37,209	7,941	970	20,628							
Jones	11,004	2,110	2,719	813	59	3,086							

Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state.

W W R L

NEW YORK

HAS THE LARGEST AUDIENCE IN 3 MARKETS

NEGRO
SPANISH
GERMAN

1,045,000
738,000
902,000

CUSTOMERS FOR 9¢ PER THOUSAND

5,000 WATTS
DEfender 5-1600

NORTH CAROLINA

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
AHOSKIE (Hertford Co.)					
	WRCS 1948	970 1,000-D	Roanoke Chowan Bcstg. P. O. Box 89 3101	KBS Dora- Clayton	Charles H. Jenkins, p F. G. Sewell, gm, cm Bill Smith, pd, nd W. G. Barnes, ce Joe Bradley, fd Pete Franklin, sd Elva Creech, wd
ALBEMARLE (Stanly Co.)					
	WABZ 1947	1010 1,000-D	WABZ, Inc. Hotel Albemarle 1100	KBS	Staton P. Williams, p W. J. Page, gm J. T. Newman, cm C. H. Fletcher, pd J. D. Brooks, ce
ASHEBORO (Randolph Co.)					
	WGWR 1947	1260 1,000-D	Asheboro Bcstg. Co. P. O. Box 309 2187-2188	KBS	Roy Cox, p J. R. Marlowe, gm, cm A. B. Brown, pd, nd Miss Dorothy Lewallen, pmm, wd W. H. Trogdon, ce Nelson J. Harrill, fd Dick Sweeney, sd
	WGWR-FM 1949	Ch. 222 (B) 92.3mc 10kw			
ASHEVILLE (Buncombe Co.)					
	WISE 1939	1310 5000-D 1000-N DA-N	Radio Station WISE, Inc. 100 College St. 3-5381	NBC Bolling	Harold Thoms, p, gm Lloyd Leonard, cm Dick Harshaw, pd M. S. Thoms, pmm John Randolph, ce Art Borgerson, nd Ed Storey, fd
	WISE-TV 1947	1380 5,000-D 1,000-N DA-N	Skyway Bcstg. Co. 288 Macon Ave. 2-2431	ABC, MBS Venard, Rintoul, McConnell Ayers	Charles M. Britt, p Charles B. Britt, evp Bradley H. Roberts, cm R. Fred Brown, pd, fd, sd Jane Steele, pmm Charles Sumner, ce J. E. Edwond, nd Sunny Daye, wd
	WLOS-FM 1954	Ch. 282 (B) 104.3mc 9.2kw			
	WSKY 1947	1230 250	Radio Asheville, Inc. 12 Church St. 3-4451	Rambeau	Zeb Lee, p & gm, sd James W. Young, cm, pmm Sam Greene, pd & nd Wm. Clements, Jr., ce
	WWNC 1927	570 5,000 DA-N	Asheville Citizen-Times Pub. Co. 14 O'Henry Ave. 5611	CBS H-R Reps.	Charlie Peace, p Cecil B. Hoskins, gm, pmm James A. Hagan, cm William F. Melia, pd William H. Hamrick, ce Jack Clements, nd, fd Charlie Shepherd, sd Betty Szold, wd
BEAUFORT (Carteret Co.)					
	WBMA (CP)	1400 250	Richard Ray Cummins General Delivery		
BELMONT (Gaston Co.)					
	WCCG 1954	1270 500-D	Central Bcstg. Co. Box 58	Robert R. Hilker, gm, ce Red Feamster, pd J. Norman Young, cm Gurney Thomas, fd
BOONE (Watauga Co.)					
	WATA 1950	1450 250	Wilkes Bcstg. Co. Depot St. Amherst 4-8461		Doris B. Brown, p & m Roland B. Potter, gen. slm Ralph Tugman, cm Dwight Larick, pd & nd Ben Mast, pmm & sd Boyd Daugherty, ce
BREVARD (Transylvania Co.)					
	WFNF 1950	1240 250	Pisgah Bcstg. Co., Inc. Turner 3-2611	NBC Tobacco Sports Net.	Ed M. Anderson, p M. L. (Jack) Hammette, gm, cm John Dellinger, pd, pmm, nd Baxter Morris, ce Larry Brown, sd Francis Walker, wd
BURLINGTON (Alamance Co.)					
	WBBB 1941	920 5,000-D	Alamance Bcstg. Co. 318 South Main St. 66376	MBS, Carolina, Sports Net. Walker	E. Z. Jones, gm, nd Robert Ray, cm Ed Brooks, pd C. E. Peacock, pmm, fd Berry Tysor, ce Joe Sansone, sd Doris N. Rickard, wd
	WBBB-FM 1946	Ch. 267 (B) 101.1mc 3.8kw			
	WFNS 1947	1150 1,000-D	Burlington Graham Bcstg. Co. Maple at Broad, P. O. Box 1328 4261	Sears & Ayer	L. E. Neese, p G. C. "Jack" Starnes, gm Harold Nall, cm Phil Peterson, pd, pmm, nd, sd Charles D. Chandler, ce Jim Hall, fd
	WFNS-FM 1949	Ch. 230 (B) 93.9mc 2.8kw			
CANTON (Haywood Co.)					
	WWIT 1954	970 1,000-D	Western North Carolina Bcstrs., Inc. Superhighway West 3588	Beverly M. Middleton, p Kermit Edney, gm Robert Eversman, cm Carroll Sexton, pd John Welch, ce Martin Morgan, nd James Northington, fd Ed Storie, sd Freda Hipps, wd
CHAPEL HILL (Orange Co.)					
	WCHL 1953	1360 1,000-D	Village Bcstg. Co. Durham Rd. P. O. Box 388 8484	Roland McClamroch, Jr., p, gm William M. Alexander, cm, pmm Fritz Thurstone, ce Mrs. Lois Garren, wd
CHARLOTTE (Mecklenberg Co.)					
	WAYS 1941	610 5,000-D 1,000-N DA-2	Inter-City Adv. Co. 3229 S. Blvd. Edison 3-7173	ABC Bolling	George W. Dowdy, p James P. Poston, gm Nat L. Royster, cm Dick Bennick, pd Don Matney, pmm B. C. Stewart, ce Conrad Phillips, nd Sterling Smith, sd
	WBT 1922	1110 50,000	Jefferson Standard Bcstg. Co. 1901 West Morehead St. Edison 3-8833	CBS CBS Radio Spot Sales	J. M. Bryan, p Charles H. Crutchfield, gm W. J. Jorgenson, cm, slm William H. Melson, Jr., pd John P. Dillon, pmm Thomas E. Howard, d of engr. Jack Knell, nd Grady Cole, fd
	WBT (TV)	DA-N			

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GIL STAMPER pulls 42% with the charming "Sunday Scrapbook".



CLYDE McLEAN captures 61% with "Thursday Night Classicale".



PHIL AGRESTA'S "Carolina News" has 57%



44% for JEANNE ALEXANDER and "JIM & JEANNE" weekday mornings.



65% gather Wednesday nites for ARTHUR SMITH and THE CRACKERJACKS.



LEWIS MARTIN'S HPL packs a 39% in the afternoon and a 59% by "Starlite Salute".



GRADY COLE...for 25 years "Mr. Radio" in the South with a 45% share of audience.



A 48% share for ALAN NEWCOMB'S "HITCHHIKER"

40% in the afternoon for JIMMY PATTERSON, "By Jimminy".



BOB RAIFORD'S "Raifard at Random" attracts 61%.

JACK KNELL and the news commands 54% of the 6:00 P.M. traffic.



Meet WBT's criteria, each with his own individual "take" of the audience, according to The Pulse, Inc., March 1954... from 39% to 65% shares of audience, each personality leading all other competition.

criteria in the Carolinas 

Each of WBT's Pulse-powerful personalities is a criterion of excellence in nearly 600,000 daytime North Carolina and South Carolina radio homes. Creating a daily diversity of broadcast banter, information, syncopation and public service, they couple their individual personalities with the 32-year personality of WBT's 50,000 watts—to provide unmatched coverage and penetration in the Carolinas market.

WBT

CHARLOTTE, N. C.

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales

NORTH CAROLINA

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; slm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. Prom. Mgr. pmm; Prod. Mgr. pdm; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
CHARLOTTE (Cont.)						
WGIV 1947	1600 1,000-D	Charlotte Radio & Television Corp. 2520 Toomey Ave. Edison 3-2195	Forjoe	Francis M. Fitzgerald, p, gm Ray Ervin, cm	John McKeel, pd Pete Toomey, pmm, fd	S. K. Lineberger, ce Hatty Flemming, wd
WIST 1951	930 5,000-D 1,000-N DA-N	Bestg. Co. of the South 12 South Tryon St. Franklin 6-3511	MBS Free & Peters	B. Calhoun Hipp, p G. Richard Shafto, vp, gm W. Frank Harden, mgng. dir.	Thomas B. Sawyer, cm Fred W. Vinroot, pd Charles Friar, pmm John N. Parker Jr., ce	Steve Morris, nd Tom Browne, sd Vivian Euratti, wd
WSOC 1933	1240 250	WSOC, Inc. 1925 North Tryon St. Edison 2-7138	NEC Tobacco Sports H-R Reps.	Earle J. Gluck, p, gm Bomar A. Lowrance, cm Armand F. Bodie, pd, sd	Charles M. Marshall, pmm L. L. Caudle, ce Fred B. Dixon, nd, fd	Patty Strange, wd
WSOC-FM 1947	Ch. 278 (B) 103.5mc 38kw					
WWOK (CP)	1480 1000-D	Rounsaville of Charlotte, Inc.		Robert W. Rounsaville, p		
CLINGMAN'S PEAK (Mecklenburg Co.)						
WMIT-FM 1942	Ch. 295 (B) 106.9mc 32.5kw	Mount Mitchell Bcstrs. P. O. Box 546 Franklin 6-7561	Webb	J. R. H. Wilson, p, gm	Thomas G. Bryant, pd, ce	
CLINTON (Sampson Co.)						
WRRZ 1946	880 1000-D	Radio Station WRRZ, Inc. Butler Bldg. 2354	ABC Walker	W. R. Roberson, Sr., p.		
CONCORD (Cabarrus Co.)						
WEGO 1943	1410 1,000-D	Cabarrus Bcstg. Co. Box 527 26000	KBS Continental Radio Sales	A. W. Huckle, p Elizabeth G. Huckle, gm	Howard McCurry, cm, pd	Keenth R. Kennedy, ce
DUNN (Harnett Co.)						
WCKB 1946	780 1,000-D	N. C. Central Bcstrs. Inc. Box 431 3133 or 3134	BCDLS Net.	L. A. Tart, Sr., p A. Lincoln Faulk, gm Carl E. Lamm, cm	Hershell Barbour, pd, sd John Ciccone, pmm Joseph Kotlas, ce	Herb Allen, nd, fd Polly Faulk, wd
DURHAM (Durham Co.)						
WDNC 1934	620 5,000-D 1,000-N DA-2	Durham Radio Corp. 138½ E. Chapel Hill St. 6155	CBS Raymer	C. C. Council, p J. Frank Jarman, vp, gm C. James Woodhouse, cm, sd	E. R. Higgins, Jr., pd, nd Sue Germino, office m	George W. Bartlett, ce Frances Jarman, wd
WDNC-FM 1948	Ch. 286 (B) 105.1mc 36kw					
WSRC 1954	1410 1,000-D	Southern Radiocasting Co. Box 28 2-4881	Rambeau Dora- Clayton	John C. Greene, Jr., o, gm & pmm H. Tom Morris, slm	Helen R. Greene, pd Frank Graham, ce, sd Norley Whitted, nd	W. D. Ford, fd Delores Jones, wd
WSSB 1948	1490 250	Public Information Corp. 211 Rigsbee Ave. 6919-6910	MBS McGillvra	Edgar L. Clinton, p, gm Charles M. Cook, pd	Edward C. Norman, ce	Dave Welbourne, sd
WTKI 1946	1310 1,000-D 500-N DA-N	WTKI, Inc. 205½ W. Main St. 6101	ABC Bolling	James L. Howe, p Robert L. Williams, gm, ce	James W. Batts, cm William P. Weathers, pd	Manley Stockton, nd Edwin Coles, sd
ELIZABETH CITY (Pasquotank Co.)						
WCNC 1939	1240 250	Albermarle Bcstg. Co. WCNC Bldg. 4379	MBS, KBS Continental	Harold Stanley, m	Claude Ferrell, cm	Joyce Ryan, pd
WGAI 1947	560 1,000-D 500-N DA-2	The Advance, Inc. Kramer Bldg. 4371 & 4372	ABC, Tobacco Sports Net. Tarheel Farm Net.	C. Alden Baker, p, gm Jim Woods, cm, sd Don Owens, pd, pmm	Goodrich Williams, ce Annie Blount, nd	Gene Marshall, fd Imogene Eason, wd
ELKIN (Surry Co.)						
WIFM 1949	1540 250-D	Tri-County Bcstg. Co. P. O. Box 152 860	Media Sales & Service	H. F. Laffoon, p W. P. Erwin, gm	Gene Smith, cm, ce	Mrs. Ruth Smith, pd
WIFM-FM 1949	Ch. 265 (A) 100.9mc 0.35kw					
FAIRMONT (Robeson Co.)						
WFMO 1953	860 1,000-D	Carolinas Bcstg. Co. Box 492 4781	Tarheel Farm Net, Tobacco Sports Net.	Cutlar Moore, p Billy E. Peele, gm, pmm Jim Clark, cm, pd, nd	Joseph F. Milazzo (Miles), ce Jerry Farmer, fd	Bob Evans, sd Betty Jean Rhodes, wd
FAYETTEVILLE (Cumberland Co.)						
WFAI 1948	1230 250	Ralph E. Hess P. O. Box 659 2-8131, 2-8132	CBS Clark	Ralph E. Hess, o, gm James H. Mayes, Jr., m, slm Dick Perry, pd, nd, fd	Frances McFayden, pmm Robert Money, ce	Jim Batten, sd Covey Moorman, wd
WFLB 1948	1490 250	Fayetteville Bcstrs. Inc. P. O. Box 512 2-7136	ABC Burn- Smith	L. W. Allen, gm W. D. Bailey, cm	Marvin Rosenberg, pd W. E. Belche, pmm	Richard Madson, ce John Paras, nd, sd
WFLB-TV						
WFNC 1940	1390 5,000-D 1,000-N DA-2	Cape Fear Bcstg. Co. 1009 William Clark Rd. 2-4196, 2-4197	MBS Tobacco Net. Walker	Victor W. Dawson, p, gm Tom Harrell, cm Mack Stamps, pd	Vestal Taylor, nd, fd Jack Ikner, ce	Johnny Joyce, sd Lois Robert, wd
WFNC-FM 1940	Ch. 251 (B) 98.1mc 14kw					

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FOREST CITY
(Rutherford Co.)

WBBO 1947	780 1,000-D	Rutherford Co. Radio Co. Route 2 3205	Tobacco Sports Net.	Ed M. Anderson, p, gm Fred Blanton, cm Jane Smith, pd, pmm	Merton Twerks, ce Lee Kanipe, nd, fd	Moon Martin, sd Jane Smith, wd
WBBO-FM 1948	Ch. 227 (B) 93.3mc 1.5kw					

FUQUAY SPRINGS
(Wake Co.)

WFVG 1949	1460 1,000-D	J. M. Stephenson Box 465 333	KBS Continental Radio Sales	J. M. Stephenson, o Robert E. Stephenson, gm, ce	Rupert Weathers, sm, cm Walter M. Pearson, pd, pmm, nd	Bob Stephenson, fd Gerald Goodwin, sd Miss Frances Wood, wd
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GASTONIA
(Gaston Co.)

WGNC 1939	1450 250	Catherine T. McSwain Dallas Road 5-8501	ABC Continental	Catherine T. McSwain, p Pat McSwain, gm	Frank Abernethy, cm Fred Gray, pd	W. C. Groves, ce
WGNC-FM 1948	Ch. 270 (B) 101.9mc 11.1kw					
WLTC 1948	1370 1,000-D	Gastonia Bcstg. Service Inc. Box 1010 51280	KBS Clark	James B. Petty, p, gm, ce B. C. Morrow, cm	Mrs. Velna Wilder, pd, wd Donald Voigt, nd, fd	Boyce Hanna, sd

GOLDSBORO
(Wayne Co.)

WFMC 1951	730 1,000-D	Southern Radio & Television Corp. P. O. Box 655 963	KBS	Kenneth T. Marshall, p, gm	Henry Harrison, ce, pd	
WGBR 1938	1150 1,000 DA-2	Eastern Carolina Bcstg. Co. P. O. Box 1024 3730	ABC Tobacco Net.	A. T. Hawkins, p Vassie G. Balkcum, gm, cm	Norman D. Satterthwaite, pd, nd	Daniel B. Trueblood, ce
WEQR-FM 1946	Ch. 245 (B) 96.9mc 27kw	(WGBR, Am affiliate)				

APS=Radio . . .



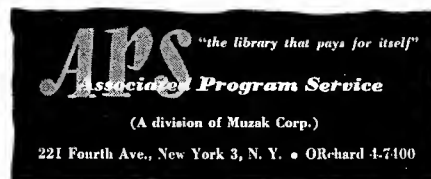
MUZAK—Reg. U.S. Pat. Off.

Only APS has everything!

1. APS is the only transcription library which has had the courage to recognize important economic and programming changes in the broadcasting industry and do something realistically constructive about it.

- 2. APS is the industry's only *all* high-fidelity full basic transcription library service.
- 3. APS is the only transcription library actively managed and operated by broadcasters.
- 4. APS is the only transcription library produced, planned and engineered with the famous exclusive MUZAK knowhow.
- 5. APS is budget priced.

There's much more to the APS story. Write, phone or wire—we'll be pleased to tell it to you—we'd be proud to have the privilege of serving you and your listeners.



NORTH CAROLINA

City	County	Call Letters	Chan. or Freq.	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations	Owner
<i>Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.</i>							
GREENSBORO (Guilford Co.)							
WBIG	1470	North Carolina Ecstg. Co.	5,000	CBS	Michaux H. Crocker, p	William P. Mitchell, cm	Add Penfield, nd, sd
1926	DA-N	O. Henry Hotel Bldg. 2-6125		Hollingbery	Allen Wannamaker, gm, pmm	Dan T. Griffin, pd	Joe Tew, fd
WCOG	1320	Inter-City Advertising Co.	1,000	ABC	George W. Dowdy, p	William H. Malone, ce	Clara Martin, wd
1948	DA-1	314 South Greene St. Greensboro 3-7262		Bolling	Gilbert M. Hutchison, gm	Mrs. Margaret Jones, pmm	Mart Taylor, fd
WGBG	1400	Greensboro Ecstg. Co. P. O. Box 2280	250	MBS	Terry Bane, cm, pd	Joe Lamb, ce	Bob Thompson, sd
1942		3-3631		Burn-Smith	Ralph M. Lambeth, p, gm	Fred Covington, nd	Jane Van Ness, wd
WPET	950	Wayne M. Nelson P. O. Box 587	500-D	Grant	B. George Barber, Jr., cm	Earl O. Sullivan, pmm	Bob Montgomery, fd
1954		54464			H. Marie Craven, pd, wd	Fred S. Smith, ce	Jack Rimmer, sd
					Wayne M. Nelson, p, gm, cm	Fletcher Smith, nd	E. M. Stanton, Jr., ce
						Leoma Showmar, pd	
GREENVILLE (Greenville Co.)							
WGTC	1590	Greenville Radio Co.	5,000-D	MBS,	H. W. Anderson, p	Bill Burwell, pd	Larry Carr, sd
1940	1,000-N	Box 898	DA-N	Tobacco	A. Hartwell Campbell, gm	Hank Tribbley, ce	Tom Moore, fd
		6181		Pearson	John G. Clark Jr., cm & pmm	Bob Dupree, nd	

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"ONE" IS OUR NUMBER!

- 1** First radio station in Greensboro . . . we are in our 29th year of broadcasting
- 1** Now rated first in size of audience among local stations (1953 Pulse Report)
- 1** Home county first in retail sales in the Carolinas (Sales Management's 1954 Survey of Buying Power)

*We will never be satisfied
with less than
the No. 1 Spot!*



NORTH CAROLINA

HENDERSON (Vance Co.)

WHNC 1945	890 1,000-D	Henderson Radio Corp. Norlina Rd. 7136	MBS Tobacco Net.	Nathan Frank, p, gm, cm, pmm Tommy Powell, pd	James Mayo, ce Bob Harrison, nd, fd, sd	Dotty Roberson, wd
WHNC-FM 1943	Ch. 223 (B) 92.5mc 10kw					
WHVH (CP)	1450 250	Vance Co. Bcstg. Co. c/o Howard V. Harrell, Hillsboro St. Oxford, N. C.				

HENDERSONVILLE (Henderson Co.)

WHKP 1946	1450 250	Radio Hendersonville Inc. Chimney Rock Rd. 9061	ABC, KBS Cooke	Beverly M. Middleton, p Kermit Edney, gm	Robert Smith, cm Charles Renfrow, ce	Jim Northington, fd Freda Hipps, wd
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HICKORY (Catawba Co.)

WHKY 1940	1290 5,000-D 1,000-N DA-N	Catawba Valley Bcstg. Co. 415 1st Ave. N. W. 2295	ABC Dora- Clayton	Carl V. Cline, Sr., p Edmund S. Long, gm Theodore T. Weaver, cm	Laura C. Hall, pd, pmm Thomas E. Long, ce H. D. Henry, nd	Arnold Setzer, fd Ellis Greenway, sd Amy Lee Brinkley, wd
WIRC 1948	630 1,000-D	Foothills Bcstg. Inc. 329 First Ave., N. W. 2124	Tobacco Sports Net. Pearson	Edmond H. Smith, Jr., gm Lee Douglas, cm Mrs. Mattie Fadgett, pd	Cecile Bost, pmm Elmer Troutman, ce	Margaret A. Smith, nd, wd Bill Taylor, fd, sd

HIGH POINT (Guilford Co.)

WHPE 1947	1070 1000-D	High Point Bcstg. Co., Inc. 504½ North Main St. 3466	KBS Media Sales & Svce.	Gary C. Davis, p, nd James A. Penley, gm, cm, pmm	J. Harold Craven, pd, sd Robert L. Moore, ce	
WHPE-FM 1947	Ch. 233 (B) 95.5mc 13kw					
WMFR 1935	1230 250	WMFR, Inc. 164 S. Main St. 4593	ABC Burn- Smith	Frank S. Lambeth, p, gm Frank Smith, cm	Max Meeks, pd, nd, fd Gerald Sullivan, pmm	Robert P. Boyd, ce William Smith, sd
WMFR-FM 1946	Ch. 258 (B) 99.5mc 8kw					
WNOS 1953	1590 1,000-D	North State Bcstg. Co. P. O. Box 1448 7323-8900	Tobacco Sports Net. Continental Radio Sales	William H. Currie, p, gm, sd Howell F. McElfresh, cm	Joy A. Currie, pd, wd Yancey Cecil, ce	Tom A. Wall, nd Woody Mashburn, fd
WNOS-FM 1953	Ch. 262 (B) 100.3mc 2.7kw					

JACKSONVILLE (Onslow Co.)

WJNC 1945	1240 250	Greater Carolinas Television & Radio Industries, Inc. Box E 7707-7708	MBS, Tobacco Net.	Lester L. Gould, p, gm Rodric L. Jones, cm Dorothy R. Gould, pd, wd	Dick Bove, pmm, sd Rod O. Dorsey, ce	William W. Harvey, nd Jame Allgood, fd
WLAS 1954	910 1,000-D	Seaboard Bcstg. Corp. P. O. Box 56 3901	Jerry Popkin, p Paul Parker, gm, cm	Tancil Horne, pd, ce, sd	Margie King, wd

KANNAPOLIS (Cabarrus Co.)

WGTL 1937	870 1000-D	Fred H. Whitley, Inc. Cannon Blvd. P. O. Box 997 8700	Fred H. Whitley, p & gm Foy Hinson, ce		
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KINGS MOUNTAIN (Cleveland Co.)

WKMT 1953	1220 1,000-D	Southern Radiocasting P. O. Box 669 999	Dora- Clayton	R. H. Whitesides, p, co Jonas R. Bridges, gm Paul League, cm	Doris Bridges, pd, wd Ed Campbell, pmm Bob Hilker, ce	Fred Knight, nd, fd Red Feimster, sd
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KINSTON (Lenoir Co.)

WELS 1950	1010 1,000-D	Farmers Bcstg. Service Inc. 1400 West Vernon Ave. 5151	KBS Devney, Dora- Clayton	William S. Page, p Jack P. Hankins, gm Philip Huckins, cm	W. A. Kiker, pd William Dixon, ce Jack Rider, nd	Richard Bowman, sd Peggy Kyle, wd
WFTC 1937	960 5,000-D 1,000-N DA-N	Kinston Bcstg. Co. 204 East King St. 4111	ABC, CBS Best	J. H. Vester gm, cm, pmm	John Wilson, pd Herman B. Civils, ce, fd	Tom Johnson, nd, sd Adelaide Waller, wd
WISP 1953	1230 100	Citizen's Bcstg. Co. Inc. Oasis Bldg. Kinston 6161	MBS	E. J. Schuffman, p, gm J. Linwood Moseley, cm, sd	Robert E. Mongold, pd David Hardison, ce	Alice Aycock, wd

LAURINBURG (Scotland Co.)

WEWO 1947	1080 1,000-D	Scotland Bcstg. Co. State Bank Bldg. 770	KBS Tobacco Sports Net. Dora-Clayton	Edwin Pate, p J. R. Dalrymple, Jr., gm, cm Bud Ward, pd	W. S. Brown, pmm Truman Brock, ce Dick Brown, nd	Jimmie Dalrymple, fd Bill Hogan, sd Rita Ryte, wd
WEWO-FM 1951	Ch. 243 (B) 96.5mc 9.2kw					

LEAKSVILLE (Rockingham Co.)

WLOE 1946	1490 250	WLOE, Inc. Box L, Boulevard St. MAine 3-3118	MBS	Douglas L. Craddock, p, gm, cm, pmm Barbara Earles, pd	Eldred Winn, ce Ronnie Rippy, nd Carl Webb, fd	Mert Warren, sd Virginia Hudgins, wd
WLOE-FM 1949	Ch. 224 (A) 92.7mc 0.82kw					

NORTH CAROLINA

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations
LENOIR (Caldwell Co.)						
	WJRI 1947	1340 250	John P. Rabb 107 West Avenue Plaza 4-5361	MBS KBS	John P. Rabb, p & gm F. Kent Atwater, cm, pmm K. Rabb, pd & wd	Arnold Setzer, ce Alfred L. Digregorio, nd Max Culp, fd George Flowers, sd
LEXINGTON (Davidson Co.)						
	WBUY 1946	1450 250 CP-1440 5000-D	Davidson County Bcstg. Co. P. O. Box 359 2716	Tobacco Net. Continental	Omar G. Hilton, ptnr. Greeley N. Hilton, ptnr. Wally Mack, gm	Dewey Hutchins, cm Claude White, pd Branch Twigg, pmm & sd Fred Honeycutt, ce Roy West, nd Claude White, fd
	WBUY-FM 1949	Ch. 232 (A) 94.3mc 0.3kw				
LINCOLN (Lincoln Co.)						
	WLON 1953	1050 500-D	Lincoln County Bcstg. Co. Startown Rd. Regent 5-8071	J. A. Polhill, p W. Jack Brown, gm, cm	Charles W. Loveland, pd, nd Dennis C. Long, ce
LUMBERTON (Robeson Co.)						
	WAGR 1954	1480 1000	Southeastern Bcstg. Corp. 217 E. Third St. 3394	ABC Walker, Media Sales & Service	Billy S. Hodges, gm	
	WTSB 1946	1340 250	Robeson Bcstg. Corp. 112 West 5th St. 6056	MBS KBS Continental	Jack Pait, p W. James MacNeil, gm, cm & pmm, sd	Maurice Stuart, pd & nd, fd J. E. Howell, ce Lillian M. Smith, wd
MARION (McDowell Co.)						
	WBRM 1949	1250 1000-D	Lake City Bcstg. Corp. 13½ West Court St. 7221	Tobacco Sports Net.	W. P. Erwin, p Jack Reynolds, gm, pd, pmm, nd	J. C. Pleasant, cm Hubert C. Martin, ce Jim Prince, fd, sd Jessie Reynolds, wd
MAYODAN (Rockingham Co.)						
	WFMF(FM) 1949	Ch. 228(A) 93.5 mc 0.38kw	Mayo Bcstg Corp. Box 382 Madison 312	Southern	L. B. Shelton, p	L. E. Rish, gm & ce
MONROE (Union Co.)						
	WMAP 1947	1060 250-D	Union Bcstg. Corp. Box 382 1060	KBS Continental	D. E. Marable, p, gm, & fd J. A. Laney, sm & sd	W. D. Benton, bus. m R. I. Smith, ce Frances Long, nd & wd
MOORESVILLE (Iredell Co.)						
	WHP 1950	1350 1000-D	Wayne M. Nelson 34301	KBS	Wayne M. Nelson, p, gm, cm	Leoma Showmar, pd E. M. Stanton, Jr., ce
MOREHEAD CITY (Carteret Co.)						
	WMBL 1947	740 1000-D	Carteret Bcstg. Co. P. O. Box 432 6-3188	KBS, Tobacco Sports Net. McGillvra	Grover C. Munden, p, gm Walder Niemi, cm, ce	Alice H. Taylor, pd Charles H. Markey, pmm Lynn C. Stoller, nd, sd, wd Richard J. Babock, fd
MORGANTON (Burke Co.)						
	WMNC 1947	1490 250 CP-1430 5000-D	Nathan J. Cooper P. O. Box 698 1100	NBC	Nathan J. Cooper, gm Madelyn Y. Patton, pd	Frank A. Ballew, ce Stanley Moore, nd
MT. AIRY (Surry Co.)						
	WPAQ 1948	740 10,000-D	Ralph D. Epperson Springs Road 1400 and 1401	KBS Clark	Ralph D. Epperson, p, gm Lucy Bowman, cm Costin Lindsay, pd	Bill Belton, pmm Harry A. Epperson, Jr., ce Horace Westmoreland, nd, sd Neil Smith, fd Frances Valentine, wd
	WSYD 1951	1240 250 CP-1300 5000-D	Mt. Airy Bcstg. Inc. P. O. Box 209 581	MBS	Robert H. Epperson, p, gm, ce Erastus F. Poore, cm	Alma Hiatt, pd, pmm, wd Jerry Norman, nd Elbert Williams, fd Ronald Johnson, sd
NEW BERN (Craven Co.)						
	WHT 1943	1450 250	Harmon L. Duncan Highway 17, South 4450	MBS Tobacco Sports Net. Pearson	Harmon L. Duncan, p Ray D. Williams, gm, cm George Nelson, pd, nd, sd	Jim Putnam, pmm Roy Gallagher, ce Paul Cox, fd Edythe Williams, wd
	WOOW 1953	1490 250	Craven Bcstg. Glendurnie Gardens 3311	KBS	L. T. Grantham, p, gm	Harry Doggette, cm, pd Sam Birdsong, ce
NEWTON (Catawba Co.)						
	WNNC 1948	1230 250	Newton-Conover Bcstg. Co. Box 148 930	MBS	Earl Holder, p, gm Eugene Henry, cm	Sylvia Cope, pd Eddie Cope, ce
NORTH WILKESBORO (Wilkes Co.)						
	WKBC 1947	810 1000-D	Wilkes Bcstg. Co. Radio Bldg. 633		Doris B. Brown, gm, pd & fd	Roland B. Potter, cm & pmm Claude Raney, nd & sd Walter Harrold, ce Anne Martin, wd
OXFORD (Granville Co.)						
	WOXF 1949	1340 250	Oxford Bcstg. Corp. P. O. Box 1111 4167	Charles Allen, p James F. Flanagan, gm, cm Bob Gilreath, pd	Bob Smith, pmm Gale Lewis, ce Pat Flanagan, nd, sd Hart Curl, fd Doris Dickerson, wd
RALEIGH (Wake Co.)						
	WMSN 1954	570 500-D	Merchants & Farmers Station 649 Maywood Ave. 3-3874	B. H. Ingle, Sr., p, gm, nd	Ed McLeod, ce Ruth Johnson, wd

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NORTH CAROLINA

WNAO 1948	850 10,000-D 5,000-N DA-N	Sir Walter Television Co. 219 S. McDowell St. 20321	ABC, MBS Avery- Knodel	John W. English, p Charles G. Baskerville, gm Jim Simpson, cm, sd	Leo Ribitzki, pd, pmm Pete Miller, ce	Clay Williams, fd Neville Campbell, wd
WNAO-FM 1948	Ch. 241 (A) 96.1mc 29.5kw					
WPTF 1924	680 50,000 DA-N	WPTF Radio Co. Insurance Bldg. 8311	NBC Free & Peters	R. H. Mason, p, gm R. W. Youngsteadt, slm Graham B. Poyner, pd	H. T. Vaden, pm Henry Hulick, Jr., ce J. Edgar Kirk, nd	Bill Jackson, fd Jim Reid, sd Harriet Pressly, wd
WPTF-FM 1949	Ch. 234 (B) 94.7mc 15kw					
WRAL 1939	1240 250	Capitol Bcstg. Co. 130 S. Salisbury St. 46401	Tobacco Radio Net. Forjoe	A. J. Fletcher, p Fred Fletcher, gm Fletcher Turner, cm	George Hall, pd Virgil D. Duncan, ce	Bill Armstrong, nd Ray Reeve, sd
WRAL-FM 1946	Ch. 268 (A) 101.5mc 54kw					
REIDSVILLE (Rockingham Co.)						
WFRC 1947	1600 1,000 DA-N	Piedmont Carolina Bcstg. Co. 116 Gilmer St. 4361-4362	ABC, KBS	H. T. Williams, p Steve Woodson, gm, cm Alfred Nelson, pd	Page Smith, pmm, nd Sam Sexton, ce Ed Foil, fd	Gene Overby, sd Hazel Bedell, wd
WREV 1950	1220 250-D	Reidsville Bcstg. Co. Drawer 1349 7051	Webb Media Sales & Service	W. M. Oliver, Sr., p, gm, cm, fd	Katye P. Oliver, pd, pmm	W. M. Oliver, Jr., ce, nd, sd wd
WREV-FM 1948	Ch. 271 (B) 102.1mc 1.6kw					
ROANOKE RAPIDS (Halifax Co.)						
WCBT 1939	1230 250	WCBT, Inc. 251 Roanoke Ave. 7-2545	MBS, KBS Continental Radio Sales	J. W. Crew, Jr., p, gm Jerry Elliott, sm, nd, fd, wd	Don Collins, cm Dick Phillips, pd	Marvin Floyd, ce Jim Ferguson, sd
WKFM (FM) 1949	Ch. 254 (B) 98.5mc 10kw	(WCBT, Am Affiliate)				
ROCKINGHAM (Richmond Co.)						
WAYN 1946	900 1,000-D	WAYN, Inc. 4041	Wayne M. Nelson, p, gm	Wm. Futterer, cm	Wm. E. Henley, ce
ROCKY MOUNT (Nash Co.)						
WCEC 1947	810 1,000-D	Eastern Carolina Electronics, Inc. 115 N. Church St. 23109	KBS Tobacco Net. Pearson	Josh Horne, p Mel Warner, gm, pmm, sd Ray Thompson, cm	Ray Wilkinson, pd, nd Grover Taylor, ce	Tal Pollard, fd Bunny Tucker, wd
WFMA (FM) 1947	Ch. 264 (B) 100.7mc 33kw	(WCEC, Am affiliate)				
WEED 1933	1390 5,000-D 1,000-N DA-2	W. A. Wynne Box 752 2-6149	ABC Burn- Smith	W. A. Wynne, o, gm	Rainey Horner, cm	Joe R. Morris, ce
WEED-FM 1949	Ch. 221 (A) 92.1mc 0.27kw					
ROXBORO (Person Co.)						
WRXO 1949	1430 1000-D	Roxboro Bcstg. Co. P. O. Box 130 6013		Harold S. Taylor, p, gm, cm	Lloyd M. Perkins, ce	
SALISBURY (Rowan Co.)						
WSAT 1948	1280 1,000 DA-N	Mid-Carolina Bcstg. Co. Milford Hills Rd. 276-277	ABC, Duke Football Net., Tobacco Sports Net. McGillvra	C. H. Wentz, p Harry L. Welch, gm, cm Gales M. Adkins, pd	Claude F. White, pmm, fd, sd Elbert L. Sherman, ce	William D. Wolfe, nd Ellen G. Cheek, wd
WSTP 1949	1490 250	Piedmont Bcstg. Corp. Center Theatre Bldg. 2121-2122	MBS, KBS Burn- Smith	Robert M. Wallace, p Russell B. McIntire, m, pd Katherine M. Murphy, cm	Russell Hunt, pmm Carl B. Watson, ce Jim Turner, nd, sd	Hal Frazier, fd Helen Miller, wd
WSTP-FM 1947	(Ch. 293 (B)) 106.5mc 2.9kw					
SANFORD (Lee Co.)						
WEYE 1952	1290 1,000-D	Lee Bcstg. Corp. P. O. Box 550 4-5561	W. L. Simmons, p Waldo W. Primm, gm	L. B. Nelson, cm	W. M. Primm, pd, nd, sd
WWGP 1946	1050 1000-D	Sandhills Bcstg. Corp. 210 St. Clair Ct. Spring 3-6611	KBS Tobacco Sports Net.	W. E. Horner, p Del Carty, gm, cm, nd, sd	Dan Moss, pd, fd Fred Vaughn, pmm	J. S. Dees, ce Nancy MacDuffie, wd
WWGP-FM 1946	Ch. 288 (A) 105.5mc 0.49kw					
SHELBY (Cleveland Co.)						
WOHS 1946	730 250-D	Western Carolina Radio Corp. P. O. Box 1401 6313	MBS, KBS	Robert M. Wallace, p, gm Max P. Butler, cm	Hugh Dover, pd, fd Edwin A. Patterson, ce	Don McLain, sd
WOHS-FM 1948	Ch. 241 (B) 96.1mc 2.6kw					
SILER CITY (Chatham Co.)						
WNCA 1952	1570 1,000-D	Chatham Bcstg. Co. P. O. Box 352 Siler City 616	Tobacco Sports Net. UNC Baseball Net. Best	William Wren, p L. C. Bruce, cm, sd Eugene Whitaker, pd, sd	Hilda R. Marley, pm, wd Henry P. Irvin, ce	Wayne Neil, fd

NORTH CAROLINA

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
SMITHFIELD (Johnston Co.)							
	WMPM 1950	1270 1,000-D	Selma Smithfield Bcstg. Co. Box 238 2434	John S. Townsend, gm, ce Bill Burwell, cm	Bill Kirby, pd, fd John Wall, pmm, nd	Larry Carr, sd Anne Hockaday, wd
SOUTHERN PINES (Moore Co.)							
	WEEB 1947	990 1,000-D	The Sandhill Commu- nity Bcstrs., Inc. Drawer 1140 22942 or 22952	MBS Holman	Jack Younts, p, gm Joseph A. Warren, cm, ce Elizabeth M. Younts, pd	Charles Clapp, nd E. H. Garrison, fd	Bill Turnstall, sd Matsy Abernathy, wd
STATESVILLE (Iredell Co.)							
	WSIC 1947	1400 250	Statesville Bcstg. Co. Radio Road 9078	MBS, Tobacco Sports Net. Southern Radio Reps.	Chas. D. Melton, gm	Tom Lawrence, pd, sd	T. Ken Abernathy, ce
	WSIC-FM 1947	Ch. 289 (B) 105.7mc 2.7kw					
TABOR CITY (Columbus Co.)							
	WTAB (CP)	1370 1000-D	Tabor City Bcstg. Co.		John B. Ward Sr., p		
TARBORO (Edgecombe Co.)							
	WCPS 1946	760 1,000-D	Coastal Plains Bcstg. Co. Edgecomb Bank Bldg. 2191	Dora- Clayton	V. E. Fountain, p G. Lee Hodges, gm, pmm, ce	R. M. Fountain, sld Tom Shields, pd, nd	John Price, fd Lewis Heilbronner, sd
	WCPS-FM 1952	Ch. 282 (B) 104.3mc 7kw					
THOMASVILLE (Davidson Co.)							
	WTNC 1947	790 1,000-D	Thomasville Bcstg. Co. P. O. 750 2701	Continental	George W. Lyles, Sr., p Harold Harrison, gm, cm, pd, pmm	James McAden, ce John Mauti, nd	Jack Grubb, sd Nell V. Fouts, wd
	WTNC-FM 1949	Ch. 252 (A) 98.3mc 0.45kw					
TRYON (Polk Co.)							
	WTYN 1954	1580 250-D	The Thermal Bcstg. Co. Box 1482 361	Mildred Allen, co-o Edithe Mooneyham, co-o	Harrison Bridgeman, Jr., pm Palmer Greer, ce	Jimmy Boyd, fd Ann Flake, wd
WADESBORO (Anson Co.)							
	WADE 1947	1210 1,000-D	R. P. and R. A. Lyon Box 341 427	KBS Walker	R. P. and R. A. Lyon, co-o W. P. Billingsley, gm	Peggy L. Mitchell, pd Kenneth R. Read, ce	Walter Michell, sd
WALLACE (Duplin Co.)							
	WLSE 1953	1400 250	Duplin Bcstg. Co. P. O. Box 449 6611 or 6911	MBS, KBS	Harry E. Kramer, p Lester L. Gould, gm Howard N. Fisher, sm, pd, sd	Hal Denny, cm, pmm Gene Vinson, ce	Hal Masters, nd, fd Edith R. Fisher, wd
WASHINGTON (Beaufort Co.)							
	WHED 1953	1340 250	Pamlico Bcstg. Co. P. O. Box 439 278	KBS Duke Football Continental	R. R. Knowles, p W. W. Moore, vp, gm, cm, pm, nd	Alex Dare, pd, wd Richard Tripp, ce Pete Etchison, fd	Len McDowell, sd
	WRRF 1942	930 5,000-D 1,000-N DA-N	Tar Heel Bcstg. System Inc. Bank of Washington Bldg 403 & 404	ABC Walker	W. R. Roberson, Jr., p T. H. Patterson, gm William Abeyounis, cm, pmm	Merrill Daniels, pd L. E. Hiland, ce Dick Stokes, nd	Dick Jones, fd Russ Lindley, sd
WAYNESVILLE (Haywood Co.)							
	WHCC 1947	1400 250	Radio Station WHCC P. O. Box 180 Glendale 6-4661	KBS Media Sales & Service	Kenneth D. Fry, gm, ptn, pd	Margaret F. Fry, ptn, pmm, wd	Joseph W. Herman, ce
WHITEVILLE (Columbus Co.)							
	WENC 1946	1240 250	Whiteville Bcstg. Co. P. O. Box 700 2133	MBS, KBS Tobacco Net. Tobacco Sports Net. Clark	J. A. Maultsby, p Jim Newton, gm	Charles Burroughs, pd, fd, sd Stephen J. Hart, ce	Gilbert Cour, nd Mrs. Lou Sasser, wd
WILLIAMSTON (Martin Co.)							
	WIAM 1951	900 1,000-D	East Carolina Bcstg. Co. 115 East Main St. 2457	Charles M. Gaylord, co-o, gm, cm, pmm William H. Farrior, Jr., co-o, sm, pd, nd, sd	Charles Neer, ce Tommy Lloyd, fd	Mattie Lou Roberson, wd

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 FM's in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

NORTH CAROLINA

WILMINGTON (New Hanover Co.)

WGNI 1946	1340 250	New Hanover Bestg. Co., P. O. Box 869 2-2493	MBS Tobacco Net. Pearson	J. S. Brody, p Allen B. Jones, gm Tommy Thompson, cm	Carl B. Caudill Jr., pd A. L. Madeley, ce	
WMFD 1935	630 1,000	Richard Austin Dunlea 225 Princess St. 4840	ABC Burn- Smith	Richard Austin Dunlea, Jr., gm Charles Castleberry, cm	Alan W. Compton, pd Edward I. Herring, Jr., ce Paul Jennewein, nd	Al Compton, fd Bob West, sd Julia M. Mitton, wd
WMFD-FM 1949	Ch. 242 (B) 96.3mc 12kw					

WILSON (Wilson Co.)

WGTM 1937	590 5,000 DA-2	Watson Industries Inc. U. S. Hwy. 301 2188 & 2189	CBS Walker	Penn. T. Watson, Sr., p Henry E. Sullivan, gm Desmond Barclay, cm	Bill Bunn, pd Ernest C. Pate, Jr. W. N. Glover, fd	Clint Faris, sd Mary Nackos, wd
WVOT 1948	1420 1,000-D 800-N DA-N	Wilson Radio Co. Inc. 5157	MBS	H. W. Anderson, p H. W. Severance, gm P. O. Barnes, cm	Joel Lawhon, pd, fd Lynda Thomas, pmm Dan Williams, ce	Charlie Crone, nd Bill Ramsey, sd

WINSTON-SALEM (Forsyth Co.)


WAAA 1950	980 1000-D	Community Bestg. Serv- ice Inc. P. O. Box 3119 2-4121	Stars National	Roger Page, Jr., p Tom Buckley, gm & cm	Larry Williams, pd, nd & sd Fred Bennett, ce	
WAIR 1937	1340 250	Radio Winston-Salem Inc. P. O. Box 3078 2-1133	ABC Meeker	John S. Riggs, p Joseph A. Pace, gm Wally Voigt, cm	Larry Patrick, pd, pmm, nd Lee C. King, ce	Johnny O'Neill, sd Marion Cason, wd
WAIR-FM 1946	Ch. 226 (B) 93.1mc 34kw					
WSJS 1930	600 5,000 DA-2	Piedmont Publishing Co. 419-421 North Spruce St. 5-2311	NBC Headley- Reed	Gordon Gray, p Harold Essex, gm, vp Harry B. Shaw, sim	Jean D. Isenhower, pmm Phil Hedrick, ops. m Leon Lasley, ce	F. O. Carver, nd Harvey Dinkins, fd Max Ulrich, sd
WSJS-FM (CP)	Ch. 281 (B) 104.1mc 42kw					
WTOB 1947	1380 5,000-D 1,000-N DA-N	Winston-Salem Bestg. Co., Inc. 300 S. Stratford Rd. 34353	CBS, MBS H-R Reps.	James W. Coan, p John G. Johnson, gm Charles W. Brunt, cm	Johnny Miller, pd James Hoke, ce	George Thomas, nd Owen Spann, sd

YOU COVER

15 TOP NORTH CAROLINA COUNTIES*

*A Rich, Growing Market with Retail Sales of
\$665,570,000
(Sales Management 1954 Survey of Buying Power)

WITH **



AM WSJS FM

WINSTON-SALEM, N. C.

600 KC—5 KW



Affiliate

** FIRST in the morning—
FIRST in the afternoon—
FIRST in the evening . . .
according to the current
Pulse Report.

**REPRESENTED BY:
HEADLEY-REED CO.**

NORTH DAKOTA

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Adams	4,910	1,180	\$ 6,874	\$ 1,326	\$ 102	1,609	Morton	19,295	4,550	20,599	3,578	454	6,003
Barnes	16,884	4,420	17,841	3,202	311	5,690	Mountain	9,418	2,510	9,782	1,577	266	3,359
Benson	10,675	2,410	5,182	1,231	92	2,788	Nelson	8,090	1,870	9,696	1,215	197	2,629
Billings	1,777	470	130	49		489	Oliver	3,091	580	981	284	37	684
Bottineau	12,140	3,090	10,125	1,811	246	3,852	Pembina	13,990	3,410	13,581	2,342	198	4,231
Bowman	4,001	970	6,360	1,333	199	1,477	Pierce	8,326	2,020	7,676	1,233	84	2,512
Burke	6,621	1,810	5,368	1,264	150	2,262	Ramsey	14,373	3,550	19,042	2,832	322	4,602
Burleigh	25,673	6,700	44,044	5,372	1,231	8,385	Ransom	8,676	2,270	8,706	1,379	152	3,033
Cass	58,877	15,910	91,596	10,890	2,719	19,678	Renville	5,405	1,460	5,696	1,494	90	1,717
Cavalier	11,840	2,820	9,439	1,488	160	3,443	Richland	19,865	5,170	23,336	3,171	381	6,245
Dickey	9,121	2,380	10,495	1,517	272	2,883	Rolette	11,102	2,060	6,353	1,290	158	2,389
Divide	5,967	1,450	5,680	843	128	2,297	Sargent	7,616	1,840	4,344	955	35	2,386
Dunn	7,212	1,650	5,158	943	99	1,860	Sheridan	5,253	1,270	3,524	529	83	1,558
Eddy	5,372	1,270	5,586	819	131	1,691	Sioux	3,696	610	1,241	494	32	651
Emmons	9,715	1,970	8,830	1,645	46	2,609	Slope	2,315	490	443	150	683	
Foster	5,337	1,460	7,111	1,261	84	1,861	Stark	16,137	3,830	23,097	2,944	551	5,090
Golden Valley	3,499	980	4,914	920	86	1,263	Steele	5,145	1,280	4,053	823	84	1,737
Grand Forks	39,443	10,320	56,607	7,763	1,022	11,385	Stutsman	24,158	5,660	29,149	4,203	604	7,547
Grant	7,114	1,630	5,440	946	182	1,946	Towner	6,360	1,450	5,840	1,075	122	2,027
Griggs	5,460	1,380	5,563	741	85	1,815	Traill	11,359	2,930	12,251	1,964	199	3,866
Hettinger	7,100	1,750	10,813	1,651	186	2,190	Walsh	18,859	4,490	20,172	2,645	372	5,980
Kidder	6,168	1,420	4,479	926	85	1,661	Ward	34,782	9,690	55,272	8,403	1,519	11,226
LaMoure	9,498	2,350	10,336	1,678	173	2,999	Williams	10,417	2,650	9,979	1,653	183	3,285
Logan	6,357	1,350	5,321	680	43	1,202		16,442	5,500	32,382	5,136	516	7,951
McHenry	12,556	3,090	10,766	2,574	212	3,767							
McIntosh	7,590	1,730	9,859	1,799	102	2,359							
McKenzie	6,849	1,840	5,078	983	126	2,159							
McLean	18,824	4,870	19,548	5,155	530	5,997							
Mercer	8,686	2,000	7,642	1,806	166	2,616							

Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

City	County	Chan. or Freq.	Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations
BISMARCK (Burleigh Co.)							
KFYR	550			Meyer Bcstg. Co.	NBC	Mrs. P. J. Meyer, p	Cal Culver, pd
1925	5000			200 1/2 Fourth St.	Blair	F. E. Fitzsimonds, gm	Jack Swenson, pmm & nd
KFYR-TV	DA-N			CA 30900		R. W. MacLead, cm	Ivar Nelson, ce
DEVILS LAKE (Ramsey Co.)							
KDLR	1240			KDLR Inc.	MBS, KBS	Bert Wick, p, gm	Wilbur Clemenson, pd
1925	250			1025 3rd St.	Great Northern	Paul R. Lange, cm, pmm	Richard Moritz, ce
				1090	Lawson		Norman Buckner, sd

Data corrected to Dec. 15, 1954. If executives or services for FM are same as AM affiliate, names are not repeated. FM's in italic. *N*—Non-Commercial Station. *CP*—Construction Permit issued. *D*—Day. *DA-D*—Directional Antenna, day only. *DA-N*—Directional Antenna, night only. *DA-1*—Directional Antenna, same pattern day and night. *DA-2*—Directional Antenna, different pattern day and night. *L*—Limited Time with Dominant Station. *LS*—Local Sunset. *N*—Night. *SA*—Special Authorization. *SH*—Specified Hours. *ST*—Share Time. Complete key to abbreviations, page 6.

this is too serious to kid about . . .

Most of you fellows know I've been in the radio business a long time. Many of you I've called on, through the years, in your offices in Minneapolis or Chicago or New York or some other place

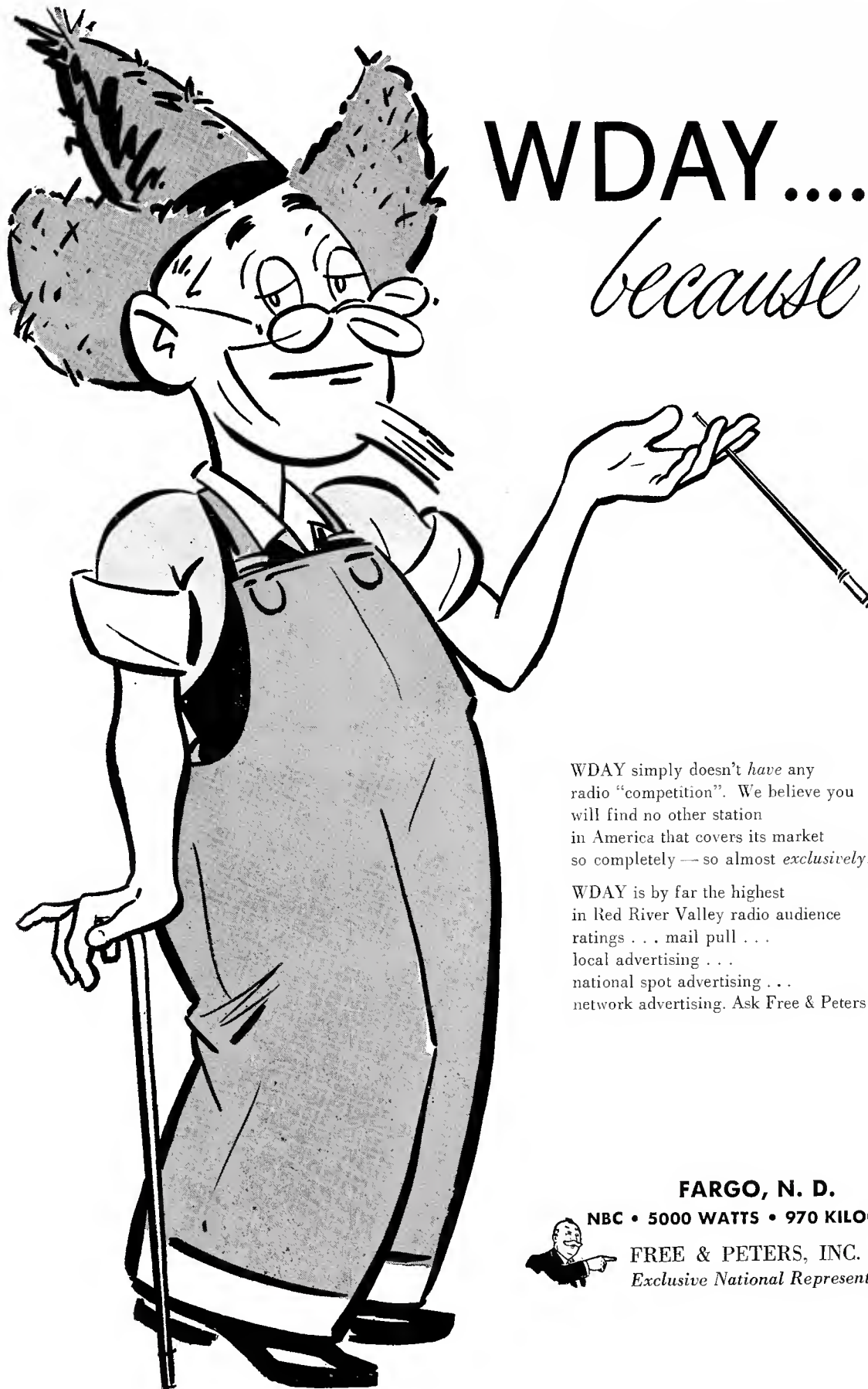
So you know I wouldn't kid about a thing like this.

The fact is, friends, that out here at KFYR, Bismarck radio is still more important than it is in some places in the United States. Sure, we've got television . . . and we're mighty proud of the job KFYR-TV is doing.

But there are literally thousands of folks that don't have or can't get television as yet. And that's why KFYR radio is important to you . . . because that famous old KFYR signal still goes booming "loud and clear" over hundreds of square miles of this great farm-and-oil country.

Yessir . . . radio is still a major factor in the rich KFYR-Bismarck. And a mighty good buy it is, with 5,000 watts of power and an NBC affiliation, delivering one whale of a big audience. Give me a call on the phone . . . or get in touch with your nearest John Blair man. You'll be glad you did!

Frank "Fitz" Fitzsimonds
KFYR Radio
Bismarck, North Dakota



WDAY....

because

WDAY simply doesn't *have* any radio "competition". We believe you will find no other station in America that covers its market so completely — so almost *exclusively*.

WDAY is by far the highest in Red River Valley radio audience ratings . . . mail pull . . . local advertising . . . national spot advertising . . . network advertising. Ask Free & Peters!

FARGO, N. D.

NBC • 5000 WATTS • 970 KILOCYCLES



FREE & PETERS, INC.

Exclusive National Representatives

NORTH DAKOTA

City	County	Call Letters	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations	Owner	
<p>DICKINSON (Stark Co.)</p>								
KDIX	1947	1230	250	Dickinson Radio Association 119 2nd Ave. West Dickinson 4113	KBS Holman	Dr. P. J. Weir, p Orville F. Burda, gm Eugene A. Spear, cm, sim	Lauren Haacke, pd, pmm Benjamin J. Lockerd, ce Warren P. Vrana, nd	Karlton R. Johnson, fd William C. Mason, sd Marguerite Graham, wd
<p>FARGO (Cass Co.)</p>								
KFGO	1948	790	5000	Northern States Bcstg. Co. 421 1/2 N. P. Ave. 2-3281	ABC, Great Northern Walker Clark	W. R. Haggart, p Charles G. Burke, gm, pmm Garfield Fox, cm	Donald K. French, pd, nd, sd Olaf N. Gabrielson, ce	David Cassady, fd Verna S. Newell, wd
WDAY	1922	970	5000	WDAY Inc. Box 1031 5357	NBC, Northwest Net. Free & Peters	Earl Reineke, p Tom Barnes, gm Jack Dunn, sm Bill Burn, sim	Ken Kennedy, pm Roy Pederson, pmm Julius Hetland, techn. d. Juline Savold, ce	Glenn Flint, nd Ernie Brevik, fd Glenn Hanson, sd Georgie Arden, wd
WDAY-TV		DA-N						
<p>GRAFTON (Walsh Co.)</p>								
KGFT	(CP)	1370	1000	KVOX Bcstg. Co. 403 Center Ave. Moorhead, Minn				
<p>GRAND FORKS (Grand Forks Co.)</p>								
*KFJM	1923	1440	1000-D	University of N. Dak.				
KILO	1941	1440	500-N	Grand Forks Herald Inc. First National Bank Bldg. 4-5321	CBS Everett- McKinney	M. M. Opegard, p Herman Livingston, gm, cm John H. Doyle, pd, pmm, fd	Arnold F. Petrich, ce Richard Buckingham, nd	Ed Bohnhoff, sd Dorothy Ann Kirk, wd
KNOX	1947	1310	5000	Community Radio Corp. 4-4611	MBS Great Northern Rambeau	Carroll E. Day, p Robert Lukkoson, cm John G. French, gm	John Dark, pd, pmm David Chumley, ce	Robert A. Whyte, nd Roy Gunderson, fd Beverly Ford, wd
KNOX-TV		DA-N						
<p>HETTINGER (Adams Co.)</p>								
KNDC	1954	1490	250	Hettinger Bcstg. Co. 547	T. G. Barclay, p Les Kieven, gm, cm Roger Rein, pd, fd	Roger Flemmer, pm Chuck Brokow, ce Bill McIntyre, nd	Tommy Clement, sd Helen Stelmack, wd
<p>JAMESTOWN (Stutsman Co.)</p>								
KEYJ	1954	1400	250	James River Bcstg. Co. White Bldg. 1400	MBS Great Northern KBS	Robert E. Ingstad, p & gm A. G. Berry, sim		
KSJB	1937	600	5000	North Dakota Bcstg. Co. 1600	CBS Dakota Radio Net. Weed	John W. Boler, p Chester Reiten, gm, fd Jerry Upman, pd	Harvey Van Erem, ce Chuck Schoregge Jr., nd	Virgil Cobia, sd Andy Ingersoll, wd
<p>MANDAN (Morton Co.)</p>								
KGCU	1925	1270	1000-D	Mandan Radio Assn. 200 3rd Ave., N. W. 561	MBS Great Northern Walker	Walton S. Russell, p Paul C. Gussner, gm, cm & pmm	Merritt Bushee, pd Ray Barnett, ce Winston Hoehner, nd	Pat Phillips, sd Glenna Thompson, wd
<p>MINOT (Ward Co.)</p>								
KCJB	1950	910	1000	North Dakota Bcstg. Co. 15 A Central Ave. 51-161	CBS, Dakota Radio Net. Weed	John N. Boler, p, gm Herman Burkart, cm Donald Kingsley, pd	Stanley Spangler, pmm Joseph Main, ce Wm. H. Johnson, nd	Chester, Rietan, fd Rollie Peterson, sd Cis Hadley, wd
KLEPM	1929	1390	5000-D	Minot Bcstg. Co. Fair Block 41-146	ABC, MBS, Great Northern Walker	John B. Cooley, ptrn., gm C. W. Baker, ptrn., sm, ce Leslie E. Maupin, ptrn., cm, pd	Dean Thurow, pmm K. M. Knutson, nd E. H. Cooley, fd	Harry Stoner, sd Rosella Kounovsky, wd
<p>VALLEY CITY (Barnes Co.)</p>								
KOVC	1936	1490	250	KOVC Inc. 135 Central Ave. So. 1490	MBS, Great Northern	Robert E. Ingstad, p, gm Marlin Obie, cm Russ Kaber, pd, sd	Lee Weston, pmm Chas. Sjostrom, ce	Bob Ingstad, nd Fern Morsch, wd
<p>WAHPETON (Richland Co.)</p>								
KBMW	1948	1450	250	(See Breckenridge, Minn., listing)				
<p>WILLISTON (Williams Co.)</p>								
KWBM	1948	1450	250	Charles L. Scofield Box 198 35371		Charles Scofield, o, gm, ce Willard L. Holter, cm, pmm	Benjamin H. Innis Jr., pd Don Hotchkiss, fd Bob Gilbert, nd	Bob Miller, sd Jane Innis, wd

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OHIO

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Faas Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Faas Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Adams	20,499	5,740	\$ 13,285	\$ 2,700	\$ 290	5,688	Butler	147,203	42,620	193,682	52,360	4,684	52,733
Allen	88,183	27,030	112,464	25,098	2,369	31,406	Carroll	19,039	5,480	13,182	2,788	181	6,065
Ashland	33,040	10,300	37,496	8,099	818	12,555	Champaign	26,793	7,930	27,442	5,805	640	9,839
Ashtabula	78,695	24,030	96,615	23,650	2,287	29,942	Clark	111,661	33,870	131,606	30,571	3,705	38,502
Athens	45,639	11,640	37,968	8,741	869	11,839	Clermont	42,182	12,240	35,568	10,334	785	16,358
Auglaize	30,637	9,400	33,189	9,265	527	11,435	Clinton	25,572	7,910	35,850	7,576	496	9,481
Belmont	87,740	24,780	64,602	22,032	1,134	22,203	Columbiana	98,920	29,450	110,495	28,355	2,808	31,784
Brown	22,221	6,390	14,509	3,071	254	6,943	Coshocton	31,141	9,440	30,135	6,543	699	10,103

OHIO

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Crawford	38,738	12,190	50,050	11,877	1,018	15,070	Miami	61,309	19,270	74,806	18,590	1,920	23,311
Cuyahoga	1,389,532	419,570	1,976,290	522,083	63,158	485,713	Monroe	15,362	4,010	7,394	1,393	75	3,827
Darke	41,799	12,530	56,055	10,832	897	15,594	Montgomery	398,441	121,740	573,093	137,484	20,056	147,414
Defiance	25,925	7,820	35,256	7,744	703	10,130	Morgan	12,836	3,790	9,284	1,816	152	3,697
Delaware	30,278	8,600	33,152	6,932	455	10,784	Morrow	17,168	4,970	12,008	2,603	150	6,207
Erie	52,565	16,220	67,700	17,440	2,376	20,081	Muskingum	74,535	22,070	72,561	16,032	2,031	23,237
Fairfield	52,130	15,550	44,902	11,078	1,317	19,028	Noble	11,750	3,190	5,938	953	65	3,278
Fayette	22,554	6,840	25,355	5,051	401	7,793	Ottawa	29,469	9,110	31,696	8,121	484	12,400
Franklin	503,410	152,800	658,130	142,096	20,304	183,779	Paulding	15,047	4,480	10,323	2,595	183	5,604
Fulton	25,580	7,620	35,030	7,265	645	10,095	Perry	28,999	8,080	20,207	6,365	362	3,628
Gallia	24,910	5,990	16,002	3,543	263	5,606	Pickaway	29,352	7,280	27,958	5,848	440	9,338
Geauga	26,646	7,220	21,773	5,612	326	11,204	Pike	14,607	4,470	13,209	3,064	76	6,580
Greene	56,632	17,860	59,829	13,500	1,929	22,170	Portage	63,954	18,390	64,848	17,222	1,551	24,195
Guernsey	36,452	10,970	34,716	8,314	608	10,155	Preble	27,081	8,050	21,198	4,772	371	10,268
Hamilton	723,952	228,750	971,953	239,136	27,499	216,407	Putnam	25,248	6,820	24,977	4,584	327	9,102
Hancock	44,280	14,380	53,351	11,348	1,087	17,453	Richland	91,305	27,580	116,368	24,525	2,497	34,453
Hardin	28,673	8,490	26,221	6,106	631	10,073	Ross	54,424	14,770	53,334	13,657	1,438	16,828
Harrison	19,054	5,480	14,462	4,936	183	5,924	Sandusky	46,114	14,130	60,388	12,744	1,101	18,661
Henry	22,423	6,580	26,331	5,264	498	8,505	Scioto	82,910	23,800	86,640	22,156	2,118	25,502
Highland	28,188	8,790	27,035	6,456	411	9,529	Seneca	52,978	15,450	56,762	12,260	1,217	19,417
Hocking	19,520	5,210	16,222	4,183	336	5,845	Shelby	28,488	8,200	29,919	7,825	584	10,673
Holmes	18,760	3,840	16,857	1,872	200	4,479	Stark	283,194	84,020	359,085	88,992	8,251	100,093
Huron	39,353	11,940	48,108	12,543	2,139	14,919	Summit	410,032	125,220	534,490	138,030	14,040	149,992
Jackson	27,767	7,600	22,695	5,740	414	8,067	Trumbull	158,915	46,110	180,047	50,485	3,805	56,764
Jefferson	96,495	26,410	96,841	27,060	2,287	25,640	Tuscarawas	70,320	20,790	75,036	20,196	1,864	23,955
Knox	35,287	10,630	44,044	10,219	890	12,457	Union	20,687	6,030	17,407	3,250	327	7,425
Lake	75,979	24,180	92,796	26,136	2,278	36,170	Van Wert	26,971	8,520	31,052	6,995	523	10,106
Lawrence	49,115	15,120	36,908	10,223	612	18,851	Vinton	10,759	2,570	4,219	1,675	67	2,613
Licking	70,645	22,100	76,646	18,670	1,547	26,877	Warren	38,505	11,160	40,020	9,722	848	15,489
Logan	31,329	9,830	42,028	8,851	655	11,720	Washington	44,407	12,830	36,413	8,613	720	14,740
Lucas	148,162	44,010	185,808	51,448	5,082	58,099	Wayne	58,716	16,130	73,810	14,552	1,544	20,840
Lucas	395,551	120,610	570,096	135,540	16,459	145,201	Williams	26,202	8,230	32,480	7,379	640	10,360
Madison	22,300	5,600	34,884	6,194	684	6,964	Wood	59,605	17,020	59,584	16,132	1,353	21,660
Mahoning	257,629	71,220	319,680	83,268	6,813	82,822	Wyandot	19,785	5,870	17,585	3,803	370	7,389
Marion	49,959	15,470	66,450	15,408	1,642	18,315							
Medina	40,417	12,580	46,832	10,108	1,044	16,638							
Meigs	23,227	6,510	17,222	3,898	402	6,010							
Mercer	28,314	8,070	40,182	6,621	482	10,276							

Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state.

AKRON (Summit Co.)						
WADC 1925	1350 5,000 DA-1	Allen T. Simmons Inc. WADC Bldg. Jefferson 5-6156	CBS Hollingbery	Allen T. Simmons, p Robert B. Wilson, asst. m & cm	Harold Hageman, pd & nd Secret Williams, pmm Arnold Bock, ce	Roger Carter, fd Doc Williams, sd Nina Magno, wd
WAKR 1940 WAKR-TV	1590 5,000 DA-N	Summit Radio Corp. 853 Copley Rd. Portage 2-8811	ABC Weed	S. Bernard Berk, p Roger G. Berk, gm Kenneth M. Keegan, vp & sim	Adrian R. Cooper, pd & pmm Irwin L. Knopp, ce Ed McDonald, nd	Torey Southwick, fd Bob Wylie, sd Marion Geyer, wd
WAKR-FM 1947	Ch. 24 1/2 (B) 97.5mc 4.4kw					
WCUE 1950	1150 1,000-D DA-D	Akron Ecstg. Corp. 41 S. Main St. Franklin 6-7114	Pearson	Tim Elliot, p & gm Jack Maurer, vp, sm & cm Philip A. Meyers, asst. cm	Jack Clifton, pd Jean Elliot, pmm & wd George V. Paul, ce	Kenneth Halterman, nd Ed Erwin, sd



you're right on CUE!

No need to fluff your lines. There's only one CUE to follow when your stage is set in Akron. Why, they love us in our own home town (see our Hooper) . . . one CUE from us and they'll love you, too.

more MUSIC more NEWS more OFTEN

Wcue

Akron's only independent - we're home folks
TIM ELLIOT, President

John E. Pearson Co., National Representatives after February 10, 1955

OHIO

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. psm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	
AKRON (Cont.)						
WHKK 1945	640 1,000 DA-1 L-KFI	The WHKK Bcstg. Co. 51 West State St. Blackstone 3-7101	MBS Bolling	P. R. Herbert, co-o J. B. Maurer, co-o Cliff Rodgers, pd	Henry Niederkofler, ce Paul Ray, nd Dick Howard, fd	Dick Reynolds, sd Jacqueline Rowies, wd
ALLIANCE (Stark Co.)						
WFAH 1953	1310 1,000-D DA-D	Review Pub. Co. 2720 S. Union Ave. 15345	Rambeau	D. A. Peterson, gm F. LaBarba, cm R. A. Gates, pd	G. Peterman, ce Gene Rockwell, nd	Tony Gates, fd Ed Krahling, sd
WFAH-FM 1947	Ch. 169 (A) 101.7mc 1kw					
ASHLAND (Ashland Co.)						
WATG 1950	1340 250	Ashland Bcstg. Co. 2-1573	McGillvra	Robert S. Burke, p Eugene E. Mills, gm & cm Donald Holzappel, sm & pmm	Richard Leidy, pd Richard Matthes, ce	Wayne Byers, nd, sd Cathy Donges, wd
WATG-FM 1947	Ch. 267 (B) 101.3mc 10.3kw					
ASHTABULA (Ashtabula Co.)						
WICA 1937	970 5,000-D	WICA, Inc. 32-126	Standard Everett- McKinney	D. C. Rowley, p D. W. Fassett, bus. m J. Yourcheck, cm	John Strasen, pd, fd L. E. Gerrity, pmm Frank Bernate, ce	Charles Hess, nd Andrew Holecko, sd Arlene Klammer, wd
WICA-TV 1949	1,000-N DA-2					
WICA-FM 1949	Ch. 279 (B) 103.7mc 40kw					
ATHENS (Athens Co.)						
WATH 1950	1540 1,000-D CP-970	A. H. Kovlan & J. D. Sinyard Box 527 31587	Continental	A. H. Kovlan, co-o, gm & ce J. D. Sinyard, co-o, cm & pmm	Joe Klarke, pd Doug Johnson, nd Ted Covert, fd	Tom Andrews, sd Irene Kovlan, wd
BELLAIRE (Belmont Co.)						
WTRX 1947	1290 1,000-D	Ohio-W. Va. Bcstg. Co. The Skyline Bellaire 1515 Ogden Bldg., Wheeling Wheeling 1177	MBS Hollingbery	John W. Kluge, p Frank Curtis, sm & cm Paul Howard, pd	Greg Van Camp, pmm Howard Daubenmeyer, ce George Diab, nd & sd	Wes Manley, fd Jo Dun, wd
WTRX-FM 1947	Ch. 263 (B) 100.5mc 20kw					
BELLEFONTAINE (Logan Co.)						
WOHP 1952	1390 500-D	Lake Erie Radio & TV Corp. 6681	KBS	T. M. Nelson, p Patrick Shannon, gm Joe Smith, cm	Chester Terry, ce Nina Lewis, nd	Jan Evans, wd Brad Harris, sd
BOWLING GREEN (Wood Co.)						
WWBG 1954	730 250-D DA-D	Howard R. Ward P. O. Box 105 31334	Howard R. Ward, p & gm James Shepherd, pd	Leslie W. Smith, pmm	George Stearns, ce
CAMBRIDGE (Guernsey Co.)						
WILE 1948	1270 1,000-D	Land o' Lakes Bcstg. Corp. 917 Beatty Ave. 4-5605	KBS	Howard A. Donahoe, p	Alber G. Engel, sm, ce Bruce W. Meighen, cm	David C. Lorimer, pd, nd & sd
CANTON (Stark Co.)						
WAND 1947	900 500-D	P. C. Wilson 106 High Ave., N.W. 6-8396	Best	P. C. Wilson, p, cm James Wilson, gm, pd	Bill Bennett, pmm Ronald Baker, ce	Jim Russell, nd, sd Anita Lynch, wd
WCMW 1946	1060 1000-D	Stark Bcstg. Corp. Hills & Dales Rd. N.W. 5-9475	Burke Stuart	S. L. Huffman, p Clark L. Dozer, mgr. J. R. Hale, cm	Eugene Dillon, pd, nd & sd Jane Thomas, pmm & wd	William Waechter, ce Denver Deaver, fd
WHBC 1925	1480 5,000 DA-N	The Ohio Bcstg. Co. 550 S. Market St. 6-7166	ABC Venard	G. Gordon Strong, p Eugene Carr, radio d Robert C. Fehman, m Paul Gilmor, cm	Robert Breen, pd Louise Maag, pmm Kenneth L. Sliker, ce Al Frances, nd	Bob Krahling, fd Jim Muzzy, sd Carol Adams, wd
WHBC-FM 1948	Ch. 231 (B) 94.1mc 15kw					
CHILLICOTHE (Ross Co.)						
WBEX 1947	1490 250	Shawnee Bcstg. Co. Carlisle Hill 2-0646	ABC, KBS, Buckeye Southern Ohio Grant	John Halliday, p Truman Morris, gm William Mnich, sm	Lew Wagner, cm Robert Carano, pd, nd Dave Achor, pmm & fd	James Egbert, ce Mickey Davies, sd Jacqueline Dearth, wd
CINCINNATI (Hamilton Co.)						
WCIN 1953	1480 1,000-D DA-D	Robert W. Rounsaville 3301 Beekman St.	ForJoe Dora- Clayton	Robert W. Rounsaville, o Wm. R. Wagner, sm	Ralph B. Johnson, cm Lawrence D. Faulkner, pd	Joe McCormack, ce
WQXN-TV 1929	1530 50,000 DA-N	L. B. Wilson, Inc. Hotel Gibson Cherry 6565	Welstead	C. H. Topmiller, p, gm Thomas Welstead, vp & natl. slm	George Moore, local slm Robert M. Fleming, pmm John Murphy, nd	Marty Roberts, fd Paul Sommerkamp, sd Vee James, wd
WCPO 1928	1230 250	Scripps-Howard Radio Inc. 2345 Symmes St. Capitol 0777	MBS Branham	Jack R. Howard, p M. C. Watters, vp & gm Glenn Clark Miller, asst. gm W. Earl Corbett, sta. d	Robert B. Rietman, slm Cliff Baker, pmm Paul Adams, ce	Bob Otto, nd Waite Hoyt, sd
WCPO-FM 1949	Ch. 285 (B) 105.1mc 12.5kw					

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WKRC 1924 WKRC-TV	550 5,000-D 1,000-N DA-1	Radio Cincinnati, Inc. Hotel Alms Woodburn 0550	CBS Katz	Hulbert Taft, Jr., p David G. Taft, evp Hubbard Hood, gm Kenneth W. Church, natl. slm	Edward J. Kennedy, pd & sd Lila Lambert, pmm Wilford Kennedy, ce	George A. Wilson, dir. of eng. Thomas McCarthy, nd & fd Barbara Cameron, wd
WKRC-FM 1947	Ch. 270 (B) 101.9mc 15.5kw					
WLW 1922 WLWT (TV)	700 50,000	Crosley Bestg. Corp. 140 W. Ninth St. Cherry 1822	MBS NBC NBC Spot Sales	James D. Shouse, chrnm. of bd. Robert E. Dunville, p Ward L. Quaal, vp & asst. gm	Harry Mason Smith, vp, ch. sls. Chester Herman, pd Richard F. McCarthy, d. radio prom.	R. J. Rockwell, vp & ce Terry Flynn, nd Robert Miller, fd
WSAI 1923	1360 5,000 DA-N	Gordon Bestg. Co. Sinton Hotel Main 1068	ABC Weed	Sherwood R. Gordon, p & o, gm T. W. Thurman, nat. slm S. R. Gordon, nat. slm	Charles A. Black, sm Arthur Plaut, pmm Jonas Heiser, ce Bill Robbins, nd	Tom Morgan, fd Dick Baker, sd Marilu Case, wd
CLEVELAND (Cuyahoga Co.)						
WDOK 1950	1260 5,000 DA-2	Civic Bcstrs. Inc. 1515 Euclid Ave. Main 1-2890	Everett- McKinney	R. Morris Pierce, p Willard L. Dougherty, exc. vp & gm	Frederick C. Wolf, asst. to p Ralph Quay, ce	Ken Bichl, nd
WDOK-FM (CP)	Ch. 271 (B) 102.1mc 9.4kw					
WERE 1948 WERE-TV	1300 5,000 DA-1	Cleveland Bestg. Inc. 1501 Euclid Ave. Superior 1-9600	Venard Rintoul McConnell	Ray T. Miller, p Richard M. Klaus, gm Charles Dunbar, cm Leonard G. Trostler, lcl. slm	Edwin J. Stevens, pd Paul Mahler, pmm Harry Dennis, ce	Jerry Bowman, nd, fd Ellen Marshall, wd
WERE-FM 1948	Ch. 253 (B) 98.5mc 20kw					
WGAR 1930	1220 50,000 DA-1	Peoples Bestg. Corp. Hotel Statler Prospect 1-0200	CBS Christal Ohio Story Net.	Herbert E. Evans, p Carl E. George, gm Robert Forker, cm Reginald P. Merridew, opr. d Ruth Allen, wd	Robert C. Smith, pmm Lloyd C. Wingard, chief studio eng. Donald McCollister, chief trans. eng.	Charles Day, nd Jim Martin, fd William McColgan, sd
WGAR-FM 1952	Ch. 258 (B) 99.5mc 31kw					
WHK 1921 WHK-TV	1420 5,000 DA-N	United Bestg. Co. 5000 Euclid Ave. Express 1-5000	MBS Headley- Reed	Sterling E. Graham, p Kenneth K. Hackathorn, gm William K. Brusman, cm	C. M. Hunter, pd John Wyman, pmm Ralph DeLany, ce	Jack Pluntze, nd Eleanor Hanson, wd
WHK-FM 1947	Ch. 264 (B) 100.7mc 11.5kw					
WJMO 1947	1540 1,000-D	Friendly Bestg. Co. 2157 Euclid Ave. Superior 1-4424	United	Richard Eaton, p Arthur A. Snowberger, evp Paul Nakel, sm	Leonard Adams, cm	C. C. Courtney, asst. to p
WJW 1943 WXEL (TV)	850 5,000 DA-1	WJW Inc. 1375 Euclid Ave. Superior 1-0101	ABC Katz	John D. Kelly, gm, slm	Gerald G. Roberts, ce Bruce MacDonald, pd Peter Lee, pmm	Thomas Carson, nd James Graner, sd Jane Stevens, wd
WJW-FM 1948	Ch. 281 (B) 104.1mc 2.8kw					
WTAM 1923 WNBK (TV)	1100 50,000	Natl. Bestg. Co. Inc. 815 Superior Ave. Cherry 1-0942	NBC NBC Spot Sales	Sylvester L. Weaver, Jr., p (NBC) Lloyd E. Yoder, gm	William N. Davidson, asst. gm & dir. s. Harold W. Waddell, slm Lawson Deming, pd	Clement G. Scerback, pmm S. E. Leonard, ce Edward R. Wallace, nd Tom Manning, sd
WTAM-FM 1948	Ch. 289 (B) 105.7mc 3.7kw					
CLEVELAND HEIGHTS (Cuyahoga Co.)						
WSRS 1947	1490 250	WSRS, Inc. 2156 Lee Road ERiverview 1-2005	Forjoe	S. R. Sague, p, gm, pd Norman V. Bergholm, cm Bill Gannon, pmm	Bob Leedham, ce George Patrick, nd	
WSRS-FM 1947	Ch. 237 (A) 95.3mc 1kw					

**CLEVELAND'S
ONLY
NEWS STATION
ON THE AIR
24 HOURS DAILY
'ROUND THE CLOCK**

WSRS

**LOCAL NEWS
EVERY SIXTY
MINUTES ON
THE HALF HOUR
'ROUND THE CLOCK
DAY AND NIGHT**

*"The Community Information Station with the
All-American Family Appeal"*

AWARDED 1st PLACE* FOR OUTSTANDING NEWS PROGRAMS!

*AFTRA AWARDS

NAT'L. REP. FORJOE & CO.

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; slm; Prog. Dir. pd; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm;	
COLUMBUS (Franklin Co.)						
WBNS 1924 WBNS-TV	1460 5,000-D 1,000-N DA-N	RadiOhio, Inc. 33 North High St. Capital 4-9265	CBS Blair	Richard A. Borel, p & gm W. I. Orr, cm Geer Parkinson, pd James Yerian, pmm	L. H. Nafzger, ce Chet Long, nd Bill Zipf, fd	Bill Corley, sd Marty DeVictor, sd Fern Sharp, wd
WCOL 1922	1230 250	Air Trails, Inc. E. Broad at Young St. Capital 1-4581	ABC H-R Rep.	Charles Sawyer, p J. P. Williams, exc, vp Alex Buchan, adm. asst.	Wm. H. Spencer, sm Michael Ryan, pd, sd Harold Beard, ce	Walter Furniss, nd Margaret Merritt, wd
WCOL-FM 1949	Ch. 222 (B) 92.3mc 33kw					
*WOSU 1922 WOSU-TV	820 5,000 L-WFAA, WBAP	Ohio State U. University 3148	Howard L. Bevis, p Robert C. Higgy, gm William H. Ewing, pd	Al Boggionini, ce Don Erb, nd Art Smith, fd	Les Spencer, sd Mary Zinn, wd
*WOSU-FM	Ch. 209(E) 89.7mc 14kw					
WRFD 1947		(see Worthington for listing)				
WTVN 1921 WTVN-TV	610 5,000 DA-N	Radio Columbus Inc. 22 East Gay St. Capitol 4-1101	MBS Katz	Hulbert Taft, Jr., p Byron Taggart, gm Sam T. Johnston, cm	Paul Frank, pd & nd Dan E. Ries, pmm William Hansher, ce	Joe Hill, sd Nita Hutch, wd
WVKO 1951	1580 1,000-D DA-D	Skyway Bestg. Corp. 274 S. Third St. Capitol 1-5247	Buckeye, Forjoe	Col. Gustav Hirsch, p Bert Charles, gm & pd Bill Selander, cm	Marjorie White, pmm, wd Bill Hammett, ce	John Terry, nd Bob Howard, sd
WVKO-FM 1948	Ch. 234 (B) 94.7mc 52kw					
COSHOCTON (Coshocton Co.)						
WTNS 1947	1560 1,000-D	Coshocton Bestg. Co. 114 North 6th St. 1560	Bruce Wallace, p & gm James T. Sigman, cm	Stanley C. Robinson, pd, nd & sd Carl Speaks, pmm	Elmer C. Moravecky, ce Joellen DuBois, wd Bill DuBois, fd
DAYTON (Montgomery Co.)						
WAVI 1947	1210 250-D	WAVI Bestg. Corp. 1820 Cincinnati St.	Gill-Perna	H. K. Crowl, p, gm & cm Art Burnham, pd & fd	Vernon B. Yeich, ce Von Crabill, nd & sd	Connie Holmes, wd
WHIO 1935 WHIO-TV	1290 5,000-DA-N	Miami Valley Bestg. Corp. 1414 Wilmington Ave. Madison 6581	CBS Hollingbery	James M. Cox, p Robert H. Moody, gm Walter E. Wolaver, cm	Wade H. Alley, pd Charles E. Gay, pmm Ernest L. Adams, ce	Fred Brophy, nd Lou Emm, sd Madeline Wise, wd
WHIO-FM 1946	Ch. 256 (B) 99.1mc 19kw					

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RECIPE for SALES:

To a full measure of ENTERTAINMENT add a large portion of SERVICE. Flavor with TOP TALENT, blend with plenty of solid SHOWMANSHIP. Serve hot with 5,000 watts at 880 kc. Recipe serves Columbus city market and 72 Ohio counties!



Ask Meeker Associates

Peoples Broadcasting Corp.

Great Things are Cookin' at

WRFD-radio, Worthington, Ohio

WING 1924	1410 5,000 DA-N	Great Trails Bcstg. Corp. 121 North Main Hemlock 3773	ABC H-R Reprs.	Charles Sawyer, p J. P. Williams, exc. vp., gm, & cm Alex Buchan, adm. asst.	Charles Reeder, pd Larry Marker, pmm Howard Ryan, ce	Jack Zeigin, nd & fd Bill Kehl, sd Betty Ann Horstman, wd
WONE 1949	980 5,000 DA-2	Skland Bcstg. Corp. 380 West First St. Michigan 6501	Headley- Reed	Ronald B. Woodyard, p, gm & pd James McDonough, special asst. to pres.	Louis Froelich, cm Dorothy Tatum, pmm	Stanley A. Beck, ce
DEFIANCE (Defiance Co.)						
WONW 1948	1280 500-DA-N	Tri-State Bcstg. Co. P. O. Box 278	Devney	R. W. Crowell, p Glenn R. Thayer, vp & gm	Paul R. Murphy, pd	William Dommer, sd
DOVER (Tuscarawas Co.)						
WJER 1950	1450 250	Dover Bcstg. Co. WJER Bldg. 4-2126	KBS	Agnes Reeves Greer, p Wm. B. Steis, gm John Needs, cm	Bob Valiguet, pd Al Werner, pub. rel. Don Graff, ce	Rex Ridenour, nd & sd Bill Burton, fd Sally Drew, wd
EAST LIVERPOOL (Columbiana Co.)						
WOHI 1949	1490 250	East Liverpool Bcstg. Co. P. O. Box 760 Fulton 5-1490	ABC KBS	Richard V. Beatty, p Robert E. Metcalfe, gm, pd & pmm	George T. Farrall, cm George Kelly, ce James Lowery, nd & sd	Michael Turk, fd Angeline Frank, wd
ELYRIA (Lorain Co.)						
WEOL 1948	930 1,000-DA-2	Elyria-Lorain Bcstg. Co. Elyria Savings & Trust Bldg. 2255	Walker	Roy W. Ammel, p	Richard E. Barrett, sm & cm	
WEOL-TV						
WEOL-FM 1948	Ch. 297 (B) 107.3mc 15kw					
FINDLAY (Hancock Co.)						
WFIN 1941	1330 1,000-D	Findlay Pub. Co. 500½ South Main 1330	McGillvra	R. Lowell Heminger, p Harold H. Heminger, gm & cm	Jack E. Douglas, pd Allen P. Dudley, pmm Edgar Smith, ce	Clair Meekins, nd & sd John Hutson, fd
WFIN-FM 1948	Ch. 263 (B) 100.5mc 8.2kw					
FOSTORIA (Senneca Co.)						
WFOB 1952	1430 1,000 DA-2	Senneca Radio Corp. Box 589 5666	Rambeau	Andrew Emerine, p Melvin L. Murray, gm, nd & sd	Roger V. Wise, cm James Robert Paulus, pd	Farrel Faye Elsea, ce Neal Clardy, fd
WFOB-FM 1946	Ch. 244 (A) 96.7mc 1kw					
FREMONT (Sandusky Co.)						
WFRO 1949	900 500-D DA-D	Wolfe Bcstg. Co. 905 W. State St. Federal 2-3951	Best	Robert F. Wolfe, p R. C. Force, mgng. d Frank Swartz, pd	J. Weddell Kerr, pmm Allen Kaubel, ce	Art Smith, nd & sd Earl Hurst, fd
WFRO-FM 1946	Ch. 257 (A) 99.3mc 1kw					

WBNS radio reports:

MOST LISTENERS . . . WHERE MOST IS SPENT

Now we can PROVE WBNS Radio not only has more listeners than all other local stations combined, IT HAS THESE LISTENERS WHERE MOST DOLLARS ARE SPENT!

Each year, WBNS sponsors the Fall Festival . . . it's our own "pulse" which shows us where our listeners are. WBNS personalities offer inexpensive premium giveaways for ten days. This year we heard from 13,317 listeners, an increase of 20% over last year.

And the pattern shows . . . 11,006 replies from

More than ever . . .

. . . When Central Ohio is your market

. . . WBNS Radio is a must.

Franklin County alone. Eighty-two per cent of the returns came from the big spending area in Central Ohio, where retail sales far exceed the surrounding counties.

This proves our year-long pitch: WBNS sells action, not acres . . . WBNS sells quality listenership, not just quantity. We have more listeners than all other local stations combined, and we've got them where MOST MONEY IS SPENT!

CBS for CENTRAL OHIO



OHIO

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner ; Pres. p; Exec. vp evp; slm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prom. Mgr. pmm; Prod. Mgr. pdm; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	
GALLIPOLIS (Gallia Co.)						
WJEH 1950	990 250-D	Ohio Valley on the Air, Inc. Box 244 1160	KBS, Southern Ohio Net., Grant	John E. Halliday, p Marianne B. Campbell, sm Truman A. Morris, gm William M. Watterson, pd	K. W. Robinson, slm Edgar L. Atkins, ce James Bacon, nd	Jerry Roach, fd Odie O'Donnell, sd Jean Saunders, wd
HAMILTON (Butler Co.)						
WMOH 1944	1450 250	Fort Hamilton Bcstg. Co. Second Natl. Bank Bldg. 4-6543	Grant	Robert J. Briede, p Robert L. Odson, gm Raymond Motley, cm, sd	Norm Keller, pd Dick Plessinger, ce Ken Maloney, nd	Robert Copp, fd Milly Soule, wd
WMOH-FM 1948	Ch. 278 (B) 103.5mc 8.7kw					
IRONTON (Lawrence Co.)						
WIRO 1951	1230 250	Iron City Bcstg. Co. Inc. Radio Plaza 360	MBS KBS McGillvra	C. A. Baker, p Clinton E. McElroy, gm, cm & sd	Jay Brushart, pd & pmm, nd C. A. Baker, ce	Larry Howard, fd Eunice Venz, wd
JACKSON (Jackson Co.)						
WLMJ 1953	1280 1,000-D	WLMJ, Inc. P. O. Box 72 850	KBS, Southern Ohio Net. Grant	Francis D. Moore, p Truman A. Morris, gm Don W. Hughes, sm	Jake Gahm, pd Art Farrar, pmm, nd Eddie Atkins, ce	Bill Harbour, sd Lewis E. Davis, fd Patricia Roy, wd
LANCASTER (Franklin Co.)						
WHOK 1948	1320 500-D	Hocking Valley Bcstg. Corp. Memorial Drive 4500	Dr. Nelson R. Embrey, p William L. Zimmerman, sm	Robert F. Wery, ce Ron Johnson, nd	Roy Stingley, fd Eleanor Blazer, wd
LIMA (Allen Co.)						
WIMA 1948	1150 1,000	N. W. Ohio Bcstg. Corp. 223 N. Main 3-2660	ABC, Weed	G. E. Hamilton, p R. W. Mack, gm C. B. Heller, cm	Easter Straker, pd & wd Robt. McDermott, pmm & fd Albert Smith, ce	Don Sherwood, nd Bill Frink, sd
WIMA-TV 1948	DA-N					
WIMA-FM 1948	Ch. 271 (B) 102.1mc 15.5kw					
MANSFIELD (Richland Co.)						
WMAN 1939	1400 250	Richland, Inc. 144½ Park Ave. West 4235-6	ABC, Venard, Rintoul & McConnell	Mrs. M. F. Rubin, o J. M. O'Hara, p & gm, cm Robert A. James, pd	John Patrick, pmm William E. Morrison, ce Rex Hess, nd	Pres Roper, fd Billie Worden, wd
MARIETTA (Washington Co.)						
WMOA 1946	1490 250	Marietta Bcstg. Co. P. O. 201 Hotel Lafayette 1690	MBS, McGillvra	W. G. Wells, o R. Sanford Guyer, ptrn. & gm Fred Reynolds, cm	Nyla Mason, pd Gene Bowen, pmm & fd Charles E. Clark, ce	Bob Goreth, nd Dave Pyles, sd Paula Carr, wd
MARION (Marion Co.)						
WMRN 1940	1490 250	Marion Bcstg. Co. P. O. Box 518 3-1131	ABC, Ohio Fm Net.	Robert T. Mason, Sr., p & gm Arthur L. Martin, cm Madge Cooper, pd & wd	Marjorie Williams, pmm Francis J. Peters, ce Joe Ionne, nd	Charles F. Might, fd Ed Paulin, sd
WMRN-FM 1953	Ch. 295 (B) 106.9mc 25kw					
MIDDLETOWN (Butler Co.)						
WPFB 1947	910 1,000-D 100-N	Paul F. Braden Lebanon-Coles Rd. 2-3625 Webb	Paul F. Braden, p & gm Joseph H. LeMoyné, cm George D. Lummis, pd	Harold Calvin, pmm Laurace H. Beckwith, ce Dan Humphreys, nd	Homer Tingle, fd Warren Johnson, sd Fern Troutvine, wd
MT. VERNON (Knox Co.)						
WMVO 1953	1300 500-D DA-D	The Mt. Vernon Bcstg. Co. Box 390 Coshocton Rd. 20946	KBS	Helen E. Zerkowitz, gm & cm, wd George Bennett, pd & nd	Royce Woodward, ce Paul Koons, fd	Charlie Kilkenny, sd
WMVO-FM 1951	Ch. 229 (B) 93.7mc 2.9kw					
NEWARK (Licking Co.)						
WCLT 1949	1430 500-D	The Advocate Printing Co. 27 W. Main St. Fairfax 4-0561	Meeker	F. W. Spencer, p Thomas A. Rogers, gm Robert H. Pricer, cm	John Fisher, pd B. E. Windle, ce	Ned C. Stout, nd & fd Brandon Barnes, sd
WCLT-FM 1947	Ch. 262 (B) 100.3mc 8.5kw					
PIQUA (Miami Co.)						
WPTW 1947	1570 250-D	Miami County Bcstg. Co. Inc. 1625 Covington Ave. 1420	KBS Best	Richard E. Hunt, p & gm Robert C. Bubp, sm & cm, pmm	Ken Shroyer, pd Dallas Davis, ce Bill Fox, nd & fd	Bob Cook, sd Minabelle Hutchins, wd

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The new sound in Cincinnati has a cash register ring!



The local merchant measures his results by sales--not ratings.

He listens for the sound of his cash register.

WSAI's new and aggressive management with programming carefully dedicated to Cincinnati and its tastes, plus wide-swinging promotion has changed radio thinking in Cincinnati.



Listen to reason:

There's a reason why the two greatest supermarket chains in Cincinnati advertise on the same station—and it's the first time in Cincinnati radio history that the two giants direct their messages to identical buying audiences . . . the buy-minded listeners of WSAI.

There's a reason why one sponsor who started with a single show has doubled his budget on WSAI-Radio. Results? He got them—and quickly on WSAI.

There's a reason why NOW WSAI-Radio carries more local spot business *than any other Cincinnati station*. Local merchants know that 'SAI's coverage and cost per thousand give them the best radio buy in Cincinnati.

Want to see some sales-ability? Call Weed.

National Representatives
for the new sound in Cincinnati
Weed & Company

wsai

SHERWOOD GORDON, PRESIDENT AND GENERAL MANAGER



THE NEW SOUND IN CINCINNATI HAS A CASH REGISTER RING!

OHIO

City County Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	
PORTSMOUTH (Scioto Co.)						
WNXT 1951	1260 5,000-D 1,000-N DA-2	Portsmouth Bcstg. Co. P. O. Box 1228 Masonic Bldg. 2-1961	ABC, Everett- McKinney	Marshall Rosene, p, gm & cm Phil Phillips, pd Thelma Henderson, pmm	Russell Newman, ce Harry Smith, nd Geo. Wood, fd	Jack Hurst, sd Lucile Graham, wd
WPAY 1935	1400 250	The Scioto Bcstg. Co. 1009 Gallia St. 32111	CBS, Buckeye Venard, Rintoul & McConnell	Eugene Carr, p Gordan Strong, gm	Gerald F. Boyd, cm & m E. G. Sheridan, pd & nd	M. Myers, ce Polly Daehler, wd
WPAY-FM 1947	Ch. 281 (B) 104.1mc 7kw					
SANDUSKY (Erie Co.)						
WLEC 1947	1450 250	Lake Erie Bcstg. Co. Cleveland Rd. & Huntington Ave. 5170	MBS, Ohio Net. Holman	Jay Wagner, p & gm Louis Mahla, cm Robert Hinners, pd & sd	Jay Leibach, ce Ray Sherman, nd	James Londot, fd Nancy Lake, wd
SPRINGFIELD (Clarke Co.)						
WAVI 1947		(See Dayton listing)				
WIZE 1940	1340 250	Radio Voice of Springfield Inc. 117 W. High St. 3-4955	ABC H-R Reps.	Charles Sawyer, p John Pattison Williams, evp Alexander Buchan, vp & adm. asst.	Virginia Bennet, sm John McEnaney, pd & pmm Victor Buchong, ce	Fred Weber, nd, fd & sd Alice Bahan, wd
WJEL 1947	1600 1,000-D	Champion City Bcstg. Co. 120 S. Limestone St. 3-4676	McGillvra	R. Stanley Lucas, p William Bailey, vp Robert L. Yontz, sec.-treas. & gm	Ken Arnold, sm, pd & ce Charles Perry, cm & pmm	Bob Woodrow, nd & sd Terry O'Connell, sp. events
STUBENVILLE (Jefferson Co.)						
WSTV 1940 WSTV-TV	1340 250	WSTV, Inc. Exchange Realty Bldg. Atlantic 2-8265	MBS, Ohio Net. Avery- Knode	Jack N. Berkman, p John J. Laux, exc. vp, & gm Joseph M. Troesch, cm & asst. gm, pmm	Harry Birrell, pd Charles Shepherd, ce Scott McMurray, nd	Francis P. Taylor, fd Charles T. Donley, sd Mary B. Worstall, wd
WSTV-FM 1947	Ch. 278 (B) 103.5mc 3.1kw					
TOLEDO (Lucas Co.)						
WOHO 1954	1470 1,000 DA-2	Midwestern Bcstg. Co. 2665 Pickle Rd. Taylor 4321	Pearson, Mich. Spot Sales	Ford R. Weber, p Russell A. Gohring, vp & gm William C. Webster, cm	Paul King, pd & nd Sam W. Sloan, pmm	Edwin J. Powell, ce Dave Martin, sd
WSPD 1921 WSPD-TV	1370 5,000 DA-N	Storer Bcstg. Co. 136 Huron St. Adams 3175	NBC, Katz	George B. Storer, p Allen L. Hald, vp & mgng. d Emerson Kimble, gm Westford F. Shannon, cm	Edward C. Kutz, pd Bill Ashworth, pmm Bill Stringfellow, ce	Jim Uebelhart, nd Tom Bender, sd Lee Knight, wd
WSPD-FM 1947	Ch. 268 (B) 101.5mc 23kw					
WTOD 1946	1560 1,000-D	Unity Corp. 515 Madison Ave. Garfield 5551	ForJoe	Edward Lamb, p Sunne Miller, gm & cm Richard Rice, pd & nd	Robert Sowers, ce Paul Potocky, fd	Orris Tabner, sd Barbara Baker, wd
WTRT (FM) 1947	Ch. 260 (B) 99.9mc 8.8kw	(WTOD, AM Affiliate)				
WTOL 1938	1230 250	Community Bcstg. Co. Bell Bldg. Adams 3291	ABC Raymer	Frazier Reams, p Thomas S. Bretherton, gm	Richard H. Edsall, slm Robert Krieghoff, pd	Harold Holmes, ce Doug Tabner, sd
WTOL-FM 1949	Ch. 284 (B) 104.7mc 1.3kw					
WARREN (Trumbull Co.)						
WHHH 1941	1440 5,000 DA-2	The Warren Tribune Radio Sta., Inc. 108 Main St. 2212-9	MBS, Rambeau	Helen H. Hulbert, p Carl J. Raymond, gm D. M. Shaver, slm & sd	Peter J. Dignan, pmm Robert E. Hardy, ce	Stan Willis, nd John Strasbaugh, fd

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W W S T

Producers of:
THE MISS OHIO PAGEANT
 Just one of the many outstanding annual
 promotions that build and hold
 listener interest

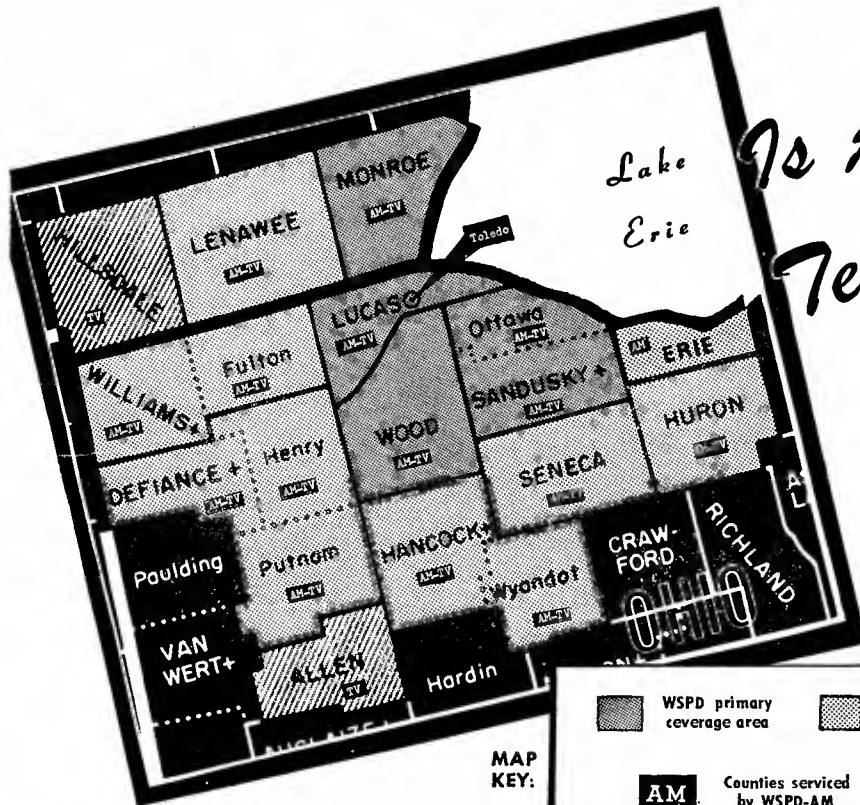
"RADIO WOOSTER"
**"Serving Ohio's Foremost
 Agricultural Area"**

Gross Yearly Retail Sales
 (Home County Only)
\$67,131,000.00*
 *(1952 Sales Management)

AM—1,000 WATTS
 960 KC
 FM—13,000 ERP
 104.5 MG

→ YOUR BEST DOLLAR BUY FOR SPOTTING NORTH-CENTRAL OHIO

WSPD's "Billion Dollar Market"



MAP KEY:



Is America's Testground



The area covered by WSPD (Radio and/or Television) encompasses 18 counties; 3 in Michigan and 15 in Northwestern Ohio.

Population 1,181,800
 Families 359,150
 Radio Homes 355,050
 Percent tuned to WSPD-AM
 Daytime 56.8%
 Nighttime 48.6%
 *Television Homes 300,050
 Percent tuned to WSPD-TV
 Daytime 78%
 Nighttime 91.5%

EFFECTIVE BUYING POWER
 Total—\$1,917,277,000
 Per Capita \$1,622
 Per Family \$5,338

RETAIL SALES
 Total \$1,409,122,532
 Per Family \$3,923
 Spent For:
 Food \$332,271,000
 Gen. Mdse. \$137,070,000
 Furniture & Household—\$72,696,000
 Automotive \$311,027,000
 Drug \$36,600,000

Toledo ranks high in the nation's 200 leading areas
 Toledo ranks 38th in population
 Toledo ranks 33rd in total income
 Toledo ranks 37th in total retail sales
 Toledo ranks 34th in food store sales
 Toledo ranks 34th in gen. mdse. store sales
 Toledo ranks 37th in home furnishing sales
 Toledo ranks 31st in automotive store sales
 Toledo ranks 35th in drug store sales

SPeeDy daily entertains the people whose buying habits account for Toledo's high rating.

Authority for above listening and market information:

*October 1, 1954

Stondord Rote and Doto Consumer Markets
 Nielsen Coverage Service
 Television Magozine
 Sales Management

WSPD

AM-TV
 TOLEDO, OHIO

Storer Broadcasting Company

DOM HARKER, NAT. SALES DIR., 118 E. 57th STREET, NEW YORK

Represented Nationally
 by KATZ

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; sim; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm;	
WASHINGTON COURT HOUSE (Fayette Co.)							
	WCHO 1952	1250 500-D	Court House Bcstg. Co. 113½ S. Main 5-6211	Best	W. N. Nungesser, p Leon Loyd, gm & cm	William Hughes, pd Carl Egbert, ce	Andrew S. Sparks, nd Robert Terhune, fd
WAVERLY (Pike Co.)							
	WPKO 1954	1380 1,000-D DA-D	Hi Kinco Bcstrs. Piketon 2781	D. E. Kinker, ptrn., gm & ce W. W. Cooper, ptrn. & cm A. Hively, ptrn.	Art Layne, pd & sd Robert Cordray, nd	Dave Winslow, fd Mary Aileen Cordray, wd
WELLSTON (Jackson Co.)							
	WKOV 1952	1570 250-D	The Family Bcstg. Co. Rt. No. 2 546	Stephen Kovalan, p Parks Robinson, gm, cm & ce	Kenneth Williams, pd & pmm, fd Howard Boggs, nd	John Wilson, sd Betty Walker, wd
WOOSTER (Wayne Co.)							
	WYST 1947	960 1,000-D	Wooster Republican Printing Co. 3-5075	KBS, Buckeye Net.	E. B. Evans, gm & fd Quentin W. Welty, cm	Robert E. Heeter, pd B. L. Bowman, ce	Wm. Ridenour, sd
	WWST-FM 1947	Ch. 283 (B) 104.5mc 13kw					
WORTHINGTON (Delaware Co.)							
	WRFD 1947	880 5,000-D	Peoples Bcstg. Corp. 246 N. High St. Columbus, O. Franklin 2-5342	Meeker	Herbert E. Evans, vp & gm Joseph D. Bradshaw, m Harry H. Hoessly, cm Bill Arthurs, pd	Phil Sheridan, pmm Harold Schaaf, ce Arthur MacArthur, nd	Jim Chapman, fd Dave Collins, sd Mary Lou Pfeiffer, wd
YOUNGSTOWN (Mahoning Co.)							
	WBBW 1949	1240 250	Mahoning Valley Bcstg. Corp. Warner Theatre Bldg. Riverside 4-4421	ABC, Weed	John Cherpack, Jr., p & ce Gene Trace, vp, gm & cm Tony Ross, pd	Marilyn Noble, pmm Jerry Knight, nd Hugh Johnston, fd	Joe Valicenti, sd Nane Ebert, wd
	WFMJ 1939	1390 5,000 DA-N	WFMJ Bcstg. Co. 101 W. Boardman St. Riverside 3-4121	NBC, Headley- Reed	Wm. F. Maag, Jr., p Mitchell F. Stanley, gm & cm	Robt. Locke, pd Frank Dieringer, ce Bill Lindsay, nd	Eldon Groves, fd Eddie Lane, sd Marjorie Mariner, wd
	WKBN 1926	570 5,000 DA-N	WKBN Bcstg. Corp. 3930 Sunset Blvd. Sterling 2-1145	CBS, Raymer	W. P. Williamson, p & gm J. L. Bowden, sta. dir. Don Brice, pd	Jim Smith, pub. rel. d B. T. Wilkens, ce Gene Starn, nd	Stu Wilson, fd Don Gardner, sd Elaine Carroll, wd
	WKBN-FM 1947	Ch. 255 (B) 98.9mc 25kw					

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NBC AFFILIATE

WINIT

FOR RESULTS

Ohio's 9th. Market

ZANESVILLE

.. for Sales!

.. for Programs!

.. for Promotion!

.. for Personalities!

Over 30 Years of Successful Service & Selling

Represented Nationally by John E. Pearson TV, Inc.

ZANESVILLE
(Muskingum Co.)

WHIZ 1240	Southeastern Ohio	NBC,	Clay Littick, p	Bob Wagner, pd & sd	Art Schreiber, nd
1954 250	Bcstg. System	Pearson	Allan Land, gm	Nancy Armstrong, pmm	Roger Connor, fd
WHIZ-TV	Lind Arcade Bldg.		Nate Milder, cm	William Hunt, Sr., ce	
	N. 5th St.				
	2-5431				

OKLAHOMA

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Adair	14,918	3,560	\$ 4,892	\$ 1,376	\$ 255	2,325	Lincoln	22,102	6,010	17,527	4,648	470	6,323
Alfalfa	10,699	3,200	9,913	2,402	532	3,740	Logan	22,170	6,420	16,099	3,662	520	6,264
Atoka	14,289	3,300	6,483	1,352	58	2,029	Love	7,721	1,790	3,391	1,040	129	1,607
Beaver	7,411	1,990	5,601	1,298	65	2,280	McClain	14,681	3,950	8,718	2,561	357	3,679
Beckham	21,627	6,710	25,523	5,824	733	7,281	McCurtain	31,588	7,270	14,707	5,323	430	4,251
Blaine	15,049	4,140	13,640	2,999	464	4,467	McIntosh	17,829	4,060	7,915	2,090	252	2,849
Bryan	28,999	7,690	20,262	4,746	456	6,697	Major	10,279	3,000	8,005	1,562	167	3,311
Caddo	34,913	9,420	27,193	6,583	894	8,851	Marshall	8,177	2,100	4,238	1,184	168	2,078
Canadian	25,644	7,340	21,906	4,955	776	9,708	Mayes	19,743	5,190	10,237	2,582	270	4,654
Carter	36,455	10,620	38,340	8,377	1,516	12,167	Murray	10,775	3,080	7,627	1,181	272	3,483
Cherokee	18,989	4,370	7,831	2,455	279	3,123	Muskogee	65,573	18,340	48,402	10,482	2,041	15,177
Choctaw	20,405	4,930	10,937	3,745	299	3,010	Noble	12,156	3,680	11,248	2,518	259	4,074
Cimarron	4,589	1,310	6,633	1,181	67	1,401	Nowata	12,734	3,580	6,880	1,612	174	4,277
Cleveland	41,443	11,010	32,767	9,229	1,643	12,199	Okluskee	16,948	4,060	8,017	1,996	227	3,135
Coal	8,056	1,730	2,737	911	45	1,356	Oklahoma	325,352	108,670	427,648	79,689	15,198	121,869
Comanche	55,165	15,990	62,490	12,514	1,614	17,188	Okmulgee	44,561	12,410	34,662	8,909	1,038	11,315
Cotton	10,180	2,790	7,535	1,842	195	2,900	Osage	33,071	9,330	17,134	4,609	632	10,976
Craig	13,263	4,550	9,804	2,051	296	4,307	Ottawa	32,218	9,350	26,921	7,126	831	10,626
Creek	43,143	12,200	32,012	8,229	1,081	13,036	Pawnee	13,616	3,930	8,215	2,277	324	4,337
Custer	21,097	6,110	24,707	4,961	827	6,821	Payne	46,430	13,360	39,690	9,955	1,226	12,710
Delaware	14,734	3,630	3,250	1,052	109	3,040	Pittsburg	41,031	10,710	35,805	9,139	1,257	10,100
Dewey	8,789	2,390	5,912	1,443	257	2,280	Pontotoc	30,875	8,670	31,518	6,207	899	8,563
Ellis	7,326	2,180	5,529	1,345	157	2,057	Pottawatomie	43,517	12,300	38,332	8,002	1,551	14,404
Garfield	52,820	16,640	65,875	10,500	2,360	17,482	Pushmataha	12,001	2,910	5,088	1,791	173	1,484
Gravine	29,500	8,300	28,089	6,281	863	8,216	Roger Mills	7,395	1,980	3,044	723	68	1,626
Grady	34,872	9,920	28,973	6,358	990	9,568	Rogers	19,532	5,440	11,339	3,077	355	5,573
Grant	10,461	3,000	7,725	1,790	329	3,356	Seminole	40,672	10,080	35,168	7,837	1,375	10,517
Greer	11,749	3,260	9,200	2,713	302	3,044	Sequoyah	19,773	4,490	5,636	1,558	192	3,078
Harmon	8,079	2,220	8,398	1,700	273	2,104	Stephens	34,071	10,440	41,192	10,168	1,260	12,965
Harper	5,977	1,740	6,819	1,294	254	2,185	Texas	14,235	4,440	24,555	9,711	921	5,133
Haskell	13,313	2,990	5,119	977	79	2,086	Tillman	17,598	4,930	19,598	4,363	672	5,021
Hughes	20,664	5,350	13,255	3,639	443	4,161	Tulsa	251,686	82,380	349,020	71,196	10,918	102,688
Jackson	20,082	5,920	22,218	4,394	644	6,394	Wagoner	16,741	4,090	7,912	2,182	327	3,317
Jefferson	11,122	2,980	7,647	1,963	274	2,974	Washington	32,680	10,480	38,796	9,291	1,539	12,416
Johnston	10,608	2,820	3,166	1,816	156	1,672	Washita	17,657	4,910	11,972	2,384	402	4,585
Kay	48,892	15,670	49,504	11,442	2,170	19,162	Woods	14,526	4,430	17,787	2,378	570	4,907
Kingsfisher	12,860	3,830	16,000	2,877	522	4,346	Woodward	14,383	3,900	14,523	3,168	538	4,453
Kiowa	18,926	5,490	19,700	3,811	808	5,718							
Latimer	9,690	2,240	3,152	935	96	1,406							
Le Flore	35,276	8,890	15,454	4,381	397	6,772							

Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

ADA (Pontotoc Co.)	KADA 1230 1934 250 KTEN(TV)	KADA Bcstg. Inc. P. O. Box 642 12	ABC, MBS, Oklahoma, Venard, Rintoul, McConnell	Dr. C. C. Morris, p Bill Hoover, vp, gm Brown Morris, secy.-treas., gm	Jerry Spencer, sm Fred Thompson, pd George Miller, Jr., ce, nd	Roddy Peeples, fd Monte Bell, sd Z. D. Parker, wd
ALTUS (Jackson Co.)	KWHW 1450 1947 250	Altus Bcstg. Co. Inc. 1405	MBS Pearson	Frank E. Wimberly, p, gm	Ernest Baucum, ce	
ANADARKO (Caddo Co.)	KADO 1250 (CP) 500-D	Caddo Bcstg. Co. 1302 Missouri Ave. Chickasha, Okla.				
ARDMORE (Carter Co.)	KVSO 1240 1935 250 KVSO-TV	John F. Easley Ardmore Bldg. 3030	ABC Oklahoma Net. Venard, Rintoul, McConnell	John F. Easley, p Albert Riesen, gm	Dolly Dutton, pd Gay Varnell, pmm	William E. Kolb, ce William McGalliard, fd
BARTLESVILLE (Washington Co.)	KWON 1400 1941 250	Bartlesville Bcstg. Co. KWON Bldg. Dewey Rd. Box 69 1400	MBS	J. Fred Case, gm, p, cm	John Collins, pmm	Nathan Parsons, ce
BLACKWELL (Kay Co.)	KBWL 1580 1953 250-D	Star Bcstg. Co. 120 1/2 N. Main St. 308	KBS Best	W. Britton, p J. W. Carrick, gm, sd	Ray Bush, cm, nd Mildred Hackney, pd, wd	Fred Clark Sr., pmm H. B. Greene, ce
CHICKASHA (Grady Co.)	KWCO 1560 1946 1000-D 250-N DA-N	Washita Valley Bcstg. Co. P. O. Box 770 2898	MBS, KBS Best	Jack L. Pink, p, gm	Wm. K. Berry, ce	
CLINTON (Custer Co.)	KWOE 1320 1949 1000-D	W. Okla. Bcstg. Co. Box 558 617	Best	V. M. Preston, gm Leo Tremblay, cm	Lew Preston, pd & pmm & nd	Hubert E. Gaston, ce Lewis Pierce, fd

OKLAHOMA

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	
CUSHING (Payne Co.)						
KWHP 1953	1600 1000-D	William Howard Payne P. O. Box 791 922	Best	William Howard Payne, o, gm Mary Lou Cross, pd	LoRena H. Payne, pmm, wd Charles F. Hebard, ce George Lanham, nd	Lou Allard, fd Darrell Minnix, sd
DUNCAN (Stephens Co.)						
KRHD 1947	1350 250-D 100-N	Duncan Bcstg. Co. Box 1192 1350	MBS, KBS Venard Rintoul McConnell	R. H. Drewry, p W. M. Brubaker, gm John Moen, pd	Tom Richards, pmm Les Agee, ce, cm Bill Merrill, nd	Ed Gregory, fd Bill Brubaker, sd Joyce Dennis, wd
DURANT (Bryan Co.)						
KSEO 1947	750 250-D	Democrat Printing Co. Box 511 2200	R. F. Story, co-o Bennett Story, co-o	Leroy W. Moses, gm, cm Leonard M. Brown, ce	Lewis W. Coleman, nd Mrs. B. F. Caldwell, wd
ELK CITY (Beckham Co.)						
KASA 1932	1240 250	Southwest Bcstg. Co. 1500 North Randall 730	MBS Best	Lonnie J. Preston, p, gm, fd Charles Cross, cm, sd	Alice Howenstine, pd, wd	R. H. Hemphill, ce
ENID (Garfield Co.)						
KCRC 1929	1390 1000 DA-1	Enid Radiophone Co. Broadway Tower Bldg. 447	ABC, KBS Oklahoma Net. Pearson	Milton B. Garber, p Pat Murphy, gm	Byron Napier, pd, pmm Murray Coleman, ce	Phil Brown, nd Phil Rose, sd
KGWA 1950	960 1000 DA-1	Public Bcstg. Service 115½ East Broadway 4230	MBS Grass Roots Net. Pearson	George E. Failing, p H. J. Godschalk, gm, cm, pmm	Betty Henthorn, pd Ralph Druen, ce Rex Walker, nd	Les Wildman, fd Dick White, sd
FREDERICK (Tulman Co.)						
KTAT 1948	1570 250-D	Frederick Bcstg. Co. Post Office Drawer 920 EDison 5-2131	KBS Oldlahoma Football Net. Best	Ron Wheeler, co-o, gm, nd	Dan Jones, co-o, cm, ce	Mary Wheeler, pd, wd
GUYMON (Texas Co.)						
KGYN 1948	1220 1000-D	Plains Bcstg. Co. Inc. P. O. Box 38 888	Best	T. M. Raburn, Jr., p, gm	Ed Slater, cm	Herb Noyes, ce
HOBART (Kiowa Co.)						
KTJS 1947	1420 250-D	Alfred R. Fuchs P. O. Box 796 1070		Alfred R. Fuchs, o & m		
HUGO (Choctaw Co.)						
KIHN 1948	1340 250	Little Dixie Bcstg. Co. Inc. Box 248 1140	O. A. Brewer, p R. A. Prichard, gm	Billie Van Hoose, pd	Dalton Jones, ce
IDABEL (McCurtain Co.)						
KBEL 1953	1240 250	Idabel Bcstg. Co. Box 1072 892	Winston O. Ward, p, gm J. P. Stanley, cm, pmm	Ralph Mills, pd, nd Cliff Taylor, ce	Bobby Dunn, sd Amy Norwood, wd
LAWTON (Comanche Co.)						
KSWO 1941 KSWO-TV DA-2	1380 1000 DA-2	Oklahoma Quality Bcstg. Co. Box 699 1380	ABC, MBS Pearson	R. H. Drewry, p Leo R. Morris, gm Tom J. Gilmore, pd	Willard Cochran, ce Leatrice Kemp, nd	Norman Hall, fd Monte Moore, sd
McALESTER (Pittsburg Co.)						
KNED 1950	1150 1000-D 500-N DA-N	Pittsburg County Bcstg. Co., Inc. P. O. Box 73 Aldridge Hotel 1460	Pearson	Ray VanHooser, p, gm Phil Reed, cm Mary Jo Lawson, pd	Frank Hopkins, pmm Dexter Ferry, ce Deane Keith, nd	Jack Maxey, fd Joe H. Pate, sd Carole Clements, wd
KTMC 1946	1400 250	McAlester Bcstg. Co. Inc. Earle Hotel 2411	ABC, MBS, KBS Oklahoma Net. Venard	Bob Baggett, gm William H. Skeith, cm, sd Geraldyn Jones, pd	Larry Kraft, pmm Harold Duncan, ce Bob Bristow, nd	Sam Criswell, fd Adah Johnson, wd
MIAMI (Ottawa Co.)						
KGLC 1948	910 1000 DA-1	Miami Bcstg. Co. Hotel Miami Kimball 2-3303	KBS Magic Circle Net. Young	Kenyon Brown, evp William A. Searle, gm Carm Soricelli, pd	Louis E. Stone, ce Carm Girard, nd Glen Lutes, fd	Russ Martin, sd Opal Wright, wd
MUSKOGEE (Muskogee Co.)						
KBIX 1936	1490 250	Oklahoma Press Publishing Co. Barnes Bldg. Murray 2-1331	ABC Oklahoma Net. Venard Rintoul & McConnell	Tams Bixby, Jr., p Wally Weber, gm	Howard Whiteley, pd, sd Clyde Miller, ce	Harvey Marsh, nd
KMUS 1948	1380 1000-D 500-N DA-N	Eastern Oklahoma Bcstg. Corp. 412½ Court St. Murray 2-2488	Pearson	R. M. Mountcastle, p Jimmie Barry, gm, cm George Overton, pd, nd	Paul Weatherbee, pmm Jim Keitel, ce	Joe Fischer, sd Nancy Howard, wd
KMUS-FM 1947	Ch. 208(B) 101.5mc 8.75kw					

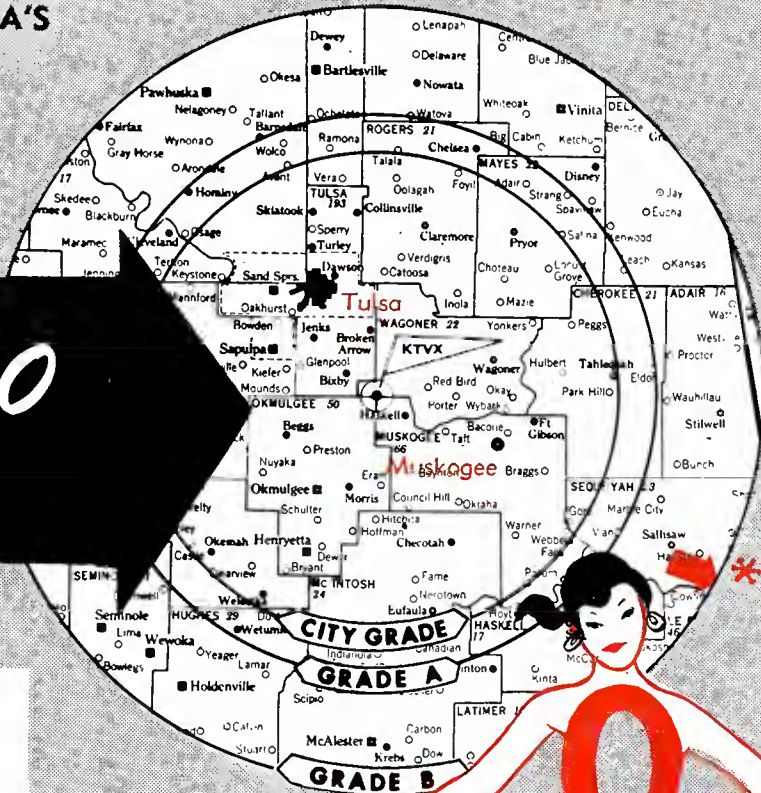
Data corrected to Dec. 15, 1954. If executives or services for FM are same as AM affiliate, names are not repeated.
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SUPER POWER

IN
EASTERN OKLAHOMA'S

**SUPER
MARKET
NOW**

**316,000
Watts**



THE KTVX AREA MARKET

Countries Covered	31
Total Population	1,038,994
Total Families	313,491
TV Families	170,650
Spendable Income	\$1,298,141,000
Total Retail Sales	\$916,065,000

*Fort Smith, Ark., "Shopping Center" of Western Arkansas, lies well within KTVX's 150-microvolt-per-meter "rural" coverage circle.

**Channel
KTVX**

OWNED AND OPERATED BY
TULSA BROADCASTING CO.

Gen. Offices — Box 1739, Tulsa, Okla.
Studios — 720 Eastside Blvd., Muskogee, Okla.

AVERY KNODEL, INC., National Representative

Affiliated with

KTUL Radio, Tulsa, Okla.

— KFPW Radio, Fort Smith, Ark.

DUMONT

Ben. Holmes
Natl. Sales Mgr.

ABC
L. A. Blust
Vice Pres.-Gen. Mgr.

OKLAHOMA

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations
NORMAN (Cleveland Co.)					
KNOR 1949	1400 250	Cleveland Co. Bestg. Co. P. O. Box 542 474	KBS Best	Tol Dickenson, p William S. Morgan, ptrn. & gm	James B. Logan, cm Gene Stansberry, pd Gene Morris, ce June Morgan, traffic m Clyde Davis, nd Jim Hughes, sd
*WNAD 1922	640 1000-D	University of Oklahoma 900 Extension 424	G. L. Cross, p Hugh M. Mix, gm G. E. Landen, pd, sd	Mima McCandles, pmm Thomas E. Welch, ce Stanley Weinberg, nd, fd Alice Ann Silverthorn, wd
*WNAD-FM 1948	Ch. 215 (E) 90.9mc 7kw				
OKLAHOMA CITY (Oklahoma Co.)					
KBYE 1947	890 1000-D	State Bestg. Co. 108 Northwest 9th FOrrest 5-2323	Dora-Clayton Radio-TV Reps.	A. Earl Cullum, Jr., p Frank J. Lynch, vp, gm	F. F. Lynch, cm Robert E. Schilb, ce Martha Knott, wd
KLPR 1947	1140 1000-D	Oklahoma City Bestg Co. 123 1/2 West Commerce St. FOrrest 5-6358	Byrne Ross, p, gm Monty Wells, cm, pmm Kathleen Burkett, pd, wd	Jay Davis, ce Fred Collins, nd Al Hancock, fd L. H. Bengtson, sd
KOCY 1922	1340 250	Plaza Court Bestg. Co. Plaza Court Bldg. FOrrest 5-4333	MBS Pearson	M. H. Bonebrake, p, gm George Collissen, cm	Hal Henegar, ce Bill Ward, sd
KOMA 1927 KWTV (TV)	1520 50,000 DA-N	KOMA, Inc. P. O. Box 8738 Victor 3-6641	CBS Avery-Knodel	John T. Griffin, ch bd Roy J. Turner, p Edgar T. Bell, gm Gene Riesen, cm	Perry Dickey, pd Montez Tjaden, pmm Morris Thomas, ce Bruce Palmer, nd Wayne Liles, fd Harry Gunther, sd Brooke Loring, wd
KTOK 1927	1000 5000 DA-2	KTOK, Inc. 1800 W. Main FOrrest 5-8352	ABC Raymer	Wendell Mayes, p Tom Johnson, gm	Bill Bryan, pd Clifford Easum, ce
KTOW 1948	890 250-D	Sooner Bestg. Co. 3300 Liberty National Bank Bldg. CEntral 2-6367	Rambeau	Ralph Ball, p R. M. Lester, Jr., gm	Eddie Peak, cm Morgan Roberts, pd, nd Thomas F. Lindsey, ce Eddie Peak, slm

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APS = Radio . . .

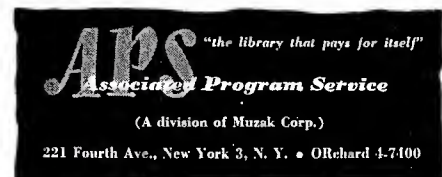


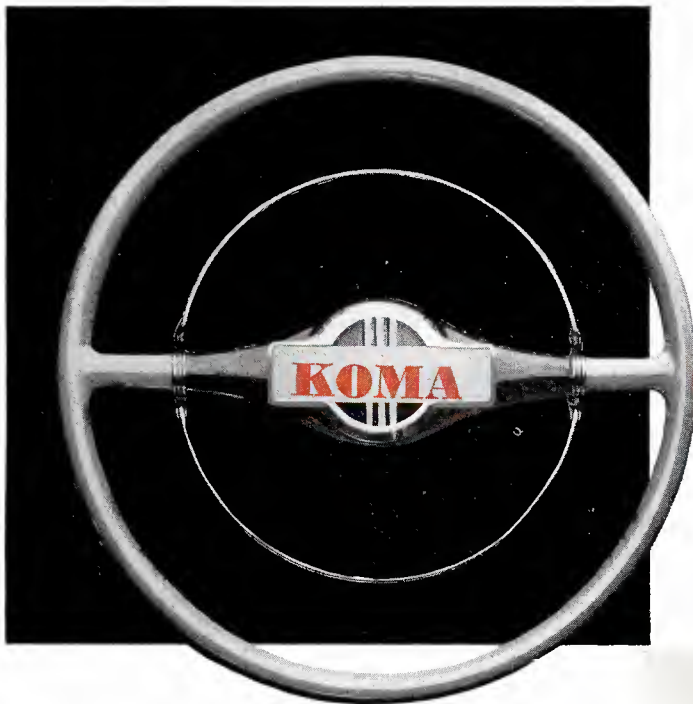
Only APS has everything!

MUZAK—Reg. U.S. Pat. Off.

1. APS is the only transcription library which has had the courage to recognize important economic and programming changes in the broadcasting industry and do something realistically constructive about it.
2. APS is the industry's only *all* high-fidelity full basic transcription library service.
3. APS is the only transcription library actively managed and operated by broadcasters.
4. APS is the only transcription library produced, planned and engineered with the famous exclusive MUZAK know-how.
5. APS is budget priced.

There's much more to the APS story. Write, phone or wire—we'll be pleased to tell it to you—we'd be proud to have the privilege of serving you and your listeners.





New Drive!

Use new drive to increase sales of your product in the Oklahoma City market. Let KOMA steer your sales message to the most people at the lowest cost. Check these facts:

KOMA is Oklahoma City's only 50,000 watt station.

KOMA is the CBS-Radio affiliate for central Oklahoma.

KOMA has better programming day in and day out.

KOMA has a bigger "ready, willing and able to buy" audience.

KOMA promotion is designed to help you sell your product or service.

THE BEST RADIO BUY IN
OKLAHOMA CITY IS

KOMA

50,000 WATTS • CBS-RADIO

AFFILIATED MANAGEMENT KWTW

Edgar T. Bell, General Manager Gene Riesen, Sales Manager
REPRESENTED BY AVERY-KNODEL, INC.

OKLAHOMA

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	
OKLAHOMA CITY (Cont.)						
WKY 1920 WKY-TV	930 5000 DA-N	WKY Radiophone Co. 500 E. Britton Rd. TRinity 8-2161	NBC Katz	E. K. Gaylord, p Eugene B. Dodson, dir. of radio. P. A. Sugg, sm P. O. Brawner, pd	Wally Kinnan, pmm H. J. Lovell, ce Grant Foster, nd	Harold Dedrick, fd Prissy Thomas, pb. serv. dir., wd
OKMULGEE (Okmulgee Co.)						
KHBG 1937	1240 250	Okmulgee Bcstg. Corp. Times Bldg. 3646	MBS Pearson	Don W. Reynolds, p John D. Whit, gm	Nil Kenan, pd John F. Brenneman, ce	Ed Webb, nd, sd Nancy Greaves, wd
PAULS VALLEY (Garvin Co.)						
KVLH 1947	1470 250-D	KVLH Bcstg. Co. Box 610, Highway 77 North 1470-1471	KBS Best	James T. Jackson, p Phil Crenshaw, gm	James J. Gray, cm, fd George A. Rountree, ce	John R. Willoughby, nd, sd
PONCA CITY (Kay Co.)						
WBBZ 1928	1230 250	Ponca City Publishing Co. 1601 East Oklahoma ROgers 5-6607	MBS Pearson	Clyde E. Muchmore, p Cy Casper, gm Bill Gorman, cm	Bill Maugans, pd, pmm, nd, fd Chuck Chaney, ce	Bill Plate, sd Maureen McBride, wd
POTEAU (LeFlore Co.)						
KLCO 1953	1280 1000-D	LeFlora Bcstg. Co. Box 511 660	KBS	R. B. Bell, co-o, gm, cm	Bernice Bell, co-o, pd	Conn McBee, ce
PRYOR (Mayes Co.)						
KOLS 1950	1570 250-D	Lakes Area Bcstg. Co. 5th & South Mill St. 1263	KBS, Best Eastern Oklahoma Net.	L. L. Gaffaney, o, gm, ce, nd	Mrs. L. L. Gaffaney, cm Merle Caldwell, pd	Glenn Chapman, fd
SEMINOLE (Seminole Co.)						
KWSH		(See Wewoka, Okla., listing)				
SHAWNEE (Pottawatomie Co.)						
KGFF 1930	1450 250	KGFF Bcstg. Co. Hotel Aldridge 4390	MBS Best	Oscar S. Stauffer, p William A. Weaver, gm	Jeral C. Ziegler, cm, pd, pmm Earl R. Ward, ce	William C. Boren, nd, sd Dean Ford, fd
STILLWATER (Payne Co.)						
KSPI 1947	780 250-D	Stillwater Publishing Co. P. O. Box 231 1831	MBS Clark	James R. Bellatti, gm, pd Paul A. McCollum, ce	Jim Wells, fd Otis Wile, sd	Velda Davis, wd
KSPI-FM 1947	Ch. 230(B) 93.9mc 3.9kw					
TULSA (Tulsa Co.)						
KAKC 1946	970 1000-D 500-N DA-N	Public Radio Corp. American Airlines Bldg. 4-2401	MBS Big Five Net. Walker	Sam E. Avey, p James L. Neal, vp, gm, cm. Frank Kirk, pd	Jack Long, pmm M. M. Donley, ce	Forrest Brokaw, nd Mary Lou Hopkins, wd
KFMJ 1946	1050 1000-D	Fred Jones Bcstg. Co. 1242 S. Boston 5-5555	Bolling	Fred Jones, p	Lawson Taylor, gm	Nathan Wilcox, ce
KOME 1938	1300 5000-D 1000-N DA-2	Oil Capitol Sales 8th and Main 3-4121	Gill-Perna	John E. Brown, Jr., p Clinton Fowler, evp E. William George, gm Charles W. Grim, Jr., cm	Betty Hair, pd Roy Brown, ce Royce McKissack, nd	Jack Reeves, fd Tony George, sd Elaine Ford, wd
KRMG 1949	740 50,000-D 25,000-N DA-2	Western Bcstg. Co. 311 South Denver 54-4291	ABC Blair	Harrington Wimberly, p Frank S. Lane, gm, cm Keith Bretz, pd, pmm	W. H. Bradley, ce Glenn Condon, nd	Mack Creager, sd Bernie Ash Holmes, wd
KTUL 1934	1430 5000 DA-N	Tulsa Bcstg. Co. 1850 South Boulder 2-3191	CBS Avery-Knodel	John T. Griffin, p James C. Leake, evp L. A. Blust, Jr., vp, gm Wm. D. Swanson, slm	John Devine, pd George Ketcham, pm Robert E. Snider, ce	Vic Lundberg, nd Bob Mays, sd Elizabeth Dikeman, wd

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 FM's in *italic*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

In Oklahoma, more folks listen to

WKY radio *than to all other Oklahoma City stations combined!**

WKY NEWS . . .

When Oklahomans want "news while it's news", they just naturally stay tuned to WKY! Under the experienced guidance of Grant Foster, Director of WKY News Bureau, WKY keeps its listeners informed with 10 local newscasts each week-day (6 a.m. to 10:15 p.m.) plus 9 more newscasts on Saturday and Sunday! All news is edited by WKY's own news-bureau staff. News sources are AP and UP wire services, and a close liaison with the Oklahoma City desk of The Daily Oklahoman and the Oklahoma City Times.

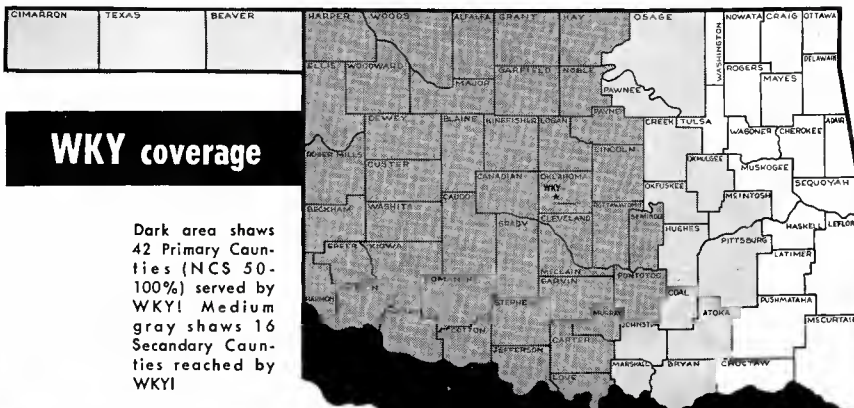


WKY's FARM DEPARTMENT . . .

The wide-spread activities of WKY's Farm Department are known and appreciated throughout Oklahoma, not only by farmers, ranchers, 4-H and FFA members—but by city folks as well! This is not surprising, for WKY's Farm Directors are a familiar sight at agricultural events, throughout the Southwest. Such thoroughness has gained a huge, loyal listening-audience for WKY's Farm Department daily broadcasts. Folks find them informative . . . helpful. In October, 1954, one of the many services rendered by this department was acknowledged by the National Safety Council's Farm Safety Award given to WKY Radio.

WKY NEWS . . . and FARM DEPARTMENT . . . are typical of WKY's around-the-clock programming. Oklahomans likewise turn to WKY for the best in music, drama, variety shows, sports and other attractions.

Remember, when planning an advertising schedule for Oklahoma, that WKY, the third oldest radio station in the nation, serves more Oklahoma homes and covers more Oklahoma buying power from Oklahoma's largest city . . . than any other station!



WKY coverage

Dark area shows 42 Primary Counties (NCS 50-100%) served by WKY! Medium gray shows 16 Secondary Counties reached by WKY!

The 58 Oklahoma counties in WKY's Daytime Nielsen Coverage Area contain

WKY market area

- 71% OF OKLAHOMA'S POPULATION
- 72% OF OKLAHOMA'S TOTAL RETAIL SALES
- 71% OF OKLAHOMA'S FOOD SALES
- 72% OF OKLAHOMA'S DRUG SALES
- 74% OF OKLAHOMA'S AUTOMOTIVE SALES
- 83% OF OKLAHOMA'S GROSS FARM INCOME

(Source: SRDS 1954 Consumer Markets and A. C. Nielsen 1952 Comprehensive Survey)

WKY audience

RADIO SETS IN USE

6 AM to 12 NOON	12 NOON to 6 PM	6 PM to 12 MIDNIGHT
24.3%	23.4%	19.8%

SHARE OF RADIO AUDIENCE

DAY	TIME PERIOD	WKY	Stn. B	Stn. C	Stn. D	Stn. E	Stn. F	Stn. G	MISC.*
MON.	Morning (6-12 Noon)	34%	12%	9%	3%	1%	1%	1%	39%
thru	Afternoon (12 Noon-6PM)	36%	11%	7%	2%	2%	2%	1%	38%
FRI.	Evening (6PM-12midnight)	41%	14%	8%	5%	X	X	X	33%

* Includes all other local stations in 42 county area in Oklahoma, plus out-of-state stations received. No one station has more than about 2%.

X Not on air.

WKY

*Pulse area survey 1954
Morning . . . afternoon . . . evening

Radio Oklahoma City, Okla.

930 KC 5000 W NBC

Owned and operated by The Oklahoma Publishing Company: The Daily Oklahoman — Oklahoma City Times — The Farmer-Stockman — WKY-TV . . . Represented by KATZ AGENCY

OKLAHOMA

City	County	Call Letters	Chan. or Freq.	Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations	Owner
TULSA (Cont.)								
KVOO		1170			Southwestern Sales Corp.	NBC	W. G. Skelly, p	Joseph O'Neill, pd
1925		50,000			Philtower Bldg.	Petry	W. E. Way, gm	W. T. McClarin, pmm
KVOO-TV		DA-N			2-3281		Gustav K. Brandborg, asst. gm, cm	John Bushnell, ce
VINITA (Craig Co.)								
KVIN		1470			Vinita Bestg. Co.	John Q. Adams, co-o	L. D. Hargreaves, m, ce
(CP)		500-D			S. Foreman St. 407		John Mahoney, co-o	Jackie Johnson, nd, fd
WEWOKA (Seminole Co.)								
KWSH		1260			Tri-City Bestg. Co. Inc.	ABC, MBS,	Dr. C. C. Morris, p	Gladys Williams, pd & pmm
1948		1000			Box 1260	KBS,	Bill Hoover, gm	Warren Abbott, ce
KTEN(TV)		DA-2			1260	Oklahoma Net. Venard	Roy Judge, sm	Bob Shaw, nd & fd
WOODWARD (Woodward Co.)								
KSIW		1450			Woodward Bestg. Co.	MBS	Edward A. Ryan, p, gm	Mrs. Lenora Woods Ryan, pd
1947		250			Box 508 1450	Pearson	Roy V. Bevers, cm	Frank R. Berry, ce

OREGON

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Baker	16,175	4,920	\$16,950	\$ 3,592	\$ 472	7,106	Lincoln	21,308	7,400	25,160	7,580	412	9,165
Benton	31,570	9,620	29,879	6,577	569	11,118	Linn	54,317	18,260	79,951	13,680	1,425	24,001
Clackamas	86,716	29,450	66,303	17,262	1,844	33,473	Malheur	22,223	6,470	32,688	4,555	778	9,878
Clatsop	30,776	11,800	39,225	10,916	792	12,018	Marion	101,104	30,670	131,546	26,162	3,068	41,654
Columbia	22,987	7,050	19,071	6,739	435	9,402	Morrow	4,783	1,330	6,658	1,237	73	2,773
Coos	42,265	13,700	58,124	14,589	1,226	21,164	Multnomah	471,537	164,740	765,479	162,190	15,543	189,665
Crook	8,991	2,680	9,079	2,583	272	4,451	Polk	26,317	8,240	19,123	5,315	461	9,605
Curry	6,048	2,190	6,076	1,902	165	4,515	Sherman	2,271	680	2,528	471	32	1,462
Deschutes	21,812	6,970	37,814	7,712	788	9,825	Tillamook	18,606	6,080	22,680	6,315	663	8,689
Douglas	54,549	18,390	73,201	20,917	1,730	28,406	Umatilla	41,703	13,830	52,560	11,285	1,606	21,604
Gilliam	2,317	960	3,897	512	85	1,742	Union	17,962	5,630	20,390	4,269	705	7,929
Grant	8,329	2,420	6,375	1,827	200	3,902	Wallowa	7,264	2,110	7,249	1,728	263	3,516
Harney	6,113	1,750	8,256	1,661	71	3,019	Wasco	15,552	5,450	24,949	4,606	576	8,551
Hood River	12,740	3,870	14,526	3,913	291	6,034	Washington	61,269	20,940	54,704	15,601	1,220	26,590
Jackson	58,510	20,320	84,416	19,551	1,915	28,468	Wheeler	3,313	1,020	1,675	267	30	1,420
Jefferson	5,536	2,010	6,731	1,229	105	2,872	Yamhill	33,484	10,510	37,854	8,774	828	14,976
Josephine	26,542	9,190	39,911	9,504	1,063	13,525	Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction uncensored; automobiles supplied by state.						
Klamath	42,150	12,740	60,078	12,573	1,523	19,477							
Lake	6,649	1,900	10,135	1,996	414	3,523							
Lane	128,776	41,960	152,421	38,409	3,191	57,568							

DIRECTORY OF AM AND FM STATIONS

ALBANY (Linn Co.)													
KWIL	790	Central Willamette Bestg. Co.	MBS,	R. R. Cronise, p	Bob Cornell, Corvallis m	Ken McCoy, nd							
1941	1,000	Queen Ave. & Elm Sts. Wabash 6-2233	Don Lee, Best, Ayres	Chet Wheeler, gm	LeRoy Jolley, pd & fd	Duane Coker, sd							
KWIL-FM	Ch. 269(A)		Moore & Lund	Warren Stoffer, asst. mgr.	John Boyer, pmm	Jeanne Forbes, wd							
1947	101.7mc			Dewey Rand, cm	Herb Davidson, ce								
	0.6kw												
ASHLAND (Jackson Co.)													
KWIN	1400	Rogue Valley Bestg. Co.	MBS	W. D. Miller, p	Winston K. Marks, cm	William E. Lively, pd							
1946	250	1160 Helman Rd. 2-4381		Daren L. Flickinger, gm									
ASTORIA (Clatsop Co.)													
KAST	1370	Astoria Bestg. Co.	MBS, KBS,	Robert B. Chessman, p	Irving M. Steinbock, cm	Herman Robison, pmm, nd,							
1935	1000	1006 Taylor Ave. 95	Moore & Lund, Ayres	Robert D. Holmes, gm	Mary Ristola, pd	fd							
KVAS	1230	Lower Columbia Bestg. Co.	Tracy Moore	Albert L. Capstaff, p & gm	Jim Titus, ce	Warren Grimberg, sd							
1950	250	612 Commercial St. 3320		Tom Williams, cm	Ruth Williams, wd								
BAKER (Baker Co.)													
KBKR	1490	Inland Radio, Inc.	Oregon Trail,	Mrs. Marshall E. Cornett,	Kenneth F. Holden, pd, sd	Walter E. Stewart, ce							
1939	250	3032 Auburn Ave. 140	Best, Moore & Lund	chief o	Richard R. Eardley, pmm & nd	Clinton Bellows, fd							
				Gordon L. Capps, p		Grace L. Baer, wd							
				Kenneth B. Lockwood, gm, cm									
BEND (Deschutes Co.)													
KEND	1110	Central Oregon Bestg. Co.	MBS,	Frank H. Loggan, p, gm	Kessler Cannon, pd, nd	Robert Dickinson, ce							
1938	1000	114 Oregon Ave. 848	Don Lee, Grant	& pmm	& sd	Jack Thornton, nd							
				Douglas Gaines, cm									
COOS BAY (Coos Co.)													
KOOS	1230	KOOS Inc.	MBS,	Sheldon F. Sackett, p	William A. Cook, cm	Nathan Olson, ce							
1928	250	505 Hall Bldg. Congress 7-2121	Don Lee	Phil Waters, gm	John Tasnady, pd, nd & sd	Patsy Barkwell, wd							
COQUILLE (Coos Co.)													
KWRO	1450	KWRO, Inc.	KBS,	William E. Walsh, p	Don Robinett, cm	Drew Walker, ce							
1949	250	Roxy Bldg. 3961	Continental Radio Sales, Moore & Lund, O'Connell	Lynn C. Thomas, gm									

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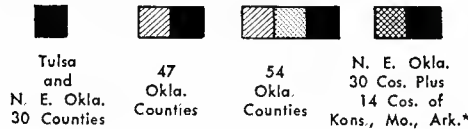
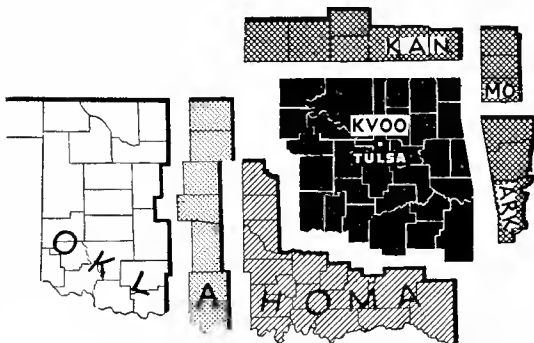
Every Sale is a Local Sale

KVOO—No. 1 Station in Oklahoma

First

ONLY KVOO Blankets Oklahoma's No. 1 Market

Plus Rich Bonus Counties in Missouri, Kansas and Arkansas



Population figures from 1950 Census, Retail Sales and Effective Buying Income from Sales Management Survey of Buying Power. Other figures from Research Department of Tulsa Chamber of Commerce.

	Tulsa and N. E. Okla. 30 Counties	47 Okla. Counties	54 Okla. Counties	N. E. Okla. 30 Cos. Plus 14 Cos. of Kans., Mo., Ark.*
Percent of 77 County Okla. Land Area	34.8%	54.3%	63.8%	
Population % of Okla.	46.6	75.8	84.0	70.6%
Retail Sales % of Okla.	43.5	75.2	84.4	72.0
Effective Buying Income % of Okla.	43.8	74.4	82.9	67.2
Bank Deposits % of Okla.	48.0	75.8	85.5	

*Percent is of total Oklahoma figure for 77 counties.

Second

KVOO'S NCS Area Has More Buying Power* Than Any Other Oklahoma Station's NCS Area

KVOO NCS AREA DAYTIME
98 Counties***

Retail Sales	Food Store Sales	Drug Store Sales	Automotive Sales	Gross Farm Income
\$2,231,037,000	\$486,139,000	\$67,808,000	\$552,284,000	\$779,798,000

KVOO HAS

22% More	28% More	15% More	17% More	12% More
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Than has any other Oklahoma Station in its Daytime NCS Area

**Figures from Standard Rate & Data Service and Sales Management.
***61 Oklahoma Counties; 19 Arkansas Counties; 13 Kansas Counties; 5 Missouri Counties.

KVOO IS THE LOWEST COST PER THOUSAND BUY IN OKLAHOMA

A year-end survey of manufacturing expansions and new plants in 40 counties of Eastern Oklahoma during 1953 revealed that 208 manufacturing firms expanded present facilities or built new plants during the year at a cost of \$38,417,669. There were 43 new plants constructed over the area. Tulsa County set the pace for the area and the state with 16 manufacturing firms building new plants in the county at a total cost of \$622,052, and 144 Tulsa firms expanding present plant facilities at a combined cost of \$16,787,584.

RADIO STATION KVOO

NBC AFFILIATE

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS

OKLAHOMA'S GREATEST STATION

TULSA, OKLA.

local
advertisers
on
KVOO
reach
new
highs
because
local
merchants
know
KVOO
radio
pays
off

OREGON

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner or Pres. p; Exec. vp evp; sm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. Prom. Mgr. pmm; Prod. Mgr. pdm;
CORVALLIS (Benton Co.)					
KCOV 1954	1240 250	Midland Bcstg. Co. Corvallis Hotel 3-6395	Everett- McKinney, Moore & Lund	Donald McCormick, p	Frank Flynn, gm
*KOAC 1922	550 5000 DA-2	Oregon State College Plaza 3-4351	NAEB	James M. Morris, prog. m, pd	Grant S. Felkert, ce Robert Hinz, nd, sd William Smith, fd Gladys Chambers, wd
KRUL 1947	1340 250	Pacific States Radio Co. 1221 South 15th St. 3-3322	McGillvra	Fred T. Haley, p Doug Setterberg, gm & cm	Harold Wehmeier, pd & sd Stephen Wade, ce
COTTAGE GROVE (Lane Co.)					
KOMB 1953	1400 250	Coast Fork Bcstg. P. O. Box 606 1400	Orlo Bagley, p & nd	Anthony Maucione, gm & cm Wendall Ray, pd & sd
DALLAS (Polk Co.)					
(CP)	1460 500-D	Polk Co. Bcstrs. 135 N.E. 79th Ave. Portland, Ore.		Edward C. McElroy, co-o Leland M. Tucker, co-o	
THE DALLES (Wasco Co.)					
KODL 1940	1230 250-D 100-N (CP) 1400 1000 DA-N	Western Radio Corp. KODL Bldg. 2300	ABC, KBS, Ayres Moore & Lund	V. B. Kenworthy, p Paul E. Walden, sm	Lawrence Beaudoin, cm George Pence, pd Bruce Elliott, ce Ramona Stroh, wd
KDLO (CP)	1300 1,000-D	Radio Mid-Columbia, Inc. P. O. Box 404		Chester J. Stuart, p, gm Harold L. Newhouse, vp, cm	Gerald K. Webb Sr., pd F. L. Phillips Sr., fd Collin R. Matheny, tech. d
EUGENE (Lane Co.)					
KASH 1947	1600 1000 DA-N	Radio Air Ways, Inc. P. O. Box 1600 5-3357	ABC, KBS, Cooke, Pacific North- west	E. L. Kincaid, p & gm Paul Plank, cm & fd	Laura Plank, pd & wd Clare Kincaid, pmm & nd Norville M. Packard, ce
KERG 1949	1280 5000-D 1000-N DA-N	Guard Publishing Co. P. O. Box 506 5-4304	CBS, Weed	Alton F. Baker, p L. W. Trommlitz, gm Herb Michael, cm	Robert Fulton, pd & pmm Calvert Applegate, ce Jack Craig, nd Earl Britton, fd Clifton Cole, sd
KORE 1927	1450 250	Lane Bcstg. Co. 2598 Willamette St. 4-4214	MBS, Don Lee, Everett- McKinney, Moore & Lund	Lee Bishop, p & gm Virgil Parker, cm, sd Harry Kirk, pd	Bob Davis, pmm Floyd Viken, ce & fd Darrell Burns, merc. m Dolph James, nd Emelyn Rohlfis, wd
KRGA 1954	1050 1000-D	(See Springfield, Ore., listing.)			

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NO SUBSTITUTE ^{for} OLD FASHIONED SELL



**TALK ABOUT
COVERAGE!**

K U G N

reaching 1,000,000 listeners

590 K C
5000 WATTS DAY
1000 WATTS NIGHT
N B C

from
**EUGENE,
ORE.**

Represented Nationally by

**Robert Meeker
Associates**

**MORE THAN 63%
OF OREGON'S
POPULATION**

EUGENE (Cont.)

KUGN 1946	590 5000-D 1000-N DA-N	KUGN, Inc. P. O. Box 112 4-6216	NBC, Meeker	C. O. Fisher, p & gm E. W. Karl, cm	Reginald Roos, pd & pmm George Hathaway, ce	Jack Billings, nd & sd Mimi Houglum, wd
KUGN-FM 1948	Ch. 256(B) 99.1mc 0.38kw					

FOREST GROVE
(Washington Co.)

KRWC 1950	1570 250-D (CP 1000-D)	Irving V. Schmidtke Sunset Dr. Rt. #2 6091	Ayres Moore & Lund	Irving V. Schmidtke, o, gm & ce Clarence Sherman, cm & fd	Robert White, pd Robert Kingsley, pmm Allen E. Hoffard, nd	Al Williams, sd Eleanor Schmidtke, wd
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GRANTS PASS
(Josephine Co.)

KUIN 1939	1340 250	Southern Oregon Bcstg. Co. P. O. Box 148 Greenwood 6-4477 (KUIN, AM Affiliate)	MBS Don Lee Grant	A. E. Voorhies, p Edward A. Malone, gm M. K. Ball, cm	Dave Allen, pd N. L. Williams, ce	Chris Hansen, nd, Lee Boner, fd
KGPO (FM) 1947	Ch. 245(A) 96.9mc 3.1kw					

HILLSBORO
(Washington Co.)

KRTV 1954	1360 1000-D	Tualatin Valley Bcstg. 155-A S. Second Ave. 9300	Moore & Lund	Harold C. Singleton, p Herbert Everitt, gm, pd, sd John Elder, cm	Dick McLaughlin, pmm Paul Alexander, ce, fd	Tom Moeller, nd Patti Johnson, wd
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HOOD RIVER
(Hood River Co.)

KTHR 1950	1340 250	Oregon-Washington Bcstrs. P. O. Box 207 8561	Moore & Lund	C. H. Fisher, p	Don M. McCutcheon, sm, cm, sd, nd & pd	Don I. Morris, ce
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KLAMATH FALLS
(Klamath Co.)

KFJI 1923	1150 5000-D 1000-N DA-N	KFJI Bcstrs. Inc. 327 Main 2-2551	MBS, Don Lee Grant, Moore & Lund	W. D. Miller, o & cm Alan K. Abner, gm	Brad Cole, pd Jack Rockwell, pmm Wayne Loerke, ce & fd	Lawrence Vitto, nd Bob Bartlett, sd Pat Squires, wd
KFLW 1946	1450 250	Southern Ore. Pub. Co. P. O. Box 941 8115	ABC, CBS Everett- McKinney	Frank Jenkins, p Bud Chandler, gm Aaron Doe, cm	Charles McFarlan, prod. sup.	Edith Pieruccini, pmm & traffic m Bill Grimes, ce

LA GRANDE
(Union Co.)

KLBM 1938	1450 250	Inland Radio, Inc. Box 907 2201	KBS, Best Moore & Lund,	Gordon L. Capps, p Mrs. Marshall E. Cornett, chief o	Ken Lillard, gm & cm Judy Holman, pd & wd	Russel Myer, ce Richard Bain, fd
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LEBANON
(Linn Co.)

KGAL 1950	920 1000 DA-1	Linn Co. Bcstg. 8631		W. Gordon Allen, p John Truhan, exec. dir. & gm	Donald Wellman, cm & nd Nate Bridges, asst. m & pd R. D. Bridges, Jr., ce	George Lichtenthaler, fd Clair Peck, sd Madeline Allen, wd
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McMINNVILLE
(Yamhill Co.)

KMCM 1949	1260 1000 DA-N	Yamhill Bcstrs. Inc. Box 207 3811	KBS Beaver, Continental	Jack B. Bladine, p Glasco P. Branson, gm, cm nd, & pmm	Leslie Cunningham, pd Jack Adkins, ce	Craig Singletary, sd
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MEDFORD
(Jackson Co.)

KBOY 1954	730 1000-D	K-Boy Bcstrs. P. O. Box 1109 3-5355		C. E. Wilson, ptrn. & gm, pd	P. D. Jackson, ptrn.	W. H. Hansen, ptrn., cm & ce
KMED 1922	1440 5000-D 1000-N	Radio Medford Inc. P. O. Box 1306 2-4000	NBC Meeker, Moore & Lund	Vernon J. Robinson, p Ray Johnson, gm & ce Bill Hansen, cm	Russ Jamison, pd & nd Norm Oberst, pmm	Paul Alexander, fd Clara Daniels, wd
KYJC 1947	1230 250	Medford Printing Co. Barnett Rd. 2-5277	ABC, CBS Grant	R. W. Ruhl, p Jimmy Dunlevy, gm & pmm Tom MacLeod, cm & sd	John Ahern, pd, nd Dick Woods, ce	Monte Morris, fd Loretta Seitz, wd

NEWPORT
(Lincoln Co.)

KNPT 1948	1310 1000 DA-N	Yaquina Radio Inc. 1940 North Coast Highway 560	Continental Radio Sales Ayers, Moore & Lund	Tom Becker, p, gm Bob Eubanks, cm, pd, nd	Helen Wade, pmm Don Newman, ce, sd	Bob Spangler, fd Mo Dixon, wd
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NORTH BEND
(Coos Co.)

KFIR 1951	1340 250	Bay Bcstg. Co. P. O. Box 905 Skyline 9-7351	CBS, Grant	Josephine Edwards, o & gm William Jones, slm	Marijane Camp, pd Arthur Schuldt, ce	Keith Gebers, nd William Kraus, sd
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ONTARIO
(Malheur Co.)

KSRV 1946	1380 1000 DA-N	Inland Radio Inc. Box 540 212	KBS, Best, Moore & Lund	Mrs. Marshall E. Cornett, chief o Gordon L. Capps, p & gm J. Robert Humphreys, cm	Rodrick Walter, pd Charles E. Harland, pmm Geoffrey Gass, ce	Patrick Wilkins, nd Jay R. Sherlock, fd James E. Hayden, sd
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OREGON CITY
(Clackamas Co.)

KGON 1947	1230 250	Clackamas Bcstrs., Inc. P. O. Box 391 5249 Evergreen 1-5475 (Portland)	Meeker	Dr. John H. Fitzgibbon, p Irwin S. Adams, gm & cm, pmm	Sonora B. Hoffman, pd & wd Edward G. Saxe, ce	Frank Faro, nd Vincent Coyle, sd
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PENDLETON
(Umatilla Co.)

KWRC 1941	1240 250	Western Radio Corp. P. O. Box 178 1425	ABC	V. B. Kenworthy, p & gm Ted A. Smith, sm & sd	John Webb, cm John Cameron, pd	Douglas Whipple, ce Doris Forsman, wd
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PORTLAND
(Multnomah Co.)

*KBPS 1923	1450 250	Portland Public Schools- Benson Poly. School 546 N. E. 12th Ave. Filmore 5469		Patricia L. Green, gm	Fred Warner, producer	Harold Potter, ce
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OREGON

City County	Chan. or Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
PORTLAND (Cont.)					
KEX 1926	1190 50,000 DA-1	Westinghouse Bestg. Co. Inc. 1320 SW Main Capital 1881	ABC, Free & Peters	Chris J. Witting, p J. B. Conley, gm Robt. E. Rudolph, cm Mel Bailey, pd	Charles Burrow, pmm Jack Erwin, ce Bob Thomas, nd Ivan Jones, fd Paul Blackburn, sd Kay West, wd
KEX-FM 1948	Ch. 231(B) 92.3mc 56.4kw				
KGW 1922	620 5000 DA-1	Pioneer Bcstrs., Inc. 1320 SW Broadway Beacon 6364	NBC Northwest, Petry	Gordon D. Orput, p James A. Mount, gm Robert H. Prigmore, cm Chester L. Blomness, loc. sm	Robert E. Franklin, pd & pmm Earl E. Petersen, ce John Rasco, nd Luke L. Roberts, fd Konnie G. Worth, wd
KLIQ 1948	1200 1000-D	Mercury Bestg. Co. 3908 N. E. Sandy Blvd. Webster 1290		Gordon E. Bambricks, p, gm, pd	
KOIN 1925 KOIN-TV	970 5000 DA-N	Mt. Hood Radio & TV Bestg. Corp. P. O. Box 1031 Atwater 3333	CBS, CBS Radio Spot Sales	Ted R. Gamble, p C. Howard Lane, vp Harry H. Buckendahl, vp & gm John L. Palmer, natl. adv. m	Willard Mears, pd George Wann, pmm L. S. Bookwalter, dir. of eng. Lester Halpin, nd Luke L. Roberts, fd Johnny Carpenter, sd
KOIN-FM 1948	Ch. 266(B) 101.1mc 48.6kw				
KPAM 1951	1410 1000-D	Oregon Bcstrs. Ltd. P. O. Box 1230 Atwater 0106		S. M. Goard, gm & cm Douglas Ducklow, pd	James R. Hampton Jr., pmm C. K. Dickson, ce John Lewis, nd
KPFM (FM) 1946	Ch. 246(B) 97.1mc 3.3kw	(KPAM, AM Affiliate)			
KPDQ 1947	800 1000-D	John W. Davis P. O. Box 800 Capital 9209	Webb	John W. Davis, p & gm	Willard Guthrie, pd Robert Beattie, ce
KPOJ 1932	1330 5000 DA-1	KPOJ, Inc. 1019 SW 10th Ave. Broadway 3484	MBS, Don Lee Blair	W. W. Knight, p R. M. Brown, gm Robt. C. LaBonte, cm	Jack Moys, pd Robt. Whitely, pmm Richard Pooley, ce Vern Mueller, nd Chas. LaFranchise, sd Patti Cook, wd
KPOJ-FM 1948	Ch. 254(B) 98.7mc 44kw				
KQFM (FM) 1948	Ch. 262(B) 100.3mc 57kw	H Quenton Cox 423 Terminal Sales Bldg. Atwater 5191			
KWJJ 1925	1080 10,000 DA-2	Rodney F. Johnson 1011 SW 6th Ave. Atwater 4393	Burn-Smith, McGavren, Young	Rodney F. Johnson, p & gm Ben T. Crosby, cm Jerry Speerstra, pd	Charles Larsen, pmm Harold C. Singleton, ce Don Kneass, nd Ric Thomas, pd Frederick Eichhorn, pmm Joshva Higgins, fd Bob McAnulty, sd
KXL 1926	750 10,000 L-WSB DA-1	KXL Bcstrs. Inc. Box 5886 Evergreen 1-6558	Walker, Moore, Pacific	H. S. Jacobson, p, gm & cm	Len Garrett, ce Chuck Foster, nd
PRINEVILLE (Crook Co.)					
KRCO 1950	690 1000-D	Radio Central Oregon, Inc. P. O. Box 188 6239	Best, Moore-Lund	N. A. Miksche, co-o, m & cm Collin R. Matheny, co-o, m & ce	Elsie Stover, pd & wd Hal Newhouse, pmm Ted Smith, fd & sd
REDMOND (Deschutes Co.)					
KJUN 1952	1240 250	Juniper Bcstrs. Inc. 234	ABC, McGillvra	F. Gilbert Lieser, p & gm, sd	Patricia Riggs, m & pd, wd Gene Johnnick, ce & nd Donald Nelson, fd
ROSEBURG (Douglas Co.)					
KRNR 1935	1490 250	News-Review Co. 134 N. Jackson Orchard 3-5551	CBS, Grant, Moore & Lund	Frank Jenkins, p Leroy Hiatt, gm	Warren Ward, cm Lyle Fenner, pd & fd Max Dick, ce
KRXL 1950	1240 250	Umpqua Bcstg. Inc. P. O. Box 847 Orchard 3-4464	MBS, Don Lee Cox	Donn W. Radabaugh, p Iris Rice Helliwell, gm, cm Del McKay, pd, sd	Carol Kerr, pmm Leo Reetz, ce Nat W. Jackson, nd Lon Hunt, fd Betty Crocker, wd
SALEM (Marion Co.)					
KGAE 1950	1430 1000-D	KGAE, Inc. P. O. Box 768 4-1430	Beaver Holman	W. Gordon Allen, p Earle W. Headrick, gm Robert Morse, cm	Jean McLean, pd & pmm John Truhan, ce Ray Loter, nd & sd Larry Ross, fd Betty Bangert, wd
KOCO 1947	1490 250	Loring Schmidt 1426 Edgewater 3-3108	Rambeau	Loring Schmidt, gm S. P. Smith, cm	Carl Ritchie, pd Bruce Fountain, ce Ed Rickey, nd Chuck Boice, sd
KSLM 1934 KSLM-TV	1390 1000	Oregon Radio, Inc. Box 631 3-4831	MBS, Don Lee, Everett- McKinney	Glenn McCormick, p & gm Dave Hoss, sm	Herb Johnston, pd & nd Clyde Carlton, ce Al Bauer, fd
SPRINGFIELD (Lane Co.)					
KRGA 1954	1050 1000-D	W. Gordon Allen Box 696 5-0163	Beaver, Holman	W. Gordon Allen, p Glen M. Stadler, gm & cm Andy Anderson, pmm	Robert Litten, pd Rodney Loudon, nd Robert Crites, ce Carrieanne Ayres, wd
KUGN 1946	590 5000-D 1000-N DA-N	(See Eugene, Ore., listing.)			
TILLAMOOK (Tillamook Co.)					
KTIL 1947	1590 250	Tillamook Bestg. Co. Inc. Box 1590 Victor 2-4422	Beaver, Continental, Ayres	F. H. Guyton, p Tom Hoover, gm, cm, pd & pmm, nd & sd	Larry Brunen, ce Carl Karpstein, fd Gay Shippee, wd

Data corrected to Dec. 15, 1954. If executives or services for FM are same as AM affiliate, names are not repeated.

FM is 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. Complete key to abbreviations, page 6.

MARKET DATA BY COUNTIES

County	Population 1950	Radia Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radia Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Adams	44,197	12,140	\$ 47,859	\$ 10,252	\$ 894	15,743	Lancaster	234,717	63,640	270,566	55,553	7,079	79,034
Allegheny	1,515,237	429,430	1,904,329	519,970	50,025	374,761	Lawrence	105,120	29,730	109,512	30,347	2,287	33,701
Armstrong	80,842	21,950	70,688	18,850	1,709	24,693	Lebanon	81,883	24,840	90,612	20,990	1,654	28,337
Beaver	175,192	48,760	183,427	56,558	4,763	50,755	Lehigh	198,207	57,120	242,125	51,228	4,046	56,007
Bedford	40,775	10,530	30,577	7,448	354	13,031	Lucerne	392,241	104,190	371,389	99,281	6,959	95,214
Berks	255,740	74,220	302,610	69,122	5,767	82,474	Lycoming	101,249	30,180	108,718	30,193	2,524	33,643
Blair	139,514	39,410	134,278	41,160	2,703	38,686	McKean	56,607	16,480	58,983	16,237	1,504	17,812
Bradford	51,722	14,590	46,295	11,080	882	15,772	Mercer	111,954	31,430	141,792	35,752	3,487	37,578
Bucks	144,620	44,490	195,948	45,897	3,221	63,349	Mifflin	43,691	11,800	41,354	11,304	1,048	13,002
Butler	97,320	27,040	102,190	25,252	2,149	32,972	Monroe	33,773	9,820	42,099	9,815	868	13,177
Cambria	209,541	53,460	183,090	50,183	2,993	50,183	Montgomery	353,068	99,300	402,732	117,705	11,236	132,967
Cameron	7,023	1,800	7,936	2,404	67	2,566	Montour	16,001	3,510	8,952	2,503	311	4,198
Carbon	57,558	15,580	47,157	16,207	855	16,880	Northampton	185,243	51,900	233,805	70,172	5,521	64,078
Centre	65,922	16,230	56,966	14,604	1,478	19,095	Northumberland	117,115	32,470	110,566	30,806	2,786	32,447
Chester	159,141	41,500	159,408	39,994	4,342	52,038	Perry	24,782	6,780	19,771	5,113	282	8,979
Clarion	38,344	10,140	38,630	9,744	730	12,769	Philadelphia	2,071,605	597,450	2,711,124	613,305	68,052	407,471
Clearfield	85,957	22,560	79,291	22,556	1,407	22,556	Pike	8,425	2,910	7,546	2,316	74	3,323
Clinton	36,352	10,200	33,260	9,486	532	11,341	Potter	18,810	4,680	16,021	4,057	198	5,393
Columbia	53,460	15,500	53,913	14,177	977	18,075	Schuylkill	200,557	53,390	163,423	45,517	3,268	54,458
Crawford	78,948	22,820	91,454	21,543	1,721	25,713	Snyder	22,912	5,890	16,257	3,657	225	7,667
Cumberland	94,457	28,130	97,435	24,595	2,493	37,112	Somerset	81,813	21,060	69,681	17,876	1,069	23,701
Dauphin	197,784	58,390	252,831	54,331	7,763	59,793	Sullivan	6,745	1,700	5,147	1,774	39	2,041
Delaware	414,234	122,410	412,170	122,087	14,796	134,687	Susquehanna	31,970	8,480	24,711	7,601	244	9,504
Elk	34,503	9,170	24,850	8,873	785	10,437	Tioga	32,474	10,190	32,241	7,254	492	11,545
erie	219,338	64,390	303,452	76,856	5,995	73,611	Union	23,150	5,590	15,472	3,873	358	7,638
Fayette	189,899	49,560	176,208	45,464	3,457	47,111	Venango	65,328	17,770	59,705	16,681	1,200	19,795
Forest	4,944	1,320	2,792	1,004	29	1,603	Warren	42,698	11,700	54,046	11,236	811	13,848
Franklin	75,927	20,750	82,798	18,502	1,630	26,442	Washington	209,628	57,270	201,306	57,616	4,869	58,102
Fulton	10,387	2,590	5,620	1,165	88	3,207	Wayne	28,478	7,740	27,928	6,700	417	8,863
Greene	45,394	11,670	29,958	9,176	568	11,836	Westmoreland	313,179	85,610	323,451	94,147	6,804	87,371
Huntingdon	40,872	10,710	29,834	8,194	341	12,798	Wyoming	16,766	4,600	16,799	4,076	160	6,122
Indiana	77,106	20,110	69,415	16,600	1,337	22,360	York	202,737	60,590	251,024	61,936	4,124	73,667
Jefferson	49,147	13,610	43,176	12,586	835	15,130	Note: Population 1950 Census; radio families Standard Audit & Measurements Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed, automobiles supplied by state.						
Juniata	15,243	4,030	13,441	2,818	84	5,510							
Lackawanna	257,396	70,210	239,168	67,702	5,010	56,003							

DIRECTORY OF AM AND FM STATIONS

ALLENTOWN
(Lehigh Co.)

WAEB 1948	790 500-D 1,600-N DA-2	WAEB, Inc. Center Square HEmlock 4-9364	Quaker Radio-TV Rep.	Howard Wasserman, p S. Robert Ackley, gm, cm John Z. Mraz, pd, pmm, natl. sm	William Gottshall, ce Bert Barer, nd, fd	Ernie Stiegler, sd Joan Amant, wd
WFMZ(FM) 1947	Ch. 264(B) 100.7mc 4.8kw	Penn-Allen Bestg. Co. 1524 Linden St. HEmlock 3-7521	Good Music	Raymond J. Kohn, p, gm	Lloyd Hawk, cm, pd	Carl Egolf, ce
WHOL 1948	1230 250	Allentown Bestg. Corp. Colorado & Poplar Sts. HEmlock 4-4801	CBS Raymer	Charles Helwig, p Victor C. Diehm, vp James F. Chambers, gm, pd N. Joe Rahall, p Oggie Davies, gm	Alfred F. Wilcox, cm, pmm Gerald B. Werst, ce James Dougherty, pd Marshall S. Cleaver, pd C. Frank Cordaro, ce	Paul Mitchell, fd Al Smith, sd Nancy Blake, wd Alan Raber, nd, sd Gladys Hersh, wd
WKAP 1947	1320 1,000 DA-N	WKAP, Inc. P. O. Box 689 HEmlock 3-3166	Weed			
WSAN 1923	1470 5000 DA-N	Lehigh Valley Bestg. Co. 39 N. Tenth St. HEmlock 4-9511	NBC Headley-Reed	B. Bryan Musselman, p, gm Olivia M. Barnes, cm, pmm	George Y. Snyder, pd Reuel H. Musselman, ce	John T. Van Sant, sd Kay Allyna, wd
WSAN-FM 1947	Ch. 260(B) 99.9mc 8kw					

ALTOONA
(Blair Co.)

WFBG 1925	1340 250	Gable Bestg. Co. 1320 11th Ave. 6467	NBC Quaker Net. H-R Rep.	George P. Gable, p John M. Snyder, md James R. Gates, sm, pd	George Burgoon, ce George Eggert, nd Eugene Hammill, fd	Don Cossiter, sd Jo Cooney, wd
WRTA 1947	1240 250	Thompson Bestg. Co. 1421 12th Ave. 6646	ABC, MBS Meeker	Roy F. Thompson, p, gm William S. Clear, sm Dorothy M. Thompson, pd	Marge Griffith, pmm, wd John Grimm, ce Dave Denniston, nd	E. G. Hamill, fd Ken Clapper, sd
WVAM 1948	1430 1,000 DA-N	General Bestg. Corp. 2727 Albert Dr. ALtoona 8127	CBS Quaker Weed	George Gartland, co E. S. Leopold, p Will Ketter, gm, pd, pmm, fd	Will Union, cm Dominic Legge, ce John Riley, nd	Harry Maclay, nd Mike Boslet, sd Jeanne Lindamann, wd
WVAM-FM 1953	Ch. 261(A) 100.1mc 0.36kw					

APOLLO
(Armstrong Co.)

WAVL 1947	910 1000-D	Tri-Borough Bestg. Co. Press & Radio Bldg. 72-3921		Cecil F. Clifton, co-o & gm Andrew J. West, co-o & cm	H. Edgar Smith, ce Silas West, pd	Carrey Bentley, nd
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BARNESBORO
(Cambria Co.)

WNCC 1950	950 500-D	North Cambria Bcstrs. Inc. 803 Maple Ave. BARNESBORO 1010	KBS Laurel Net.	Harris G. Breth, p W. J. Thomas, gm	William Raihall, cm, pd Joanne Tibbott, office m	Dyle Miller, ce Mildred Tatters, wd
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BEAVER FALLS
(Beaver Co.)

WBVP 1948	1230 250	WBVP, Inc. 1216 7th Ave. Beaver Falls 4100		Frank R. Smith, p, gm Thomas B. Price, cm Charles H. Wilson, pd	Jean E. Biggard, pmm Robert Ramsey, ce Ernie Kline, nd	George Allen, nd Chuck Wilson, sd Gertrude B. Trobe, wd
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BEDFORD

(Bedford Co.) (CP)	1310 1000-D	Inquirer Printing Co. % Hugo K. Frear 130 So. Juliana St.		John F. Biddle, p		
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BETHLEHEM
(Northampton Co.)

WGPA 1947	1100 250-D	Bethlehems' Globe Pub Co. 428 Broadhead Ave. UNiversity 6-8074		Rolland L. Adams, p Arthur C. McCracken, sm Frank Collier, cm, pmm	Stefan George, pd Edwin L. Rybak, ce Robert Wolken, nd	John Daday, sd Lunnette Arnold, wd
WGPA-FM 1947	Ch. 236(B) 95.1mc 10kw					

BLOOMSBURG
(Columbia Co.)

WHLM 1948	550 500 DA-1	Bloom Radio 107 W. Main St. 1800-1801	Raymer	Harry L. Magee, o Robert R. Williams, gm L. J. Campbell, cm Anthony Perry, pd	Patsy O'Brien, pmm Anthony F. Hogg, ce Max L. Williamson, nd	Ed Price, fd Edwin Jones, sd Frances Saunders, wd
WCNR 1947	930 1,000-D	Columbia Montour Bestg. Corp. 38 W. Main St. 1700	Quaker	Ed Darlington, gm & cm Jim Lehman, pd	Kay Myers, pmm, nd & sd Robert Fulton, ce	Stan Hummer, fd

PENNSYLVANIA

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; slm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. cm; Prom. Mgr. pmm; Prod. Mgr. pdm;
BRADDOCK (Allegheny Co.)						
	WLOA : 1947	1550 1,000-D	Matta Bcstg. Co. 1233 Braddock Ave. ELectric 1-1100		William G. Matta, p, gm George C. Matta, cm	Elmer L. Heess, ce Mario Bigese, nd Tom Powers, sd Blanch Anderson, wd
BRADFORD (McKean Co.)						
	WESB 1947	1490 250	Radio Station WESB 43 Main St. 3173	MBS Burn-Smith	Joseph M. Cleary, gm, pmm, nd Frederick P. Tascone, cm	Lloyd P. Gordon, pd, fd Dean W. Merry, ce John C. Laffin, sd Gertrude E. Curley, wd
BUTLER (Butler Co.)						
	WBUT 1949	1050 250-D	Beacom Bcstg. Enterprises McQuisition Rd. 75-778	Quaker Gill-Perna	J. Patrick Beacom, p Gerald D. Coleman, gm, cm, pmm, pd, ce	G. Earl Sadlon, nd Lee Roy Miller, fd Richard Kutan, sd Gertrude Baker, wd
	WBUT-FM 1949	Ch. 249(A) 97.7mc 0.72				
	WISR 1941	680 250-D	Butler Bcstg. Co. 357 North Main St. BUtler 74-701		Joel W. Rosenblum, p Robert L. Kaufman, gm Harold W. Critchlow, cm Warren E. Ihlenfeld, pd	Randolph A. Wertz, pmm Paul F. Rex, ce Michael S. Salamon, nd Donald Oesterling, fd Don C. Wimer, sd Margo Pitts, wd
CARBONDALE (Lackawanna Co.)						
	WC DL 1950	1230 250	Carbondale Bcstg. Co., Inc. 127 Salem Rd. CARbondale 1230	KBS Cooke	William H. Ware, p Robert G. Adams, Jr., gm, cm	David Ross, pd Walter Rude, ce
CARLISLE (Cumberland Co.)						
	WHYL 1952	960 1,000-D	Richard Field Lewis Jr. Inc. of Carlisle P. O. Box 520 1785, 1786	Quaker & Penn Harris	Richard Field Lewis, Jr., p Winslow T. Porter, gm, cm	Clinton H. Morse, pd Jack Simmons, ce Leonard Waite, nd Irwin W. Galt, fd
CHAMBERSBURG (Franklin Co.)						
	WCHA 1946	800 1,000-D	Chambersburg Bcstg. Co. Craft Press Bldg. 1111	Forjoe	John S. Booth, gm Earl P. Strine, cm	Richard Bowers, pd Allan Saunders, pmm & sd James McCurdy, ce Sam Taylor, nd & fd
	WCHA-TV 1948	Ch. 240(A) 95.9mc .8kw				
CHARLEROI (Washington Co.)						
	WESA 1947	940 250-D	Monongahela Bcstg. Corp. Box 584 HUDson 3-6551	Clark	Dr. A. S. Sickman, p Charles R. DuVall, gm	George D. Gailey, pd Silvio Garafalo, ce Wm. Richards, nd
CHESTER (Delaware Co.)						
	WDRF 1947	1590 1000 DA-N	Eastern Bcstg. Co. 3500 Edgemont Ave. 4-4321	Forjoe	Louis Kapelski, p Howard C. Weiss, gm Cy Swingle, cm	Jeff Scott, pd, sd, nd Harry Simington, ce Frances Johanssen, pmm Marian Pedlow, wd Robert A. Hibbert, pd Frank Wayne, nd Don Baron, sd Eleanor Snering, wd
	WVCH 1948	740 250-D	James M. Tisdale Wolf Bldg. 2-8861	Webb	James M. Tisdale, p, gm, ce Alex Sherwood, cm	
CLEARFIELD (Clearfield Co.)						
	WCPA 1947	900 1,000-D	Clearfield Bcstrs. Inc. 215 Church St. CLEARfield 5-5541	Laurel Net.	W. K. Ulerich, p W. J. Thomas, gm Joseph Milsop, cm, pd	Margaret Nemeth, asst. m Llewellyn Duck, ce Earl Moorehead, nd Wm. Mitchell, fd Janet Cowdrick, wd
COATESVILLE (Chester Co.)						
	WCOJ 1949	1420 1,000-D CP-5000 DA-N	Chester County Bcstg. Co. 809 E. Lincoln Highway 2100	Quaker	Louis N. Seltzer, p, ce William S. Halpern, gm	Donald Kimes, cm, pmm George Thurston, nd Eloise Denning, wd
CONNELLSVILLE (Fayette Co.)						
	WCVI 1947	1340 250	Connellsville Bcstrs. Inc. 126 W. Crawford Ave. 2700	KBS	Cam T. Troilo, p Jack Craddock, gm, cm, sd	Joseph A. Speeney, pd Robert Ray, ce Mary Lou Misiewicz, wd
CORRY (Erie Co.)						
	WOTR 1947	1370 500-D	Olivia T. Rennekamp			
COUDERSPORT (Potter Co.)						
	WFRM 1953	600 500-D	Farm & Home Bcstg. Co., Inc. 9 N. Main St. 611	Allegheny Mountain Net.	C. H. Simpson, p John A. Fay, vp, gm James F. Ponder, slm	Clyde F. Robison, pd Robert Garner, pmm F. K. Reed, ce Walter E. Taylor, nd Shirley Roche, wd
DOYLESTOWN (Bucks Co.)						
	WBUX 1948	1570 250-D	Charles M. Meredith Hart Bldg. 220	KBS, Quaker Indie Sales	Charles M. Meredith, p William A. Lynch, gm & cm	Robert Fretz, pd, nd & sd Richard A. Alliger, pmm R. Robert Wright, ce Nonnie Crawford, wd

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FM 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. Complete key to abbreviations, page 6.

DUBOIS
(Clearfield Co.)

WCED 1941	1230 250 CP-1420 5000-D 500-N DA-2	Tri County Bcstg. Co. Inc. 80 N. Park Pl. 1700	CBS Quaker McGillvra	H. T. Gray, p J. S. Gray, gm George Williams, cm, sm	Ken Johnston, pd Sam King, pmm, nd Burrell Morris, ce	Marv Bloom, sd
WCED-FM 1948	Ch. 271(B) 102.1mc 3.1kw					

EASTON
(Northampton Co.)

WEEX (CP)	1230 250	Easton Publishing Co.				
WEEX-FM 1948	Ch. 252(A) 98.3mc 1kw	Easton Pub. Co. 6155 2857 Nazareth Rd. 3-3557		J. L. Stackhouse, p Richard Hubbell, asst. to p	John Reed Porterfield, gm Nelson S. Rounsley, bus. m	Charles McKee, pd Charles R. Thon, ce
WEST 1936	1400 250	Associated Bcstrs. Inc. 516 Northampton St. 6131	NBC, Meeker	Clair R. McCollough, sta. exec. Theodore Pierce, sm	J. Robert Gulick, gsm Eugene Bethman, pd	Paul I. Woodland, pmm J. E. Mathiot, tech. dir.
WEST-FM 1948	Ch. 300(B) 107.9mc 11kw					

EMPORIUM
(Cameron Co.)

WEMR 1954	1340 100	Kenneth E. Rennekamp 513-15 Berger Bldg., Pittsburgh ATlantic 11365	KBS Quaker	Kenneth E. Rennekamp, p Curt Doelicke, gm, cm, nd	O. T. Rennekamp, pd	Calvin Custer, ce
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EPHRATA
(Lancaster Co.)

WGSA (CP)	1310 500-D DA-D	Garden Spot Bcstrs. Inc. 111 E. Frederick St. Lancaster, Pa.		George J. Kienzle Jr., p		
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ERIE
(Erie Co.)

WERC 1941	1260 5000 DA-2	Presque Isle Bcstg. Co. 121 W. 10th St. 4-6367	ABC Quaker Weed	Jacob A. Young, co-o, p B. Walker Sennett, co-o, vp Arthur M. Ingram, gm	Robert Yochim, cm J. Jacob Young, pd Kenneth L. Hestor, ce	Ralph Wheeler, nd Jeanne Caldwell, wd
WERC-FM 1950	Ch. 260(B) 99.9mc 9.7kw					
WIKK 1948 WICU (TV)	1330 5,000 DA-2	Community Service Bcstg. Co. Inc. 3514 State St. 23-248	NBC Petry	Edward Lamb, p Ben McLaughlin, gm Charles R. Kinney, sm, pd	Jack Schumaker, pmm Ken Husband, ce Charles Welsh, nd	Lou Zero, fd Jim Hurley, sd Linda Page, wd
WJET 1951	1570 250-D	The "Jet" Bcstg. Co. Inc. 18th & Ash St. 4-6013	Forjoe	Myron Jones, p, gm Lou Skelly, cm Kathryn Fiadt, pd	William Fleckenstein, ce John Creveling, nd, sd	Ted Landacre, fd Tess Willard, wd
WLEU 1933 WLEU-TV	1450 250	Commodore Perry Bcstg. Service Inc. 212 Commerce Bldg. ERIE 22-129	MBS Quaker Rambeau	Owen K. Murphy, p Philip B. Hirsch, gm	James D. Brownyard, cm Robert Eaton, pd, nd	William P. Sebenick, ce Art Arkellian, sd
WLEU-FM 1948	Ch. 250(B) 97.9mc 7.8kw					

FARRELL
(Mercer Co.)

WFAE 1954	1470 500-D	Sanford A. Schafitz Hoelzle Rd. 4171	Clark	Sanford A. Schafitz, p, gm Leonard J. Schafitz, cm	John Dunn, nd Arthur Simmers, fd	Jack Joyner, sd
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GETTYSBURG
(Adams Co.)

WGET 1950	1450 250	Times & News Pub. Co. P. O. Box 28 Gettysburg 850	KBS	P. H. Cunningham, gm, cm	E. L. Shoop, Jr., pd	L. M. Blair, ce
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GREENSBURG
(West Morland Co.)

WHJB 1934	620 1,000-D 500-N DA-2	Pittsburgh Radio Supply House 128 N. Penn. Ave. GREENSBURG 3740		Kenneth Brennen, p George J. Podyeyn, gm	Glenn Grayson, pd, nd Lyle Allen, ce	Gene Tiberio, sd
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GROVE CITY
(Mercer Co.)

*WSAJ 1922	1340 100 SH	Grove City College Main & Broad Sts. Grove City 763		Dr. Weir C. Ketter, p	Stanley J. Seiple, pd	Dale O. Smock, ce
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HANOVER
(York Co.)

WHVR 1949	1280 1,000-D 500-N DA-N	Radio Hanover Inc. HANover 3831	MBS	John D. Bare, p, gm, cm Murray L. Goldsborough, asst. mgr. and pmm Ned Rutledge, pd	Philip A. Rohrbaugh, ce Ed John, nd	John L. Kratzert, fd
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PENNSYLVANIA

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
HARRISBURG (Dauphin Co.)					
WCMB	1460		Rossmoyne Corp. 228 Court St. 4-3005	MBS Cooke	Edgar T. Shepard, Jr., p Ed K. Smith, gm Ed Gonzales, pd
WCMB-TV	5,000 DA-2				J. Howard Bair, ce Steve Ross, nd
WHGB	1400		Kendrick Bcstg. Co. Inc. 112 Market St. 44988	ABC Quaker Pearson	Herbert Kendrick, p, gm Ralph Hartman, cm
WHP	580		WHP Inc. 216 Locust St. 4-3211	CBS Boiling	Jack Hooper, pd, sd William Kuntz, ce
WHP-TV	5000 DA-N				Beatrice Potteiger, pmm & sis serv. John Price, nd
WHP-FM	Ch. 247(B) 97.3mc 1.55kto				George Wirt, fd Ed Gundaker, sd
WHYL			(See Carlisle listing)		
WKBO	1230		Keystone Bcstg. Corp. 31 North Second St. 4-0191	NBC, Meeker	Clair R. McCollough, sta. exec. W. Eugene Garman, sm
WZL	1490		Hazleton Bcstg. Co. Inc. Hazleton Natl. Bank Bldg. Gladstone 4-3531	MBS, NBC Raymer	Victor C. Diehm, p, gm Thomas A. Tito, cm Bill Graham, pd, sd
WZL-TV	250				Robert J. Sacco, pmm Elwood C. Tito, ce
WZL-FM	Ch. 250(B) 97.1mc 2.6kto				Paul Cerula, nd, fd Fran Carter, wd
HOMESTEAD (Allegheny Co.)					
WHOD	860		Steel City Bcstg. Corp. 103 E. 8th Ave. 1-0172	Forjoe Nat. Negro Net.	Anthony S. Ortale, p Leonard E. Walker, sm, cm, pd
WHOD-TV	250-D				James Herbert, ce Mal Goode, nd, sd
HUNTINGDON (Huntingdon Co.)					
WHUN	1150		Joseph F. Biddle Pub. Co. 400 Washington St. 1291	KBS Laurel Net.	John H. Biddle, p William E. Germann, gm
WHUN-TV	1,000-D				J. Darleen Grove, cm S. H. Germann, pd
INDIANA (Indiana Co.)					
WDAD	1450		WDAD, Inc. 637 Philadelphia St. Indiana 5-5511	CBS Laurel KBS Laurel Net.	W. K. Ulerich, p W. J. Thomas, gm Jonas Termin, cm
WDAD-TV	250				Clifford Porter, pd Stanley Graziadio, ce Winslow Haehner, nd
					William Cochrane, fd Roger Wood, sd Ruth Piquenot, wd

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WCMB

**BIG MARKET
BIG STATION
BIG VALUE**

delivers Harrisburg, York,
Lancaster, Carlisle, Lebanon
—at pennies-per-thousand!

MUSIC

- Clockwatchers Society
- Polka Parade
- WCMBandstand
- Songshop
- Pete Wambach
- Music 'Til Midnight
- Tunesmith
- Dinnerdate
- Cool Corner

NEWS

- Award Winning Local Newscasters
- Harrisburg's ONLY Local Commentaries
- Harrisburg's exclusive DAILY DIARY
- Top FARM REPORTER and FARM SERVICE
- Plus Gabriel Heatter, Fulton Lewis, jr.

SPORTS

- Local Football
- Local Basketball
- American League Ice Hockey
- Major League Baseball
- Day and Night
- Pro Football
- College Football

TIMEBUYERS NOTE: Are you aware that the last "recognized" audience survey was taken in Harrisburg in early 1952 . . . back when WCMB was still a 1KW daytime independent? Are you buying Harrisburg from these antiquated listings??

5,000 WATTS
'ROUND
THE CLOCK

WCMB

HARRISBURG, PA.

ALMOST EVERYONE IN CENTRAL PENNSYLVANIA DIALS "While" in Carlisle...

WHYL *Central Pennsylvania's* BIG COVERAGE MUSIC STATION

WHYL has made a whale of a difference in Central Pennsylvania's listening habits.

IF YOU HAVE BEEN DEPENDING ON BMB'S, SAM'S, NIELSEN, AND RATINGS ALL OF WHICH PRE-DATE WHYL, THEN YOU'VE MISSED ONE OF CENTRAL PENNSYLVANIA'S GREAT STATIONS, "WHILE" IN CARLISLE.

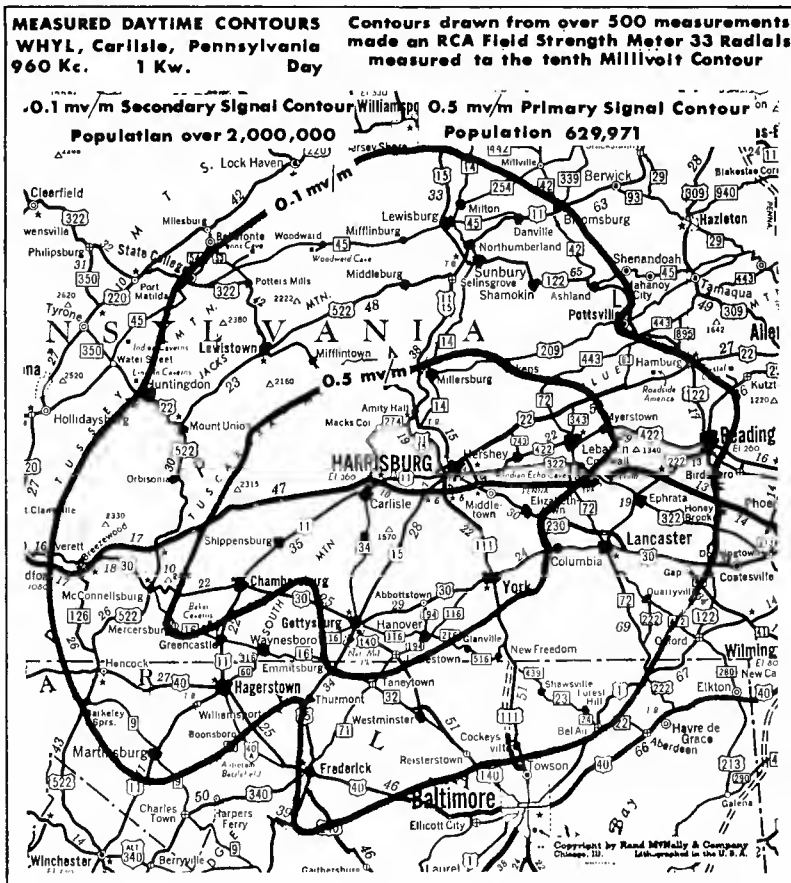
• WHYL GIVES BETTER COVERAGE OF THE HARRISBURG TRADING AREA THAN THREE OF THE FOUR HARRISBURG STATIONS!

• WHYL HAS PRODUCED MORE BUSINESS PER ANNOUNCEMENT FOR HARRISBURG ADVERTISERS THAN HAVE THREE OF THE FOUR HARRISBURG STATIONS! (WHYL has never been tested with the fourth station.)

• WHYL'S OVER-ALL COVERAGE IS SECOND BEST IN CENTRAL PENNSYLVANIA! (Because of a favorable low frequency, high soil conductivity, good ground system, and the complete and permanent absence of any adjacent or co-channel interference all the way to the tenth millivolt contour.)

• WHYL HAS YET TO LOSE ANY RESULT-PER-DOLLAR EXPENDITURE TEST WITH ANY MEDIA IN THE AREA!

• WHYL IS A BIG-TIME, DAY-LONG MUSIC OPERATION FEATURING HOUR AFTER HOUR OF THE FINEST POPULAR MUSIC EVER WRITTEN. WHYL EMPLOYS THE HIGHEST PAID STAFF OF ANNOUNCERS IN CENTRAL PENNSYLVANIA TO SELL YOUR MERCHANDISE—AND WHYL'S PROGRAMMING IS NOT DUPLICATED IN THE AREA.



WHYL HAS A LARGER SCHEDULE OF FOOD FAIR STORE, INC. ANNOUNCEMENTS THAN ANY RADIO STATION IN THE UNITED STATES.

WHYL SELLS RAYCO AUTO SEAT COVERS FOR THEIR HARRISBURG STORE!

WHYL IS THE HARRISBURG OUTLET, AND KEY STATION OF THE PENN-HARRIS RADIO NETWORK!

BONNE BELL 1006 LOTION USES WHYL EXCLUSIVELY TO SELL THEIR PRODUCTS THROUGHOUT CENTRAL PENNSYLVANIA!

L. B. SMITH, FORD, IN LEMOYNE (HARRISBURG), CENTRAL PENNSYLVANIA'S LARGEST RETAILER OF AUTOMOBILES HAS FOUND WHYL THEIR MOST PRODUCTIVE MEDIUM. L. B. SMITH USES WHYL EXCLUSIVELY FOR RADIO COVERAGE!

THE CAREVA CORPORATION, DISTRIBUTOR OF SYLVANIA AND KELVINATOR PRODUCTS KNOW THE POWER OF WHYL, AND USE WHYL HEAVILY. JUST 25 SYLVANIA ANNOUNCEMENTS SOLD 26 \$359.50 TV SETS IN THREE DAYS!

29 RUM & MAPLE PIPE TOBACCO GIVE-AWAY ANNOUNCEMENTS ON WHYL PRODUCED MAIL FROM 116 CENTRAL PENNSYLVANIA CITIES AND TOWNS!

WHYL DOUBLED THE BUSINESS OF HAAR'S DRIVE-IN THEATRE AND PLAYGROUND IN 1954 IN SPITE OF

FOUR MAJOR DETOURS FRONTING ON THEIR PROPERTY THAT WERE ABSENT IN 1953!

FELLER'S, ONE OF HARRISBURG'S LARGEST STORES, RUNS OVER 1560 ANNOUNCEMENTS PER YEAR ON WHYL, AS DO EIGHT OTHER CLIENTS!

THE HARRISBURG ZONE CHEVROLET DEALERS ASSOCIATION THROUGH KETCHUM, MACLEOD AND GROVE, INC., HAVE QUADRUPLD THEIR EXPENDITURE ON WHYL IN ITS TWO YEARS OF OPERATION!

IN 1953 ROY RICHWINE USED A COMBINATION OF 32 RADIO AND TELEVISION STATIONS TO ADVERTISE "NICKEL DAY" AT WILLIAMS GROVE PARK. IN 1954, AS AN EXPERIMENT, HE USED JUST ONE STATION, WHYL. IN SPITE OF BAD WEATHER HE HAD THE BIGGEST NICKEL DAY IN THE HISTORY OF THE PARK!

WHYL PRODUCED MORE PHONE CALLS, FOR A HARRISBURG ADVERTISER, FROM WITHIN THE CITY LIMITS OF HARRISBURG, THAN DID A COMBINATION OF TWO HARRISBURG STATIONS DURING THE SAME PERIOD RUNNING THREE TIMES THE VOLUME OF ADVERTISING!

IN A STATE-WIDE PENNSYLVANIA FARM SHOW BROADCAST ON THE PENN-HARRIS RADIO NETWORK, INTERNATIONAL HARVESTER COMPANY GAVE DEALERS THEIR CHOICE OF STATIONS FOR TAG ANNOUNCEMENTS. 33 DEALERS REQUESTED WHYL AS COMPARED TO AN AVERAGE OF 6 FOR OTHER STATIONS!

BRUCE'S AUCTION, DUNCANNON, PA., USED 4 NEWS-PAPERS, DISPLAY POSTERS AND OVER 2,000 MAILING PIECES, PLUS JUST 6 ANNOUNCEMENTS ON WHYL TO ADVERTISE ONE OF THEIR AUCTIONS. OF THE 2,800 PERSONS ATTENDING 43.6% STATED THAT THEY CAME BECAUSE OF THE 6 ANNOUNCEMENTS ON WHYL!

WHYL OPENED DOORS TO THE SPAN-O-LIFE BATTERY DISTRIBUTOR IN 11 COUNTIES!

MANBECK BAKING COMPANY USED 10 RADIO STATIONS TO ADVERTISE THEIR PRODUCTS IN 1953. IN 1954 ALL BUT TWO RADIO STATIONS WERE DROPPED. WHYL WAS ONE OF THE TWO RETAINED FOR YEAR AROUND ADVERTISING BY ASSOCIATED ADVERTISERS, THEIR AGENCY! WHYL HAS FOUR MAJOR BAKING COMPANIES ON THE AIR—TWO AS A RESULT OF THEIR OWN AREA-WIDE SURVEYS!

WHYL WAS VOTED THE MOST POPULAR RADIO STATION BY THE MEMBERS OF THE HARRISBURG YWCA!

WHYL HAS A LONG LIST OF DISTINGUISHED ADVERTISERS. SPACE PREVENTS LISTING THEM, OR TELLING YOU MORE ABOUT WHYL'S PHENOMENAL SUCCESS IN SELLING MERCHANDISE.

WHYL IS PROMOTED AREA-WIDE IN A VARIETY OF WAYS, INCLUDING A CROSS-PROMOTION WITH WTPA-TV HARRISBURG, WHEREBY WHYL IS ADVERTISED 5 NIGHTS WEEKLY ON WTPA-TV.

"WHILE" IS SO EFFECTIVE IN SELLING GOODS AND SERVICES THROUGHOUT ALL OF CENTRAL PENNSYLVANIA THAT STATION TIME COULD NOT COPE WITH THE DEMAND OF ADVERTISERS! IN THE LAST FOUR MONTHS OF 1954, WHYL WAS FORCED TO REFUSE BUSINESS!

SELL THE HARRISBURG MARKET AND CENTRAL PENNSYLVANIA VIA "WHILE" IN CARLISLE.

WAYZ, 1380 Kc., Waynesboro, Pa.
WRFL-FM, 92.5 Mcs., Winchester, Virginia

WINC, 1400 Kc., Winchester, Virginia
WSIG, 790 Kc., Mt. Jackson, Va.
Serving Lebanon, Harrisburg, York, Hanover, Gettysburg, and Chambersburg, Pa.; Hagerstown, Md.; Martinsburg, W. Va.; and Harrisonburg, Va., plus countless other communities.

Write, Wire, or phone Carlisle 1785 collect for availabilities.

Winslow T. Porter, Gen. Manager • Richard Field Lewis, Jr., Pres.

OTHER RICHARD FIELD LEWIS, JR. STATIONS, COMBINED WITH WHYL, OFFER OVERLAPPING PRIMARY COVERAGE OF THE RICH CUMBERLAND AND SHENANDOAH VALLEY AREA FROM MYERSTOWN, PENNSYLVANIA TO WITHIN A FEW MILES OF STAUNTON, VIRGINIA. INQUIRE ABOUT THE PACKAGE RATE.

PENNSYLVANIA

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
JOHNSTOWN (Cambria Co.)						
WARD 1946	1490 250	Central Bcstg. Co., Inc. Porch Bldg. 81-216	CBS Quaker Weed	Geo. D. Gartland, p Robert R. Nelson, gm Stewart W. Phillips, sm	James Mailoy, pmm Millard C. Coleman, ce Frank C. Jordan, nd	Bernie Shedlock, fd Joe Cavanaugh, sd Alma Cramer, wd
WARD-TV 1948	Ch. 221(A) 92.1mc 0.285kw					
WCRO 1947	1230 250	Century Bcstg. Corp. Fort Stanwix Hotel Johnstown 91187	ABC, MBS Quaker Radio-TV Rep.	John J. Keel, p John Pallottini, gm, cm	Dick Olinger, pd, nd Earl R. Castine, ce	Bob Sefick, sd
WJAC 1925	1400 250	WJAC, Inc. 329 Main St. 4-1267	NBC Young	Walter W. Krebs, p Park Claycomb, cm John P. Foster, pd	Theodore P. Foster, pd Nevin L. Straub, dir. tech. op	Theodore E. Campbell, ce Ronald Stephenson, nd
WJAC-TV 1948	Ch. 238(B) 95.5mc 8.3kw					
KANE (McKean Co.)						
WADP 1954	960 500-D	Northern Allegheny Bcstg. Co. Penn-Kane Hotel 1520		David Potter, p, gm Robert Johnson, sm, pd	Dick Feit, cm	John Nordine, ce
KITTANNING (Armstrong Co.)						
WACB 1948	1380 1,000-D	Armstrong County Bcstg. Corp. Market St. Kittanning 43-1381	Quaker Rambeau	J. B. Moore, p Charles M. Erhard, Jr., gm William C. Frederick, cm	Harold H. Stoops, pd, pmm Frank Walleck, ce Benjamin W. Bowser, nd, sd	Samuel B. Shenk, fd Joann Semmens, wd
LANCASTER (Lancaster Co.)						
WGAL 1922	1490 250	WGAL, Inc. 8 West King St. 5251	NBC, Meeker	Clair R. McCollough, p Maynard W. Thomas, sm	J. Robert Gulick, gen. sm Kenneth Kreider, pd	Paul I. Woodland, pmm J. E. Mathiot, tech. dir.
WGAL-TV 1944	Ch. 267(B) 101.3mc 3.8kw					
WLAN 1946	1300 1,000 DA-N	Peoples Bcstg. Co. 252 North Queen St. LANcaster 4-7261	ABC, MBS Headley-Reed Good Music	Frank H. Altdoerffer, o, gm Samuel M. Altdoerffer, vp J. Stanley Baker, cm	Karl Schayne, pd, nd Richard Kline, pmm Ramon Sherman, ce	Edward Miller, fd Guy Barry, sd Dorothy Stevens, wd
WLAN-FM 1949	Ch. 245(B) 96.9mc 6.7kw					
LANSFORD (Carbon Co.)						
WLSH 1952	1410 1,000-D	Miners Bcstg. Service Inc. Box D 1440	Everett- McKinney	Joseph L. Maguire, p John W. Angst, sm Joseph Lendvay, cm	James K. Stock, asst. m, fd Milton W. Seltzer, ce Bud Angst, nd	Ed Fisher, sd
LATROBE (Westmoreland Co.)						
WAKU 1951	1570 250-D	Clearfield Bcstrs. Inc. P. O. Box 208 2348	Laurel	W. K. Ulerich, p William J. Thomas, vp & gm Warren A. Koerbel, sm & pd	Frank D'Emilio, asst. sm, sd Stanley Graziado, ce Stan Costanza, nd	Chris Slater, fd Colleene Frichtel, wd
LEBANON (Lebanon Co.)						
WLBR 1946	1270 1,000 DA-N	Lebanon Bcstg. Co. 8th & Cumberland Sts. 2-7651	Quaker Burn-Smith	H. Raymond Stadiem, p Lester P. Effer, md Philip J. Reilly, cm, pmm	Julian F. Skinnel, nat. sls. d M. Leonard Savage, ce Henry Homan, nd	Howard Van Voorhis, sd
WLBR-TV 1948	Ch. 261(A) 100.1mc 0.72kw					
LEWISTOWN (Mifflin Co.)						
WKVA 1949	920 1,000-D	Central Penn. Bcstg. Co. 19 S. Wayne St. 6771	ABC Gill-Perna	Robert L. Wilson, p, gm George L. Parrish, cm Lynn Bloom, pd, fd	Wayne Hetrick, pmm Robert Steltzer, ce Adrian Franosan, nd	Dean Close, sd Vera Snook, wd
WMRF 1941	1490 250	Lewistown Bcstg. Co. 5 W. Market St. 6757	NBC Quaker Burn-Smith	J. W. Woods, p T. W. Metzger, gm Ralph Parker, cm	James Keyes, pd, pmm, nd Kenneth Callahan, ce	Dale Smith, sd Thekla Leeper, wd
LOCK HAVEN (Clinton Co.)						
WEPZ 1946	1230 250	Lock Haven Bcstg. Corp. 132½ E. Main St. 4038	MBS Quaker McGillvra	Donald C. Welch, p Harris Lipez, gm & cm	Dave King, asst. m, pd, pmm & nd Kenneth Caum, ce	John McCool, fd June Kohr, wd
McKEESPORT (Allegheny Co.)						
WEDO 1946	810 1,000-D	Tri City Bcstg. Co. 547 Fifth Ave. NOrth 4-7187	Rambeau	Edward J. Hirshberg, p, gm Robert E. Badger, sm Charles Moyer, pd	Russel R. Weiskircher, pmm Wilkes Hurley, ce Allison McDowell, nd	Charles Moyer, sd Terry Lee, wd
WMCK 1947	1360 1,000 DA-N	Mon-Yough Bcstg. Co. 516 Market St. ORchard 88888 HOMestead 1-4221	McGillvra	Robert M. Cox, p, gm E. A. Kline, cm F. C. Pat Haley, pd	S. R. Vidnovic, pm, sd Charles W. White, ce Stephen Chontos, nd	Sally Mossman, wd
MEADVILLE (Crawford Co.)						
WMGW 1947	1490 250	Meadville Bcstg. Service, Inc. First Natl. Bank Bldg. 46-723	ABC	H. C. Winslow, p Robert E. Trace, gm, sd Douglas Rose, cm	James Strickler, pd Jack Harvey, ce	Michael D'Angelo, nd
WMGW-FM 1948	Ch. 262(B) 100.3mc 10kw					

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MONTROSE

(Susquehanna Co.)

WPEL 1250
1953 1,000-D

Montrose Bcstg. Corp.
Locust St.
MONTROSE 397

W. Douglas Roe, p, gm, nd
Ruth Ohman, pd, wd

Melvin Hoffman, ce
Norman Dale, fd

Bill Ohman, sd

NANTICOKE

(Luzerne Co.)

WHWL 730
1946 1,000-D

Radio Anthracite, Inc. ForJoe
38 E. Main St.
Valley 2-6109

Henry W. Lark, p, o
Milton Laughlin, m
Lee Vincent, cm

Bill Jones, pd
Ronn Bergen, pmm, sd
Bernard Bailey, ce

Cary Williams, nd
Lee Moran, fd
Rose Fujak, wd

NEW CASTLE

(Lawrence Co.)

WKST 1280
1938 1,000
WKST-TV DA-N

WKST, Inc.
Cathedral Bldg.
Oliver 4-5501

MBS
Quaker
Everett-
McKinney

S. W. Townsend, p
Harley M. West Jr., gm
G. E. McGary, Jr., cm, slm
H. W. Reith, pd, sd

D. L. Dout, ce
Alan Croy, nd

Ruth Ray, wd

NEW KENSINGTON

(Westmoreland Co.)

WKPA 1150
1940 250-D

Allegheny-Kiski Bcstg. Continental
Co.
810 Fifth Ave
Edison 7-3588-89

C. R. Cooper, p
Edward J. Kroen, gm, pd

Mel Goldberg, cm

W. W. Neely, ce

NORRISTOWN

(Montgomery Co.)

WNAR 1110
1946 500-D

Norristown Bcstg. Co.
115 W. Main St.
NORRISTOWN 8-7600

N. Joe Rahall, p
Ogden R. Davies, gm
John M. Banzhoff, sm

Woodward W. White, slm
Bernard Brode, pd, sd

Anthony DeSola, ce
James M. Nellany, nd

OIL CITY

(Venango Co.)

WKRZ 1340
1946 250

WKRZ, Inc.
201 Fair Bldg.
41-260

MBS
KBS
Quaker

Kenneth E. Rennekamp, p,
gm
Catharine McLaughlin, cm

John Remus, pd
Glenn Henderson, pmm
Robert Weber, ce

Betty Lesco, nd, wd
Bill Kensley, fd
Joseph Young, sd

PHILADELPHIA

(Philadelphia Co.)

KYW 1060
1922 50,000
WPTZ (TV) DA-1

Westinghouse Bcstg. NBC
Co., Inc. Free & Peters
1619 Walnut St.
Locust 4-3700

Chris M. Witting, p (WBC)
F. A. Tooke, gm
R. H. Teter, slm
G. W. Davis, sm

J. J. Signor, pmm
R. J. Bowley, ce
John Raleigh, nd

Bill Givens, fd
Herb Carneal, sd
Ruth Welles, wd

WCAU 1210
1922 50,000
WCAU-TV

WCAU, Inc. CBS
City Line & Monument Rd. CBS Radio
Greenwood 7-8300 Spot Sales

Donald W. Thornburgh, p,
gm
John S. DeRussy, slm

Joseph T. Connolly, pd, vp
Robert N. Pryor, pmm, vp
J. G. Leitch, engrg. vp

Charles Shaw, nd
Amos Kirby, fd
Bill Campbell, sd

WCAU-FM Ch. 251(B)
1941 93.1mc
11kw

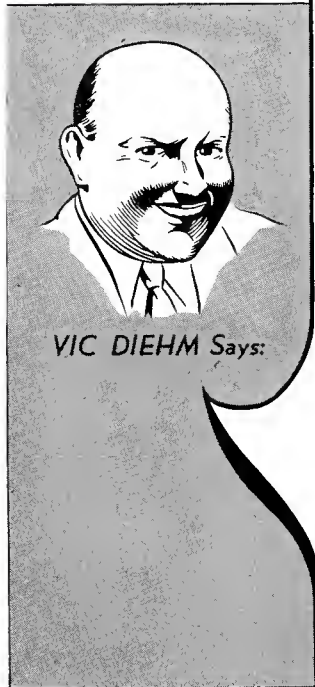
WDAS 1400
1923 250
CP-1480
1000
DA-2

Max M. Leon, Inc. ForJoe
223 Arch St.
Market 7-8484

Max M. Leon, p, o
Robert A. Klein, gm, cm

Jerry Grove, pd, nd
Frank W. Unterberger, ce

Sherry O'Brien, sd
Irvin L. Timbers, pmm



VIC DIEHM Says:

For radio coverage in the prosperous industrial market of Allentown-Bethlehem you need . . .

Allentown, Pa. CBS

(Represented by Paul H. Raymer Company)

To get 70% of the audience in lower Luzerne and adjacent counties of Carbon, Schuylkill and Columbia you need . . .

Hazleton, Pa. NBC-MBS

(Represented by Paul H. Raymer Company)

With full time power, covering a retail buying area better than \$175,000,000 and farm dollars that exceed . . . \$25,000,000 you can't afford to pass up . . .

Bloomsburg, Pa.

(Represented by Paul H. Raymer Company)

WHOL
WAZL
WHLM*

* Owned and Operated by Harry L. Magee

PENNSYLVANIA

City County Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm, Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	
PHILADELPHIA—(Cont.)						
WFL 1922	560 5,000 DA-2	Triangle Publications Inc. 46th & Market Sts. EVergreen 2-4700	ABC Quaker Blair	Roger W. Clipp, gm Kenneth W. Stowman, gen. sim Jack Steck, pd	Joe Zimmermann, pmm Henry Rhea, ce Charles Harrison, nd	
WFL-TV					Howard Jones, fd Tom Moorehead, sd Mary Jones, wd	
WFL-FM 1941	Ch. 271(B) 102.1mc 10kw					
WFLN(FM) 1949	Ch. 238(B) 95.7mc 20kw	Franklin Bcstg. Co. 3200 Ridge Rd. IVy Ridge 2-6000	Good Music	Lawrence M. C. Smith, p Raymond S. Green, vp, gm	John Culver, oper. m Morris Henken, pd	Harry Dallison, ce
WHAT 1924	1340 250	Independence Bcstg. Co. Conshohocken & Windemere Aves. Rittenhouse 6-2058	Nat. Negro Net. Indie	William A. Banks, p, gm, cm Dolly Banks, sm Annette Oromaner, pd	Leonard Stevens, pmm Charles Lehman, ce Charles O'Donnell, nd	Wynn Moore, sd Mary Mason, wd
WHAT-FM 1948	Ch. 287(B) 105.3mc 20kw					
WIBG 1924	990 10,000 DA-2	Seaboard Radio Bcstg. Corp. 1425 Walnut St. Rittenhouse 6-2300	Radio-TV Reps.	Paul F. Harron, p Edward D. Clery, gm, cm Douglas Arthur, pd	Rupe Werling, pmm Hohn H. Henninger, tech. d George Hooper, ce	Ray Walton, nd Tony Bourg, fd Bosh Pritchard, sd
WIBG-FM 1948	Ch. 231(B) 94.1mc 20kw					
WIP 1922	610 5,000 DA-1	Penna. Bcstg. Co. 35 S. 9th St. WAlnut 2-6800	MBS Petry	Benedict Gimbel, Jr., p, gm Ralf Brent, vp, sls. d. Clyde Spitzner, loc. cm Varner Paulsen, pd	Clifford C. Harris, ce Paul Martin, pmm Reginald K. Harris, asst. ce	Sam Ettinger, nd Jim Leaming, sd Wendy Phillips, wd
WIP-FM 1942	Ch. 227(B) 93.3mc 20kw					

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SPECTACULAR?

"AURACULAR"?

we speak in the VERNACULAR!...

Yes... WIP speaks in the vernacular . . .
Sales . . .
Results . . .
For WIP's Results are Spectacular!

WIP's spectaculars are produced in color . . . ONE color . . .
Beautiful, bright, exciting, profitable, legal-tender green.
Because of spectacular results, produced by everyday sales, WIP is consistently preferred by local and national advertisers.

In 1953, and again in 1954, WIP has more local and national advertisers than any other network station in Philadelphia.*

Both local and national advertisers know that WIP not only talks sales and results . . . WIP gets sales and results.

For chapter and verse, or in the vernacular . . . how to ring the cash register spectacularly . . . use WIP. Ask PETRY . . .

MBS WIP 5000 WATTS
610 KC
 National Representatives **EDWARD PETRY CO., INC.**

PHILADELPHIA'S PIONEER VOICE

*Broadcast Advertisers Reports for July, 1953 and September, 1954.

The Station You Think of

1st

... in Philadelphia

WFIL

560 on the dial

The Philadelphia Inquirer Station

Represented by John Blair & Company

PENNSYLVANIA

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; sim; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prom. Mgr. pmm; Prod. Mgr. pdm;	
PHILADELPHIA—(Cont.)							
	WJMJ 1948	1540 1,000-D	Patrick J. Stanton 2043 Locust St. LOcust 4-2300	McGillvra	Patrick J. Stanton, p, gm Charles Stahl, cm Michael Deegan, pd	James Rubenstone, pmm Alec Felton Iles, ce Doug Henson, nd	George Lyle, sd Joan Norris, wd
	WPEN 1929	950 5,000 DA-N	Wm. Penn Bestg. Co. 2212 Walnut St. LOcust 4-6000	Gill-Perna	William H. Sytk, p Wm. B. Caskey, vp, gm Erwin Rosner, cm	Sam Elber, pd, pmm, nd Charles W. Burtis, ce	Matt Guokas, sd Pat Page, wd
	WPEN-FM 1942	Ch. 275(B) 102.9mc 20kw					
	WTEL 1925	860 250-D	Foulkrod Radio Engrs. Co. 4312 N. Broad St. DAvenport 4-4310	Rosary Hour Net Webb	E. Douglass Hibbs, p, pd Henry N. Cocker, gm		Theodora Kay, wd
PITTSBURGH (Allegheny Co.)							
	KDKA 1920 WDTV (TV)	1020 50,000	Westinghouse Bestg. Co. Inc. Grant Bldg. GRant 1-4200	NBC Free & Peters	Chris J. Witting, p (WBC) L. R. Rawlins, sm, gm John G. Stilli, sim	Robert E. White, pd David N. Lewis, pmm	T. C. Kenney, ce Homer Martz, fd
	KDKA-FM 1942	Ch. 225(B) 92.9mc 12.5kw					
	KQV 1919	1410 5,000 DA-2	Allegheny Bestg. Co. 800 Chamber of Commerce Bldg. ATlantic 1-9100	CBS Raymer	Gunnar O. Wiig, evp James F. Murray, gm Chris Salmon, sim	John D. Gibbs, pd Owen S. Simon, pmm James Schultz, ce	Jack Henry, nd Pie Traynor, sd
	WCAE 1922	1250 5,000 DA-N	WCAE, Inc. Carlton House 550 Grant St. AT 1-6900 (See Homestead listing)	ABC Katz	Leonard Kapner, p, gm Alan Trench, cm	R. Clifton Daniel, pd William Thieman, pmm	James H. Greenwood, ce Gloria Abdou, wd
	WHOD 1948						
	WILY 1954	1080 1,000-D	Pittsburgh Bestg. Co. 220 N. Highland Ave. EMerson 1-5000	Stars National	John Kluge, p Ernie Tannen, gm Herbert Waters, cm	Bill Powell, pd, nd Lee Dorris, pmm	Ralph L. Ketterer, ce Earsley Kincaid, wd
	WJAS 1921	1320 5,000 DA-N	Pittsburgh Radio Supply House, Inc. Chamber of Commerce Bldg. GRant 1-4860	MBS H-R Rep.	H. Kenneth Brennan, p, gm John H. Buchheit, cm William Babcock, pm	Caley E. Augustine, pmm Walker W. McCoy, ce Herbert O. Morrison, nd	Charles Reichblum, sd Jane Allen Ball, wd
	WJAS-FM 1921	Ch. 259(B) 99.7mc 24kw					
	WKJF (FM) 1948	Ch. 229(B) 93.7mc 40kw	Agnes J. Reeves Greer 1715 Grandview St. HUBbard 1-2626		Agnes J. Reeves Greer, p Richard E. Nason, gm, cm	Thomas J. Daugherty, pd	Peter Pappas, ce
	WKJF-TV 1947	730 1,000-D	WPIT, Inc. 213 Smithfield St. ATlantic 1-1900	Forjoe	John J. Laux, p Don Ioset, vp, gm, cm	Clifford Charles, pd, pmm	Michael Komichak, ce
	WWSW 1932	970 5000 DA-2	WWSW Inc. Hotel Sheraton GRant 1-5200	Blair	O. M. Schloss, p & gm Ben W. Muros, cm	Harold Goldstein, pmm Henry Kaiser, ce	Ray Schneider, nd Joe Tucker, sd
	WWSW-FM 1941	Ch. 233(B) 94.5mc 20kw					
PITTSSTON (Luzerne Co.)							
	WPTS 1954	1540 1,000-D	Midway Bestg. Co. Inc. Newrose Bldg. OLympic 4-3388	Indie	Angelo W. Fiorani, ptrn., p, gm Rose F. Fiorani, ptrn. R. E. Florey, cm Frank Silva, sm, sd	Charles Mantione, pd Ruth Goodman, pmm John P. McGoldrick, ce	Robert Carroll, nd Eleanor Pagnotti, wd
POTTSTOWN (Montgomery Co.)							
	WPAZ 1951	1370 1,000-D	Pottstown Bestg. Co. Inc. 247 High St. 5000	Quaker Indie	Herbert Scott, p, gm Clifford Chafey, cm Bud Bentz, pd	Royal Worth, pmm Ralph Mellon, ce Andy Billy, nd	Shorty Long, fd Bob Tobias, sd Helen Shanta, wd

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The Key to two great MARKETS...

Scranton, Wilkes-Barre —all on one low rate

Two big markets for the price of one—and the one LOW price is WPTS, Pittston . . . only on arm's length from Wilkes-Barre and Scranton.

Programming is carefully tailored to area tastes so WPTS' large, faithful audiences mean sure sales in the heart of the Anthracite Region.

1540 kc INDIE SALES CO., Inc. — National Rep.
 A. W. Fiorani, Pres. & Gen'l. Mgr. . . . R. E. Flarey, Cam. Mgr.

WPTS 1000 WATTS PITTSTON, PA.

POTTSVILLE

(Schuylkill Co.)

WPAM 1947	1450 250	Miners Bcstg. Service Inc. P. O. Box 629 5050	MBS, KBS Quaker Everett- McKinney	Joseph L. Maguire, p Lou H. Murray, gm Frank Tamulonis, cm	Horace Richards, pd Milton Seltzer, ce	John Samm, sd Romaine Scott, wd
WPPA 1946	1360 1000-D 500-N DA-N	Pottsville Bcstg. Co. 212 South Centre St. 4744		A. V. Tidmore, o, gm Ralph L. Price, cm	Edward A. Romance, pd, sd William P. Tidmore, ce	James B. Thompson, nd Vivian Price, wd
WPPA-FM 1948	Ch. 270(B) 101.9mc 2.8kw					

PUNXSUTAWNEY

(Jefferson Co.)

WPME 1953	1540 1,000-D	Punxsutawney Bcstg. Co. 103 N. Gilpin St. 1221	Quaker	Sheridan W. Pruett, p Charles M. Erhard, Jr., vp, gm Michael A. Catanzarito, cm	Albert G. Fusco, pd William O. Carlton, pmm, nd Joseph A. Pelletier, ce Kenneth Bowers, ce Ed Paul, nd Clair McColl, fd	Dale Morley, fd Robert Walker, sd Marilyn S. Crummy, wd Celine M. Ragley, wd Jay Edwards, sd Mary Ann Lauer (Mrs. Robert Lauer), wd
WPXY 1953	1300 1,000-D	Jefferson Bcstg. Co. 110 N. Findley 2080	MBS Allegheny Mountain Net. McGillvra	Cary Simpson, p John F. Belin, gm J. L. Rainbow, cm Leonard M. Zelick, pd		

READING

(Berks Co.)

WEEU 1932 WEEU-TV	850 1,000 DA-N	Hawley Bcstg. Co. 433 Penn St. 6-7335	ABC Headley-Reed	Hawley Quier, p Thomas E. Martin, evp, gm K. Richard Creitz, asst. m, cm	George Carroll, pd, nd, sd Jane E. Winne, pmm Samuel M. Black, fd	Elizabeth McLean, wd Robert S. Guldin, tech. oper. d
WHUM 1946 WHUM-TV	1240 250	Eastern Radio Corp. Skyline Drive 4-4905	CBS H-R Reps.	Humboldt J. Greig, p John E. Schuler, vp Alan Lane, cm, pd	Robert Esterly, pmm Joseph Risse, ce John Deegan, nd	Ted Rickenbach, fd Jack Ryan, sd Frank Mooney, sd
WRAW 1922	1340 250	Reading Bcstg. Co. 19 North Fifth St. 7173	NBC, Meeker	Clair R. McCollough, sta. excc. Frank J. Voss, sm	J. Robert Gulick, gen, sim Saul Miller, pd	Paul I. Woodland, pmm J. E. Mathiot, tech. dir.

RED LION

(York Co.)

WGCB 1950	1440 1,000-D	Red Lion Bcstg. Co. Box 88 33471	Kennedy	John M. Norris, p, gm, pmm	Vicent Freeman, cm	Geary Russell, ce
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ROARING SPRING

(Blair Co.)

WKMC (CP)	1370 500-D	Carl W. Kensinger & Robert E. Meredith				
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ST. MARYS

(Elk Co.)

WKBI 1950	1400 250	Elk-Cameron Bcstg. Co. 41 Erie Ave. 4-2821	MBS Allegheny Mountain Net. Quaker	C. H. Simpson, gm R. H. Knouse, sim John A. Fay, pd Anson F. King, pmm	Herbert Martin, n. editor Gilbert H. Wogan, ce Bess Hallas, office m	Arnold Kuhn, fd Gibby Hoffman, sd Becky Smith, wd
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SAYRE

(Bradford Co.)

WATS 1950	960 1,000-D	Susquehanna Valley Bcstg. Co. 110 North Elmer Ave. TUner 2-2401	Indie	Thompson K. Cassel, p Walker D. Knowies, gm Norman K. Decker, sim	William J. Miller, pd Benjamin A. Franklin, ce Charles L. Snyder, nd	Daniel Tyler, sd Harriet Ann Ruch, wd
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SCRANTON

(Lackawanna Co.)

WARM 1940 WARM-TV	590 5,000 DA-2	Union Bcstg. Co. 333 Madison Ave. Diamond 3-1245	ABC Quaker Net. Hollingbery	Martin F. Memolo, p William W. Scranton, vp William M. Dawson, gm Sam M. Feigenbaum, sim	Art Bolin, pd Jay Russell, pmm Roswell J. Parker, ce	John Von Bergen, nd Dave Griffiths, sd Lynn Forman, wd
WGBI 1925 WGBI-TV WGBI-FM 1949	910 1,000-D 500-N Ch. 267(B) 101.3mc 1.8kw	Scranton Bcstrs. Inc. 1000 Wyoming Ave. Diamond 2-7634	CBS Blair	Mrs. M. E. Megargee, p George D. Coleman, gm, cm, pmm	Frank Monaghan, pd K. R. Cooke, ce Mrs. Madge Holcomb, vp	Thomas Powell, nd Tom Reilly, sd
WICK 1954	1400 250	Scranton Radio Corp. 522 Lackawanna Ave. Diamond 7-7303	Walker	Joe Dobbs, p & gm	John P. McGoldrick, ce	
WQAN 1950	630 500-D	E. J. & Elizabeth Lynett 149 Penn Ave. Diamond 2-9151	Meeker	E. J. Lynett, co-o Elizabeth Lynett, co-o Cecil Woodland, gm John Kreiger, cm	Hugh J. Connor, pd Bill Pierce, pmm Guy Rauer, ce	Warren Jones, nd Jack Griswold, sd Tony Martell, wd
WEJL(FM) 1948	Ch. 298 (B) 107.3mc 1.8kw	(WQAN, AM Affiliate)				
WSCR 1947	1320 1,000-D 500-N DA-N	Lackawanna Valley Bcstg. Co. 116 Adams Ave. Diamond 73388	NBC Headley-Reed	David M. Baltimore, p, gm Barry Sherman, sm, sd	Bert Oliver, cm Robert McHale, pd, nd	Willard Shimski, ce Betty Parks, wd

SHAMOKIN

(Northumberland Co.)

WISL 1948	1480 1,000 DA-N	Radio Anthracite, Inc. Rock & Sunbury St. 8-6831	MBS Quaker Forjoe	Henry W. Lark, p Chas. R. Petrie, gm	Dick Owen, pd Ray Willard, ce	Dottie Owen, wd
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SHARON

(Mercer Co.)

WPIC 1938	790 1,000-D	Sharon Herald Bcstg. Co. P. O. Box 541 4113	Young	John Fahnlne, Jr., p, gm Harold R. Smith, pd	A. C. Heck, ce	Ted Richardson, fd
WPIC-FM 1947	Ch. 275(B) 102.9mc 26kw					

SOMERSET

(Somerset Co.)

WVSC 1951	990 250-D	Somerset Bcstg. Co. Box 231 4186	Indie	T. H. Opegard, ptrn., gm, cm Carl R. Lee, ptrn., sm, ce	Elwood Thompson, pd Ted Chandler, nd	Bob French, sd Yvonne Kaufman, wd
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STATE COLLEGE

(Centre Co.)

WMAJ 1945	1450 250	Centre Bcstrs. Inc. 209 East Beaver Ave. Adams 7-4959	MBS, KBS Laurel Net.	William K. Ulerich, p Mrs. Alethea Ulerich, gm	Mary Anne Beezer, cm Milton J. Bergstein, sm, sd	Dan Grove, nd
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PENNSYLVANIA

City County	Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
STROUDSBURG (Monroe Co.)						
	WVPO 1947	840 250-D	Pocono Bestg. Inc. 578 Main St. 1102	Radio-Tv Reps.	James H. Ottaway, p Merle C. Ostrum, gm Edward J. Somers, cm	Joseph Webster, pd, nd Chester S. Miller, sm Ernest Transue, ce John Meunier, fd Joseph Whalen, sd
SUNBURY (Northumberland Co.)						
	WKOK 1933	1240 250	Sunbury Bestg. Corp. 1150 North Front St. 1325	CBS	Harry H. Haddon, p Homer R. Smith, gm	C. Donald Walther, cm M. J. Kane, pd John Keller, Jr., ce Jerry Moore, sd
	WKOK-FM 1948	Ch. 231(B) 94.1mc 4.4kw				
TITUSVILLE (Crawford Co.)						
	WTIV (CP)	1290 500-D	Crawford Co. Bestg. Co. % Victor D. Lindeman Jr. 12 E. 41st St. New York, N. Y.			
TYRONE (Blair Co.)						
	WTRN 1954	1580 250-D	Tyrone Bestg. Co. Pennsylvania Ave.	Allegheny Mountain Net.	C. H. Simpson, p John A. Fay, vp, gm Lee C. Ray, sm W. F. Walk Jr., pd	Mac Goheen, sm Norman Swayne, ce G. David Castlebury, nd Blair Shore, fd Don Steele, sd Iva Holsum, wd
UNIONTOWN (Fayette Co.)						
	WMBS 1937	590 1000 DA-N	Fayette Bestg. Corp. Fayette Nat'l Bank Bldg. 8-3900	CBS Meeker	Joseph C. Burwell, p James Gismondi, gm, pmm & sd	Frederick J. David, cm Charles H. Underwood, pd William J. Hienzly, ce Rex Carter, fd Hester W. Risk, wd
WARREN (Warren Co.)						
	WNAE 1946	1310 1,000-D	Northern Allegheny Bestg. Co. 210 Second Ave. Warren 3033 (WNAE, Am Affiliate)		A. David Potter, Jr., p, gm James Potter, cm	W. LeRoy Schneck, pd Homer Haines, ce Herb Harris, nd Frank Files, sd
	WRRN(FM) 1948	Ch. 223(B) 92.3mc 3kw				
WASHINGTON (Washington Co.)						
	WJPA 1942	1450 250	Washington Bestg. Co. George Washington Hotel Washington 4870	MBS McGillvra	A. Boyd Siegel, mgng. d John L. Merdian, gm, pd, pmm	Peter Stanton, cm, sd Robert Kark, ce Mitchell Gray, nd Lynn Carter, wd Lyle Carter, fd
	WJPA-FM 1946	Ch. 282(B) 104.3mc 4.0kw				
WAYNESBORO (Franklin Co.)						
	WAYZ 1953	1380 1,000-D	Richard Field Lewis Jr. Inc. of Waynesboro 23 W. Main St. 1900		Richard Field Lewis, Jr., p Samuel "Jay" Hanshaw, gm, cm	Jack Ceiger, pd, sd Robert Harrison, pmm, nd Fred Brabandt, ce Robert Rider, fd Mrs. Phyllis Helman, wd
WELLSBORO (Tioga Co.)						
	WNBT (CP)	1570 250-D	Farm & Home Bestg. Co. c/o John A. Fay Radio Station WFRM Coudersport, Pa.		Cary H. Simpson, p	
WILKES-BARRE (Luzerne Co.)						
	WBAX 1922	1240 250	Anna Stenger 85 West Union St. Valley 3-0196	MBS Burn-Smith	Anna Stenger, p John H. Stenger, gm	Edward Kuzma, pd Milan Krupa, ce James Hutchison, fd Robert Whitehead, sd
	WBRE 1924	1340 250	Louis G. Baltimore 625 S. Franklin Valley 3-3101	NBC Headley-Reed	Louis G. Baltimore, p David M. Baltimore, gm Ernest Lewis, cm	Franklin D. Coslett, pd Charles Sakoski, Sr., ce Wm. Connelly, nd Jim McCarthy, sd Rory Miles, wd
	WBRE-TV WBRE-FM 1947	Ch. 253(B) 96.5mc 2.3kw				

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you	KNOW	the market prosperous southeastern pennsylvania. included in primary (5mv/m) coverage is york-harrisburg-lancaster comprising the nations twenty second population center . . . retail sales \$550,000,000.
our listeners	KNOW	the solid signal (non-directional 1,000 watts 1250 kc) from central pennsylvania's tallest radio tower (385 foot) commands highest random tune-in throughout the ten county area.
retailers	KNOW	they get results with "customized" commercials done by WNOW personalities. WNOW is the station used by more york retailers than any other . . . retailers insist on results!
time buyers	KNOW	the voice and choice of southeastern pennsylvania is <i>always</i> the best cost-per-thousand buy with top ratings in many time segments . . . check October-November 1954 Conlan.
everyone	KNOWS	music, sports and news is now radio's favorite listening. WNOW is the only independent in york-harrisburg or lancaster . . . the only station with share of audience increase (Conlan, April to Nov., 1954).
agencies agree	WNOW	discount plans and promotion offer maximum penetration at lowest cost. new 1955 national rates (less sales commission) are about the same as local rates . . . minute participations only \$5.00 (52-time).
WNOW NOW YORK'S BEST BUY! —		CONTACT FOR JOE

PENNSYLVANIA

WILK 1947 WILK-TV	980 5,000-D 1,000-N DA-N	Wyoming Valley Bcstg. Co. 88 N. Franklin St. VA 4-4666	ABC Quaker Avery-Knodel	Attorney Mitchell Jenkins, p Roy E. Morgan, evp Thomas P. Shelburne, treas. Luther Strittmatter, cm	Tom Bigler, pd, nd Mrs. Dorothy Albee, pmm Theodore French, ce	James Hutchinson, fd Chuck Whittier, sd Libby Brennan, wd
WILLIAMSPORT (Lycoming Co.)						
WLYC 1951	1050 1,000-D	Lycoming Bcstg. Co. 331 Pine St. 2-4676	KBS Quaker Radio-TV Prom Syndicate	John T. Keliher, p W. Richard Carlson, gm, pmm Vince Campana, cm	Vern Hester, pd Norman Briggs, ce Bill Deuel, nd	Hank Anders, fd Foster Gaines, sd Norah Carlson, wd
WLYC-FM 1949	Ch. 286(B) 105.1mc 1kw					
WRAC 1930 WRAC-TV	1400 250	WRAC, Inc. 244 West 4th St. 2-6116	NBC Quaker Everett- McKinney	George E. Joy, p, gm Jane L. Straw, office m J. Wright Mackey, sm, cm	Irving A. Berndt, Jr., pd Everett Rubendal, pmm	Glenn Sherman, ce Marian Antes, wd
WRAC-FM 1947	Ch. 262(B) 100.3mc 3.2kw					
WWPA 1949	1340 250 CP-1330	Williamsport Radio Bcstg. Assoc. Inc. 330 Government Pl. 7119	CBS Burn-Smith	Harry J. W. Kiessling, p Woodrow W. Ott, gm Phil Lane, cm	Louis C. Cate, pd, pmm Carl W. Steinbacher, ce Gordon K. Thomas, nd	Robert Figueras, fd Bill Gardner, sd Gertrude Madden, wd
YORK (York Co.)						
WNOW 1948 WNOW-TV	1250 1,000-D	Broadcast Division, Helm Coal Co. 25 S. Duke St. 82-911	KBS Forjoe	Lowell W. Williams, gm Edwin L. Jay, cm H. E. Daugherty, pd	James Crist, pm Glenn M. Winter, ce Albert H. Gladding, nd	Luther "Shorty" Fincher, fd "Doc" Daugherty, sd Ruth Saltzgeber, wd
WNOW(FM) 1948	Ch. 289 (B) 105.7mc 13kw					
WORK 1932	1350 5,000-D 1,000-N DA-N	Associated Bcstrs., Inc. 13 South Beaver St. 6629	NBC, Meeker	Clair R. McCollough, sta. exec. Clare I. Miller, sm	J. Robert Gulick, gen, slm Glenn M. Brillhart, pd	Paul I. Woodland, pmm J. E. Mathiot, tech. dir.
WRZE(FM) 1948	Ch. 253(B) 98.5mc 8kw	White Rose Bcstg. Co. 31 E. King St. 8-2872		C. M. Gitt, p M. B. Rebert, gm	E. S. Cannon, cm Stephen West, pd	Clark E. Wise, ce
WSBA 1942 WSBA-TV	910 1,000 DA-2	Susquehanna Bcstg. Co. 53 N. Duke St. 2-5521	ABC, MBS Quaker Young	L. J. Appell, Jr., p P. K. Eberly, cm, pmm	Robt. Shipley, pd Llewellyn Jones, ce Otis Morse, nd	Herman Stebbins, fd Dennis Kaye, sd Ethel Gray, wd

RHODE ISLAND

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Bristol	29,079	8,400	\$22,356	\$ 7,833	\$ 861	*243,739	Washington	48,542	13,580	48,708	15,435	1,707	
Kent	77,763	24,380	72,411	21,026	2,014		Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state.						
Newport	61,539	16,470	60,480	21,773	2,159								
Providence	574,973	170,280	654,330	166,716	21,199								
* State wide total													

DIRECTORY OF AM AND FM STATIONS

NEWPORT (Newport Co.)	WADK 1948	1540 1000-D	The Aquidneck Bcstg. Corp. 172 Thames St. 1540	Walker	Milton E. Mittler, p & gm Gordon Gurney, cm Flo Simpson, pd	Henry N. Petersen, pmm Joseph Britto, ce	Jack Stewart, nd & sd Dona March, wd
PAWTUCKET (Providence Co.)	WPAW 1950	550 1000-D	Roger Williams Bcstg. Co. Inc. 34 North Union St. PA 5-9000	KBS Rambeau	Dominick A. Hysko, p Allen Jones, gm & cm Graham Richards, pd	James Keough, pmm James Bonney, ce	Lucien Ricard, nd, sd Robin Jones, wd



ANYWAY YOU LOOK AT IT - IN PROVIDENCE IT'S
TOP LOCAL AUDIENCE + TOP TALENTS = RESULTS

DIAL 1110



PROVIDENCE

REPRESENTED BY HEADLEY-REED

RHODE ISLAND

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
PROVIDENCE (Providence Co.)					
WEAN 1922	790 DA-2	105.1mc 20kw	Providence Journal Co. 144 Westminster St. Dexter 1-0600	ABC, MBS Yankee, Venard, Rintoul & McConnell Borgatti	George P. Metcalf, p William Koster, gm Don Morton, pd George W. Sharpe, ce Harry McKenna, nd Sue Bailey Reid, wd
WPJB-FM 1948	Ch. 286(B) 105.1mc 20kw		(WEAN, Am affiliate)		
WHIM 1947	1110 1000-D		Inter-City Bcstg. Co. 144 Westminster St. Union 1-4211	Relay, Headley-Reed, Kettell-Carter	Robert T. Engles, p & gm Gerson R. Parmet, cm C. George Taylor, pd John E. Metts, bus. mgr. Carroll A. Philbrook, ce Bruce Williamson, nd Gerson R. Parmet, sd
WICE 1947	1290 1000 DA-1		Narragansett Bay Bcstg. Co. 1111 North Main Jackson 1-6565		Louis A. R. Pieri, o Frederick P. Grady, gm, cm John F. Crohan, sm John C. Martin, Jr., pmm Oliver R. Adams, ce George P. Duffy, sd
WJAR 1922	920 5000 DA-2		The Outlet Co. 176 Weybosset St. Gaspee 1-8255	NBC, New England Weed	George O. Griffith, vp & treas. John J. Boyle, gm David J. Shurtleff, cm Thomas J. C. Prior, ce Warren Walden, nd & sd Elizabeth Gunning, wd
WJAR-TV					
WPFM (FM)	Ch. 268(B) 101.5mc 9.6kw		Nobscot Bcstg. Corp.		
WPRO 1924	630 5000 DA-N		Cherry & Webb Bcstg. Co. 24 Mason St. Plantations 1-9776	CBS, Blair	William S. Cherry, Jr., p Arnold F. Schoen, Jr., gm Kenneth M. Curto, cm John A. Owen, Jr., pd John V. Ferri, ce
WPRO-TV (CP)					
WPRO-FM 1948	Ch. 222(B) 92.3mc 20kw				
WRIB 1947	1220 1000-D		R. I. Bcstg. Co. 29 Weybosset St. Union 1-4512	Indie	Frank Rao, p Nicholas Ruggieri, gm & nd Edward McBride, cm Don Rogers, pd Frederick Weiss, ce
WESTERLY (Washington Co.)					
WERI 1949	1230 250		Radio Westerly, Inc. 34 Main St. 2263	ABC, KBS, Walker	R. G. Moore, p Warren M. Greenwood, gm & cm Brud Warren, pd & pmm, nd, fd, & sd Anibal Martins, ce Jean S. Quattromani, wd
WOONSOCKET (Providence Co.)					
WNRI 1954	1380 1000-D		Friendly Bcstg. Co. Inc. 814 Diamond Hill Rd.		Jack C. Salera, p, gm & fd John Costa, cm & sd Lorraine Salera, pd & pmm, nd, wd Joseph Britto, ce
WWON 1946	1240 250		Woonsocket Bcstg. Co. 99 Main St. Woonsocket 1240	MBS Webb, Borgatti	Millicent S. Palmer, p Gene Rousseau, gm Eugene Mailloux, cm Harold Belknap, ce Gene O'Neill, sd Aurora Graziani, wd
WWON-FM 1949	Ch. 288(A) 106.3mc 39kw				

SOUTH CAROLINA

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1954	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1954
Abbeville	22,456	4,960	\$12,325	\$ 3,694	\$ 417	5,377	Harry	59,820	12,250	39,134	8,456	1,369	12,363
Aiken	53,137	16,680	35,090	10,914	747	27,865	Jasper	10,995	2,110	5,942	1,317	107	2,129
Allendale	11,773	2,730	5,376	1,620	169	2,678	Kershaw	32,287	6,530	18,061	5,306	478	7,628
Anderson	90,684	22,070	69,655	16,624	1,866	27,377	Lancaster	37,071	8,410	27,787	7,196	737	8,918
Bamberg	17,533	3,560	9,721	2,071	242	3,629	Laurens	46,974	10,560	27,502	7,578	758	10,962
Barnwell	17,266	4,330	8,624	2,204	279	6,204	Lee	23,173	4,000	7,527	2,274	282	4,297
Beaufort	26,993	5,180	13,545	3,728	286	5,610	Lexington	44,279	10,930	24,072	3,229	692	14,761
Berkeley	30,251	5,170	9,244	3,209	131	4,490	McCormick	9,577	1,760	3,514	987	79	1,728
Calhoun	14,753	2,720	4,720	1,402	142	2,546	Marion	33,110	6,800	21,486	4,841	742	5,931
Charleston	164,856	40,990	147,084	38,313	4,513	40,348	Marlboro	31,766	6,620	17,432	4,715	441	6,033
Cherokee	34,992	7,840	19,051	5,320	465	7,891	Newberry	31,771	7,570	23,629	6,286	745	8,385
Chester	32,597	7,220	21,529	6,839	345	6,666	Oconee	39,050	8,590	21,875	5,232	468	9,462
Chesterfield	36,236	7,170	20,937	4,484	621	7,328	Orangeburg	68,726	13,660	39,616	9,646	1,127	15,028
Clermont	32,215	5,330	11,107	2,724	309	4,698	Pickens	40,058	9,520	22,372	7,068	733	11,793
Colleton	28,242	5,820	15,535	2,916	620	5,743	Richland	142,565	37,530	179,064	32,970	5,491	43,435
Darlington	50,016	10,930	33,995	8,939	790	12,155	Saluda	15,924	3,370	5,862	1,219	141	3,929
Dillon	30,930	5,870	17,070	4,401	436	6,001	Spartanburg	150,349	37,080	137,863	31,277	3,150	39,617
Dorchester	22,601	5,010	11,656	3,620	400	4,829	Sumter	57,634	12,080	38,316	9,523	1,066	13,792
Edgefield	16,591	3,340	8,127	2,196	249	3,325	Union	31,334	7,010	18,147	5,502	837	6,139
Fairfield	21,780	4,060	9,202	2,271	254	3,902	Williamsburg	43,807	7,200	20,468	5,111	419	6,431
Florence	79,710	17,000	67,673	15,532	1,500	18,108	York	71,596	16,720	62,020	16,501	1,525	17,642
Georgetown	31,762	6,370	20,291	6,038	640	5,645							
Greenville	168,152	44,650	176,394	37,269	5,059	56,075							
Greenwood	41,628	10,220	40,513	9,524	1,360	12,200							
Hampton	18,027	3,700	8,399	2,020	262	3,608							

Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction uncensored; automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

AIKEN (Aiken Co.)					
WAKN 1952	990 1,000-D	Aiken Electronics Advertising Corp. P. O. Box 811 77-4242	Savannah Valley, Rambeau	E. T. Whitmire, p W. Randall Davidson, gm Charlie Sciple, cm & pnm	Wayne Mashburn, pd & nd Allen Askins, Jr., ce Danny McClure, fd Randy Davidson, sd Gwen White, wd
ANDERSON (Anderson Co.)					
WAIM 1935	1230 250	Wilton E. Hall 1 Martin St. Canal 6-1511	CBS, Palmetto Headley- Reed	Wilton E. Hall, p Glenn P. Warnock, gm G. Paul Browne, cm	Marshall Gilliard, pd Virginia Barath, pmm John Willis, ce James Brownell, nd Al Joseph, sd
WAIM-TV					
WCAC(FM) 1947	Ch. 266(B) 101.1mc 64kw	(WAIM, Am Affiliate)			
WANS 1949	1280 1000 DA-N	Carolina Bcstg. Inc. P. O. Box 211 Canal 4-3424	MBS, KBS Devney	C. R. Johnson, Sr., p R. E. Liverance, gm Robert S. Fant, cm	Carroll S. Lee, pd Elizabeth Harris, pmm Al Pratt, ce Charles Martin, nd Harry Carroll, sd

Data corrected to Dec. 15, 1954. 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—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. Complete key to abbreviations, page 6.

more
New Englanders
listen to **WPRO**
than to any other
Rhode Island
station

Survey after survey * conclusively proves that WPRO offers you single-station dominance of the nation's 14th largest market—Providence, R.I., and Fall River and New Bedford, Mass. The reasons: WPRO's popular local personalities . . . audience-winning CBS Radio network programs . . . 5,000 powerful watts on 630 kc. With WPRO, you can sell this rich market at lowest-cost-per-thousand. Ask JOHN BLAIR!

Area PULSE survey.

to reach the
most buyers...

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WPRO AM
& FM

PROVIDENCE · 630 KC · 5000 W

Represented by JOHN BLAIR & COMPANY

SOUTH CAROLINA

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; slm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. Prom. Mgr. pmm; Prod. Mgr. pdm;
BARNWELL (Barnwell Co.)					
WBAW 1953	740 250-D	Blue Ridge Bcstg. Co. Inc. 3507	KBS, Savannah Valley Net.	J. A. Gallimore, p Joe Wilder, gm & cm	Frank Harmon, pd & nd Bill Hollingsworth, Jr., pmm Marion P. Jones, ce Gwen Wilder, wd
BEAUFORT (Beaufort Co.)					
WBEU 1954	960 1,000-D	Beaufort Bcstg. Co. Inc. 812	John M. Trask, p W. C. Bochman, gm & sd	Howard Farmer, cm Newton Smyth, pd, nd & fd James Byrd, ce
BENNETTSVILLE (Marlboro Co.)					
WBSC 1947	1550 10,000-D 5,000-N DA-N	Bennettsville Bcstg. Co. Box 639 1080	MBS	John W. Orvin, p & gm W. G. Hazel, cm	Neil Terrell, pd & pmm John S. Gronert, ce
BISHOPVILLE (Lee Co.)					
WAGS 1954	1380 1,000-D	Lee County Bcstg. Co. 1380	KBS, Clarke	A. R. Godshall, ptrn. Howard Ginsberg, ptrn., gm, nd, sd	Barbara Melton, cm Bess Ginsberg, pd & wd Marvin Matasoff, ce W. L. Bryant, fd
CAMDEN (Kershaw Co.)					
WACA 1948 WACA-TV	1590 1000-D	Camden Bcstg. Corp. Hemlock 2-2311	Haygood S. Bowden, p Tom Richards, gm, cm, pmm, nd, sd	Angelo A. Amodio, pd, ce Herb Price, fd Betty Scarborough, wd
CHARLESTON (Charleston Co.)					
WCSC 1930 WCSC-TV WCSC-FM 1948	1390 5,000 DA-N Ch. 245 (B) 98.9mc 36kw	WCSC, Inc. 485 East Bay St. 3-3771	CBS, Free & Peters	John M. Rivers, p & gm John E. Hearne, cm Robert S. Tamblin, pd & fd	Annie Lee Small, pmm Eloise Turner, wd Wilbur R. Albee, ce Harry Gianaris, nd George Norwig, sd
WHAN 1946	1340 250	Charleston Bcstg. Co. 152 Market St. 3-1643	ABC Burn-Smith	S. Lewis Johnson, p E. Harold Keown, gm George R. Connor, cm	William P. Birchfield, ce Jack McKee, nd Chuck Lansford, sd Jim Bigelow, fd Marjorie Swistak, wd
WPAL 1947	730 1,000-D	Palmetto Bcstrs. Inc. 149 Wentworth St. 3-8428	Natl. Negro Net. Forjoe, Dora-Clayton	George G. Weiss, p Laurens Moore, exec. vp Robert T. Chrystie, vp in chg. of sales	Louise B. Withrock, pd Margaret Mickalis, pmm G. E. Sundeen, Jr. John Ingold, fd
WTMA 1939	1250 5000-D 1000-N DA-N	The Atlantic Coast Bcstg. Corp. 133 Church Street 2-2961	NBC Hollingbery	Charles E. Smith, p, gm Henry J. Guzik, cm Jack Gale, pd	Chester E. Pike, pmm David W. Jefferies, ce Steve Carroll, nd Jack Leland, fd William Walton, sd Nancy Rutledge, wd
WTMA-FM 1945	Ch. 236(B) 95.1mc 15kw
WUSN 1948 WUSN-TV	1450 250	Southern Bcstg. Corp. 42 Tenth Ave. 2-2652	MBS H-R Reps.	J. Drayton Hastie, p Grange S. Cuthbert, Jr., gm	Henry J. Hoppe, pd, nd & sd Martha Martin, pmm & wd Walter Nelson, ce
CHERAW (Chesterfield Co.)					
WCRE 1953	1420 500-D	Three States Bcstg. Co. Box 631 7500	Marvin J. Peterson, p Fred A. Staples, gm & pd	Wendell Baxter, cm Ansel Bryan, ce John Kiser, nd Vera H. Staples, wd
CHESTER (Chester Co.)					
WGCD 1948	1490 250	Craig Bcstg. Co. 128 Main St. 2171	MBS, KBS McGillvra	Morgan J. Craig, p, ce George P. Cobb, gm, cm	James L. Kennedy, pd, nd, sd

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No other station serves South Carolina like this . . .

WIS is South Carolina's leading radio station. It is 5,000 watts at 560 K.C. Of the 150,620 daytime families credited to WIS in 26 of South Carolina's 46 counties, a total 84,800 families—or 57%—tune to "South Carolina's Most Powerful Voice" six or seven days weekly! (Nielsen, April 1953.)

WIS

RADIO
5000 W
560 KC
NBC



G. Richard Shafto, General Manager
J. Dudley Saumenig, Managing Director

Represented nationally by Free & Peters

Population	1,037,300	Food	160,736,000
Total Homes	240,800	Gen. Mdse.	81,103,000
Radio Homes	235,190	Furn., Hh., Radio	36,177,000
E. B. I.	915,783,000	Automotive	161,768,000
Retail Sales	665,781,000	Drug	17,937,000

Sales Management, May 10, 1954; Nielsen, April 1953.

Sell the most people for the least cost via WIS Radio . . . lowest cost per family reached of all media in the area!

SOUTH CAROLINA

COLUMBIA
(Richland Co.)

WCOS 1939 WCOS-TV WCOS-FM 1951	1400 250 Ch. 250 (B) 97.9mc 5.3kw	Radio Columbia, Inc. Cornell Arms Apt. 2-2177	ABC, Headley- Reed	Charles W. Pittman, p & gm John Kress, loc. cm	John Ropp, pd & pmm, nd Robert Lambert, ce	Ken Baldwin, sd
WIS 1930 WIS-TV	560 5,000 DA-N	The Bcstg. Co. of the South 1111 Bull St. 36431	NBC, Free & Peters	E. Calhoun Hipp, p G. Richard Shafto, gm J. Dudley Saumenig, mgn. d	Miller Montgomery, slm John W. Evans, pd Lisa Battle, pmm Herbert G. Eidson, Jr., ce	Ray Stanfield, nd & sd Bob Bailey, fd Kay Collins, wd
WIS-FM 1948	Ch. 233 (B) 94.5mc 1.3kw					
WMSC 1945	1320 1,000 DA-N	WMSC Radio Corp. 1127 Lady St. 2-8659	CBS, H-R Reps. Ayers	C. Wallace Martin, p, gm & cm Gray Olive, pd	Don Clark, Jr., pmm C. E. Stone, Jr., ce Charles Wickenberg, nd	Bill Brown, sd Ruth Gottlieb, wd
WNOK 1947 WNOK-TV	1230 250	Palmetto Radio Corp. P. O. Box 5307 1811 Main 3-9401	MBS, Raymer	Irwin Kahn, p H. Moody McElveen, Jr., gm & cm Edward P. Jordan, pd	Paty Bell, pmm Donald E. Willoughby, ce Don Robertson, nd	Jack Cook, fd Bob Fulton, sd Kim DiFilippo, wd
WOIC 1954	1470 1,000-D	Michalak Bcstg. Co. 3300 Main St. 6-1551	Forjoe, Regional Reps., Dora-Clayton	Frank A. Michalak, p & gm Joe Morris, asst. m, cm, pd & pmm	William Bridges, ce	William McKinley Bowman, nd

CONWAY
(Horry Co.)

WLAT 1945	1490 250	Coastal Bcstg. Co. P. O. Box 799 340-570	MBS	L. M. Hawley, ptrn., gm, pmm	H. L. Hanks, ptrn., cm, ce	Jack E. Hawley, pd
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DARLINGTON
(Darlington Co.)

WFFD (CP)	1350 500-D	Darlington Bcstg. Co. 821 Buchanan Blvd. Durham, N. C.				
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DILLION
(Dillon Co.)

WDSC 1946	800 1,000-D	Border Bcstg. Co. Highway 301 470	ABC, Gill-Perna	Joseph Martin, p & gm Adelaide Monroe, cm Lee Lumpkin, pd & nd	Johnny Quick, pmm H. C. Sanford, ce Jim Murff, fd	Dave Rush, sd Dorothy Fleming, wd
WDSC-FM 1951	Ch. 226 (B) 92.9mc 10kw					

EASLEY
(Pickens Co.)

WELP 1951	1360 1,000-D	Pickens County Bcstg. Co. Box 522 9388	KBS, Indie	Cleatus Brazzell, p & gm Charles B. Smith, pd & nd	Henry O. McDonald, Jr., ce Hal Smith, sd	Jane Boroughs, wd
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FLORENCE
(Florence Co.)

WJMX 1947	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	Frank A. Jennie, ce Ervin Melton, Jr., nd & sd	Dave Thomas, sd
WOLS 1937	1230 250	Florence Bcstg. Co. 151 S. Dargan St. 2-3271	KBS	Melvin Purvis, p A. P. Skinner, gm, cm	Don Gray, pd	John Cooper, ce

GAFFNEY
(Cherokee Co.)

WFGN 1948	1570 250-D	Cherokee Radio Co. P. O. Box 759 4795		A. Ray Godshall, p Morton E. Green, gm, nd Elizabeth Stacy, cm	Billy Gibbons, pd, sd Virginia Gertz, pmm	Jesse Parker, ce, fd Bettye Blayke, wd
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GEORGETOWN
(Georgetown Co.)

WGTN 1949	1400 250	Georgetown Bcstg. Co. Inc. 216 S. Fraser 3-3421	MBS, Cooke	J. B. Delzell, p & gm, nd Al Wester, cm & sd	M. A. Delzell, pd & wd	Don Delaney, ce
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GREENVILLE
(Greenville Co.)

WAKE 1950	1440 5,000 DA-2	Piedmont Bcstg. Co. Inc. 3 College St. 5-7406	CBS, Pearson	V. D. Ramseur, p Don Price, cm	Jerry Mosteller, pd, sd Inez Anders, pmm Palmer Greer, ce	James Francis, nd Caroline Wardlaw, wd
WAKE-FM 1954	Ch. 235 (B) 94.9mc 3.9kw					

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WITHOUT WOLS NATIONAL BUYERS WON'T COVER SOUTH CAROLINA'S RICH
ONLY WOLS HAS SOLD TIME TO 98% OF LOCAL ADVERTISERS
LOCAL ADVERTISING ON WOLS EXCEEDS THAT OF ANY RADIO STATION IN
SERVICE BY WOLS HAS COVERED EASTERN SOUTH CAROLINA'S LARGEST MARKET
 FOR 18 YEARS

Is Tops In South Carolina's Tobacco Market

FLORENCE **THE PIONEER VOICE OF EASTERN SOUTH CAROLINA** 1230 KC

SOUTH CAROLINA

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; slm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. pmm; Prom. Mgr. pdm; Prod. Mgr. pdm;	
GREENVILLE—(Cont.) (Greenville Co.)						
WESC 1947	660 5,000-D	Greenville Bcstg. Co. 1 College St. 2-8241	Rambeau, Dora-Clayton	Mrs. James G. Meade, p & gm J. Davenport, asst. m	William Ingram, cm L. Wayne Davis, pd & nd J. Harold White, ce	Don Lee Bailey, fd Wally Mullinax, sd Margaret Bennett, wd
WESC-FM 1947	Ch. 223 (A) 92.5mc 12.5kw					
WFBC 1933	1330 5,000	WMRC, Inc. Poinsett Hotel 5-8325	NBC, Avery- Knodel	R. A. Jolley, Sr., p Kenneth Beachboard, gm Kenner Garrett, cm Bruce Buchanan, pd	Lidie Walters, wd Curt Guthrie, pmm Burton Anderson, ce	Claude Freeman, nd Dr. Paul Fisher, fd Bob Shelley, sd
WFBC-FM 1948	Ch. 229 (B) 93.7mc 8.7kw					
WMRB 1954	1490 250	Paramount Bcstg. Co. 400 Mayberry St. 3-2751	ABC, MBS Cooke	C. F. Cope, p, gm Wm. T. Arrington, pd, cm	Mary Frances Harrill, pmm, wd Burton Anderson, ce	Max Mace, nd R. D. Poole, fd Lee Gibson, sd
WMUU 1949	1260 1,000-D	Bob Jones University 2-6711	Continental Radio Sales	Dr. Bob Jones, Jr., p R. K. Johnson, gm Jim Ryerson, sm David Yearick, pd	Glen Schunk, cm Paul Mathew, ce Elmer Rumminger, nd	George Sprout, fd Jack Buttram, pd Velma Eubanks, wd
GREENWOOD (Greenwood Co.)						
WCRS 1941	1450 250	Greco, Inc. 607 Textile Bldg. P. O. Box 868 9-1300	NBC, Clark, Ayers	Douglas Featherstone, p Dan Crosland, gm, pmm & nd	Ralph Norman, cm Jean Tribble, pd	Charles Sparks, ce
WCRS-FM 1948	Ch. 239 (B) 95.7mc 5kw					
WGSW 1953	1350 1,000-D	Radio Greenwood, Inc. Edward Arms Bldg. 9-7372	MBS, Clemson Football Net. Indie, Dora-Clayton	W. C. Woodall, Jr., p George B. Cook, Jr., gm Olyn L. Gee, cm & nd	Ben H. Dekle, pd J. E. Smith, pmm Robert K. James, ce & sd	Ed Smith, fd Ann Butler, wd
GREER (Greenville Co.)						
WCKI (CP)	1300 1000-D	Greer Radiocasting Co. Box 52		Vernon T. Fox, co-o	S. Gibson Bruce, Jr., co-o	
WEAB 1949	800 250-D	Greer Bcstg. Co. Box 151 1057	KBS	E. A. Burch, co-o & gm John L. Goggin, cm & nd	Betty Beers, pd & wd	Cecil Sills, ce & sd
HARTSVILLE (Darlington Co.)						
WHSC 1946	1450 250	Hartsville Bcstg. Co. Inc. 1306 College Ave. 1450	MBS, KBS	Raymond Caddell, vp & gm, nd Jim Putnam, cm	Earl Caton, pd Lamar Caldwell, pmm, fd	Donald Brienen, ce Eleanor Flowers, wd
KINGSTREE (Williamsburg Co.)						
WDKD 1949	1300 1,000-D CP-1310 5000-D	Palmetto Bcstg. Co. 6761		M. L. Few, ptrn. E. G. Robinson, Jr., ptrn. & gm	Arnold Hraham, cm Carroll Godwin, pd Tilla Robinson, pmm	Dan Owen, ce Glenn French, nd, sd Margaret Sullivan, wd
LAKE CITY (Florence Co.)						
WJOT 1953	1260 1,000-D	Lake Bcstg. Corp. 10 S. Acline Ave. 7631		James O. Tice, Jr., p J. O. Tice, Sr., gm Phil Rice, cm & pmm	Frances M. Tice, pd Walter Turner, ce Henry McElveen, Jr., nd	Marion Fowler, fd Ashby Ward, sd Betty Jo Brown, wd
LANCASTER (Lancaster Co.)						
WLCM 1951	1360 1,000-D	Royal Bcstg. Co. Inc. 103 South Catawba St. 2051	KBS	Charles K. Connoley, Jr., p William G. Coble, gm J. Paul Wade, cm	Jo Ann McManus, pd & wd Faris A. Giles, pmm	Robert S. Shickenjanski, ce Allen H. Hill, sd
LAURENS (Laurens Co.)						
WLBG 1948	860 250-D	WLBG, Inc. Radio Center 22331	KBS	J. C. Todd, p Milton Scarboro, gm Jack Bishop, cm	Harold Dale, nd & sd Bert Holland, fd Betty Bishop, pd	Charles Rush, pmm Jack Taylor, ce Betty Crenshaw, wd
MULLINS (Marion Co.)						
WJAY 1949	1280 1,000-D	The Mullins & Marion Bcstg. Co. P. O. Box 41 Mullins 3901	KBS	W. G. Smith, p James F. Ramsey, gm & cm Kenneth Gasque, pd	George Magera, ce Dwight Snyder, nd & sd	Ken Lovell, fd Mamie Lee Smith, wd
MYRTLE BEACH (Horry Co.)						
WMYB 1948	1450 250	Coastal Carolina Bcstg. Corp. Oak St. & 28th Ave. 7123		J. Olin Tice, Jr., p J. Olin Tice, Sr., gm & cm, pmm	Harry Hyman, pd Walter Tabler, ce	Ashby Ward, nd & sd Jo Ann Rhinehardt, wd
NEWBERRY (Newberry Co.)						
WKDK 1946	1240 250	Newberry Bcstg. Co. 11 Radio Drive 143	MBS, Dora- Clayton	James F. Coggins, o, p & gm, sd Emory Bedenbaugh, cm	Marcia Coggins, pd & pmm, wd	Ray Gilliam, ce Bob Molden, nd & fd
ORANGEBURG (Orangeburg Co.)						
WDIX 1946	1150 5,000-D 500-N DA-2	WDIX Inc. P. O. Box 662 1150	ABC, MBS, KBS, Ayers, Devney Clark	C. S. Henerey, p Frank B. Best, gm & pmm, nd Norman M. Matthews, cm & sd	Joseph A. Phillips, pd Gus M. Browning, ce	Gordon M. Lovejoy, fd Betty B. Hydrick, wd
WTND 1948	920 1000-D	WTND, Inc. No. 1 Memorial Plaza 1600		J. I. Sims, p & gm Ed Pauling, cm	L. Richard Rhame, pd & nd Larry Styles, co-ce	Perry Herrington, co-ce Earl Bricklemeyer, sd
WORG (FM) 1952	Ch. 274(B) 102.7mc 4.6kw	(WTND, Am Affiliate)				

Data corrected to Dec. 15, 1954. 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. Complete key to abbreviations, page 6.

GREENVILLE—1st Market in South Carolina

There are three big markets in South Carolina—the Piedmont, with Greenville as center; the mid-state, with Columbia as center; and the coastal, with Charleston as center.



Each market consists of six counties, like this:

GREENVILLE—Greenville, Anderson, Laurens, Oconee, Pickens, Spartanburg.

Columbia—Richland, Calhoun, Fairfield, Kershaw, Lexington, Sumter.

Charleston—Charleston, Beaufort, Berkeley, Colleton, Dorchester, Georgetown.

HERE'S HOW S.C.'s 3 MARKETS RANK:

	POPULATION	INCOMES	RETAIL SALES
GREENVILLE	550,600 people	\$675,112,000	\$455,251,000
Columbia	338,600 people	372,874,000	273,435,000
Charleston	318,300 people	325,587,000	217,355,000

WFBC—1st Radio Station in S.C.'s 1st Market

Established in 1933, as Greenville's first radio station, WFBC was first with 5,000-watts power, first in programming, and first in local and national advertising. This NBC affiliate has consistently led all other Greenville radio stations in listenership.

Growth and Progress for WFBC



Handsome new home of WFBC-Radio and WFBC-TV completed early in 1955, one of the finest and most modern structures of its kind in America, this building contains areas for administration, operations and production for both radio and television.

For rates, information and assistance, contact us or our representatives, Avery-Knodel, Inc.

LATEST PULSE† SURVEY SHOWS WFBC'S PRESENT LEADERSHIP

Distribution by Stations of Listening Homes

	Morning	Afternoon
WFBC-Radio	26	30
Station "B"*	18	16
Station "C"	14	15
Station "D"	13	12
Station "E"*	6	6

* Operate daytime only.

† Greenville area April 19-23, 1954.

WFBC

5,000 WATTS • 19 HOURS DAILY

AFFILIATED WITH WFBC-TV

GREENVILLE, S. C.

SOUTH CAROLINA

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations	Coml. Mgr. cm; Sales Mgr.
				<i>Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.</i>			
ROCK HILL (York Co.)							
WRHI	1944	1340 250	York County Bcstg. Co. Rock Hill Natl. Bank Bldg. 2077	MBS, KBS, McGillvra	James S. Beaty, Jr., co-o, gm & ce William C. Beaty, co-o, sm & pd	Harper S. Gault, co-o, cm & fd	Connie R. Morton, sd
WRHI-FM	1948	Ch. 252 (A) 98.3mc 0.65kw					
WTYC	1949	1150 1,000-D	Tri-County Bcstg. Co. Hi-Way 21A at Tucker Street 3175	Tri-County Indie	E. L. Burwell, gm & nd Arnold E. Baynard, cm Isaac E. Brooks, pd	E. A. Roberts, ce Walter A. Clark, fd	Samuel Martin, sd Mrs. F. D. Quinton, wd
SENECA (Oconee Co.)							
WSNW	1949	1150 1000-D	Blue Ridge Bcstg. Co. Box 443 8234	KBS Palmetto Bcstg. System	J. A. Gallimore, p, nd Charles W. Gwyn, sm, cm	Virginia F. Gallimore, pd Evelyn Orr, pmm	Herbert J. Hosea, ce Grace Brissey, wd
WSNW-FM	1953	Ch. 251 (B) 98.1mc 6.5kw					
SPARTANBURG (Spartanburg Co.)							
WJAN	1953	1400 250	Spartanburg Bcstg. Co. Inc. 101 Schuyler Bldg. 3-1400	ABC, MBS, KBS	W. Ennis Bray, p & gm C. B. Goodyear, cm Gene Bollinger, pd	Charlie Spears, fd Louise Childers, wd Bill Bray, pmm	James L. Tate, ce Hamp Smith, nd Chuck Gaines, sd
WORD	1940	910 1,000 DA-2	WORD, Inc. 291 East Main St. 32711	NBC, Raymer	Irvin Kahn, p Paul von Hagel, gm Buddy Womick, pd & pmm, fd	Ralph Queen, ce Rick Rogers, nd	Bill Goodrich, sd Helen Beeley, wd
WDXY (FM)	1940	Ch. 263 (B) 100.5mc 9.2kw	(WORD, Am Affiliate)				
WSPA	1929	950 3,000 DA-N	The Spartan Radio- casting Co. 224 East Main St. 3-3621	CBS, Hollingbery	Walter J. Brown, p Roger A. Saffer, m Ross M. Holmes, cm	Ed McGrath, pd & sd Jane Dalton, pmm & wd Harold R. Beckholt, ce	James J. Hobbs, Jr., nd Cliff Gray, fd
WSPA-FM	1946	Ch. 255 (B) 98.9mc 4.85kw					
SUMTER (Sumter Co.)							
WFIG	1940	1290 1,000 DA-2	Radio Station WFIG, Inc. Radio Center Bldg. Spruce 3-7305	MBS, McGillvra	F. B. Creech, p T. Doug Youngblood, gm Fulton B. Creech, Jr., cm Paul T. Reidy, pd	Charles Ballard, pmm Richard L. Elam, ce John Sherman, nd	T. O. Bowen, fd W. H. Moore, sd Kathryn Gaillard, wd
WSSC	1953	1240 100	Radio Sumter, Inc. East Calhoun Ext. Spruce 3-7369	ABC, Southern Radio	J. A. Gallimore, p C. Edward Damron, gm & cm	Tony James, pd & sd Lillian Davis, wd Harry W. Fowler, pmm	Roderick E. Arkell, ce Bob Jacobs, nd
UNION (Union Co.)							
WBCU	1949	1460 1,000 DA-N	Bcstg. Co. of Union, Inc. 210 Main St. 1200	MBS, Dora- Clayton	Edward L. B. Osborne, p & gm	Noel Belue, pd T. W. Weathers, ce	C. P. Stribling, fd & sd
WALTERBORO (Colleton Co.)							
WALD	1947	1490 250 CP-1220 1000-D	Walterboro Bcstg. Co. Box 833 3861	MBS	R. M. Jefferies, p Louis M. Neale, Jr., gm	John I. Seigler, cm, nd, fd & sd Mary Alice Seigler, pd, wd	Gary Poole, pmm Ralph Keogh, ce
WALD-FM	1952	Ch. 292 (A) 106.3mc 0.59kw					

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SOUTH DAKOTA

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Armstrong	52	*					Jones	2,281	780	2,674	287	20	785
Aurora	5,020	1,350	\$ 3,283	\$ 457	\$ 118	1,652	Kingsbury	9,962	2,820	10,575	1,879	195	3,663
Beadle	21,082	6,340	258,809	4,906	540	7,652	Lake	11,792	3,210	11,334	1,807	191	4,239
Bennett	3,396	700	2,790	513	45	1,106	Lawrence	16,648	4,950	12,559	3,169	551	5,470
Bon Homme	9,440	2,680	9,831	1,215	269	3,502	Lincoln	12,767	3,730	12,391	2,336	259	4,783
Brookings	17,851	5,110	17,024	3,652	372	6,175	Lynman	4,572	1,140	3,040	644	37	1,398
Brown	32,617	9,690	49,153	7,419	1,145	10,956	McCook	8,828	2,370	7,169	915	155	3,179
Brule	6,076	1,740	8,046	1,939	259	2,189	McPherson	7,071	1,760	6,381	900	44	2,292
Buffalo	1,615	370	160	107	...	368	Marshall	7,335	2,020	6,898	1,223	119	2,395
Butte	8,161	2,390	10,898	1,940	274	2,815	Meade	11,516	2,780	7,297	2,007	142	3,150
Campbell	4,046	950	1,975	553	22	1,243	Mellette	3,046	760	2,121	219	21	760
Charles Mix	15,558	4,210	14,549	3,069	399	4,797	Miner	6,268	1,750	5,671	924	212	2,100
Clark	8,369	2,450	7,032	1,100	175	2,835	Minnehaha	70,910	22,060	93,394	15,865	2,688	25,898
Clay	10,993	3,140	7,542	1,423	262	3,579	Moody	9,252	2,580	6,384	992	122	3,181
Codington	18,994	5,560	27,523	3,691	451	6,860	Pennington	34,053	10,930	52,895	7,645	1,441	14,927
Corson	6,168	1,360	3,194	702	35	1,385	Perkins	6,776	1,830	10,919	1,524	58	1,966
Custer	5,517	1,460	3,540	912	32	1,904	Potter	4,688	1,340	7,306	1,234	195	1,633
Davison	16,522	4,970	23,397	3,498	636	5,940	Roberts	14,929	3,720	10,803	1,647	201	4,532
Day	12,294	3,240	12,526	2,022	265	3,913	Sanborn	5,142	1,460	4,192	954	42	1,751
Deuel	7,689	1,950	4,314	1,006	55	2,613	Shannon	5,669	880	500	219	17	500
Dewey	4,916	*1,130	3,333	814	127	1,086	Spink	12,204	3,310	11,908	2,076	281	3,791
Douglas	5,636	1,250	3,506	718	132	1,889	Stanley	2,055	460	863	242	...	775
Edmunds	7,275	1,790	6,435	722	74	2,140	Sully	2,763	800	2,843	540	22	923
Fall River	10,459	2,670	8,573	1,998	463	3,826	Todd	4,758	940	624	253
Faulk	4,752	1,450	4,565	740	41	1,598	Tripp	9,139	2,900	11,779	1,792	169	3,006
Grant	10,233	2,720	7,552	1,601	166	3,533	Turner	12,100	3,610	11,078	2,238	311	4,584
Gregory	8,556	2,390	6,495	1,243	164	2,721	Union	10,792	3,240	9,012	1,384	391	4,000
Haakon	3,167	780	4,250	761	172	1,145	Walworth	7,648	2,170	11,079	1,806	280	2,488
Hamlin	7,058	2,010	5,904	816	43	2,358	Washabaugh	1,551	****	151	43
Hand	7,149	1,850	7,884	1,186	334	2,451	Yankton	16,804	4,210	19,734	3,096	312	5,815
Hanson	4,896	1,260	1,830	473	30	1,542	Ziebach	2,606	610	1,499	391	22	590
Harding	2,289	750	1,356	370	24	746	* Armstrong County was officially combined with Dewey County in the elections of 1952. ** Armstrong included in Dewey County figure. *** Washabaugh included in Jackson County figure. **** See Jackson.						
Hughes	8,111	2,220	11,262	2,261	285	3,002	Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state.						
Hutchinson	11,423	3,140	11,392	1,647	237	4,059							
Hyde	2,811	760	3,357	568	40	938							
Jackson	1,768	*** 690	2,511	400	50	583							
Jerauld	4,476	1,270	3,636	825	121	1,516							

DIRECTORY OF AM AND FM STATIONS

ABERDEEN

KABR 1952	1220 250-D	Aberdeen Bcstg. Service Highway 281 No. 2686	Lawson	Delbert T. Hunt, p, gm, cm & ce	Eddie Weeks, pd, pmm & nd	Jaron Zastrow, sd
KSDN 1948	930 1,000 DA-N	Aberdeen News Co. 12 Third Ave., S.E. 4573	ABC Weed	Henry J. Schmitt, p Byron J. McElligott, gm, pmm	Russ Osborne, cm E. C. Pieplow, pd & nd George Crocker, ce	Tom McComber, fd Dick Doyle, sd Helen Holgate, wd

DEADWOOD

KDSJ 1947	980 1,000 DA-N	Heart of the Black Hills Stations 186	MBS, Hollman, Upper Midwest	John Daniels, co-o Eli Daniels, co-o & gm, ce	Harry Daniels, co-o & cm	Ken Stodder, sd
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HURON

KJVV 1947	1340 250	James Valley Bcstg. Co. 1723 Dakota So. 765	NBC Lawson	Max F. Staley, p & gm Dwight Coursey, cm, pmm & nd	Dale Larson, pd Lydell J. Smith, ce	Bill Tredway, sd Rita Engel, wd
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MITCHELL

KORN 1947	1490 250	Mitchell Bcstg. Assoc. 217-219 North Main 621	MBS	Ray Eppel, p, gm & pd M. A. Johnson, cm & pmm	John Doherty, ce Gary Altman, nd	Monk Johnson, sd
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PIERRE

KGFX 1916	630 200-D	Estate of Dana McNeil 203 West Summit Ave. 2351	Upper Midwest, Lawson	Ida A. McNeil, p, gm, cm, pd, pmm, nd, wd		
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RAPID CITY

KOTA 1936	1380 5,000 DA-N	The Black Hills Bcstg. Co. of Rapid City 1819 West St. Joe St. Fillmore 2-2000	CBS Headley-Reed, Bulmer & Johnson	Helen S. Duhamel, p Leo D. Borin, gm Jack A. Crowley, pm & slm	J. Norman Heffron, pd & nd William F. Turner, bus. m Robert Musfeldt, ce	Gene Taylor, fd Harley Hanson, sd Polly Weedman, wd
KRSD 1953	1340 250	Heart of the Black Hills Station 816 Kansas City St. 6050	Black Hills Holman	John Daniels, co-o, p Eli Daniels, co-o, gm, ce Harry Daniels, co-o	Stan Lieberman, cm, fd Joe Kopp, pd Bob Fell, nd	Ed Mueller, sd Donna Honley, wd

SIOUX FALLS

KELO 1937	1320 5,000 DA-N	Mid Continent Bcstg. Co. Phillips Ave. at 8th St. 4-5841	NBC, Raymer, Bulmer & Johnson	Joe L. Floyd, p Evans A. Nord, gm & cm Murray Stewart, pd	Jack Townsend, pmm Lois Van DeMark, wd Les Froke, ce	Bill Wigginton, nd Les Harding, fd Jim Burt, sd
KIHO 1946	1270 1000 DA-1	Big Sioux Bcstg. Co. 218 So. Main Ave. 4-7736	MBS Pearson	Dr. John D. Conner, p David J. Kempkes, gm Frederick W. Schweikher, cm	Paul Beckstrand, pd Wayne Pritchard, pmm	Clayton Holm, nd Danny Olson, sd
KISD 1948	1230 250	KISD Inc. KISD Bldg. W. 12th St. 4-5571	KBS, Cooke, Lawson	Verl Thomson, p & gm, pd Charles Callahan, cm Helen Achatz, traffic mgr.	Roy Thorson, ce Verly Moser, nd	Roger Birkeland, fd Vince Galvin, sd
KSOO 1926	1140 10,000-D 5,000-N DA-N	Sioux Falls Bcstg. Assn. Inc. 317 South Phillips Ave. 4-5601	ABC, Avery- Knodel	Morton H. Henkin, p George R. Hahn, vp & gm Don Cavitt, pmm & cm	Ray L. Loftness, pd Max Pierce, ce Orrin Melton, nd	Red Stangland, fd Ken Guenther, sd Nina Wright, wd

VERMILLION

*KUSD 1922	690 1,000-D DA-D	University of South Dakota Union Bldg. 923-ext. 346		Edward J. Slack, gm Martin Busch, pd Morton Miller, prd. m	Ruth Adkins, wd James E. Prusha, ce Harlan Peterson, nd	Lyn Schmid, fd LeRoy Okerlund, sd
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WATERTOWN

KWAT 1926	950 1,000 DA-N	The Midland Natl. Life Insurance Co. 777	MBS, KBS, Walker	John W. Ehrstrom, p Ross E. Case, gm & cm Paul Bernards, pd	Warren McCormick, pm Francis Alwin, ce Max Witcher, nd	Richard Schultz, fd Rick Gereau, sd Shirley Gebhart, wd
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YANKTON

WNAX 1922	570 5,000 DA-N	Cowles Bcstg. Co. 3rd & Mulberry 442	CBS Katz	Gardner Cowles, p Robert R. Tincher, gm Chris Mack, asst. mgr. D. D. Sullivan, adv. d	Roland Peterson, pd Gordon Laughead, pmm Clifton Todd, ce Art Smith, nd	Chet Randolph, fd Lyn Davis, sd Wynn Speece, wd
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TENNESSEE

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Anderson	59,407	16,630	\$42,237	\$15,481	\$2,348	20,549	Hancock	9,116	1,810	1,705	232	69	1,233
Bedford	23,627	6,540	18,501	4,407	441	6,932	Hardeman	23,311	4,650	9,701	2,980	226	3,430
Benton	11,435	2,900	4,301	1,250	122	2,863	Hardin	16,908	3,940	9,263	2,004	101	2,871
Bledsoe	8,561	1,570	3,289	897	81	1,084	Hawkins	30,494	6,900	11,121	2,740	248	5,800
Blount	54,691	14,070	39,811	11,024	11,334	17,512	Haywood	26,212	5,430	15,767	4,906	370	4,055
Bradley	32,338	8,310	26,547	6,390	575	10,978	Henderson	17,173	4,130	10,486	2,262	282	3,587
Campbell	34,369	7,540	21,186	6,792	486	5,857	Henry	23,828	6,480	16,967	4,123	526	5,746
Cannon	9,174	2,070	3,991	779	42	1,730	Hickman	13,353	3,070	5,932	988	84	2,571
Carroll	26,533	7,200	17,642	5,109	422	6,294	Houston	5,318	1,210	1,478	474	66	982
Carter	42,432	10,360	29,942	7,592	840	9,524	Humphreys	11,030	2,850	6,488	1,730	213	2,402
Chestnut	9,167	2,060	4,508	1,106	71	4,175	Jackson	12,348	2,620	2,330	363	72	1,394
Chester	11,149	2,730	6,437	1,796	205	2,595	Jefferson	19,667	4,800	10,247	2,843	346	4,757
Claiborne	24,788	5,200	9,008	1,330	112	3,073	Johnson	12,278	2,570	4,765	1,127	123	2,063
Clay	8,701	1,910	2,114	374	32	1,065	Knox	223,007	61,310	248,292	52,080	6,901	59,436
Cocke	22,991	4,990	12,833	3,531	146	4,740	Lake	11,655	2,610	8,865	2,199	268	2,309
Coffee	23,049	6,660	6,609	4,609	389	6,237	Lauderdale	25,047	5,940	16,394	4,334	567	4,617
Crockett	16,624	4,170	10,181	2,971	305	3,130	Lawrence	26,618	6,910	16,171	3,764	311	5,686
Cumberland	18,877	4,020	12,394	3,306	109	5,812	Lewis	6,078	1,360	4,542	1,136	75	1,388
Davidson	321,738	30,240	374,430	79,254	10,506	94,782	Lincoln	25,624	6,590	16,394	3,811	439	5,181
De Kalb	9,442	2,330	5,292	1,072	199	1,849	Loudon	23,182	5,830	16,889	5,111	561	6,707
Dickson	18,805	5,050	11,219	3,030	478	1,955	McMinn	32,024	8,070	21,706	5,382	579	8,490
Dyer	33,473	8,820	33,911	7,968	679	7,884	McNairy	20,390	5,090	11,594	2,536	193	3,652
Fayette	27,535	5,210	10,934	2,939	194	3,595	Macon	38,990	2,807	2,807	736	38	2,562
Fentress	14,917	2,920	5,310	898	76	1,611	Madison	60,128	15,820	51,714	10,989	1,129	15,137
Franklin	25,431	6,010	16,328	3,505	442	5,948	Marion	20,520	4,570	11,429	3,014	337	4,225
Gibson	48,132	13,480	39,511	8,515	1,252	12,217	Marshall	17,766	4,910	14,671	3,473	411	4,372
Giles	26,961	6,740	17,745	3,602	449	5,375	Meigs	40,368	10,730	34,982	7,722	866	11,796
Grainger	13,086	2,710	2,550	516	37	2,659	Monroe	6,080	1,180	1,475	565	42	1,174
Greene	41,048	10,220	28,054	5,871	622	10,249	Montgomery	24,513	5,400	14,392	3,702	451	5,011
Grundy	12,558	2,680	4,557	1,478	44	1,655	Morgan	44,186	10,550	33,152	8,063	918	12,429
Hamblen	23,976	6,350	26,868	5,877	565	4,889	Moore	3,948	1,130	1,250	418	38	1,137
Hamilton	208,255	58,530	261,256	58,630	7,604	57,021	Morgan	15,727	3,030	4,657	1,483	40	2,719
							Obion	29,056	8,130	23,045	5,182	560	6,946

TENNESSEE

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Overton	17,566	3,830	6,458	1,261	222	2,395	Sumner	33,533	8,720	16,960	5,071	495	8,142
Perry	6,462	1,500	1,914	473	30	1,023	Tipton	29,782	6,740	20,766	4,697	535	5,985
Pickett	5,093	960	1,106	235	30	526	Trousdale	5,520	1,540	3,002	624	70	1,642
Polk	14,074	2,960	7,282	2,207	156	2,329	Unicoi	15,886	3,640	9,584	2,015	96	3,723
Putnam	23,869	7,510	18,478	3,972	488	6,530	Union	8,670	1,860	1,277	416	...	2,494
Rhea	16,041	3,800	8,691	2,360	366	4,747	Van Buren	3,985	710	924	399	38	486
Roane	31,665	7,890	22,548	6,070	787	8,492	Warren	22,271	6,050	17,928	4,516	432	5,216
Robertson	27,024	6,790	16,008	4,445	615	5,794	Washington	59,971	14,660	60,298	10,380	1,550	16,210
Rutherford	40,636	10,510	33,390	8,091	796	11,606	Wayne	13,864	3,170	6,573	1,946	147	2,111
Scott	17,362	3,610	6,836	1,068	...	2,428	Weakley	27,962	7,780	15,115	3,948	573	6,257
Sequatchie	5,685	1,150	2,551	608	39	1,716	White	16,204	3,870	9,549	2,442	345	3,224
Sevier	23,375	5,400	15,449	4,467	433	5,309	Williamson	24,307	5,820	13,393	3,454	333	5,985
Shelby	482,393	135,500	619,545	114,467	17,069	140,937	Wilson	26,318	7,060	20,518	4,194	432	5,900
Smith	14,098	3,610	6,304	1,012	144	3,053							
Stewart	9,175	1,980	3,008	582	76	1,509							
Sullivan	95,063	25,890	90,687	17,712	2,539	30,181							

Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

City	County	Chan. or Freq.	Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations	Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
ATHENS (McMinn Co.)								
WLAR	1946	1450	250	Athens Bcstg. Co. N. Jackson St. 1450	MBS, KBS	Lowell F. Arterburn, o & B. J. Charles, gm	L. M. Dawson, cm & pmm Max Robinette, pd J. W. Turner, ce	Ed Dodson, nd & William Atkins, fd Sue Stiles, wd
BRISTOL (Sullivan Co.)								
WCYB				(See Bristol, Va., listing)				
WFOG				(See Bristol, Va., listing)				
WOPI	1929	1490	250	Radiophone Bcstg. Sta. Easley-Wright Bldg. State & Fourth Sts. South 3730	NBC, Tennessee Valley Net, Burn-Smith	W. A. Wilson, Sr., p & gm James C. Wilson, cm Rocky Stone, pd, fd, sd	William A. Wilson, Jr., pmm George Guertin, ce Harold Henley, nd	Judy Weston, wd Reba J. Brumet, wd
WOPI-FM	1946	Ch. 245 (B)	96.9mc 10kw					
CHATTANOOGA (Hamilton Co.)								
WAGC	1946	1450	250	Tennessee Valley Bcstg. Co. Patten Hotel 7-1128	MBS, Walker	Cliff W. Bowers, cm Bill Giddens, pd	George McMurtrie, ce Gus Chamberlain, nd	Harry Thornton, sd Madeline White, wd
WAPO	1936	1150	5,000-D 1,000-N	WAPO Bcstg. Service, Inc. Read House 6-6141	ABC Avery-Knodel	R. G. Patterson, p, gm Frances Harley, pd Helen Patterson, vp, nat. acts. ex., pmm	B. B. Barnes, ce Steve Conrad, nd, sd	J. D. Clett, fd Farol Faye, wd
WAPO-FM		Ch. 256 (B)	99.1mc 60kw					
WDEF	1941	1370	5,000	WDEF Bcstg. Co. 425 Volunteer Bldg. 6-0124	NBC, Branham	Carter M. Parham, p Ken Flenniken, gm & cm	Kenn Early, pd Warren Herring, pmm	B. C. Baker, ce Brue Smith, wd
WDEF-TV		DA-N						
WDOD	1925	1310	5000	WDOD Bcstg. Corp. Hamilton Nat'l Bank Bldg. 6-5117	CBS Raymer	Earl W. Winger, p Norman A. Thomas, vp & gm Frank Hubbs, pd	Bryan J. Bush, gen. slm Jack C. Fiedler, local slm J. E. Walker, ce	John Gray, nd Lee Barger, fd Jane Stuart, wd Lee Sheridan, sd
WDOD-FM	1949	Ch. 243 (B)	96.5mc 44kw					
WDXB	1948	1490	250	WDXB, Inc. 100 Dome Bldg. 6-1114	Forjoe	Joseph Bloom, p James C. Cole, gm Luther Wilson, cm & fd B. F. J. Timm, p & gm Fred J. Webb, sm, pd & pmm A. A. Burke, Jr., loc. cm	Gaylord McPherson, pd & nd David E. Cohen, pmm Glen Channels, ce Dave Oliver, nd	Everett East, ce Herschel Nation, sd Lela Gaddis, wd Sid Wood, sd Evelyn Cato, wd
WMFS	1951	1260	1,000-D	WMFS, Inc. 835 McCallie 6-4146	Natl. Negro Net Pearson			
CHURCH HILL (Hawkins Co.)								
WMCH	1954	1260	1,000-D	Twin Cities Bcstg. Co. P. O. Box #4 Elgin 7-2601		Thales E. Wallace, o Carroll G. Ogle, gm	Sterling Manis, pd James Ruth, ce	Phil West, nd Irene Hite, wd
CLARKSVILLE (Montgomery Co.)								
WDXN	1954	540	250-D	Clarksville Bcstg. Co. Bailey Bldg.	Dixie	J. M. Cecil, pers. m		
WJZM	1941	1400	250	Campbell & Sheftall 411 Madison St. 6414	MBS, KBS, Rambeau	John Parry Sheftall, p & gm, cm John Bailey, ce	Clay Cline, pd & pmm, fd Melvin Sandler, nd	Earl Walton, sd Gladys Campbell, wd
CLEVELAND (Bradley Co.)								
WBAC	1945	1340	250	Robert W. Rounsaville Central Ave. 62	MBS	Robert W. Rounsaville, o Thad F. Fitch, sm	Bland Sells, cm John Fulton, mgm. d	Paul Kirksey, pd Wm. D. Stuart, ce
WCLE		1570	1000-D	Radio Cleveland c/o J. A. Gallimore Radio Station WSNW Seneca, S. C.				
COLUMBIA (Maury Co.)								
WKRM	1946	1340	250	Middle Tennessee Bcstg. Co. Box 71 1340	MBS, KBS, Walker	R. M. McKay, Jr., p & gm Melvin Dugger, cm	Walt D. Hard, pd Cameron McKay, ce	Bill Fraser, nd & fd
COOKEVILLE (Putnam Co.)								
WHUB	1940	1400	250	WHUB Inc. 315 E. Spring St. 789	CBS, KBS Continental	M. L. Medley, p, gm & cm Joe Mabry, sm & nd Stacey Mott, pmm	Claud W. Haston, ce Tom Harris, fd	Ed Legarske, sd Emogene Stevenson, wd

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COVINGTON

(Tipton Co.)

WKBL 1250 Tipton County Bcstg. Co. Charles K. Sparks, gm, fd R. William Hoffman, pmm,
1954 1000-D P. O. Box 289 Carl Swafford, cm, sd ce
9635 9635 Charles C. Watts Jr., pd, nd Mary Nelle Thomas, wd

CROSSVILLE

(Cumberland Co.)

WAEW 1340 WAEW Inc. KBS Arthur Wilderson, p, gm
1953 250 10th and School Sts. Allen Breazeale, ce
333
WAEW-FM Ch. 246 (B)
1953 97.1mc
10kw

DICKSON

(Dickson Co.)

WDKN 1260 Dickson Co. Bcstg. Wm. A. Potts, p James M. Hayes, vp
(CP) 1000-D

DYERSBURG

(Dyer Co.)

WDSG 1450 State Gazette Bcstg. MBS, Russell Bruce, p Shirley Jones, pd, wd Horace Dunagun, fd
1946 250 Co. KBS Bill Ward, gm & vp, nd Pinkey Cole, pmm Mel Barton, sd
Box 58
77 Wendell Vaughn, cm Dave Ross, ce

ELIZABETHTON

(Carter Co.)

WEEJ 1240 Elizabethton Bcstg. Co. MBS Robert W. Rounsaville, co-o Terry Sams, cm M. Condon Bowers, Jr., ce
1946 250 Elk Ave. George M. Clark, co-o John Fulton, mgm, d Ruth Ritchie, wd
2-1241 Frazier Cochrane, sm William Hale, pd & sd

FAYETTEVILLE

(Lincoln Co.)

WEKR 1240 Elk River Bcstrs. MBS, John R. Crowder, ptrn. Teddy Barnes, pd & fd Ernest J. Tucker, ce
1948 250 P. O. Box 625 KBS James P. Clark, ptrn. & sd Charles W. Shewry, pmm, Miss Roberta Mansfield, wd
1240 Jim Tate, gm, sm, cm nd

FRANKLIN

(Williamson Co.)

WAGG 950 Williamson County William R. Ormes, p & gm John Haeberle, pd Ellis F. Jones, Jr., ce
1953 1,000-D Bcstg. Co. Inc. Wilson Herbert, cm Wayne Hannah, pmm Jean Haynes, wd
Fourth Ave., South
982

GALLATIN

(Sumner Co.)

WHIN 1010 Sumner County Bcstg. KBS A. B. Perkins, p George Scott, pmm Evelyn Chenault, fd
1948 1,000-D Co. J. B. Thomas, gm, pd Lee Raines, ce Lottie Shaw, wd
P. O. Box 811
1010 Chas. W. Brewer, cm, sd Hugh Jarrett, nd

GREENEVILLE

(Greene Co.)

WGRV 1340 Radio Greeneville, Inc. MBS Paul O. Metcalfe, p & gm Hugh Pickel, cm Laile Hampton, ce
1946 250 Box 243 Pete Luttrell, pd 4147

HARRIMAN

(Roane Co.)

WHBT 1230 Harriman Bcstg. Co. MBS, F. L. Crowder, p & gm Walter Scarbrough, cm Reggie Honey, ce
1946 250 Crescent & Devonia Sts. Continental
Harriman 661 Radio Sales
WHBT-FM Ch. 237(A)
95.3mc
0.78kw

HUMBOLDT

(Gibson Co.)

WIRJ 740 Gibson County Bcstg. KBS, J. Frank Warmath, p Bill Carter, pd Curtis White, nd
1949 250-D Co. Inc. Mid-South Howard E. Byrum, gm Marion Warmath, wd Ted Gee, fd
210 N. 22nd Ave. Carroll Wilson, cm Gerald Hicks, ce Buck Byrum, sd
740

JACKSON

(Madison Co.)

WDXI 1310 Dixie Bcstg. Co. MBS, Aaron B. Robinson, p Tom Williams, fd James S. Thomas, ce
1948 5,000-D Williams Bldg. KBS, William H. Winsett, pd Larry Crenshaw, pd Lance Russell, sd
WDXI-TV 1,000-N DA-N 7-5681 Dixie Net. John Murphy, cm Dave O'Brien, pmm Ruth O'Neill, wd
Burn-Smith
WJAK 1460 Jackson Bcstg. Co. Dr. Alexander Leech, co-o Wm. E. Leech, co-o
(CP) 1000-D Elks' Bldg.
WTJS 1390 The Sun Pub. Co. ABC, Albert A. Stone, vp & gm Vincent Tapler, pd, nd & sd Joseph M. Rhodes, ce
1931 1,000 104-106 West Baltimore Midsouth Frank S. Proctor, m Peggy McKinnie, pmm & wd Darrell Hicks, sd
DA-N 7-3316 Branham Leslie R. Brooks, asst. m
WTJS-FM Ch. 264 (B)
1947 100.7mc 50kw

JOHNSON CITY

(Washington Co.)

WETB 790 Press, Inc. McGillvra Carl Jones, p Berney Burleson, pd Bill Miller, sd
1947 1,000-D 204 West Main St. Arthur Kelsey, gm E. B. Jones, ce Sibyl McCulloch, wd
2993
WJHL 910 WJHL, Inc. ABC, W. H. Lancaster, Sr., p William Shell, pd & pmm, nd Raymond Rosson, fd
1938 5,000-D 145 W. Main St. Pearson W. H. Lancaster, Jr., gm Rolland Medler, sup. Tom Lyons, sd
WJHL-TV 1,000-N DA-N 2780 Ken Marsh, cm trans. eng. Mrs. Margaret Shurtz, wd
Al Renfro, sup. oper. eng.
WJHL-FM Ch. 264 (B)
1948 100.7mc 8.1kw

KINGSPORT

(Sullivan Co.)

WKIN 1320 Radio Station WKIN KBS Cy N. Bahakel, p Chuck Foster, pd & sd Mrs. Veda Rose Widener,
1951 5,000-D Inc. Phil Bahakel, gm & pmm Robert Heith, ce Louise Lucado, fd wd
Corner E. Market & Wexler
Circle 6-8131
WKPT 1400 Kingsport Bcstg. Co. NBC, C. P. Edwards, Jr., p Martin Karant, pd & nd Ike N. Upchurch, fd
1940 250 222 Commerce St. Burn-Smith Paul L. Overbay, gm James E. Davis, pmm Richard Ellis, sd
Circle 5-4161 Phil J. Weaver, cm Thomas Phillips, ce
WKPT-FM Ch. 253 (B)
1948 98.5mc 10kw

TENNESSEE

City County	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations
KNOXVILLE (Knox Co.)					
WBIR 1941	1240 250	Radio Station WBIR, Inc. 618 S. Gay St. 4-3321	ABC, Gill- Perna	John P. Hart, p & gm Neal Branch, pd & pmm	J. Rex Horton, ce Robert E. Agee, nd Rex Raney, sd Mrs. George Morton, wd
WBIR-FM 1948	Ch. 227 (B) 93.3mc .3kw				
WIVK 1953	860 1,000-D	Dick Bestg. Co. 319 N. Gay St. 4-3694	Nat'l. Negro Net. Forjoe	James A. Dick, p, gm & pmm T. C. Hooper, cm	James P. Hess, Jr., pd Milton Jones, ce
WKGN 1947	1340 250	WKGN Inc. Park Nat'l. Bank Bldg. 4-0766	MBS Everett- McKinney, O'Connell	George P. Mooney, p	J. Horton Davis, cm John Ward, pd & sd Milton L. Jones, ce Emil V. Anderson, nd
WKKV 1954	900 1,000-D	Knoxville Ra-Tel Inc. 411½ W. Main St. 4-9866	KBS Walker	Roy S. Carr, p Tom Carr, gm	Marvin I. Thompson, cm Willie C. Day, pd George Gilbert, pmm John D. Caylor, ce
WNOX 1921	990 10,000 DA-N	Scripps-Howard Radio, Inc. 110 S. Gay St. 3-3171	CBS, Branham	Jack R. Howard, p R. B. Westergaard, gm O. L. Smith, cm	Charles McMahan, pd Gene Miller, pmm Ray Evens, ce Joe Long, nd Cliff Allen, fd Phil Sutterfield, sd
WROL 1927	620 5,000 DA-2	Mountcastle Bestg. Co. Inc. 612 South Gay St. 2-7111	NBC, Avery- Knodel	Paul Mountcastle, Sr., p W. Henry Linebaugh, gm John T. McCloud, cm	John H. Reese, pd H. Wayne Hudson, pmm Fred Andrews, ce Raleigh Powell, nd & sd Bill Johnson, fd Mary Walker, wd
LAFOLLETTE (Campbell Co.)					
WLAF 1953	1450 100	LaFollette Bestg. Co. Piedmont Hotel 1060	MBS	Marvin L. Paul, gm & ce Leo Meehan, Jr., slm	Robert M. Leibforth, pd Denny Walker, sd
LAWRENCEBURG (Lawrence Co.)					
WDXE 1951	1370 1,000-D	Lawrenceburg Bestg. Co. Locke Bldg. 4411	MBS, KBS, Dixie Net. Burn-Smith	Aaron B. Robinson, p-o Kenneth Marston, gm & cm, sd	Harris T. Sawyer, pd & fd Philip J. Kemper, ce Mrs. Frances Baxter, wd
LEBANON (Wilson Co.)					
WCOR 1949	900 250-D	Lebanon Bestg. Co. Inc. Trousedale Ferry Rd. 1540	Theo F. Ezell, Jr., p & gm Jack Hendrickson, Jr., cm & sd	Jim Throneberry, pd & nd William Johnston, ce Leslie Vanhook, fd Freddie Russell, wd
LENOIR CITY (Loudon Co.)					
WLIL 1950	730 1,000-D	WLIL, Inc. 406 East Broadway 1095	KBS	Arthur Wilkerson, p & gm Thomas Tuck, cm & pmm	E. Grubb, pd Allen Breazeale, ce
WLIL-FM 1950	Ch. 262 (B) 100.3mc 8.8kw				
LEWISBURG (Marshall Co.)					
WJJM 1947	1490 250	Louis D. Lingner East Hill Box 20 780	MBS, KBS, Best	Louis D. Lingner, p & gm Perry Gillum, cm, nd	Wynona Clark, pmm & wd R. C. Wiley, ce Leon Harrison, fd

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**SERVING AND SELLING
OVER A MILLION PEOPLE
IN SEVEN
STATES**

FROM LENOIR CITY, TENNESSEE

WLIL-WLIL-FM

THE ARTHUR WILKERSON STATIONS

MAILING ADDRESS:
**Wilkerson Building
Lenoir City, Tenn.**

WLIL Lenoir City, Tenn., 1,000 Watts, 730 AM 100.3 FM

WAEW Crossville, Tenn., 250 Watts, 1340 AM—97.1 FM

WLK Newport, Tenn., 1,000 Watts 1270

2 & 3 Station Package Discount—Write for rate card

LEXINGTON
(Henderson Co.)

WDXL 1954	1490 250	Lexington Bcstg. Co. P. O. Box 366 3500	MBS, KBS, Dixie Net, Burn-Smith, Dora-Clayton	Aaron B. Robinson, p Neal E. Bunn, gm T. W. Williams, cm	Peggy Pearson, wd Dave Godwin, pd & nd Gene Gentry, pmm	B. L. Enochs, ce Eve Flagg, sd
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MARYVILLE
(Blount Co.)

WGAP 1947	1400 250	Gateway Bcstg. Co. Co. Blount Natl. Bank Bldg. 2490	KBS	Frank H. Corbett, ptrn. & gm Harry C. Weaver, ptrn.	Horace McGill, cm Ken Kribbs, pd & nd	Henry McDonald, Jr., ce Marion Artman, wd
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McKENZIE
(Carroll Co.)

WHDH 1954	1440 500-D	Tri-County Bcstg. Co. Inc. Box 188 3371	Clark	Michael R. Freeland, p & pmm George Martin, p mgr., sd Irene Morgan, cm	James D. McClure, ce Lou Owen, nd & wd	Lance Beard, fd
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McMINNVILLE
(Warren Co.)

WBMC (CP)	960 500-D	Cumberland Valley Bcstg. Co. c/o J. M. Matvas P. O. Box 16V McMinnville, Tenn.		W. W. Davis, p		
WMMT 1947	1230 250	McMinnville Bcstg. Co. Inc. N. Chancery St. 2233	MBS	Sam J. Albrittin, p Royce E. Richards, gm Paul Womack, cm	Roy C. Crocker, pd & sd Bill Brittain, pmm & nd Roy Pearshall, ce	H. V. Massey, fd Joyce Knowles, wd

MEMPHIS
(Shelby Co.)

KWEM 1946	990 1,000-D	KWEM, Inc. 64 Buntyn 48-3311	Stars National	E. D. Rivers, Jr., p Bob R. Way, gm	Spencer Bedsole, cm Henrietta Davis, pd	John Hollingshead, ce Bill Strength, fd
WGBR 1952	1480 1,000-D	Chickasaw Bcstg. Co. Inc. 378 Beale St. 5-7545	McGillvra	Wm. H. Smith, gm Dick Whitmore, cm Dick Cole, pd	Mary Wooton, pmm Bill E. Jones, ce	Wyn Richards, nd & sd Ruby Hudson, wd
WDIA 1947	1070 50,000-D 5,000-N DA-2	Bluff City Bcstg. Co. Box 5125 2074 Union Ave. 36-2703	Pearson, Dora- Clayton	John R. Pepper, p Bert Ferguson, mgr. Harold F. Walker, cm David James, pd	Don Kern, pmm Henry Fones, ce Marie Wathen, nd	Ernest Brazzle, fd Frank Armstrong, sd Gloria Nieman, wd
WHBQ 1925 WHBQ-TV	560 5,000-D 1,000-N DA-2	General Teleradio, Inc. Hotel Chisca P. O. Box 176 8-6868	MBS, Blair	Thomas J. O'Neil, p John H. Cleghorn, gm Tom Ragland, cm	Dick Covington, pd Jack Starr, pmm Welton Roy, ce	Gene Roper, nd Stan Torgerson, sd
WHHM 1946	1340 250	Mid-South Bcstg. Corp. 433 Sterick Bldg. 37-4422	Young	P. E. Furlow, p C. K. Beaver, gm Allan Avery, cm	Jay Black, pd George Mooney, pmm & sd	William Marsh, ce Ray Brown, nd
WMC 1923 WMCT (TV)	790 5,000 DA-N	Memphis Publ. Co. 435 Union Ave. 8-7464	NBC, Branham	Enoch Brown, p H. W. Slavick, gm Richard Voorhis, sm Harlan Judkins, pd	Olivia Browne, wd Walter E. Frase, pmm E. C. Frase, Jr., ce	Robert Pigue, nd Frank Durham, fd Robert Keuhner, sd
WMC(FM) 1947	Ch. 259 (B) 99.7mc 300kw					
WMPS 1925	680 10,000-D 5,000-N DA-N	WMPS, Inc. 112 Union Ave. 5-2663	ABC, Radio- TV Reps.	Harold R. Krelstein, p & gm Charles DeVois, sm & pmm Charles Britt, loc. slm	Gene Plumstead, pd J. G. Deaderick, ce Tys Terwey, nd & sd	Bob Neal, fd Barbara Cason, wd
WREC 1922 (CP)	600 5,000 DA-2 1430 1000-D (DA)	WREC Bcstg. Service Hotel Peabody Bldg. 5-1313 Tri-State Bostg. Svc. c/o Sam C. Phillips 706 Union Ave. Memphis, Tenn.	CBS, Katz	Hoyt B. Wooten, o & gm Hollis R. Wooten, ntl. slm Charles B. Brakefield, loc. slm	Jack Michael, pd Wilson Raney, ce	Russ Hodge, nd & sd Kitty Kelly, wd

MORRISTOWN
(Hamblen)

WCRK 1948	1450 250	Cherokee Bcstg. Corp. Radio Center 1450	MBS, KBS, Holman	Herbert S. Walters, p Howell Ashford, Jr., gm John Redwine, cm	John F. McCrary, pd James A. Redden, ce	Hugh Cate, nd Englebert Patterson, wd
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MURFREESBORO
(Rutherford Co.)

WGNS 1946	1450 250	WGNS Inc. Box 456 1450	KBS Holman	Cecil Elrod Jr., p & gm William O. Barry, cm John D. Hood, pd	Ruth Howell, pmm Paul Howell, ce Dick Hocker, nd	David Moore, fd Ray Duffy, sd Helene Ewing, wd
WMTS 1953	860 250-D	Murfreesboro Bcstg. Co. 112 N. W. Broad St. 1202	A. D. Smith, Jr., p Virgil Trimm, gm Curwood Garrett, sd	Yvonne Mingle, wd Charles Snoddy, cm Jim Edwards, pd	Clyde Major, pmm, nd & fd Eugene Covington, ce

NASHVILLE
(Davidson Co.)

WKDA 1947	1240 250	Capitol Bcstg. Co. 1st Amer. Natl. Bank Bldg. 4-0511	Pearson	John W. Kluge, p Harvey L. Glascock, vp & gm	Faye Dillon, asst. to mgr. Tom Parrish, pd & spmm, nd	O. C. Griffin, Jr., ce Charles R. Dougherty, sd
WLAC 1926 WLAC-TV	1510 50,000 DA-N	Life & Casualty Ins. Co. of Tennessee Third Natl. Bank Bldg. 6-0161	CBS, Katz	F. C. Sowell, gm E. G. Blackman, slm Paul Oliphant, pd	Jerry Glaser, pmm F. D. Binns, ce	Jack Drake, nd Mary Manning, wd
WMAK 1948	1300 5,000 DA-N	Volunteer State Bcstg. Co. Inc. Maxwell House Hotel 4-3411	MBS Weed	Frank W. Mayborn, p Frank M. Farris, vp & treas. Robert E. Cooper, vp & gm	Dean Dunham, pd Clarence L. Waggoner, pmm Charles W. Stokely, ce	Ruth W. Clinard, asst. m Bob Larimer, nd George B. Kelley, sd
WNAH 1949	1360 1,000-D	Hermitage Bcstg. Corp. James Robertson Hotel 4-7611	KBS Continental	Van T. Irwin, Jr., p & gm Herman Rippy, cm	Howell Smith, pd Webber Parrish, pmm & nd	Howard Woodward, ce

TENNESSEE

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; slm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. m; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	
NASHVILLE (Continued)						
WSIX 1927 WSIX-TV	980 5,000 DA-N	WSIX, Inc. Nashville Trust Bldg. 5-5431	ABC, Hollingbery	R. D. Stanford, p Louis R. Draughon, gm E. S. Tanner, cm	Jack M. Simpson, pd Chas. Duke, ce	Joe Calloway, nd Larry Munson, sd
WSM 1925 WSM-TV	650 50,000	WSM, Inc. 301 Seventh Ave. N. 6-7181	NBC, Petry	E. W. Craig, chmn. of the bd. John H. DeWitt, Jr., p Irving Waugh, cm & exec. asst. to p	Jack Stapp, pd William R. McDaniel, pmm George Reynolds, vp, ce & tech. d	Harold Baker, nd John McDonald, fd Dick Shively, sd Majorie Cooney, wd
WSOK 1951	1470 1,000-D	Nashville Bcstg. Co. Inc. 400 Davidson St. 42-0489	Nat'l Negro Net. Forjoe, Dora- Clayton	H. C. Young, Jr., p & o, gm & pd Norman Stewart, cm & pmm	Arthur Viaches, ce & fd Charles Mitchell, nd	Bob Hudson, sd Louise Fletcher, wd
WSOK-FM 1953	Ch. 290 (B) 105.9mc 3.1kw					
NEWPORT (Cocke Co.)						
WLK 1954	1270 1,000-D	Arthur Wilkerson Lumber Co., Inc. Intersection 25E & 25W Highways 3095	KBS	Arthur Wilkerson, p & gm	Ira B. Crisp, cm	Allen Breazeale, ce
OAK RIDGE (Anderson Co.)						
WATO 1948	1490 250	WATO, Inc. Municipal Market Bldg. 5-3535	MBS	Ross Charles, p & gm Sam Thrower, cm	Tom Carlisle, pd Hal Tompkins, ce	Bill Hoops, nd
WOKE 1951	1290 1,000-D 500-N DA-N	Air Mart Corp. P. O. Box 391 Grove Center 5-1333	Harry C. Weaver, p & gm O. E. O'Brien, cm Bill Sorrell, pd & sd	Mrs. Flo Allen, pm d Robert L. Goodman, ce	John Carr, nd & fd Jet Wilkerson, wd
PARIS (Henry Co.)						
WTPR 1947	710 250-D	Paris Bcstg. N. Poplar St. 1700	MBS, KBS, Dixie Net, Burn-Smith	Aaron B. Robinson, p Jack M. Cecil, gm B. C. Kilgore, cm	Will Coker, pd Bill Morris, pmm Don Somerville, ce	Bruce Grove, nd Gertrude Cecil, wd
WTPR-FM	Ch. 250 (B) 97.9mc 9.2kw					
PULASKI (Giles Co.)						
WKSR 1947	1420 1,000 DA-N	Richland Bcstg. Co. So. First St. 1066	ABC, Clark	John R. Stephens, p & gm Mrs. John R. Stephens, cm Clarence Holley, cm	Dee L. Hoover, pd, sd Nathan P. Streef, pmm Noble G. Morgan, ce	Helen P. Abernathy, nd Terrell Jackson, fd D. L. Hoover, sd Allene W. Cane, wd
RIPLEY (Lauderdale Co.)						
WTRB 1954	1570 250-D	West Tennessee Radio Service 113 W. Washington 1060	Hobson H. Daws, gm & cm Earl W. Daly, pd	Harold L. Baker, pmm	Charles Sykes, ce
ROGERSVILLE (Hawkins Co.)						
WRGS 1954	1370 1000-D	Rogersville Bcstg. Co. Burem Pike 6491		John E. Beal, gm	Charles W. Beal, cm	George Beal, pmm
SEVIERVILLE (Sevier Co.)						
WSEV (CP)	930 1000-D	Smoky Mt. Bcstg. Corp.				
SHELBYVILLE (Bedford Co.)						
WHAL 1946	1400 250	Shelbyville Bcstg. Co. Inc. East Side Square 1400	MBS	Charles Christian, vp, gm & cm & sd	Sue Brown, pmm & wd Timothy Marsh, ce	Dan Smith, nd & fd
SOUTH PITTSBURG (Marion Co.)						
WEPG 1954	910 500-D	Eaton P. Govan, Jr. Railroad St. 6185	Eaton P. Govan, Jr., p, gm, cm & pmm, fd	Yinette B. Govan, pd & wd William H. Dunn, ce	Thomas N. Hoge, nd, & sd
SPARTA (White Co.)						
WSMT 1953	1050 1,000-D	Sparta Bcstg. Co. Inc. U. S. Highway 42 3751	Sam J. Albritton, p B. L. Upchurch, vp & gm, pd Van L. Slack, cm & sd	Hubert Beasley, ce Bill Passons, nd	Bill Round, fd Gladys G. England, wd
SPRINGFIELD (Robertson Co.)						
WDBL 1950	1430 1,000-D	Springfield Bcstg. Co. P. O. Box 464 Glenn Bldg. 1287	KBS	Walter Duke, ptrn., gm & pd W. N. Locke, ptrn. Mrs. Hoyt Bell, ptrn.	Dean Rhodes, cm Anna A. Duke, ce & wd	Charles Blankinship, fd Jack Clark, sd
SWEETWATER (Monroe Co.)						
WDEH (CP)	800 500-D	Harriman Bcstg. Co. % F. L. Crowder Harriman, Tenn.				
TULLAHOMA (Coffee Co.)						
WJIG 1947	740 250-D	WJIG Bcstg. West End Drive 2607	Raymond L. Prescott, Jr., o Wallace Beecham, gm	Mary C. Prescott, cm, wd Alfred Parsons, ce, nd	Bill Flatt, fd & sd

Data corrected to Dec. 15, 1954. 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. Complete key to abbreviations, page 6.

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10 Consecutive Years



R. J. REYNOLDS

15 Consecutive Years



TENNESSEE COAL & IRON

10 Consecutive Years



CARTERS CHICKS

18 Consecutive Years



WARREN PAINT

10 Consecutive Years



RC COLA NEHI CORPORATION

13 Consecutive Years

Jefferson Island



JEFFERSON ISLAND SALT

6 Consecutive Years



AMERICAN TEA & COFFEE CO.

10 Consecutive Years



O'BRYAN BROS. DUCKHEAD WORK CLOTHES

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FLEMING'S WALLRITE

11 Consecutive Years



COLUMBIANA SEED COMPANY

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Clear Channel

50,000 Watts

TENNESSEE

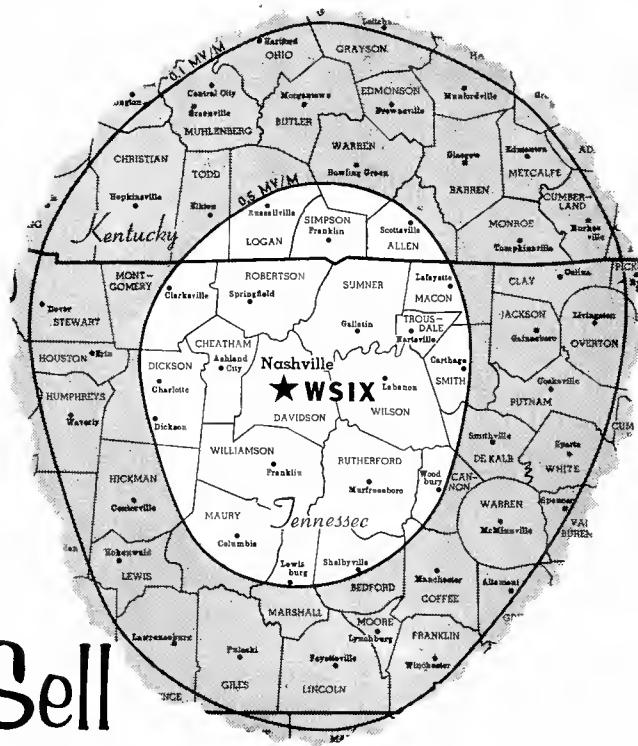
City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations
UNION CITY (Obion Co.)						
WENK 1946	1240 250		Union City Bcstg. Co. Inc. 1240	MBS, Dixie, Burn-Smith	Aaron B. Robinson, p Louis C. Wrather, sm, sd Edwin F. Kallenberg, Jr., cm, sd	Mrs. Jackie Osburn, pd Charles Holland, ce James Williams, nd
WINCHESTER (Franklin Co.)						
WCFT 1948	1340 250		Franklin County Bcstg. P. O. Box 1103 2201	MBS	Ernest F. Richards, Jr., gm, pmm & nd Harry W. Sullivan, cm	Henry T. Murray, pd James F. Spencer, ce

Data corrected to Dec. 15, 1954. 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. Complete key to abbreviations, page 6.

TEXAS

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Anderson	31,845	8,390	\$23,049	\$ 7,111	\$ 672	7,618	Guadalupe	25,392	6,450	23,274	6,037	461	7,958
Andrews	5,002	2,090	1,832	147	2,822	2,822	Hale	28,211	8,540	52,738	9,715	1,854	12,144
Angelina	36,032	10,150	35,411	8,838	1,085	10,889	Hall	10,830	2,890	13,231	3,297	612	2,814
Arañas	4,252	1,090	3,450	1,246	226	1,545	Hamilton	10,660	3,180	10,476	3,829	295	3,989
Archer	6,816	1,910	3,590	1,228	137	2,725	Hansford	4,202	1,180	6,308	964	312	1,794
Armstrong	2,215	690	1,396	278	27	1,102	Hardeman	10,212	3,030	9,057	2,226	284	2,824
Atascosa	20,048	14,770	12,958	3,064	316	4,929	Hardin	19,535	5,310	13,444	3,738	354	5,428
Austin	14,663	4,050	14,594	3,236	275	4,971	Harris	806,701	259,570	1,195,425	282,424	35,947	315,591
Bailey	7,592	2,020	9,697	2,386	320	2,541	Harrison	47,745	11,440	37,742	9,763	879	10,438
Bandera	1,220	1,220	1,641	1,641	1,641	1,641	Hartley	1,913	530	511	27	27	27
Bastrop	19,622	4,880	12,941	4,179	835	5,032	Haskell	13,736	3,390	10,245	2,329	422	4,197
Baylor	6,875	2,110	7,965	1,631	70	2,595	Hays	17,840	4,240	13,590	4,021	496	6,549
Bee	18,174	4,330	16,478	3,767	549	4,918	Hemphill	4,123	1,250	4,678	1,042	60	1,497
Bell	73,824	20,410	64,318	15,686	2,134	22,473	Henderson	23,405	5,920	17,397	3,696	419	6,181
Bexar	500,460	128,970	548,268	122,872	17,086	160,520	Hidalgo	160,446	33,330	131,395	31,339	3,822	28,116
Blanco	3,780	1,260	3,771	1,282	48	1,471	Hill	31,282	8,900	25,291	6,210	713	10,685
Borden	1,106	377	1,000	377	377	1,000	Hockley	20,407	6,000	28,894	7,610	958	7,970
Bosque	11,836	3,440	9,674	2,293	431	4,642	Hood	15,110	4,848	1,017	1,336	2,057	
Bowie	61,966	18,000	51,925	13,983	1,750	18,166	Hopkins	23,490	6,650	14,599	3,102	527	7,172
Brazoria	46,549	13,820	56,877	16,302	1,669	21,331	Houston	22,825	5,430	14,472	3,556	368	4,195
Brazos	38,390	10,040	39,053	8,918	1,226	11,395	Howard	26,722	7,540	35,442	7,266	989	11,757
Brewster	7,309	1,710	7,112	1,758	284	1,820	Hudspeth	4,298	1,370	2,325	584	93	600
Briscoe	3,528	860	3,228	821	67	1,184	Hunt	42,731	12,330	37,900	9,575	1,104	13,557
Brooks	9,195	2,170	11,163	2,758	329	1,979	Hutchinson	31,580	10,220	39,628	10,743	1,692	13,981
Brown	28,607	8,860	27,441	6,834	1,214	9,341	Jack	1,590	440	1,077	273	273	273
Burleson	13,000	2,950	8,217	2,666	212	2,893	Jackson	7,755	2,190	6,507	1,544	247	2,762
Burnet	10,356	2,930	6,781	1,357	227	2,936	Jasper	12,916	3,430	10,423	2,849	362	4,323
Caldwell	19,350	4,690	18,085	3,635	393	6,537	Jasper	20,049	4,810	20,689	4,967	611	4,703
Callahan	9,222	2,570	8,334	2,416	202	3,436	Jeff Davis	2,090	440	872	298	62	387
Cameron	9,087	2,890	5,962	1,880	243	3,430	Jefferson	195,083	59,040	265,843	59,447	8,272	70,225
Camp	125,170	26,510	122,877	27,282	3,159	27,151	Jim Hogg	5,389	1,220	3,475	872	138	1,323
Carson	8,852	1,960	6,736	1,364	269	3,092	Jim Wells	27,991	6,530	29,812	6,885	997	8,113
Cass	26,732	6,200	18,666	3,312	525	5,989	Johnson	31,390	9,640	27,590	7,139	1,799	12,016
Castro	5,417	1,570	5,239	1,091	58	1,996	Jones	22,447	6,410	25,532	6,089	657	7,669
Chambers	7,871	1,990	6,271	1,704	62	3,365	Karnes	17,139	3,610	16,555	3,689	378	4,389
Cherokee	38,694	9,270	27,861	8,183	917	8,066	Kaufman	31,170	7,530	24,901	5,942	621	8,098
Childress	12,123	3,550	16,092	3,884	329	3,750	Kendall	5,423	1,560	5,894	1,442	212	2,335
Clay	9,936	2,890	1,632	1,632	308	3,395	Kenedy	632	81	81	80	55	129
Cocharan	9,928	1,630	7,798	1,952	158	1,887	Kerr	2,249	570	1,170	396	55	613
Coke	4,045	1,100	3,100	906	79	1,519	Kimble	14,022	4,190	18,824	3,824	461	5,734
Coleman	15,503	4,470	14,899	3,214	504	5,724	Kinney	4,819	1,160	3,990	1,411	122	2,256
Collin	41,692	12,130	32,146	9,294	851	12,829	Kleberg	2,668	520	1,383	274	55	547
Collingsworth	9,139	2,240	9,627	2,194	296	2,594	Knox	21,991	5,560	22,383	6,701	504	6,724
Colorado	17,576	4,820	24,724	5,060	697	6,091	Lamar	10,082	2,640	8,681	2,308	402	2,846
Comal	16,357	4,420	20,875	4,286	728	7,196	Lamb	43,033	11,960	37,762	8,837	1,329	10,119
Comanche	15,616	4,550	10,990	3,083	324	4,515	Lampasas	20,015	5,500	25,292	6,572	922	7,508
Concho	5,078	1,450	4,438	894	82	1,469	La Salle	9,929	2,940	10,338	1,766	273	3,575
Cooke	22,146	6,230	23,937	5,253	793	8,321	Lavaca	7,485	1,600	5,372	1,694	35	1,338
Coryell	16,284	4,730	9,703	2,947	266	7,021	Lee	22,159	5,620	12,269	4,543	225	7,103
Cottle	6,099	1,790	6,692	1,721	197	1,671	Leon	10,144	2,500	8,840	1,943	180	3,050
Crane	3,965	1,240	3,908	859	70	2,029	Liberty	12,024	2,930	5,453	1,823	220	2,369
Crockett	3,981	1,070	4,773	1,119	170	1,295	Limestone	26,729	6,900	30,365	8,039	780	8,562
Crosby	9,822	2,870	10,466	2,835	238	3,529	Lipscomb	25,251	6,320	15,704	4,471	629	7,004
Culberson	1,625	**	2,484	489	54	740	Lubbock	3,658	1,040	6,451	1,298	275	2,260
Dallam	7,640	2,240	13,229	2,894	496	2,751	Lynn	9,054	2,690	6,399	1,875	185	2,260
Dallas	614,799	202,520	1,057,736	195,676	34,133	256,567	Madison	1,187	287	1,033	52	271	1,907
Dawson	19,113	5,360	26,847	5,782	763	5,809	Marion	7,996	1,980	6,919	1,536	189	1,481
Deaf Smith	9,111	2,840	14,782	3,437	381	4,145	Martin	10,172	2,290	5,292	1,534	187	7,076
Delta	2,334	6,338	1,943	72	2,159	1,943	Mason	5,541	1,300	2,685	705	59	2,467
Denton	41,365	11,470	39,959	9,213	1,431	13,841	Matagorda	4,945	1,610	3,865	864	176	4,196
De Witt	22,973	6,020	27,219	6,419	675	8,431	Maverick	21,559	5,740	26,718	6,393	854	40,763
Dickens	7,177	1,880	7,521	1,594	189	2,090	Medina	12,292	2,234	14,593	4,115	555	405
Dimmit	10,654	1,870	5,938	1,686	155	1,995	Menard	17,013	4,090	12,110	2,374	319	5,460
Donley	6,216	1,750	6,183	1,495	212	2,061	Milam	4,175	1,120	4,919	850	64	1,016
Duval	15,643	2,910	7,769	2,805	354	3,004	Mitchell	25,785	9,460	37,748	7,657	1,707	16,314
Eastland	23,942	7,390	28,917	7,684	893	6,699	Mills	23,585	5,840	21,015	5,643	705	7,836
Ector	42,102	15,460	65,204	15,799	1,947	23,823	Montgomery	5,999	1,750	4,291	832	94	1,709
Edwards	2,908	690	1,530	589	56	538	Morris	14,357	3,900	12,743	3,288	312	4,246
Ellis	45,645	12,540	39,736	11,912	1,164	11,251	Motley	17,070	4,880	16,846	3,647	502	6,604
El Paso	194,968	50,630	244,866	52,488	8,589	58,798	Nacogdoches	24,504	6,370	19,813	4,981	513	6,801
Erath	18,434	5,640	19,111	3,195	481	6,179	Navarro	13,349	4,970	15,512	5,512	517	5,447
Falls	26,724	6,610	23,608	5,558	578	6,699	Nelson	9,433	2,510	5,583	1,973	247	3,003
Fannin	31,253	8,930	19,312	6,107	749	7,926	Polk	3,963	1,130	4,517	1,190	151	1,028
Fayette	24,176	6,240	22,816	4,513	653	7,798	Panola	30,326	7,590	22,336	6,528	838	6,784
Fisher	11,867	2,610	11,904	2,996	351	2,678	Parker	39,916	10,870	33,865	9,657	931	10,877
Foard	10,535	3,110	11,904	2,569	459	4,070	Parmer	10,832	2,320	3,946	1,684	110	1,786
Fort Bend	4,216	1,100	4,023	800	63	1,191	Pecos	19,808	5,800	25,702	5,375	1,180	7,036
Franklin	31,056	7,040	31,401	5,948	449	11,251	Palo Pinto	165,471	46,380	213,304	46,864	6,946	60,310
Freestone	6,257	1,740	3,625	676	64	1,440	Panola	6,024	1,940	13,498	3,215	593	2,304
Frio	15,696	3,830	9,519	2,632	321	3,725	Orange	10,567	1,872	12,930	4,826	1,245	13,206
Gaines	10,357	2,180	7,643	2,178	182	1,989	Palo Pinto	40,567	12,930	43,862	16,862	3,978	7,460
Galveston	113,066	35,670	151,903	34,496	5,791	37,727	Parmer	17,154	5,560	16,602	3,978		



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MARKET DATA BY COUNTIES (Continued)

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Pecos	9,939	2,380	10,844	2,422	375	3,711	Travis	160,980	43,980	190,216	39,188	7,436	49,543
Polk	16,194	3,840	11,088	3,341	342	3,145	Trinity	10,040	2,500	8,937	2,492	181	2,080
Potter	73,366	24,130	160,747	26,675	5,429	34,999	Tyler	11,292	2,780	9,110	1,850	228	2,303
Presidio	7,354	1,310	6,612	1,465	229	1,425	Upshur	20,822	5,230	12,720	3,182	360	5,282
Rains	4,266	1,040	1,709	425	65	1,096	Upton	5,307	1,580	5,200	1,256	256	2,606
Randall	13,774	4,940	11,913	2,124	375	6,888	Uvalde	16,015	4,150	18,439	4,032	598	4,794
Reagan	3,127	850	5,892	1,463	268	1,579	Val Verde	16,635	3,590	15,853	3,390	461	5,135
Real	2,479	650	1,325	468	64	560	Van Zandt	22,593	6,160	13,797	3,305	448	6,141
Red River	21,651	5,550	11,935	3,627	437	4,236	Victoria	31,241	8,720	37,194	8,220	607	13,313
Reeves	11,745	3,150	16,323	4,359	371	4,635	Walker	20,163	4,300	14,568	3,873	472	3,932
Refugio	10,113	2,500	8,380	2,457	385	3,173	Waller	11,961	2,680	10,208	1,863	270	3,262
Roberts	1,031	300	739	119	47	453	Ward	13,346	3,900	14,822	3,557	488	4,809
Robertson	19,908	4,650	14,662	4,400	510	5,019	Washington	20,542	5,030	16,579	3,802	418	5,916
Rockwall	6,156	1,550	4,492	1,493	121	2,968	Webb	56,141	11,440	53,483	12,215	1,728	10,664
Runnels	16,771	4,840	15,114	3,720	418	6,554	Wharton	36,077	9,080	57,537	8,510	811	11,610
Rusk	42,348	10,720	30,078	7,109	864	12,644	Wheeler	10,317	2,690	12,589	2,828	449	3,266
Sabine	8,568	1,870	3,240	1,063	64	1,486	Wichita	98,493	27,420	130,117	24,244	4,123	38,047
San Augustine	8,837	1,790	5,220	1,681	232	1,704	Wilbarger	20,552	5,750	24,394	5,265	707	7,123
San Jacinto	7,172	1,400	1,902	765	64	834	Willacy	20,520	124,570	23,047	7,082	497	3,848
San Patricio	35,842	8,050	26,100	6,985	853	10,266	Williamson	38,853	10,310	35,476	8,413	912	13,350
San Saba	8,666	2,420	8,636	1,998	216	2,351	Wilson	14,672	3,190	8,951	1,201	339	3,991
Schleicher	2,852	690	2,944	684	66	1,317	Winkler	10,064	3,200	11,519	3,302	472	4,754
Scurry	22,779	7,280	35,357	5,069	759	7,903	Wise	16,141	4,700	12,256	3,598	277	5,041
Shackelford	5,001	1,360	4,886	1,009	189	2,065	Wood	21,508	5,750	19,556	3,996	550	6,380
Shelby	23,479	5,970	13,969	3,615	491	1,704	Yoakum	4,339	1,030	2,616	890	94	2,095
Sherman	2,443	590	5,562	795	80	1,110	Young	16,810	5,030	19,722	3,790	537	6,886
Smith	74,701	20,510	85,648	16,686	2,922	22,620	Zapata	4,405	780	1,354	624	46	514
Somervell	2,542	750	1,922	528	66	1,061	Zavala	11,201	2,000	7,542	1,437	238	2,184
Starr	13,948	2,340	6,690	2,782	315	2,055	* McMullen included in Atascosa County figure.						
Stephens	10,597	3,250	13,848	3,294	401	4,088	* See Dawson.						
Sterling	1,282	1,560	1,351	153	51	519	* King is included in Cottle County figures. ** See Hudspeth County.						
Stonewall	3,679	920	2,013	603	66	1,043	* See Sterling.						
Sutton	3,746	870	4,341	1,057	168	1,224	* Culberson is included in Hudspeth County figures.						
Swisher	8,249	2,320	11,397	2,160	480	3,273	* See Willacy. * See Cottle. * See Reeves. * See Alacosa.						
Tarrant	361,253	118,630	585,990	107,514	17,604	154,959	* Loving is included in Reeves County figure.						
Taylor	63,370	19,410	91,359	15,981	2,520	23,344	* Glasscock is included in Sterling County figure.						
Terrell	3,189	870	2,846	610	60	830	* Kenedy is included in Willacy County figure.						
Terry	13,107	3,650	19,394	3,851	618	5,161	Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction uncensored; automobiles supplied by state.						
Throckmorton	3,618	980	2,989	793	129	1,126							
Titus	17,302	4,770	14,403	4,125	346	4,988							
Tom Green	58,929	17,990	77,432	15,212	2,265	21,660							

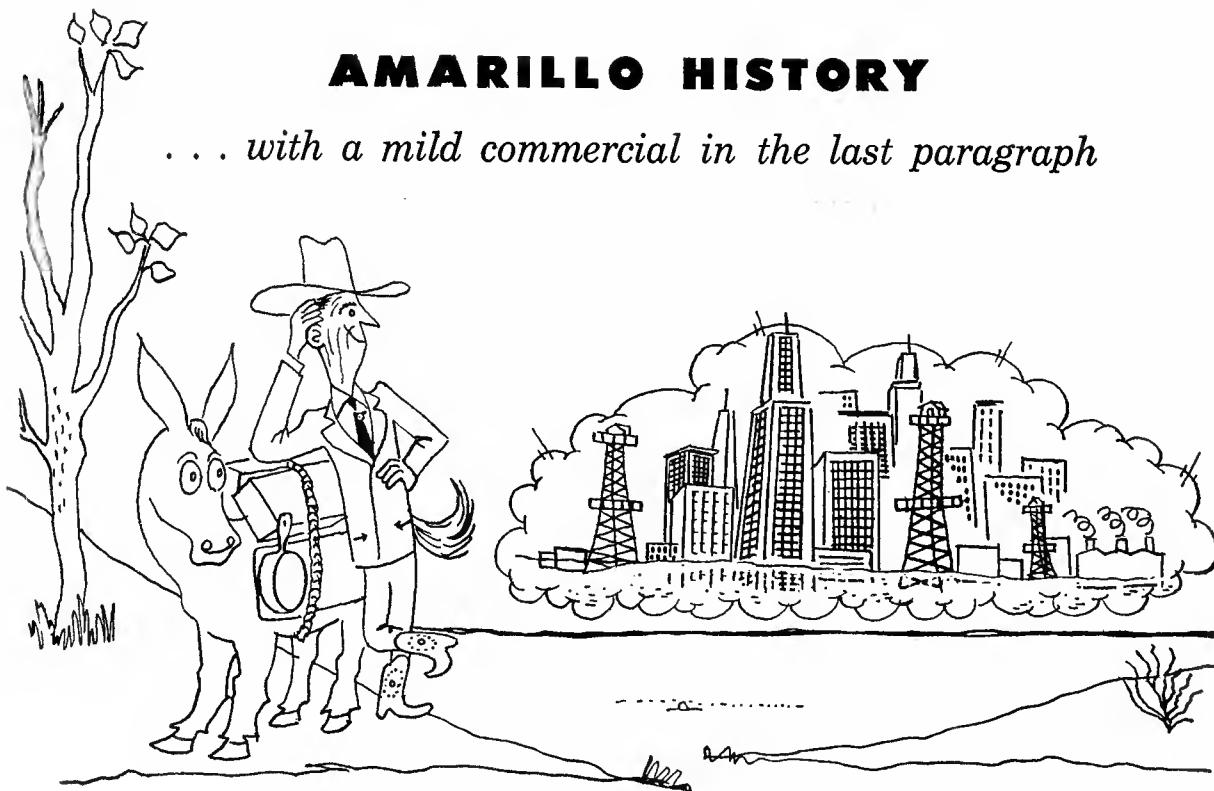
DIRECTORY OF AM AND FM STATIONS

City	County	Call Letters	Chan. or Freq.	Established	Power	Licensor	Headquarters Telephone	Network Representative	Executive Abbreviations	Owner	
ABILENE	(Taylor Co.)	KRBC	1470	1936	5,000-D	Abilene Radio & Tv Co.	4510 S. 14th St. 2-8491	ABC, Texas State Net. Pearson	Dale Ackers, p Bro Mingus, mgr. of radio, pd	Forest Lane, cm & pmm Troy Mallon, ce Don Wilson, Jr., nd	Harry Holt, fd Larry Fitzgerald, sd Dorothy Imholz, wd
		KWKC	1340	1946	250	Citizens Bestg. Co. Inc.	2500 Butternut St. 3-2545	MBS, Venard, Rintoul & McConnell	W. P. Wright, p A. C. Etter, gm, pmm Tyler Stewart, cm	Forest Tipton, ce Robert Evans, nd	Philip Ratcliffe, fd & sd Melba White, wd
ALICE	(Jim Wells Co.)	KBKI	1070	1947	1,000	Alice Bestg. Co.	65 Johnson 4-4324	MBS, Pearson	Givens A. Parr, p Robert I. Grimes, gm Jaye Allen Frye, pd	Hans Felix Breithbarth, pmm S. L. Spencer, ce	Chuck Farkas, nd & sd Irma Salas, wd
ALPINE	(Brewster Co.)	KVLF	1240	1947	250	Big Bend Bcstrs.	2144	KBS, Cactus State, Southwest	Jack Hawkins, p Gene Hendryx, gm & cm, sd	Bill Hight, pd Sherman Newsom, ce	John Nelson, nd Bill Williams, fd
AMARILLO	(Potter Co.)	KAMQ	1010	1947	1,000-D	Top of Texas Bestg. Co.	1301 Polk St. 2-6543	MBS, Forjoe	H. W. Houck, co-o, p Johnny D. Houck, co-o, gm Leslie Smith, cm	Webster Smith, pd & sd Johnny Hathcock, pmm Stewart Parsons, ce	Kelley West, nd Snokey Joe Barns, fd Dixie Lea, wd
		KFDA	1440	1939	5,000-D	Amarillo Bestg. Co. Inc.	P. O. Box 1400 Drake 4-5343	ABC, Headley-Reed	Gene L. Cagle, p Stan Wilson, vp & gm Murry Woroner, cm & sd Warren Anderson, pd	Laurel Knorrp, pmm Bill Spiller, ce Jim Abbott, nd	Bill Johns, nd Tom Shaw, fd Doug Rains, sd
		KGNC	710	1922	10,000	Plains Radio Bestg. Co.	2000 North Polk St. Drake 4-4601	NBC, Texas Quality Net. Katz	B. E. Walker, p Wesley S. Izzard, gm Aubrey Jackson, asst. gm & cm	Bob Watson, sm & pd Marianne Johnson, pmm W. H. Torrey, ce Bob Izzard, nd	Garland Smith, fd Hank Brown, sd Maggie McKenzie, wd
		KLYN	940	1949	1,000	Plains Empire Bestg. Co.	1014 West 7th Drake 2-8773	CBS, Blair	R. G. Hughes, p Kenyon Brown, dir. Willard L. Kline, gm	John Heetland, cm & sd Joe Ramay, pd & fd Mrs. Virgil Nelson, pmm	Gene Fennimore, ce Pat Flynn, nd Alma Thomas, wd
		KZIP	1310	(CP)	1000-D	Panhandle Bestg. Co.	% David P. Pinkston P. O. Box 1319 Lubbock, Tex.				
ANDREWS	(Andrews Co.)	KACT	1360	1954	500-D	Andrews Bestg. Co.	Box 883 1360		Joseph E. Young, co-o, gm, cm, ce, sd	Archie W. Holman, co-o	Jacqui Young, pd, wd
ATHENS	(Henderson Co.)	KBUD	1410	1948	250-D	Henderson County Bestg. Co.	Box 309 2277	KBS	J. B. McNutt, Jr., o, gm & ce		
ATLANTA	(Cass Co.)	KALT	900	1950	1,000-D	Ark-La-Tex. Bestg. Co.	Box 289 900	Best	Herman H. Wommack, Jr., p David A. Wommack, gm Alvis N. Dowd, cm	George Wommack, pd James L. Waites, ce	Jeanne Wommack, nd & wd N. W. Stuckey, sd

Data corrected to Dec. 15, 1954. If executives or services for FM are same as AM affiliate, names are not repeated. FM's in italic. *—Non-Commercial Station. CF—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. Complete key to abbreviations, page 6.

AMARILLO HISTORY

... with a mild commercial in the last paragraph



AMARILLO has a short past. It was born with a cocklebur under its civic tail back in 1887, during the days when a branding iron was a sacred instrument and the first railroad was coming through. The way one story goes, a man name of Sanborn offered the cowboys of the LX Ranch a town lot apiece if they'd vote for his town (then known as Oneida) in a contest which developed over the location of the county seat. Since the LX hands constituted a legal, or shooting, majority, justice triumphed. "Amarillo" derived from the yellow flowers that, along with cattle, decorated the surrounding prairie.

Highly productive Texas soil caused agriculture to flourish. Early farmers raised giant-size vegetables. Wheat liked the Panhandle. Cotton was planted after the accidental discovery that cottonseeds, in which an early shipment of eggs was packed, would grow. Highways and railroads crossed at Amarillo. Oil, natural gas and helium were discovered. Airlines came zooming in.

Amarillo, first in the nation in per family retail sales, is close to the stuff an advertiser looks for when he wants business. KGNC, half as old as Amarillo, reaches 78 counties with 1 million persons in Texas, New Mexico, Kansas, Oklahoma and Colorado. KGNC-TV, a high-powered newcomer, covers an area of 400,000 persons, gives its advertisers a clean shot at Panhandle hospitality and loyalty.



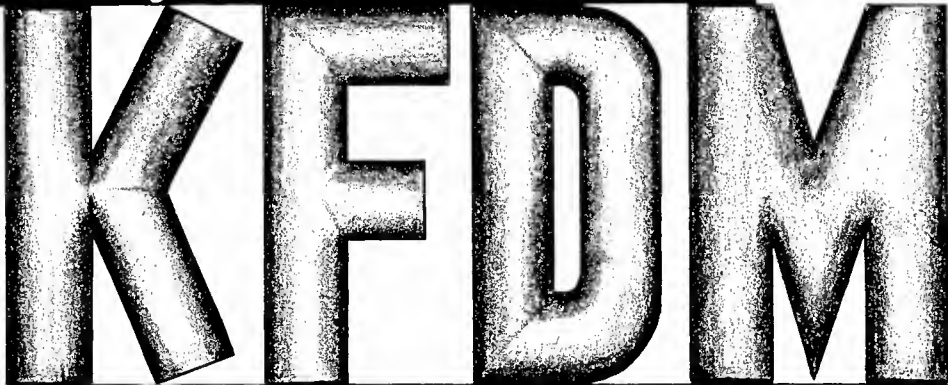
NBC and DuMONT AFFILIATE

AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the Katz Agency

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; sm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. m; Prom. Mgr. pmm; Prod. Mgr. pdm; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
AUSTIN (Travis Co.)					
KNOW 1927	1490 250	Pioneer Bcstg. Co. 520 Capital Natl. Bank Bldg. 2-6213	ABC, Texas State Net. Pearson	Wendell Mayes, p Louis R. Cook, gm	M. H. Coleman, cm Frank Bissett, pd, nd & sd J. E. Lewis, ce
KTBC 1939	590 5,000-D	Texas Bcstg. Corp. P. O. Box 717 Driskill Hotel 2-2424	CBS, Raymer	Claudia T. Johnson, p J. C. Kellam, gm O. P. Bobbitt, cm Richard Fryor, pd	Charles Brown, pmm Ben Hearn, ce Paul Bolton, nd Dave Shanks, fd Harry Voelker, sd Barbara Robinson, wd
KTBC-TV 1949	1,000-N DA-N			Ed C. James, p Frank Stewart, gm Calvin Adams, cm	Lilia Guzman, pd Paul Lindhorn, Jr., ce Robert Villanueva, nd & sd Mrs. Margarita Munoz, wd
KTXN 1949	1370 1,000-D	Radio KTXN, Inc. 1211 E. 6th St. 7-4476	The Sombbrero Net. O'Connell, Oakes	John B. Connally, p Willard Deason, gm	Charles L. Howell, cm Dave Smith, pd Willis B. Morter, ce Randy J. Dodson, sd
KVET 1946	1300 1,000 DA-N	Austin Bcstg. Co. Inc. P. O. Box 1116 8-8521	MBS, Forjoe		
BALLINGER (Runnels Co.)					
KRUN 1947	1400 250	Runnels County Bcstrs. Box 351 3151	KBS, Best, Melville	Walter G. Russell, p Robert F. McGarvey, gm, nd, sd	Clayton Jay, cm John Thurman, pd & fd Robert Holliday, pmm W. C. Kelley, ce Elrita Stanley, wd
BAY CITY (Matagorda Co.)					
KIOX 1947	1270 1,000 DA-N	Bay City Bcstg. Co. Box 1431 4642	MBS, KBS, Best	J. G. Long, p Bryan Powell, gm	Vernon Townsend, sm & nd Isadore Wendell, cm Sam Sitterlee, pd & ce Robert Dickson, sd
BAYTOWN (Harris Co.)					
KRCT 1947	650 250-D	Bay Bcstg. Co. Box 629 8251	Best	W. D. Christmas, p John H. Touchstone, gm & cm	C. W. Zorn, pd Clifford Alford, ce
KREL 1947	1350 1000 DA-2	Tri-Cities Bcstg. Co. P. O. Box 419 8211	Interstate United News- papers	J. B. Blayton Sr., p J. B. Blayton Jr., vp	Robert Brisendine, sm Albert H. Saddler, gen'l sm
KREL-FM 1949	Ch. 221 (A) 92.1 mc. 0.82 kw				
BEAUMONT (Jefferson Co.)					
KFDM 1924	560 5,000 DA-N	Beaumont Bcstg. Corp. Box 2950 2-7758	ABC, Free & Peters	D. A. Cannan, p C. B. Locke, exec. vp, & gm, cm	Dave Russell, pd, nd & sd Helen Caldwell, pmm Harold Bartlett, ce Dick McAdoo, fd Lois Marchbanks, wd


Data corrected to Dec. 15, 1954. 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. Complete key to abbreviations, page 6.


THERE'S *Real Buying Power* IN THE RICH . . .





KFD M


**BEAUMONT,
... THREE-CITY MARKET • PORT ARTHUR & ORANGE, TEXAS**


Shipping
Oil Ship Building


Chemicals


Lumber


Rice


Cattle

Under KFDM's umbrella coverage are 24 counties and three rich, bustling, Texas, Gold Coast cities . . . all supported by these strategic, diversified industries which mean **STEADY PAYROLLS** and robust sales every day of the year! Some of the nation's largest refineries and chemical plants are in this area. Yes, here's economic activity that every advertiser should **TAP FOR SALES**. Sell this market with KFDM's outstanding concentrated and penetrating coverage.

**CONCENTRATE ON THIS
STRONG, DIVERSIFIED-INCOME MARKET**

- 1,093,300 — Combined Population, including 12 Counties in Texas and 12 Parishes in Louisiana
- \$814,900,000 — Retail Sales
- \$1,163,108,000 — Net Effective Buying Income

Figures compiled by Sales Management
for 1954 Survey of Buying Power

STUDIOS IN BEAUMONT
5000 watts • 560 kilocycles

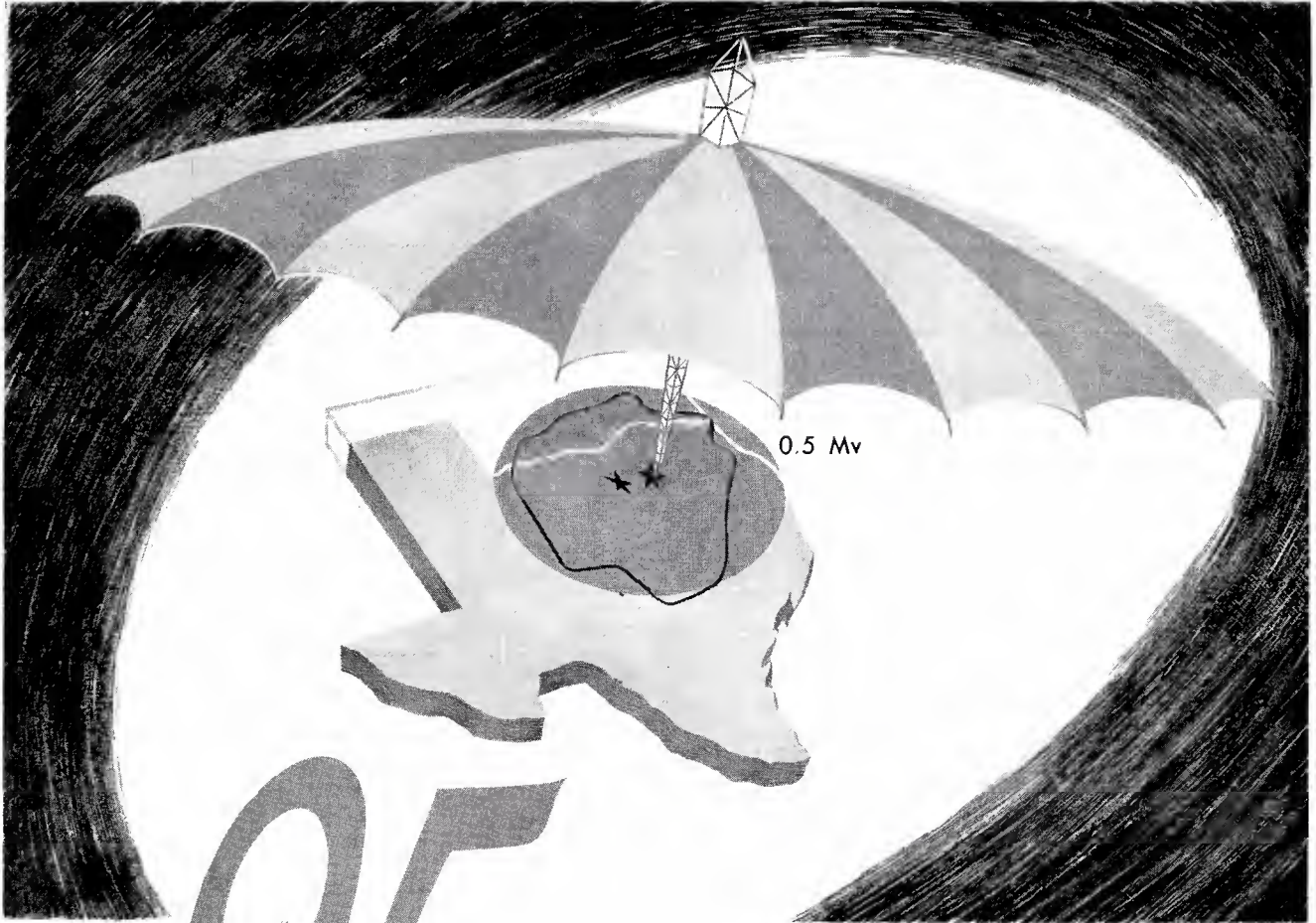
**AFFILIATED WITH
AMERICAN BROADCASTING
COMPANY**
**REPRESENTED BY
FREE & PETERS**

KJET 1948	1380 1,000-D	KPBX Bcstg. Co. P. O. Box 2673 20201	Forjoe	Ben J. Rogers, co-o	Walter L. Rubens, co-o, gm, cm	Robert Anderson, ce
KRIC 1938	1450 250	The Enterprise Co. 3130 Blanchette 4-9421	Branham	O. E. Davis, p E. C. Davis, vp R. M. Frost, gm	Louis Durst, cm Gordon Clark, pd Marvin J. Easterwood, ce	Wes Wise, nd Ed Dittert, sd Betty Klein, wd
KRIC-FM 1948	Ch. 24 ⁸ (B) 97.5mc 14kw					
KTRM 1947	990 1,000 DA-1	KTRM, Inc. 230 Orleans St. 2-8478	Young	Jack Neil, p, gm & nd Bill McRae, cm Roy D. Shotts, pd	Joe Trum, pmm Ben Hughes, ce Charles Schmucker, fd	Tommy O'Brien, sd Virginia Moon, wd
BEEVILLE (Bee Co.)						
KIBL 1949	1490 250	Bee Bcstg. Co. P. O. Box 650 1490	John D. Rossi, ptr. & gm V. L. Rossi, ptr. Bill Bennett, pd	Fred Strong, cm H. E. Bertram, ce James Rossi, nd	Paul Russell, fd James Goodman, sd Mimi Tharp, wd
BIG SPRING (Howard Co.)						
KBST 1936	1490 250	Big Spring Bcstg. Co. 702 Johnson St. 4-6391	ABC, Texas State Pearson	William J. Wallace, p & gm William L. Cox, cm	J. N. Young, Jr., pd & pmm, nd	James Bruce Frazier, fd Larry Sanville, sd
KBST-TV 1949	1400 100	Big State Bcstg. Co. Box 1366 44201	MBS, KBS, Best	V. T. Anderson, co-o E. W. Anderson, co-o	Myrl Stein, gm Ken Welch, cm	Jean Welch, pd & wd Alfred Martel, ce
BONHAM (Fannin Co.)						
KFYN 1947	1420 250-D	Charles L. Cain 903 E. 4th St. 915	Charles L. Cain, p, gm & cm, ce Jessie Mae Cain, pd & pmm	Jim Lightfoot, nd & sd Lanny Lidford, fd	Marion Waggoner, wd
BORGER (Hutchinson Co.)						
KHUZ 1947	1490 250	Radio Station KHUZ, Inc. Box 110 1600	MBS	R. G. Hughes, p Jack Roberts, m, pd & pmm H. W. Blymiller, co-cm	Louis W. Roberts, co-cm H. E. Kreiger, ce	Jake Saxton, nd & sd Janet Parker, wd
BRADY (McCulloch Co.)						
KNEL 1935	1490 250	Geno M. Burns, executor 777	KBS	Mrs. G. L. Burns, p Gene M. Burns, gm, pd John Sloane, cm & pmm, nd	Cecil Nelin, ce John Holcomb, fd	Pearly Samuelson, sd Joan Sallee, wd
BRECKENRIDGE (Stephens Co.)						
KSTB 1947	1430 1,000-D	Stephens County Bcstg. Co. Inc. Miller Bldg. 1430	Best	R. W. Chapman, p, gm, cm M. E. Chapman, pd	R. L. Smith, ce Brian Swain, fd	Jay Thompson, sd
BRENHAM (Washington Co.)						
KWHI 1947	1280 1,000-D	Tom S. Whitehead 108½ Main St. 3-655	KBS	Tom S. Whitehead, p & gm J. C. Price, cm	Lonnie R. Schlottmann, ce J. W. Stufflebeme, fd	Tommie Blake, sd
BROWNFIELD (Terry Co.)						
KTFY 1949	1300 1,000-D	Terry County Bcstg. Co. P. O. Drawer 1032 2111	KBS	Mike A. Barrett, o, mgr., cm, gm J. Richard Aker, pd, nd	E. Crawford Taylor, pmm & sd Franklin Bonner, ce	Ray Corbin, fd
BROWNSVILLE (Cameron Co.)						
KBOR 1949	1600 1,000 DA-2	Brownsville Bcstg. Co. P. O. Box 472 2-5677	ABC, Best	Minor J. Wilson, p, gm Yance C. Wilson, cm Les Brecht, pd & sd	Earl Wheeler, pmm Willis A. Wilson, ce	Bob Pollock, nd Connie Green, wd
XEO	(See Mexico listing)					
BROWNWOOD (Brown Co.)						
KBWD 1941	1380 1,000-D 500-N	Brown County Bcstg. Co. 800 Hawkins St. 2401	MBS, Texas State Net. Pearson	Wendell Mayes, p & gm Bill Jamar, cm	Wendell Mayes, Jr., pd Barbara K. Taylor, pmm	A. W. Stewart, ce Mrs. Neil Denman, wd
KEAN 1953	1240 100	Lyman Brown Enter- prises 2220 Fisk Ave. 4372	Best	Lyman C. Brown, p & gm & nd	Bert Webb, cm & pmm, fd & sd	Bill Simmons, pd Max Donnell, Jr., ce
BRYAN (Brazos Co.)						
KORA 1947	1240 250	Bryan Bcstg. Co. 604 Varisco Bldg. 3-1240	MBS, Best	David C. Jones, Jr., o & gm Mike Mistovich, cm & pmm, sd	James W. Robertson, ce Jim Carroll, nd & fd	Cora Garth, wd
CENTER (Shelby Co.)						
KDET 1949	930 1,000-D	Center Bcstg. Co. 205 Austin St. 1199	KBS, East Texas Net. Best	Tom E. Foster, p & gm Jack Bell, cm Tolbert Foster, pd	Joe Foster, pmm Harlan Riley, ce Charles Hancock, nd	Charlie Slate, fd Leon Sanders, sd Mrs. Rex Payne, wd
CHILDRESS (Childress Co.)						
KCTX 1947	1510 250-D	Golden West Bcstg. Co. Inc. P. O. Box 272 Webster 7-2563	MBS, Best	R. M. Hagan, p & gm LeRoy Carter, pd	Nelle Carter, pmm	S. J. Woodworth, ce
CLARKSVILLE (Red River Co.)						
KCAR (CP)	1350 500-D	Texo Bcstg. Co. % Clarksville Times 96				
CLEBURNE (Johnson Co.)						
KCLE 1947	1120 250-D	Marti, Inc. 919 N. Main 5-6643, 5-4091	Best	George W. Marti, p, gm Frank H. Hardgrove, cm D'Voe Lee, pd	John Marti, pmm Walter C. Lacy, ce Eugene E. Meazell, nd	Monroe Coston, sd Dolores Farris, wd
KCLE-FM 1949	Ch. 232 (A) 94.3 mc. 0.33 kw					

TEXAS

City County	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
CLEVELAND (Liberty Co.)				
KVLB 1954	1410 500 DA-2	Harvard C. Bailes Plum Grove Rd. 692	Harvard C. Bailes, p, gm & cm, sd Cal McAdams, pd & pmm, nd Al Strong, ce
COLEMAN (Coleman Co.)				
KSTA 1947	1,000 250-D	Coleman County Bcstg. Co. P. O. Box 432 8406	KBS	H. H. Jackson, p Floyd Shelton, gm, nd, fd Paul Johnson, cm J. W. Staggs, pd & sd Margaret Hall, pmm J. D. Larson, ce Joann Harriss, wd
COLLEGE STATION (Brazos Co.)				
WTAW 1922	1150 1,000-D	A & M College of Tex. 6-6724	KBS	Richard L. Webb, gm Elsie Patranella, cm John Scogin, pd James Austin, ce Dick Hickerson, fd Charles Parker, sd
COLORADO CITY (Mitchell Co.)				
KVMC 1950	1320 500-D	The Colorado City Bcstg. Co. Box 990 1320	Eldon B. Mahon, p, gm Charles A. Diegel, mgr. Porter A. Richardson, ce
COMMERCE (Hunt Co.)				
(CP)	1450 250	Memorial Bcstg. Co.		
CONROE (Montgomery Co.)				
KMCO 1951	900 500-D DA-D	Montgomery County Bcstg. Co. P. O. Box 1464 Pleasant 6-4466	Reagan Smith, p & gm David L. Oglesby, sm & cm J. C. Dorrell, pd & pmm John Neathery, ce Hal H. Coley, nd & sd
CORPUS CHRISTI (Nueces Co.)				
KCCT 1954	1150 1,000-D DA-D	International Radio Co. 401 S. Staples 4-2426	O'Connell	Gabe Lozano, p Mike Ferdin, gm & ce Alex Moore, cm Francisco Grajales y Pina, pd Elia Arajio, wd
KCCT-FM 1954	Ch. 238 (B) 95.5 mc. 2 kw			
KEYS 1941	1440 1,000-D 500-N DA-N	Nueces Bcstg. Co. 2-7411 Centre Theatre Bldg.	CBS Raymer	E. C. Hughes, ptnr., gm, sm H. B. Lockhart, ptnr. Chas. W. Rossi, ptnr. Earl C. Dunn, ptnr Allan Dale, cm, pd Patricia Kline, pmm Harold Griffith, ce Paul Young, nd Bart Boyd, fd Bill Keck, fd Ruth Delmar Sullivan, wd
KRIS 1937	1360 1,000	Gulf Coast Bcstg. Co. P. O. Box 840 4-6354	NBC, Texas Quality Net. Free & Peters	T. Frank Smith, p & gm W. M. Elkner, cm Charles Nethery, pd T. Frank Smith, Jr., pmm Don Morris, ce Bill Crowds, nd Jack Lozier, fd Bill Field, sd Katherine Fry, wd
KSIX 1947	1230 250	Corpus Christi Bcstg. Co. Show Room Bldg. 2-9242	ABC, Tex. State Net. Forjoe	Vann M. Kennedy, p & gm Charles R. Manning, cm Eugene Looper, pd Forest Moore, pmm W. K. Bridges, ce J. K. Wright, nd Mary L. Kennedy, wd
KUNO 1950	1400 250	KUNO, Inc. P. O. Box 4286 4-5203	Everett- McKinney	L. C. Smith, p & gm Herb Garrett, cm & pmm Hector E. Barrera, pd J. H. Mayberry, ce Victor Lara, nd Miguel Medina Betancourt, fd Jimmie Johnson, sd Adela Gonzales, wd
KWBU 1944	1030 50,000-D	Baptist Convention of Texas 402 So. Chaparrel 4-5258	Branham	Carr P. Collins, gm Harry H. Hayes, mgr, pmm Dean Walker, pd Paul Walker, ce Don Reed, nd & fd Ray O'Neal, sd Gerry Wright, wd
CORSICANA (Navarro Co.)				
KAND 1937	1340 250	Alto Inc. State Natl. Bank Bldg. 4-7421	KBS, Branham	Luther A. Johnson Jr., p & gm
CROCKETT (Houston Co.)				
KIVY 1949	1290 500-D	The Pioneer Bcstg. Co. P. O. Box 670 222	KBS, East Texas Net.	James H. Gibbs, p & gm, pd, nd William Carter, cm, pmm & ce Mabel Arledge, wd
CUERO (DeWitt Co.)				
KCFH 1949	1600 500-D	A. M. Respondek 5-3430	Best	A. M. Respondek, p & gm Frank Notzon, cm Robbie Nell Krueger, loc. nd
DALHART (Dallas Co.)				
KXIT 1948	1410 500-D	Dalhart Bcstrs. P. O. Box 1350 740	KBS, Best	Robert J. Beller, gm, cm & ce Len Beller, pd & sd Gomerray J. Allen, nd Carl M. Cumming, fd
DALLAS (Dallas Co.)				
KGKO 1953	1480 1,000-D 500-N DA-1	Lakewood Bcstg. Co. P. O. Box 5808 Westbrook 7594	Radio-Tv Reps.	William S. Morgan, Jr., gm T. A. Harris, pd Henderson Rogers, ce Charles Boland, sd
KIXL 1947	1040 1,000-D	Variety Bcstg. Co. Inc. 1401 S. Akard St. Prospect 5495	Pearson	Lee Segall, p Charles F. Payne, gm Cliff Hahne, cm Don Robinson, pd Bob E. Tripp, ce Ricky Cox, nd Meg Healy, wd
KIXL-FM 1947	Ch. 283 (B) 104.5mc 25kw			
KLIF 1947	1190 5,000-D 1,000-N DA-N	Trinity Bcstg. Corp. 2104 Jackson Randolph 7121	H-R Reps. Clarke Brown	E. R. McLendon, p Gordon E. McLendon, gm Bill Weaver, sm Bill Stewart, pd Les Vaughn, pmm Glenn Callison, ce Alec Gifford, nd
KRLD 1926	1080 50,000 DA-N	KRLD Radio Corp. Herald Square Randolph 6811	CBS, Southwest Branham	Clyde W. Rembert, p & gm J. W. Crocker, asst. gm William A. Roberts, cm Ted Parrino, pd A. J. Putnam, pmm B. B. Honeycutt, ce Larry Rasco, nd A. B. Jolley, fd Ves Box, sd
KRLD-FM 1948	Ch. 223(B) 92.5 mc. 40kw			

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95 *1009 cities and communities are under the KRLD umbrella*
% MORE RADIO HOMES SINCE 1940

The KRLD-CBS RADIO AUDIENCE has increased 95% since 1940 . . . and continues to GROW! That's the amazing story as shown by Broadcasting-Telecasting's breakdown on Radio Families within the KRLD radio primary coverage area, or the 0.5 Mv line.

1009 smaller cities and communities are under the "umbrella" of KRLD Radio coverage according to the United States Official Postal Guide. A total population of more than three and one-half million.

Today 1,038,587 radios are tuned regularly to KRLD Radio within its primary listening area. Never before has KRLD been able to offer so much for each advertising dollar invested.

KRLD Radio blankets at ONE COST an Area in which 68 Secondary Stations are located. KRLD is the 9th largest Coverage Station among CBS 213 Radio network affiliates in the nation.

	RADIO FAMILIES	
KRLD 1954		1,038,587
KRLD 1940		536,686
INCREASE		491,901
1954 POPULATION PRIMARY COVERAGE AREA		3,555,300

Exclusive Outlet for CBS Network Radio Programs
 The world's greatest names and entertainment

KRLD

OWNERS AND OPERATORS OF KRLD-TV, CHANNEL 4, MAXIMUM POWER
THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE
THE DALLAS TIMES HERALD STATIONS

Exclusive Representative: THE BRANHAM COMPANY

John W. Runyon, Chairman of the Board

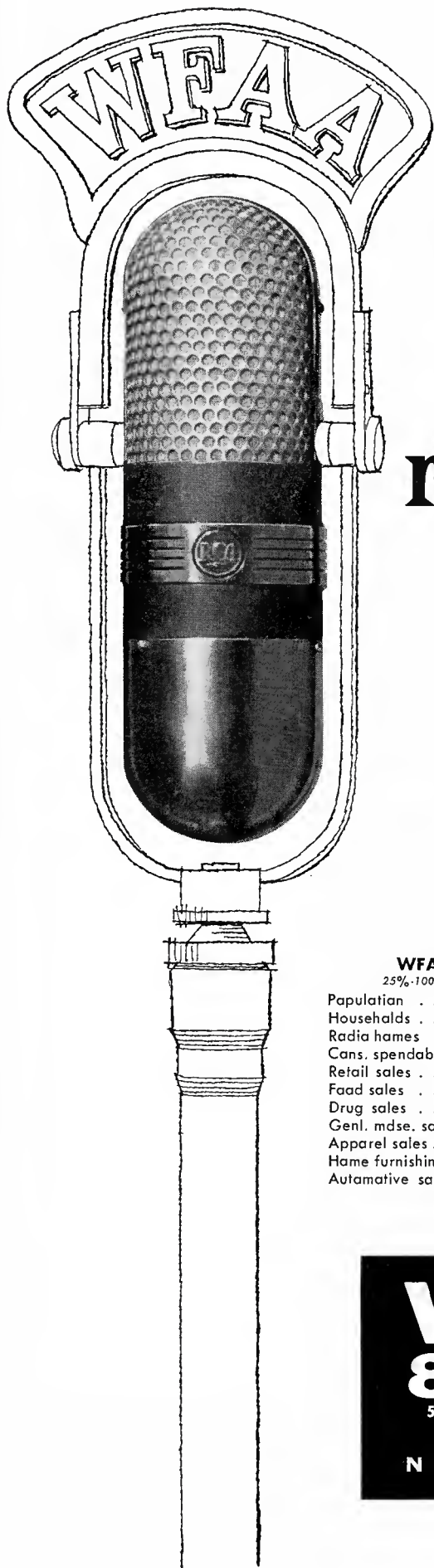
Clyde W. Remberl, President

TEXAS

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	
DALLAS—(Cont.) (Dallas Co.)						
KSKY 1941	660 1,000-D	Sky Bestg. Service Hotel Stonleigh Randolph 6193	A. L. Chilton, p R. G. Terrill, gm & pmm	Leonard Holland, pd & nd, sd R. L. Kanatzar, cm Wynona Portwood, pmm Wm. C. Ellis, ce Bob Tripp, nd	M. M. Ming, ce Leonare Chilton, wd
WFAA ¹ 1922 WFAA-TV	820 50,000 570 5,000-DA-2 S-T-WBAP	A. H. Belo Corp. 1122 Jackson St. Riverside 9631	ABC, NBC, Texas Quality Net. Petry	E. M. Dealey, p Alex Keese, gm George K. Utley, cm Karl Lambertz, pd		Murray Cox, fd Ralph Widman, sd Carolyn Cole, wd
WRR 1920	1310 5,000 DA-N	City of Dallas, Tex. Fair Park Station Tension 6101	MBS, Texas State Net. Blair	Durward J. Tucker, gm & ce Mrs. Jerry Thompson, cm Richard Workman, pd	Pete Teddlie, pmm John York, nd	Eddie Hill, sd Becky Phillips, wd
WRR-FM 1943	Ch. 266(B) 101.1mc 65kw					
DEL RIO (Val Verde Co.)						
KDLK 1946	1230 250	Del Rio Bestg. Co. P. O. Box 1162 5-2431	KBS	Don R. Howard, p, gm & cm, pmm	Julius Sadosky, pd & nd Pat Jeter, ce	Roy Herbort, fd Mary Hayes, wd
DENISON (Grayson Co.)						
KDSX 1948	950 500 DA-2	KDSX, Inc. Hotel Denison 3400	B. V. Hammond, Jr., p & mgr. (Denison) L. L. Hendrik, mgr. (Sherman)	Allen V. Hundley, Jr., sm William A. Duke, pd & nd Joseph D. Knight, ce	Nick Owen, fd John Clift, sd
KRRV		(See Sherman listing)				
DENTON (Denton Co.)						
KDNT 1938	1440 1,000-D 500-N DA-N	Harwell V. Shepard Radio Center Bldg. Central 4144	Harwell V. Shepard, p, gm, cm, pd, pmm, ce		
KDNT-FM 1947	Ch. 292 (A) 106.3mc .766kw					
DUMAS (Moore Co.)						
KDDD 1948	800 250-D	North Plains Bestg. Corp. P. O. Box 337 2-5000	KBS, Best	Lucian W. Spencer, co-o William L. Spencer, co-o	Al Tremble, Jr., gm & cm William R. Lask, pd & ce	Royce Johnson, nd
EASTLAND (Eastland Co.)						
KERC 1953	1590 500-D	Tri-Cities Bestg. Co. of Eastland Co. 109½ S. Seaman St. 7	KBS	F. James Dabney, p & gm, fd Donna Moser, pd & wd	R. W. Scott, pmm Arthur Henderson, ce	Grover Lee, nd & sd
EDINBURG (Hidalgo Co.)						
KURV 1947	710 250 DA-N	KURV, Inc. Box 480 3-2777	Rogers Kelley, p J. M. McDonald, gm	I. D. Williams, ce Robert F. Dodson, pd	Charles Cummins, nd & sd
EL CAMPO (Wharton Co.)						
KULP 1948	1390 500-D	Wharton County Bestg. Co. Inc. Box 1390 1390	Culp Krueger, p Robert R. Hathaway, gm & ce	V. Frank Jones, cm Jerry Werilla, pd Chuck Schwartzkopf, nd	Bill Reading, fd & sd Mary Kuneika, wd
EL PASO (El Paso Co.)						
KELP 1947	920 1,000-D	Trinity Bestg. Corp. 4530 Delta St. 3-3658	ForJoe	Barton R. McLendon, p Gordon B. McLendon, exec. dir.	Joe Roddy, Jr., gm W. W. Fagette, cm Albert Cobb, pd	Dave Mott, ce Elmer Allen, nd
KOKE (TV)	500-N DA-N					
KEPO 1948	690 10,000 DA-2	KEPO, Inc. 2419 N. Piedras St. 5-2731	ABC, Pearson	W. B. Pratt, p R. C. Hughes, gm Gene Rethmeyer, cm	Arthur B. Davis, pd & pmm John Harrison, nd E. L. Gemoets, ce	Marlin L. Haines, sd Polly Harris, wd
KROD 1940	600 5,000	El Paso Times, Inc. 2201 Wyoming St. 2-6551	CBS, Southwest Net. Branham	Dorrance D. Roderick, p Bruce M. Barnard, Jr., gm Tom Wiseheart, cm Jud Melton, pd	Ken McClure, pmm Ed Talbot, ce Louis Hendricks, nd	Cecil Harrell, fd Ted Hunt, sd Lenore Dis, wd
KROD-TV	DA-N					
KSET 1947	1340 250	Rio Grande Bestg. Co. 904 Magoffin Ave. 3-2693	MBS, Intermountain, McGillvra	Fred T. Hervey, p Tom R. McKenna, exec. vp George E. Bullard, gm	E. Warren Pullen, cm Arthur D. Harlem, pmm Ed. A. Sullivan, ce	Jess Richardson, sd Ann Haggin, wd
KTSM 1929	1380 1,000-D	Tri-State Bestg. Co. Inc. 801 N. Oregon St. 2-5423	NBC, Hollingbery	Karl O. Wyler, p & gm Karl O. Wyler, Jr., secy.- treas.	Roy T. Chapman, vp & cm Jack B. Chapman, pd K. J. Walton, ce	John Phelan, nd & sd Conrey Bryson, fd
KTSM-TV	500-N					
XEJ		(See Mexico listing)				
FALFURRIAS (Brooks Co.)						
KELP 1953	1260 500-D	Ben L. Parker 104 North St. Marys 555	KBS	Ben L. Parker, p Albert C. Ryan, gm & cm	Eleanor L. Ryan, pd	Humberto Gomez, ce
FLOYDADA (Floyd Co.)						
KFLD 1950	900 250-D	West Texas Bcstrs. Inc. Ralls Highway 900	KBS, Continental Radio	Wayne Robison, gm, cm, pd pmm & nd	W. M. Highfill, ce Carl Minor, sd	Alma Holmes, wd

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Only BIG radio is BIG enough to reach BIG Texas...

Texans are where you find 'em!

In selling Texas you don't look down your nose at folks with rural addresses. Bless them, they make up 35% of Texas' 8½-million population.

Any plan of advertising that touches only Texas' widely separated big cities does some powerful hop-skip-and-jumping, but *omits* a heap of good people who are able to get their entertainment and information *only* by Radio!

In selling Texans you've got to go BIG with radio — to reach them wherever they are . . . in the cities, the towns, the villages, or the wide open spaces.

Any mass selling of Texas begins with big WFAA's 98% coverage of the largest, richest market area in the Southwest — or the tail is wagging the cow.

WFAA-820 MARKET

25%-100% NCS Area — SAMS, 1952

Population	4,259,500
Households	1,302,550
Radio homes	1,276,460
Cans. spendable income . .	\$5,420,526,000
Retail sales	\$4,489,567,000
Food sales	\$ 996,882,000
Drug sales	\$ 137,145,000
Genl. mdse. sales	\$ 609,665,000
Apparel sales	\$ 200,181,000
Home furnishings	\$ 227,102,000
Automotive sales	\$1,144,213,000

WFAA-570 MARKET

25%-100% NCS Area—A. C. Nielsen, 1952

Population	2,603,100
Households	804,520
Radio homes	792,110
Cans. spendable income . .	\$3,395,811,000
Retail sales	\$2,888,483,000
Food sales	\$ 612,416,000
Drug sales	\$ 87,891,000
Gen. mdse. sales	\$ 440,714,000
Apparel sales	\$ 129,619,000
Home furnishings	\$ 149,780,000
Automotive sales	\$ 687,399,000

(Source: SRDS: 1954 CM)

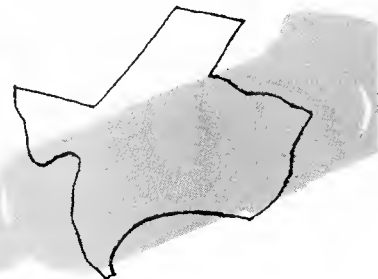
WFAA

820 • 570

50,000 WATTS 5000 WATTS

DALLAS

NBC • ABC • TGN



ALEX KEESE, Station Manager
 GEORGE K. UTLEY, Commercial Manager
 EDWARD PETRY & COMPANY — National Representative
 RADIO SERVICE OF THE DALLAS MORNING NEWS

TEXAS

City	County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
FT. STOCKTON (Pecos Co.)							
		KFST 1954	860 250-D	Clyde E. Thomas 107 East First 690	KBS	Clyde E. Thomas Sr., o James J. Parr, actg. gm & pd	C. T. Smith, cm Jody Singleton, ce Nolan B. Conner, sd Frances Haynes, wd
FT. WORTH (Tarrant Co.)							
		KCNC 1947	870 250-D	Blue Bonnet Bcstg. Corp. P. O. Box 7321 Fortune 7175	J. H. Speck, p & gm J. N. Mullian, cm	Walt Jones, pd & nd Chester Grubbs, asst. mgr., ce
		KCUL 1949	1540 10,000-D 1,000-N DA-2	East West Bcstg. Co. 3607 Camp Bowie Blvd. Sunset 6555	Best	Jas. G. Ulmer, p, gm & cm Maydell Wallace, pd	R. L. McAlister, ce Puss Ervin, sd
		KFJZ 1922	1270 5,000 DA-1	Tarrant Bcstg. Co. 1201 W. Lancaster Edison 3474	MBS Texas State Net. H-R Reps.	Gene L. Cagle, p & gm Charles B. Jordan, vp & asst. mgr.	D. C. Hornburg, sec.-treas. James T. Peterson, ce Porter Randall, nd
		KWBC 1946	970 1,000-D	Associated Bcstrs. Inc. P. O. Box 7116 Valley 1278	Gill-Perna	John J. Flood, Jr., p, gm J. R. Pipes, cm Linda Loftin, pd	Joe W. Evans, pmm Robert Christian, ce Moses Cardona, nd Velma McEwen, wd
		KXOL 1947	1360 1000 DA-N	Fort Worth Bcstg. Co. 3004 West Lancaster ED 1448	Forjoe	F. M. Skinner, p Earle Fletcher, gm, vp Hewel Jones, slm	Jerry Hahn, pd, pmm John R. Crouse, ce Dick Smith, nd Augie Navarro, sd
		WBAP 1922	820 50,000 570	Carter Publications 3900 Barnett Lockwood 1981	ABC, NBC, Texas Quality, Free & Peters	Arnon G. Carter, chmn. Amon Carter, Jr., p Harold Hough, dir. George Cranston, gm	Roy Bacus, cm Ed Lally, pd Joe Wallace, pmm R. C. Stinson, ce James Byron, nd W. A. Ruhmann, fd Bud Sherman, sd Margaret McDonald, wd
		WBAP-TV 1949	5,000 DA-2 ST-WFAA				
		WBAP-FM 1949	Ch. 263 (B) 100.5mc 51kw				
FREDERICKSBURG (Gillespie Co.)							
		KNAF 1947	1340 250	Gillespie Bcstg. Co. Box 311 311	MBS, Best	Arthur Stehling, p Norbert A. Fritz, gm, cm & ce	Walter Fuhrmann, fd Alene Fritz, wd
FREEPORT (Brazoria Co.)							
		KBRZ 1952	1460 500-D	Radio Station KBRZ, Inc. P. O. Box 1077 3-2655	KBS	Kelly Bell, p Kenneth Ferguson, gm Clifford Holloway, cm	Joe Darby, pd, nd Paul Wagonschein, ce Jim Carroll, sd Janice Peterson, wd
GAINESVILLE (Cooke Co.)							
		KGAF 1947	1580 250-D	Gainesville Bcstg. Co. Inc. 204 E. California St. Howard 5-5546	KBS Melville	Joe M. Leonard, Sr., p Joe M. Leonard, Jr., gm Earl Leonard, cm	Frank Francher, pd, nd & sd Jerry Talley, pmm & fd Cordell Martin, ce Kathryn Gaffe, wd
GALVESTON (Galveston Co.)							
		KGBC 1947	1540 1,000-D 250-N DA-N	Galveston Bcstg. Co. P. O. Box 1138 3-4329	Pearson	James W. Bradner, Jr., o, gm Roger Beane, cm	John Speciale, pd & sd Luke Stripling, ce Charles Gray, nd Frances Kay Harris, wd
		KLUF 1922	1400 250	KLUF Bcstg. Co. Inc. 300 Haden Bldg. 5-6676	Rambeau	Geo. Roy Clough, p, gm	Braden E. Clough, cm, pd, pmm Lee D. Clough, ce
GLADEWATER (Gregg Co.)							
		KSIJ 1949	1430 1,000-D	Gladewater Bcstg. Co. Box 1426 2181	East Texas Net., Best	C. A. Lee, p Tom Perryman, gm & cm	Dow Bushnell, pd Lloyd Johnson, ce Shirley Graham, wd
GONZALES (Gonzales Co.)							
		KCTI 1947	1450 250	Gonzales Bcstg. Co. P. O. Box 158 770	KBS, Cooke	Lawrence M. Walshak, ptrn. & gm	Frank Wilson, Jr., ptrn., cm, pd, pmm & ce David Walshak, nd & sd
GRAHAM (Young Co.)							
		KSWA 1948	1330 500-D	Southwestair Inc. P. O. Box 1050 1330	Melville	Clay E. Thompson Jr., p H. V. Newsom, gm, cm, nd & ce	Eugene Turner, pd & sd D. J. Chandler, fd Alethea M. Albright, wd
GREENVILLE (Hunt Co.)							
		KGVL 1946	1400 250	Truett Kimzey P. O. Box 1015 2066	MBS, KBS, Texas State Net., Pearson	Truett Kimzey, p Leo Hackney, gm & cm & pmm	Jimmy Jones, pd & nd S. E. Davis, ce Bill Rust, sd Jackie Taylor, wd
HAMILTON (Hamilton Co.)							
		KCLW 1948	900 250-D	Hamilton Bcstg. Co. Box 592 500	KBS	C. M. Hatch, co-o & gm	Coy Perry, co-o Carl Knelly, ce
HARLINGEN (Cameron Co.)							
		KGBT 1940	1530 50,000-D	Harbenito Bcstg. Co. P. O. Box 711 Garfield 3-3910	CBS, Pearson	McHenry Tichenor, p Bob McDonald, gm & fd L. S. Roberts, cm	Bob Burton, pd Harold Jones, ce Jerry Fisher, nd & sd Sally Burrus, wd
		KGBT-TV	10,000-N DA-N				
HENDERSON (Rusk Co.)							
		KGRI 1947	1,000 250	Henderson Bcstg. Corp. P. O. Box 311 4528		Roy B. Cannon, p W. C. Crawford, gm, cm, pmm	John T. Cauley, pd, nd, fd, sd John M. Bolon, ce
HEREFORD (Deaf Smith Co.)							
		KPAN 1948	860 250-D	Marshall Formby Box 868 860	Best	Marshall Formby, o Clint Formby, gm Sam Albright, cm	Chris Clark, pd, sd Dennis Surber, ce Betty Massey, nd Jane Jones, wd

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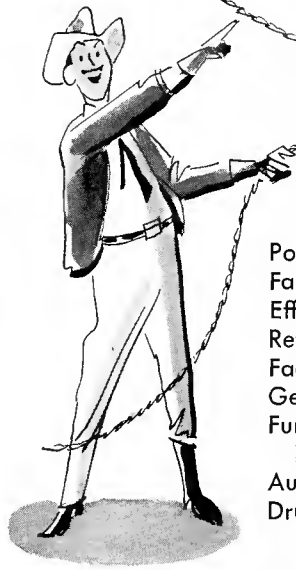
REACH!



more people
greater sales
biggest market

**. . . in the great Southwest
 with WBAP 820-570**

Buy the stations that are way out front—that reach the heart of this fabulous market—the wealthy, buy-minded Southwest!



WBAP-820 Market*

Population	4,391,100
Families	1,308,400
Effective Buying Income	\$6,089,498,000
Retail Sales	4,564,597,000
Food Sales	985,133,000
General Merchandise	607,637,000
Furniture—Household—	
Radio	220,070,000
Automotive Sales	1,121,590,000
Drug Sales	139,342,000

WBAP-570 Market*

Population	2,500,100
Families	761,000
Effective Buying Income	\$3,784,375,000
Retail Sales	2,801,768,000
Food Sales	593,549,000
General Merchandise	436,046,000
Furniture—Household—	
Radio	134,764,000
Automotive Sales	642,292,000
Drug Sales	86,684,000

*Sales Management, May 10, 1954

Based on 25%-100% Coverage Sams Spring 1952 Report

WBAP **AM ★ FM ★ TV**
820 ★ 570 ★ CHANNEL 5

STAR-TELEGRAM STATIONS • ABC—NBC • FORT WORTH, TEXAS

AMON CARTER
Chairman

AMON CARTER, JR.
President

HAROLD HOUGH
Director

GEORGE CRANSTON
Manager

ROY BACUS
Commercial Manager

FREE & PETERS, INC. — National Representatives

TEXAS

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; slm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. Prom. Mgr. pmm; Prod. Mgr. pdm;
HILLSBORO (Hill Co.)					
KHBR 1948	1560 250-D	Hill County Bestg. Co. P. O. Box 317 2-3431	KBS Best, Melville	Ross Bohannon, p Nelson W. Galle, gm, cm	J. K. Lane, Jr., pd, sd Gordon E. Guest, pmm Billy Eugene Stanley, ce Lee Roy Smith, nd
HOUSTON (Harris Co.)					
KCOH 1948	1430 1000-D	Call of Houston Inc. 1 Main St. Charter 1888	Nat'l Negro Net. Gill-Perna O'Connell	William A. Smith chmn. of bd.	Robert C. Meeker, p & gm Robert E. Mulvey, cm
KLBS 1948	610 5000 DA-2	Howard Bestg. Corp. Milby Hotel Preston 1161	Walker Rep.	Howard W. Davis, p Howard L. Burris, vp Glenn Douglas, gm	Bill Pelham, pd Jack Rollings, pmm Glenn M. Cook, Jr., ce Harry Smith, nd Bob Byron, sd
KNUZ 1948	1230 250	Veteran's Bestg. Co. P. O. Box 2135 Keystone 2581	Forjoe	Max H. Jacobs, p David H. Morris, gm Bill Lightfoot, cm	Ken Grant, pd & sd Jackie Naylon, pmm Frank J. Holik, ce Bill Crawford, nd & fd
KPRC 1925	950 5,000	The Houston Post Co. P. O. Box 1234 Madison 9271	NBC, Texas Quality Net. Petry	W. P. Hobby, p Jack W. Harris, gm Jack McGrew, cm	Francis Sullivan, pd Kirt Harriss, pmm Harvey Wheeler, ce Pat Flaherty, nd Bill McDougall, fd Bruce Layer, sd
KPRC-FM 1946	Ch. 275 (B) 102.9mc 48kw				
KTHT 1944	790 5,000 DA-2	Texas Radio Corp. P. O. Box 3011 Keystone 5535	MBS, H-R Reps.	Robert Straus, p Sam H. Bennett, gm & cm Johnny Goodman, pd Mildred Davis, pmm	Tommy Sasser, pmm O. B. Johnson, ce Tim Osborne, nd Ted Nabors, fd Loel Passe, sd Katie Houston, wd
KTRH 1930	740 50,000 DA-1	KTRH Bestg. Co. Rice Hotel Preston 4361	CBS, Texas Bestg. Sys. Texas State Net. Blair, Brown	B. F. Orr, p Ray Herndon, m Ray Bright, slm	Tom Jacobs, pd Helen Bender, pmm Tom L. Hiner, c tech. adv. Bob Hart, nd George Roesner, fd
KTRH-FM 1947	Ch. 266 (B) 101.1mc 29.5kw				
KXYZ 1941	1320 5,000 DA-N	Shamrock Bestg. Co. 5th Fl. Gulf Bldg. Capitol 6151	ABC, Avery-Knodel	Glenn H. McCarthy, p Fred Nahas, gm Ted Hills, cm, sm	Kenneth Bagwell, pd & fd Wayne Thompson, pmm Gerald R. Chinski, ce Roland Baker, nd Cly Savage, sd Joy Mladenka, wd Charles Hoge, ce Louise Weaver, wd
KYOK 1947	1590 5,000 DA-N	KYOK, Inc. 412 Main St. Preston 3108	Pearson	Jules J. Baglin, p Stanley W. Ray, Jr., vp & gm Cal Perley, gm	Bob Mabry, cm Harry Smith, pd & pmm
HUNTSVILLE (Walker Co.)					
KSAM 1938	1490 250	Huntsville Bestg. Co. P. O. Box 312 30	MBS, KBS	M. B. Cauthen, ptrn. & pmm Theodore F. Lott, ptrn. & gm, nd	Roy Greer, cm & pd Jack Nichols, ce Wesley Sherrill, fd
JACKSONVILLE (Cherokee Co.)					
KEBE 1947	1400 250	Bill A. Laurie Pierce Lane & Lake Sts. 2211	East Texas Net.	Bill A. Laurie, o, gm & pmm Mrs. Emo Laurie, pd Donald Burroughs, ce	Dick Pickens, nd Chas. H. Wilson, fd Ben Erle Laurie, sd Annelie Womack, wd
JASPER (Jasper Co.)					
KTXJ 1948	1350 1,000-D	Jasper Bestg. Co. P. O. Box 6090 580	East Texas Net. Best	Joe J. Fisher, co-o Joe H. Tonahill, co-o R. D. Howell, bus. mgr.	Harold G. Pendergast, cm & sm James Brasher, pd Fred Smith, ce, nd, sd Juanice Aud, wd
JUNCTION (Kimble Co.)					
KMBL 1951	1450 250	Kimble Co. Bestg. Box 597 2768	KBS	Farrell M. Brooks, p, gm, cm & ce, nd, fd & sd	Norma Sue Brooks, pd & wd
KENEDY (Karnes Co.)					
KENN (CP)	990 250-D	Kenedy Bestg. Co.			
KERMIT (Winkler Co.)					
KERB 1950	600 1,000-DA-D	KERB Inc. Highway 302 3481		G. H. Cook, p H. J. Porter, evp, gm, cm	Ray Boyd Kilman, pd, nd, sd Bobby Shackelford, ce

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No Matter How You Look at it ...

When You Buy Radio (Morning, Noon, or Night), it's ... **... IN HOUSTON**

K-NUZ

RADIO RANCH

HOUSTON'S NO. 1 INDEPENDENT STATION FOR OVER 7 YEARS

LOWEST COST PER 1,000 IN EVERY TIME-RATED PERIOD

NATIONAL REP.: FORJOE AND COMPANY

IN HOUSTON: DAVE MORRIS, KE-2581

Only the Best STAYS First

In Houston, the South's FIRST market, KPRC continues conclusively FIRST. For 29 years, KPRC has shown top results because of leadership in popular live local programs . . . top local news coverage . . . audience rating . . . cost per thousand . . . coverage . . . network affiliation.

Behind these facts stand a sound organization of top personnel, hustling audience promotion and merchandising, plus public acceptance and prestige built up throughout the years.

FIRST by FIRST, and all combined, KPRC is the best buy in the Gulf Coast area. Call Edward Petry & Co., or write us direct for availabilities.

KPRC
HOUSTON

First

- FIRST in Circulation
- FIRST in News
- FIRST in Ratings
- FIRST in Local Talent
- FIRST in Live Shows
- FIRST in Merchandising and Promotion
- FIRST in Public Service
- FIRST in Physical Equipment

NBC and TQN on the Gulf Coast
JACK HARRIS
Vice President and General Manager
Nationally Represented by
EDWARD PETRY & CO.

TEXAS

City County	Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
KERRVILLE (Kerr Co.)					
	KERV 1948	1230 250	Kerrville Bcstg. Co. Junction Highway 900	MBS, Best	W. Scott Schreiner, p Leonard L. Johnson, gm, nd, sd Charles F. Braun, cm Wanda Oster, pd Clyde Jones, ce Guy Powell, fd Virginia Ward, wd
KILLEEN (Bell Co.)					
	KLEN (CP)	1050 250-D	Highlite Bcstg. Co.		
KILGORE (Gregg Co.)					
	KOCA 1936	1240 250	Radio Sta. KOCA, Inc. Box 989 2001	KBS, East Texas Net.	Roy G. Terry, p H. A. Degner, gm Wayne Douglas, cm & sd J. W. Maintz, ce
KINGSVILLE (Kleberg Co.)					
	KINE 1948	1330 1,000-D	Radio Sta. KINE, Inc. 502 East King St. 2-2822	Best	James H. Clement, p Ben A. Glusing, gm Eston R. Pace, cm & sm R. T. Whitaker, ce Jake Trussell, sd
LAMESA (Dawson Co.)					
	KPET 1947	690 250	Lamesa Bcstg. Co. 502 South First St. 2404	KBS	R. O. Parker, ptrn. Bob Bradbury, gm Robert Harris, cm & sd Geneva Crutcher, pd Roland Ouelette, ce
LAMPASAS (Lampasas Co.)					
	KCYL 1952	1450 250	Lampasas Bcstg. Corp. Box 149 1000	Best	V. Dean Turner, p, gm & cm, nd Gene Reithmyer, pd Dennis Sullivan, pmm Joe Morgan, ce Harrison Stevens, fd John Brandon, sd Warahdene Wheeler, wd
LAREDO (Webb Co.)					
	KVOZ 1952	1490 250	Border Bcstrs. Inc. Box 1498 3-3496	MBS, KBS, Pearson	Edward J. Harpole, p Burney Jones, gm Jack Senter, cm Hector Garcia, pd Frank Manuel, ce Neil Gilligan, sd Evelyn Jones, wd
LEVELLAND (Hockley Co.)					
	KLVT 1949	1230 250	Forrest Weimhold Farm & Market Hiway 1030		Forrest Weimhold, o Joe Garrison, gm & sd Bob Garrison, cm Gil Patschke, pd & ce Bob Durham, pmm Bob Voss, nd Artie Forehand, fd
LITTLEFIELD (Lamb Co.)					
	KVOW 1947	1490 250	Southwestern Bcstrs. Box 192 400	KBS	J. C. Rothwell, p J. B. McShan, gm & cm Othell Whitson, pd & wd Frank Bonner, ce Bill Hinz, nd Dick Curd, sd
LONGVIEW (Gregg Co.)					
	KFRE 1935	1370 1,000 DA-N	Voice of Longview Curtis Bldg. Plaza 3-4461	ABC, KBS, Texas State Net. Cooke	James R. Curtis, p John Allen, cm
	KLTI 1948	1280 1,000-D	Petourneau Radio Corp. P. O. Box 1866 Plaza 8-4496	Pearson	R. G. Letourneau, p Lynn Williams, gm George Warwick, cm Ruby J. Cooper, pd, pmm Kenneth D. Maxwell, ce
	KTLI-FM 1948	Ch. 290(B) 105.9 9.8kw			
LUBBOCK (Lubbock Co.)					
	KCBD 1947	1590 1,000 DA-2	Caprock Bcstg. Co. 5600 Avenue A Sherwood 4-1414	NBC, Texas State Net., Texas Quality Net. Raymer	Joseph H. Bryant, p & gm Robert L. Snyder, asst. mgr. Leroy Land, cm Dudley Williams, pd & sd Jack Tippit, pmm Frank Lee, ce Joe Gilbert, nd Stuart Condron, fd Betty Ebeling, wd
	KDAV 1953	580 500-D DA-D	KDAV, Ltd. P. O. Box 1319 Sherwood 4-4567	Hal Falter	D. P. Pinkston, p & gm W. J. Duncan, pd Walt Lawson, ce Corwin Riddell, nd E. J. Watkins, fd
	KDUB 1954	1340 250	Texas Telecasting Inc. 7400 College Avenue Sherwood 4-2345	Avery-Knodel	W. D. Rogers, p, gm George Collie, cm Roy Trent, pd, nd & fd W. H. Shipley, pmm Rudy Stornes, ce Ken Cariker, sd Edith Bennett, wd
	KFYO 1927	790 5,000-D 1,000-N DA-2	Plains Radio Bcstg. Co. 914 Ave. J. Porter 5-5567	CBS, Katz	W. E. Walker, p Gordon Thompson, gm Leon Harris, cm Robert A. Nash, pd, nd Dan Tarpley, pmm W. S. Bledsoe, ce Jack E. Creel, fd Jack Dale, sd Peggy Bell, wd
	KLLL 1953	1460 500-D	McMa Agency 52nd & Magnolia St. 4-1460	KBS, Indie	R. B. McAlister, co-o & gm Grady Franklin Maples, co-o Glenn Smith, ce
	KSEL 1946	950 1,000-D 500-N DA-N	Lubbock Bcstg. Co. 1916 Ave. Q Porter 3-0484	ABC, Rambau Melville	Walter G. Russell, p M. M. Rochester, gm & pmm Winton Kyle, cm Wes Youngblood, pd & sd Roger V. Hively, ce H. I. Kiefer, nd Betty McCramey, wd
LUFKIN (Angelina Co.)					
	KRBA 1938	1340 250	Darrell E. Yates 110 S. First P. O. Box 755 3-6661	ABC, KBS Continental	Darrell E. Yates, o, gm & cm Virginia Fenley, pd & wd Thomas Lubke, pmm Ambrose Maxim, ce Lewis Sundquist, nd Woodrow Behannon, sd Morris Blades, fd
	KTRE 1947	1420 1,000 DA-N	Forest Capital Bcstg. Co. P. O. Box 701 3-7771	MBS, East Texas Net. Venard, Rintoul & McConnell, Melville	R. W. Wortham, Jr., p Richman G. Lewin, vp & gm Jim Saxon, cm Royce Christenson, pd Ernestene Trahan, pmm Fred C. Hill, ce Jack Horrison, nd Hampton Keathley, fd Noel Passe, sd Elizabeth Calloway, wd
MARLIN (Falls Co.)					
	KMLW 1953	1010 250-D	KMLW, Inc. Marlin Waco Hi-Way 6 6-2551		Charles R. Reagan, p Hugh M. McBeath, o & gm Duane W. Ramsey, cm & pmm, nd Jerry S. Hughes, pd H. P. Hicks, ce

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TEXAS

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations
ORANGE (Orange Co.)					
KOGT 1948	1600 1,000 DA-N	Sabine Area Bcstg. Co. Lucas Bldg. 8-4381	KBS Best	M. L. Jacobs, p Ed Lovelace, exec. vp & gm	Frank Dusenbury, cm Dean Durham, ce, sd Ralph Ramos, nd Dean Durham, se
PALESTINE (Anderson Co.)					
KNET 1936	1450 250	Palestine Bcstg. Corp. Hotel O'Neill 8886	KBS, East Texas Net.	Allen E. Vinson, p & gm Milton E. Evans, cm	Marvin Crain, pd Don Norton, pmm & sd Dave Schmidt, Jr., ce Marian Boland, wd
PAMPA (Gray Co.)					
KPAT 1951	1230 250	J. C. Daniels Ent. 4-2551	KBS	J. C. Daniels, p Larry Gordon, gm John Ross Babcock, cm & pmm	Elbert Goodnight, pd John Ross, nd Al Goodnight, sd Harry Kelly, fd Helene Madeva, wd
KPDN 1936	1340 250	Top O' Texas Bcstg. Co. Hughes Bldg. 4-7461	MBS, Best	Coy Palmer, ptrn. Warren Hasse, ptrn. & sd	K. L. Fancher, cm Gordon Hollenbeck, ce Henry S. Gordon, nd Jack Scott, fd
PARIS (Lamar Co.)					
KFTV 1950	1250 500-D	Lamar Bcstg. Co. Inc. 210 First Natl Bank Bldg. 4-6776	Best	D. W. Brawner, p James F. Hendrix, gm	Elzie B. Parker, cm Dallas Turner, pd Travis Fodge, ce
KPLT 1953	1490 250	North Star Bcstg. Co. Inc. P. O. Box 235 3-3311	ABC, Texas State Net. Pearson	Fred Kincaid, p & gm, sd M. R. Eben, cm Bill Davis, pd, nd	Virginia Jessee, pmm Paul H. Daniels, ce Jeff Methven, fd Margie Lou Hubbard, wd
PASADENA (Harris Co.)					
KLVL 1950	1480 1,000-D 500-N DA-N	Fleix H. Morales 1815 Pasadena Blvd. Grand 2-1361	Oakes	Felix H. Morales, p & gm A. G. Rodriguez, cm	Joseph Morales, pd Donald Gulihur, ce
PECOS (Reeves Co.)					
KIUN 1935	1400 250	Jack W. Hawkins & Barney H. Hubbs 316 South Cedar 999	MBS, KBS, Cactus State Net. Southwest Net.	Jack W. Hawkins, ptrn. & gm David Martin, sm, cm	Jack James, pd Barney Hubbs, pmm Harry Boehnemann, ce Jim Lundquist, sd Louise Hawkins, wd
PERRYTON (Ochiltree Co.)					
KEYE 1948	1400 250	Great Plains Bcstg. Co. 5771	MBS	Carl Ellis, p Irvin R. Buchanan, gm & cm	Kenneth Roller, pd G. K. Rupprecht, pmm Coy Thompson, ce Mrs. Irvin R. Buchanan, wd
PLAINVIEW (Hale Co.)					
KVOP 1944	1400 250	KVOP, Inc. 1100 West 24th St. 4-2771	MBS, KBS	W. J. Harpole, p Kermit Ashby, gm Tut Tawwater, cm & sd	Douglas Sewell, pd & nd Wes Carpenter, pmm Hugh Smith, ce Perry Bowser, fd Lurine Dudley, wd
PLEASANTON (Atascosa Co.)					
KBOP 1951	1380 1,000-D	Atascosa Bcstg. Co. P. O. Box 247 4871	KBS, Best	Ben L. Parker, p & gm, nd, fd Arthur Terrell, cm	William Hilburn, pd & pmm Mona Parker, ce Willie Nelson, sd Mary Elizabeth Parker, wd
PORT ARTHUR (Jefferson Co.)					
KOLE 1947	1340 250 1250	Port Arthur Bcstg. Co. 400 Fourth St. 2-9436		Socs Vratis, ptrn., gm, ce & sd	
KPAC 1934	5,000-D 1,000-N DA-N	Port Arthur College 1515 Lakeshore Dr. 57458	MBS, Pearson	J. W. Williams, p Marjorie R. Vickers, gm Gordon Baxter, Jr., cm Mack Newberry, pd	Corinne Enos, pmm Glenn Boatright, ce Glenn Earle, nd George Crouch, Jr., fd Lester Ledet, sd Letha Lee Capland, wd
QUANOH					
KOLJ 1952	1150 500-D	Orville L. Jenkins P. O. Box 566 654	KBS	Orville L. Jenkins, o, gm & co-pd Bob Stabler, slm & co-pd	Richard O. Dormier, ce Richard Newton, nd J. R. Chism, sd Kay Dunn, wd
ROSENBERG (Ft. Bend Co.)					
KFRD 1948	980 1,000-D	Ft. Bend Bcstg. Co. Inc. P. O. Box 832 Northfield 2-3776		Mart Cole, p Jim Hairgrove, exec. vp & gm, cm	Paul Collins, traffic chief Bill Sloan, loc. slm Frank Wood, ce C. M. Jefferys, nd & fd Paul Collins, sd
SAN ANGELO (Tom Green Co.)					
KGKL 1928	960 5,000-D 1,000-N DA-N	Angelo Bcstg.- Telecasting Co. St. Angelus Hotel 6715	ABC, Texas State Net. Pearson	Lewis O. Seibert, p, gm & pmm	Robert Workman, cm Franklin Rainey, pd, nd William Poteet, ce Robert Milburn, sd
KPEP (CP)	1420 1,000-D	Concho Bcstg. Co. P. O. Box 1350		D. P. Pinkston, p	Al McKinley, gm
KTXL 1947	1340 250	Westex Bcstg. Co. Inc. Box 1271 7183	MBS, Melville	A. D. Rust, p B. P. Bludworth, sec.-treas. J. Harley Hubbard, gm	Sealy Smith, cm, pd & pmm, sd Robert Benson, ce John Lyon, fd
KWFR (CP)	1260 1000-D	Solar Bcstg. Co. P. O. Box 3103			
SAN ANTONIO (Bexar Co.)					
KCOR 1946	1350 5,000-D 1,000-N DA-2	KCOR Inc. 310 S. Flores Capitol 2-1301	O'Connell	R. A. Cortez, p Nathan Safir, gm Bill Lamar, cm Fred Romero, pd, sd	Raoul A. Cortez, Jr., pmm Marvin L. Fiedler, ce Gustave Rangel, nd Rogelio Frias, fd Lydia de Garay, wd
KENS 1926	680 50,000-D	Express Pub. Co. Milam Bldg. Capitol 6-3126	CBS, Texas State Net. Free & Peters	Frank G. Huntress Jr., p Albert D. Johnson, gm Bill Joekel, Texas slm	Bill Terry, pd Robert Miller, pmm Bill Jackson, ce Ford Mitchell, nd Bill Shomette, fd Jim Wiggins, sd Monette Shaw, wd

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CBS

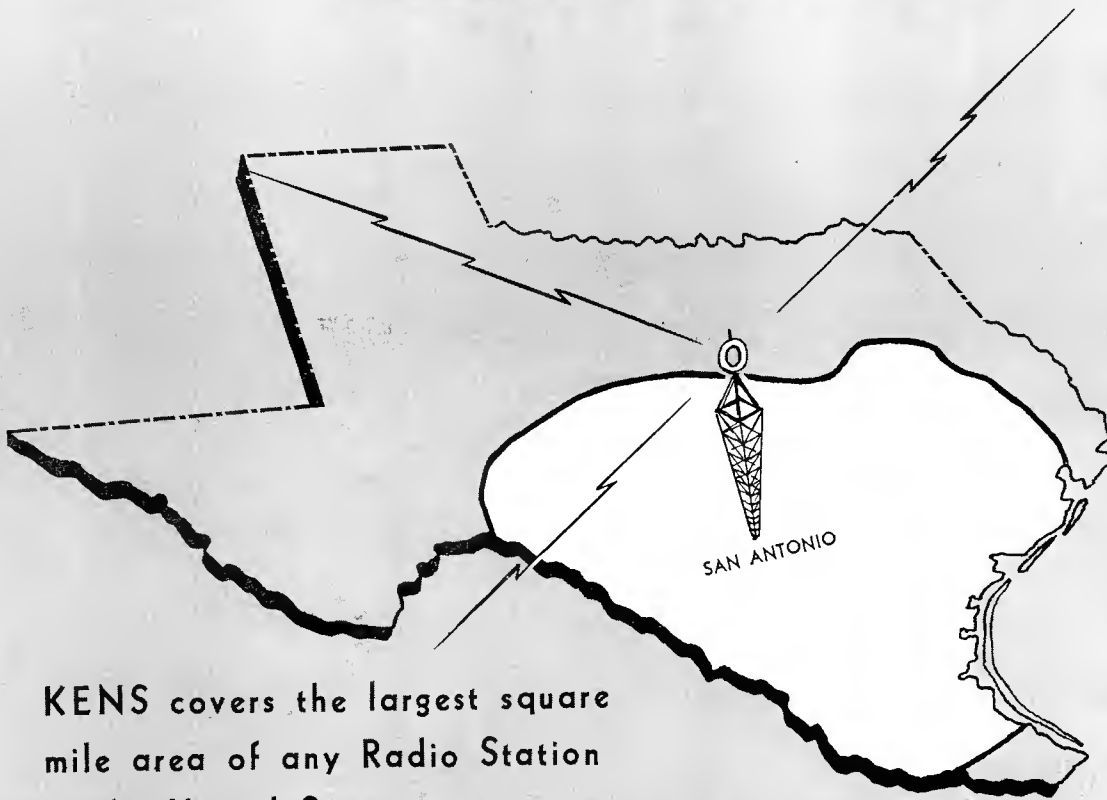
Sales Power

SAN ANTONIO
TEXAS
America's 25th City

COMBINED WITH TOP-NOTCH

LOCAL

Sales Power



KENS covers the largest square mile area of any Radio Station in the United States



EXPRESS-NEWS STATION

Owned and Operated by the
EXPRESS PUBLISHING CO.

Owners of

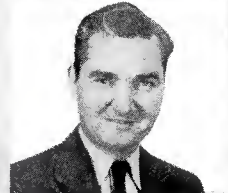
San Antonio Express

SAN ANTONIO NEWS

KENS-TV 5



BILL SHOMETTE
Texas Farm & Ranch Hour
5:00 to 7:00 am
Monday thru Saturday



FORD MITCHELL
KENS News Editor
Five daily newscasts
Monday thru Saturday



MONETTE SHAW
KENS Women's Editor
3:30 to 4:00 pm
Monday thru Friday



BILL TERRY
Today's Top Ten
4:00 to 5:30 pm
Monday thru Friday

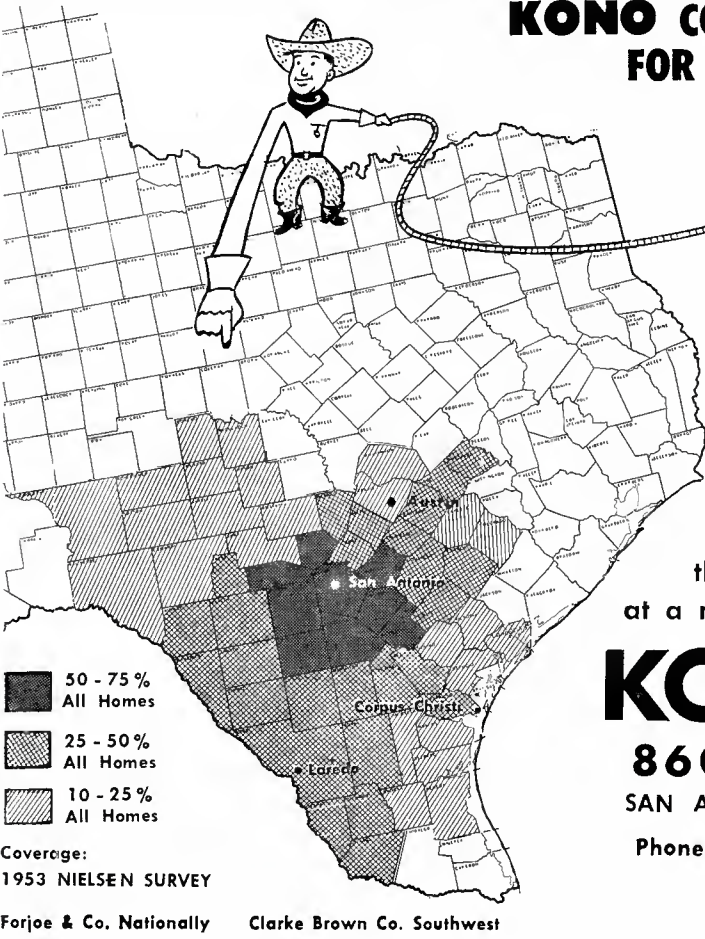


TIM COLLINS
680 Sun Dial
7:30 to 9:00 am
Monday thru Friday

Represented Nationally by **FREE and PETERS**

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations
SAN ANTONIO—(Cont.)						
KEXX 1953	Ch. 21 500-D	Leal Bcstg. Co. Inc. 403 North Flores St. Capitol 7-6373	McGillvra	Manuel D. Leal, p & gm M. Davila, cm Raul Rodriguez, pd	J. Perez Del Rio, pmm Charles F. Harris, ce Jose Barrios, nd, sd	Joe Villarreal, fd C. Villalongin, wd
KITE 1947	930 1,000-D	Charles W. Balthrope 432 Transit Tower Capitol 6-3111	Pearson	Charles W. Balthrope, p Alex A. Coe, gm & pmm	Kelly Wofford, cm Stanley F. Nelson, pd	John M. Siercovich, ce Coit E. Butler, Jr., nd
KITE-FM 1949	Ch. 247 (B) 97.3mc 8.3kw					
KIWW 1948	1540 250-D	Good Neighbor Bcstg. Co. Inc. 518 W. Houston Capitol 6-5254	Natl. Time Sales	Jose Olivares, p L. E. Richards, gm & cm, ce Jose de Arratia, pd	R. E. Johnson, pub. relations Delis Negron, nd	Fradera Brunet, sd Lola Spitz, wd
KMAC 1926	630 5,000 DA-2	Howard W. Davis 222-24 W. Commerce St. Capitol 3-6211	MBS, Texas State Net. Walker	Howard W. Davis, p & gm	A. S. Besson, pd	Al Knight, ce
KISS (FM) 1946	Ch. 258 (A) 99.5mc 12.37kw	(KMAC, Am Affiliate)				
KONO 1927	860 5,000-D 1,000-N DA-N	Mission Bcstg. Co. Inc. 317 Arden Grove Capitol 6-5171	Forjoe, Brown	Eugene J. Roth, p James M. Brown, vp, gm Jack Roth, treas.-asst. gm & pmm	Bob Roth, sec., cm Robert F. Jenkins, pd George W. Ing, ce	Ray Hunt, nd Blake McCreless, fd
KONO-FM 1948	Ch. 225 (B) 92.9mc 4.4kw					
KTSA 1928	550 5,000 DA-N	Sunshine Bcstg. Co. 1130 Broadway Capitol 7-1251	ABC Raymer	O. R. Mitchell, p Charles D. Lutz, gm & cm Harold D. Carr, pd	W. G. Egerton, ce John W. Scott, nd	Dick Trappe, fd Leona Bender, wd
KTSA-FM 1949	Ch. 268 (B) 101.5mc 15kw					
WOAI 1922	1200 50,000	Southland Industries 1031 Navarro St. Capitol 7-4221	NBC Texas Quality Net. Petry	Hugh A. L. Half, p James M. Gaines, gm, vp Rex Preis, cm	Barclay Russell, pd James F. Anderson, pmm Charles Jeffers, ce	Henry Howell, nd Billy McReynolds, fd Ed Hyman, sd
WOAI-TV						
SAN MARCOS (Hays Co.)						
KCNY 1948	1470 250-D	Central Bcstg. Co. Traffic Circle 888	O'Connell	Edward C. James, p	Lloyd McClure, sm & cm	Edward Ruffin, pd
SEGUIN (Guadalupe Co.)						
KWED 1948	1580 1,000-D	Seguin Bcstg. Co. 200 S. Camp St. 1580	Garfield Kiel, p Stan McKenzie, gm, cm Henry Lehnhoff, pd & nd	Louie Sowders, ce John Morel, fd	John Traeger, sd Faye Chessher, wd

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KONO CONSISTENTLY GIVES ADVERTISERS MORE FOR THEIR MONEY... 61 RICH COUNTIES WITH \$1,750,000,000 RETAIL SALES

... a Big share of the Biggest State at a minimum of cost!

KONO
860 K. C.
SAN ANTONIO, TEXAS
Phone: Capitol 6-5171

MARKET DATA

Source: 1954 Consumer Markets

Radio Homes.....	475,970
Population.....	1,788,300
Households.....	489,680
Total Retail Sales.....	\$1,759,100,000
Food.....	394,159,000
Eat & Drink.....	110,851,000
Drug.....	52,893,000
Gen. Mdse.....	181,881,000
Apparel.....	94,966,000
Home Furnishings.....	83,278,000
Automotive.....	384,577,000
Filling Station.....	113,473,000
Build. Mot. & Hdwe.....	175,081,000
Consumer Spendable Income.....	2,250,312,000
Con. Sp. Inc./HH.....	4,594
Retail Sales/HH.....	3,592
Farm Population.....	269,906
Farm Households.....	72,830
Radio Farm Homes.....	70,240
Total Farms.....	69,613
Gross Farm Income.....	588,387,000
*Gross Income/Farm.....	8,452

*37% over U. S. average

Coverage:
1953 NIELSEN SURVEY

Forjoe & Co. Nationally Clarke Brown Co. Southwest

SEMINOLE

(Gaines Co.)

KFML 1250
1954 1,000-D

Seminole Bcstrs.
400 South Main St.
3798

Clint Formby, co-o
Marshall Formby, co-o

H. W. Blymiller, gm, cm
Kenneth Hightower, ce

Lucy Perry, wd

SEYMOUR

(Baylor Co.)

KSEY 1230
1950 100

William C. Moss
Box 1191
2525

KBS

William C. Moss, p, gm & cm
Elizabeth L. Moss, pd, wd

Hugh E. Neeld, pmm, nd
Richard Dorimer, ce

Hal Fees, fd & sd

SHAMROCK

(Wheeler Co.)

KEVA 1580
1949 250-D

Shamrock Tex. Bcstg.
Co.
P. O. Box 21
620

Best

Dick Dean, gm
Bob Featherston, ce

Barbara Dean, pd

Chunk Wooley, nd & sd

SHERMAN

(Grayson Co.)

KDSX (See Denison listing)

KRRV 910
1936 1,000
DA-1

Red River Valley Bcstg.
P. O. Box 665
201

MBS,
Texas State Net,
Pearson

Tom E. Spellman, p & gm
George M. Myers, cm
Earl Ellington, pd, nd

Tom John, ce
Don Traphagen, fd

Walter Vaughn, sd
Dorothy Cox, wd

KTAN 1500
1947 250-D

Howard L. Burris
Box 661
2910

KBS,
Best

Howard L. Burris, p
William A. Jaco, gm, pmm

James T. Shelton, asst. mgr.
& ce, fd
Bill Darland, pd & sd

Bryon Harrison, nd
Laura Belle Foster, wd

SINTON

(San Patricio Co.)

KANN 1590
1954 1,000-D
DA-D

San Patricio Bcstg. Co.
P. O. #1061
84

Pearson

Tom C. Fleet, p & gm
Princess J. Fleet, asst. mgr.
Jack Peart, cm

J. H. Fleet, pmm
Laudell Stewart, ce
Ernie Wood, nd

Ed Winton, sd
Vivian Russell, wd

SNYDER

(Scurry Co.)

KSNY 1450
1949 250

Snyder Bcstg. Co.
Box 1468
3-5451

MBS
Continental
Radio Sales

J. T. Hughes, p, gm
Wendell Mayes, Sr., vp

Mel Z. Gilbert, cm
Zeb Williams, pd, nd, sd

Jim Pilant, ce

STAMFORD

(Jones Co.)

KDWT 1400
1947 250

David W. Ratliff
1400

MBS

David W. Ratliff, p & gm
George E. Morey, cm & sd

Erick Henske, pd & ce
Bill Cole, fd

Keith Dodd, wd

STEPHENVILLE

(Erath Co.)

KSTV 1510
1947 250-D

Stephenville Bcstg. Co.
Box 102
Lindsey 3141

.....

Galen O. Gilbert, p & gm, fd
Jim Farr, cm

Bill Bentley, pd, nd
John Dyer, pmm & sd

Floyd Jeter, ce
Wanda Pack, wd

SULPHUR SPRINGS

(Hopkins Co.)

KSST 1230
1947 250

Hopkins County
Bcstg. Co.
P. O. Box 284
1230

MBS,
KBS

William E. Bradford, Jr., p & gm, ce
Clovis Pinion, cm & sd

Lona Long, pd & wd
Delray Funderburk, pmm

Margaret Thomas, nc
Jim Anderson, fd

SWEETWATER

(Nolan Co.)

KXOX 1240
1939 250

Radix & News Inc.
P. O. Box 570
4655

MBS,
KBS

J. S. McBeath, p
James T. Allen, gm
Elwood Fritch, cm

B. F. Kelly, ce
Don Brooks, nd

Ed Alexander, sd
Fay Broadwell, wd

TAYLOR

(Williamson Co.)

KTAE 1260
1948 1,000-D

KTAE, Inc.
121 East Second
1260

.....

Gillis Conoley, p & gm
John Wehby, cm
Fred Switzer, pd, nd & fd

Harry Gaines, pmm
Gordon Rainey, ce

Gene Fondren, sd
Karine Gilstrap, wd

TEMPLE

(Bell Co.)

KTEM 1400
1936 250

Bell Bcstg. Co.
17 South Third
Prospect 3-5252

MBS

Frank W. Mayborn, p
Dale S. Phares, gm
Ralph Weedon, sm

George Slocum, pd
John O'Brien, pmm, nd
Robert Meadows, ce

Gaylon Christy, fd
Haynie Hall, sd
Barbara Barry, wd

TERRELL

(Kaufman Co.)

KTER 1570
1950 250-D

Terrell Bcst. Corp.
State & Walnut Sts.
44497

.....

Paul A. Wnorowski, p & gm
Bill Collins, cm & pmm

Dean Tiller, pd
Martin Pitte, ce & fd

R. J. Smith, sd
Rudy Johnson, wd

TEXARKANA

(Bowie Co.)

KCMC 1230
1932 250

KCMC, Inc.
315 Pine St.
3-6151

ABC,
Texas State Net,
Venard, Rintoul
& McConnell

C. E. Palmer, p

Frank O. Myers, gm

Harvey Robertson, ce

KCMC-FM Ch. 251 (B)
1945 98.1mc
1.4kw

KOSY 790
1951 1,000-D
500-N
DA-N

Gateway Bcstg. Co.
Wadley Bldg.
22-3771

MBS, Arkansas
Razorback,
Pearson

Dr. W. Decker Smith, ptrn.
A. L. Davis, ptrn.
Tom Dillahunt, gm

Bill Mitchell, pd
Walt Richardson, pmm, sd
Charles Mathis, Jr., ce

Herman Cecil, cm, nd
Carl Nethery, wd

KTFS 1400
1946 250

KTFS, Inc.
4325 North Stateline
Ave.
3-5123

KBS,
Forjoe

Arthur D. Smith, Jr., p & gm
Les Eugene, vp & sm, fd

Joe Turbyfill, ce & nd
George Dobson, sd

Margaret McDonell, wd

TEXAS CITY

(Galveston Co.)

KT LW 920
1947 1,000-D

Texas City Bcstg. Co.
Box 631
54418

KBS

J. G. Long, p
Cleve Griffin, gm
Boyd Porter, Jr., cm

Joanne Gilliam, pd, pmm,
wd

Leon Giles, ce

TULIA

(Bowie Co.)

KTUE 1260
(CP) 1,000-D

Tulia Bcstg. Co.
110 N. Armstrong
5-3531

.....

Clint Formby, p
Tommy C. Hulsey, gm
Robert G. Furrington, ce

TYLER

(Smith Co.)

KGKB 1490
1930 250

Lucille Ross Lansing
General Delivery
2-3873

MBS,
Pearson

Lucille Ross Lansing, p
Gerry Lansing, gm & cm, nd

Edwin Smith, pd & fd
Hudson Collins, ce

John Lenox, sd

KLT V (TV) 600
KTBB 500-D
1947 1,000-N
DA-N

Blackstone Bcstg. Co.
Blackstone Hotel
4-7278

ABC,
Texas State Net,
Venard, Rintoul
& McConnell,
Melville

Mrs. C. N. Clyde, p
M. E. Danborn, gm
William Whitworth, cm

Bill Orum, pd & sd
David Bothwell, pmm
R. A. Wileman, ce

George Gunter, nd
Bob Murdoch, fd
Valdia House, wd

UVALDE

(Uvalde Co.)

KVOU 1400
1947 250

E. J. & W. J. Harpole
Box 758
717

MBS

E. J. Harpole, p
Bob Hicks, gm & cm

Al Mason, pd, nd, fd & sd
Frank Pickens, pmm

Walter Herbort, ce
Sally Robinson, wd

TEXAS

City	County	Call Letters	Chan. or Freq.	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations	Owner
<p><i>Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.</i></p>							
VERNON (Wilbarger Co.)							
KVWC	1490	Northwestern Bestg. Co.	Clark	James E. Doyle, p, co, gm & cm	James Risner, pd	George Hampton, ce	
1939	250	1813 1/2 Wilbarger St. 2-6221	Melville				
VICTORIA (Victoria Co.)							
KNAL	1410	Victoria Bestg. Co. Inc.	Best	A. B. Alkek, p	R. Frank Nance, pmm	Charles Lewis, fd	
1949	500	120 W. Forrest		James A. Traber, gm	Douglas E. Smith, ce	Jimmy Traber, sd	
KNAL-TV	DA-N	Hilcrest 3-9176		Warren Dentler, cm	Warren Dentler, nd	Vina Burris, wd	
				Robert J. Smith, pd			
KVIC	1340	KVIC Bestg. Co. Inc.	MBS	J. G. Long, p	Victor Boldt, ce	Cliff Berkman, fd	
1939	250	Victoria Bank & Trust Bldg. Hillcrest 3-9171		Wm. C. Burks, gm & cm	Pat Reed, sd & nd	Winnie Prasek, wd	
				Wilburn Jackson, pd & pmm			
WACO (McLennan Co.)							
KWTX	1230	KWTX Bestg. Co. Inc.	MBS	W. W. Naman, p	Harry L. Gillam, pub. service, pm	John C. Watkins, fd	
1945	250	P. O. Box 3128 3-7331	Everett-McKinney	M. N. Bostick, vp, gm	William Moore, ce	Frank Fallon, sd	
				John M. Brinegar, cm	William O. Stinson, nd	Marvel Russell, wd	
				Charles D. Hinkle, pd			
WACO	1460	WACO Bestg. Co.	ABC,	Gene L. Cagle, p	Goodson McKee, pd, nd & sd	Charles Rankin, fd	
1922	1,000	3620 Franklin Ave. 2-6571	Texas State Net. Weed	R. E. Lee Glasgow, gm	Jesse H. Dove, ce	Mary Holliday, wd	
	DA-N			Daniel D. Hayslett, cm			
WAXAHACHIE (Ellis Co.)							
KBEC	1390	Ellis County Bestg. Service, Ltd. Highway 287-SE	W. Richard Tuck, Jr., p & gm c/o KBBA Benton, Arkansas			
(CP)	500-D-DA						
DA-D							
WESLACO (Hidalgo Co.)							
KRGV	1290	Taylor Radio & TV Corp.	NBC,	O. L. Taylor, p	Jack Keasler, cm	O. Lewis Hartwig, ce	
1927	5000	201 Border	Texas Quality Net. Raymer	Byron W. Ogle, exec. dir.	Jim Cook, pd	Harry Van Slycke, sd	
KRGV-TV	DA-N	375		Millman Rochester, gm	Ted Cressner, pmm	Sallye Jones, wd	
WICHITA FALLS (Wichita Co.)							
KFDX	990	Wichtex Radio & TV Corp.	ABC,	D. A. Cannan, p	John R. White, gm	John A. Adams, ce	
1947	10,000-D	Seymour Highway 28668	Raymer	Howard H. Fry, vp	Mott M. Johnson, cm		
KFDX-TV	1,000-N						
	DA-2						

Data corrected to Dec. 15, 1954. 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. Complete key to abbreviations, page 6.

TEXAS 5th MARKET

the Lower Rio Grande Valley

E. B. I.
\$350,000,000

1954
SALES
MANAGEMENT

75,730

RADIO
HOMES

\$12,500

A YEAR
PER FARM
FAMILY

THE
NATION'S
63rd
MARKET

KRGV AM-TV

NBC AM-TV

1290 on your dial

channel 5

Rep. by Paul H. Raymer Co.

*Start getting
Your share
TODAY*

RETAIL
SALES EXCELLED
ONLY BY HOUSTON,
DALLAS, FORT
WORTH, AND
SAN ANTONIO

NBC-TQN
5000 WATTS

The Voice of the Valley

THE VALLEY'S POWER STATION

TEXAS

KTRN 1949	1290 5,000-D 1,000-N	Texhoma Bcstg. Co. 917½ Scott Ave. 2-5214	MBS Texas State Net. Pearson	Boyd Kelley, p, gm E. E. Skinner, cm Bill Edgar, pd, nd	Robert A. Harmon, ce Glenn Shelton, fd	Jack Britton, sd
KWFT 1939 KWFT-TV	620 5,000 DA-N	Rowley-Brown Bcstg. Co. P. O. Box 420 3-4181	CBS, Blair	Kenyon Brown, p Blaine Cornwell, cm	A. L. Pierce, natl. slm Mrs. Owanah Shelton, pmm	Herbert W. Wiley, ce Ed Hamlyn, nd

UTAH

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Beaver	4,856	1,150	\$ 4,030	\$ 740	\$ 156	*232,301	San Juan	5,315	710	1,718	321		
Box Elder	19,734	5,230	23,426	3,902	404		Sanpete	13,891	3,740	11,062	1,847		375
Cache	33,536	9,080	36,816	6,241	1,038		Sevier	12,072	3,230	15,373	2,076		280
Carbon	24,901	6,690	28,012	5,617	527		Summit	6,745	1,760	4,772	1,185		139
Daggett	384	*	104	48			Tooele	14,636	5,030	14,319	3,693		580
Davis	30,867	9,430	27,873	8,991	666		Utah	10,300	**2,500	10,548	1,136		302
Duchesne	8,134	1,890	8,230	1,523	80		Utah	81,912	22,100	82,767	18,367		2,134
Emery	6,304	1,410	2,630	389	63		Wasatch	5,574	1,380	6,205	787		68
Garfield	4,151	840	2,486	275	36		Washington	9,836	2,470	8,765	1,466		184
Grand	1,903	450	1,045	389	23		Wayne	2,205	****	1,166	148		31
Iron	9,642	2,560	15,708	2,476	433		Weber	83,319	25,580	104,440	22,239		3,050
Jaub	5,981	1,550	6,272	1,477	164								
Kane	2,299	570	1,804	140	57								
Millard	9,387	2,310	10,151	1,043	252								
Morgan	2,519	590	2,655	265	67								
Piute	1,911	**880	613	96									
Rich	1,673	500	990	306									
Salt Lake	274,895	82,600	359,046	74,412	11,449								
* State Wide Total													

* See Uintah.
 ** Wayne is included in Piute County figure.
 *** Daggett is included in Uintah County figure.
 **** See Piute.
 Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

BRIGHAM
(Box Elder Co.)

KBUH 1949	800 250-D	Revela M. Bone 948 West Forrest St. 948	KBS Skyline	Revela M. Bone, p Wade M. Eberling, gm, nd, fd	Art Fishler, cm Paul Jensen, pd, sd Scott Lee, pmm	Sam Stephens, ce DeAnn E. Ebeling, wd
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CEDAR CITY
(Iron Co.)

KSUB 1937	590 1,000 DA-N	Southern Utah Bcstg. Co. 189 North Main St. 590	CBS	Ivor Sharp, p Arthur L. Higbee, gm Walter V. Lowe, slm	E. Mauray Payne, pd, sd Richard Gunn, ce	Robert L. Heyborne, nd, fd Miss Fern Johnson, wd
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KWFT

WICHITA FALLS, TEX.

620 KC

5,000 WATTS

KLYN

AMARILLO, TEX.

940 KC

1,000 WATTS

TWO TOP CBS STATIONS

TWO BIG SOUTHWEST MARKETS

ONE LOW COMBINATION

WHEN you're making out that schedule for the Southwest don't overlook this sales-winning pair of CBS stations. For availabilities and rates, write, phone or wire our representatives.

NATIONAL REPRESENTATIVES JOHN BLAIR & CO.

UTAH

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	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.	
LOGAN (Cache Co.)							
	KLGN 1954	1390 1,000-D	Atlas Engineering Co., Inc. 1870 Atkin Ave. 6-4808	Great Western	Obed C. Haycock, p, gm Mel Richardson, cm, nd, sd	Steve Johansen, pd Merlin Bowen, pmm	Wayne Holmes, ce
	KVNU 1938	610 1,000 DA-N	Cache Valley Bcstg. Co. 1393 North Main St. 1400-1401	MBS, KBS Intermountain Avery-Knodel	Herschel Bullen, p Reed Bullen, gm, pmm, fd W. W. Kirkland, cm	Morgan White, pd Del Monte Olesen, ce	Don Spainhower, nd, sd Maye Meservy, wd
MOAB (Grand Co.)							
	KURA (CP)	1450 250	R. L. McAlister 5125 Wichita St. Ft. Worth, Tex.				
MURRAY (Salt Lake Co.)							
	KMUR 1948	1230 250	Oral J. Wilkinson 4646 South State St. Amherst 6-4419	Biddick	Oral J. Wilkinson, p Howard W. Pingree, gm	Ted Rogers, cm, nd Mitzi Bailey, pd, wd	Ervin Greene, ce
OGDEN (Weber Co.)							
	KLO 1924	1430 5000 DA-1	Interstate Bcstg. Corp. Hotel Ben Lomond 5721	MBS Intermountain Avery-Knodel	Mrs. Edris A. Glasmann, p Cecil L. Heftel, sm Lynn L. Meyer, natl. slm		
	KOPP 1947	730 1,000-D	KOPP, Inc. West 12th St. 4-3476	KBS Indie	G. Stanley Brewer, p Larry B. Suttlemire, gm	James Wolter, cm David C. Page, pd	Richard Kingston, ce
	KVOG 1948	1490 250	United Bcstg. Co. 1538 Gibson Ave. 27535	Webb	Arch G. Webb, p, gm, pmm David B. Affleck, cm	Jay Livingood, pd	James M. Condrey, ce
PRICE (Carbon Co.)							
	KOAL 1936	1230 250	Eastern Utah Bcstg. Co. P. O. Box 591 Price 200	MBS, KBS Intermountain Avery-Knodel	Jack Richards, p, gm	Carl Wolf from, cm, pd, pmm	Leo Reid, ce
PROVO (Utah Co.)							
	KEYY 1949	1450 250	Mid-Utah Bcstg. Co. 16th West and 3rd South 4060	KBS	D. Spencer Grow, p Edwin A. Niehay, gm, cm	Hal Parkes, pd J. Paul Smith, ce	Dave Weiser, sd
	KIXX 1947	1400 250	Central Utah Bcstg. Co. P. O. Box 550 2802	ABC Rocky Mts. Hollingbery, Webb	Frank A. Van Wagenen, p, cm	Harold E. Van Wagenen, gm, pd Glenn Davis, pmm, sd	Dallin H. Oaks, ce Robert Chambers, nd, fd, wd
	KOVO 1939 KOVO-TV	960 5,000-D 1,000-N DA-N	KOVO Bcstg. Co. 18 East 300 North 1680	MBS Intermountain Avery-Knodel	Clifton A. Tolboe, p L. H. Curtis, gm, cm	James H. Lawrence, pd, sd Wayne Carle, pmm, nd	C. LeR. Burton, ce Donna Gosar, wd
RICHFIELD (Sevier Co.)							
	KSVK 1947	980 1,000 DA-N	Sevier Valley Bcstg. Co. 980 Tower Lane Richfield 620	Intermountain Avery-Knodel	Homer Bandle, p Art Tucker, gm Ralph Ross, cm, ce	Hal Edwards, pd Tom Mendenhall, pmm Bill King, nd	Harvey Dastrup, fd Jerry Graham, sd Sannee Palmer, wd
SALT LAKE CITY (Salt Lake Co.)							
	KWHO (CP)	880 1000-D	William W. Phillips 1379 Blaine Ave.				
	KALL 1945	910 1,000 DA-1	Salt Lake City Bcstg. Co., Inc. 146 South Main St. 4-3561	MBS Intermountain Avery-Knodel	George C. Hatch, p Thomas H. Anderson, gm, cm Kay W. Richins, pd	Emerson Smith, pmm W. D'Orr Cozzens, ce Jim Peterson, nd	Stanley Farnsworth, fd May Wyman, sd Gordon Owen, wd
	KDYL 1922 KTVT(TV)	1320 5,000 DA-1	Intermountain Bcstg. & Television Corp. 130 Social Hall Ave. 22-5681	NBC Great Western Katz	G. Bennett Larson, p, gm Glenn Shaw, cm	Des Barker, pd, sd Del Leeson, pmm	Allan Gunderson, ce Jack Goodman, nd, fd
	KDYL-FM 1948	Ch. 254 (B) 98.7mc 1.2kw					
	KNAK 1945	1280 1,000-D 500-N DA-N	Granite District Bcstg. Co. 1040 South 6th West 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. 5-4641	CBS CBS Radio Spot Sales	Ivor Sharp, evp Jay W. Wright, vp Eugene M. Halliday, radio vp	Joseph A. Kjar, cm J. Allen Jensen, pd A. Richard Robertson, pmm	Vincent E. Clayton, ce Rulon Bradley, nd Evon W. Orme, fd El Dean Bennett, sd
	KSL-FM 1946	Ch. 262 (A) 100.3mc 5.9kw					
	KSOP (CP)	1370 1000-D	Segull Bcstg. Co.				
	KUTA 1938 KUTV(TV)	570 5,000 DA-1	Utah Bcstg. & Televi- sion Co. 178 Social Hall Ave. 222-505	ABC Hollingbery	Frank C. Carman, p, gm Allan Thomas, cm, pmm	Ray Fadel, pd Wendell Bell, ce	John Salisbury, nd Bob Elias, sd
	KUTF(FM) (CP)	Ch. 246 (B) 97.1mc 23.5kw					
VERNAL (Uintah Co.)							
	KJAM 1947	1340 250-D	Uintah Bcstg. Co. 120 E. Main 494	KBS Great Western Intermountain	James C. Wallentine, p Lee Walker, gm	Buchanan Fulmore, pd Wallace D. Raker, ce, nd, fd	Grant Parry, sd

Data corrected to Dec. 15, 1954. 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. Complete key to abbreviations, page 6.

VERMONT

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Addison	19,442	4,910	\$16,162	\$ 4,573	\$ 353	*109,499	Orange	17,027	4,530	14,107	2,882	360	
Bennington	24,115	7,090	25,878	7,532	526		Orleans	21,190	5,510	20,402	4,041	385	
Caledonia	24,049	6,780	26,835	6,138	492		Rutland	45,905	12,790	54,252	13,920	979	
Chittenden	62,570	16,580	76,323	19,637	1,555		Washington	42,370	11,590	43,422	12,263	794	
Essex	6,257	1,710	3,355	1,695	78		Windham	28,749	8,040	32,086	8,796	681	
Franklin	29,894	8,040	31,210	9,264	634		Windsor	40,885	11,760	42,226	11,179	864	
Grand Isle	3,406	770	2,128	863									
Lamoille	11,388	2,830	9,516	2,991	285								

Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

BENNINGTON (Bennington Co.)

WBTV 1953	1370 500-D	Catamount Bcstg. Inc. Harwood Hill 6321	McGillvra Nona Kirby	J. Gordon Keyworth, o. treas., ce	Benjamin A. Hubley, sm. cm	Ross C. Wilson, nd
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BRATTLEBORO (Windham Co.)

WTSA 1950	1450 250	Tri State Area Bcstg. Corp. P. O. Box 819 Alpine 4-4567	ABC Walker	Theodore Feinstein, p Phillips G. Terhune, gm, evp, cm	Loren C. Smith, pd, nd, sd Edward Ellis, pmm	Edward Somes, ce, fd Clara Antonetti, wd
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BURLINGTON (Chittenden Co.)

WCAX 1931	620 5,000	WCAX Bcstg. Corp. 135 Main St. 3-3437	CBS Weed	C. P. Hasbrook, p, gm J. D. Swan, cm, pmm Lou Rocke, pd, fd	James W. Tierney, ce J. A. Sullivan, nd	Tony Adams, sd Carol King, wd
WMVT (TV) 1954	DA-2 1400 250	WDOT Corp. 109 So. Winooski Ave. Burlington 2-5776	Vt. State Net. McGillvra Kettell-Carter	Val Carter, p, gm Vincent J. D'Acuti, cm Donald Bartlett, pd, pmm	Roger Laroche, ce Bob Parker, nd	John Patrick, fd Jack Barry, sd
WJOY 1950	1230 250	Vermont Bcstg. Corp. 633 Main St. Burlington 4-5774	ABC Rambeau	David W. Howe, p A. E. Spokes, gm, cm	Frank Balch, pd Joel Chandler, pmm	Donald Wheatley, ce Wynne Casey, wd

MONTPELIER (Washington Co.)

WSKI 1947	1240 250	Montpelier-Barre Bcstg. Co. 94 Main St. Montpelier 1740	ABC	Charles W. Grinnell, p, gm, nd	Robert J. Bannon, pd Gerald Marcotte, ce	Eliot Page, sd
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NEWPORT (Orleans Co.)

WIKE 1952	1490 250	Memphramagog Bcstg. Co. Inc. Box 586 Newport 832	North Country Stations McGillvra Kettell-Carter	E. Dean Finney, p Donald A. Thurston, vp, gm, ce	William Graham, pd Donald J. Barry, nd	Robert Lawless, sd Helen Bowman, wd
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RUTLAND (Rutland Co.)

WHWB 1949	1000 1,000-D	Central Vermont Bcstg. Corp. 24 1/2 Center St. Prospect 3-3200	Gill-Perna Kettell-Carter	Mrs. Vena M. Bates, p, co-o, gm, cm, pd Charles I. Bates, co-o, treas.	Kenneth Pockett, ce Bob Stone, nd	Frank McCormack, sd Ruth Dodge, wd
WSYB 1930	1380 1,000 DA-N	Philip Weiss Music Co. 35 Washington St. Prospect 3-8140	MBS, KBS Yankee Walker, McGillvra	Philip Weiss, p	J. H. Weiss, sm	

SPRINGFIELD (Windsor Co.)

WNIX 1954	1480 1,000-D	Connecticut Valley Bcstg. Co., Inc. Box 800 Springfield 4514	North Country, Vermont State McGillvra, Kettell-Carter	E. Dean Finney, p, gm Guy O. Austin, m Milo Berking, cm	Kenneth Greene, pd James Edgerton, ce	Paul Chamberlain, nd Marjorie Dow, wd
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ST. ALBANS (Franklin Co.)

WWSR 1941	1420 1000-D	Vermont Radio Corp. 75 N. Main St. 1390	Walker	Lloyd E. Squier, p & gm Richard W. Hill, cm Raymond Turner, pd & pmm	Theodore Boisvert, ce C. Stuart Perry, nd	Robert Leavitt, sd Cecile Fahl, wd & traffic m
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ST. JOHNSBURY (Caledonia Co.)

WTWN 1949	1340 250	Twin State Bcstg. Inc. Concord Ave. Pioneer 8-2344	North Country McGillvra, Kettell-Carter	E. Dean Finney, p, gm R. M. Adams, m Tom Kibbe, pd	Franklin Owens, pmm, nd James Edgerton, ce	Elby Stevens, sd Shirley Kibbe, wd
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WATERBURY (Washington Co.)

WDEV 1931	550 1,000 DA-2	Lloyd E. Squier 8 Stowe St. Waterbury 4-7321	MBS Yankee Walker	Lloyd E. Squier, p, gm Craig S. Parker, pd Warren C. Chase, ce	Tom Dodd, nd Harold Grout, fd	Ted Powers, sd Connie Graves (Mrs.), wd
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VIRGINIA

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Accomack	33,832	8,820	\$ 28,913	\$ 7,814	\$ 546	*879,753	Bedford	29,627	6,490	12,967	3,391	72	
Albemarle	26,662	12,350	60,280	12,519	1,912		Bland	6,436	1,260	2,075	365	45	
Alleghany	23,139	7,310	27,182	5,979	939		Botetourt	15,766	3,670	5,137	2,138	134	
Amelia	7,908	1,390	3,226	350	66		Brunswick	20,136	3,770	11,777	1,908	161	
Amherst	20,332	3,790	4,820	2,654	66		Buchanan	35,748	6,620	15,762	2,537	69	
Appomattox	8,764	1,720	4,075	651	61		Buckingham	12,288	2,270	4,641	904	40	
Arlington	136,449	65,210	276,183	80,869	14,251		Campbell	28,877	19,250	90,308	17,576	3,413	
Augusta	34,154	16,230	57,369	13,131	1,847		Caroline	12,471	2,330	6,440	2,184	69	
Bath	6,296	1,480	3,303	992	64		Carroll	26,696	6,170	7,338	1,716	32	
							Charles City	4,676	740	4,779	927	82	
							Charlotte	14,057	2,730	726	542		

* State wide total.

MARKET DATA BY COUNTIES (Continued)

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Chesterfield	40,400	12,310	11,439	4,148	214		Nelson	14,042	2,730	4,244	1,386		36
Clarke	7,074	1,720	4,213	1,315	193		New Kent	3,995	860	2,145	938		
Craig	3,452	830	1,303	254	29		Norfolk	99,937	116,000	456,330	110,772	15,038	
Culpeper	13,242	2,970	14,102	2,355	313		Northampton	17,300	4,080	12,680	4,039	267	
Cumberland	7,252	1,370	1,510	292	68		Northumberland	10,012	2,310	5,043	959	67	
Dickenson	23,393	4,330	8,467	1,640	107		Nottoway	15,479	3,910	15,004	3,143	585	
Dinwiddie	18,839	12,060	52,548	12,236	1,871		Orange	12,755	2,810	11,757	2,041	381	
Elizabeth City	55,028						Page	15,152	3,600	9,529	1,388	277	
Essex	6,530	1,330	5,569	1,420	70		Patterson	15,642	3,190	5,084	1,192	37	
Fairfax	98,557	28,620	45,708	15,330	1,373		Pittsylvania	66,096	23,180	93,086	20,882	2,686	
Fauquier	21,248	4,590	18,868	4,059	409		Powhatan	5,556	1,020	2,661	445		
Floyd	11,351	2,520	4,827	787	76		Prince Edward	15,398	3,230	12,998	2,173	452	
Fluvanna	7,121	1,610	2,765	1,206	71		Prince George	19,679	6,290	17,018	5,176	551	
Franklin	24,560	5,070	12,180	2,033	302		Prince William	22,612	4,790	34,170	9,955	999	
Frederick	17,537	8,690	42,315	8,211	1,242		Princess Anne	42,277	11,070	18,037	4,300	383	
Giles	18,956	4,500	17,829	4,516	606		Pulaski	27,758	6,760	19,179	4,973	630	
Glochesteer	10,343	2,560	7,450	1,455	74		Rappahannock	6,112	1,270	1,450	176		
Goochland	8,934	1,460	2,342	1,114	74		Richmond	6,189	1,290	4,510	772	31	
Grayson	21,379	5,150	16,768	2,308	317		Roanoke	41,486	36,590	167,374	38,099	4,628	
Greene	4,745	900	1,219	528			Rockbridge	23,359	6,470	20,132	5,120	1,326	
Greensville	16,319	3,250	13,381	2,883	440		Rockingham	35,079	11,410	45,817	5,107	1,017	
Halifax	41,442	8,150	22,959	4,876	737		Russell	26,818	5,440	13,208	1,739	123	
Hanover	21,985	5,090	9,820	2,941	111		Scott	27,640	5,940	7,470	1,303	175	
Henrica	57,340	80,230	403,312	83,123	14,076		Shenandoah	21,169	5,410	16,572	3,695	345	
Henry	31,219	11,360	43,021	9,647	861		Smyth	30,187	6,450	19,666	3,615	625	
Highland	4,069		1,021	331			Southampton	26,522	5,310	16,188	4,225	489	
Isle of Wight	14,906	3,190	9,762	2,292	192		Spotsylvania	11,920	5,780	33,768	6,723	959	
James City	6,317	2,470	12,868	2,918	41		Stafford	11,902	2,820	3,679	1,929	40	
King and Queen	6,299	1,140	1,946	1,088			Surry	6,220	1,330	2,181	432	65	
King George	6,710	1,670	2,251	1,024			Sussex	12,765	2,410	9,139	1,971	202	
King William	7,589	1,640	7,760	2,368	31		Tazewell	47,512	10,530	36,920	8,334	989	
Lancaster	8,640	2,020	7,771	1,732	168		Warren	14,801	3,970	15,840	4,160	519	
Lee	36,106	7,260	12,939	2,270	331		Warwick	39,875					
Louden	21,147	4,760	17,112	4,771	498		Washington	37,536	12,340	48,026	9,507	1,472	
Louisa	12,826	2,670	6,606	1,817	130		Westmoreland	10,148	2,210	8,254	1,399	230	
Lunenburg	14,116	3,090	9,271	1,834	226		Wise	56,336	12,170	47,445	10,241	1,080	
Madison	8,273	1,750	2,441	954	32		Wythe	23,327	5,280	20,769	3,883	445	
Mathews	7,148	1,720	4,498	975	71		York	11,750	2,890	3,699	1,375	72	
Mecklenburg	33,497	6,860	25,905	5,243	486								
Middlesex	6,715	1,590	4,801	74									
Montgomery	29,780	9,440	36,628	8,401	1,155								
Nansemond	25,238	8,820	33,212	7,115	1,165								

Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

City	County	Call Letters	Chan. or Freq.	Established	Power	Licensee	Headquarters Telephone	Network Representative	Owner	Pres. p;	Exec. vp evp;	Gen. Mgr. gm;	Sta. Mgr. sm;	Coml. Mgr. cm;	Sales Mgr. slm;	Prog. Dir. pd;	Chief Eng. ce;	Prom. Mgr. pmm;	Prod. Mgr. pdm;	Executive Abbreviations
ALEXANDRIA (Fairfax Co.)																				
		WPKK	730	1945	1,000-D	Potomac Bcstg. Corp.	Virginia Theatre Bldg. Overlook 3-3000	Webb	Carl L. Lindberg, p, gm, ce			Leonard Deibert, pmm, nd								Bob Roth, sd
ARLINGTON (Arlington Co.)																				
		WRL	780	1947	1,000-D	Northern Virginia Bcstrs. Inc.	5232 Lee Highway Kenmore 6-9000		Cy Blumenthal, gm			Robert Emmet Cobbins, pmm								Ron Harold, nd, sd
		WRL-FM	Ch. 286 (B)	1948	101.5mc				George A. Crump, cm			James S. Petty, ce								Connie B. Gay, fd
		WEAM	1390	1947	5,000	Arlington Fairfax Bcstg. Inc.	2030 N. 16th St. Jackson 7-7100		Harold Thoms, p			Robert Downie, ce								Nat Allbright, sd
BEDFORD (Bedford Co.)																				
		WBLT	1490	1950	250	Bedford Bcstg. Corp.	Box 406 8245	MBS	Addison P. Marsh Jr., p, gm, ce			James E. Synan, cm								Eugene Babb, nd, sd
BIG STONE GAP (Wise Co.)																				
		WLSG	1220	1953	1,000-D	Gap Bcstg. Co.	Box 244 960		W. H. Wren Jr., p, gm, cm			Ruth Jensen, pd, wd								Andrew R. McMaster, ce, nd
BLACKSTONE (Nottoway Co.)																				
		WKLK	1490	1947	250	Blackstone Bcstg. Corp.	Community Bldg. 478	MBS	Harris L. Umstead, p & gm			Cosby A. Draper Jr., pd & ce								
BRISTOL (Washington Co.)																				
		WCYB	690	1946	10,000-D	Appalachian Bcstg. Corp.	P. O. Box 1009 North 3560	Gill-Perna	Robert H. Smith, p, gm			Russell V. Robinson, ce								Frank Raymond, fd
		WFHG	980	1954	5,000-D	Bristol Bcstg. Co. Inc.	Valley Drive North 3620	MBS	W. C. Nininger, p			Jack Martin, cm, sd								John Hughlett, Jr., ce
CHARLOTTESVILLE (Albemarle Co.)																				
		WCHV	1240	1933	250	Barham & Barham	Rose Hill Dr. 2-5121	ABC	Charles Barham, Jr., co			Charles Smith, pmm								Chris Cramer, sd
		WINA	1450	1949	250	Charlottesville Bcstg. Corp.	4th & Main St. 2-6177	MBS, KBS	Robert C. Walker, gm, cm			R. M. Craighill, ce								Nancy Knight, wd
		WINA-FM	Ch. 237(A)	(CF)	95.3 mc.			Indie	Donald G. Heyne, p, gm			Edmond Desmond, pd								Ed. Libby, sd
					1kw				Thomas M. Behrendt, cm			Lawrence Kennedy, ce								Barbara Brown, wd

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CHRISTIANBURG

(Montgomery Co.)

WBCR 1954	1260 1000-D	Montgomery Bcstg. Co. 7601		Dr. Vernon H. Baker, p Virginia L. Baker, sec.-treas.	Durwood Powell, gm Frank Starling, pd	John H. Thompson, sm
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CLIFTON FORGE

(Alleghany Co.)

WCFV 1950	1230 250	Clifton Forge Bcstg. Corp. Fairview Heights 2147	MBS	C. H. Lawler, p G. K. Fulk, gm, ce	C. R. Doudna, cm, pd, pmm, nd, sd	B. A. Johnson, wd
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COLONIAL HEIGHTS

(Chesterfield Co.)

WCLA (CP)	1290 1000-D	Harry A. Epperson, Jr.				
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COVINGTON

(Alleghany Co.)

WKEY 1941	1340 250	Earl M. Key P. O. Box 710 8351	ABC Devney	Earl M. Key, p, gm Kenny Bryant, cm, pmm, sd	John Lee Davis, pd, nd	Everett G. Hemingway, ce
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CREWE

(Nottoway Co.)

WSVS 1947	800 1,000-D	Southern Virginia Bcstg. Corp. 800 Melody Lane 7811	Southern Virginia Radio Net.	C. S. Willis, p John E. Sadler, vp, gm	Freeman H. Stewart, cm Frank H. Watkins, pd, fd	Don Greene, pmm, nd, sd C. E. Wilson, ce
WSVS-FM 1948	Ch. 284 (B) 104.7mc 14kw					

CULPEPER

(Culpeper Co.)

WCVA 1949	1490 250	Culpeper Bcstg. Corp. Box 672 8338	MBS, KBS Indie	Ira C. Hopkins, p John T. Rogers, gm, cm Gerald Donovan, pd, pmm, nd	Walt Wilkerson, ce Marvin Bates, fd	Jim Stover, sd Ann W. Rogers, wd
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DANVILLE

(Pittsylvania Co.)

WETM 1930	1330 5,000-D	Piedmont Bcstg. Corp. 710 Grove St. 2350	ABC Gill-Perna	L. N. Dibrell, p Edward G. Gardner, vp, gm John E. Holland II, cm	Milton N. Adams, pd Lyle C. Motley, ce	Leon Smith, nd Betty Smith, wd
WBTM-TV	1,000-N DA-N					
WBTM-FM 1947	Ch. 250 (B) 97.9mc 3.9kw					
WDVA 1947	1250 5,000-D 1,000-N DA-N	Virginia-Carolina Bcstg. Corp. American Natl. Bank Bldg. 5300	MBS Keller	John D. Pruitt, p Emerson J. Pryor, vp, gm Stover J. Morris, Jr., cm Dick Campbell, pd	Ralph Hess, Jr., pmm Howard Clendenon, ce Charles Craig, nd	Homer Thomasson, fd Earl Stogner, sd Milli Willeford, wd

EMPORIA

(Greensville Co.)

WEVA 1952	1400 250	Stone Bcstg. Corp. P. O. Box 792 2133		Maxey E. Stone, p, gm A. L. Drew, sm, pd, pmm, nd, fd	Sallie J. Whitlock, cm Elton A. Short, Jr., ce	Will Stone, sd Virginia Gay, wd
WEVA-FM 1952	Ch. 261 (A) 100.1mc 0.79kw					

FALLS CHURCH

(Fairfax Co.)

WFAX 1948	1220 500-D	Lamar A. Newcomb Tower Square JE 2-0900	KBS Metropolitan Net.	Lamar A. Newcomb, p, gm, cm Genevieve Main, pd, pmm	Richard J. Fanning, ce Warren H. Orr, nd	Lee Bee, sd Dorine Barbash, wd
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FARMVILLE

(Prince Edward Co.)

WFLO 1947	870 1,000-D	Colonial Bcstg. Co. 118 W. Third St. 870	Clark	Mrs. Carla B. Keys, p John D. Wilson, gm	John C. Calhoun, pd, nd Charles K. Chrismon, ce	Al Smith, sd
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FREDERICKSBURG

(Spotsylvania Co.)

WFVA 1939	1230 250	Fredericksburg Bcstg. Corp. 707 Princess Anne St. ESsex 3-7721	ABC KBS	Richard F. Lewis, Jr., exec vp	Walter F. Harris, Jr., gm	Jack Tucker, nd
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FRONT ROYAL

(Warren Co.)

WFTR 1948	1450 250	Sky-Park Bcstg. Corp. Box 192 750	KBS	J. Gruver Hillidge, p Kenneth Gordon, gm, cm, sd, slm	Thomas H. Gibson, pd, nd Claude F. Jones, ce, fd	Mrs. Drayton Norcom, wd
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GALAX

(Carroll Co.)

WBOB 1947	1400 250	Carroll-Grayson Bcstg. Corp. Poplar Knob Rd. 2921	MBS KBS Clark	Robert V. Morris, p Joe P. Crockett, gm J. Brice Parks, cm	Muriel M. Bell, pd, wd Jewell Cullop, pmm W. Edward Boyer, ce	David A. Lehman, sd, nd W. Edward Boyer, fd
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GRUNDY

(Buchanan Co.)

WNRG (CP)	1250 1000-D	The Va-Ky Bcstg. Co. Box 848 Ashland, Ky.		Charles F. Trivette, p	David B. Jordan, vp	Elmo Mills, sec.-treas.
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HAMPTON

(York Co.)

WVEC 1948	1490 250	Peninsula Bcstg. Corp. 1490 Pembroke Ave. Hampton 6332	NBC Avery-Knodel	Thomas P. Chisman, p, gm Harrol A. Brauer, Jr., vp, dir. sls.	Dick Kidney, pd Georgia McCarty, pmm William C. King, Jr., ce	Lewis T. Jester, nd Gordon Walsh, fd Bob Grove, sd
WVEC-TV						

HARRISONBURG

(Rockingham Co.)

WSVA 1935	550 5,000-D	Shenandoah Valley Bcstg. Corp. Rawley Pike 4-4431	NBC Pearson	Frederick L. Allman, p, gm, cm, pmm Alvin Mullinax, pd	Warren L. Braun, ce Wip Robinson, III, nd Homer Quann, fd	Dick Johnson, sd Virginia Lindamood, wd
WSVA-TV	1,000-N DA-N					
WSVA-FM 1945	Ch. 264 (B) 100.7mc 7.2kw					

VIRGINIA

City County Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
HOPEWELL (Prince George Co.)				
WHAP 1948	1340 250	Hopewell Bcstg. Co. Inc. P. O. Box 621 801	So. Virginia State Net. Indie	C. S. Willis, p John E. Sadler, vp, gm C. K. Bibby, cm Lee Leonard, pd, sd Don Hudnall, pmm C. Victor Johnson, ce John Conners, nd Faith Heckel, wd
LEXINGTON (Rockbridge Co.)				
WREL 1948	1450 250	Rockbridge Bcstg. Corp. Drawer 902 6000	NBC, KBS Indie	Marshall L. Wilmer, p Milton B. Henson, gm, cm Joseph E. Lynn, Jr., pd James I. Bray, Jr., ce
LYNCHBURG (Campbell Co.)				
WLVA 1930	590 1,000	Lynchburg Bcstg. Corp. 925 Church St. 2-1242	ABC Hollingbery	Edward A. Allen, p Philip P. Allen, gm Joseph F. Wright, Jr., cm Warren Uttal, pd, pmm John Orth, ce Wayne Tyler, nd, fd Rod Lea, sd Caroline Read, wd
WLVA-TV 1946	Ch. 248 (B) 97.5mc 3.7kw			
WWOD 1947	1390 5,000-D 1,000-N DA-N	Old Dominion Bcstg. Corp. P. O. Box 918 2-3441	MBS Walker	D. H. Dillard, p Charles R. Maillet, gm Richard E. Gooch, cm Don Jarvis, pd, pmm Forrest J. Pinkerton, ce Berk Bryant, fd Betty Richardson, wd
WWOD-FM 1948	Ch. 261 (A) 100.1mc 0.94kw			
MARION (Smyth Co.)				
WMEV 1948	1010 1,000-D	Mountain Empire Bcstg. Corp. Park Blvd. 3-9001	ABC, KBS Indie	Robert C. Wolfenden, p, gm, cm Mrs. R. C. Wolfenden, pd Bob Wolfenden, pmm Edward Surface, ce George Mizelle, nd, sd Bryan McMurray, fd Stella Wolfenden, wd
MARTINSVILLE (Henry Co.)				
WHEE 1954	1370 500-D	Mecklenburg Bcstg. Corp. Box 1284 9811		John W. Shultz, p, gm, pd, nd Charles F. Adams, cm Thomas W. Patterson, pmm T. Eddie Tatum, ce Jim Eanes, fd Lewis Compton, sd Grace Uram, wd
WMVA 1941	1450 250	Martinsville Bcstg. Co. Inc. Chatham Heights 2152	NBC KBS Grant	H. Grady Moore, p Maynard E. Dillaber, gm, exec vp, pmm, nd Lester L. Williams, cm Barbara H. Zimmerman, pd, secy.-treas., wd B. Edward Boyer, ce Paul E. Zimmerman, sd
WMVA-FM 1950	Ch. 242 (B) 96.3mc 2.7kw			
MOUNT JACKSON (Shenandoah Co.)				
WSIG 1954	790 1,000-D	Richard Field Lewis Jr. Inc. of Mt. Jackson 790		Richard Field Lewis, Jr., p H. T. VanDerwerker, gm, cm, pmm Phillip Potter, pd, nd, sd Phillip Whitney, ce Shorty King, fd Pat Potter, wd
NARROWS (Giles Co.)				
WNRV 1953	990 1,000-D	Giles Bcstg. Co. 2211	Clark	H. J. Romanus, p Tom Hicks, gm, fd Richard J. Torquato, cm Albert A. Rich, pd, nd Washington Elitchko, ce
NEWPORT NEWS (Elizabeth City Co.)				
WACH 1947	1270 1,000-D	Eastern Bcstg. Corp. 114 24th St. 3-1631	Walker	John Doley, p H. A. Seville, gm C. E. Siveaney, cm, pmm John Harris, pd Sanford Willis, ce Ed Ivory, nd Peter Pickens, fd Dave Findlay, sd
WACH-TV 1928	1310 5,000 DA-1	(See Norfolk)		
NORFOLK (Norfolk Co.)				
WCMS 1954	1050 1,000-D	Cy Blumenthal Helena Bldg. MA-24824		Cy Blumenthal, p William B. Davis, gm, sd Ted Harding, cm Art Barrett, pd, fd Ted Crutchfield, pmm Ted Spivey, ce Ted Tatar, nd Becky Bassil, wd

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To Cover Tidewater Virginia

WGH is a MUST

Basic ABC-plus a strong format of news, sports and music . . . equals **COVERAGE** that sells goods in the rich Norfolk-Portsmouth-Newport News area. Merchandising? Of course.

WGH.. Norfolk — ABC — 5000 watts

Gill-Perna, Inc., Reps.



VIRGINIA

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations	Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
ROANOKE (Roanoke Co.)							
	WDBJ 1924	960 5,000 DA-N	Times-World Corp. 124 W. Kirk Ave. 8131	CBS Free & Peters	M. W. Armistead, III, p Ray P. Jordan, gm John W. Harkrader, cm	Paul E. Reynolds, pd Benton B. Boggs, pmm J. Edward Newman, ce	Charles A. Ballou, prod. d Donald F. Murray, nd, sd
	WDJB-FM 1948	Ch. 235 (B) 94.9mc 41kw					
	WRIS 1953	1410 5000-D	Roanoke Ind. Bestrs. Pythian Bldg. 2-3131	Rambeau	Cy N. Bahakel, p Frank Tirico, gm	Coleman Austin, m	Roy Giles, ce
	WROV 1946	1240 250	Radio Roanoke, Inc. 300 Mountain Trust Bldg. 3-4444	ABC, MBS Burn-Smith	Leo F. Henebry, p Frank E. Koehler, gm, cm	Ray B. Bentley, slm E. F. St. Clair, ce	Sid Tear, nd
	WROV-FM 1948	Ch. 279 (B) 103.7mc 2.3kw					
	WSLS 1940	610 1,000 DA-2	Shenandoah Life Stations Inc. 301 First St. SW 9227	NBC Avery-Knodel	Paul C. Buford, p James H. Moore, exec. vp Horance Fitzpatrick, cm	C. Reed Blackstone, Jr., pd Fred L. Corstaphney, pmm J. P. Briggs, ce	Tom S. Wright, nd Glenwood Howell, fd Ed Thomas, sd
	WSLS-FM 1947	Ch. 256 (B) 99.1mc 10.6kw					
SOUTH BOSTON (Halifax Co.)							
	WHLF 1947	1400 250	Halifax Bestg. Co. Webster St. 2-9988	ABC, KBS	John L. Cole, Jr., p, gm, cm Ella Poindexter, pd, wd	Arthur A. Moran, ce	Roy Marsh, nd, sd
SOUTH HILL (Mecklenburg Co.)							
	WJWS 1953	1370 1,000-D	Old Belt Bestg. Corp. Chase City Hwy. 230		C. D. Pennington, Jr., p W. B. Hofer, gm, cm Alfred W. Walthall, pd	A. G. Biedenbender, pmm Charles E. Brown, ce A. W. Walthall, nd, sd	James E. Larkin, fd Miriam Ingram, wd
STAUNTON (Augusta Co.)							
	WAFC 1954	900 1,000-D	American Home Bestg. Co. P. O. Box 396 Staunton 6-0100	Clark	W. F. Gano Franklin, p Lloyd Gochenour, gm	Caskie Norvelle, cm, pmm Carmen Tubby, pd	J. Luther McFarland, ce

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Come to Growing Roanoke!

Roanoke ranks *first in Virginia* in per family sales in *three* of the six major sales categories.

To sell this market, use WDBJ — the dominant Radio voice of Western Virginia.

We've been trusted friend and good companion to your potential customers for over 30 years, a CBS affiliate for 25 years.

Ask
Free & Peters

WDBJ Established 1924 **ROANOKE, VA.**
 CBS Since 1929
 AM-5000 watts-960 kc.—FM-41,000 watts-94.9 mc.

NORFOLK—(Cont.)

WGH 1928	1310 5,000 DA-1	Hampton Roads Bestg. Corp. 739-A Boush St. Madison 2-7031	ABC Gill-Perna	W. R. Van Buren, Sr., p E. E. Bishop, vp, gm Dan Hydrick Jr., m C. F. Meades, cm	F. Ambert Dail, pd William A. Rhyne, pmm Alois Braum, ce	Ed Meyer, nd Bill Diehl, sd
WGH-FM 1947	Ch. 243 (B) 96.5mc 38kw					
WNOR 1949	1230 250	Norfolk Bestg. Corp. 1019 Boissevain Ave. 27071	Weed	Louis H. Peterson, p Earl Harper, gm Earl Harper, cm	William D. Montgomery, pd, pmm Howard Sheets, ce	Al McLellan, nd Josh Barry, sd
WRAP 1952	850 1,000 DA-2	Cavalier Bestg. Corp. 300 Portlock Bldg. Madison 7-8307	Rollins Nat'l. Negro Net.	John W. Rollins, ch of bd	O. Wayne Rollins, p Robert Lyons, gm, cm	Jack Lynn, pd Glen Frazier, ce
WRVC (FM) 1948	Ch. 273(B) 102.5 mc. 8.7kw	Larus & Brother, Inc. 2712 Colley Ave. Dial 4-1100		C. T. Lucy, gm John B. Tansey, cm	Charles G. Massie Jr., pd	S. T. Terry Jr., ce
WTAR 1923	790 5,000	WTAR Radio Corp. 720 Boush St. Madison 5-6711	CBS Petry	Campbell Arnoux, p, gm John C. Peffer, asst. gm Robert Lambe, slm Jack Black, cm	William Johnson, pd Bob Davis, pmm Richard Lindell, ce	Gil McLeod, nd Blair Eubanks, sd Mildred Alexander, wd
WTAR-TV	DA-N					

NORTON
(Wise Co.)

WNVA 1946	1050 1,000-D	Blanfox Radio Co. Inc. 700	MBS, KBS	R. B. Helms, p Jack T. Helms, gm, pmm	Wally Douglas, cm, pd Gene Tommerdahl, ce	Jim True, nd Jack Darnell, sd
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ORANGE
(Orange Co.)

WJMA 1949	1340 250	James Madison Bestg. Corp. P. O. Box 271 ORange 7263	MBS	Welford A. Sherman, Jr., p James E. Simmons, gm, pd, nd, sd	Ann G. Butler, cm, wd Ronald L. Landry, pmm	Joel E. Cole, ce, fd
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PETERSBURG
(Dinwiddie Co.)

WSSV 1945	1240 250	Southside Virginia Bestg. Corp. 112 West Tabb St. Regent 2-3456	MBS	Louis H. Peterson, p Ray L. Moss, gm Ed Vaughan, cm	N. W. Andrews, pd Donald W. Hall, ce, sd Lyle Bradley, nd	Fred Herman, fd Katherine M. Nunnally, wd
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PORTSMOUTH
(Norfolk Co.)

WAVY 1943	1350 5,000 DA-2	Portsmouth Radio Corp. 709 Boush St. Professional Bldg. Norfolk 4-1609 Portsmouth 7-3488	NBC Burn-Smith	Hunter C. Phelan, p Carl J. Burkland, gm Howard Stanley, cm, pmm	Frank Facenda, pd, nd William Manrov, ce Herbert Ozlin, fd	Robert Koppit, sd Alice Brewer White, wd
WLOW 1947	1400 250	Commonwealth Bestg. Corp. 21st & Manteo MAdison 7-5677	MBS Forjoe	E. L. Scott, p Robert Wasdon, vp, gm Glenn Harmon, sm	Tom Matthews, pmm Jack Siegal, tech. d, secy.- treas.	James Robertson, ce

PULASKI
(Pulaski Co.)

WPUV 1946	1230 250	Southwest Bestg. Corp. P. O. 351 3-3931	NBC KBS	Mason C. Deaver, p, gm Maruma R. Deaver, vp Larry Schoenfeld, cm	John Columbus, pd, pmm, ce, nd Dale Gallimore, fd	Bill Flint, sd
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RADFORD
(Montgomery Co.)

WRAD 1950	1340 250	Rollins Bestg. Church Box 1007 2461		O. Wayne Rollins, p Wendell H. Sier, gm W. H. Sier, cm	Lee Mills, pd, ce, nd Ben Johnston, pmm	Tom Gannaway, fd Bill Spahr, sd
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RICHLANDS
(Tazewell Co.)

WRIC 1951	540 1,000-D	Clinch Valley Bestg. Corp. Box 218 RiChlands 450		Max M. Blakemore, gm, ce Lindy Mac Seamon, pd, sd	Elvia Meadows, nd Harry Taylor, fd	Betty Altizer, wd
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RICHMOND
(Henrico Co.)

WANT 1951	990 1,000-D	United Bestg. Co. of Virginia, Inc. 513 E. Main St. 3-8368	Oakes	Richard Eaton, p Arthur A. Snowberger, evp Richard C. Scheele, gm Forest J. Lovett, cm C. H. Liesfeld, gm	Wilbur D. Lewis, pd William A. Gibbon, pmm Silas Bell, ce	Tom Mitchell, nd, sd Betty Harris, wd
*WBBL 1924	1480 5,000 DA-2 SH	Grace Covenant Presby. Church 1627 Monoment Ave. 84-2463-84-2465			R. W. Raabe, ce	
WLEE 1945	1480 5,000	Lee Bestg. Corp. Broad St. Rd. 88-2837	MBS Forjoe	Thomas G. Tinsley Jr., p Irving G. Abeloff, vp, gm Harvey L. Hudson Jr., pmm, oper. m	George MacGuigan, ce Lud Sterling, nd John Sinclair, fd	Joe Mason, sd Virginia Lee, wd
WLEE-FM 1948	Ch. 275(B) 102.9 mc. 21.5kw					
WMBG 1926	1380 5,000 DA-N	Havens & Martin, Inc. 3301 W. Broad St. 5-8611	NBC Bolling	Wilbur M. Havens, p, gm Walter A. Bowry, Jr., cm	G. Conrad Rianhard, Jr., pd, fd, sd, wd Robert Kahle, pmm	James W. Kyle, ce Roy Roman, nd
WTVR (TV) 1944	Ch. 251 (B) 98.1mc 34kw	(WMBG, Am Affiliate)				
WRNL 1937	910 5,000 DA-N	Richmond Newspapers, Inc. 111 North 4th St. Richmond 3-3436	ABC Petry	D. Tennant Bryan, p E. S. Whitlock, m Joseph H. Sier, slm Howard Hamrick, pd	Miss Fan Cox, pmm E. V. Wolstenholme, Jr., ce Roger Mudd, nd	Bob Delbar, fd Frank Messer, sd Polly Daffron, wd
WRNL-FM 1949	Ch. 271 (B) 102.1mc 50kw					
WRVA 1925	1140 50,000 DA-1	Larus & Brother Co. Inc. Hotel Richmond Dial 3-6633	CBS CBS Radio Spot Sales	C. T. Lucy, gm Barron Howard, cm S. S. Carey, prog. serv. dir.	J. L. Stone, Jr., pmm D. C. Woods, ce	W. R. Bisop, pub. rel. m George Passage, nd, sd
WTVR (FM) 1948	Ch. 233 (B) 94.5mc 25.5kw	(WRVA, Am Affiliate)				
WXGI 1947	950 1,000-D	Radio Virginia, Inc. 100 West Franklin St. 7-4694	Indie	D. H. Robertson, p David M. Wilburn, gm, cm	Charles Charnesky, ce	Charles Pugh, sd

ROANOKE BOMBED! NOW RADIO-ACTIVE!

. . . . should you hear this report over your radio, immediately your attention would turn to Roanoke, Virginia. Suddenly this city is important to you! You keep listening for the details . . . you want to know more. It's human nature to learn more of something unusual when your attention has been captured. . . . take WSLs RADIO for instance.



Here is the "attention-getter" in radio today. (Could be important to you.) Last May the people of Roanoke saw the unusual . . . a radio sidewalk studio where they could observe radio in action. Here they saw merchandise on display, the same items they heard advertised at 610 on their home or automobile radio. A new concept in radio that gained for WSLs new listeners and new advertisers. (See B•T Aug. 2, 1954.)



What next? Another "sidewalk" studio" in Salem, Virginia, a progressive community of 10,000 just 6 miles west of Roanoke. Here industry is on the march with the new General Electric multi-million dollar plant under construction. (Just one of many industries in Salem.) The WSLs RADIO Salem studios opened in January as a part of the overall program service offered to 140,000 radio homes. The same popularity of the Roanoke "sidewalk studios" is reflected in this Salem display of radio.



This progressive station just can't stop, for in the summer of 1955, still another location will be in operation. In the heart of Roanoke will be the near million dollar investment by Shenandoah Life Stations as an expression of our faith in the people of Roanoke Valley and Western Virginia, and to the advertisers we serve.

We have facilities that are unusual, but above that . . . WE HAVE IMAGINATION.

Why not try some of it by calling your AVERY-KNODEL salesman today?

Programs from NBC and Mutual

WSLS-610 ON YOUR HOME OR AUTO RADIO
 1,000 WATTS AM — 99.1 FM — 10,600 WATTS
ROANOKE, VIRGINIA

VIRGINIA

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Exec. Abbreviations
STAUNTON—(Cont.)						
WTON 1946	1400	250	Charles P. Blackley Morrison Bldg. 5-5555	ABC	Charles P. Blackley, p, gm Charles E. Seebeck, cm, pmm	Robert Sterrett, pd, fd Rex C. Houser, ce Jim Wooddell, nd Jim Morris, sd
SUFFOLK (Nansemond Co.)						
WLPN 1940	1450	250	Suffolk Bcstg. Corp Radio Bldg.-Richmond Hv. 2394	ABC, KBS Sears & Ayer	Fred L. Hart, p, gm L. Earl Hundley, cm, sd	Eleanor W. Harne, pmm Veryl W. Rupp, ce L. E. Pettyjohn, fd
VIRGINIA BEACH (Princess Anne Co.)						
WBOF 1954	1600	1,000-D	Va. Beach Bcstg. Corp. Norfolk Highway (US #58) 1217		Leo Hoarty, p, gm William H. Vidal, cm	Robert N. Koolage, Jr., asst. gm & pd Wade Williams, nd Dan Spitzer, Jr., ce, fd Dotty Beidler, wd
WARSAW (Richmond Co.)						
WNNT 1949	690	250-D	Northern Neck & Tidewater Bcstg. Co. Edgewater 3-6900		Grayson Headley, o, gm, pd Ruth Rouzie, cm Patricia Parker, pmm, wd	W. Dean Loudy, ce, sd Bill Allison, nd Sherry Campbell, fd
WAYNESBORO (Augusta Co.)						
WAYB 1947	1490	250	Waynesboro Bcstg. Corp. 526 W. Main St. 6066	MBS, KBS Cooke	N. Wilbur Kidd, p, gm, cm	Al Charles, pd, sd Donald D. Curtis, ce Maxine Huffman, wd
WINCHESTER (Frederick Co.)						
WINC 1941	1400	250	Richard Field Lewis Jr. Inc. of Winchester WINC Bldg. Drawer 605 Winchester 4855	ABC, KBS	Richard Field Lewis, Jr., p, gm	James Holder, cm, pmm John Morgan, pd Philip B. Whitney, ce Marion Park, wd
WRFL (FM) 1946	Ch. 223 (B) 92.5mc 14kw		(WINC, Am Affiliate)			
WYTHEVILLE (Wythe Co.)						
WYVE 1949	1280	1,000-D	Wythe County Bcstg. Co. P. O. Box 534 840	MBS, KBS	Dr. A. M. Gates, p Arthur M. Gates, Jr., gm	Randolph Armbrister, cm Jack Fleming, ce John Talley, fd

Date corrected to Dec. 15, 1954. 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. Complete key to abbreviations, page 6.

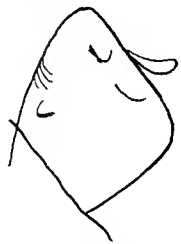
WASHINGTON

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953
Adams	6,584	2,090	\$ 11,663	\$ 1,651	\$ 215	2,812	Lincoln	10,970	3,180	15,795	2,568	338	4,034
Asotin	10,878	3,610	5,446	1,921	82	4,170	Mason	15,022	4,980	13,961	3,914	159	5,393
Benton	51,370	19,990	67,689	18,444	3,606	19,376	Okanogan	29,131	8,570	21,904	5,904	746	8,822
Chelan	39,301	12,490	68,054	15,915	2,191	15,187	Pacific	16,558	5,470	16,673	5,020	346	5,370
Clallam	26,396	8,300	34,560	9,691	745	9,439	Pend Oreille	7,413	2,130	4,533	1,435	201	2,266
Clark	85,307	29,660	78,370	21,144	1,891	31,257	Pierce	275,876	86,560	284,336	68,781	7,568	85,628
Columbia	4,860	1,570	4,708	1,027	135	1,858	San Juan	3,245	3,510	2,404	666	38	968
Cowlitz	53,369	17,010	63,364	7,229	1,558	20,170	Skagit	43,273	1,160	59,931	14,664	1,124	16,157
Douglas	10,817	3,240	6,374	1,469	41	4,172	Skamania	4,788	1,570	1,921	903	33	1,471
Ferry	4,096	1,000	1,245	446	30	878	Snohomish	111,580	37,010	126,252	32,655	2,819	42,423
Franklin	13,563	4,910	27,569	5,952	909	8,462	Spokane	221,561	73,150	287,576	56,777	8,322	80,421
Garfield	3,204	890	3,859	413	109	1,171	Stevens	19,580	5,180	13,874	3,268	337	5,524
Grant	24,346	7,590	19,171	5,507	558	8,756	Thurston	44,884	14,870	48,391	11,939	1,089	11,853
Grays Harbor	53,644	16,790	68,337	16,821	1,472	18,616	Wahkiakum	3,835	1,060	1,740	678	30	1,062
Island	11,079	3,810	7,707	2,378	197	4,121	Walla Walla	40,135	12,410	53,652	10,197	1,537	13,259
Jefferson	11,618	3,500	8,880	3,043	114	3,294	Whatcom	66,733	21,440	82,497	17,160	1,817	23,159
King	732,992	252,000	930,768	211,898	26,758	264,866	Whitman	32,469	9,230	37,878	8,330	1,323	9,509
Kitsap	75,724	26,400	80,789	24,115	2,753	28,150	Yakima	135,723	42,140	158,469	36,162	4,247	46,249
Kittitas	22,235	6,450	28,664	6,546	535	7,010							
Klickitat	12,049	3,660	10,306	2,675	242	4,618							
Lewis	43,755	13,720	54,075	12,229	1,246	15,408							

Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state.

Nothing Average
about WTON!



WTON

Above average in PUBLIC SERVICE

—according to W. Wayne Worick, Southwest Virginia Representative, National Foundation for Infantile Paralysis: WTDN RAISED MDRE MDNEY—DVER \$13,700 CASH—DURING 37 NIGHT-TIME HOURS—DURING THE 1954 MARCH OF DIMES THAN ANY OTHER STATION IN VIRGINIA REGARDLESS OF SIZE!

Above average in PROGRAMMING

—No per inquiries, no 'preachers' soliciting money—but enjoyable music, plenty of news, and the best in ABC programming!

Above average in SPECIAL EVENTS

—Only WTON was there to cover local entries by direct wire to the Atlantic City "Miss America Pageant"—the Akron, Ohio, National Soap Box Derby—and State Basketball Tournaments.

Above average in ADVERTISING RESULTS

—No doubt about it, WTON is the choice of better than 95% of local advertisers. National advertisers renew their schedules yearly. 1955 will be brighter than ever with WTON in the heart of a \$20,000,000 expansion program with such new local industries as Westinghouse, American Safety Razor, and General Electric.

Above average in PERSONNEL

—Above average wages mean an experienced staff. Two-thirds of WTON staff have been with the station since its start nine years ago!

Any way you look at it—WTON is a better buy. It belongs on your schedule. Phone us collect for availabilities.

STAUNTON, VA.—IN EVERY WAY THE TOP STATION OF THE SHENANDOAH VALLEY!

ABERDEEN

(Grays Harbor Co.)

KBKW 1949	1450 250	KBKW Inc. 701 East Heron 1015	ABC, Feltis	Archie Taft, Jr., p & gm Dale Gunderson, pd	Jack Fleury, ce Don Bullock, nd	Stan Craft, sd
KXRO 1927	1320 1,000 DA-N	KXRO, Inc. 207 1/2 E. Market St. 4098	MBS, KBS, Don Lee, Walker, O'Connell, Moore & Lund	Harry R. Spence, p Fred G. Goddard, gm Roy Johnson, cm Phillip M. Wacker, p mgr.	Charles E. Hoonan, pmm Phillip True, ce William P. Koski, nd	Keston Wyrick, fd Robert Hoonan, sd Vivian Pinckney, wd

BELLINGHAM

(Whatcom Co.)

KPUG 1948	1170 1,000 DA-1	KPUG, Inc. Box 655 1170	MBS, KBS, Don Lee, Everett- McKinney, Feltis, Hunt	Jessica L. Longston, p Jim Hemstreet, gm Robert Concie, pd	John DiMeo, pmm Eonald Pinney, ce Ed Triplett, nd	Dick Thompson, fd Dick Brattin, sd Dorothy Jacobson, wd
KVOS 1927 KVOS-TV	790 1,000 DA-1	KVOS, Inc. 1321 Commercial St. 790	ABC, Forjoe, Moore & Lund	Rogan Jones, p Tom Haverman, gm Alex de Schweinitz, cm	Haines Fay, pd & pmm, sd Ernest Harper, ce Bert Jackson, nd	Hal Reeves, fd Elaine Horn, wd

BREMERTON

(Kitsap Co.)

KBRO 1947	1490 250	Bremerton Bcstg. Co. 205 Washington Ave. 7-3995	Feltis	Bruce Bartley, pd & gm Linc Perry, cm & sd	Bill Luckhurst, pd Claude Brimm, pmm	Bill Dore, ce Jack Rogers, nd
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CENTRALIA-CHEHALIS

(Lewis Co.)

KELA 1937	1470 1,000	Central Bcstg. Corp. P. O. Box 720 Pershing 6-3321	MBS, Don Lee	J. Elroy McCaw, p Mabel A. Gwinn, secy.-treas. Joe Conytil, gm & cm	Don Youngmans, pd Don Berry, pmm	Lloyd Hannah, ce Jerry Robinson, nd
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CHEHALIS

(Lewis Co.)

KGLM 1954	1420 1,000-D	Mid-State Bcstg. Co. 804 Market St. Sherwood 8-3379	Marvin E. Johnston, p & gm Don Heinen, cm	Hugh Triffet, pd	Joseph Muench, ce
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COLFAX

(Whitman Co.)

KCLX 1949	1450 250	Whitman Co. Bcstrs. Alamota Rd. 780	KBS	Lee Fiksdal, gm & cm, ce	Val Fiksdal, pd	Ross Pellerin, pmm
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EDMONDS

(Snohomish Co.)

KGDN 1954	630 1,000-D	Garden of the King Enterprises, Inc. Lincoln 3131	A. B. Martin, p A. Orville Helgeson, mgr.	Gerald Swanson, prog. dir.	Robert Nichols, ce
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ELLENSBERG

(Kittitas Co.)

KXLE 1946	1240 250	Central Washington Bcstrs. Inc. P. O. Box 600 2-1488	McGillvra	Goodwin Chase, Jr., p Joe Kendall, gm Bill Hanning, cm	Bill Allen, pmm Bob Sampson, ce Ron Forsell, nd & sd	Phil Parker, fd Marjorie Kendall, wd
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EPHRATA

(Grant Co.)

KULE 1950	730 250-D	Columbia Basin Bcstg. Co. Box 548 4-4686	R. E. Billingsley, p Bob Moore, gm	Bob Osland, cm Dorothy McCue, pd	Len Brown, ce
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EVERETT

(Snohomish Co.)

KRKO 1920	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 Johnson, slm	Nancy Spaeth, traffic & copy d	Dave Foley, ce Shirley Batholmew, nd
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GRAND COULEE

(Grand Co.)

KFDR 1950	1400 250	Columbia River Bcstrs. Box 395 140	KBS Moore & Lund	A. W. Morris, m	John Londen, ce	
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KELSO

(Cowlitz Co.)

KLOG 1949	1490 250	Northwest Public Services Box 90	Feltis & Asso. Ayres Cox. & Assoc.	John F. Carlson, gm	Lowell Gibson, pd	
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KENNEWICK

(Benton Co.)

KWIE 1949	610 1,000 DA-N CP-5000 DA-2	KWIE, Inc. 11 So. Cascade St. 6961	CBS, Meeker	Harold A. Clark, p & gm C. J. McCredie, cm Mar Jean Matthews, pd	Don Hayes, pmm C. J. McCredie, ce Ben Weaver, nd & sd	Jack Lane, fd Marlene Tenzler, wd
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KIRKLAND

(King Co.)

KNBX 1948	1050 1,000-D	Eastside Bcstg. Co. Civic Center Vandyke 1201	Moore & Lund	L. N. Ostrander, co-o W. A. Chamness, co-o Geo. A. Wilson, gm	John G. Joachims, cm Anita Busek, pd	Don Bevilacqua, ce Marguerite Warburton, wd
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LONGVIEW

(Washington Co.)

KBAM 1955	1220 1,000-D	Altru Bcstg. Co. 260 Hansen Salem, Oregon	Holman	W. Gordon Allen, ptrn.	John Truhan, ptrn. & ce	
KWLK 1938	1400 250	Twin City Bcstg. Corp. Natl. Bank of Commerce Bldg. 1500	MBS, KBS, Don Lee, Grant	John McClelland, Jr., p Bob L. Moran, gm & nd	Donald L. Edwards, cm Mrs. Ellen Hammond, pd	Lee Hammond, ce Albert Grant Terry, fd

MOSES LAKE

(Grant Co.)

KSEM 1947	1450 250	KSEM, Inc. P. O. Box 276 234	KBS, Cook	Jessica L. Longston, p James M. Schroeder, gm Roy Robinson, cm & pmm	Viv Mayfield, pd & nd Earl Bayne, ce Bill Utsunomiya, fd	Dale Good, sd Margaret Lordan, wd
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WASHINGTON

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
MOUNT VERNON (Skagit Co.)					
KBRC 1946	1430 500 DA-N CP-1000-D 500-N DA-N	Beckley Radio Co. P. O. Box 240 Garfield 4-2430	McGillvra Moore & Lund	Leo H. Beckley, p & gm Frank Snyder, cm	Joe Arney, pd, nd & fd, sd John Price, ce Delores Healy, wd
OLYMPIA (Thurston Co.)					
KGy 1922	1240 250	Tom Olsen Rockaway-Leland Bldg. 6636	MBS, Don Lee, Clark	Tom Olsen, p & gm Elmer J. Helmberg, cm	Don Jones, pd & pmm C. A. Roark, ce Robert Cummings, nd Walter H. Olsen, sd
OMAK (Okanogan Co.)					
KOMW 1947	680 1,000-D	KOMW, Inc. Box 151 00, 20, 21	R. L. McNett, p Dean Nichols, gm Grover Allen, slm	Mayilyn Moomaw, pd James Adams, sd Stan Pennington, nd Anne Petersen, wd
PASCO (Franklin Co.)					
KPKW 1945	1340 250	Western Radio Corp. Chase & A. Sts. 3337	ABC	V. Barne Kenworthy, p & gm Walter V. Mott, cm & pd	Glen C. Admire, pmm Robert Rockne, ce Gerry Hawkins, nd Phil Hawthorne, fd Tom Wood, sd
PORT ANGELES (Clallam Co.)					
KONP 1945	1450 250	Radio Pacific Inc. 313 West First St. 4200	KBS, Moore & Lund	C. N. Webster, p & gm Keith E. Patterson, vp & sm	James Frits, cm Frederick F. Fields, ce Doris Arthur, w pro. & traffic
PULLMAN (Whitman Co.)					
KOFE 1950	1150 1,000-D	J. Ronald Bayton & Maynard F. Hicks P. O. Box 356 15251	Ayers	J. Ronald Bayton, co-o & gm, pd, fd	Maynard F. Hicks, co-o John R. Puckett, cm Mrs. B. J. Bayton, pmm & ce, wd
*KWSC 1922	1250 5,000 ST-KTW	State College of Washington 9021	NAEB Tape Net.	C. Clement French, p Allen Miller, gm Burt Harrison, sm	Mark Munn, pmm Robert Baird, ce R. C. Norris, pdm. Dan McGreevy, fd Cal Wayson, sd Jeri MacDonald, wd
PUYALLUP (Pierce Co.)					
KAYE 1951	1450 250	Puyallup Valley Bcstg. Co. P. O. Box 271 5-7711	KBS	Henry Perozzo, p, gm & ce Harry Sedgwick, cm & nd	Edna Perozzo, pd & wd Jack R. Mills, pmm Doug Long, fd Bob Robertson, sd
RAYMOND (Pacific Co.)					
KAPA 1950	1340 250	Pacific Bcstg. Corp. Box 626 1010	Evergreen Net. Clark, McGavren, Moore & Lund, O'Connell	Joe Chytil, p Hugh MacPherson, gm & cm	Stan Witter, Jr., pd & pmm, nd Bob McNamara, ce Charles Sheppard, sd
RENTON (King Co.)					
KLAN 1947	1230 250	Interlake Bcstg. Co. 7th, North & Park Olive 8245	Ralph J. Sanders, p Clifford H. Hansen, gm	George Edgar, pd & nd, sd Raymond Pounder, pmm & fd Willard D. Shine, ce
RICHLAND (Benton Co.)					
KALE 1950	960 1000- DA-N	KALE Inc. Box 513 Pasco, Wash. Pasco 3388 Richland 4-3180	R. S. McCaw, p L. G. Dix, gm Ralph Nachtmann, cm	Art Simpson, pd Clayton D. White, ce Jerry Collkitt, sd Wayne Kilmer, nd
KALE-FM 1950	Ch. 280 (A) 103.9mc 1 kw
SEATTLE (King Co.)					
KAYO 1926	1150 5,000-D 1,000-N	Washington Telecasters Inc. 2939 Fourth Ave. So. Elliott 2480	O'Connell, Moore & Lund, Clark, McGavren	Jessica L. Longston, p Robert E. Pollock, gm Rodney G. McArdle, sm	Charles E. Sullivan, cm Ben Harkins, pd Verle Jones, Jr., ce J. R. Engler, nd & sd Mrs. Mary Talcott, wd
KING 1927	1090 50,000 DA-N	King Bcstg. Co. 320 Aurora Ave. Mutual 3555	ABC Blair	Mrs. A. Scott Bullitt, p Otto P. Brandt, vp, gm	John H. Eichhorn, sm, slm Earl F. Reilly, Jr., pd James L. Middlebrooks, eng. d
KING-TV 1947	Ch. 251 (B) 98.1mc 15kw
KIRO 1929	710 50,000 DA-N	Queen City Bcstg. Co. 1530 Queen Anne Ave. Alder 9800	CBS, Columbia Pacific Net. Free & Peters	Saul Haas, p Lincoln W. Miller, asst. to p William Tucker, cm	Carroll Foster, pd Warren McCloy, pmm James Hatfield, ce Don Courtney, nd Pat Hayes, sd Helen Kimball, wd
KIRO-FM 1951	Ch. 264 (B) 100.7mc 4.5kw
KISW (FM) 1950	Ch. 26 (B) 99.9mc 2.1kw	Elmhurst W. Lippincott 9201 Roosevelt Way Plaza 6255	Elmhurst W. Lippincott, p & gm	Harvey Manning, cm Clifford Perry, pd
KJR 1922	950 5,000 DA-N	Mt. Rainier Radio & TV Bcstg. Corp. 1426 5th Ave. Bldg. Elliott 5890	Avery- Knodel	John F. Malloy, co-o Lester M. Smith, co-o Maitland Jordan, gm & cm	Homer Pope, pd Donald Anderson, ce Lou Gillette, nd & sd Ann Sterling, wd
KLOQ (CP)	1590 5000-D	W. Gordon Allen 260 Hansen Ave. Salem, Ore.
KOL 1925	1300 5,000 DA-N	Seattle Bcstg. Co. 1100 West Florida Main 2312	Bolling	Archie Taft, Sr., p Archie Taft, Jr., gm William L. Simpson, cm	Robert W. Harris, pd Phyllis Miller, pmm Perry C. Lind, ce Bob Belcher, nd & sd
KOMO 1926	1,000 50,000 DA-N	Fisher's Blend Sta. Inc. 100 Fourth Ave. No. Seneca 6000	NBC, Hollingbery	O. W. Fisher, p W. W. Warren, vp & gm Ray Baker, vp & cm	King Mitchell, slm Fred Patterson, pdm Reg Miller, pub. ser. F. J. Brott, d of eng. Bill Moshier, fd Katherine Wise, wd
KOMO-TV 1920	1250 1,000 ST-KWSC	The First Presbyterian Church of Seattle Seventh Ave. & Spring Mutual 1250	Ralph G. Turnbull, p James S. Ross, gm & ce	Don Bevilacqua, cm & pmm A. G. Atworth, Jr., pd Karney Barton, nd
KVI 1928	570 5000	Puget Sound Bcstg. Co. 1619 9th Ave.	MBS, Don Lee H-R	Mrs. Vernice D. Irwin, p & gm Earl T. Irwin, slm	Harry Long, pd D. M. McDonough, ce

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SEATTLE—(Cont.)

KXA 1925	770 1,000-D L-WJZ	KXA, Inc. 320 2nd Ave. W. Alder 8600	Rambeau	Wesley I. Dumm, p	Hugh A. Smith, vp & gm	John H. Dubuque, ce
SPOKANE (Spokane Co.)						
KGA 1926	1510 50,000 DA-N	Bankers Life & Casualty Co. Box 141 Keystone 0631	ABC Venard, Rentoul & McConnell	Ray G. Williams, gm Dick Gordon, sm	Len Greensword, cm	Irv Prell, slm, pmm
KHQ 1922 KHQ-TV	590 5,000	KHQ, Inc. Radio Central Bldg. Madison 5131	NBC, Katz	Richard O. Dunning, p & gm J. Birney Blair, cm Robert L. Swartz, pd Rex Raymond Gerlach, pmm	Al G. Sparling, ce M. O. Fritsch, asst. secy.- treas. C. E. Lohnes, oper. mgr.	Patrick J. Cullen, nd Glenn C. Lorang, fd Richard Wright, sd Viola J. Dunn, wd
KNEW 1947	790 5,000 DA-N	Inland Empire Bcstg. Co. 57th & Helena P. O. Box 23 Keystone 9383	MBS, Don Lee, Weed	Burl C. Hagadone, p & gm C. E. Rodell, sm Richard J. Wright, pd	Robert N. Briley, pmm Vincent L. Hoffart, ce James H. McAdam, nd	Kenneth Hutcheson, fd Warren Desmond, sd Lucille Petretee, wd
KREM 1947 KREM-TV	970 5000-D 1000-N DA-N	Louis Wasmer South 4103 Regal Keystone 0466	Forjoe	Louis Wasmer, o Robert H. Temple, gm	Ed Mosley, pd Hommer W. Mead, ce	Dick Hoover, nd Jack Hatch, sd
KREM-FM 1954	Ch. 225 (B) 92.9mc 4.8kw					
KSPO 1921	1340 250	D. Gene Williams & Delbert Bertholf Realty Bldg. Riverside 8033	Oakes	D. Gene Williams, co-o, gm, cm Delbert Bertholf, co-o, pd	Ray Bennett, pmm & sd Edward Antosyn, ce	Mary Ann Topel, nd Irmgard Buerger, wd
KXLY 1922 KXLY-TV	920 5000	Northern Pacific Radio Corp. Madison 1218	CBS Avery-Knodel Moore & Lund	Richard E. Jones, gm George Anthony, pd	Robert Moore, pmm	Robert Struble, slm
SUNNYSIDE (Yakima Co.)						
KREW 1950	1230 250	Cole E. Wylie 7th & Decatur 7-2277	McGillvra	Cole E. Wylie, p Don G. Bennett, gm	John P. Berg, ce	Bill Gaseman, nd
TACOMA (Pierce Co.)						
KMO 1922	1360 5000	Tacoma Radio Corp. 914 1/2 Broadway Fulton 1581	Branham Feltis & Assoc. Cox & Assoc.	J. Archie Morton, p & gm	R. T. "Mac" McKenzie, sld	
KTAC 1942	850 1,000 DA-N	Tacoma Bcstrs., Inc. Winthrop Hotel Broadway 2241	Gill-Perna Tracey Moore	Jerry Geehan, p, gm, cm Dick Weeks, pd John Condon, pmm	Dick Velo, ce Bud Bond, nd Mel Strom, traffic m	Gene Wagner, sd Vera Sadler, wd
KTNT 1952	1490 250	Tribune Pub. Co. South 11th & Grant Fulton 2561	Weed	Frank S. Baker, p Len Higgins, gm John W. Upham, cm	Gless T. Conroy, pd Robert Lyte, pmm	Max Bice, ce Robert Cleland, nd
KTNT-FM 1948	Ch. 247 (B) 97.3mc 10kw					
TOPPENISH (Yakima Co.)						
KENE 1954	1490 250	Radio Bcstrs. Inc. Box 350 5-7272	KBS Everett-Mc- Kinney O'Connell	Dick Rapp, m		



710 KC • 50,000 WATTS **SEATTLE**

Listened to more often—in
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than any other radio station
in the Pacific Northwest

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

NEW YORK • CHICAGO • DETROIT • FORT WORTH • ATLANTA • HOLLYWOOD • SAN FRANCISCO

WASHINGTON

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; slm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. Prom. Mgr. pmm; Prod. Mgr. pdm;
VANCOUVER (Clark Co.)						
KHFS 1954	1150 1,000-D	Western Bcstg. Co. 5500 4th Plain Rd. OX 3-2575	Charles M. Weagant, co-o & ce	Ralph C. Weagant, co-o & pd, nd	Earnie Crater, cm
KVAN 1939	910 1,000	KVAN, Inc. P. O. Box 610 Oxford 4-3325	Bolling	Sheldon F. Sackett, p Jack Irvine, gm J. A. Luetjen, slm	George W. Conner, pd Leo Erickson, ce George Hopkins, nd	C. E. Hecox, fd Doug LaMear, sd
KVAN-TV DA-1						
WALLA WALLA (Walla Walla Co.)						
KTEL 1946	1490 250	Walla Walla Bcstg. Co. P. O. Box 1028 4103	ABC, Grant	Jack Keating, p, gm & pmm Donald W. Harris, cm Clell Porter, pd	Beven Roth, ce Clell Porter, nd & fd	Vern Kinsinger, sd Adaline Bussard, wd
KUJ 1928	1420 5,000 DA-N	KUJ, Inc. 55 E. Main St. 1230	MBS, Weed, Moore & Lund	H. E. Studebaker, p, gm, cm John Sherman, pd Richard Nesbitt, pmm	Milton MacLafferty, ce John Sherman, pd Robert Hofer, fd	Harold Garrett, sd Betty Widmayer, wd
WENATCHEE (Chelan Co.)						
KPQ 1929	560 5,000 DA-N	Wescoast Bcstg. Co. 2d & Columbia 2757	ABC, NBC	James W. Wallace, p & gm Roger Jones, ch. of bd. Pat O'Halloran, cm & pmm	Dorothy Lee, pd & wd Geo. Frese, ce	Bill Denton, nd & sd Tom Templeton, fd
KWNW 1948	1340 250	Wenatchee Bcstrs. Box 1510 Normandy 2-7135	MBS, Don Lee, McGillvra, Feltis	Stuart S. Maus, co-o & gm	Mark A. Sorley, co-o & gm	Warren C. Brown, ce
YAKIMA (Yakima Co.)						
KIMA 1944	1460 5,000 DA-N	Cascade Bcstg. Co. Inc. P. O. Box 702 6104	CBS, Weed, Moore & Lund	A. W. Talbot, p Thos. C. Bostic, gm W. B. Hansen, cm	James W. Nolan, Jr., pd Monte L. Strohl, pmm J. Barry Watkinson, ce	A. J. Kniewel, III, nd John G. Stenkamp, sd
KIMA-TV 1929	1280 5,000-D 1,000-N	KIT, Inc. 414½ E. Yakima Ave. 8115	ABC, NBC, Branham	Carl E. Haymond, p James A. Murphy, gm Jack H. Goetz, cm & pmm	Vern Sawyer, pd Harry Murphy, ce P. W. Wick, nd & fd	Ray Litzinger, sd Catherine May, wd
KUTI	900 250-D	Independent Bcstrs.				
KYAK 1947	1300 1,000-D 500-N DA-N	Yakima Bcstg. Corp. P. O. Box 172 27143	MBS, Don Lee, Walker	R. S. McCaw, p W. W. Boone, gm John F. Behnke, asst. m & pmm	Weymouth Simpson, pd & nd Leroy T. Desilet, slm & sd Donald E. Gardner, ce	Richard J. Passage, fd Ruth Helen Hoffman, wd

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WEST VIRGINIA

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953-54	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953-54
Barbour	19,745	4,670	\$ 6,813	\$ 2,505	\$ 168	3,311	Mingo	47,409	9,890	41,753	9,357	961	5,577
Berkeley	30,359	8,190	22,489	6,103	738	8,409	Monongalia	60,797	15,500	51,183	14,208	1,377	11,538
Boone	33,173	7,220	20,206	5,885	383	5,227	Monroe	13,123	2,850	4,600	1,283	140	2,276
Braxton	18,082	3,840	6,298	1,670	195	2,014	Morgan	8,276	2,110	3,090	1,232	31	2,388
Brooke	26,904	6,930	14,776	5,113	340	5,833	Nicholas	27,696	6,120	15,138	5,013	189	4,265
Cabell	108,035	32,160	115,583	23,986	3,450	27,431	Ohio	71,672	20,380	95,370	20,592	2,127	16,395
Calhoun	10,259	2,090	1,891	545	53	1,297	Pendleton	9,313	1,870	2,630	296	65	1,711
Clay	14,961	2,980	3,858	484	31	1,907	Pleasants	6,369	1,570	3,319	963	55	1,388
Doddridge	9,026	2,070	3,251	984	30	1,205	Pocahontas	12,480	2,790	4,079	1,360	54	2,058
Fayette	82,443	18,750	59,406	12,651	1,071	13,502	Preston	31,399	7,110	15,606	4,190	440	5,785
Gilmer	9,746	2,110	2,399	1,022	55	1,280	Putnam	21,021	4,890	4,533	1,115	53	4,005
Grant	8,756	1,950	7,486	1,208	73	1,673	Raleigh	96,273	22,400	66,177	13,435	899	15,132
Greenbrier	39,295	9,230	28,270	7,125	718	7,686	Randolph	30,558	6,730	16,296	4,070	421	5,512
Hampshire	12,577	2,820	5,123	1,151	63	2,579	Ritchie	12,535	3,000	4,528	1,243	122	2,591
Hancock	34,388	8,850	20,077	7,254	690	9,467	Roane	18,408	3,850	6,408	1,569	56	2,686
Hardy	10,032	2,120	5,045	697	70	1,343	Summers	19,183	4,470	9,362	2,967	234	2,747
Harrison	85,296	22,700	79,705	19,484	17,747	19,067	Taylor	18,422	4,660	8,600	2,918	335	3,517
Jackson	15,299	3,690	7,546	1,802	131	2,397	Tucker	10,600	2,360	5,138	1,729	110	1,557
Jefferson	17,184	4,200	11,980	2,995	390	4,447	Tyler	10,535	2,710	3,775	1,377	116	2,003
Kanawha	239,629	63,980	240,481	58,408	5,732	56,815	Upshur	19,242	4,610	9,601	2,713	392	3,627
Lewis	21,074	4,860	10,238	2,658	302	3,925	Wayne	38,696	7,750	8,168	2,795	284	4,456
Lincoln	22,466	4,440	6,789	2,346	66	2,563	Webster	17,888	3,670	7,869	1,776	124	2,343
Logan	77,391	16,590	59,259	11,269	1,020	10,467	Wetzel	20,154	4,690	10,905	3,210	250	4,223
McDowell	98,887	20,400	66,096	14,703	1,225	13,322	Wirt	5,113	1,280	973	164	25	753
Marion	71,521	19,490	55,319	15,177	1,299	16,440	Wood	66,540	18,860	56,742	13,585	1,622	17,571
Marshall	36,893	9,240	15,598	6,802	429	6,955	Wyoming	37,540	8,240	19,026	5,108	324	5,939
Mason	23,537	5,630	10,343	2,954	87	4,197	Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state.						
Mercer	75,013	18,200	59,697	12,960	1,833	13,280							
Mineral	22,333	5,710	9,372	2,919	269	5,014							

DIRECTORY OF AM AND FM STATIONS

BECKLEY (Raleigh Co.)						
WJLS 1939	560 5,000-D 500-N DA-N	Joe L. Smith, Jr., Inc. WJLS Bldg. 7311	CBS, Personality Weed	Joe L. Smith, Jr., p Virginia N. Cooper, gm	A. J. Ginkel, ce Sanford Doremus, nd	Dallas Boyd, fd Mike Novello, sd Gene Winner, wd
WJLS-FM 1946	Ch. 258 (B) 99.5mc 34kw					
WWNR 1947	620 1,000-D 500-N DA-N	Rahall Bcstg. Co. Inc. 1565 Harper Rd. Box 228 9309	Everett- McKinney, Dora- Clayton	N. Joe Rahall, p Richard H. Booth, gm Richard A. Braun, pd	Margaret Jenkins, pmm Anthony Gonzales, ce Robert Lane Kent, nd	Denny Hollandsworth, fd Eugene Morehouse, sd Ginny Lee Noel, wd
BLUEFIELD (Mercer Co.)						
WHIS 1928	1440 5,000 DA-N	Daily Telegraph Print- ing Co. 623 Commerce St. 7114	NBC, Katz	Jim Shott, p Hugh I. Shott, Jr., gm	P. T. Flanagan, sm & ce Barnes H. Nash, pd	Bill Hickok, nd & sd Jackie Oblinger, wd
WKOY 1948	1240 250	WKOY, Inc. West Virginia Hotel 7405	MBS, Devney, Holmar, Dora-Clayton	J. Lindsey Alley, o & p, gm Wm. D. Hostetter, sm & nd J. Robert Alston, cm	Sue Phelps, pd & wd Buck Yost, ce	Bob Alston, sd

WEST VIRGINIA

CHARLESTON
(Kanawha Co.)

WCAW 1947	1400 250	Capital Bcstg. Co. Kanawha Hotel 37503	McGillvra	Wm. D. Stone, p & ce Selma D. Pierson, cm O. O. Pierson, cm	Al Walker, pd Jack Zeillman, pmm & sd	Dave Bailey, nd Norma K. Files, wd
WCBS 1927 WCBS-TV	580 5,000 DA-N	The Tierney Co. 1111 Virginia St. E. 28-131	CBS, Branham	Lewis C. Tierney, p John T. Gelder, Jr., gm John L. Sinclair, Jr., slm Joe Farris, pd	C. Frohman, Johnson, pmm William E. Dixon, techn. dir. Gene Brick, ce Ross Edwards, nd William B. Ogden, cm Bill Richards, pd	Ned Skaff, fd Ernie Saunders, sd Cherie McDougall, wd
WGKV 1939	1490 250	Kanawha Valley Bcstg. 210 Dickinson St. 3-7541	NBC, Katz	L. H. Rogers, II, p William R. Murray, gm		Gilbert Brooks, nd Lois Beasley, wd
WKNA 1946 WKNA-TV	950 5,000-D 1,000-N DA-2	Joe L. Smith, Jr. Inc. 804½ Kanawha Blvd. E. 3-9971	ABC, Weed, Personality Net.	Joe L. Smith, Jr., p Charles H. High, gm Virginia N. Cooper, cm	Joseph J. Herget, pd & nd A. J. Ginkie, ce	Carl Rose, fd & sd Mava Morton, wd
WKNA-FM 1948	Ch. 248 (B) 97.5mc 9.6kw					
WTIP 1946	1240 250	Chemical City Bcstg. Co. Capital at Fife Sts. 23-136	MBS, Forjoe	Gus Zaharis, p Berton Sonis, gm Mel S. Burka, cm	Bob Bower, pd & pmm, nd & sd	Paul Sullivan, ce Shirley S. Wolfe, wd

CLARKSBURG
(Harrison Co.)

WBLK 1937 WBLK-TV	1400 250	Ohio Valley Bcstg. Corp. 444½ W. Pike St. 4-7571	NBC, Branham	Austin V. Woods, p George H. Clinton, vp Carl Loose, gm	Charles Gaylord, cm James Harper, pd & nd Joan Carson, pmm & wd	Harry Brown, ce Ben Homel, fd Ray Hayes, sd
WHAR 1946	1340 250	WHAR, Inc. 1200 East Pike St. 4-5525	ABC, MBS, McGillvra	Walter Patterson, p & gm Robert K. Richards, vp	Frank Gregg, cm Paul Ellison, pd, nd, fd & sd	Beryl Snyder, ce Flora Vespoint, wd
WPDJ 1947	750 1,000-D	Clarksburg Bcstg. Corp. 339 W. Main St. 4-6425	O. L. Billingsley, p R. C. Warden, gm Joseph M. Larosa, cm	Dewitt Wyatt, pd & pmm, fd R. D. Hough, techn. dir. John Peters, nd	Joe Fredericks, sd Judy Reager, wd

ELKINS
(Randolph Co.)

WDNE 1948	1240 250	West Va. Radio Corp. Box 967 1300	MBS, KBS	Mrs. A. J. R. Greer, p John W. Johns, gm & cm	Ed Doyle, pd Joseph Kapustka, ce	Lewis Wilson, nd Fred Bernard, sd
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FAIRMONT
(Marion Co.)

WMMN 1928	920 5,000 DA-N	People Bcstg. Corp. 208 Adams St. 3100	CBS, H-R Reps.	Herbert E. Evans, vp A. G. Ferrise, gm Frank J. Lee, asst. m	Francis T. Lauzau, pd, fd Howard Haid, pmm Harry W. Jackson, ce	Bob Leonard, nd Frank J. Lee, sd Elizabeth Meredith, wd
WVWV 1947	1490 250	Fairmont Bcstg. Co. 108 Gaston Ave. 5000	ABC, KBS, Gill-Perna	J. Patrick Beacom, p Robert M. Drummond, gm George Fowler, cm Bob Frazier, pd	Jack Tennant, pmm Joe Strelauski, ce Numa Fabre, nd	Bob Finnerin, fd Nick Fantasia, sd Mary Fortney, wd
WJPB (FM) 1949	Ch. 222 (B) 92.3mc 5kw	(WVWV, AM Affiliate)				

HUNTINGTON
(Cabell Co.)

WHTN 1947 WHTN-TV	800 1,000-D	Greater Huntington Radio Corp. 1112½ 4th Ave. P. O. Box 387 33453	Indie	S. J. Hyman, p John S. Phillips, gm Curtis Clark, cm	George Marshall, pd Everett Parker, pmm Harold F. Sturn, ce	Karl Broadley, nd & fd Larry Brown, sd Dorothy Jean Schroeder, wd
WHTN-FM 1947	Ch. 263 (B) 109.5mc 53.8kw					
WPLH 1946	1450 250 CP 1470 5000-D	Huntington Bcstg. Corp. 1105 4th Ave. 33421	MBS, Walker	Cy N. Bahakel, p Frank Tirico, vp	L. J. Tackett, gm Alvin Jayne, ce	Bill Austin, nd Ken Jones, sd
WSAZ 1923 WSAZ-TV	930 5,000-D 1,000-N DA-N	WSAZ, Inc. 201 Ninth St. 38-401	ABC, Katz	Col. H. H. Long, p L. H. Rogers, gm C. Tom Garten, sm C. Bos Johnson, pd	C. W. Dinkins, pmm L. E. Kilpatrick, ce Nick Basso, nd	W. D. Click, fd James Thacker, sd Mary E. Kercheval, wd

West Virginia's
Charleston -
Huntington
Station

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families in W. Va.,
Ky. and Ohio with
CBS and local
programming

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NATIONAL REPS: *The Branham Company*

WEST VIRGINIA

City	County	Call Letters	Chan. or Freq.	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations
Established	Power						
TV Affiliate							Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
KEYSER (Mineral Co.)							
WKYR	1270	WKYR, Inc.	KBS,	Walter Patterson, co-o & gm	Thomas Butcher, cm & pmm	Odbert H. Cornwell, nd, fd	
1953	1,000-D	WKYR Bldg. 20741	McGillvra	Robert K. Richards, co-o South Bevins, sm	Kenneth Robertson, pd Arnett Swisher, ce	Alan Powers, sd Ruth Rotruck, wd	
LOGAN (Logan Co.)							
WLOG	1230	Clarence H. Frey & Robert O. Greever	MBS	Clarence H. Frey, ptrn. & gm	Oddefa Vickers, cm Lucille Gallion, pd	Audie Albright, nd Mike Wynn, sd Linda Lane, wd	
1940	250	445 Stratton St. 540		Robert O. Greever, ptrn. & gm	Brooks Sweeney, pmm L. J. Frye, ce		
WLOG-FM	Ch. 277(B)						
1949	103.3 mc. 2.7kw						
WVOW	1290	Logan Bcstg. Corp.	KBS	Dr. H. H. Farley, p	William P. Becker, gm	Russell E. Bassett, ce	
1952	5,000-D 1,000-N DA-2	60 Water St. 2356					
MARTINSBURG (Berkeley Co.)							
WEPM	1340	Martinsburg Bcstg. Co.	MBS,	C. M. Zinn, co-o	George N. O'Brien, cm	Thomas Leighton, ce	
1946	250	Peoples Trust Co. Bldg. 5252	KBS, McGillvra	C. Leslie Golliday, co-o & gm	Eunice J. Schneider, pd & wd	John Floyd, nd & sd	
WEPM-FM	Ch. 232 (A)						
1946	94.3mc 0.80kw						
MATEWAN (Pike Co.)							
WHJC	1360	Three States Bcstg. Co.	KBS	Fred Morningstar, p & gm Fred A. Staples, sec'y. & treas.	Donna Bjork, vp Jim Pelley, sd	Helen Pickering, wd Leonard Dykema, ce	
1951	1,000-D	4771					
MONTGOMERY (Fayette Co.)							
WMON	1340	Fayette Associates, Inc.	MBS	Arnold M. Vickers, p Andrew W. Vickers, gm & cm	Richard A. Rhodes, pd & pmm, nd	Ted Wolfe, sd Min Johnson, wd	
1946	250	1028 First Ave. Hillside 2-2191			Jesse C. Craver, ce		
MORGANTOWN (Monongalia Co.)							
WAJR	1230	West Virginia Radio	MBS	Mrs. Agnes J. Reeves Greer, p	Theodore Williams, pd Eleanor Lamb, pmm & wd	Steve Brezney, nd Jim Weldon, fd Jack Fleming, sd	
1940	250	Corp. 446 Spruce St. 9488		John W. Johns, gm Geo. J. Shean, cm	Albert Novak, ce		
WAJR-FM	Ch. 257 (A)						
1947	99.3mc 1kw						
WCLG	1300	Morgantown Bcstg. Co.	C. Leslie Golliday, o & gm			
1954	500-D	343 High St. 2-3456					
MOUNDSVILLE (Marshall Co.)							
WMOD	1370	Robert W. Munn	KBS	Robert W. Munn, p John T. Taylor, gm, cm, pd & pmm	James W. Jones, ce Jim Herink, nd, fd	Pat Gaughan, sd Helen Flowers, wd	
1950	1,000-D	P. O. Box 732 1730					
NEW MARTINSVILLE (Wetzel Co.)							
WETZ	1330	Magnolia Bcstg. Co.	ABC,	J. Patrick Beacom, p John F. Watkins, gm Garry Moore, cm	Harold Showman, pd J. F. Watkins, pmm Richard McBride, ce	John Malson, nd Jack Nichols, sd Connie Deitz, wd	
1953	1,000-D	3rd St. 1000	Gill-Perna				
OAK HILL (Fayette Co.)							
WOAY	860	Robert R. Thomas, Jr.	Robert R. Thomas, Jr., p & gm	Curtis Horton, ce Dough Ford, nd	Chuck Balding, fd & sd	
1947	10,000-D	Box 251 651					
WOAY-TV							
1948	Ch. 231 (B)						
WOAY-FM	94.1mc 14.5kw						
PARKERSBURG (Wood Co.)							
WCEF	1050	C. E. Franklin	C. E. Franklin, gm, ce Dean Lake, slm Paula Carr, pd	Mary Poling, pmm Fred Stevens, nd	Cliff Miller, fd Paula Carr, wd	
1954	250-D	P. O. Box 228 21844					
WCOM	1230	Parkersburg Bcstg. Co.	ABC	Joseph M. Handlan, p Aud N. Archer, gm, cm & pmm	H. B. Kenny, loc. slm	William E. Collins, pd & ce	
1947	250	317 Ninth St. 7-4491	McGillvra				
WPAR	1450	Ohio Valley Bcstg. Corp.	CBS,	Austin V. Woods, p Geo. H. Clinton, exec. vp, gm, cm	Laurence V. Murphy, spm, slm Sherman A. Grimm, pd, nd & fd	Hazel N. Mercer, pmm Vilah G. Brooks, techn. dir. & ce Sonia Wilson, wd	
1935	250	211½ Fifth St. 75475	Branham				
WPAR-FM	Ch. 293 (B)						
1948	106.5mc 3.9kw						
PINEVILLE (Wyoming Co.)							
WWYO	970	Wyoming Bcstg. Co.	R. D. Bailey, p E. D. Hawley, gm, cm Elaine Taylor, pd & wd	Jack D. Mullens, pmm William Stone, ce	Carl M. Brown, nd J. H. Frye, fd & sd	
1949	1,000-D	2711					
PRINCETON (Mercer Co.)							
WLOH	1490	Mountain Bcstg. Service	ABC,	H. P. Hunnicutt, p Melvin Barnett, gm & nd	James M. Angel, cm Paul Osburn, pd	E. H. Graham, ce	
1947	250	Inc. Box 1011 2151	W. Va. Net.				
RONCEVERTE (Greenbrier Co.)							
WRON	1400	Blake Bcstg. Co.	NBC,	William E. Blake, p & gm Ralph E. Shupe, cm, pmm, & nd	Phil Vogel, pd & nd Keith Dotson, ce	Stuart O'Dell, fd Gladys Livesay, wd	
1947	250	Shanklin Bldg. 300	West Va. Net. McGillvra				

Data corrected to Dec. 15, 1954. 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. Complete key to abbreviations, page 6.

SPENCER
(Roane Co.)

WRAS 1590 Ohio Valley on the Air, Marianne B. Campbell, o
(CP) 1000-D Inc.
Box 244
Gallipolis, O.

WEIRTON
(Hancock Co.)

WEIR 1430 Tri-State Bcstg. Co. Rambeau Harold Bangert, p Alf Rowand, pd & pmm
1950 1,000 Professional Bldg. E. J. Hirschberg, gm James Mark, ce Tom Schell, sd
DA-2 2815 Robert Badger, sm Lou Serra, nd Margaret Cattell, wd

WELCH
(McDowell Co.)

WBRW 1340 McDowell Service Co. MBS, KBS Joseph G. Grant, p Willis Seaman, ce Michael Silagi Jr., office m
1940 250 10 Riverside Dr. 818 Paul William Marlowe, gm & cm
WELC 1150 Pocahontas Bcstg. Co. McGillvra Sam Sidote, p, gm, cm Howard R. King, ce John Villani, nd & sd
1926 1,000-D Box 1032 1150 Mrs. Josephine Cullop, gm & pmm

WESTON
(Lewis Co.)

WHAW 1450 Central W. Va. Service MBS, R. H. Ralston, p Don McWhorter, pd Charles Ballard, sd
1945 250 Corp. KBS F. E. Andrews, vp James E. McEwuen, ce Jo Durham, wd
P. O. Box 431 1555 George W. Yazell, gm & cm

WHEELING
(Ohio Co.)

WHLL 1600 Wheeling Bcstg. Co. Kenneth H. Forney, p & gm
1949 5,000-D P. O. Box 989 8700
WKWK 1400 Community Bcstg. Inc. ABC, John B. Reynolds, p & gm James W. Jones, ce Derek B. Gore, sd
1941 250 16th & Market Sts. 5320 Weed Elsie M. Cook, cm Ray Vingi, nd Evelyn Haden, wd
Dale M. Schussler, pd
WKWK-FM Ch. 247 (B) George Storer, p Paul A. Myers, pd Frank Stevens, nd
1948 97.3mc CBS, Blair Paul J. Miller, mgm. d. Howard W. Meagle, pmm Pete Stenger, fd
16kw Hawley Bldg. 5383 Andrew F. Hofmann, cm Edwin L. Keim, ce Lew Clawson, sd
WWVA 1170 Storer Bcstg. Co. George Storer, p Paul A. Myers, pd Frank Stevens, nd
1926 50,000 CBS, Blair Paul J. Miller, mgm. d. Howard W. Meagle, pmm Pete Stenger, fd
DA-N 5383 Andrew F. Hofmann, cm Edwin L. Keim, ce Lew Clawson, sd
WWVA-FM Ch. 254 (B) Paul A. Myers, pd Frank Stevens, nd
1947 98.7mc CBS, Blair Paul J. Miller, mgm. d. Howard W. Meagle, pmm Pete Stenger, fd
7.4kw 5383 Andrew F. Hofmann, cm Edwin L. Keim, ce Lew Clawson, sd

WILLIAMSON
(Mingo Co.)

WBTH 1400 Williamson Bcstg. Co. MBS Clarence Lovitch, co-o John T. Blair, Jr., pd
1939 250 5 1/2 E. 2nd Ave. Gene Grant Alice Shein, co-o, gm & cm. Robert W. Bullio, ce
1241

WISCONSIN

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953-54	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1953-54
Adams	7,906	2,320	\$ 5,524	\$ 1,023	\$ 39	2,495	Marinette	35,748	9,950	34,868	9,041	623	10,216
Ashland	19,461	5,200	22,930	5,763	506	4,651	Marquette	8,839	2,580	8,075	1,502	122	2,978
Barren	34,703	9,840	47,874	8,046	1,049	10,392	Milwaukee	871,047	260,930	1,211,156	279,439	31,304	259,836
Bayfield	13,760	3,720	7,523	1,851	224	3,424	Monroe	31,378	8,140	25,519	5,491	602	8,726
Brown	98,314	27,440	123,444	25,410	3,106	30,478	Oconto	26,238	6,930	23,717	4,231	260	7,338
Buffalo	14,719	4,170	10,524	1,700	244	4,093	Oneida	20,648	6,080	26,681	7,264	705	6,515
Burnett	10,236	2,820	7,826	1,733	157	2,931	Outagamie	81,722	23,240	100,757	20,441	1,991	25,333
Calumet	18,840	5,150	22,276	3,559	344	5,831	Ozaukee	23,361	7,010	28,320	5,765	547	9,278
Chippewa	42,839	11,140	47,296	7,758	805	11,882	Pepin	7,462	1,900	7,878	1,753	67	2,181
Clark	34,023	10,180	33,638	5,042	601	9,065	Pierce	21,448	5,970	21,575	5,224	427	6,459
Columbia	32,458	8,770	45,918	8,164	996	11,876	Polk	28,944	7,160	28,937	5,341	762	7,598
Crawford	17,652	4,680	14,540	3,443	291	4,536	Portage	34,858	8,840	32,108	7,365	811	9,760
Dane	169,357	48,960	214,616	42,000	7,600	55,441	Price	16,344	4,410	15,562	2,771	278	4,323
Dodge	57,611	16,400	55,067	11,936	1,004	17,217	Racine	109,585	33,300	150,646	37,545	4,003	36,834
Door	20,870	6,200	24,055	5,511	547	7,240	Richland	19,245	5,230	23,096	4,729	497	5,421
Douglas	46,715	13,660	51,187	14,188	1,273	11,711	Rock	92,778	28,590	125,832	29,656	2,947	32,152
Dunn	27,341	7,410	27,118	5,074	502	7,881	Rusk	16,790	4,370	16,333	3,137	239	4,287
Eau Claire	54,187	16,040	67,471	14,734	1,926	16,500	St. Croix	25,905	7,440	28,134	4,999	502	7,973
Florence	3,756	1,150	2,511	853	28	1,097	Sauk	38,120	11,210	45,169	9,310	1,026	12,495
Fond du lac	67,829	19,480	86,074	16,837	2,340	21,852	Sawyer	10,323	2,780	9,892	2,069	320	2,858
Forest	9,437	2,030	6,864	1,401	158	2,202	Shawano	35,249	9,210	29,849	6,390	486	10,053
Grant	41,460	11,770	48,231	8,505	845	12,285	Sheboygan	80,631	24,430	96,728	19,864	1,953	25,424
Green	24,172	7,210	39,752	9,160	995	8,142	Taylor	18,456	4,530	14,723	2,403	218	4,819
Green Lake	14,749	4,430	21,164	3,939	285	5,198	Trempealeau	23,730	6,360	22,389	3,773	355	7,025
Iowa	19,610	5,440	16,134	3,488	302	5,685	Vernon	27,906	7,620	23,260	5,957	606	7,988
Iron	8,714	2,400	7,785	2,434	62	2,404	Vilas	9,363	2,740	12,644	3,649	67	3,099
Jackson	16,073	4,530	15,162	2,309	217	4,566	Walworth	41,584	13,200	58,406	12,320	1,465	15,902
Jefferson	43,069	12,890	55,573	11,912	1,025	15,212	Washburn	11,665	3,070	11,958	3,423	407	3,146
Juneau	18,930	5,030	19,825	4,360	390	5,532	Washington	33,902	9,970	43,930	9,051	662	12,231
Kenosha	75,238	23,360	103,152	27,141	2,541	25,362	Waukesha	85,901	25,840	88,138	23,298	2,078	33,940
Kewaunee	17,366	4,570	16,279	2,490	254	5,448	Waupaca	35,056	10,100	49,019	8,736	184	4,610
La Crosse	67,587	19,800	92,352	22,140	1,886	20,267	Waushara	13,920	4,010	14,761	2,255	184	4,610
Lafayette	18,137	5,030	19,356	3,818	257	5,439	Winnebago	31,103	27,310	116,160	29,639	2,646	28,606
Langlade	21,975	5,760	25,972	5,832	370	5,987	Wood	50,500	14,110	59,732	13,459	1,102	15,771
Lincoln	22,235	6,220	26,265	6,872	666	6,471							
Mantowoc	67,159	19,440	80,676	19,530	1,166	21,460							
Marathon	80,337	21,760	89,878	17,055	1,511	24,131							

Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed; automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

ANTIGO
(Langlade Co.)

WATK 900 Antigo Bcstg. Co. Artemas F. Berner, p, gm
1948 250-D 3-4124

APPLETON
(Outagamie Co.)

WAPL 1570 Bartell Bcstrs. Inc. Gill- Gerald A. Bartell, p Robert Culp, gm Louis A. Bauernfeind, ce
1952 1,000-D 124 W. Washington St. Perna Connie Forster, sm Rex Munger, pd
WHBY 1230 WHBY, Inc. MBS Earl H. Huth, gm, cm George Merkl, ce Marion Togerson, wd
1925 250 600 S. Lawe St. Upper Midwest Wis. Net. John Flynn, nd Bob Lloyd, sd
3-6639 Meeker John Gibbons, pmm

ASHLAND
(Ashland Co.)

WATW 1400 Upper Mich.-Wis. Bcstg. MBS, KBS William L. Johnson, p, gm Mary Jean Anno, pd, wd Otto Link, ce
1940 250 Co. Wis. Net. Arnold Peterson, cm, nd
Northern State Bank Bldg. 1680 Walker

WISCONSIN

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; sm; Prog. Dir. pd; Chief Eng. cc; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. cc; Prom. Mgr. pmm; Prod. Mgr. pdm;
BEAVER DAM (Dodge Co.)					
WBEE 1951	1430 1,000-D	Beaver Dam Bcstg. Co. Inc. Radio Park Turner 5-4439	KBS Holman	William E. Walker, p Charles R. Dickoff, vp, gm	Lloyd Nowail, ce Keith Pettack, nd
BELOIT (Rock Co.)					
WBEL 1948	1380 5,000-D DA-D	Beloit Bcstrs. Inc. 335 East Grand Ave. Emerson 5-5525	Holman	Russ Salter, p Robert O. Moran, gm Warren Anderson, cm	Joseph Moen, pmm, sd Leo Wilson, ce Bob Scholz, nd Don Lee, fd Susan Taylor, wd
WGEZ 1948	1490 250	Beloit Bcstg. Co. Hotel Hilton Emerson 5-8865	MBS Wis. Net. Everett- McKinney	Sidney H. Bliss, p Ruth Bahr, gm, pmm Eugene Steinhorst, cm	Gerry Grainger, pd Jerry Dvorachek, ce Betty Wyatt, nd Tom Anderson, sd
CHIPPEWA FALLS (Chippewa Co.)					
WCHF 1954	1150 1000-D	Chippewa Falls Bcstg. Co. Inc. 110½ Bridge St. 7414	Clark	Charles H. Nelson, p Harold R. Murphy, sec. treas.	Fred Vigder, gm Gene Books, pd Raymond Bohnert, ce
EAU CLAIRE (Eau Claire Co.)					
WBIZ 1947	1400 250	WBIZ, Inc. 609 Cameron St. 5111	MBS McGillvra	Howard G. Bill, p, gm Harold Jahnke, pd	Lou Kassera, sd Grace Dupslaff, wd
WEAU 1937	790 5,000 DA-N	Central Bcstg. Co. 2415 So. Hastings Way 2-3474	NBC Hollingbery	W. C. Bridges, p H. S. Hyett, gm R. E. Nelson, cm	Alfred Young, pd T. D. Jorgenson, ce Don Wright, nd Elbert Hutchison, fd Robert Junkert, sd
WEAU-FM 1945	Ch. 231 (B) 94.1mc 60kw				
WRFW 1948	1050 1,000-D	Chippewa Valley Radio & Television Corp. Rudolph Rd. 21629	Thomas K. Werner, p Jack Kelly, gm, pd, nd, fd	Richard K. Werner, cm Wm. Hill, ce Ralph Gooding, sd Kay Wahl, wd
FOND DU LAC (Fond Du Lac Co.)					
KFIZ 1922	1450 250	KFIZ Bcstg. Co. 18 West First St. 356	MBS Wis. Net. Holman	Emery W. Martin, p Lynn N. Fairbanks, gm	Lucille A. Fairbanks, pd, wd Wendell S. Meyers, ce Ron Harvey, nd, fd Joe Goeser, sd
GREEN BAY (Brown Co.)					
WBAY 1925	1360 5,000 DA-N	Norbertine Fathers 115 South Jefferson St. Hemlock 2-3333	CBS, Weed	Haydn R. Evans, gm Rog Mueller, sm, pd Joe DeYoung, cm	Lee Stinson, pmm W. E. Stangel, ce Clair Stone, nd Craighton Knau, fd Bud Witte, sd
WDUZ 1947	1400 250	Green Bay Bcstg. Co. 225 N. Adams St. Hemlock 5-5331	ABC, KBS Pearson	Ben A. Laird, p, gm Robert A. Vandersteen, cm Robert Ehle, pd, sd	Donald Vander Kelen, pmm, nd Leo Westerman, ce John Kessenich, fd
WJPG 1947	1440 5,000-D 500-N DA-2	Green Bay Newspaper Co. P. O. Box 620 Hemlock 5-7575	MBS Wis. Net. McGillvra	A. E. Turnbull, p John M. Walter, sm Glen R. Holznecht, cm Charles Gourlie, pd	William McCarthy, pmm Elmo Reed, ce James Bartelt, nd Les Sturmer, fd Tony Flynn, sd Mary Ann Bartel, wd

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 FM's in *italic*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-D—Directional Antenna, day only. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

WJPG . . . carries the Sports Load in Northeastern Wisconsin



People in Northeastern Wisconsin like Action!

Buying Action!

Sports Action!

Green Bay's 5,000 watts daytime (500 night) station, WJPG,
 translates this "sports-happy" audience into volume sales.
 You've always got a loyal, responsive audience on WJPG
 . . . the area's top Sports Station!

5,000 WATTS DAYTIME

500 WATTS AT NIGHT

Nationally Represented by JOSEPH MCGILLVRA, INC.

MBS
WJPG
 Green Bay, Wis.

HARTFORD

(Washington Co.)

WTKM 1540
1954 500-D

The Kettle Moraine
Bcstg. Co.
600

KBS
Upper
Midwest
Lawson

Walter Zastrow, p
Don Zastrow, gm, fd

Oliver West, cm, pmm, slm
Bill Roberts, pd, nd

Lyle Thomas, ce

JANESVILLE

(Rock Co.)

WCLO 1230
1930 250

Southern Wisconsin
Radio Inc.
200 East Milwaukee St.
3316

MBS
Wis. Net.
Everett-
McKinney

Sidney H. Bliss, p
Vern W. Williams, gm, nd

Bill Bessire, cm
Ralph Schroeder, pd, pmm

Wayne Clay, ce
Don Boyd, sd

WCLO-FM Ch. 265 (B)
1947 99.9mc
15.5kw

WISCONSIN'S 4th SALES MARKET

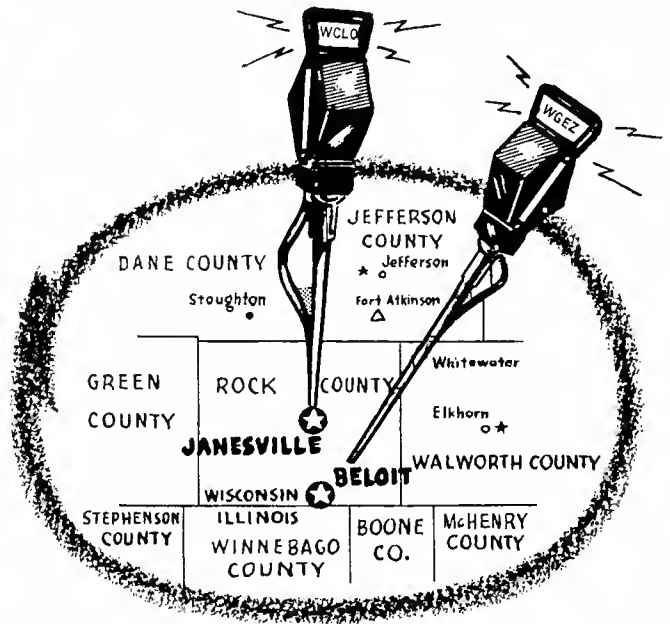
... ROCK COUNTY

- 4th in spendable income—\$159,774,000
- 4th in buying power—\$171,516,000
- 4th in number of households—27,380
- 4th in total retail sales—\$125,832,000
- 4th in food sales—\$29,856,000
- 4th in automotive sales—\$24,889,000

REPRESENTED BY

Everett-McKinney, Inc.

The only full time network outlets serving this area



ONLY COUNTY IN WISCONSIN WITH TWO COMMUNITIES
OVER 30,000 POPULATION*

- * Janesville 30,061
- * Beloit 37,706

All MAJOR AND LOCAL Sports . . .

- Milwaukee Braves • University of Wisconsin
High School • Beloit College • World Series
Green Bay Packers

Exclusive!

WRITE OR CALL FOR COMBINATION RATES

WCLO - FM

WCLO

JANESVILLE, WISCONSIN

Represented by:

EVERETT-McKINNEY, INC.

40 E. 49th St.
New York, N. Y.
Plazo 9-3747

400 N. Michigan
Chicago, Illinois
Superior 7-9052

WGEZ

BELOIT, WISCONSIN

WISCONSIN

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations
KENOSHA (Kenosha Co.)					
WLIP 1947	1050 250-D	Kenosha Bcstg. Co. 625 57th St. Olympic 7-6162	Everett- McKinney	William L. Lipman, p Hugh L. Gately, sm Steve Kelley, prog. sup.	Jerry Golden, pd C. Lubinski, ce Virginia Taylor, nd Irene B. Nelson, wd
LA CROSSE (La Crosse Co.)					
WKBH 1923	1410 5,000 DA-N	WKBH, Inc. 141 So. 6th 2-4678	NBC Raymer	Howard Dahl, p, gm Robert Z. Morrison, cm	Berniece Callaway, pd Leonard G. Anderson, pmm Al Leeman, ce
WKBT(TV) 1948	580 1,000 DA-1	Lee & Associates Inc. 112 North 4th St. 2-6042	ABC Everett- McKinney	Herbert H. Lee, p Don O'Brien, gm	Milo Knutson, cm, nd Charlie Kearns, pd, sd
WLCCX 1947	1490 250	Ottumwa Telecasting Corp. Rivoli Theatre Bldg. 44521	MBS Sears & Ayer	R. L. Philippe, p Gene W. Philippe, vp, gm R. A. Gaumer, cm	Bob Mikkalson, pd, sd Ken Nyman, pmm Bill Bruring, ce John Hancock, nd Jack Fry, fd Catherine Guillaume, wd
LADYSMITH (Rusk Co.)					
WLDY 1948	1340 250	Flambeau Bcstg. Co. Inc. Wis. Hwy. 8 584-5	KBS Clark	Charles H. Nelson, p Harold R. Murphy, sec.- treas. Joe Dahlvig, gm	Gene Books, pd Ferry Martin, pmm Raymond Bohnert, nd Pat Jakobek, nd Lillian Klake, wd
MADISON (Dane Co.)					
*WHA 1919	970 5,000-D	University of Wisconsin Radio Hall 5-2988	E. B. Fred, p Harold B. McCarty, dir. William G. Harley, pd William T. Evjue, p Kenneth F. Schmitt, gm	Harold A. Engel, pmm John H. Stiehl, ce Roy Vogelman, nd Howard A. Johnson, cm Robert N. Dick, pd Maurice White, sd Lou Landman, sd Aline Hazard, wd Norman Hahn, ce Jack Newman, nd
WBTA 1925	1310 5,000 DA-N	Badger Bcstg. Co. 3800 Regent St. 3-5311	NBC Avery- Knodel	Ralph M. Immell, p Ralph O'Connor, gm Richard Nickeson, cm Beverly White, pd	Le Roy Wesner, pmm, fd W. M. Greeley, ce Cliff Conohan, nd Don Schmitt, sd Barbara Lane, wd
WIBA-FM 1948	Ch. 268 (B) 101.5mc 45kw	Radio Wisconsin Inc. Commercial State Bank Co. 7-2588	ABC, MBS Arrowhead Hollingbery	Stewart Watson, p Ben Hovel, gm Paul Enright, sm Mrs. Lu Baitinger, pd Earl W. Fessler, p, gm, ce	Robert Wickhem, ce Jack Davis, co-nd Ray Streeter, co-nd Bill Leppien, cm Audrey Powers, pd
WISC 1948	1480 1,000 DA-1	Monona Bcstg. Co. 215 W. Washington Ave. 7-2261	CBS Headley- Reed
WISC-FM 1948	Ch. 251 (B) 98.1mc 1kw	Earl W. Fessler 2047 Winnebago St. 4-2847
WKOW 1948	1070 10,000-D	Francis M. Kadow Radio Bldg. 5015-6015	MBS Wis. Net. Holman	Francis M. Kadow, p, gm, George H. Erdman, pd, nd Edward Allen, Jr., ptrn., gm, pd Edward W. Jacker, ptrn., ce	L. J. Splitt, pmm Hubert Willis, ce R. R. Coe, fd Raymond Wanek, cm Donn Reed, pmm L. J. Mangin, sd Donna Wodak, wd Myron Gueller, nd, fd Dolres Allen, wd
WKOW-TV 1948	5,000-N DA-2	Manitowoc Bcstg. Co. 2500 North 10th Ave. Manitowoc 7763
WMFM(FM) 1948	Ch. 281 (B) 104.1mc 7.5kw	M & M Bcstg. Co. Radio-TV Park 2-6631	NBC Venard Rintoul McConnell	William E. Walker, p Joseph D. Mackin, gm Howard L. Emich, sm Patrick Kehoe, pd	Howard W. Witt, pmm Al Alexander, ce Robert Macauley, nd John Bell, fd Bill Liegeois, sd Marjorie Simms, wd
MANITOWOC (Manitowoc Co.)					
WOMT 1926	1240 250	Dairyland's Bcstg. Service, Inc. 1710 N. Central Ave. Marshfield 1450	KBS	Lloyd L. Felker, p Robert W. Behling, gm Roger Thomsen, cm Du Wayne Allen, pd	Gene La Fond, pmm Gerald Boos, ce Glenn Brown, nd Dean Lybeck, fd Bob Johnson, sd Irma Coates, wd
WWOC 1952	980 1,000-D	M & N Bcstg. Co. Box 259 255-5147	MBS, KBS Flambeau Clark	Charles H. Nelson, p Harold R. Murphy, sec. Paul Allman, gm, cm	Dick Johnson, pd, fd Ray Bohnert, ce Ray Pollom, nd Don Seehafer, sd
MARINETTE (Marinette Co.)					
WMAM 1939	570 250-D
WMBV-TV 1948	100-N
MARSHFIELD (Wood Co.)					
WDLB 1947	1450 250
WDLB-FM 1948	Ch. 280 (A) 103.9mc .25kw
MEDFORD (Taylor Co.)					
WIGM 1941	1490 250

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T W O

SOUTHEASTERN WISCONSIN

clear channel

WISCONSIN'S 4th

IN THE KENOSHA MARKET AREA

WILLIAM L. LIPMAN
Owner & Gen. Mgr.



MARKETS

plus **NORTHERN ILLINOIS**

coverage in

LARGEST CITY

LOTS OF COVERAGE AT LITTLE COST

only ONE station

Everett-McKinney, Inc., Nat'l. Rep.

HUGH L. GATELY
Station Mgr.

MENOMONIE

<i>(Dunn Co.)</i>						
WMNE 1951	1360 1,000-D	Menomonie Bcstg. Co. 603½ Broadway 1156 or 1157	KBS	Dr. Wendell Hansen, o Douglas A. Weikley, gm, pd Thor Edgeberg, cm	R. L. Sanasac, pp Everette Lindgren, ce Denton Fender, nd	Howard Kuhn, fd Margaret Brandenburg, wd
MERRILL <i>(Lincoln Co.)</i>						
WLIN (FM) 1947	Ch. 264 (B) 100.7mc 9.35kw	(WOSA, Wausau, AM Affiliate)				
MILWAUKEE <i>(Milwaukee Co.)</i>						
WCAN 1948	1250 5000	Midwest Bcstg. Co. 723 N. 3rd St. Broadway 6-2154	Rosenman Scott	Lou Poller, p & gm Bill Goodnow, sm Mort Rosenman, pd	Kal Ross, adm. asst. & opers d Walter Wesley, ce	Roger Mohr, sd Alex Rosenman, N. Y. rep.
WCAN-TV 1935	DA-2			A. M. Spheeris, p Hugh K. Bolce, Jr., gm John Gagliano, cm, pmm	Tom Shanahan, pd Rolland E. Paske, ce	Don O'Connor, nd Earl Gillespie, sd
WEMP 1935	1340 250	Milwaukee Bcstg. Co. 710 N. Plankinton Ave. Broadway 1-7722	Headley- Reed			
WEMP-FM 1948	Ch. 227 (B) 93.3mc 50kw					
WFOX 1946	860 250-D	Business Management Inc. 208 E. Wisconsin Ave. Br. 2-1272	KBS Young	Joseph A. Clark, p, gm George Inghram, cm	Charles LaForce, pd George Dodge, ce	Arthur Jones, nd Neil Searles, sd
W1SN 1922	1150 5,000 DA-1	Hearst Corp. 540 No. Plankinton Ave. Broadway 1-4644	CBS Katz	D. L. Provost, vp Harry D. Peck, gm Joseph Sergio, bus. m Richard E. Shireman, cm Gene Posner, p Jerome Sill, gm	Leslie F. Biebl, pd J. D. Hill, Jr., pmm Donald A. Weller, ce Roger Krupp, nd A. M. Vogel, pd	Milton Braude, fd Wm. Kersey, sd Mary Ann LeMay, wd
WMIL 1947	1290 1,000-D	Cream City Bcstg. Co. Inc. 2625 W. Wis. Ave. West 3-1290	Everett- McKinney			Gino Monaco, ce
WOKY 1947	920 1,000	Bartell Bestrs. Inc. 704 W. Wis. Ave. Broadway 1-8480	Bolling	Gerald A. Bartell, p Melvin M. Bartell, gm	John Box, Jr., sm	Ralph E. Evans, ce
WOKY-TV 1927	DA-1			Walter J. Damm, vp, gm R. G. Winnie, asst. gm George Comte, sm Neale V. Bakke, slm	Phillip B. Laeser, pd, ce Bruce Wallace, pmm Jack Krueger, nd	Hig Murray, fd Bob Heiss, sd Esther Hotton, wd
WTMJ 1927	620 5,000	The Journal Co. 720 East Capitol Dr. Broadway 1-6000	NBC Christal			
WTMJ-TV 1947	DA-N					
MONROE <i>(Green Co.)</i>						
WEKZ 1951	1260 500-D	Green County Bcstg. Co. Schuetze Bldg. 1260 and 120	Willard Schuetze, co-o Edwin Schuetze, co-o Kenneth Stuart, co-o Doran Zwiygart, co-o	Grant A. Ritter, gm, cm, fd Stan Neuberger, pd Joe Urban, pmm Rex N. Eyer, ce	Charles Booth, nd George McKeown, sd Mrs. Eileen Steensrud, wd
NEENAH-MENASHA <i>(Winnebago Co.)</i>						
WNAM 1947	1280 1,000	Neenah-Menasha Bcstg. Co.	Walker	Don C. Wirth, vp, gm W. C. Porsow, sm	Ted Moore, pd	Harry Hill, ce
WNAM-TV 1947	DA-N	Radio & Television Park Neenah 2-6471				
OSHKOSH <i>(Winnebago Co.)</i>						
WOSH 1941	1490 250	Oshkosh Bcstg. Co. Inc. 1235 Bowen St. Road Stanley 4580	ABC Pearson	William F. Johns, Jr., p William L. McDonald, gm, sd	Robert Hasselman, pd, nd, fd Donald Zuehlke, ce	Jessie Miller, wd

**WISCONSIN'S
BRIGHTEST SPOT . . .**

MADISON

**HIGH
INCOME
FAMILIES**

**IN DENSITY OF
WIBA
COVERAGE**

**IN
LOW COST
COVERAGE**

For complete market and station data, write WIBA, Radio Park, Madison 5, Wis.

NBC IN MADISON

WIBA

30th Anniversary Year

NATIONAL REPRESENTATIVE: Avery-Knodel, Inc.

WIBA—The Best Buy—Here's Why!

Latest available Hooper Madison Radio Audience Index shows share of audience as:

WIBA	36.93%	WIBA	53,942
Station "B"	23.83%	Station "B"	41,888
Station "C"	20.7%	Station "C"	9,818

SAMS gives these daytime totals for county or city families, listening 6 or 7 days a week:

Far greater impact, at lowest cost per 1000, WIBA is the station for your 1955 radio budget.

A Top FARM AUDIENCE

A farm listening survey, based on 751 personal interviews, made by Economic Research Agency, during June, 1954, shows WIBA has top preference among farmers too! Survey based on 19 interview areas, in 10 Southern Wisconsin counties, having 27,600 farms. Here's how the farmer reports his listening to Madison stations:

	% Listening	Share of Total WIBA Station "B"
6-7 AM	48%	35% 26%
12-1 PM	89%	58% 24%

Your Avery-Knodel man will be pleased to show you a copy of the survey, for more complete data on WIBA dominance.

WISCONSIN

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; slm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
PARK FALLS (Price Co.)						
	WPFP 1953	1450 250	M & N Bcstg. Co., Inc. 262-369	Flambeau Clark	Charles H. Nelson, p Harold R. Murphy, sec- treas.	Gene Halker, gm, cm Ron Kozlao, pd Bob Senne, ce Gordon Locke, nd Lois Hickey, wd
PLATTEVILLE (Grant Co.)						
	WSWW (CP)	1590 1000-D	Southwest Wisc. Co. c/o Charles E. Brennan 3666 S. 17th St. Milwaukee, Wis.			
PLYMOUTH (Sheboygan Co.)						
	WPLY 1954	1420 500-D	Eastern Wisconsin Bcstg. Co. Box 222 3-3661	KBS	Art Gerber, p John R. Saxe, gm Don Harrington, cm	Walter Kalata, pd, nd Lou Wendlandt, pmm, fd, sd Eugene Capelle, ce Irene Schmeling, wd
PORTAGE (Columbia Co.)						
	WPDR 1952	1350 1,000-D	Portage Bcstg. Co. Box 142 1350	Upper Midwest	W. T. Comstock, p John Hearle, gm, nd	Blair Dalton, cm Berwyn Ableman, pd, sd Garth Bowker, ce, fd Phyllis Gray, wd
POYNETTE (Columbis Co.)						
	WIBU 1925	1240 250	William C. Forrest Poynette 98	KBS Wis. Net. Lawson & Associates	William C. Forrest, p, gm	Sarah A. Forrest, pd Leonard Doese, ce
	WWCF(FM) 1948	Ch. 135 (B) 94.9mc 37kw	(WIBU, Am Affiliate)			
PRAIRIE DU CHIEN (Crawford Co.)						
	WPRE 1952	1280 500-D	Prairie Bcstg. Co. Inc. P. O. Box 36 637	W. C. Schlaugat, Jr., gm Thomas Multerer, cm Jerry Key, pd	Irving Pugh, ce Don Green, nd, sd Eldon Schmidt Gall, fd Mary Ellen, wd
RACINE (Racine Co.)						
	WRAC 1949	1460 500-D	WRAC, Inc. Arcade Bldg. 2-1627	KBS Sears & Ayer	George Gorton, III, p William J. Prialux, gm, pmm	Raymond J. Pawzun, cm Edward J. Ruetz, pd Floyd Hary, ce Jake Erdmann, nd, sd Julie Ruetz, wd
	WRJN 1926	1400 250	Racine Bcstg. Corp. 441 Main St. 4-3311	ABC Wis. Net. Walker	J. Donald McMurray, p Harry R. LePoidevin, gm Harold J. Newcomb, sm	Gerald D. Nelson, cm Lyman Merens, pd, nd Amelia French, pmm F. Lee Dechant, ce William Gumm, sd Lorraine Kay, wd
	WRJN-FM 1947	Ch. 164 (B) 100.7mc 15kw				
REEDSBURG (Sauk Co.)						
	WRDB 1953	1400 250	William C. Forrest Box 207 Reedsburg 400	Wis. Net.	William C. Forrest, o Ronald H. Smith, gm, cm, ce P. Patton, pd	R. Smith, ce E. VanderArt, nd J. Gates, sd Alice Lexa, wd
RHINELANDER (Oneida Co.)						
	WOBT 1947	1240 250	Oneida Bcstg. Co. Highway 8-East 1240	MBS Wis. Net.	James Cleary, p George F. Thoma, gm Paul Vargo, cm	Wendel K. Porter, pd, prod m Charles Marvin, ce Pat Hoerter, nd Lee Zimmer, wd
RICE LAKE (Barron Co.)						
	WJMC 1938	1240 250	WJMC Inc. Route #1 550	MBS Arrowhead Hollingbery Bulmer & Johnson	Walter C. Bridges, p Russell J. Brown, gm Arthur Stolk, cm	Carl N. Klauss, pd, sd George Palo, pmm Robert Kolsky, ce Richard Swiler, nd Richard Johnson, fd Betty Reich, wd
	WJMC-FM 1938	Ch. 242 (B) 96.3mc 9.3kw				
RICHLAND CENTER (Richland Co.)						
	WRCO 1949	1450 250	Richland Bcstg. Corp. P. O. Box 192 20		Arthur Overgaard, p Thomas R. Kelley, gm, cm, pd & pmm Peter Athanas, ce	Joseph Koelsch, nd Ed Mueller, co-sd Bob Kane, co-sd Orlie Baker, fd Jean Jensen, wd
SHAWANO (Shawano Co.)						
	WTCH 1948	960 1,000 DA-N	Shawano Co. Leader Pub. Co. 107-113 E. Green Bay St. 666	Lawson	Jeanne Donald, gm	R. Gruetzmacher, sm
SHEBOYGAN (Sheboygan Co.)						
	WHBL 1924	1330 1,000-D 250-N	WHBL Inc. Box 27 4821	ABC Wis. Net. Venard Rintoul & McConnell	C. E. Broughton, p Paul F. Skinner, gm	John D. Harvey, cm Herbert E. Mayer, ce Gordon Gottlieb, nd
	WHBL-FM 1948	Ch. 262 (B) 100.3mc 63kw				
	WSHE 1954	800 250-D	Lake Shore Bcstg. Co.			
SPARTA (Monroe Co.)						
	WKLJ 1951	990 250-D	Sparta-Tomah Bcstg. 124½ S. Water St. 3307	KBS	Victor J. Tedesco, p John D. Rice, gm, cm, nd Lawrence C. Patton, pd, sd	Eddie Cary, pmm Raymond Skinner, ce Eddie S. Carey, fd Mary Hoogenhous, wd
STEVENS POINT (Portage Co.)						
	WLBL 1954	930 5000-D	State of Wisc. Radio Council			
	WSPT 1948	1010 250	Stevens Point Bcstg. Co. 414½ Main St. 2744	Holman	Wm. F. Johns Sr., p A. L. Mayer, gm	Peter A. Barnard, cm Thomas Lund, pd, nd C. Richard Colby, ce Gordon Blacketer, sd

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STURGEON BAY

(Door Co.)							
WDOR 1951	910 500-D	Door County Bcst. Co. Inc. 15th & Utah Sturgeon Bay 593-594		Edward Allen, Jr., p, gm, fd William Warnkey, cm	Dolores Allen, pd, pmm, wd Joseph Genovese, ce, sd	Vernelle Haen, nd	
WOKW 1951	1050 250-D	Door County Radio Co. 154 North Third Ave. 1050	Best	Chandler F. Harris, p Herbert H. Graefe, gm, nd Frank K. Ullsperger, slm	Jack Schaefer, pd, ce Leonard Koskubar, fd	Robert Baum, sd Florence Dickenson, wd	

SUPERIOR

(St. Louis Co.)							
WDSM 1939 WDSM-TV	710 5,000 DA-N	WDSM, Inc. 230 East Superior Randolph 7-6875	ABC, MBS Free & Peters	Robert B. Ridder, p Rodney Quick, gm Ralph Nelson, cm	Carlo Anneke, pd Paul Andresen, pmm Gerry Baumann, ce	Paul Denault, nd, fd Lute Mason, sd Terry Rapp, wd	

TWO RIVERS

(Manitowoc Co.)							
WTRW 1951	1590 1000-D	Two Rivers Bcstg. Co. 1817 Washington St. 324		Wendell Hansen, p Howard J. Luebke, gm	Stanley Greene, cm	Elmer Johnson, ce	

WATERTOWN

(Jefferson Co.)							
WTTN 1950	1580 250-D	Watertown Radio Inc. 104 West Main St. 2215	KBS	Carl V. Kolata, p, gm Harold Winkenwerder, ce	Robert K. Brown, nd	Bill Lister, sd	

WAUKESHA

(Waukesha Co.)							
WAUX 1947	1510 250-D	Waukesha Bcstg. Co. 319 W. Main St. 8015	Holman	Norman E. Schley, p Mig Figi, gm	Charles Williams, cm Donald Froehlich, pd	Adin Randall, ce Al Williams, nd	

WAUSAU

(Marathon Co.)							
WHVF 1953	1230 250	Lake Land Bcstg. 1110 Wausau Ave. 2-1188	Indie	H. V. Foreen, p, ce R. H. Topinka, gm, cm Jane Dalbecka, pd Alvin E. O'Konski, o & gm	Dick Hellhake, nd Buck Leverton, fd	Bob Topinka, sd Norma Waldon, wd	
WOSA 1948	550 5000 DA-2	Alvin E. O'Konski Wausau 1444	MBS Rambeau Bulmer & Johnson				
WSAU 1937 WSAU-TV	1400 250	Wis. Valley Television Corp. 714 5th St. 21021	NBC Wis. Net. Meeker	John C. Sturtevant, p George T. Frechette, gm George J. Bundner, sm, sd	James W. Frey, cm, slm Don DeByle, pd, pmm Roland W. Richardt, ce	Howard Gernetzke, nd Mary Nelles, fd	

WEST BEND

(Washington Co.)							
WBKV 1950	1470 500-D	West Bend Bcstg. Co. Box 59 Decorah Rd. Federal 4-2344	Upper Midwest Radio-TV Reps.	August C. Berkholtz, p, gm Roy Ambrose, sm	Paul J. Mueller, cm Ray Kessenick, pd	Paul J. Ripple, ce Nancy Dymale, wd	

WISCONSIN RAPIDS

(Wood Co.)							
WFHR 1940	1340 250	William F. Huffman Radio Inc. 141 West Grand Ave. 1340	MBS Wis. Net. Devney	Mrs. Louise F. Huffman, p George T. Frechette, gm, pmm	L. J. Zurawski, cm James Tighe, pd, nd Gordon Miller, ce	Arnie Strobe, fd Ed Hanson, sd Bernardine Speltz, wd	
WFHR-FM 1946	Ch. 277 (B) 103.3mc 2.1ktw						

WYOMING

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1954	County	Population 1950	Radio Families 1953	Retail Sales 1953(000)	Food Sales 1953(000)	Drug Sales 1953(000)	Passenger Cars 1954
Albany	19,055	5,690	\$23,015	\$ 5,306	\$ 494	6,828	Sheridan	20,185	6,270	28,654	6,482	826	6,877
Big Horn	13,176	3,530	13,499	2,798	539	3,870	Sublette	2,481	820	2,444	377	159	861
Campbell	4,839	1,320	7,685	1,389	243	1,710	Sweetwater	22,017	6,200	32,421	6,242	934	6,361
Carbon	15,742	4,620	18,746	3,670	578	5,134	Teton	2,593	750	4,833	907	57	1,247
Converse	5,933	1,680	7,821	1,582	207	2,260	Uinta	7,331	1,770	10,061	1,907	232	2,209
Crook	4,738	1,290	5,051	1,069	114	1,394	Washaki	7,252	1,940	13,066	2,518	336	2,972
Freemont	19,580	5,530	26,335	5,532	843	6,195	Weston	6,733	2,110	7,525	1,626	343	3,633
Goshen	12,634	3,540	18,457	3,296	421	4,293	Yellowstone						
Hot Springs	5,250	1,700	8,293	2,108	383	2,111	National Park	353	**	2,646	45
Johnson	4,707	1,310	6,138	1,377	120	2,000							
Laramie	47,662	14,210	65,915	13,266	1,757	18,350							
Lincoln	9,023	2,330	10,041	2,248	318	2,656							
Natrona	31,437	10,630	61,845	9,240	1,648	15,987							
Niobrara	4,701	1,300	7,087	1,038	150	1,754							
Park	15,182	*4,980	30,065	6,561	853	5,600							
Platte	7,925	2,250	10,879	2,327	440	2,645							

* Yellowstone Nat'l Park is included in Park County figure.
** See Park County.
Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1954, Sales Management; further reproduction uncensored; automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

CASPER (Natrona Co.)							
KSPR 1930	1470 1000 CP-5000-D 1000-N	Donald Lewis Hathaway 1st and Lennox Sts. 3-5777	CBS, Walker, Moore	Donald L. Hathaway, p & gm Marcus R. Nichols, cm & asst. m	Gene Robinson, pd Jean Ann Dunn, pmm & wd John Cheatham, ce	Donn Driscoll, nd Jim Thompson, sd	
KVOC 1946	1230 250	KVOC Bcstg. Co. Box 2090 2-4152	ABC, MBS, Wyo. Cowboy, Intermountain, McGillvra	Duane Simons, co-o & ce William F. Shutts, co-o & sd I. E. Shahan, co-o	Jim Baker, pd Bob Turner, pmm	Warren Carlson, nd Mrs. William Hileman, wd	
CHEYENNE (Laramie Co.)							
KFBC 1940 KFBC-TV	1240 250	Frontier Bcstg. Co. 2923 East Lincolnway 4-4461	ABC, Wyo. Cowboy, McGillvra	Robert S. McCracken, p Wm. C. Grove, gm C. P. Cahill, cm Bettye Zuck, pd	J. E. Bogan, pmm Robert C. Pfannenschmid, ce Kirk Knox, nd	George Byram, fd Larry Birleff, sd Margaret O'Brien, wd	

WYOMING

City County Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; slm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. Prom. Mgr. pmm; Prod. Mgr. pdm;	
KVWO 1952	1370 1,000-D	Great West Co. 3000 West Lincolnway KVWO Bldg. Box 296 2-6433	MBS, Intermountain Avery-Knodel, Palmer	Wm. T. Kemp, p & gm Wm. Anderson, sm Ruth Door, cm	Miles Greenfield Bob Hale, pmm Harold Roberts, ce	Bob Leeright, nd Shirley Rose Richardson, wd
CODY (Park Co.) KODI 1947	1400 250	Absaroka Bcstg. Co. 1134 13th 444	Wyo. Cowboy McGillvra	Milward L. Simpson, p Charles Shaw, gm C. Owen Allen, sm	Shubert Fendrich, pd & continuity d Hal Brown, ce	Florence Salzer, nd & wd Gabby Barrus, sd
EVANSTON (Uinta Co.) KLUK 1952	1240 250	Advertising Enterprises, Ltd. P. O. Box 198 700	MBS, KBS Intermountain, Avery-Knodel	Edwin L. Bullis, p	Harry Albers, ce	
LANDER (Fremont Co.) KOVE 1948	1330 1,000 DA-N	Edward J. Breece Box 456 488	MBS, KBS, Intermountain, Continental	Edward J. Breece, p Jack L. Breece, gm Mrs. Dorothy Reed, cm	Robert W. Allen, pd & nd Mrs. Louise York, pmm Gary Fehlauer, ce	William Ross, fd W. J. Luzmoor, sd Mrs. Harriet Bagley, wd
LARAMIE (Albany Co.) KOWB 1948	1340 250	Snowy Range Bcstg. Co. P. O. Box 972 4888	ABC, KBS, Wyo. Cowboy	John Alexander, p Vernon Stedry, gm & cm	Lynn O. Smith, pd & ce Johnny Steele, nd & sd	Chuck Nichols, fd
NEWCASTLE (Weston Co.) KASL 1953	1240 250	New Castle Bcstg. 700	ABC, Wyo. Cowboy, McGillvra	Joe Aimonetto, p	Floyd L. Sparks, gm, cm, pd & pmm	Al Hodgkin, ce
POWELL (Park Co.) XPOW 1941	1260 5,000-D 1,000-N DA-N	Albert J. Meyer Elder Bldg. 222	MBS, Intermountain, Avery-Knodel	A. J. Meyer, p & gm Kenneth Meyer, cm	Agnes Fields, pd J. S. Kilness, ce	Bink Meyer, sd
RAWLINS (Carbon Co.) KRAL 1947	1240 250	Rawlins Bcstg. Co. Box 385 1003	ABC, Wyo. Cowboy Net, McGillvra	Jack C. Vagner, gm, cm & pmm, sd	Newton K. Fenney, pd Robert Williams, ce	Gene McMillen, nd & fd Arleen Baker, wd
RIVERTON (Fremont Co.) KWRL 1948	1450 250	Joseph P. Ernst Radio Station KWRL 789	KBS	Joseph P. Ernst, o & p Cleo Berry, gm, pd, pmm & wd	Bud Moore, cm & fd	Bob Thorpe, nd & sd
ROCK SPRINGS (Sweetwater Co.) KVRS 1938	1360 1,000-D 500-N DA-N	Wyoming Bcstg. Co. Box 1067 93	MBS, KBS, Intermountain	D. G. Richardson, p Dwight Fisher, gm, sd	Laurel Mosbey, cm Imogene Parr, pd & wd	David K. Wood, ce John Conmana, nd
SHERIDAN (Sheridan Co.) KWYO 1934	1410 1,000-D 500-N	Bighorn Bcstg. Co. 21 N. Main 601	MBS, Intermountain Avery-Knodel	Jim Carroll, p, gm Don Dannehill, cm	Bob Wilson, pd & nd Bob Crosthwaite, ce	Jim Spracklin, sd

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Cheyenne's Super-Salesman!
Every Substantial KVWO
Advertiser's Sales Gained in '54!

MUTUAL
KVWO

National
Avery-Knodel

New York, Los Angeles, Atlanta
Chicago, San Francisco, Dallas

Intermountain Network
Lynn L. Meyer, President
Salt Lake City, Utah

SELLING: Northern Colorado
Western Nebraska
WONDERFUL WYOMING!

KVWO Building, 3000 West Lincolnway, Phone 2-6433

William T. Kemp Cheyenne, **WONDERFUL WYOMING!**
Representatives: Regional
Kenneth E. Palmer & Co.
Intermountain Radio Center
5350 W. 20th, Denver, Colorado

WYOMING

TORRINGTON

(Goshen Co.)						
KGOS	1490	Joseph P. Ernst	ABC,	Joseph P. Ernst, p	Peter L. Quattrini, pd	Bernie J. Trierweiler, fd
1950	250	Box 271	Wyo. Cowboy	Lester R. Nash, gm, cm & ce,	Irene Weitzel, pmm & wd	Ray Lansing, sd
		567	McGillvra	nd		

WORLAND

(Washakie Co.)						
KWOR	1490	Joseph P. Ernst	ABC,	Joseph P. Ernst, p, pd, ce,	Mrs. Mildred V. Ernst, gm,	Jane McLaughlin, wd
1946	250	Radio Station KWOR	Wyo. Cowboy	nd, sd	cm	Chuck Harkins, sd
		733				

ALASKA

DIRECTORY OF AM AND FM STATIONS

ANCHORAGE

KBYR	1240	Radio Anchorage Inc.		E. Pournelle, gm	Robert G. Capstick, ce	
1949	250	Box 1960		Wesley Hurton, cm	Jack Wandell, nd	
		5-8201		Nancy Warner, sm		
KENI	550	Midnight Sun Bcstg. Co.	ABC, MBS, NBC	Austin Cooley, p	Vincent Carroza, pd	Ed Baldwin, fd
1948	5,000	P. O. Box 1160	Fletcher	Alvin O. Bramstedt, gm	Phyllis Beck, pmm	Wm. Murray, sd
KENI-TV		20301	Day	Wm. Stewart, cm	Ralph Walker, ce	Ruth Briggs, wd
				Wm. J. Wagner, o, gm, sm	Don Andon, nd	
KFQD	730	William J. Wagner	CBS,		Clarke Manning, pd	Wm. E. Duck, ce
1924	10,000	830 Securities Bldg.	Alaska Bcstg.			
		Seattle	Alaska Radio			
		Seneca 6333	Sales,			
			Scott			

CORDOVA

KLAM	1450	Northern Light Bcstg.				
(CP)	250	Corp.				

FAIRBANKS

KFAR	660	Midnight Sun Bcstg. Co.	ABC,	Austin G. Cooley, p	Richard Greuel, pd	Don McCune, sd
1939	10,000	Box 910	MBS,	Alvin O. Bramstedt, gm	Val Greuel, pmm & nd	Merlyn Lage, wd
KFAR-TV		2803	NBC,	John Griffin, cm	Robert Franke, ce	
			Fletcher,			
			Del Day			
KFRB	900	Wm. J. Wagner	CBS,	Wm. J. Wagner, o, gm	Jack Hauser, sm	Claire Nodurft, ce
1948	10,000	830 Securities Bldg.	Alaska Bcstg.			
		Seattle	Alaska Radio			
		Seneca 6333	Sales			
			Scott			

JUNEAU

KINY	800	Wm. J. Wagner	CBS,	Wm. J. Wagner, o, gm	Richard Peter, pd	Gordon Burnett, ce
1935	5,000	830 Securities Bldg.	Alaska Bcstg.	James B. Lawson, sm		
		Seattle	Alaska Radio			
		Seneca 6333	Sales			
			Scott			
KJNO	630	Midnight Sun Bcstg. Co.	ABC,	Austin G. Cooley, p	Jim Douglas, pd	Royal O'Reilly, ce
1952	1,000-D	Box 140	MBS,	Robert A. Wells, sm	Dorothy Wheeler, pmm &	Steve Brody, nd & sd
	500-N	508	NBC,	Joseph Mangan, sm	wd	
			Fletcher,			
			Day			

KETCHIKAN

KABI	580	Midnight Sun Bcstg. Co.	ABC,	Austin G. Cooley, p	R. E. Moul, cm	Patricia North, pmm & wd
1952	1000-D	P. O. Box 1459	MBS,	Jack D. Ellison, gm	Douglas Walker, pd	Richard M. Nicholas, ce
	500-N	3124	NBC,			
			Fletcher,			
			Day			
KTKN	930	Wm. J. Wagner	CBS,	Wm. J. Wagner, o, gm	Roall Erickson, pd	Harley Silvers, ce
1942	1,000	830 Securities Bldg.	Alaska Bcstg.	Robert C. Mehan, sm		
		Seattle	Alaska Radio			
		Seneca 6333	Sales,			
			Scott			

SEWARD

KIBH	1340	Wm. J. Wagner	CBS,	Wm. J. Wagner, o, gm	Dick White, sm	Wm. E. Duck, ce
1949	250	830 Securities Bldg.	Alaska Bcstg.			
		Seattle	Alaska Radio			
		Seneca 6333	Sales,			
			Scott			
SITKA	1230	Wm. J. Wagner	CBS,	Wm. J. Wagner, o, & gm	Harry C. Lanz, sm	De Wayne Sharp, ce
KIFW	250	830 Securities Bldg.	Alaska Bcstg.			
1949		Seattle	Alaska Radio			
		Seneca 6333	Sales,			
			Scott			
KSEW	1400	Voice of Sheldon				
(CP)	250	Jackson Inc.				
		c/o R. Roland Arm-				
		strong				
		206 Behrends Ave.				
		Juneau, Alaska				

GUAM

DIRECTORY OF AM STATION

AGANA						
KUAM	610	Radio Guam	NBC	Harry M. Engel, Jr., p	Walt Gambell, ce	Robert Jordan, sd
1954	1000	P. O. Box 68	Young	H. Richard Maguire, gm, pd	John P. Barton, nd	Cynthia Olson, wd
		12-365	Internat'l.			

HAWAII

DIRECTORY OF AM AND FM STATIONS

HILO						
(Hawaii Co.)						
KHBC	970	Hawaiian Bcstg.	CBS,	J. Howard Worrall, p	Roger H. Coryell, pd	Frank Valenti, sd
1936	1000	System Ltd.	Hawaiian	C. Richard Evans, vp & gm	Harold L. Marques, ce	Amy C. Izumi, wd
		P. O. Box 1476	Free &	C. T. Thrumston, sm	Wayne L. Collins, nd	
		4616	Peters			
KILA	850	James E. Jaeger	ABC, MBS,	James E. Jaeger, o & gm	Robert Craft, pd	Rikio Doi, ce
1951	1,000	Nanihoa Hotel	Inter Island Net.	Bey Kodama, cm	Sam Nakamura, pmm	Carlos Rivas, nd & sd
		54913	Hollingbery			
KIPA	1110	Big Island Bcstg. Co.	All-Island	A. H. Green, p & m		
1947	1000	P. O. Box 1602	Net.			
		2177				

HAWAII

City County	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations
HONOLULU (Honolulu Co.)						
	KAIM(FM) 1953	Ch. 238 (B) 95.5mc 5.7kw	Christian Bestg. Co. Assoc. 1136 12th Avenue 72-4005	Theis Reynertson, p Cornelius Keur, gm	J. Robert Jensen, cm Mary Yuen, pd Edward C. Schoen, ce
	KGMB 1929 KGMB-TV	590 5,000	Hawaiian Bestg. System Ltd. 1534 Kapiolani Blvd. 9-2011	CBS, KGMB-KHBC (Hilo) Free & Peters	J. Howard Worrall, p Richard Evans, vp & gm John D. Allison, cm	Gordon C. Burke, pd John Quinlan, pmm Daniel Hunter, ce Art Hansen, nd Frank Valenti, sd Betty Smyser, wd
	KGU 1922	740 2,500	Advertiser Pub. Co. Ltd. P. O. Box 3110 52977	NBC, All Islands Net. NBC Spot Sales	Lorain P. Thurston, p William O. Paine, gm Lee D. Hirshland, asst. m & pd	George C. Mansfield, cm Jeanne Prince, pmm Sakae Kimata, ce John J. Jordan, nd Richard Goto, fd Joe Rose, co-sd Gene Good, co-sd Jacqueline Hutaff, wd Patricia McGovern, wd
	KHON 1946	1380 5,000	Aloha Bestg. Co. P. O. Box 1380 95295	Bolling	Bryson R. Gardner, p, gm Ira G. Mercer, cm, ce	Jack Colon, pd & nd, sd Buck Buchwach, pmm Patricia McGovern, wd
	KIKI 1951	860 250	KIKI, Ltd. 320 Ward Ave. P. O. Box 692 63456	Rambeau	Royal V. Howard, p, pd, ce	Angelo J. Rossi, gm, cm
	KPOA 1946	630 5,000	Radio Hawaii, Inc. 575 Kamoku St. 95236	MBS, Inter-Island, Hollingberry	John M. Shaheen, p Fin Hollinger, exec. vp, & gm, cm	Carlos Rivas, pd Bob Lang, ce Ed Mundy, nd Carlos Rivas, sd Barbara Bishop, wd
	KULA 1947 KULA-TV	690 10,000	Pacific Frontier Bestg. Co., Ltd. 1290 Ala Moana Blvd. 63666	ABC, Young	Herbert L. Pettey, p Jack Burnett, gm Hugh Ben La Rue, cm	Ted Scott, pd Paul Yamamoto, pmm Ronald T. Miyahira, ce Gordon Thompson, nd Bob Sevey, sd Nancy Aea, wd
KANEOHE-OAHU (Honolulu Co.)						
	KANI 1953	1150 1,000 DA-1	Windward Bestg. Co., Ltd. Box 227 Oahu, Terr. of Hawaii 242576	Judge Calvin C. MacGregor, p Drew Kaye, gm, cm	William Whedbee, pd & pmm John Ellingson, ce Don Carter, nd & sd Merrill Riley, fd
LIHUE, KAUAI (Kauai Co.)						
	KTOH 1940	1490 250	Garden Island Pub. Co. 961	NBC, All Islands Net. NBC Spot Sales	Charles Fern, o, gm Martin H. Sebastian, Jr., m	Raymond Sasaki, pd Harold Ching, pmm Katashi Nose, ce Frances Dills, wd
WAILUKU, MAUI (Maui Co.)						
	KMVI 1947	550 1,000	Maui Publ. Co. Ltd. Box 374 33-981	NBC, All Islands Net. NBC Natl. Spot Sales	J. Walter Cameron, p Ezra J. Crane, gm Frank Kovacic, cm	Richard E. Mawson, sm, asst. gm Marvin Ross, pmm Neil Arveschoug, ce Earl I. Tanaka, nd Wayne Tanaka, sd Theima Arveschoug, wd
WAIPAHU (Honolulu Co.)						
	KAHU 1950	920 1,000	Rural Bestg. Co., Ltd. P. O. Box 1007 Waipahu, T. H. 412835	Devney	Dr. Timothy Wee, p Harry En Chu, gm	Robert Miller, pd Jackson McBride, pmm Robert Pearson, ce

PUERTO RICO

DIRECTORY OF AM AND FM STATIONS

AGUADILLA						
	WABA 1951	1240 250	Hector Reichard P. O. Box 188 242	Lcdo. Hector Reichard, p F. Bonnet Velez, gm	Wilfredo Almodovar, cm Ricardo Vega, pd Antolin Jimenez, ce
ARECIBO						
	WCMN 1947	1280 1,000	Caribbean Bestg. Corp. P. O. Box 755 589	Cadenas Kresto Denia	Antonio Esteva Vidal, p Nabal Barreto, gm	Jose Soler, ce Manuel Iglesias, nd Digna Olivero Pabon, wd
BAYAMON						
	WENA 1947	1560 250	Bayamon Bestg. Corp. P. O. Box 157 161	Dr. A. Diaz Atilas, p D. Diaz Alejandro, gm	
CAGUAS						
	WJFR 1953	1240 250	Jorama-Fer Radio Corp.		
	WMIA 1947	1450 250	Inter American Radio Corp. Caguas 673	Eduardo Biascochea, p, gm, ce	J. A. Balseiro, cm C. Miner, pd & pmm Miguel A. Candelario, sd Patria Rijos, wd
	WVJP 1947	1110 250	Borinquen Bestg. Co. P. O. Box 207 789	Hector Pereira, gm Federico E. Virella, cm Jose J. Colon Santiago, pd	Pedro L. Jimenez, ce Ramon Mojica Sola, nd Victor Fernandez Requero, sd
FAJARDO						
	WMDD 1947	1490 250	Madraza & Dias		
GUAYAMA						
	WXRF 1948	1590 1000	Rafael Fuster		
MAYAGUEZ						
	WAEL 1948	600 1000 DA-1	Mario Acosta		
	WKJB 1946	710 1000-D 500-N	Jose Bechara Jr.		
	WORA 1947	1150 1,000	Radio Americas Corp. P. O. Box 43 1150	Blue Net, Melchor & Guzman	Alfredo R. De Arellano, Jr., p Reinaldo Maldongdo Dupont, asst. m, cm	Jose Hernandez Lamora, pd Jose E. Garcia, ce German Valez, nd Mario Quintero, Jr., sd Blanca L. De Martinez, wd
	WPRA 1937	990 10000 DA-1	WPRA Inc.		
	WTIL 1950	1300 1,000	Mayaguez Radio Corp. Post & Palmer Sts. 1290	William G. Mamary, p Patricio R. Fermainit, gm Gilbert Mamary, cm & nd	Rafael Colon Diaz, pd Gabriel Castro Rivera, pmm & sd Aristides Zapata Perez, ce Yayi R. Mamary, wd

Data corrected to Dec. 15, 1954. 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. Complete key to abbreviations, page 6.

PONCE						
WISO 1953	1260 1,000	South Puerto Rico Bcstg. Corp. Box 2023 13F	Pan American Bcstg. Co.	Luis E. Freyre, gm, cm, ce Angel Ramos, pd	Milton Cott Quinones, nd	Milda J. Perez, wd
WPAB 1940	550 5,000-D 1,000-N	Portorican American Bcstg. Co. Inc. 164 Villa St. 783	Inter-American Pub. Inc.	A. Gimenez-Aguayo, p, gm Radames Mayoral, cm	Eliseo Borrero, pd Pedro E. Conesa, ce	Juan B. Roman, sd
WPRP 1936	910 5,000 DA-N	Voice of Porto Rico, Inc. Salud St. Corner to Guadalupe 1015	Blue Net.	Alfredo Ramirez de Arellano, p & gm Antonio Miro, cm	Bobby Diaz, pd Julio M. Conesa, ce	Pedro Juan Garcia T., nd Joaquin Gil de Lamadrid, sd
RIO PIEDRAS						
WRIO 1949	1320 5000-D 1000-N	Master Bcstg. Co.				
WWWW 1949	1520 250	Frank A. Gandia P. O. Box 935 1098		Frank A. Gandia, p Victor Lanz, gm Grimaldi Grau, cm	Osvaldo Agueros, pd Guillermo Gandia, pmm Fernando Salazar, ce	Carmen Barbosa, nd Emilia M. Gandia, wd
SAN JUAN						
WAPA 1947	680 10,000	Jose Ramon Quinones 357 Ponce De Leon Ave. 3-3000	ABC, MES Caribbean Net.	Jose Ramon Quinones, p Jaime Taronji, gslm	Segismundo Quinones, cm Harold Zayas Torres, pd	Jose Arzuaga, ce Pedro Vazquez, sd
*WIPR 1954	940 10,000	Department of Education		Francisco Arrivi, gm		Pedro Luis Jimenez, ce
WKAQ 1922	580 5000	El Mundo Bcstg. Corp. 2-2023	CBS Inter American Publications	Angel Ramos, p V. Lamas Jr., cm		Ester Pales, pd Angel P. del Valle, ce
WKAQ-TV						
WKVM 1951	810 25,000 DA-1	American Colonial Bcstg. Corp. 1000 Ponce de Leon Ave. 3-0840	Pan American Bcstg. Co.	Ralph P. Perry, p, gm, ce		

VIRGIN ISLANDS

DIRECTORY OF AM STATIONS

CHARLOTTE AMALIE (St. Thomas)						
WSTA 1950	1340 250	William N. Greer French Village P. O. Box 538 489	Young	William N. Greer, p, gm, ce Nellie Greer, gm, cm, wd	Ron de Lugo, pd	
CHRISTIANSTED (St. Croix)						
WIVI 1952	1230 250	Radio American West Indies, Inc. 28	ABC	Hazel M. Vickers, p, gm, cm, pmm, wd James O. Neil, pd, sd	Raymond E. Higdon, ce Pedro Encarnacion, nd	Alva McFarlane, fd
CRUZ BAY (St. John)						
WICR 1954	1190 500	West Indies-Caribbean Radio				

70PS

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in

Puerto Rico

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