

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 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Passenger Cars 1953
Autauga	18,186	3,600	\$ 6,306	\$ 2,716	\$ 203	2,849	Jefferson	558,928	156,220	586,202	144,185	14,583	126,208
Baldwin	40,997	10,200	28,458	8,235	885	10,160	Lamar	16,441	3,710	4,893	1,391	141	2,409
Barbour	28,892	5,680	13,757	4,258	396	3,940	Lauderdale	54,179	13,830	41,667	9,777	1,129	11,987
Bibb	17,987	3,770	8,160	2,067	161	2,286	Lawrence	27,128	5,690	7,434	2,732	322	3,083
Blount	28,975	6,950	11,104	3,189	230	3,908	Lee	45,073	9,630	29,285	8,504	1,129	7,603
Bullock	16,054	2,590	5,024	1,523	178	1,544	Limestone	35,766	8,070	18,002	5,035	465	5,756
Butler	29,228	5,960	16,723	4,599	398	4,399	Lowndes	18,018	2,970	5,241	1,145	34	1,555
Calhoun	79,539	20,300	66,496	19,559	1,964	20,432	Macon	30,561	5,420	10,914	3,881	275	3,678
Chambers	39,528	9,250	11,755	4,089	652	8,049	Madison	72,903	18,140	58,331	12,250	1,285	16,420
Cherokee	17,634	3,840	4,967	1,290	101	3,349	Marengo	29,494	5,290	14,976	3,406	369	3,203
Chilton	26,922	6,280	11,716	3,225	339	4,140	Marion	27,264	6,410	12,329	3,414	298	4,005
Choctaw	19,152	3,540	6,774	1,499	77	2,026	Marshall	45,090	11,280	35,997	7,499	984	9,124
Clarke	26,548	5,460	21,069	2,963	480	4,104	Mobile	231,105	64,030	214,682	57,177	9,763	56,525
Clay	13,929	3,090	5,351	1,696	207	2,407	Monroe	25,732	4,970	11,421	3,008	206	3,531
Cleburne	11,904	2,680	3,344	1,141	66	2,207	Montgomery	138,955	35,559	139,582	30,379	3,708	32,315
Coffee	30,720	6,730	13,013	4,007	395	6,624	Morgan	52,924	13,820	44,309	12,263	917	10,834
Colbert	39,561	9,940	32,392	9,500	1,053	9,250	Perry	20,439	3,340	8,531	2,032	232	2,028
Conecuh	21,776	4,070	7,601	2,296	166	2,398	Pickens	24,349	4,690	10,329	2,601	287	3,058
Coosa	11,766	2,490	4,183	1,683	140	2,067	Pike	30,608	6,510	15,680	4,502	565	4,668
Covington	40,373	9,300	23,614	6,984	871	8,283	Randolph	22,513	4,940	10,672	3,155	224	3,672
Crenshaw	18,981	3,910	8,212	2,187	154	2,599	Russell	40,364	8,490	10,455	3,511	300	7,686
Cullman	49,046	11,650	20,946	6,415	556	8,270	St. Clair	26,687	6,160	10,618	3,959	367	4,620
Dale	20,828	4,640	8,716	3,676	140	4,905	Shelby	30,332	6,970	12,432	5,681	334	4,781
Dallas	56,270	11,640	36,189	9,465	1,259	9,897	Sumter	23,610	4,110	9,252	1,683	157	2,310
DeKalb	45,048	10,990	19,160	5,085	420	7,183	Talladega	63,639	14,730	43,587	14,081	1,285	12,010
Elmore	31,649	6,850	14,493	4,905	452	5,895	Tallapoosa	35,074	8,140	21,654	6,501	900	6,945
Escambia	31,443	6,540	24,136	5,972	587	6,383	Tuscaloosa	94,092	21,550	61,236	17,263	2,206	17,490
Etowah	93,892	25,560	80,321	21,431	2,180	22,668	Walker	63,769	14,940	39,176	14,856	958	9,848
Payette	19,388	4,430	8,422	2,083	171	3,228	Washington	15,612	3,460	4,535	1,639	30	2,036
Franklin	25,705	6,070	14,138	4,012	387	4,191	Wilcox	23,476	3,810	6,347	1,644	87	1,776
Geneva	25,899	5,860	14,191	3,038	387	4,447	Winston	18,250	4,230	8,016	2,010	235	2,684
Greene	16,482	2,780	7,822	1,682	189	1,502							
Hale	20,832	3,690	7,336	2,014	221	2,072							
Henry	18,674	3,920	5,098	1,733	251	2,278							
Houston	46,522	11,340	42,733	9,480	1,102	10,948							
Jackson	38,998	8,500	14,958	3,117	356	5,632							

Total Population 3,061,743 734,790 \$2,141,464 \$563,974 \$61,829 777,285
 Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1953, Sales Management; further reproduction unlicensed; automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

City	Call Letters	Chan. or Freq. Power	Licenses Headquarters Telephone	Network Representative	Owner or Pres. p; Exec. op exp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
ALBERTVILLE								
	WAVU	630 500-D	Sand Mt. Bestg. Co. P. O. Box 250 630	Alabama	Pat M. Courington, o & gm Bob H. Riseling, cm	Mel Evans, pd & sd Robert Finney, fd	Bill Hoffman, ce Jesse Culp, fd	Wld. AP G
	WAVU-FM 1949	Ch. 286 (B) 105.1mc 4.5kw						
ALEXANDER CITY								
	WRFS	1050 1,000-D	Piedmont Service Corp. 12 Main St. Adams 4-2566	KBS Sears & Ayer	James L. Coley, p James W. Whatley, gm, cm, pmm & ce	Bob McKinnon, pd, nd & fd	Bill Buchanan, sd Charlene Price, wd	Pop.: 54,000 Rad. Hms.: 14,500 Wld., Thes. UP REL
	WRFS-FM 1949	Ch. 291 (B) 106.1mc 4.6kw						
ANDALUSIA								
	WCTA	1340 250	Andalusia Bestg. Co. P. O. Box 29 1100	MBS, KBS Walker, Dora-Clayton	J. Dige Bishop, p & gm Donald Cooke, cm	Christine Hardage, pd Bart Pryor, pmm & fd Wes Gardner, ce	Howell Peabworth, nd & sd Barbara Nicholson, wd	Pop.: 30,000 Rad. Hms.: 1,500 Ret. Sls.: \$25,000,000 Wld., Thes. AP RCA
	WCTA-FM 1950	Ch. 251 (B) 98.1mc 10.5kw						Pop.: 200,000 Rad. Hms.: 25,000 Ret. Sls.: \$50,000,000 Wld., Thes. AP Col.
	WLSA (CP)	920 1,000-D	Montezuma Bestg. Co. Box 806 995		Marion S. Davis, gm	Chas. J. Ward, ce		Pop.: 113,542 Rad. Hms.: 23,654 Ret. Sls.: \$27,032,627
ANNISTON								
	WANA (CP)	1490 250	Anniston Radio Co. P. O. Box 937 Gadsden, Ala.		C. L. Graham, co-o	E. H. Estes, co-o		Pop.: 100,000 Rad. Hms.: 38,000
	WHMA	1450 250	Anniston Bestg. Co. Radio Bldg. 2380	ABC, Alabama Bestg. Sears & Ayer	Harry M. Ayers, p Malcolm B. Street, gm, cm & sd	Rosamond Ponder, pd Teena Taylor, pmm & wd James A. Hudson, ce	E. Cody Hall, nd Sam Jones, fd	Wld. UP Col.
	WHMA-FM 1947	Ch. 263 (B) 100.5mc 3.65kw						Thes. UP GE
	WSPC	1390 5,000-D 1,000-N DA-N	Model City Bestg. Co. Jefferson Davis Hotel 1850	MBS Walker, Dora-Clayton	W. S. Weatherly, p & gm John M. Orrison, cm Rosebud Waldrop, pd	Carroll B. Keith, pmm Winfred B. Kennedy, ce Bill Nash, nd	S. A. Matthews, fd Buddy Rutledge, sd Sara F. Jackson, wd	Pop.: 150,000 Rad. Hms.: 37,800 St. AP Col.

Data corrected to Dec. 10, 1953. If executives or services for FM are same as AM affiliate names are not repeated. Market Data supplied by stations. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day, DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

ALABAMA

City	Chan. or Freq. Power	Licenses Headquarters Telephone	Network Representative	Executive Abbreviations	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter	
ATHENS							
WJMW 1948	730 500-D	Athens Bcstg. Co. Hine St. 565	Alabama-Dixie, Alabama Bcstg., North Alabama	Homer F. Dunnivant, p, gm & cm Robert V. Dunnivant, pd, pmm, nd & sd William G. Mitchell, ce	Marg Jones, wd John Fisher, fd Pop.: 402,000 Rad. Hms.: 95,000 Ret. Sls.: \$109,331,000	AP G	
ATMORE							
WATM 1949	1580 250-D	Southland Bcstg. Co. P. O. Box 59 50	Tom Miniard, co-o, gm, ce & fd Grady L. Ingram, co-o Sam B. Ford, cm	Julia E. Miniard, pd & wd Jim Campbell, nd & sd Pop.: 42,500 Rad. Hms.: 9,900	AP RCA	
AUBURN							
WAUD 1947	1230 250	Auburn Bcstg. Co. Tuskegee Hwy. 1240	ABC, Alabama Bcstg.,	Elmer G. Salter, p, gm, cm & sd Lowell Earl Takles, pd, pmm & fd	Marion Hyatt, ce Nancy Brown, wd Marion Bayard, traffic m Tony Carter, nd Pop.: 155,500 Rad. Hms.: 32,390 Ret. Sls.: \$50,450,000	Assoc. AP G	
BESSEMER							
WBCO 1950	1450 250	Bessemer Bcstg. Co. P. O. Box 606 Bessemer 5-5241 Forjoe, Dora-Clayton	Jesse Lanier, p Robert D. Williams, gm	Hal Falter, cm Erskine Faush, pd Jack Warden, ce Lora Walker, wd Pop.: 590,000 Rad. Hms.: 150,750	L-W Ray.	
BIRMINGHAM							
WAPI 1925	1070 10,000-D	The Television Corp. P. O. Box 2553 4-2466	CBS, Alabama Bcstg. CBS Radio Spot Sales	Henry P. Johnston, p & mgng. d Herbert Martin, cm & radio opers. m	James Chenoweth, pmm J. V. Sanderson, ce	Arnold Sartain, asst. ce Ray Furr, asst. to p Pop.: 1,122,300 Rad. Hms.: 255,590 Ret. Sls.: \$607,352,000	Wld. UP RCA
WABT (TV)	5,000-N DA-N						
WAFM (FM) 1946	Ch. 253 (B) 99.5mc 72kw	(WAPI, AM Affiliate)				AP, UP RCA	
WBRC 1926	960 5,000 DA-N	Birmingham Bcstg. Co. 1727 1/2 2d Ave. N. 4-7741	NBC Raymer	J. Robert Kerns, vp & mgng. d	James E. Bailey, sm & cm Fox Lightfoot, pd Davenport Smith, nd Mary Badham, wd	Cap. INS RCA	
WCRT 1937	1260 1,000-D	Chapman Radio & Television Co. 725 S. 22d St. 7-3019	George K. Chapman, p & pd William A. Chapman, vp & ce	Rudy C. Clark, gm, cm & pmm Ray Shader, nd Bill Kennedy, sd Ariene Maze, wd Pop.: 671,000 Rad. Hms.: 187,335 Ret. Sls.: \$664,132,000		
WEDR 1949	1220 1,000-D	Magic City Bcstg. Co. 1417 4th Ave. N. 4-0925 McGillvra	J. L. Doss, p	John A. Thompson, secy.-treas., gm, cm, pd & pmm John F. Cram, ce Mrs. R. J. Pope, wd Pop.: 1,000,000	UP Ray.	
WILD 1946	850 10,000-D 1,000-N DA-N	Pilot Bcstg. Corp. Essex House 53-4977	MBS H-R Reps.	George A. Mattison Jr., p Don D. Campbell, gm J. B. Roberts, cm	Chas. White McGehee, pd Wm. E. Mattison, pmm H. R. Lowery, ce Sam Benton, nd George Bell, sd Sue McMillan, wd Pop.: 750,000 Rad. Hms.: 200,000	
WJLD 1942	1400 250	Johnston Bcstg. Co. P. O. Box 5767 54-3466	Interstate News-papers	George Johnston Jr., p James Connolly, gm	Jane Martindale, pd Maurice McKinney, ce Hardrock Gunter, fd Pop.: 572,000 Rad. Hms.: 143,570 Ret. Sls.: \$670,498,000	AP Col.	
WJLN (FM) 1943	Ch. 284 (B) 104.7mc 23kw	(WJLD, AM Affiliate)				AP RCA	
WLBS 1946	900 1,000-D	WLBS Inc. 212 N. 13th St. 54-2541 Stars	E. D. Rivers, p William R. Randall, gm Jim Macri, cm	Steve Hunter, pd & nd Jim Atkins, pmm Gordon Bishop, ce Laura Rogers, wd Pop.: 1,182,400 Rad. Hms.: 390,970 Ret. Sls.: \$508,792,000 Col.-G	
WSGN 1926	610 5,000-D 1,000-N DA-N	Jemison Bcstg. Co. 202 Protective Life Bldg. 4-3434	ABC Avery-Knodel	Bascom H. Hopson, p, gm & natl. slm G. O. Privett, cm Dave Campbell, pd	Mary F. Childers, pmm Jack Shea, ce J. E. Kolter, secy. Ed Lake, nd & fd John Forney, sd Carol Wood, wd Pop.: 1,123,660 Rad. Hms.: 376,430	Thes. AP RCA	
WSGN-FM 1947	Ch. 229 (B) 93.7mc 29kw						
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 & wd	Ira Leslie, natl. sld & pd George Blaskow, ce Dan Brennan, nd & fd Pop.: 5,000,000 Rad. Hms.: 905,000	Cap. UP	
BREWTON							
WEBJ 1947	1240 250	Brewton Bcstg. Co. P. O. Box 870 1000	MBS, KBS Dora-Clayton	W. Emmett Brooks, p & gm J. Bolling Brooks, vp & asst. gm	Charles E. Land, pd Joseph A. Sikes, ce Ruby Lanton, traffic m Wm. E. Brooks Jr., sd Mary Moore, wd Pop.: 96,700 Rad. Hms.: 22,350 Ret. Sls.: \$44,653,000	Cap., SES. AP G	
CARROLLTON							
WRAG 1951	590 1,000-D	Pickens Co. Bcstg. Corp. P. O. Box 71 2364	R. E. Hook, co-o W. E. Farrar, co-o Douglas Reeh, gm & sd	Earl H. Johnson, cm, ce & nd Gladys S. Estis, pd & wd W. L. Ashcraft, pmm Carl Sauceman, fd Pop.: 700,000 Rad. Hms.: 250,000 UP G	
CLANTON							
WKLF 1947	980 1,000-D	Southeastern Bcstg. Co. Selma Hi-way 448	KBS, Alabama Bcstg.,	J. Kelly Robinson, p Leland Hudson, gm & cm	Helen Parrish, pd, pmm & wd Lester Carter, ce Pop.: 700,000 Rad. Hms.: 250,000	Wld. AP G	
WKLF-FM 1953	Ch. 265 (A) 100.1mc .37kw					Wld. AP Col.	

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CULLMAN

WFMH 1950	1300 1,000-D	The Voice of Cullman 206 Second Ave. E. 910	Alabama	B. C. Eddins, ptrn. & gm	Lon Waters, pd	J. D. Hardeman, fd		Assoc., Thes. AP Ray.
WFMH-FM 1949	Chan. 266 (B) 101.1mc 5.3kw							
WKUL 1946	1340 250	Cullman Bcstg. Co. P.O. Box 211 863	MBS, KBS	Hudson C. Millar Jr., p, gm & cm Ralph Mann, pd, pmm & sd	Arthur Bachmann, ce & nd	Leon Murphree, fd Eunice Gorff, wd	Pop.: 125,000 Rad. Hms.: 36,000	UP WE

DECATUR

WAJF 1953	1490 250	J. B. Falt Jr. 112 Grant St. 4016		J. B. Falt Jr., o Cletus Quick, sm, cm, pd & nd	Peter H. Hoffman, ce Mitchell Self, fd	Blackie Brent, sd Nettie K. Quick, wd	Pop.: 50,000 Rad. Hms.: 13,000 Ret. Sls.: \$36,000,000	
WHOS 1948	800 1,000-D	North Alabama Bcstg. Co. 212 Jackson St. 991	Alabama Bcstg.	Barrett C. Shelton, co-o John H. Jones, co-o	Louis C. Blizzard, gm, cm & nd Jerry Greigs, pd & sd	Jim Fouts, pmm & fd G. Upton, ce	Pop.: 975,200 Rad. Hms.: 215,170 Ret. Sls.: \$78,000,000	Assoc., Thes. AP, UP WE
WHOS-FM 1951	Ch. 223 (B) 92.5mc 8.6kw							Thes. AP RCA
WMSL 1935 WMSL-TV	1400 250	Tennessee Valley Bcstg. Co. Bank St. 802	MBS, KBS	Frank Whisenant, p & gm	Bob Gleason, pd Garlan Sandlin, ce	Dick Pettet, sd	Pop.: 100,000 Rad. Hms.: 24,000	AP G

DEMOPOLIS

WXAL 1947	1400 250	The Demopolis Bcstg. Co. 400	MBS, KBS	William M. Jordon, p, gm & pmm	Henry J. Bley, cm Marsha James, pd	Barry W. Collins, ce	Pop.: 75,000 Rad. Hms.: 24,000	Wld. AP RCA
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DOTHAN

WAGF 1932	1320 1,000 DA-N	Dothan Bcstg. Co. 204 1/2 E. Main St. 2-9100	NBC McGillvra	Julian C. Smith, gm Fred C. Moseley, cm	Lamar Trammell, pd & sd Jimmy Acree, pmm	Harvard T. Rawlinson, ce Pat Elliott, wd		Wld. AP G
WDIG 1947	1450 250	Houston Bcstrs. 107 E. Adams St. 3-4100	ABC Schapp-Reiner, Cummings	Jess Swicegood, p, gm & cm	Earl Hutto, pd & sd Charles Lawshe, ce	Wayne Moseley, nd Joe H. Holloway, fd	Pop.: 217,960 Rad. Hms.: 51,000 Ret. Sls.: \$32,900,000	Thes. UP Ray.
WOOF 1948	560 5,000-D	The Woof Trust 110 S. Foster 30-560	Alabama Bcstg. Clark	R. A. Dowling, p, cm, pd & pmm	Agatha Gay, gm	Earl Williford, ce		UP G

ENTERPRISE

WIRE 1948	1230 250	Wiregrass Bcstg. Co. 30		R. E. James, co-o & gm	Ralph M. Stanford, co-o Fred S. Watson, cm	Eugene E. Vinson, pmm		L-W AP G
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EUFULA

WULA 1948	1240 250	Ala-Ga Bcstrs. Radio Bldg., U.S. Hwy. 241 744	KBS Southern Radio Productions	E. B. Fussell, co-o & gm Jessie E. Fussell, co-o	H. G. Chastain, pd & ce	R. E. Stephens, nd & sd Sara Bush, wd	Pop.: 67,339 Rad. Hms.: 12,742	UP Col.
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FAYETTE

WWWF 1949	990 1,000-D	Bankhead Bcstg. Co. Jasper, Ala. 2-3462	KBS	W. W. Bankhead, p James E. Reese, gm	Jack Black, cm, pd & pmm	Hugh Hughes, ce	Pop.: 55,000 Rad. Hms.: 22,000	UP Col.
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there isn't time to read them all

Let's not kid ourselves. No advertiser, no account executive, no agency time buyer has either the hours or the physical stamina to read all the trade publications that stream across his desk.

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ALABAMA

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	Owner o; Pres. p; Exec. vp exp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
FLORENCE							
WJOI 1946	1340 250	Florence Bcstg. Co. 850 S. Court 2608	ABC, Alabama Bcstg.	Joe T. Van Sandt, p & gm Tom York, cm	Don Spry, pd, pmm, nd, sd & fd Paul Shannon, ce Joy Day, wd	Pop.: 121,800 Rad. Hms.: 27,285 Ret. Sls.: \$88,197,000 G
WJOL-FM 1951	Ch. 252 (A) 98.3mc 250kw					 GE
WOWL 1945	1240 250	Radio Muscle Shoals P. O. Box 634 3-800	Alabama Bcstg. Rambeau, Dora- Clayton	Richard B. Biddle, p Jim Garrett, asst. m Dora M. Biddle, cm & pmm	Bill Mapes, pd & nd Larry Rohling, ce Bill Wynne, sd Jean Scott, wd	Pop.: 93,626 Rad. Hms.: 20,016 AP G
FOLEY							
WHEP 1953	1310 1,000-D	Alabama Gulf Radio Inc.					
FORT PAYNE							
WFPA 1950	1400 250	George A. Goth- berg Jr. 102 S. Gault Ave. 1440	Alabama Bcstg. Conti- nental	George A. Gothberg Jr., o & nd Jerry B. Carr, gm & pd	Ted Kirby, cm & fd Nat Kirby, pmm Edward Pierce, ce	Pop.: 60,000 Rad. Hms.: 13,000 Ret. Sls.: \$9,000,000 AP Col.
WZOB 1950	1250 1,000-D	Glenn M. Gravitt P. O. Box 255 1096	Alabama Bcstg. Southern Radio Pro- ductions	Glenn M. Gravitt, o & gm	Joe Liber, cm Jess Moore, ce, nd & fd	Virginia Lankford, wd Pop.: 176,510 Rad. Hms.: 48,241 Ret. Sls.: \$61,500,000	Thes. UP WE
GADSDEN							
WETO 1949	930 1,000-D	Gadsden Radio Co. 722 S. 12th St. 6-9201	KBS	C. L. Graham, co-o E. H. Estes, co-o & gm	Mort Lloyd, cm Ray Estes, pd	Pop.: 100,000 Rad. Hms.: 40,000	Cap. AP WE
WGAD 1947	1350 5,000-D 1,000-N DA-N	Coosa Bcstg. Co. Philipson Bldg. 5641	ABC	Curtis DeLamar, p, gm, cm & pmm June DeLamar, vp & pd	Mrs. Curtis DeLamar, secy.-treas. Halley D. Williams, ce Jack Werley, nd	Boyd Parsons, fd Basil Gilchrist, sd Frances Brown, wd Rad Hms.: 75,000 UP WE
WGWD 1948	570 1,000-D	Etowah Bcstrs. Inc. 750 Forest Ave. 6-6301	Oscar P. Covington, p J. P. Kirby, gm	Curtis Blair, cm Frances Seale, pd	Jerry Bleich, pmm W. G. Anderson, ce UP G


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IN MUSCLE SHOALS

ALABAMA

WJBY 1927	1240 250	Gadsden Bcstg. Co. 103 Broad St. 6-3381	NBC Avery- Knodel	B. H. Hopson, p Sterling Brewer, gm Joe Brewer, cm	Bill Cornelius, pd, nd fd & sd	Dawson Bearden, ce Betty Jenkins, wd	Pop.: 60,000 Rad. Hms.: 30,000 Ret. Sls.: \$68,901,000 INS Col.
WJBY-FM 1948	Ch. 279 (B) 103.7mc 2.45kw						Pop.: 93,892 Rad. Hms.: 52,560 Ret. Sls.: \$80,321,000	Wid. Fed.
GENEVA								
WGEA 1953	1150 1,000-D	Geneva County Reaper Westville Rd. 456	Robert Sidwell, sm, ce & nd	Gene Free, cm & sd Junior Walker, pd	Jean Powell, wd	Pop.: 279,873 Rad. Hms.: 63,980 Ret. Sls.: \$153,437,000	Wid. Col.
GREENVILLE								
WGYY 1948	1400 250	Greenville Bcstg. Co. Box 227 585	ABC, KBS, Alabama Bcstg.	W. H. Miller, gm, cm, pd & pmm	J. D. Bell, ce		Pop.: 100,000 Rad. Hms.: 25,000	Wid. AP G
GUNTERSVILLE								
WGSV 1950	1270 1,000-D	Guntersville Bcstg. Co. Box 32 4131	KBS	E. L. Roberts, co-o Albert Rains, co-o Ed Carrell, gm, cm & pmm	Roy McClendon, pd, nd & sd Lavelle Jackson, ce & fd	Margaret Henderson, wd	Pop.: 100,000 Rad. Hms.: 25,000 Ret. Sls.: \$30,000,000	Thes. UP Ray.
HALEYVILLE								
WJBB 1949	1230 250	Haleyville Bcstg. Co. 389	MBS, Alabama Bcstg. Indie	W. P. Thelands, p John L. Slatton, gm & cm	Pat Slatton, pd Jack K. McNutt, pmm & nd	Paul Kelly, ce Mitch Self, sd	Pop.: 186,000 Rad. Hms.: 43,725 UP RCA
HAMILTON								
WERH 1950	970 5,000-D	Marion County Bcstg. Co. U.S. Hwy. 78 3481	Alabama Bcstg. McGillvra Dora-Clayton	Hugh J. Fite, p & gm Charles B. Tucker, cm, pd, pmm & ce	Edgar Clayton, nd	Johnie Lott, fd & sd	Pop.: 978,754 Rad. Hms.: 205,212 Ret. Sls.: \$497,311,567	L-W AP Ray.
HOMWOOD								
WEZB 1953	1320 1,000-D	Voice of Home-wood Hollywood Country Club 2-8211	Gene Newman, p & gm David Higgenbotham, cm	Ganus Scarborough, pd Johnny Sap, pmm Verl Cisero, ce Rita Klein, wd	Leroy Garrett, fd	Pop.: 1,206,300 Rad. Hms.: 1,200,000 Ret. Sls.: \$719,733,000
WJLD 1942	1400 250	(See Birmingham listing)						

WERH THE STRONGEST

1950 POPULATION 978,754
 1950 HOME COUNT 259,794
 1950 RADIO HOMES 205,212
 1951 AUTOMOBILES 172,551
 1949 FARM INCOME . . . \$118,381,890
 1951 RETAIL SALES . . . \$497,311,567

regional representatives,
 DORA-CLAYTON AGENCY
 Mortgage Guaranty Building,
 Atlanta, Georgia
 New York representative:
 ROBERT S. KELLER, INC.
 72 Baraw Street,
 New York 14, N. Y.



STRONGEST SIGNAL IN NORTHWEST
 ALABAMA AND NORTHEAST MISSISSIPPI
 STRONGEST IN LISTENERS
 STRONG ON ENTERTAINMENT AND
 STRONGEST AS THE ADVERTISING VALUE
 IN THIS FAST DEVELOPING FARM
 AND INDUSTRIAL AREA. WERH
 DOMINATES THE 14,695 SQUARE MILES
 OF OUR 0.1 MV/M CONTOUR.

WERH

HAMILTON, ALABAMA

5000 WATTS 970 KC



ALABAMA

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
HUNTSVILLE						
WBHP 1937	1230 250	Wilton H. Pollard Fifth Ave. 5000	MBS, KBS	W. H. Pollard, p & gm James Tripp, cm	Kathryn Moore, pd Grady M. Reeves, pmm, nd & sd	James Potter, ce UP G
WFUN 1946	1450 250	Huntsville Bestg. Co. 410 W. Holmes St. 2424 Sears & Ayer	J. B. Fait Jr., p, gm & pmm	John Garrison, secy.- treas., sm, pd & ce Bob Dean, nd	Jerome Hughey, fd Glenn Slayton, sd Janet Lane, wd AP G
WHBS 1946	1550 5,000-D 500-N DA-2	Huntsville Times Co. Box 986 2345	ABC, Alabama Bestg. Gill- Perna, Cummings	Henry P. Johnston, p Jack F. Neal, gm	Reuben T. Miller, pd Victor Bankowski, ce	Fred Digesu, sd Lucia Lull, wd AP RCA
WHBS-FM 1947	Ch. 236 (B) 95.1mc 16kw					Pop.: 195,052 Rad. Hms.: 49,620 Ret. Sls.: \$105,763,000
JACKSON						
WPBB 1950	1290 1,000-D	Jackson Bestg. Co. P. O. Box 128 2413	MBS, KBS	T. H. Gaillard Jr., p, gm & ce Guy R. Hester, cm	Charles Ballas, pd & nd Ben Briggs, fd	Ben Haskew, sd Dora Lee Clay, wd AP G
JASPER						
WWWB 1946	1240 250	Bankhead Bestg. Co. Inc. Bankhead-Long Bldg. 2-3461	KBS	W. W. Bankhead, p, James E. Ruse, gm & nd William C. Edgemon, cm	J. L. Sartain Jr., pd & sd David J. Vansandt, ce Dabney Ramseur Jr., pmm	J. C. Bullington, fd Jean Jones, wd Veneta Phillips, secy. Cap. UP WE
WWWB-FM 1953	Ch. 273 (B) 102.5mc 17.5kw					Pop.: 250,000 Rad. Hms.: 64,290 Ret. Sls.: \$84,538,000
LANETT						
WRLD 1943	1490 250	Valley Bestg. Co. Inc. P.O. Box 312 2-2711	ABC, KBS McGillvra	J. C. Henderson, p C. Jim Murphy, gm & cm	Aileen H. Love, pd & pmm	Albert L. Stancel Jr., ce Thes. AP WE
WRLD-FM 1949	Ch. 275 (B) 102.9mc 10kw					Pop.: 30,000 Rad. Hms.: 10,000
MARION						
WJAM 1951	1310 1,000-D	Neely Bestg. Co. P. O. Box 221 7111	Alabama Bestg. Southern Radio Pro- ductions	L. M. Neely Jr., p & gm Earl Hanna, sm, cm & sd	Sara White, pd & wd Virgil Moore, pmm & ce	Wayne Vowell, nd Oliver Jackson, fd Cap. AP G
MOBILE						
WABB 1948	1480 5,000 DA-N	Mobile Press- Register Inc. 304 Government St. 3-1551	ABC, MBS Branham	R. B. Chandler, p W. J. Hearin Jr., evp	Dewey H. Long, gm Robert C. Walker, pd	Phil Forrest, pmm William H. Murphree, ce Wld. UP WE
WABB-FM 1948	Ch. 271 (B) 102.1mc 51kw					Pop.: 114,368 Rad. Hms.: 92% Ret. Sls.: \$56,442,000
WALA 1930 WALA-TV	1410 5,000 DA-N	Pape Bestg Co. 210 Government St. 3-3756	NBC Headley- Reed	W. O. Pape, p H. K. Martin, gm	Al Treadway, cm Al Holman, pd	R. B. Hurley, ce W. B. Pape, pmm St. AP RCA
WKAB 1947 WKAB-TV	840 1,000-D	Pursley Bestg. Serv. Box 1306 7-6345 Forjoe, Dora- Clayton	Louise P. Pursley, p Robt. H. Moore, vp & gm J. C. Smith, cm	J. T. Jackson, pd H. E. Miller, ce Ed Chapman, pmm	Paul Dubose, nd Hubert Grant, sd Janice Latham, wd AP G
WKRK 1946	710 1,000-D 500-N DA-N	Giddens & Rester Radio Telegraph Rd., Box 1184 2-6789	CBS Young	Kenneth R. Giddens, p Frank Conwell, gm Dick McMullen, pd & sd	Shirley Lane Rester, pmm F. E. Couey, ce Carl Haug, slm	Charles E. Tapley, nd T. J. Rester Jr., fd Barbara Kaye, wd L-W AP RCA
WKRK-FM 1946	Ch. 260 (B) 99.9mc 3kw					Pop.: 617,547 Rad. Hms.: 148,255 Ret. Sls.: \$460,778,000
WMOZ 1953	960 1,000-D	Gadsden Radio Co. 1638 St. Stephens Rd. 6-7618 Pearson	C. L. Graham, co-o E. H. Estes, co-o Walter V. Turner, gm	Mac M. Thomas, cm Camille F. Rouse, pd Vernon C. Floyd, ce	James Bivens, sd Dorothy Lee, wd AP Col.
MONROEVILLE						
WMFC 1952	1220 250-D	Monroe Bestg. Co. 1220	KBS	William M. Stewart, co-o Jimmy Faulkner, co-o	George C. Shurden, gm, cm & pmm Jim Aycock, pd Chuck Smith, ce & fd	Riley Kelly, nd Jimmy Quinn, sd Betty Gulsby, wd Wld. AP RCA
MONTGOMERY						
WAPX 1947	1600 1,000 DA-N	United Bestg. Co. 116 Catoma St. 3-7569	ABC Walker	Thomas E. Martin, p Hoke S. Williford, cm & pmm	Lee Stockfelt, pd Owen A. Lehr, ce Lou Benton, nd	Crawford Rice, fd Dave Manners, sd Lucy Pope, wd St. AP RCA
WBAM 1953	740 50,000-D	Deep South Bestg. Co. 2-3851 Radio Reps.	Mrs. J. F. Richardson, p	W. J. Brennan, gm & secy.-treas. Ira Leslie, natl, slm	Fred U. Wamble, pd Cyril G. Brennan, ce AP G
WCOV 1938 WCOV-TV	1240 250	Capitol Bestg. Co. Exchange Hotel 2-5781	CBS Taylor	Oscar P. Covington, p Hugh M. Smith, gm Joe Petranka, sm	Walter Spiro, pd & sd O. M. Teate, pmm	W. D. Weatherly, ce Tom Doron, nd Dot Armand, wd UP Col.
WCOV-FM 1948	Ch. 233 (B) 94.5mc 4.1kw					Pop.: 350,000 Rad. Hms.: 75,000
WJJJ 1948	1170 10,000-D 1,000-N DA-2	Southern Bestg. Co. Inc. 135 Commerce St. 3-4471	MBS Weed	Joseph G. Mathews, p John C. Hughes, gm E. Caldwell Stewart, pd	Fred Wright, ce Martha Hall, traffic m	Jay Alldredge, nd Bill Slaton, sd UP GE

Data corrected to Dec. 10, 1953. If executives or services for FM are same as AM affiliate names are not repeated. Market Data supplied by stations. FM's in *italics*. —Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

ALABAMA

WMGY 1946	800 1,000-D	Dixie Bestg. Co. 4 S. Perry St. 2-5245 Forjoe, Dora- Clayton	Dr. S. D. Suggs, p Frances Sewell, vp Thomas W. Sewell, gm, cm & secy.-treas.	C. L. Brown, pd Clint Brown, pmm John Lamar, ce Red Ryan, nd	Crawford Roquemore, fd Chuck Elliott, sd Josie Williams, wd	Pop.: 353,462 Rad. Hms.: 65,912 Ret. Sls.: \$450,000,000 UP G	
WRMA 1953	950 1,000-D	Southland Bestg. Co. 26 N. Lawrence St. 2-1475 McGillvra	Ralph M. Allgood, co-o & gm Grover Wise, co-o	Walter B. Stevenson, ce	Carl P. Wallace, sd Bertha Bailey, wd	Pop.: 250,000 Rad. Hms.: 92,104 Ret. Sls.: \$270,566,000	Assoc. G	
WSFA 1930	1440 5,000-D 1,000-N DA-N	Montgomery Bestg. Co. P. O. Box 1031 8361	NBC Headley- Reed	David E. Dunn, p William W. Hunt, cm Charlie Davis, pd	Julia C. Looney, pmm & natl. adv. m C. I. Shelhofskey, ce John Allen Wolf, nd	Leland Childs, fd Dick Reid, sd Camille Brown, wd	Pop.: 106,525 Rad. Hms.: 24,534 Ret. Sls.: \$144,520,000	Wld. AP Cont.	
MUSCLE SHOALS									
WLAY 1933	1450 250	Muscle Shoals Bestg. Corp. 620 E. 2d St. 1450	MBS Devney	Frank M. Farris Jr., o & p Eulus O. Whitehead, gm & nd	George Manush, pd & Imogene Stack, pmm & wd	Lynn V. McMoran, ce Ronald S. Walker, fd	Pop.: 65,000	Wld. AP G	
ONEONTA									
WCRL 1952	1570 250-D	Blount County Bestg. Service 4871	Alabama Southern Radio Reps.	E. Glenn Abercrombie, gm				Cap. AP Col.	
OPELIKA									
WJHO 1940	1400 250	Opelika-Auburn Bestg. Co. 1400 Auburn Rd. 612	MBS, KBS Indie, Dora- Clayton	John C. Cooper Jr., gm E. Jere Turk, cm	Gordon E. Snyder, pmm John E. Smollon, ce	Mercer L. King Jr., nd Gail S. Whatley, wd	Pop.: 30,000 Rad. Hms.: 17,000	Wld., Thes., SES, UP Col.	
OPP									
WAMI 1952	860 1,000-D	Opp Bestg. Co. P. O. Box 169 659	H. N. Lee, p	Beri Moore, gm & cm	Joe Osgatharp, ce	Pop.: 300,000 UP Col.	
OZARK									
WOZK 1953	900 1,000-D	Ozark Bestg. Corp							
PHENIX CITY									
WPNX 1948	1460 1,000 DA-1	Community Bestg. Co., Inc. Phenix-Girard Bank Bldg. 8-8787	ABC, MBS Forjoe	Roy M. Greene, p & o Don C. Price, cm	Jay H. Lamb, pd & ce Robert H. Mann, pmm & nd	Jim Dillard, sd V. R. Greene, fd Earline Duncan, wd	Pop.: 400,000 Rad. Hms.: 140,000 AP WE	
PIEDMONT									
WPID 1953	1280 1,000-D	Piedmont Radio Station 2231	C. L. Graham, p Curt Blair, gm & cm	Frances Kerns, pd J. D. Carter, pmm	Hamilton Masters, ce	Pop.: 12,000 Rad. Hms.: 3,000 Ray.	
ROANOKE									
WELR 1950	1360 1,000-D	J. W. Buttram 801 N. Main St. 3811	KBS	J. W. Buttram, o, gm & cm	John Hodges, pd, fd & sd Richard Killebrew, pmm & nd	Leverne Foster, ce	Pop.: 125,000 Rad. Hms.: 80,000 Ret. Sls.: \$125,000,000 WE	
RUSSELLVILLE									
WWWR 1949	920 1,000-D	Bankhead Bestg. Co. Underwood Rd. 847	KBS, Tri-W Southern Radio Pro- ductions	W. W. Bankhead, p Hal Kirby, gm & cm	Carl Van Sittert, pd & ce	James E. Reese, net- work d of opers.	Pop.: 553,721 Rad. Hms.: 128,100 Ret. Sls.: \$228,197,000 UP Col.	



CENTRAL
ALABAMA'S

CLEAR
CHANNEL
STATION

800 KC,

Representatives

Town and Country with WMGY

19 COUNTIES WITH TOTAL POPULATION OF 666,778



**If your message
is directed
at the Magnificent Montgomery Market
or at the greater
agriculture community of central 'Bama
Florida and Georgia
it's WMGY**

(one buy will deliver both for you)

WMGY

County	Population	Radio Homes
MONTGOMERY	138,129	30,556
ELMORE	34,546	5,832
COOSA	13,460	2,999
TALLAPOOSA	35,270	6,406
MACON	27,654	4,976
LEE	36,455	6,562
RUSSELL	39,500	3,640
BARBOUR	32,722	5,221
BULLOCK	19,810	3,221
PIKE	32,493	5,558
CRENSHAW	23,631	3,803
BUTLER	32,447	5,018
LOWNDES	22,661	3,398
AUTAUGA	20,977	3,243
CHILTON	23,400	4,685
DALLAS	55,245	10,218
WILCOX	26,279	4,094
CONECUM	25,489	3,685
PERRY	26,910	3,771
Total	666,778	115,986

800 KC - Clear Channel

1000 Watts MontGomeryY

Forjoe and Co., New York

Dora-Clayton Agency, Atlanta,

ALABAMA

City	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations	Market Data For Primary Area (Supplied by station)	Library News Serv. Transmitter	
Call Letters Established	Established	Telephone	Telephone	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, rd, sd, wd.	Area (Supplied by station)	Transmitter	
SCOTTSBORO							
WCRI 1950	1050 250-D	Pat M. Courington P. O. Box 394 123	Alabama	Pat M. Courington, o & p	Eaton P. Govan Jr., gm & cm Jo Anne Hale, pd & wd	James G. Wallace, ce & fd Charles Pruitt, pmm	Wld. AP G
WROS 1952	1330 1,000-D	Scottsboro Bcstg. Co. 717 Scott St. 156		Hugh T. Kirby, p	Rose M. Kirby, gm, cm & wd	Clyde R. Varner, pd, pmm & sd Bill Prickett, ce, nd & fd	
SELMA							
WGWC 1946	1340 250	Dallas Bcstrs. Inc. P. O. Box 686 4-6867	CBS Holman	Oscar Covington, p	John F. Townshend, gm, cm & ce	Stan Hendricks, pd G
WHBB 1935	1490 250	Selma Bcstg. Co. 209 Washington St.	NBC Avery-Knodel	B. H. Hopson, p Julien Smith Jr., gm	Erin Reynolds, pd	W. D. Powers Jr., ce	Pop.: 162,937 Rad. Hms.: 31,750 Ret. Slis.: \$36,464,000
SYLACAUGA							
WFEB 1945	1340 250	Alabama Bcstg. Co. 527 N. Broadway 2-3281	MBS, KES, Alabama Bcstg.	E. E. Forbes Sr., p	George W. Carr, gm, cm, pd, pmm & sd	Conrad B. Pickren, ce & nd	Pop.: 75,535 Rad. Hms.: 21,320 Ret. Slis.: \$64,000,000
WMLS 1948	1290 1,000-D	Marble City Bcstg. Co. 11 1/2 W. 2d St. 2-4354	Alabama Bcstg.	Curtis O. Liles, p & gm M. W. McEwen, cm	Robert M. Duck, pd & pmm	Walter Welch, ce Gertrude Tyson, wd	Pop.: 150,000 Rad. Hms.: 24,820 Ret. Slis.: \$55,000,000
TALLADEGA							
WHTB 1945	1230 250	Voice of Talladega Inc. Sylacauga Hwy. 2205	MBS, KES, Alabama Bcstg. Continental	R. A. Davidson, p & gm Myron T. Snoddy, cm	W. B. Dorriety, pd	David Andrews, ce	Wld. AP Col.
WHTB-FM 1953	Ch. 246 (B) 97.1mc 9.2kw						
TALLASSEE							
WTLS (CP) 1953	1300 1,000-D	Tallassee Bcstg. Co. P. O. Box 18 Tuscaloosa, Ala.					
TROY							
WTBF 1947	1490 250	Troy Bcstg. Corp. College Dr. 980	MBS, South-eastern	J. Roy Crow, p Jess Jordan, gm & nd	Robert Tolbert, cm Joe Gilchrist, ce	Ace Dudley, sd Cathy Grantham, wd	WLD AP WE
TUSCALOOSA							
WJRD 1936	1150 5,000-D 1,000-N DA-N	Wilhelmina Echols 2216 Broad St. 4464	NBC Rambeau, Dora-Clayton	Wilhelmina Echols, o Gene Tibbett, gm & pmm Lehman Mayer, cm	Roy McAllister, pd & sd Dave Livingston, ce Star Smith, asst. cm	Roy Lamont, nd Jack Hamm, fd Idalia Hollingsworth, wd	Pop.: 1,641,311 Rad. Hms.: 269,917 Ret. Slis.: \$635,436,000
WNPT 1951	1280 1,000-D	West Alabama Bcstg. Co. P. O. Box 181 3311	Alabama Bcstg. System Indie	W. P. Thielens, p T. H. Todd, gm & ce Bill Harris, asst. m	Ruth Harris, cm & pmm Keith Barze, pd	Joe Langston, nd Clyde Price, sd	
WTBC 1946	1230 250	Tuscaloosa Bcstg. Co. City Hall Bldg. 5523	MBS, KES, Sears & Ayer	Bert Bank, gm & pmm Donald H. Sams, cm	Jack Mock, pd J. A. Ward, ce		
WTBC-FM 1953	Ch. 239 (B) 95.7mc 17.5kw						
TUSKEGEE							
WTUS 1952	580 500-D	Radio Tuskegee Inc. Union Springs Rd. 580	KBS, Alabama Bcstg.	James Honey, gm John Andrew Bowers, cm	Gerald Burton White, pd & nd Johannie Hartzog, pmm & sd	Julian Alvie Duncan, ce Sylvia Fralic, wd	Pop.: 229,108 Rad. Hms.: 76,369

ARIZONA

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Passenger Cars 1952	County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Passenger Cars 1952
Apache	27,767	2,380	\$ 7,535	\$ 1,224	\$ 155	2,998	Pinal	43,191	10,440	43,226	14,296	1,763	16,239
Cochise	31,488	3,750	32,137	3,705	1,012	17,466	Santa Cruz	9,344	2,350	14,666	3,002	827	3,632
Cocumino	23,910	5,640	26,887	4,408	623	9,355	Yavapai	24,991	7,150	27,422	6,434	982	11,056
Gila	24,158	6,440	22,447	5,931	904	9,730	Yuma	28,006	7,900	42,162	9,608	1,223	18,749
Graham	12,985	3,080	14,196	2,549	364	5,696	Total	749,587	214,440	\$898,747	\$202,989	\$ 33,311	330,054
Greenlee	12,805	3,450	8,530	2,874	198	4,995	Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1953, Sales Management; further reproduction unlicensed; automobiles supplied by state.						
Maricopa	331,770	103,630	435,643	92,264	15,155	170,857							
Mohave	8,510	2,410	10,935	2,366	237	3,497							
Navajo	29,446	4,570	20,129	3,943	756	7,399							
Pima	141,216	46,250	192,832	45,385	9,112	71,156							

DIRECTORY OF AM AND FM STATIONS

BISBEE								
KSUN 1933	1230 250	Carleton W. Morris Drawer C Lowell 9	MBS, Arizona Net. Blair	Carleton W. Morris, p Arlo Woolery, gm & cm	Ray Helgesen, pd Leo Bernard, pmm	John Harris, ce Lou Evans, nd	Pop.: 14,800 Rad. Hms.: 4,200 Ret. Slis.: \$18,000,000	Wld. SES. UP
CLIFTON								
KCLF 1950	1400 250	Saguaro Bcstg. Co. Box 548 321	ABC	Dwight Harkins, p Hari Barnett, gm & cm	Jim Currie, pd & sd	Odoriso Pannozzo, ce	Pop.: 15,000 Rad. Hms.: 600 Ret. Slis.: \$10,000,000	Assoc. Thes. UP Col.

COOLIDGE

KCKY 1150 Gila Bcstg. Co. CBS, Louis F. Long, p Jim Murdock, pd & nd Jeff Lapping, ce Pop.: 100,000 SES., L-W
 1948 1,000 Roosevelt at Main St. Radio Net. of Arizona William F. Parady, gm Jim Doyle, pmm & fd Virginia Belden, wd UP
 DA-N 4451 For Joe & cm WE

DOUGLAS

KAWT 1450 Carleton W. NBC, Ariz. Carleton W. Morris, p Sidney H. Manette, pd James Bruns, fd Pop.: 18,000 Cap., Mac.
 1946 250 Morris Bcstg. Robert Whitaker, gm & sd Terry Williams, wd Rad. Hms.: 4,500 AP, UP
 Box 1118 & sd Oliver Grieve, ce WE
 173

FLAGSTAFF

KCLS 1360 Charles J. MBS, Charles J. Saunders, Len Benson, ce Bill Brechen, fd
 1950 5,000-D Saunders, Don Lee, Jay Saunders, nd & sd Dorothy Saunders, wd
 Box 1677 Arizona Net. Harry Becker, cm & pd Ray.
 946
 KGPB 690 Frontier Bcstg. ABC, Charles J. Saunders, Mary Jane Phillippi, Eugene C. Phillippi, Pop.: 48,100 Cap.
 1950 1,000-D Co. McGivvra A. S. Holm, gm Clair Hill, cm pd & wd pmm & ce AP
 500-N Weatherford Hotel John More, nd Ret. Hms.: 12,290 GE
 DA-N 51 Hotel 51 Ret. Sls.: \$58,150,000

GLOBE

KWJB 1240 Gila Bcstg. Co. NBC, Willard Shoecraft, sm, Eric L. Manola, pd & Darrell Tucker, sd Pop.: 15,000 Thes.
 1938 250 Box 2343 41 Bcstg. Raymer pmm & nd cm Harryette Weinberg, wd Rad. Hms.: 5,000 AP
 Ret. Sls.: \$18,000,000 -----

KINGMAN

KGAN 1230 J. J. Glancy ABC J. J. Glancy, o Leroy O'Laughlin, ce Pop.: 14,000
 1949 250 Box 1208 Mrs. A. L. Payne, pd Ret. Sls.: \$10,935,000
 Blue 462 RCA

MESA

KTYL 1310 Harkins Bcstg. Dwight Harkins, p & Jack Harris, pd Bob Vache, sd Pop.: 300,000 St.
 1946 1,000-D Inc. Lorenzo Lisonbee, cm Dick Gilbert, pmm Kay Foster, wd UP
 KTYL-TV 500-N P. O. Box 885 Woodland 4-5737 Ben Smith, ce G
 DA-N
 KTYL-FM Ch. 284 (A) KTYL-FM 1951 104.7mc 50kw St.
 UP
 Col.

NOGALES

KNOG 1340 Old Pueblo Bcstg. CBS, E. S. Mittendorf, p Dorothy E. de Rivera, Nancy Soto, traffic m George Lewis, sd Frank Wilson, fd Elta Derrick, wd Pop.: 75,000 Wid.
 1943 250 Co. 770 Jack Martin, gm Peter Hamilton, ce Ret. Sls.: \$11,440,077 WE

PHOENIX

KIFN 860 Western Bcstg. Frank P. Redfield, p & Jose D. Alvarado, pd Grace Gil, co-wd Rosita Aguilar, co-wd Pop.: 425,000 SES.
 1949 1,000-D Co. Oakes gm Edgar B. Pool, ce Pedro Moraga, nd & sd Ret. Hms.: 97.6% UP
 1975 S. Central Ave. Alpine 3-6155 cm & pmm Ret. Sls.: \$1,000,103,901 G
 KOOL 960 Maricopa Bcstrs. CBS, Gene Autry, p Thomas Kelland, sm Miles Shepherd, ce Frank Pollack, nd Dee Junker, wd Pop.: 320,000 St.
 1947 5,000 Adams Hotel Alpine 8-6421 gm Charles H. Garland, cm William Connelly, cm Homer Lane, pd Ret. Hms.: 120,000 UP
 KOOL-TV DA-N Hollingbery Ret. Sls.: \$860,000,000 RCA
 KOY 550 KOY Bcstg. Co. MBS, John L. Hogg, p & cm Edward R. Janney, ce Ernie Douglas, fd Ed DeForest, co-sd Bill Close, co-sd Pop.: 500,000 Wid.
 1922 5,000-D 840 N. Central Ave. Arizona Net. Blair Albert D. Johnson, m & pmm William J. Lester, pdm & loc. slm Paul Gribben, nd Ret. Sls.: \$600,000,000 UP
 KOY-TV 1,000-N Blair Ret. WE
 KPFO 910 Meredith Engineering Co. ABC, E. T. Meredith, p Charles Schlueter, George McClanathan, Pop.: 400,000
 1940 5,000 631 N. 1st St. Katz asst. cm Gene Spry, pd Wayne Center, nd Rad. Hms.: 200,000 AP
 KPFO-TV DA-N KRIZ 1230 Howard M. Loeb KBS, Howard M. Loeb, p, Shelden Engel, cm & Bill Bailey, pd James Groll, ce Pop.: 300,000
 1950 250 Blvd. Alpine 4-8436 gm & nd sd Ret. Hms.: 76,000 UP
 KRUX 1340 Radio Arizona Tee Pee Net. Stanley Schultz, p Robert Heiberg, pmm Gerry Heck, fd Ray Odom, sd Madeline Wise, wd Pop.: 221,412
 1947 250 Goodrich Bldg. Alpine 2-2371 L. O'Connell, Indie Frank Barc, cm Timothy Sparkman, pd Gene Boos, ce Gene Burris, nd Ret. Hms.: 56,571
 Ret. Sls.: \$117,000,000
 KTAR 620 KTAR Bcstg. Co. NBC, John J. Louis, chmn. B. R. Fulbright, secy-treas. John Snow, nd John Harrington, sd Pop.: 652,500 Thes., St.
 1922 5,000 1101 N. Central Ave. Arizona Bcstg. Raymer Richard O. Lewis, p & ce A. C. Anderson, vp & ce Shirley Johannesma, wd Ret. Hms.: 171,689 Cap.
 DA-N Alpine 4-4161 gm Ret. Sls.: \$839,183,328 AP
 E. W. Harvey, vp & cm Ted Edwards, pub. service d WE

PRESCOTT

KYCA 1490 Southwest Bcstg. NBC, Harold Ritter, p & gm Ric Williamson, pmm George Eitel, ce Pop.: 18,000 Cap., Thes.
 1940 250 Co. P. O. Box 1631 244 Bcstg. Raymer Ret. Sls.: \$25,960,231 AP
 RCA

SAFFORD

KGLU 1480 Gila Bcstg. Co. NBC, Louis F. Long, p Lester McBride, pd John E. Hickman, ce Pop.: 25,000
 1938 1,000 520 Main St. 15 Bcstg. Raymer Paul Merrill, gm Edward E. Furman, cm Lester Russ Wonnacott, pmm & nd Les McBride, sd Bonita McBride, wd Rad. Hms.: 8,000 AP, UP
 Ret. Sls.: \$30,000,000 WE

TUCSON

KCNA 580 Catalina Bcstg. ABC, Erskine Caldwell, p Tomm Epperson, ce Bob McKeehan, fd Pop.: 278,000
 1947 5,000-D 1511 E. 16th St. 2-4664 Wayne Sanders, gm, Robert O. Black, bus. m Jim Maize, nd Wally Lindberg, sd Jan Maize, wd Rad. Hms.: 65,870 AP
 DA-N Harry Chambers, cm Linn R. Trowbridge, vp & traffic m Fernando Rubio, nd Anita Edgerton, wd G
 KEVT 690 Tucson Radio Oakes Peter Trowbridge, p, gm & ce DeWitt Wray, cm Hector Le Desma, pd Pop.: 160,000

ARKANSAS

BLYTHEVILLE

KLCN 1922	910 5,000-D	Harold L. Sudbury Sudbury Bldg. 2093 Pearson	Harold L. Sudbury, p gm & cm	Carl Frame, pd J. T. Sudbury, pmm	Neal McCormick, ce Don Whitney, fd	 AP G
✓ KLCN-FM 1948	Ch. 241 (B) 96.1mc 21kw							

CAMDEN

KAMD 1946	1450 250	Camden Radio Inc. 647 California Ave., S.W. 6-5091	MBS, KBS, Arkansas, Razorback Gill-Perna	Walter E. Hussman, p Frank O. Myers, gm Donald Cathey, cm	Cal Carter, pd, pmm, nd & sd	Dorris C. Hunter, ce Freda Carter, wd	Pop.: 200,000 Rad. Hms.: 50,000	Assoc. AP RCA
KPLN 1953	1370 1,000-D	D. R. James Jr. Stephens Rd. 6-9334	D. R. James Jr., p C. T. Mullins, gm & pmm	J. Andrew Wright, sm, pd, nd, ce & wd L. J. Smith, cm	Charles Christie, fd John Garner, sd	Pop.: 156,550 Rad. Hms.: 36,355 Ret. Sis.: \$112,274,000	

CONWAY

KCON 1950	1230 250	Conway Bestg. Co. 903½ Front St. 189	Razorback	James E. Clayton, p, gm, cm & nd Muriel Cobb, pd	Herman G. Stermer, ce Charles Buice, pmm E. W. Bauer, fd	Grant Hazelwood, sd Rita Hicks, wd		Wid., SES UP Col.
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CROSSETT

KAGH 1951	1340 250	Julian Haas 900 Main St. 750	NBC, Arkansas, Razorback Best, Melville	Julian Haas, o	Charles Buice, ce	Ken Johnston, nd & sd	Pop.: 40,000 Rad. Hms.: 7,900 AP Ray.
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EL DORADO

KDMS 1950	1290 1,000-D	Radio Station KDMS Randolph Hotel Bldg. 3-9190	KBS, Razorback, Arkansas Devney, Melville, Dora- Clayton	David M. Segal, p Virgil E. Stone, gm & sd	Paul E. Norton, cm Elizabeth P. Perdue, pd	E. C. Gresham, ce	Pop.: 342,182 Rad. Hms.: 78,244 Ret. Sis.: \$254,629,000	L-W UP Col.
KELD 1935	1400 250	Radio Enterprises Inc. Radio Center Bldg. 3-6126	ABC	W. N. McKinney, p, gm, pmm & natl. cm J. R. Duerson, loc. cm	Mrs. D. Pondrom, pd John H. Long, ce Edward R. Hall, nd	William G. Darland, fd & sd Sarah McLarty, wd	Pop.: 100,000 Rad. Hms.: 30,000 Ret. Sis.: \$76,506,000	Assoc. AP Col.

FAYETTEVILLE

KGRH 1946	1450 250	Fayetteville Bestg. Co. 922 N. Leverett 2-2322	MBS Walker	Hayden McIlroy, p Fred J. Stevenson, gm	Edwin G. Gideon, cm & pmm Walthe Ingalls, pd & sd	Harold R. Lindsey, ce Richard W. Evans, nd Mary Ingalls, wd	Pop.: 50,400 Rad. Hms.: 13,350 Ret. Sis.: \$49,700,000 AP G
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FORREST CITY

KXJK 1949	950 1,000-D (CP: 5,000-D)	Forrest City Bestg. Co. National Bank Bldg. 950	KBS, Razorback, Arkansas	William Fogg, p & gm James Pearson Jr., cm Lloyd Denney, pd	Larry Parker, pmm, nd & sd	Walter Smith Jr., ce Bob Weber, fd	Pop.: 400,000 Rad. Hms.: 104,000 Ret. Sis.: \$643,000,000	Wid. AP G
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FORT SMITH

KFPW 1930	1230 250	Tulsa Bestg. Co. Station "B" Box 38 3-4105	CBS, Razorback Avery- Knodel	John Griffin, p L. A. Blust, vp, gm & cm J. Paul McCaslin, sm	Harlan Judkins, pd George Ketcham, pmm Gene Gregory, ce	Pat Garner, nd & fd Dorothy Gibson, wd Joe Roppolo, sd	Pop.: 199,700 Rad. Hms.: 53,130 Ret. Sis.: \$131,334,000	L-W UP WE
✓ KFPW-FM 1947	Ch. 235 (B) 94.9mc 14kw							
KFSA 1947	950 1,000-D	Southwestern Pub. Co. 920 Rogers Ave. 2-9126	ABC, Grass Roots Net. Pearson	Donald W. Reynolds, p Weldon Stamps, gm D. L. Johnson, cm Paschal Porta, pd	Richard Bentley, pmm Robert W. Platt Jr., ce Pat Porta, nd	Carl West, fd Harry Freeman, sd Jerry Winner, wd	Pop.: 230,280 Rad. Hms.: 55,852 Ret. Sis.: \$155,548,200 AP Col.
✓ KFSA-FM 1948	Ch. 296 (A) 107.1mc 0.32kw						 GE
KWHN 1947	1320 5,000 DA-N	KWHN Bestg. Co. 421-423 Garrison 3-8967	MBS Rambeau	H. S. Nakdimen, o & secy.-treas. Parkman R. Feezor, sm & cm	Glenn O'Neal, pd, pmm & nd Bruce Dennis, ce	Marvin McCullough, fd Don V. Archer, sd Eloise Quinn, wd	Pop.: 428,635 Rad. Hms.: 97,032 Ret. Sis.: \$230,746,000 AP WE

HARRISON

KHOZ 1946	1240 250	Harrison Bestg. Corp. Radio City Addition 1240	MBS, KBS	Bob Wheeler, o & gm Mel Lynn, cm	Bruce Washburn, pd Fred Ward, ce	Leon Shaddox, nd, fd & sd Lillian Bell, wd		Thes. UP G
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HELENA

KFFA 1941	1360 1,000 DA-N	Helena Bestg. Co. 215 York St. 4-2361	MBS, KBS Best	Sam W. Anderson, gm George Caven, cm	Larry Parker, pd & sd Katherine Kizer, pmm	Earl Hodges, ce	Pop.: 149,300 Rad. Hms.: 29,860 Ret. Sis.: \$28,000,000	Wid. AP G
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HOPE

KXAR 1948	1490 250	Hope Bestg. Co. PR-7-3601	MBS, KBS Best	A. H. Washburn, p L. B. Tooley, gm & ce	W. E. Ninemire, cm Carroll Winn, pd	Haskell Jones, pmm, nd & sd Florence Tooley, wd	Pop.: 103,000 Rad. Hms.: 26,000 Ret. Sis.: \$49,000,000 AP Col.
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ARKANSAS

City	Call Letters	Chan. or Freq.	Licensee Headquarters Telephone	Network Representative	Owner or Pres. p; Exec. cm; Sales Mgr. slm; Prod. Mgr. pdm; News, Farm. Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations vp vrp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Chief Eng. ce; Prom. Mgr. pmm; Chief of Station or Women's Dir. nd, fd, sd, wd.	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter	
HOT SPRINGS									
KBHS	1953	590 1,000-D	Resort Bcstg. Co. 113 3d St. 3888	Sears & Ayer	I. A. Cain, p Marvin Hull, gm Ed. C. Appler, cm	Dud Stallings, pd & nd Steve Nichols, pmm Clint Norman, ce	Pop.: 350,000 Rad. Hms.: 91,000 Ret. Sls.: \$239,785,000	Wld. UP G	
KBLO	1953	1470 1,000-D	National Park Bcstg. Co. 1011 Central Ave. 5365	Razorback	Robert S. Bielow, co-o & gm	J. W. Bowie Meredith, co-o Jesse Pate, cm		SES. AP G	
KRCH	1953	1270 1,600-D	Garland Radio & Tv Corp. 873 1/2 Park Ave. 2102	KBS McGillvra	Leonard P. Frankel, p Randall L. McCarrell, gm	A. E. Simmons, cm & pmm Dorothy E. Foley, pd & wd	Pop.: 80,500 Rad. Hms.: 22,060		
KWFC	1941	1340 250	Spa Bcstg. Co. Malco Music Hall Bldg. 412	MBS	W. E. Hussman, p Patt McDonald, gm C. J. Dickson, cm	Jack Ridgeway, pd & sd Dalton Sanders, ce	Ernest Watson, pmm Walter Ebel, nd Joyce Cook, wd	Thes. AP Col.	
JONESBORO									
KBTM	1930	1230 250	Regional Bcstg. Co. 605 Madison St. Webster 5-3597	MBS, KBS	Jay P. Beard, p, gm & pmm Bernard Hargreaves, cm	Veda Beard, pd Cecil Clark, ce Clarence Adams, nd & fd	Pop.: 288,000 Rad. Hms.: 68,670 Ret. Sls.: \$102,160,000	Wld. AP G	
KBTM-FM	1948	Ch. 270 (B) 101.9mc 8.1kw							
KNEA	1950	970 1,000-D	Radio Jonesboro Inc. Webster 2-8381	Razorback Gill-Perna	Dick Crane, gm Harold Gregson, cm Jay Roberts, pd & nd	Charles Quinton, pmm Wesley Bell, ce Chad Lassiter, fd	Pop.: 361,800 Rad. Hms.: 92,700 Ret. Sls.: \$215,700,000	Assoc. UP RCA	
LITTLE ROCK									
KARK	1928	920 5,000	Ark. Radio & Equipment Co. 112-14 E. Capitol Ave. LD 99	NBC, Arkansas Petry	T. H. Barton, chmn. of bd. T. K. Barton, vp & gm Douglas J. Romine, sm	A. C. Dowden, cm Ernest M. Howard, pd Carol Vinson, pmm Dan L. Winn, ce	Pop.: 854,700 Rad. Hms.: 190,660 Ret. Sls.: \$584,044,000	Wld. AP, UP RCA	
KARK-TV		DA-N							
KGHI	1927	1250 1,000-D 500-N DA-N	KGHI Bcstg. Service 306 1/2 W. 3d St. Franklin 2-0166	ABC Hollingbery	A. L. Chilton, ptrn. L. H. Chilton, ptrn. S. C. Vinsonhaler, ptrn. & gm	Kermit L. Richardson, cm	Betty Jo McNealy, pd V. O. Vandusen, ce	Pop.: 413,676 Rad. Hms.: 110,590 Ray.
KLRA	1927	1010 10,000-D 5,000-N DA-N	Arkansas Bcstg. Co. P. O. Box 559 2-5427	Taylor	J. N. Heiskell, p W. V. Hutt, gm R. J. Myers, cm Harris Owen, pd Robert Hicks, pmm	Kermit F. Tracy, ce Hugh B. Patterson Jr., secy.-treas. Oscar Alagood, loc. slm	John R. Holmes, fd Herbert Byrd, sd Mrs. Mescal Johnson, wd	Pop.: 818,200 Rad. Hms.: 221,600 Ret. Sls.: \$610,162,000	St. AP, UP RCA
KTHS	1928	1090 50,000 DA-N	Radio Bcstg. Inc. 313 Main 4-2293	CBS Branham	W. H. Bronson, p H. B. Clag, vrp E. G. Robertson, gm Hugh R. Murphy, cm	Mark Weaver, nd Cecil Bland, pd Robert Brown, pmm Cecil Suitt, ce	Wm. Neel, nd Marvin Vines, fd Mike Murphy, sd		L-W RCA
KVLC	1948	1050 1,000-D	Southwestern Bcstg. Co. Southern Natl. Ins. Bldg. 5-5321	KBS McGillvra	R. M. Saxon, p Ray Dexter, m Wally Geiger, cm	Dale Mahurin, ce	Kitty V. LaCall	Pop.: 822,301 Ret. Sls.: \$873,350,000	Assoc. UP G.
KXLR	1946	1150 5,000-D 1,000-N DA-N	Arkansas Airwaves Co. 217 E. 3d St. 2-2155	MBS, Razorback Rambeau	John F. Wells, p Emil J. Pouzar, gm Melton Lancaster, cm	Roy Nichols, pd & pmm Earl Butler, ce	William H. Hadley, nd Peter Hawkins, sd Bobby Forster, wd	Pop.: 470,345 Rad. Hms.: 111,954 Ret. Sls.: \$367,057,000	Thes. UP G
MAGNOLIA									
KVMA	1948	630 1,000-D	Magnolia Bcstg. Co. 212 N. Jefferson 630	MBS, Razorback Pearson	Dr. Joe F. Rushton, p W. M. Bigley, gm	W. D. Waller, slm Ray Wells, ce	Les Rogers, nd		Wld. AP Ray.
MALVERN									
KDAS	1951	1420 1,000-D	Malvern Bcstg. Co. Young Insurance Bldg. 1584 Devney, Melville	Thomas Alford, p, gm & cm	Jim Faulkner, pd & sd John Williams, ce	Ed Stanfield, nd	Pop.: 123,177 Rad. Hms.: 37,028 Ret. Sls.: \$89,622,000	Wld. UP G
KGRO (CP)		1380 1,000-D	Malvern Bcstg. Co. 321 School St.						
McGEHEE									
KVSA	1953	1220 1,000-D	S. E. Arkansas Bcstrs. Inc. P. O. Box 1220 20	KBS, Arkansas, Razorback Best	Abbott F. Kinney, p, gm, pmm, sd & pd	Frank H. Ross, slm Herschell E. Parent, pd & nd Thomas O. Graves, ce	Mrs. M. F. Kinney, cm Lillian Cohen, wd	Pop.: 171,641 Rad. Hms.: 37,028 Ret. Sls.: \$90,530,000	Cap. AP G
MENA									
KENA	1950	1450 250	R. B. Bell S. Reene St. 878	MBS, KBS	R. B. Bell, p Bernice Bell, pd	O. D. Frederick, ce Claud Hill, nd	Mary Lou Carter, wd		St. UP Col.
MORRILTON									
KVOM	1953	800 250-D	Morrilton Bcstg. Co. c/o C. R. Horne Radio Station KXRJ Russellville, Ark.						
MOUNTAIN HOME									
KTLO	1953	1490 250	Mountain Home Bcstg. Corp. P. O. Box 1471 1490	MBS	Robert S. Wheeler Jr., p	Bruce C. Washburn, gm	Everett Horton, cm Fred E. Ward, ce		

Data corrected to Dec. 10, 1953. If executives or services for FM are same as AM affiliate names are not repeated. Market Data supplied by stations. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

NEWPORT

KNBY 1280 Newport Bcstg. Razorback Harold Sudbury, p Gene Howe, cm & nd Mary Ellen McDonald, UP
1949 1,000-D Co. Box 218 Anson Clark, ce wd RCA

OSCEOLA

KOSE 860 Osceola Bcstg. KBS, Harold F. Ohlendorf, p Betty G. Woods, cm Harold M. Jones, ce Pop.: 1,000,000 Wid.
1949 1,000-D Corp. Razorback Ted Woods, gm Hobson Daws, pd & sd AP
P. O. Box 311 Best RCA
860

PARAGOULD

KDRS 1490 Progressive Bcstg. Co. KBS T. M. Self, co-o & Doayne F. Bateman, cm George Kirby, fd Pop.: 90,000
1947 250 Box 491 bus. m Hugh Frizzell, pd & sd Wilma Wheelis, traffic AP
Cedar 2-7627 G. T. Rand, co-o & gm Russell Schwamb, ce m & wd G
& nd

PINE BLUFF

KCLA 1400 Radio Engineer- Ken Kesterson, gm Charles Penix, pd Dave Wallis, sd Pop.: 75,873 L-W
1947 250 ing Service Clyde Martin, cm AP
2900 W. 28th 1900 G
KOTN 1490 Universal Bcstg. MBS, KBS B. J. Parrish, p, gm Joe Wallace, loc. cm Pop.: 133,100 Thes.
1934 250 Corp. & ce Lois Palmer, pd Rad. Hms.: 29,093 AP
P. O. Box 957 R. W. Etter, natl. cm & pmm Ret. Sls.: \$60,760,000 RCA
721

POCAHONTAS

KPOC 1420 Pocahontas Radio KBS, Ark. Adrian L. White, gm Bill Nichol森, pd, nd Pop.: 50,000 Wid.
1950 1,000-D Inc. Indian Hiram Mayo, cm & sd UP
P. O. Box 250 Razorback Jack Wilson, ce G
500 Magic Circle
KPOC-FM Ch. 249
1952 97.7mc
0.390kw

RUSSELLVILLE

KXRJ 1490 The Valley MBS, KBS C. R. Horne, p & gm William C. McKenney, Kermit Womack, nd Pop.: 89,790
1947 250 Bcstg. Co. Fine Arts Bldg. L. L. Bryan, cm pd & ce Marjorie Crabaugh, wd Rad. Hms.: 23,112 AP
299 Ray.

SEARCY

KSCY 1450 Edith Wood Sweezy c/o Arkansas Recorder 215 E. Third St. Little Rock, Ark. KSCY (CP) 250
KWCB 1300 White County Bcstg. Co. Inc. P. O. Box 95 1281 KWSB Carl N. Dodd, p & gm Homer M. Harris, pd & ce Don P. Jones, slm John Argo, sd SES., Thes., AP G

SILOAM SPRINGS

KUOA 1290 KUOA Inc. Siloam Springs, Ark. MBS, Magic Circle D. John E. Brown Sr., p Cecil E. Smith, gm, cm & ce Ralph Kennedy, pd Pop.: 250,000 Thes.
1923 5,000-D 777 Rad. Hms.: 50,000 UP
KUOA-FM Ch. 289 (B) WE
1948 105.7mc 2.6kw Thes. AP GE

SPRINGDALE

KBRS 1340 Southwestern Pub. Co. P. O. Box 29 675 ABC, Magic Circle Pearson Donald W. Reynolds, p Roy J. Bowman, gm, cm & pd Bill Ussery, ce Pop.: 110,000 AP
1949 250 Rad. Hms.: 29,125 G

STUTT GART

KWAK 1240 Stuttgart Bcstg. Corp. Box 271 MBS, KBS Best Melvin P. Spann, vp, gm & secy. Ross Beard, vp & treas. June Spann, pd, traffic m & wd N. W. Biddulph, cm Marvin Hefington, ce & fd Pop.: 23,665 St., Wid.
1948 250 Rad. Hms.: 6,704 UP
Ret. Sls.: \$22,000,000 G

TEXARKANA

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

WALNUT RIDGE

KRLW 1320 Southern College Bcstg. Service Drawer 30 980 Razorback Best Dr. H. E. Williams, p Neal B. Bunn, gm Mitch Odom, loc. slm & sd Bill Thornton, pd Dave Godwin, nd Leonard Ringle, ce Pop.: 254,300 Rad. Hms.: 63,310 Ret. Sls.: \$31,868,000

WARREN

KWRF 860 Pines Bcstg. Co. P. O. Box 480 353 Paul Fiser, co-o Lee Reaves, gm Norman Jones, ce Pop.: 98,134
1953 250-D 353 John Rye, co-o Deno Nichols, cm Virginia Nichols, traffic m Rad. Hms.: 83,414

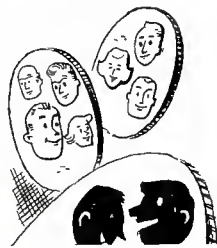
WEST MEMPHIS

KWEM 990 KWEM, Inc. P. O. Box 855 463 Forjoe E. D. Rivers Jr., p J. E. Nobles, gm Spencer Bedsole, cm William Riley, pd Edward Beck, ce Thomas Roane, nd Richard Stuart, fd Patriccia Raymond, wd Pop.: 1,000,000 UP
1947 1,000-D Ret. Sls.: \$22,000,000 G





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CALIFORNIA

MARKET DATA BY COUNTIES

County	Population 1950	Radia Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Automobile Ownership 1952
Alameda	740,315	259,120	\$990,503	\$257,807	\$29,904	334,765
Alpine	241	*	150	29	...	218
Amador	9,151	2,820	8,992	2,845	243	5,228
Butte	64,930	23,110	87,589	24,496	2,107	38,582
Calaveras	9,902	3,140	6,662	2,356	198	5,644
Colusa	11,651	3,720	18,927	3,986	528	7,402
Contra Costa	298,984	99,380	287,174	104,931	8,590	138,729
Del Norte	8,078	2,670	11,275	3,177	333	6,739
El Dorado	16,207	** 5,730	16,467	6,352	287	10,189
Fresno	276,515	88,710	369,371	86,982	10,200	157,414
Glenn	15,448	4,770	22,638	4,650	374	10,345
Humboldt	69,241	23,270	104,396	26,715	1,927	43,510
Imperial	62,975	15,370	87,642	20,765	2,367	33,829
Inyo	11,658	3,910	19,320	5,092	580	7,608
Kern	228,309	71,180	292,646	74,041	6,128	125,753
Kings	46,768	13,490	61,563	13,927	1,432	27,978
Lake	11,481	4,240	13,422	4,565	494	7,720
Lassen	18,474	5,850	19,676	5,716	712	9,936
Los Angeles	4,151,687	1,516,980	5,683,608	1,364,165	199,501	2,225,938
Madera	36,964	10,920	42,654	12,495	813	19,718
Marin	85,619	29,120	89,882	29,113	2,961	40,822
Mariposa	5,145	1,470	3,411	1,177	51	2,968
Mendocino	40,854	12,840	48,974	12,274	876	23,643
Merced	69,780	21,080	92,581	20,640	2,517	38,227
Modoc	9,678	2,760	15,733	3,378	319	5,698
Mono	2,115	640	1,887	540	...	1,018
Monterey	130,498	42,000	169,820	41,105	4,419	64,979
Napa	46,603	14,270	49,046	13,908	1,108	22,091

CALIFORNIA

City	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	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
BAKERSFIELD—(Continued)							
KPMC 1933	1560 1,000	Pioneer Mercantile Co. P. O. Box 1709 8-8157	ABC Holling- bery	Frank Schamblin, p Leo Schamblin, gm C. C. Sturm, cm & pd	Paul Biermann, pmm, nd & fd L. P. Jarvis, ce	Art Mason, sd Eleanor Strauss, wd	Pop.: 459,000 Rad. Hms.: 129,939 Thes. UP RCA
BANNING							
KPAS 1947	1490 250	Darwin Bestg. Co. Box 1394 Banning 515	Chet Darwin, p, gm & cm	Jack Campbell, pd	Drew Walker, ce	Pop.: 66,000 Rad. Hms.: 2,460 Ret. Sls.: \$73,000,000 Thes. AP Ray.
BARSTOW							
KWTC 1947	1230 250	Mojave Valley Bestg. Inc. Box 697 4001	L. O'Connell, Cooke, McGavren	W. T. Brown, p Harry S. White, sm & em, nd	Jim Harvey, pd & nd Don Hetzel, ce	Pop.: 26,500 Rad. Hms.: 8,000 Ret. Sls.: \$29,346,323 Wld. UP WE
BERKELEY							
KRE 1923	1400 250	Central California Bcstrs. 601 Ashby Ave. Ashberry 3-7715	Arthur Westlund, p & gm	Don Hambly, cm & pmm	Les Avery, pd	Pop.: 1,680,675 Rad. Hms.: 540,000 AP WE
KRE-FM 1949	Ch. 275 (B) 102.9mc 9.9kw
BEVERLY HILLS							
KCB (FM) (CP)	Ch. 254 (A) 98.7mc 50kw	A. A. Crawford 456 N. Rodeo Dr. Crestview 1-8124	A. Arthur Crawford, o, p & ce Jean E. Crawford, pd	Pop.: 4,540,500 Rad. Hms.: 1,551,100 Ret. Sls.: \$5,683,608,000 GE
BISHOP							
KIBS 1953	1230 250	Inyo Bestg. Co. P. O. Box 757 Bishop 4411	Western Radio Sales	James R. Oliver, ptrn., gm & pmm S. A. Cisler, ptrn.	R. S. Deming, cm John Drozd, pd	Alva Wilt, ce & nd Howard Frost, sd	Pop.: 13,000 Rad. Hms.: 4,000 Cap. UP G
BLYTHE							
KYOR 1948	1450 250	Bestg. Corp. of America Box 668 2231	ABC, Calif. Rural Pearson	Paul Nelson, gm Glen Sines, cm	Bill Donahoe, pd Bill Blaisey, ce	Charles Bigler, sd Marie Jannes, wd
BRAWLEY							
KROP 1948	1300 1,000-D 500-N	Bestg. Corp. of America P. O. Box 238 Brawley 1300	ABC, Calif. Radio Pearson	Fred E. Carr, trustee Bill Williams, gm, pd & pmm	Carol Williams, cm & wd Ray Casey, nd	Dwight Drumm, fd Bob Reynolds, sd	Pop.: 50,000

DIRECTORY OF AM AND FM STATIONS

City	Call Letters	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	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter	
ALTURAS									
KCNO	1951	570 1,000-D	CONR Inc. P. O. Box 207 2531 Forjoe	Rowland H. Dow, p, pd & pmm	Philip N. Good, vp, gm, cm & fd Ralph W. Powers, ce	Ralph Powers, nd Bessie M. Dow, wd Rand Garrett, sd	Pop.: 145,944 Rad. Hms.: 45,019 Ret. Sls.: \$200,907,000	St., SES., Cap. UP G.
AUBURN									
KDIA	1950	1490 250	Charles E. Halstead P. O. Box 992 1078	KBS Ayres	Charles E. Halstead Jr., p, gm & ce	Mrs. Charles Halstead, wd		 G.
AVALON									
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 & ce Robert J. McAndrews, cm & pmm Cliff Gill, opers. m	Alan Lisser, pd Stu Wilson, pdm & pub sev d Beull H. Dalton, d of engrg	Don Callen, Avalon m Larry Berrill, nd & sd Margee Phillips, wd	Pop.: 6,281,800 Rad. Hms.: 2,049,001 Ret. Sls.: \$7,573,155,000	Cap. UP G
BAKERSFIELD									
KAFY	1946	550 1,000-DA-N	Bakersfield Bcstg. Co. 2013 Chester Ave. 4-6421	MBS, Don Lee Forjoe	Sheldon Anderson, p & gm Naum Healy, sm	Joe Kinser, pd & sd Ted Froming, ce Bea Waldon, pmm	Hal Lafoon, nd Jim Garner, ce Mary Gregg, wd John Greensmith, fd	Pop.: 257,000 Rad. Hms.: 67,050 Ret. Sls.: \$292,646,000	Cap. UP Col.
KAFY-TV									
KBIS	1950	970 1,000-DA-2	Marmat Radio Co. 957 Oak St. 4-6093 Grant	Hal Brown, p & gm Frank Wilbur, cm Jim Hayden, pd	Dick Daggett, pmm Jack Duemler, ce	Ernest Ferguson, loc. sim Bob M. Elias, sd & fd	Pop.: 428,000 Rad. Hms.: 410,664 Ret. Sls.: \$411,348,000	Assoc., SES. AF Col.
KERN	1938	1410 1,000	McClatchy Bcstg. Co. Elks Bldg. 8-8431	CBS McClatchy Raymer	Eleanor McClatchy, p Walter L. Baziuk, m	Verne Shatto, ce Paul McElroy, nd	Lawrence Martin, fd		Cap. AF GE
KERN-FM	1948	Ch. 231 (B) 94.1mc 9.1kw							
KERO	1946	1230 250	Kern County Bcstrs. Inc. 1420 Truxtun Ave. 4-4548	NBC Avery-Knodel	Gene De Young, p & gm Edward Urner, cm	Leslyn Day, pd John Parker, pmm & sd	Edwin Andress, ce Ken Croes, nd Rayleen Merman, wd	Pop.: 246,000 Rad. Hms.: 71,000 Ret. Sls.: \$456,000,000	Wld. UP RCA


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Keep your eye on KBIG!



Our advertisers report sales increases, which are reflected in increased schedules.

Business is Good!




KBIG last quarter sales were 72% more than same period last year.

Increase your sales in ALL Southern California.



Reach America's Third Market with the KBIG 10,000 watt signal from Catalina.

Good Availabilities do go fast!



Call your KBIG sales representative or Robert Meeker Associates, Inc., for costs and schedules.



REACH AMERICA'S RICHEST AGRICULTURAL VALLEY WITH **KBIF 900KC** Center of the Dial

740

This is the "high-traffic" point on the dial where advertisers and listeners meet. The powerful KBIG signal is boomed from Catalina Island across salt water (best conductor of radio waves) to reach all Southern California... Los Angeles, San Diego, Long Beach, Pasadena and 103 other incorporated cities PLUS the vast rural populations of 8 big counties. This is truly the Giant Economy Package of Southern California Radio.

John Poole Broadcasting Co.
KBIG KBIF KBID-TV KBIC-TV
6540 Sunset Boulevard
Hollywood 28
Hollywood 3-3205

KBIF Transmitter: Sanger
Office: 1412 Fulton St., Fresno

CALIFORNIA

City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	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	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
BAKERSFIELD—(Continued)								
	KPMC 1933	1560 1,000	Pioneer Mercantile Co. P. O. Box 1709 8-8157	ABC Holling- bery	Frank Schamblin, p Leo Schamblin, gm C. C. Sturm, cm & pd	Paul Biermann, pmm, nd & fd L. P. Jarvis, ce	Art Mason, sd Eleanor Strauss, wd	Pop.: 459,000 Rad. Hms.: 129,939 Thes. UP RCA
	BANNING							
	KPAS 1947	1490 250	Darwin Bcstg. Co. Box 1394 Banning 515	Chet Darwin, p, gm & cm	Jack Campbell, pd	Drew Walker, ce	Pop.: 66,000 Rad. Hms.: 2,460 Ret. Sls.: \$73,000,000 Thes. AP Ray.
	BARSTOW							
	KWTC 1947	1230 250	Mojave Valley Bcstg. Inc. Box 697 4001 L. O'Connell, Cooke, McGavren	W. T. Brown, p Harry S. White, sm & em, nd	Jim Harvey, pd & nd Don Hetzel, ce		Pop.: 26,500 Rad. Hms.: 8,000 Ret. Sls.: \$29,346,323 Wld. UP WE
	BERKELEY							
	KRE 1923	1400 250	Central California Bcstrs. 601 Ashby Ave. Ashberry 3-7715	Arthur Westlund, p & gm	Don Hambly, cm & pmm	Les Avery, pd	Pop.: 1,680,675 Rad. Hms.: 540,000 AP WE
	KRE-FM 1949	Ch. 27.5 (B) 102.9mc 9.9kw						
	BEVERLY HILLS							
	KCBH (FM) (CP)	Ch. 25.4 (A) 98.7mc 50kw	A. A. Crawford 456 N. Rodeo Dr. Crestview 1-8124	A. Arthur Crawford, o, p & ce Jean E. Crawford, pd			Pop.: 4,540,500 Rad. Hms.: 1,551,100 Ret. Sls.: \$5,683,608,000 GE
	BISHOP							
	KIBS 1953	1230 250	Inyo Bcstg. Co. P. O. Box 757 Bishop 4411 Western Radio Sales	James R. Oliver, ptrn., gm & pmm S. A. Cisler, ptrn.	R. S. Deming, cm John Drozd, pd	Alva Wilt, ce & nd Howard Frost, sd	Pop.: 13,000 Rad. Hms.: 4,000 Cap. UP G
	BLYTHE							
	KYOR 1948	1450 250	Bcstg. Corp. of America Box 668 2231	ABC, Calif. Rural Pearson	Paul Nelson, gm Glen Sines, cm	Bill Donahoe, pd Bill Blaisey, ce	Charles Bigler, sd Marie Jahnes, wd
	BRAWLEY							
	KROP 1948	1300 1,000-D 500-N	Bcstg. Corp. of America P. O. Box 238 Brawley 1300	ABC, Calif. Radio Pearson	Fred E. Carr, trustee Bill Williams, gm, pd & pmm	Carol Williams, cm & wd Ray Casey, nd	Dwight Drumm, fd Bob Reynolds, sd	Pop.: 50,000
	BURBANK							
	KBLA 1952	1490 250	Bcstrs. of Burbank Inc. 11516 Oxnard St. N. Hollywood Sunset 2-1195	Gordon A. Rogers, p & sd	Robert S. Marshall, gm Henry May, pd & nd	William Robinson, ce Mildred Carr, wd	Pop.: 558,000 L-W UP WE
	CALEXICO							
	KICO 1947	1490 250	Charles R. Love 722 Main St. El Centro, Calif. 3250 L. O'Connell	Charles Love, p W. A. Geddes, gm Don Gillette, cm	Chap Rollins, pd, pmm & co-sd Hub Herbert, ce	Bob Temple, nd Sid Greenbaum, co-sd	Pop.: 220,000 Rad. Hms.: 50,000 Ret. Sls.: \$90,687,000 AP Ray.
	CHICO							
	KHSL 1935 KHSL-TV	1290 5,000 DA-N	Golden Empire Bcstg. Co. 336 Broadway Fireside 2-0141	CBS, CPRN Grant	Mrs. Hugh McClung, p M. F. Woodling, gm J. A. Pero, cm	Ed Parker, pd Russell B. Pope, ce Bud Hanna, sd	Tommy Nelson, nd Jeri Bowen, wd	Pop.: 935,432 Rad. Hms.: 312,000 Ret. Sls.: \$897,920,000 St. UP RCA
	KXOC 1949	1150 5,000-DA-N CP: 1060 10,000-DA-N	KXOC Inc. Radio Lane Fireside 2-4211	MBS, Don Lee Pearson	Lincoln Dellar, p Jack L. Powell, gm & cm	Neil McIntyre, pd, pmm & fd E. W. Berger, ce	Charlotte Graber, office m David Armitage, nd Martin Cantisano, sd	Pop.: 500,000 UP Col.
	COALINGA							
	KBMX 1950	1470 500-D	Pleasant Valley Radio Co. P. O. Box 715 136	KBS	Benjamin M. Bowman, p & ptrn. Rea E. Bowman, m, ptrn., ce & nd	Hilton T. Johnson, cm Faye Bowman, pd & wd	Dick Brown, pmm, fd & sd	Pop.: 25,000 Rad. Hms.: 8,000 Ret. Sls.: \$12,000,000 L-W, SES. UP G
	CORONA							
	KBUC 1948	1370 1,000-D 500-N DA-N	Radion Bcstg. Inc. Box 368 1370 McGillvra	Elmer J. Bucknum, p & gm Chas. L. Eubanks, cm	Cliff Miller, pd & nd Chas. Ferguson, pmm Chas. Billyew, ce	Mary A. Bucknum, sm & wd	Pop.: 665,000 Rad. Hms.: 217,000 UP GE
	CRESCENT CITY							
	KCRE 1950	1400 250	Del Norte Bcstg. Co. P. O. Box 248 3061-502	Robert E. Grey, p, gm & pd	Peggy Burke Grey, cm, pmm & nd	Jerry Clausen, fd & sd	Pop.: 15,500 St., SES. AP GE

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DELANO

KCHJ 1951	1010 1,000-D	Charles H. Johnes City Line Rd. at Melcher 8676	Charles H. Johnes, p. gm & ce	Jean G. Johnes, pd & wd	Bill Moyer, nd & fd Harold Gann, sd	Rad. Hms.: 150,000	SES. UP
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DINUBA

KRDU 1946	1240 250	Radio Dinuba Co. P. O. Box 157 Dinuba 500	Egon A. Hofer, p, gm & cm	Harold Sparks, pd Warren Nystrom, ce	John L. Hofer, nd & fd	Pop.: 520,000 Rad. Hms.: 133,500 AP
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EL CENTRO

KXO 1927	1230 250	Valradio Inc. P. O. Box 140 1100	MBS, Don Lee Raymer	Paul A. Jenkins, p Riley R. Gibson, gm	Belle Hovey, cm Doug Fishel, asst. m	Bob Weaver, sd & fd Mary Francisco, wd	Pop.: 245,000 Rad. Hms.: 24,500 Ret. Sls.: \$136,462,000	Cap., SES. UP RCA
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EUREKA

KHUM 1947	1240 250	Carroll R. Hauser Vance Hotel Hillside 2-5744	ABC, CBS Pearson	Carroll R. Hauser, p & gm	Frank M. Smith, cm & sd	Bill Kelso, pd & pmm Dean Elliott, ce Mabel Zabel, traffic m	Pop.: 100,000 Rad. Hms.: 33,000 Ret. Sls.: \$100,000,000	Cap. AP Col.
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KIEM 1933 KIEM-TV	1430 5,000 DA-1	Redwood Bestg. Co. Box 1021 Hillside 3-1621	MBS, Don Lee Blair	William B. Smullin, p Donald H. Telford, gm Robert Stach, cm Pearl Jacobsen, pd	Violet Susan, pmm Larry King, ce Eddy Arnold, pdm	Newt Steward, nd Harry Howard, sd Marion Graham, wd	Pop.: 110,000 Rad. Hms.: 33,000 Ret. Sls.: \$155,000,000	Wld. UP WE
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KRED(FM) Ch. 242 (B) (KIEM, am Affiliate)
1947 96.3mc
4.6kw

FORT BRAGG

KDAC 1948	1230 250	Edward Mertle P. O. Box 616 3251	United Pacific Forjoe	Edward A. Mertle, o	Craig N. Smith, gm & ce Dick Holt, pd	Mathew V. Huber, pm	Pop.: 45,000 AP Col.
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To reach ALL of SOUTHERN CALIFORNIA you must include

SOUTHERN CALIFORNIA'S THIRD MARKET

KXO

COVERS THE ENTIRE IMPERIAL VALLEY
(There are no holes in our coverage)

\$122,597,000 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 59% share-of-audience, day and night average, including all cities in the Imperial Valley.**

*Sales Management 1953 **J. W. Ward, Inc. Feb. 1953

CALIFORNIA

City	Call Letters	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	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter	
FRESNO									
KARM	1430	5,000-DA-1	KARM, The George Harm Station 1333 Van Ness Ave. 4-2966	ABC Bolling	Hattie Harm, p Clyde F. Coombs, gm Lou Lampe, pd	Eldora Roth Cooney, pmm Elbert H. Dean, ce Hap Haggard, nd & fd		St. AP, INS RCA	
KARM-FM	Ch. 270 (B)	101.9mc 7.4kw						AP, INS GE	
KFRE	940	50,000 DA-2	California Inland Bestg. Co. T. W. Patterson Bldg. 4-5001	CBS Avery-Knodel	Paul R. Bartlett, p & gm Frank D. Woody, sm Ed J. Frech, pvp Keith L. Mealey, engrg vp	Harry H. Burum, pmm Harold O'Donnell, pd Helen Johnson, office m Russell Powell, nd Wally Erickson, fd Flo Hansen, wd	Pop.: 896,900 Rad. Hms.: 268,000 Ret. Slis.: \$1,125,362,000	Wild. UP GE	
KRFM(FM)	Ch. 229 (B)	93.7mc 70kw	(KFRE, Am Affiliate)					Pop.: 505,000 Rad. Hms.: 157,000 Ret. Slis.: \$505,974,000 GE
KGST	1600	1,000-D	Delle Bestg. Plaza Shopping Center 6-6526	Morris Mindel, cm Jeanne Bacher, pd & wd	Andy Kay, nd Roy Storey, sd	Barney Lee, fd	Pop.: 325,000 Rad. Hms.: 31,000 Ret. Slis.: \$370,000,000 UP Col.
KMAK	1340	250	McMahan Bestg. Co. 2020 McKinley 6-9448	R. O. McMahan, p Coyle Chambers, gm	Ed Nickels, ce	Denny Whitney, asst. m	Pop.: 307,700 Ret. Slis.: \$369,371,000
KMJ	580	5,000	McClatchy Bestg. Co. 1515 Van Ness Ave. 3-6277	NBC Raymer	Eleanor McClatchy, p David T. Harris, sm Roy Swanson, cm	Ramsey Elliott, pd Richard Ebbert, pmm William Wallace, ce	Andrew Patterson, traffic m Chet Castleman, nd Edward Sturgeon, fd	Assoc. AP, UP RCA	
KMJ-FM	Ch. 250 (B)	97.9mc 7.3 kw							
KYNO	1300	1,000 DA-2	Schuler, William-son, Chenault P. O. Box 407 Fresno 2-4163	MBS, Don Lee Hollingbery	Mrs. Amelia Schuler, p L. E. Chenault, gm Les Daggett, cm	Leo Goldman, pd Jack Grady, pmm Bert Williamson, ce	Ed Piston, nd & fd George Bryson, sd Frances Quinn, wd	Pop.: 450,000 Rad. Hms.: 96,000	Thes. UP Ray.
GLENDALE									
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 UP WE	
KUTE(FM)	Ch. 270 (B)	101.9mc 11.6kw	Robert P. Adams P. O. Box 729 Citrus 4-1414	Robert P. Adams, p & ce		 Fed.	
KFMU (FM) (CF)	Ch. 246 (B)	97.1mc 58kw	Nicholas M. Brazzy					
HANFORD									
KNGS	620	1,000 DA-N	Hanford Bestg. Co. P. O. Box 620 620	Earl J. Fenston, p & o Don C. Reeves, gm & ce	John Haslam, cm	Lloyd Chappel, pd	Pop.: 900,000 Rad. Hms.: 880,000	St. UP, INS Ray.
INDIO									
KREO	1400	250	Bestg. Corp. of America P. O. Box 697 Indio 7-3403	ABC Pearson	Richard T. Sampson, gm Lyle Shuman, sm Douglas Caplette, cm	Patricia Gordon, pd Bill Howard, pmm Cliff Lantz, ce	Don Retz, nd Maurie Solt, fd Alex Alexander, sd Peggy Pasty, wd	Pop.: 17,855 Ret. Slis.: \$64,812,000 Ray.
LANCASTER									
KAVL	1340	250	Antelope Bestg. Co. P. O. Box 1192 1000	Whitford B. Carter, p & gm	Herbert L. Comstock, cm	James B. French, ce Lew Shank, nd & sd Wilma Lewis, wd	Pop.: 25,000 Rad. Hms.: 7,500	Wild., SES. UP RCA

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KARM

Fresno, California

ABC's Station for Central California

Represented Nationally by

THE BOLLING CO. INC.

New York
480 Lexington Ave.

Boston
80 Boylston St.

Chicago
360 N. Michigan Ave.

Los Angeles
2978 Wilshire Blvd.

San Francisco
5 Third Street

LODI									
KCVR 1946	1570 1,000-D	Central Valley Radio P. O. Box 600 8-0628	KBS	Herbert W. Brown, co-o David A. Brown, co-o	Clyde C. Casto, gm, cm & pmm	Dedah M. Corlett, pd George L. Sampson, ce	Pop.: 750,000 Rad. Hms.: 200,000 UP Ray.	
LONG BEACH									
KFOX 1924	1280 1,000	Nichols & Warin- ner Inc. 220 East Anaheim 672-81 Burn- Smith	Lawrence W. Mc- Dowell, gm & cm	Robert Lamb, pmm	Albert Mutter, tech. sup.		L-W, Wld. UP WE	
KFOX-FM 1951	Ch. 272 (A) 102.3mc 1kw								
KGER 1926	1390 5,000 DA-N	John Brown Schools of Calif. 3745 Atlantic Ave. 40-7907 Gill- Perna	Dr. John E. Brown Sr., p Clinton H. Fowler, gm, cm & pd	Luther H. Crumbaugh, ce Finis Bell, nd	Maj. Harry Bateson, fd Robert Klosterman, sd Irene Cook, wd		Thes. AP RCA	
KNOB(FM) 1949	Ch. 276 (A) 103.1mc 0.32kw	Cerritos Bcstg. Co. 1120 Pine Ave. 8-5519	Ray Torian, p, gm, cm, pd & ce			Pop.: 1,500,000 Rad. Hms.: 125,000 Ray.	
LOS ANGELES									
KABC 1929	790 5,000 DA-N	American Bcstg.- Paramount The- atres Inc. 1539 N. Vine St. Hollywood 2-3141	ABC Petry	Leonard H. Goldenson, p (AB-PT) Robert E. Kintner, p (ABC) Earl J. Hudson, vp, W. Div. (ABC)	William Phillipson, gm, W. Div. (ABC) Amos Baron, sm Matt Barr, slm	Dresser Dahlstead, pd Jon Barkhurst, pmm Phillip Caldwell, ce Sam Zelman, nd & sd	Pop.: 4,915,100 Rad. Hms.: 1,641,700 Ret. Sis.: \$6,086,182,000	L-W AP, UP RCA	
KABC-FM 1948	Ch. 238 (B) 95.5mc 3.8kw								
KCBH (FM) 1953	Ch. 254 (B) 98.7mc 50kw	A. A. Crawford							
KFAC 1931	1330 5,000 DA-N	Los Angeles Bcstg. Co. 5773 Wilshire Webster 0161 Bolling	Calvin J. Smith, p, gm & cm Howard M. Rhines, pd	Ron Oakley, ce Lucile Blake, traffic m Dick Joy, nd & sd	Eileen Wheatley, office m Grace Sperry, mus. lib.	Pop.: 4,785,500 Rad. Hms.: 1,611,610	Assoc. AP RCA	
KFAC-FM 1948	Ch. 282 (B) 104.3mc 8.8kw								
KFI 1922	640 50,000	Earle C. Anthony Inc. 141 N. Vermont Ave. Dunkirk 2-2121	KBS Christal	Earle C. Anthony, p & gm Charles E. Hamilton, asst. to p	Pat Kelly, pd Ron Manders, pmm H. L. Blatterman, co-ce Curtis W. Mason, co-ce	Jack Littleton, pub. d Pat Bishop, nd Rollie Thomas, sd Nelson McInich, fd	Pop.: 7,000,000 Rad. Hms.: 2,500,000	Wld., Cap. AP, UP RCA	
*KFSG 1924	1150 2,500-D 1,000-N ST-KRKD	Echo Park Evangelistic Assn. 1100 Glendale Dunkirk 9-1141	Dr. Rolf K. McPher- son, p	M. D. Buchen, gm & pd	Oval Wylie, pmm Donald K. Horton, ce	 WE	
KFVD 1925	1020 5,000-L	Standard Bcstg. 338 S. Western Ave. Dunkirk 8-2345 McGillvra	Frank Burke Jr., p & gm Vern Lindblade, cm	Carl Brewster, pd & pmm Leonard Reeves, ce	Bob Stone, nd Violet Schram, wd	Pop.: 5,174,775 AP, UP Ray.	

"SOLID" BLOCK PROGRAMMING

explains the trend to Los Angeles' "Twenty-Four Hour Station"

DAYTIME —

MUSIC and NEWS—11 Hours SOLID

Presenting uninterrupted vocal and orchestral stylings balanced with latest wire news hourly.

NIGHT OWL —

Pops, Premieres and Personalities—6 Hours SOLID

Beamed to the enormous Los Angeles nighttime audience of 650,000—more than the combined populations of Dallas and El Paso.

NEGRO —

Rhythm and Blues—2½ Hours SOLID

The ONLY Los Angeles evening program styled for the big Negro and foreign markets—an audience of 500,000, more than the entire population of Indianapolis.

The Original

KGFJ

Twenty-Four Hour Station

Hollywood 4-0201

6314 SUNSET BOULEVARD, Los Angeles 28, Calif.

CALIFORNIA

City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	Owner or Pres. p; Exec. op evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
LOS ANGELES—(Continued)								
	KFWB 1925	980 5,000	Union Bestg. Corp. 6419 Hollywood Blvd. Hempstead 3-5151 Branham	Harry Maizlish, p Morton Siddey, gm	Sydney Yallen, opr d Dan Russell, pd Harry Myers, ce	David Ballard, nd Mark Scott, sd AP, UP
	KFWB-FM 1948	Ch. 234 (B) 94.7mc 58kw			Harry Maizlish, p & gm			
	KGFJ 1926	1230 250	Ben S. McGlashan 6314 Sunset Blvd. Hillside 4-0201		Ben S. McGlashan, o Thelma Kirchner, gm & cm	Homer Obuchon, ce	Juanita McCurdy, traf- fic m	Pop.: 3,903,338 Rad. Hms.: 1,240,279 Assoc. UP WE
	KHJ 1922	930 5,000	General Tele- radio Inc. 1313 N. Vine St. Hollywood 2-2133	MBS, Don Lee Blair	Willet H. Brown, p Ward D. Ingram, evp	Norman Boggs, slsvp Robert M. Light, pmm	Robert Arne, ce	Wid. AP, INS WE
	KHJ-FM 1943	Ch. 266 (B) 101.1mc 16.8kw						
	KLAC 1946	570 5,000-D	KMTR Radio Corp. 1000 N. Cahuenga Blvd. Hollywood 2-7311 Young, Scott	Dorothy Schiff, o & chmn. of bd. M. W. Hall, p & gm	Larry Buskett, asst. slm Sam Benson, p sup. Warren Earl, pmm	Marvin Wentworth, ce Ed Lyon, nd Sam Balter, sd	Pop.: 4,785,500 Rad. Hms.: 1,594,383 Ret. Sls.: \$11,994,565,000 UP RCA
	KLAC-TV	1,000-N						
	KMPC 1927	710 50,000-D 10,000-N DA-N	KMPC, The Sta- tion of The Stars 5939 Sunset Blvd. Hollywood 9-5341 AM Radio Sales	Gene Autry, p Robert O. Reynolds, gm & vp L. C. Sigmon, vp, asst. gm, cm & ce	Mark Haas, bestg. d Oren Mattison, treas. Charles Cowling, slm	Harry Golder, nd Bob Kelley, sd Charles Stone, fd	Pop.: 5,472,411 Rad. Hms.: 2,119,276 UP, AP RCA
	KNX 1922	1070 50,000	Columbia Bestg. System Inc. 6121 Sunset Blvd. Hollywood 9-1212	CBS, Columbia Pacific Radio CBS Radio Spot Sales	William D. Shaw, gm Bert West, sm Robert P. Sutton, pd Les Bowman, ce	James W. Frost, pmm Marie Webster, opr d David Showalter, pub aff d.	John F. Beck, nd Robert Wilson, fd Tom Harmon, sd Ruth Ashton, wd	Pop.: 5,536,100 Rad. Hms.: 1,818,090 UP AP RCA
	KNX-FM 1948	Ch. 226 (A) 93.1mc 67kw						
	KPOL 1952	1540 10,000-D	Coast Radio Bestg. Corp. 5037 Huntington Dr. Capitol 1-6101	Hugh R. Murchison, p Fred D. Custer, gm Robertson C. Scott, pd	Floyd Hall, ce Jack Stanley, prog. sup.	Jack Withington, slm AP G
	KRKD 1927	1150 5,000-D 1,000-N ST: KFSG	Radio Bestrs. Inc. 541 S. Spring St. Madison 2121	Ned Connor, gm & cm	Charles Clifton, pd, nd & sd	Willis O. Freitag, ce	SES., Wid. AP, INS RCA
	KRKD-FM 1949	Ch. 242 (B) 96.3mc 15kw						
	KSRT(FM) 1953	Ch. 230 (B) 93.9mc 6.4kw	School of Radio Arts 1655 N. Cherokee Hollywood 2-3281	Don C. Martin, p & cm	James L. Fitch, pd Walter Bradish, ce	Hal Kornell, nd	Pop.: 2,000,000 Rad. Hms.: 400,000 Cap., SES. AP REL
MARYSVILLE								
	KMYC 1940	1410 1,000 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	Bill Cleveland, pd Ned Liebman, pmm & sd	Loyd McQueary, ce John Mayer, nd	Wid. AP WE
	KMYC-FM 1947	Ch. 260 (B) 99.9mc 4.9kw						
MERCED								
	KYOS 1936	1480 5,000 DA-N	Merced Bestg. Co. P. O. Box 717 Randolph 2-6252	MBS, Don Lee Grant & McClung	Mrs. Hugh McClung, p & gm Charles H. Kinsley Jr., sm & fd	Edward Blakesley, cm Stanley Evans, pd & sd Russell Pope, ce	Robert Garrett, pmm Richard Watry, nd Louise Jackson, wd	Pop.: 621,000 Rad. Hms.: 206,930 St. UP RCA
	KVME(FM) 1948	Ch. 248 (B) 97.5mc 8.9kw	(KYOS, Am Affiliate)					
MODESTO								
	KBEE(FM) 1948	Ch. 277 (B) 103.3mc 11.5kw	McClatchy Bestg. Co. 14th & Eye Sts. 2-2061 Raymer	Eleanor McClatchy, p	Albert Schneider, sta. exec. & ce		Pop.: 60,000 Cap., Assoc. UP RCA
	KBOX 1951	970 1,000 DA-2	Stanislaus County Bestrs. 1507 10th St. 3-7756 Rambeau	Milton L. Hibdon, p & gm Fran Abell, cm	Richard Nicholson, pd & sd Dave Jacobs, pmm	Paul S. Farrelle, ce Red Crow, fd Norma Alamsha, wd	Pop.: 788,500 Rad. Hms.: 262,800 Ret. Sls.: \$871,275,000 L-W Col.
	KMOD 1950	1360 1,000 DA-N	Radio Modesto Inc. P. O. Box 941 2-1051	ABC Meeker, Moore, Western Radio	John Schacht, p & gm Jud Sturtevant, cm	Gene D'Accardo, pd & nd Frank Soares, pmm	Peter Onnigian, ce Maxine Boren, office m	Pop.: 120,000 Rad. Hms.: 35,000 Wid. AP GE
	KTRB 1933	860 10,000-D 1,000-N DA-2	KTRB Bestg. Co. Inc. P. O. Box 593 3-0737 Grant	William H. Bates Jr., p, gm & ce Lee Roddy, cm	Donald E. Lapan, pd & pmm Charles McEwen, nd	Phil Barber, sd Leonard Anderson, fd Hilda Higbee, wd	St., Cole UP, INS GE
	KTRB-FM 1949	Ch. 281 (B) 104.1mc 4.7kw						
MONTEREY								
	KMBY 1939	1240 250	Monterey Radio- TV Co. 468 Calle Principal 2-4541	Grant	Kenyon Brown, p S. M. Aston, gm & cm	Bruce Ariss, pd Galyn Hammond, ce		Pop.: 250,000 Rad. Hms.: 70,000
	KXXL (CP)	630 500-D	S. A. Cisler 546 Hartnell Plaza 5-6302	S. A. Cisler, p & pd	J. R. Oliver, gm & cm		Pop.: 200,000 Rad. Hms.: 60,000

Data corrected to Dec. 10, 1953. If executives or services for FM are same as AM affiliate names are not repeated. Market Data supplied by stations. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

MT. SHASTA

KWSD 1947	1340 250	Shasta Cascade Bcstg. Corp. E. Alma St. Mt. Shasta 2124 Continental McGavren	Arthur Adler, co-o & gm	David H. Rees, co-o, sm & ce	Iola Huntingdon, pd Bob Laverty, sd	Pop.: 30,000 Rad. Hms.: 7,500	Thes. AP RCA
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NAPA

KVON 1947	1440 500 DA-1	Gibson Radio & Pub. Co. P.O. Box 911 Vallejo, Calif. Vallejo 2-7127 Ayers O'Connell	Luther E. Gibson, p Elmer L. Gibson, gm David Boise, sm Robert E. Scott, cm Nolan Cruise, pd	Wyman Riley, nd	David Wortman, ce Dave Beronio, sd Sally Norton, wd	Pop.: 200,000 Rad. Hms.: 196,000	Wld. UP Col.
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NEEDLES

KSFE 1952	1340 250	Needles Bcstg. Co. P. O. Box C-2 1234 & 4455	KBS	B. J. Fitzpatrick, ptrn. & cm	L. A. Newsome Jr., ptrn., pd & pmm Albert Lincoln, ce	Tom Cass, mus. d Buck Newsome, sd	Pop.: 12,000 Rad. Hms.: 4,200 Ret. Sls.: \$4,678,000	Thes. INS RCA
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OAKLAND

KLX 1922	910 5,000 DA-1	Tribune Building Co. Tribune Tower Glencourt 1-0660 Burn- Smith	J. R. Knowland Jr., p Milton L. Levy, gm Jerry Morton, pd Roswell, S. Smith, ce	Earl M. Phillips, office m John K. Chapel, nd	Bert Buzzini, fd Bill Laws, sd Anne Truax, wd	Pop.: 2,968,500 Rad. Hms.: 2,897,256 Ret. Sls.: \$3,498,256,000	Thes., St. AP WE
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KLX-FM 1947	Ch. 267 (B) 101.3mc 20kw							Thes., St. AP GE
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KROW 1922	960 1,000	KROW Inc. 464 19th St. Twinoaks 3-9600 Raymer	Sheldon F. Sackett, p J. G. Paltridge, gm & asst. to p Russ Coughlan, asst. gm	Jack Grant, slm Ray A. Yeager, pd Mercedes Prosser, pmm & pub. d	Harry Bartolomei, ce Jim Young, nd Frank Sobrero, sd Wanda Ramey, wd	Pop.: 2,372,600 Rad. Hms.: 1,021,725 Ret. Sls.: \$3,108,641,000	St. AP, UP Col.
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KWBR 1920	1310 1,000	Warner Bros. 327 22d St. Higate 4-1212 Forjoe	S. W. Warner, gm F. Wellington Morse, sm	Jeane K. Fisher, pd Paul E. Gregg, ce	E. N. Warner, treas.	Pop.: 2,651,394 UP RCA
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ONTARIO

KOCS 1947	1510 250 DA-2	Daily Report Co. 222 E. "B" Yukon 627-54 L'O'Connell	Harry Allen, gm & cm Louise Meter, pd & wd	Tom Nobles, pmm & sd	Glenn Clark, ce Bill Hesson, nd	Pop.: 175,000 Rad. Hms.: 115,000	Cap., SES. UP GE
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KEDO(FM) 1947	Ch. 228 (A) 93.5mc 0.31kw	(KOCS, Am Affiliate)						
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OROVILLE

KMOR 1948	1340 250	Oroville Bcstrs. Inc. P. O. Box 1032 1340-1341 Ayres	H. S. Fearnhead, p James R. Bird, gm, cm & ce	Louis Coppola, pd & co-sd Wally Kunkle, nd	Nick Chames, co-sd Bob Pearl, fd La Velle Joy, wd	Pop.: 70,000 Rad. Hms.: 21,000 Ret. Sls.: \$46,775,000	Thes. UP RCA
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PALM SPRINGS

KCMJ 1946	1340 250	Palm Springs Bcstg. Co. P. O. Box KK 2253	CBS L'O'Connell McGavren	Joseph E. Gamble, p & gm Norman Lofthero, cm	Thelma Roberts, pd N. Vincent Parsons, ce	(Miss) Phil Stone, nd Art Sipherd, sd	Pop.: 20,000 Rad. Hms.: 6,750	Thes. AP
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KPAL (CP)	1450 250	Desert Radio & Tv Co. 174 N. Palm Canyon Dr.						
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PALO ALTO

KIBE 1949 KDFC(TV)	1220 1,000	Sundial Bcstg. Corp. P.O. Box 1151 Davenport 3-1341 Grant, Best	William R. Crocker, p Edward Davis, vp & gm Peter A. Cuneo, cm & pmm	Claire Barskey, pd Ben K. Wright, ce		Pop.: 652,500 Rad. Hms.: 204,545 Ret. Sls.: \$616,629,000	St. AP
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PASADENA

KALI 1950	1430 5,000-D DA-D	Consolidated Bcstg. Co. 758 E. Colorado St. Ryan 1-7148	Henry Fritzen, p & gm	Ernesto Cervera, pd & pmm	Harvey Fritch, ce		Assoc. UP RCA
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*KPPC 1924	1240 100-SH	Pasadena Pres- byterian Church 54 N. Madison St. Sycamore 3-3069	Dr. Myron Nichols, gm	Mary Pickering, pd	Clayton M. Blake, ce	 Col.
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KWKW 1942	1300 1,000-DA-N	Southern Calif. Bcstg. Co. 800 Sierra Madre Villa Ryan 1-6744 L'O'Connell	Marshall S. Neal, p William J. Beaton, gm & cm Bill Garr, pd & nd	Mel Winters, pmm Paul W. Spargo, ce Claire Hughes, asst. m & wd	Andy James, sd Gordon Baker Lloyd, fd	Pop.: 4,142,000 Rad. Hms.: 1,434,945 UP RCA
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KWKW-FM 1947	Ch. 252 (A) 98.3mc 0.33kw						Pop.: 2,485,200 Rad. Hms.: 318,876 GE
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KXLA 1942	1110 10,000-DA-2	Pacific Coast Bcstg. Co. 1401 S. Oak Knoll Rd. Ryan 16991	Loyal K. King, p & gm M. Atkinson, pd	Jack Reeder, ce Carl Saunders, nd	Lou Stevens, fd Marion Atkinson, wd	Pop.: 4,500,000	Wld. AP WE
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PASO ROBLES

KPRL 1946	1230 250	Dale J. & Bernard Schwartz 32nd & Oak Sts. 204	MBS, KBS, Don Lee Grant	Dale J. Schwartz, ptrn., gm. fd & ce	Bernard Schwartz, ptrn. pd, nd, sd & pmm	Dorothy Schwartz, cm & wd Henry May, fd	Pop.: 70,000 Rad. Hms.: 69,300 AP RCA
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PETALUMA

KAFP 1950	1490 250	Warner Bros. P.O. Box 590 2-9787	KBS Western Radio	Stafford W. Warner, p Wellington Morse, gm	Elaine Avila, nd Sam Zentner, pmm & nd	Ted Kennessey, sm & sd John Spears, nd Jack Goforth, pd & fd Paul Gregg, ce	Pop.: 42,000 Ret. Sls.: \$31,000,000	Wld., Cap. UP G
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PITTSBURG

KECC 1949	990 1,000 DA-N	KECC Inc. 235 Railroad Ave. 2-2964 Grant	Mel D. Marshall, gm John C. MacFarland, cm	Art Knott, pd & sd George Y. Spelvin, pmm	M. R. Scott, ce E. B. Fagens, nd	Pop.: 326,543 Rad. Hms.: 324,267 Ret. Sls.: \$306,875,403	Wld., L-W UP WE
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CALIFORNIA

City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	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 Div. nd, fd, sd, wd.	Executive Abbreviations	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
POMONA								
KPMO	1947	1600 500	Valley Bcstg. Co. 1240 E. Holt Lycoming 2-1293	Dean H. Wickstrom, co-o & cm	Florence E. Wick- strom, pd	Pop.: 300,000 Rad. Hms.: 100,000 Ret. Sls.: \$150,000,000 UP Ray.
PORTERVILLE								
KTIP	1946	1450 250	J. F. Tighe Bcstg. Co. P. O. Box 1312 1450	ABC Cook Grant	J. F. Tighe, p Frank R. Brown, gm Richard L. Rubbs, cm	Barbara Jean Snowden, pd & wd Dalton Coke, pmm	Pop.: 25,000 Rad. Hms.: 21,000 Ret. Sls.: \$175,000,000	Thes. UP Ray.
RED BLUFF								
KBLF	1946	1490 250	Hal K. Shade 737 Main St. 880	KBS Tracy Moore	Hal K. Shade, p Bill Baumgarten, gm, cm, pmm & sd	Barbara Smith, pd & wd Harry A. Shelby, ce	Pop.: 89,399 Rad. Hms.: 31,247 Ret. Sls.: \$109,116,000	Cap. UP G
REDDING								
KVCV	1939	600 1,000 DA-1	Golden Empire Bcstg. Co. P. O. Box 511 1646	CBS Grant	Mickey McClung, p Fred M. Stuelpnagel, gm H. E. McCarty, cm	Lyle Mathys, pd Ted Dooley, pmm, nd & sd Russell Pope, ce	Pop.: 39,000 Rad. Hms.: 12,300	St. UP RCA
KVRE(FM)	1949	Ch. 280 (A) 103.9mc 1kw	(KVCV, Am Affiliate)					
REDLANDS								
KCAL	(CP)	1410 1,000	Southwest Bcstg. Co.		Bernard Corren, p	Saul Levine, evp	Pop.: 300,000	
RIVERSIDE								
KPRO	1941	1440 1,000	Bcstg. Corp. of America 3401 Russell St. 6290	Calif. Radio Net. Pearson	Fred E. Carr, Trustee Richard T. Sampson, gm & pmm	Dale Peterson, cm & sd Jim Fisher, pd Manuel Barrazo, ce	Pop.: 549,190 Rad. Hms.: 171,620 Ret. Sls.: \$547,395,000 AP Col.
SACRAMENTO								
KCRA	1945	1320 5,000-D 1,000-N DA-2	KCRA Inc. 1010 11th St. Gilbert 2-0758	NBC Meeker	Ewing C. Kelly, p & gm Fred Beckwith, cm	John Kuhlman, pd Irma Davis, pmm W. Herbert Hartman, ce	Pop.: 516,792 Rad. Hms.: 122,560 Ret. Sls.: \$529,426,000	Wld. UP WE
KCRA-FM	1947	Ch. 241 (B) 96.1mc 11kw						Wld. UP GE
KFBK	1922	1530 50,000	McClatchy Bcstg. Co. 708 Eye St. Gilbert 3-1745	ABC McClatchy Beeline Raymer	Eleanor McClatchy, o Keith B. Collins Arthur C. Williams, cm Harry Warren, pd	Stam Sronce, ce Victor Blanks, nd	Pop.: 500,000 Rad. Hms.: 200,000 Ret. Sls.: \$801,138,000	Thes. AP, UP
KFBK-FM	1947	Ch. 245 (B) 96.9mc 3.2kw						
KGMS	1952	1380 1,000-D DA-1	Capitol Radio Enterprises Hotel Senator Hudson 1-3133 Grant	Irving J. Schwartz, gm Stephen George, cm & sd	Jack Matranga, pd, pmm & nd	Pop.: 500,000 Rad. Hms.: 200,000 Ret. Sls.: \$801,138,000	Cap. AP Col.
KROY	1937	1240 250	KROY Inc. Sacramento Hotel Gilbert 3-2525	CBS Avery- Knodel	C. L. McCarthy, p & gm Joseph E. Hinman, cm	John Z. Ickes, pd William J. Karpisek, ce	Pop.: 300,000 Rad. Hms.: 100,000	Assoc., UP INS RCA
KXOA	1945	1470 1,000 DA-1	Sacramento Bcstg. Inc. P. O. Box 94 Wabash 5-2717	MBS Don Lee Pearson, McGavren	Lincoln Dellar, p Robert W. Dumm, gm Ralph Guild, cm	Dean Seaton, pd, nd & fd Don Quinn, pmm	Pop.: 522,600 Rad. Hms.: 163,170 Ret. Sls.: \$675,656,000	St. UP Ray.
KXOA-FM	1949	Ch. 300 (A) 107.9mc 13kw						

Data corrected to Dec. 10, 1953. If executives or services for FM are same as AM affiliate names are not repeated. Market Data supplied by stations. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

KROY

Sacramento, California

CBS

The Nation's 51st Retail Market

What Will You Buy? It's up to you But Here's
our ten month record for 1953 **LOCAL up 59.6%**
NATIONAL up 21.2%

Best Network—Best Personalities—Best Ratings—Best Increase
These make **KROY** the **LEADING STATION** and the **TOP**
BUY in the Sacramento Market

National Representatives — Avery-Knodel, Inc.

SALINAS

KDON 1935	1460 5,000 DA-1	(See Santa Cruz listing)							
KSBW 1947	1380 1,000 DA-1	Salinas Bcstg. Corp.	MBS Burn- Smith, Western	John C. Cohan, p & gm William M. Oates, cm Neal Edmundson, pd	George Freeman, ce Virgil Mitchell, nd & fd	Raymond McFarland, sd Cay Hillegas, wd	Pop.: 235,000 Rad. Hms.: 77,270 Ret. Sls.: \$258,270,000	Cap. AP RCA	

SAN BERNARDINO

KCSB 1947	1350 500 DA-N	F. P. D'Angelo 770 Mill St. 8-2245 Forjoe	Fred P. D'Angelo, p, gm & cm Jim Tracewell, pd, ce & nd	Jack Frew, pmm Darlean Cole, office m Nick Jordan, rec. lib. & sd	Red Britton, fd Mary-Ellen Martin, wd	Pop.: 300,000	Thes., SES. AP WE
KFXM 1929	590 1,000 DA-2	Lee Bros. Bcstg. Corp. 512 5th St. 4761	MBS, Don Lee Blair	J. Clifford Lee, p E. W. Lee, vp & gm Paul H. Martin, gen. slm	Gene W. Lee, pd Rod Masters, pmm George Ewing, ce Phil Stewart, nd	Howard Bailey, sd Howard Baichly, fd Marion McCook Moody, wd	Pop.: 710,150 Rad. Hms.: 229,085 Ret. Sls.: \$708,917,000	Wld. UP RCA
KITO 1947	1290 5,000 DA-2	KITO Inc. 569 4th St. San Bernardino 7807	ABC Holling- bery	J. J. Flanigan, p & gm Arnold Benum, cm	Fred Reinhardt, pd, pmm & fd Richard Klitzing, ce	Marjorie Sharpe, wd Bob Van Roy, nd		Cap. UP RCA
KRNO 1948	1240 250	Western Empire Bcstrs. 990 Colton Ave. 8-2771 Cook	Norman H. Rogers, p & gm George W. Brock, sm & ce	Chuck Palmer, pd & nd John Staples, pdm	John Harder, pub. rel. d	Pop.: 368,000 Rad. Hms.: 130,000 Ret. Sls.: \$534,646,000 AP RCA

SAN BRUNO

KSBR(FM) 1947	Ch. 263 (B) 100.5mc 63kw	Radio Diablo Inc. 798 San Mateo Ave. Juno 8-1212	H. Leslie Hoffman, p	O. H. Brown, acting gm		Pop.: 3,370,362	St.
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SAN BRUNO MT.

KNBC-FM (See San Francisco listing)

SAN DIEGO

KCBQ 1946	1170 5,000-D 1,000-N DA-N	Charles E. Salik P. O. Box 1629 Woodcrest 5-4103	ABC Avery- Knodel	Charles E. Salik, p & gm Graham H. Moore, cm	Robert S. Regan, pd & nd Suzanne M. Bower, pmm Charles J. Sherburne,	Lorena B. James, bus. m Jim O'Leary, sd Howard Keddle, fd Zetta Jewel, wd	Pop.: 1,079,584 Rad. Hms.: 337,370 Ret. Sls.: \$1,278,812,000	L-W UP RCA
KFMB 1941	550 1,000 DA-1	Wrather-Alvarez Bcstg. Co. 1405 8th Ave. Main 2114	CBS, CPRN Petry	Jack D. Wrather Jr., co-o Helen Alvarez, co-o George Whitney, gm	Hobby Myers, sm Jerry Lee Pecht, pd William Miller, pmm Charles F. Abel, ce	Louis Meiers, cont. Paul White, exec. n ed. Molly Morse, wd	Pop.: 665,500 Rad. Hms.: 217,610 Ret. Sls.: \$932,976,000	Cap., SES. AP, UP GE
KFSD 1926	600 5,000 DA-1	Airfan Radio Corp. Ltd. 326 Broadway Franklin 6353	NBC Katz	Thomas E. Sharp, p John C. Merino, gm	Peter D. Murphy, pd	LeRoy Bellwood, ce	Pop.: 710,000 Rad. Hms.: 174,430 Ret. Sls.: \$700,570,000	Wld. INS RCA
KFSD-FM 1948	Ch. 231 (B) 94.1mc 33.3kw							
KGB 1927	1360 1,000	General Teleradio Inc. 1017 1st Ave. Franklin 6151	MBS, Don Lee Blair	Willet H. Brown, p Marion R. Harris, gm	Matt Long, pd Joe D. Kline, ce	Johnny Black, nd Martha Shorten, wd	Pop.: 710,000 Rad. Hms.: 217,600 Ret. Sls.: \$717,687,000 AP, UP Col.
KSDO 1947	1130 5,000-D 1,000-N	San Diego Bcstg. Co. U. S. Nat'l Bank Bldg. Main 2041 Stubbins, Pearson, McGavren	Jack Heintz, vp & gm Wilson Edwards, asst. m	Norman Kay, slm Frederick Stubbins, res. m	Vern Milton, ce	Pop.: 705,000 Rad. Hms.: 215,000 AP, UP WH
KSON 1947	1240 250	Fred & Dorothy Rabell 630 F St. Franklin 5175	Good Music Bolling	Fred Rabell, p, gm & cm	Dorothy Rabell, pd & pmm	Charles Mowatt, ce	Pop.: 681,900 Rad. Hms.: 215,696	Assoc. AP RCA

SAN FERNANDO

KGIL 1947	1260 1,000 DA-1	San Fernando Valley Bcstg. Co. 4919 Van Nuys Blvd. State 4-6291	E. P. Franklin, p Howard P. Gray, gm, secy. & cm	Allan McKee, pd	Jay I. Rice, ce		Cap. AP
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SAN FRANCISCO

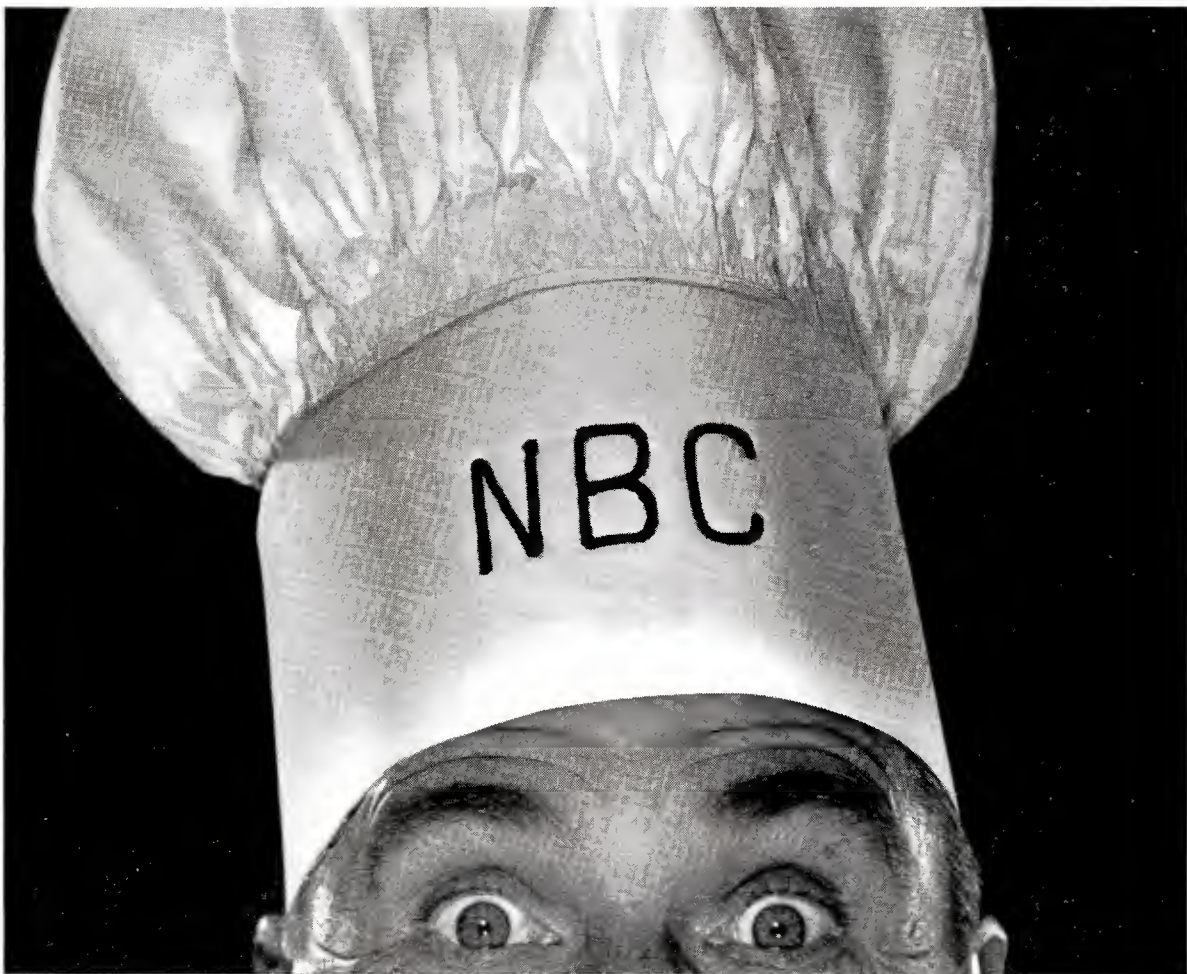
KCBS 1912	740 50,000 DA-2	CBS Inc. of Calif. Palace Hotel Yukon 2-7000	CBS, CPRN CBS Radio Sales	Frank Stanton, (CBS) p Arthur H. Hayes, (CBS) vp & gm Jules Dundes, d of sl & adv.	Fred Ruegg, pd Alan Cormack, ce Evelyn Clark, pmm William Cullenward, d of press info	Carroll Hansen, nd Gordon Roth, fd Carroll Hansen, sd Jane Todd, wd		SES. AP, UP INS GE
KCBS-FM 1948	Ch. 255 (B) 98.9mc 35kw							
KDFC(FM) 1948	Ch. 271 (B) 102.1mc 33kw	Sundial Bcstg. Corp. 369 Pine St. Yukon 2-6271 (KIBE Palo Alto Am Affiliate) Grant, Best	William R. Crocker, p Edward Davis, gm	Peter A. Cuneo, cm Claire Barskey, pd	Hartley J. Richards, ce		Wld. WE
KFRC 1926	610 5,000	General Tele- radio 1000 Van Ness Ave. Prospect 6-0500	MBS, Don Lee Blair	William D. Pabst, gm Merwyn McCabe, cm Melvyn Venter, pd	Robert Templeton, pmm & sd Ernest Underwood, ce Enes Canata, office m	Marianne Crumpacker, nd Josephine Martin, wd	Pop.: 3,700,000 Rad. Hms.: 1,160,000	Wld. AP, UP WE
KGO 1923	810 50,000 DA-1	American Bcstg.- Paramount The- atres Inc. 420 Taylor Graystone 4-6565	ABC Petry	James Connolly, vp Paul T. Scheiner, gm John Hansen, cm	Vic Reed, pd, nd & sp. events Gordon Grannis, pmm	Harry Jacobs, ce Bill Adams, fd Ann Holden, wd	Pop.: 4,310,720 Rad. Hms.: 1,659,600 Ret. Sls.: \$4,359,165,000	Assoc., Cap., St. AP, INS INS
KGO-FM 1947	Ch. 291 (B) 106.1mc 50kw						 L-W AP, INS GE
KJBS 1924	1100 1,000-L	KJBS Bcstrs. 1470 Pine St. Ordway 3-4148 Avery- Knodel	E. P. Franklin, ptrn. Stanley G. Breyer, cm	Charles F. Pendleton, pd, pmm & nd Roger L. Roberts, ce	Virginia M. May, office m Ruth Thompson, wd	Pop.: 2,681,322 Rad. Hms.: 858,559 Ret. Sls.: \$3,498,258,000	Mac., L-W St., Assoc., Cap., UP, INS GE

Pop.: 4,131,300 Assoc., Thes.

CALIFORNIA

City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; cm; Sales Mgr. sm; Prog. D.r. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Market Data For Primary Area (Supplied by station)	Library News Serv. Transmitter
SAN FRANCISCO (Cont'd)								
	KNBC 1922	680 50,000	NBC 420 Taylor St. Graystone 4-8700	NBC NBC Spot Sales	Sylvester L. Weaver Jr., p (NBC) Robert W. Sarnoff, evp (NBC) George Greaves, gm	William K. McDaniel, cm John Thompson, pd Dean Moxley, pmm Curtis Peck, ce	Bill Cothran, nd Henry Schacht, fd Ira Blue, sd Marjorie King, wd	Rad. Hms.: 1,617,260 AP, UP Ret. Sls.: \$4,700,000,000 INS RCA
	KNBC-FM 1949	Ch. 259 (B) 99.7mc 45kw						
	KPOO (CP)	1010 1,000-D	Grant R. Wrathall Aptos, Calif. 3352	Grant R. Wrathall, p		Pop.: 2,300,000 Rad. Hms.: 680,000	
	KRON(FM) 1943	Ch. 243 (A) 96.5mc 13kw	Chronic Pub. Co. 901 Mission St. Garfield 1-1112	Charles Thieriot, vp Harold P. See, sm	Norman Louvau, cm Douglas Elleson, pd	Lee Berryhill, ce Lucia Edwards, mus. d	Rad. Hms.: 927,180 AP RCA
	KRON-TV							
	KSAN 1922	1450 250	Golden Gate Bcstg. Corp. 1355 Market St. Market 1-8171	S. H. Patterson, p Norwood J. Patterson, gm & ce	Richard P. Bott, cm Susan Alex, pd, pmm & wd	H. H. Wickersham, tech. sup. Frank Arthur, nd & sd	Pop.: 2,941,600 Rad. Hms.: 269,100 Ret. Sls.: \$3,498,258,000 UP RCA
	KSAN-TV							
	KSFQ 1925	560 5,000-D	The Associated Bcstrs. Inc. 2655 Van Ness Ave. Prospect 6-5100	Wesley I. Dumm, p R. C. D. Bell, asst. to p Frank M. Dumm, secy.-treas.	Alan L. Torbet, gm Gareth Garlund, cm Robert Hansen, pd Gene DeAlessi, pmm	A. E. Towne, ce Bob Colvig, nd Wally King, fd Faye Stewart, wd	Pop.: 3,682,654 Rad. Hms.: 1,187,953 UP, INS St., Wid. WE
	KPIX(TV)	1,000-N						
	KKKX(FM) 1947	Ch. 247 (A) 97.3mc 10kw	Electronic Service Corp. 1000 27th St. Atwater 3-0510	Stephen A. Cisler, p George C. Atkinson, gm & cm	George F. Schafer, pd & sm	Doug Mariska, ce	Assoc. AP GE
	KYA 1926	1260 5,000-D 1,000-N	Radio Station KYA Inc. Fairmont Hotel Douglas 2-2536	J. Elroy McCaw, p H. E. Fearnhead, gm	Irv Phillips, asst. m Paul Beck, ce	Less Keiter, sd Beth Norman, wd UP RCA
SANGER								
	KBFJ 1947	900 1,000-D	John Poole Bcstg. Co. 1412 Fulton St. Fresno, Calif. 6-4702 or 2-8220	John H. Poole, p David C. Camp, gm & cm	Walter K. Novell, pd Russell C. Friend, ce Bob Ulrich, pdm	Doug Keene, nd Jim Bailey, sd	Pop.: 611,500 Rad. Hms.: 175,498 Ret. Sls.: \$638,955,000 Wid. UP Col.
SAN JOSE								
	KEEN 1947	1370 1,000 DA-1	United Bcstg. Co. Hotel De Anza Cypress 4-0344	George M. Mardikian, p B. Floyd Farr, vp & gm Bob Blum, slm & sd	George Snell, pd & secy.-treas.	Ray Hollingsworth, pmm Willis M. Green, ce Ken Wilhelm, fd Jean Martin, wd	Pop.: 355,500 Rad. Hms.: 100,000 Ret. Sls.: \$374,873,000 UP Ray.
	KLOK 1946	1170 5,000-D 1,000-N- DA-N	Valley Bcstg. Co. P. O. Box 967 Cypress 3-3445	E. L. Barker, p & gm Richard E. Ryan, cm	Ruth Poindexter, pd & wd	Billy G. Cunningham, ce Bob Custer, sd	Pop.: 450,000 Rad. Hms.: 125,000 AP RCA
	KSJO 1946	1590 1,000-D 500-N DA-N	Santa Clara Bcstg. Co. P. O. Box 995 Cypress 3-8030	Patrick H. Peabody, p Charles F. Mallory, vp & gm	Norman Paul, pd & nd Edward W. Meece, ce	Earle Russell, sd Mary Rhodes, wd	Pop.: 359,000 Rad. Hms.: 353,256 Ret. Sls.: \$374,873,000 Wid. UP WE GE
	KSJO-FM 1947	Ch. 237 (A) 95.3mc 1kw						
	KRRX 1948	1500 1,000 DA-1	San Jose Bcstg. Co. P. O. Box 167 Cypress 2-5080	Joseph E. Levitt, p Gordon Graham, cm Frank Kilpatrick, pd & nd	Oscar Bradley, slm Frank Glass, ce	Helen McDonald, mus. lib.	Pop.: 350,000 Rad. Hms.: 117,000 Ret. Sls.: \$374,873,000 UP RCA
SAN LUIS OBISPO								
	KATY 1949	1340 250	KATY, Sweet- heart of San Luis Obispo Inc. 981 Monterey St. 3171	ABC Meeker	Maynard Marquardt, p & gm Don Macleod, cm & sd	Barbara Brydia, pd & wd Gloria Heinz, pmm Clayton Coldwell, ce	G. O. Porter, vp & tech. d Don Bowden, nd & fd	Pop.: 63,000 Rad. Hms.: 17,000 Ret. Sls.: \$80,000,000 UP Ray.
	KVEC 1937	920 1,000-D	The Valley Electric Co. 851 Higuera St. San Luis Obispo 1100	MBS, KBS, Don Lee Grant	Christina M. Jacobson, p Les Hacker, gm Jack Wasson, cm	Arthur Hapgood, pd & wd Nancy Mills, pmm & wd	Robert Schofield, ce Hugh Harling, sd & fd	Pop.: 76,976 Rad. Hms.: 21,584 Ret. Sls.: \$52,064,962 St. AP RCA
	KVEC-TV	500-N						
SAN MATEO								
	KEAR 1948	1550 1,000 DA-N CP: 10,000 DA-2	Bay Radio Inc. 3 West 37th Ave. Fireside 5-4837	Stephen A. Cisler, p & gm George C. Atkinson, cm	William Agee, pd Charles Lynn, pmm D. F. Mariska, ce Margaret Dougherty, office m	Jane Hoffman, mus. lib. Jerry Janes, nd	Pop.: 3,000,000 Assoc., St., Mac., AP Ray.
	KVSM 1946	1050 1,000-D	Hugh H. Smith Jr. 279 Baldwin Ave. Diamond 4-2541	Hugh H. Smith, o Gilbert L. Bond, gm	Merwyn F. Planting, ce	Barbara Allen, wd UP, INS Col.
SAN RAFAEL								
	KTIM 1947	1510 1,000-D	Marin Bcstg. Co. Inc. 1117 5th Ave. Gl 3-6880	Roy A. Brown, p Hugh Turner, gm	Ed Ohmstead, ce John Clahan, sd	Kitty Oppenheimer, wd	Pop.: 200,000 Rad. Hms.: 60,000 Ret. Sls.: \$197,450,000 UP Ray.
SANTA ANA								
	KVOE 1926	1480 1,000 DA-1	The Voice of the Orange Empire Inc. Ltd. 105 E. 5th St. Kimberly 3-8321	Ernest L. Spencer, p & gm Donn Spencer, cm & sd	Deane S. Long, pd Hal Davis, pmm	Stanley G. Guenther, ce Marsh Dewey, nd & fd	Pop.: 758,756 Rad. Hms.: 239,306 Ret. Sls.: \$866,521,827 Mac., Cap., UP RCA
	KVOE-FM 1949	Ch. 244 (A) 96.7mc 1kw					 UP GE
SANTA BARBARA								
	KDB 1921	1490 250	F. Robert Bauer Radio Square 4131	MBS, Don Lee Pearson	F. Robert Bauer, p & gm Harry C. Butcher, p & gm	Joe W. Benes, cm, pd & nd	Robert Carter, ce & sd Bobbie Lee, wd UP WE
	KIST 1946	1340 250	Radio KIST Inc. Balboa Bldg. 3981	NBC Holling- bery	Michael J. McKeogh, vp	James S. Blomfield, cm Darleen M. Levinson, pd & traffic d Gordon L. Stafford, prod. d	Gene Forssell, ce Robert Jones, sd Dorothy Davis, wd	Thes. UP RCA
	KTMS 1937	1250 1,000 DA-1	News-Press Pub. Co. De La Guerra Plaza 3911	ABC Raymer	T. M. Storke, p C. A. Storke, vp Albert R. Albinger, gm & cm	Gordon R. Phillips, pd, pmm & nd Leo G. DeCcnick, ce	Edgar A. Sprague, sd Thos. Cleveland, fd Pat Dayton, wd	Pop.: 200,000 Rad. Hms.: 50,000 Ret. Sls.: \$56,500,000 SES, AP RCA

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INGREDIENTS

*Combination of NBC stations in the Far West
Outstanding NBC programs over these stations*

Mix these two potent ingredients together and you get the No. 1 audience — top coverage of your prospects — whatever you sell!

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NBC

Western Radio Network

A service of Radio Corporation of America

HOLLYWOOD • SAN FRANCISCO

CALIFORNIA

City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	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	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter	
SANTA CATALINA ISLAND									
KBIG	1952	740 10,000 DA-1	John H. Poole Bcstg. Co.	(See Avalon listing)					
SANTA CRUZ									
KDON	1935	1460 5,000 DA-1	Charles Black- wood Grant P. O. Box 1490 Salinas, Calif. 2-0294 Weed	Charles Blackwood Grant, p & gm Ann B. Knowlton, cm	Omer N. Wright, ce James Lyons, pd	Johnny Lamb, sd Henry Seiver, fd	Pop.: 277,170 Rad. Hms.: 74,428 Ret. Sis.: \$294,203,000	Wld., Cap. UP
KSCO	1947	1080 1,000-D 500-N DA-N	Radio Santa Cruz P. O. Box 1080 1080	Charles V. Berlin, p, gm, cm, pd, pmm & ce	Dorothy Hartin, nd		Pop.: 356,630 Rad. Hms.: 349,498 Ret. Sis.: \$456,887,000	St., Thes. AP RCA
SANTA MARIA									
KCOY	1947	1400 250	News-Press Pub. Co. 114 W. Cook St. Santa Maria 5-2644	ABC, 101 Net. Raymer	T. M. Storke, p William A. Cook, gm Louise Hapgood, pd & wd	John Clowes Jr., ce Charles A. Storke, vp B. D. Lane, treas.	Bertram Willoughby, secy. Bob Stewart, nd Jack Colom, sd	Pop.: 27,000 Rad. Hms.: 8,500	SES, AP Ray.
KSMA	1945	1240 250	James Hagerman- John I. Groom 510 W. Morrison 5-2582	KBS L. O'Connell	James Hagerman, co-o, co-gm & co-cm John I. Groom, co-o, co-gm & co-cm	Tony Kent, pd Gale Brady, ce Edm. L. Feeley, co-slm	H. J. Neiggemann, co-slm	Pop.: 59,192 Rad. Hms.: 20,717 Ret. Sis.: \$25,026,000	Wld. UP RCA
SANTA MONICA									
KOWL	1947	1580 5,000-D CP: 10,000-D	KOWL Bcstg. Co. Pico at the Ocean Exbrook 4-6761 Clark, McGavren	J. D. Funk, p George A. Baron, gm & cm	Paul Compton, pd Robert D. Funk, pmm	Robert Dye, ce	Pop.: 4,700,000 Rad. Hms.: 1,515,327 Ret. Sis.: \$5,683,608,000 WE
SANTA PAULA									
KSPA	1948	1400 250	Santa Paula Bcstrs. Inc. 940	KBS L. O'Connell	C. Harvey Haas, p, gm & ce	Chas. Martin, cm & pmm Harvey Loomis, pd	Rudi Marini, nd & sd Carrie Lane, wd		Wld. AP Col.
SANTA ROSA									
KSRO	1937	1350 1,000 DA-1	Finley Bcstg. Co. Finley & Fresno Sts. 110 Grant	Ruth E. Finley, p Charles P. Scott, gm & cm	Al Pearson, pd & nd Hilmar Cann, ce	Dan Galvin, sd Harriet Barnes, wd	Pop.: 250,000 Rad. Hms.: 139,240 RCA
SONORA									
KROG	1949	1450 250	Brewster E. Ferrel Box 996 Jefferson 2-7898	KBS	Brewster E. Ferrel, o & gm	G. E. Manley, sm C. W. Mitchell, ce	L. E. Ferrel, pd Wm. P. Keasbey, nd	Pop.: 12,800 Rad. Hms.: 10,100 Ret. Sis.: \$14,000,000	St., SES, AP Ray.
STOCKTON									
KGDM	1926	1140 5,000-DA-N	E. F. Pepper 519 E. Market St. 4-4551	CBS Blair	E. F. Pepper, p E. Smith, gm & cm M. Humphreys, pd	A. Stover, pmm J. Tryon Kelley, ce Bill Hill, nd	B. Lange, fd Irv. Schwartz, sd Elsie Flower, wd		Wld. UP WH
KSTN	1949	1000 1,000-DA-1	San Joaquin Bcstg. Co. Hotel Clark 4-7338 Holling- bery	Knox LaRue, p Donald T. Ralph, gm	Ellis Lind, pd Carl McGee, ce	Joan Sorge, pmm Robert Bernasconi, nd	Pop.: 275,000 UP, INS Col.
KWG	1921	1230 250	McClatchy Bcstg. Co. 612 E. Market St. 5-5728	ABC Raymer	Eleanor McClatchy, p James Ranger, gm & nd	James Longe, prog. m	Frank Nesmith, ce Paul Huebner, nd John MacKenzie, fd	Rad. Hms.: 69,000	Thes. AP
KXOB	1947	1280 1,000-DA-N	KXOB Inc. Hotel Stockton 4-7313	MBS, Don Lee Western Radio Sales, Pearson, McGavren	Joseph E. Gamble, p Ort J. Lofthus, gm & cm H. Van Derwerker, pd	Carolyn Pribyl, pmm James Johnson, ce Ford Warner, nd	Del Goodin, fd Dale Phillips, sd Ruby Barnett, wd	Pop.: 220,000 Rad. Hms.: 71,841 Ret. Sis.: \$324,017,000 UP Ray.
SUSANVILLE									
KSUE	1948	1240 250	Nolan Hallowell & James E. McKahan KSUE Bldg. 2020 Tracy Moore	Nolan Hallowell, ptrn., gm & cm James E. McKahan, ptrn.	Gerald A. Oliver, pd & sd Harold C. Houston, ce, nd & fd	Gwen W. Burr, traffic m & wd	Pop.: 27,553 Rad. Hms.: 7,250 Ret. Sis.: \$25,000,000	St., Cap. UP
TAFT									
KTKR	1948	1310 500-D	Taft Bcstg. Co. P. O. Box "WW" 5-3101	KBS	Kenneth Aitken, p, gm & ce	John A. Smith, cm	Blaine Worrell, pd George J. Tschumy Jr., nd	Pop.: 30,000 Rad. Hms.: 7,800 Ret. Sis.: \$15,000,000 UP
TULARE									
KCOK	1945	1270 1,000-DA-N	Sheldon Ander- son 6-2866	MBS, Don Lee Forjoe	Sheldon Anderson, p & gm Don Weldon, sm	Jean Hixson, comm. d Richard Scudder, prom. d	Don Ferguson, ce Alan Rinehart, m Ken Clifford, nd & fd Marcia Drake, wd	Pop.: 219,850 Rad. Hms.: 56,400 Ret. Sis.: \$218,970,000 UP
TURLOCK									
KTUR	1949	1390 1,000-DA-N	Turlock Bcstg. Corp. P. O. Box 526 4-3430	KBS L. O'Connell	W. N. Lindskoog, p H. Ansell McMillen, gm	Herb Lindgren, office coord. fd B. McMillen, pd	Maxon B. Sayre, ce Jane Lindenberg, nd Ed Klein, sd	Pop.: 278,000 Rad. Hms.: 60,000 Ret. Sis.: \$200,000,000 UP Ray.
UKIAH									
KUKI	1950	1400 250	Marguerite E. Sims P. O. Box 638 Homestead 2-4771 McGavren	Marguerite E. Sims, p & gm Lou DuMoulin, cm John Franklin, pd	John Oliveira, pmm & Stanley Ryno, ce Jack Hasing, nd	Philip Trine, sd Dorothy McCorquodale, wd	Pop.: 62,335 Rad. Hms.: 15,635	St. AP RCA
VALLEJO									
KGYW	1947	1190 250-D	Vallejo Bcstg. Co. P. O. Box 1112 Vallejo 8-8944 McGavren	Ellsworth Peck, co-o, co-m & pd A. J. Krisik, co-o, co-m & gm	Robert Wade, pmm William Roberts, ce Hal Engebretsen, nd, sd & fd	Mamie Graf, office m Olive Powles, wd	Pop.: 304,742 Rad. Hms.: 98,304 Ret. Sis.: \$375,000,000 UP

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CALIFORNIA

VENTURA

KVEN 1948	1450 250	Coast Ventura Co. P. O. Box 1611 Miller 3-8675	MBS McGavren Webb	Harry Engel, p Sid Held, gm Roy Winkelmann, cm	Fred Hall, pd & pmm Frank Haines, ce	Jerry Thomas, nd Ed Walden, fd John McCormick, sd Jane Smith, wd	Pop.: 125,000 Rad. Hms.: 41,125	UP Col.
KVVC 1948	1590 1,000-DA-1	KVVC, The Voice of Ventura County P. O. Box 1411 Miller 3-6185	KBS Wythe Walker	William H. Haupt, p Karl A. Rembe, sm Bob Brown, cm & sd	Bob Wagner, pd Charles Farmer, ce	Carol Callaway, off. in, traffic m & wd	Pop.: 250,000 Rad. Hms.: 68,671 INS RCA

VICTORVILLE

KAVR (CP)	960 5,000-D	Apple Valley Bcstg. Co.						
KONG 1948	1400 250	Tulare Co. Bcstg. Rt. 6, Box 205 4-5811 Holling- bery	Knox LaRue, p Jim Carroll, gm	Mike Kirmeyer, pd & sd	Gorman Brown, ce	Pop.: 211,900 Rad. Hms.: 60,000 Ret. Sis.: \$229,155,000 AP

WASCO

KWSO 1950	1050 1,000-D	Maple Leaf Bcstg. Co. Box 366	E. J. Peters, p Theo. G. Heirichs, gm	James Hodges, cm Bob Bann, pd E. L. Robertson, ce	Norman Berg, fd Don Rodewald, nd Doris Rosales, wd	Pop.: 35,000 Rad. Hms.: 32,298	L-W, SES. UP Col.
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WATSONVILLE

KHUB 1937	1340 250	Patrick H. Pea- body Atkinson Lane 4-5641 Rambeau	Patrick H. Peabody, p Hal E. Chase, gm	Mark F. DeLaunay, cm Tom Martin, pd & nd Merle Rossman, ce	Ed Hall, sd H. Washburn, fd Kay Hubbard, wd	Pop.: 200,000	L-W AP WE
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YREKA

KSYC 1947	1490 250	Siskiyou County Bcstg. Co. Lawrence Lane 624 Tracy Moore	Ernest Millbourn, p D. C. Hoflinger, gm	Jack A. Mitchell, sm D. M. Comstock, pd	Wm. R. Maginnis, ce	Pop.: 30,517 Rad. Hms.: 9,699	Wld. AP RCA
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YUBA CITY

KAGR (CP) KAGR-TV	1450 100	John Steventon						
KUBA 1947	1600 500-D 1,000-N- DA-N	Peachbowl Bcstrs. Inc. Hotel Marysville Marysville, Calif. 3-7309 Ayres, L.O'Connell	C. V. Ullom, p Roger R. Hunt, gm Lloyd H. Klemp, cm	Ric Ryan, pd & wd Ray Davenport, pmm John J. Rolih, ce	Hedley Hall, nd Lonnie Simmons, sd Don Brown, fd	Pop.: 68,300 Rad. Hms.: 20,210 Ret. Sis.: \$68,668,000	Thes. AP G

COLORADO

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Passenger Cars 1952	County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Passenger Cars 1950
Adams	40,234	12,550	\$28,248	\$6,517	\$975	17,406	Logan	17,187	4,930	25,326	4,431	580	7,058
Alamosa	10,531	2,800	15,647	3,212	487	2,960	Mesa	38,974	12,580	42,502	9,652	1,311	13,608
Arapahoe	52,125	17,740	54,314	18,914	2,456	26,192	Mineral	698	1	433	157	35	190
Archuleta	3,030	660	2,068	387	259	650	Moñat	5,946	1,680	11,581	2,771	447	1,966
Baca	7,964	2,480	13,427	3,203	499	2,316	Montezuma	9,991	2,850	12,466	2,947	572	2,645
Bent	8,775	2,160	7,004	1,911	246	2,268	Montrose	15,220	4,400	13,882	3,068	406	4,458
Boulder	48,296	15,990	54,869	13,589	1,823	18,241	Morgan	18,074	5,070	25,212	4,485	737	6,776
Chaffee	7,168	2,200	7,769	2,122	191	2,556	Otero	25,275	7,330	26,327	6,322	831	7,715
Cheyanne	3,453	1,050	4,440	832	141	1,044	Ouray	2,103	670	1,329	393	164	668
Clear Creek	3,289	1,160	3,703	875	159	1,237	Park	1,870	570	1,560	287	95	757
Conejos	10,171	1,990	5,042	1,269	177	1,814	Phillips	4,924	1,450	8,280	1,414	326	1,904
Costilla	6,067	980	1,725	400	103	840	Pitkin	1,646	440	1,460	392	73	674
Crowley	5,222	1,330	4,555	1,042	175	1,584	Prowers	14,836	4,520	28,173	4,187	1,329	4,581
Custer	1,573	570	810	240	48	517	Pueblo	90,188	27,020	97,251	22,356	2,286	30,502
Delta	17,365	5,410	15,290	3,679	450	4,983	Rio Blanco	4,719	1,510	7,595	2,250	490	1,668
Denver	415,786	141,960	644,916	121,021	26,037	148,960	Rio Grande	12,832	*3,480	11,996	2,592	470	3,371
Dolores	1,966	1,180	1,405	467	67	614	Routt	8,940	2,570	7,794	1,741	372	2,634
Douglas	3,507	1,200	2,297	613	109	1,495	Saguache	5,664	1,330	4,817	801	200	1,359
Eagle	4,488	1,140	3,131	961	133	1,572	San Juan	1,471	** 470	920	271	98	970
Elbert	4,477	3,121	719	174	174	1,444	San Miguel	2,693	720	1,387	587	100	659
El Paso	74,523	26,160	93,290	20,661	4,423	32,315	Sedgwick	5,095	1,440	7,128	1,438	284	1,737
Fremont	18,366	5,390	15,439	3,634	546	6,109	Summit	1,135	380	537	175	45	482
Garfield	11,825	3,710	14,639	3,401	631	3,752	Teller	2,754	740	2,148	604	112	1,060
Gilpin	850	170	373	155	34	462	Washington	7,520	2,330	8,947	2,340	298	2,665
Grand	3,963	1,120	5,996	751	405	1,588	Weid	67,504	19,140	72,333	13,907	1,757	23,123
Gunnison	5,716	1,560	6,772	1,791	225	1,753	Yuma	10,827	3,420	13,444	2,443	556	3,792
Hinsdale	263	†	137	55	38	81	Total	1,325,089	419,190	\$1,618,945	\$347,150	\$61,596	621,627
Huerfano	10,549	2,660	7,486	2,036	204	2,449							
Jackson	1,976	590	1,542	448	97	684							
Jefferson	55,687	19,940	44,665	12,925	2,064	26,619							
Kit Carson	3,003	850	3,488	839	136	937							
Lake	8,600	2,590	14,844	2,403	633	2,707							
La Plata	6,150	1,800	6,444	1,709	265	2,513							
Larimer	14,890	4,110	16,143	3,559	500	4,348							
Las Animas	43,554	14,290	50,448	11,315	1,762	16,671							
Lincoln	25,902	6,280	18,560	5,695	475	5,859							
	5,909	1,800	10,050	1,589	455	2,149							

† 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 1953, Sales Management; further reproduction unlicensed; automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

ALAMOSA

KGIW 1929	1450 250	E. L. Allen 26	Inter- mountain	E. L. Allen, o D. L. Allen, gm & ce	Lola Ortega, pd & wd Dick Frink, pmm	C. L. Dynes, nd- Bud De Santelle, sd	Pop.: 60,000	SES. UP G
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BOULDER

KBOL 1947	1490 250	Boulder Radio KBOL 1617 Pearl 1490 H-R Reprs.	Russel Shaffer, p & gm Gene Palm, cm	Bob Butz, pd & nd Blair Dobbins, ce	Don Roper, sd Robin Arnett, wd	Pop.: 52,000 Rad. Hms.: 15,990 Ret. Sis.: \$62,213,000	Thes., St. UP Col.
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COLORADO

City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	Executive Abbreviations Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. D.r. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Market Data For Primary by station) Area (Supplied)	Library, Transmitter News Serv.		
CANON CITY									
	KRLN 1947	1400 250	Royal George Bcstrs. P. O. Box 846 1100	Colum- bine, Inter- mountain	Raymond M. Beckner, p, gm & nd	Ed Wood, ce Q. Bryan, sd	Pop.: 136,880 Rad. Hms.: 25,000 Ret. Sls.: \$65,000,000 UP	
COLORADO SPRINGS									
	KCMS(FM) 1953		[See Manitou Springs Listing]						
	KRDO 1947	1240 250	Pikes Peak Bcstg. Co. 399 S. 8th St. Melrose 2-1515 McGillvra	Joe Rohrer, p & gm Harry Hoth, cm Jean Gitz, pd & wd	Pat Colt, pmm Herbert Schubarth, ce Paul Crozier, bus. m	Bill Gear, nd Selby Young, fd Jack Finlayson, sd Howard Arnberg, nd	Pop.: 87,000 Rad. Hms.: 25,000 Ret. Sls.: \$102,000,000	L-W, St., Thes. AP RCA
	KVOR 1924	1300 1,000	Voice of the Rockies Inc. 512 S. Tejon Melrose 4-2844	CBS Holling- bery	James D. Russell, gm Isabelle McClung, sm & pd	John Hanssen, cm H. Cozine Strang, ce Dick Lee, prod. d	Bob Smith, ch an Howard Arnberg nd Jo Anne Rowe, wd	Pop.: 70,000 Rad. Hms.: 23,000 Ret. Sls.: \$90,000,000	Wld., Assoc. UP RCA
	KKTV(TV)								
CRAIG									
	KRAI 1948	1230 250	Northwestern Colo. Bcstg. Co. 707	KBS Inter- mountain	Miles Barrett, o George Cory, gm Gene Wilburn sm & sd	Carr Pecknold, cm Wm. M. Jack, pmm, p, n & fd	Norman Davis, ce Glenda Davis, wd	Pop.: 20,000 Rad. Hms.: 7,960 Ret. Sls.: \$26,582,000	Cap. UP G
DENVER									
	KFEL 1923	950 5,000	Eugene P. O'Fallon Inc. Albany Hotel Alpine 4681	MBS Blair	Gene O'Fallon, gm Frank Bishop, mgng. d John McHenry, cm Dale Morgan, pd	Gene O'Fallon Jr., pmm Rhean Cunningham, ce	Brad Robinson, opers. d Bill Keene, nd & sd Gus Swanson, fd	Pop.: 1,052,000 Rad. Hms.: 303,430 Ret. Sls.: \$1,152,114,000	Assoc. INS WH
	KFEL-FM 1948	Ch. 247 (B) 97.3mc 23.5kw							
	KFSC (CP)	1220 1,000-D	Francisco V. Sanchez 3036 Elm St. [See Englewood Listing]						
	KGMC								
	KLIR 1953	990 1,000-D	Denver Bcstg. Co. 6535 W. Jewell Westwood 1313	F. Donald Hall, o & gm L. L. Tracy, cm Ernest E. Mark, pd, nd & sd	Lloyd L. Wilson, asst. m & ce	Reginald H. Shirk, asst. e	Pop.: 1,000,000 Rad. Hms.: 150,000	
	KLZ 1922	560 5,000	Aladdin Radio & Television Inc. 17th & Lincoln Main 4271	CBS Katz	Hugh B. Terry, p & gm Lee Fcndren, natl. slm Dudley Tichenor, loc. slm	Charlie Roberts, pd Art Gow, mus. d Bill Day, sl, pm d L. Thomas, pmm	Harvey Wehrman, ce Sheldon Peterson, nd Lowell Watts, fd	Pop.: 1,477,200 Rad. Hms.: 414,430 Ret. Sls.: 1,707,922,000	St., Cap., Wld. AP, INS RCA
	KLZ-FM 1945	Ch. 231 (B) 94.1mc 5.3kw							Cap., Wld., St. INS, AP WE
	KMYR 1941	1340 250	KMYR Bcstg. Co. 422 Security Life Bldg. Main 4161	Columbine Forjoe	F. W. Meyer, p & gm A. G. Meyer, sm Edwin Koepke, cm	Lowell Switzer, pd James Brown, pmm Walter Willson, ce	Frank G. Amole, nd Beatrice Skelton, wd	Pop.: 3,538,400 Rad. Hms.: 966,460 Ret. Sls.: \$4,028,526,000	Thes., SES, AP, INS RCA
	KOA 1924	850 50,000	Metropolitan Tv Co. 1625 California Main 6211	NBC Petry	William Grant, p Don Searle, evp Robert Hix, cm Judd Woods, ex. asst.	Jim Atkins, pd Dick Harris, pmm Robert Owen, ce	Jim Lyon, nd Don Peach, fd Evadna Hammersly, wd	Pop.: 854,200 Rad. Hms.: 265,000 Ret. Sls.: \$1,012,707,000	Thes., SES, AP, INS RCA
	KOA-FM 1948	Ch. 239 (B) 93.7mc 23.5kw							
	KPOF 1928	910 5000-D 1000-N	Pillar of Fire 1845 Champa St. Tabor 3733	Arthur K. White, p & gm	Kathleen M. White, co-m	L. Ray Sharpe, pd Paul H. Schissler, ce	Pop.: 1,100,000 Rad. Hms.: 375,000	Cap., UP G
	KTLN 1948	1150 1,000-D CP: 1280 5,000 DA-2	Radio Station KTLN Inc. 431 W. Colfax Acoma 4811 Radio Reps.	Leonard Coe, p John L. Buchanan, gm Dean Jarvis, cm	Jack Helling, pd Del Wood, pmm Orin E. Kelly, ce	Rich Froenke, nd Kaytee Ellen, wd	Pop.: 1,100,000 Rad. Hms.: 375,000	Cap., UP G
	KVOD 1925	750 5,000 DA-1	Colorado Radio Corp. Midland Savings Bldg. Tabor 2291	ABC Free & Peters	W. D. Pyle, p & co-e T. C. Ekrem, gm & co-ce	Con Hecker, cm V. W. Corbett, pd	B. H. Stanton, pmm	Pop.: 85,000 Rad. Hms.: 18,850 Ret. Sls.: \$19,500,000	Assoc., L-W UP RCA
DURANGO									
	KIUP 1935	930 1,000 DA-N	San Juan Bcstg. Co. P. O. Box 641 117	MBS, Western Slope Net. Holman	R. E. O'Brien, gm Ellis Becker, cm Lee O'Brien, pd	Al Gare, pmm Henry Pollman, ce Frank Toomey, nd	Lou Shaw, fd Herb Jobs, sd Johnnie Becker, wd	Pop.: 85,000 Rad. Hms.: 18,850 Ret. Sls.: \$19,500,000	Wld., Thes., SES, UP G
ENGLEWOOD									
	KGMC 1952	1220 1,000-D CP: 1150	Grady Franklin Maples and R. B. McAlister 3355 S. Broadway SU 1-4481	Grady Franklin Maples, co-o, co-gm, cm & co-pmm	R. B. McAlister, co-o, co-gm, co-pmm & pd	David F. White, ce	Pop.: 625,300 Rad. Hms.: 180,300 Ret. Sls.: \$772,143,000 UP G
FORT COLLINS									
	KCOL 1947	1410 1,000 DA-N	The Northern Colorado Bcstg. Co. 1600 La Porte 2600	Columbine, Inter- mountain H-R Rep.	Herb Hollister, p Ellis Atteberry, gm Bob McClary, cm	Hollis Hoff, pd Dan Coltrane, ce Mark Mahan, fd	Bill Hansen, sd Mona Atteberry, of. m Dorothy Collier, wd	Pop.: 124,000 Rad. Hms.: 31,000 Ret. Sls.: \$157,012,000	Thes., UP Col.
FORT MORGAN									
	KFTM 1949	1260 500-D	Morgan Co. Bcstg. Box 431 1000	KBS, Columbine, Inter- mountain	Don K. Smith, gm Mac McGraw, cm & sd	Johanna Hanson, pd Richard E. Oldfield, ce & nd	Teena Paynter, wd	Pop.: 124,000 Rad. Hms.: 31,000 Ret. Sls.: \$157,012,000	Cap., UP G
GLENWOOD SPRINGS									
	KGLN 1950	1340 250	KGLN Inc. Box C 777	MBS, Western Slope Holman	Rex G. Howell, p Jerry Fitch, co-o, gm & nd	Gene Curtis, pd, fd & sd Bonner Z. Baker, ce	Marcie Fitch, wd	Pop.: 10,000 Rad. Hms.: 3,500 Ret. Sls.: \$13,229,000 UP G
GOLDEN									
	KFML(FM) (CP)	Ch. 253 (B) 98.5mc 2.25kw	E. A. Banckner Box 364, Rt. 3						

Data corrected to Dec. 10, 1953. If executives or services for FM are same as AM affiliate names are not repeated. Market Data supplied by stations. FM's in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

COLORADO

GRAND JUNCTION

KEXO 1948	1230 250	Voice of Western Colorado 2508 N. Ave. 1230	Columbine Oakes	D. Spencer Grow, p H. Abbott Tesson, gm & cm	Robert Collins, pd Mildred Fuller, pmm Compton Mitchell, ce	William Orr, nd James Eicher, fd Olive Taylor, wd	Pop.: 65,000 Rad. Hms.: 24,350	Thes., Wld., INS Ray.	Cap.
KFXJ 1926 KFXJ-TV	920 1,000-D 500-N	Western Slope Bcstg. Co. 445 Hillcrest Manor 1300	MBS, Western Slope Holman	Rex Howell, p & gm E. Anson Thomas, sm & cm Peg Thomas, pd	Ed Lewis, pdm & sd Cecil Witchurch, ce Roy Adamson, secy.- treas.	Reed Hixon, nd Lyle Marriner, fd June Lee, wd	Pop.: 112,000 Rad. Hms.: 28,000 Ret. Sls.: \$128,000,000	L-W UP G	

GREELEY

KFKA 1921	1310 1,000 DA-N	Midwestern Radio Corp. 620 8th Ave. 450	Holman	H. E. Green, p Wm. G. Stewart, sm & cm	Jack Redus, pd & sd Harry Brewer, ce Jerry Ryan, nd	Fred Clark, fd Sue Mosier, wd	Pop.: 750,000 Rad. Hms.: 200,000 Ret. Sls.: \$400,000,000	Thes., SES., Cole UP WE	
KYOU 1948	1450 250	Meroco Bcstg. Co. 3275	KBS, Columbine, Inter- mountain McGillvra	Elwood H. Meyer, p & gm	John T. Roscoe, sm & ce			Wld., AP WE	

LA JUNTA

KBZ 1937	1400 250	Otero Bcstg. Co. Radio Bldg. 42	MBS, KBS Clark	R. D. Gerken, p, gm & pmm	R. D. McGregor, cm & ce J. C. Gerken, pd & wd	John C. Lee, nd & sd John Doenges, fd	Pop.: 50,000 Rad. Hms.: 15,000 Ret. Sls.: \$50,000,000	UP G	
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LAMAR

KLMR 1948	1340 250 CP: 920 1,000-D 500-N DA-N	Southeast Bcstg. Co. P. O. Box 632 804	Inter- mountain Continental	Ralph Eaton, p Everett Shupe, gm & pmm	Dennis Behan, cm & sd Kenneth Roberts, ce, nd & fd	Claire Behan, pd & wd	Pop.: 30,000 Rad. Hms.: 10,210	Wld., AP GE	
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LEADVILLE

KLVC 1951	1230 250	Leadville's Top of the Nation Station Inc. 520 W. 6th 70	KBS, Columbine Palmer	Vir N. James, p & ce	James L. Littlejohn, gm, cm, pd, nd & sd	Marilyn Coleman, pmm & wd	Pop.: 15,000 Rad. Hms.: 5,000 Ret. Sls.: \$7,500,000	Wld., INS WE	
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LONGMONT

KLMO 1949	1050 250-D	Longmont Bcstg. Co. 301 Main St. 1050	KBS	Irving T. Ludlow, p Russell T. Palmer, secy.-treas. P. Reed Walker, vp & gm	Dick Lee, pd Walter Robinson, ce	Jackie Walker, wd	Pop.: 308,250 Rad. Hms.: 97%	L-W UP G	
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MANITOU SPRINGS

KCMS(FM) 1953	Ch. 285 (A) 104.9mc 0.75kw	Garden of the Gods Bcstg. Co. Box 592 Mulberry 5-5776	C. M. Edmonds, p, o & ce	Mrs. C. M. Edmonds, cm		Pop.: 85,643 Rad. Hms.: 28,000 Ret. Sls.: \$74,523,000 GE	
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MONTROSE

KUBC 1947	1240 1,000-D 500-N DA-N	Uncomahgre Bcstg. Co. P. O. Box 279 199	Communi- ty Net.	F. J. Hartman, p George O. Cory, gm Dale G. Moore, asst. to gm	Harley Pryor, m, Delta studio Ed DeJulio, pd & nd	Thomas Weir, ce Lorraine Kretschman, wd	Pop.: 46,600 Rad. Hms.: 15,730 Ret. Sls.: \$39,000,000	Cap., UP WE	
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PUEBLO

KCSJ 1947 KCSJ-TV	590 1,000 DA-N	Star Bcstg. Co. 211 W. 5th 8522	MBS, Inter- mountain Avery- Knodel	Douglas D. Kahle, p & gm Robert L. Clinton Jr., cm	Larry Gordon, pd Tim O'Connell, pmm Dale Redlingshafer, ce	Bob Billman, nd Cliff Hendrix, fd Ross Beatty, sd	Pop.: 350,000 Rad. Hms.: 105,000 Ret. Sls.: \$300,000,000	Thes., AP WE	
KDZA 1947 KDZA-TV	1230 250	Pueblo Radio Co. 3011 Elizabeth 1255 McGillvra	Dee B. Crouch, p, gm, cm, pd, pmm & ce	Bill Beck, sd	Mary Smith, wd	Pop.: 100,000 Rad. Hms.: 25,000 Ret. Sls.: \$120,000,000	L-W AP G	
KGHF 1928	1350 5,000-D 1,000-N DA-N	Colorado Bcstg. Co. P. O. Box 293 3877	ABC Gill-Perna	Gifford Phillips, p Robert D. Ellis, gm William Mahoney, cm	Gregory Chancellor, pd Willis Shanks, ce	John H. McGill, sm Robert A. Mott, nd Irwin M. Cunningham, fd		Wld., SES., UP G	

SALIDA

KVRH 1948	1340 250	Vir N. James Salida, Colo. 30	KBS, Columbine, Inter- mountain Clark	Vir N. James, p, gm & cm	Clo B. James, asst. m Jack Diehl, nd Fred Alber, fd	Bob Ryer, sd V. Koess, wd	Pop.: 7,000 Rad. Hms.: 2,300 Ret. Sls.: \$8,000,000 INS RCA	
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STERLING

KGEK 1925	1230 250-D	Elmer G. Beehler Fleming Rd. 679	Elmer G. Beehler, p, gm, fd & ce	Al Ross, cm, pd, pmm nd & sd		Pop.: 45,200 Rad. Hms.: 11,317	Mac., Cole UP G	
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TRINIDAD

KCRT 1946	1240 250	KCRT Inc. Box 772 338	MBS, KBS, Inter- mountain Indie	E. M. Cooper, p, gm & ce Bob Loehr, cm	Vince Braschia, pd John O'Connor, nd	Pete DeLuca, sd Mildred Cooper, wd	Pop.: 42,000 Rad. Hms.: 13,251 Ret. Sls.: \$31,000,000	Wld., L-W UP G	
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CONNECTICUT

MARKET DATA BY COUNTIES


County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Faad Sales 1952(000)	Drug Sales 1952(000)	Automobile Ownership 1952	County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Faad Sales 1952(000)	Drug Sales 1952(000)	Automobile Ownership 1952
Fairfield	504,342	151,010	\$726,709	\$210,853	\$21,596	204,648	Tolland	44,709	12,530	34,078	11,315	640	19,753
Hartford	539,661	159,790	743,110	189,396	23,555	205,881	Windham	61,759	18,430	85,658	21,868	1,700	25,040
Litchfield	98,872	29,760	114,114	35,120	3,796	45,042	Total	2,007,280	593,600	\$2,639,850	\$728,305	\$79,478	789,483
Middlesex	67,332	19,500	89,568	24,810	2,850	28,963	Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1953, Sales Management; further reproduction unlicensed; automobiles supplied by state.						
New Haven	545,784	160,820	674,062	184,192	20,648	192,962							
New London	144,821	41,760	172,551	50,747	4,683	52,478							

CONNECTICUT

DIRECTORY OF AM AND FM STATIONS

City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone	Network Represent- ative	Executive Abbreviations	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
BRIDGEPORT							
WICC	1926	600 1,000-D	Bridgeport Bcstg. Co.	MBS, Yankee	Philip Merryman, p & gm	Manning Slater, cm, pmm & sd	Robert Crane, pd Jim Elliott, nd
WICC-TV		500-N DA-1	P. O. Box 9140 Trumbull 8-1601	Young			Beulah Bestor, wd Pop.: 1,386,000 Rad. Hms.: 393,228 Ret. Sls.: \$1,731,547,000
WNAB	1941	1450 250	Harold Thomas 991 Broad St. Bridgeport 3-3112	ABC, Conn. State Net. Rambeau, Bannan	Harold Thomas, o, gm & ce	Ray Colonari, cm Jack Dahlby, pd	Dick Bertelmann, nd Bob Ritzert, sd Pop.: 160,000 Rad. Hms.: 45,920 Ret. Sls.: \$249,838,000
BRISTOL							
WBIS	1949	1440 500-D	Bristol Bcstg. Corp. 183 Main St. 9265	McGillvra	Frederick W. Beach, p Robert H. Gillespie, gm	Ameleto Ciccarelli, cm Richard L. Ricci, ce	Elliott K. Stein, nd Pop.: 45,000
DANBURY							
WLAD	1947	800 250-D	Berkshire Bcstg. Corp. 207 Main St. 8-3565	Indie	John J. Previdi, p Sol Robinson, gm, cm & pmm Eleanor Kemble, pd	Rudolf Cehak, ce James B. Lee, secy.- treas. Frank Comer, nd	Hal Brundage, fd Paul Baker, sd Ann Rundle, wd Pop.: 27,000 Rad. Hms.: 7,000
HARTFORD							
WCCC	1947	1290 500-D	Greater Hartford Bcstg. Co. Hotel Bond 5-6648	Walker, Kettell- Carter	William M. Savitt, p Max Savitt, secy.-treas. Ralph H. Klein, gm & cm	Burt LaCoe, pd Everett Seltzer, pmm Michael Cookish, ce	Jack Brooks, nd John Brubaker, sd Pop.: 500,000 Rad. Hms.: 136,000
WDRG	1922	1360 5,000 DA-1	The Conn. Bcstg. Co. 750 Main St. 7-1188	CBS Raymer	Franklin M. Doolittle, p Walter B. Haase, gm	William F. Malo, cm & pmm	Harvey H. Olson, pm & nd Henry M. Broderick, ce Pop.: 1,170,300 Rad. Hms.: 337,400 Ret. Sls.: \$1,440,202,000
WDRG-FM	1939	Ch. 229 (B) 93.7mc 7kw					Pop.: 2,000,000 Rad. Hms.: 600,000 Ret. Sls.: \$1,750,000,000
WGTH	1935	1410 5,000 DA-2	General-Times Tv Corp. 54 Pratt St. 7-9131	MBS, Yankee H-R Reprs.	William O'Neill, p Fred W. Wagenvoord, gm	Seymour Kaplan, cm C. P. Patterson, pd	Alan Henry, pmm Rogers B. Holt, ce Assoc. UP WH
WTHT	1936	1230 250	The Hartford Times Inc. 555 Asylum St. 2-0237	ABC, Conn. State Everett- McKinney, Bannan	Glover De Laney, gm Richard K. Blackburn, asst. m & tech. d	Leonard Schoenfeld, cm Mitchell Betters, pd	Charles Masini, ce Serenio Gammell, nd Una King, wd Pop.: 1,170,300 Rad. Hms.: 337,400 Ret. Sls.: \$1,440,202,000
WTIC	1925	1080 50,000 DA-N	Travelers Bcstg. Service Corp. 26 Grove St. 5-0801	NBC, New England Regional Net. Christal	Paul W. Morency, gm Walter Johnson, cm Leonard J. Patricelli, pd	Bernard Mullins, pmm Herman D. Taylor, ce Irvin C. Cowper, asst. slm	N. T. Eaton, nd Frank Atwood, fd Robert Steele, sd Jean Colbert, wd L-W, SES. AP, INS WH
WTIC-FM	1940	Ch. 243 (B) 96.5mc 20kw					Pop.: 2,000,000 Rad. Hms.: 600,000 Ret. Sls.: \$1,750,000,000
MERIDEN							
WMMW	1947	1470 1,000-D	Silver City Crystal Co. 8 W. Main St. 5-5747	Rambeau	C. A. Schultz, p & o G. A. Kruttschnitt, gm	Leo P. Finn, pd John Roache, ce	George Tomlinson, nd Jim MacGovern, wd Pop.: 1,890, 820 Rad. Hms.: 313,170 Ret. Sls.: \$1,200,200,000
WMMW-FM	1948	Ch. 239 (B) 95.7mc 7kw			Lester Fox, sm		Pop.: 3,500,000 Ret. Sls.: \$2,000,000,000
MIDDLETOWN							
WCNX	1948	1150 500-D	The Middlesex Bcstg. Co. 460 Main St. Diamond 7-2565	Devney	Richard J. O'Brien, p William J. O'Brien Jr., gm	Robert E. Claunch, cm William J. Glynn, pd Kenneth Bishop, ce	Thes. UP Ray.

Data corrected to Dec. 10, 1953. If executives or services for FM are same as AM affiliate names are not repeated. Market Data supplied by stations. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



HARTFORD'S only station

offering **MUSIC** and **NEWS**
all day, every day.

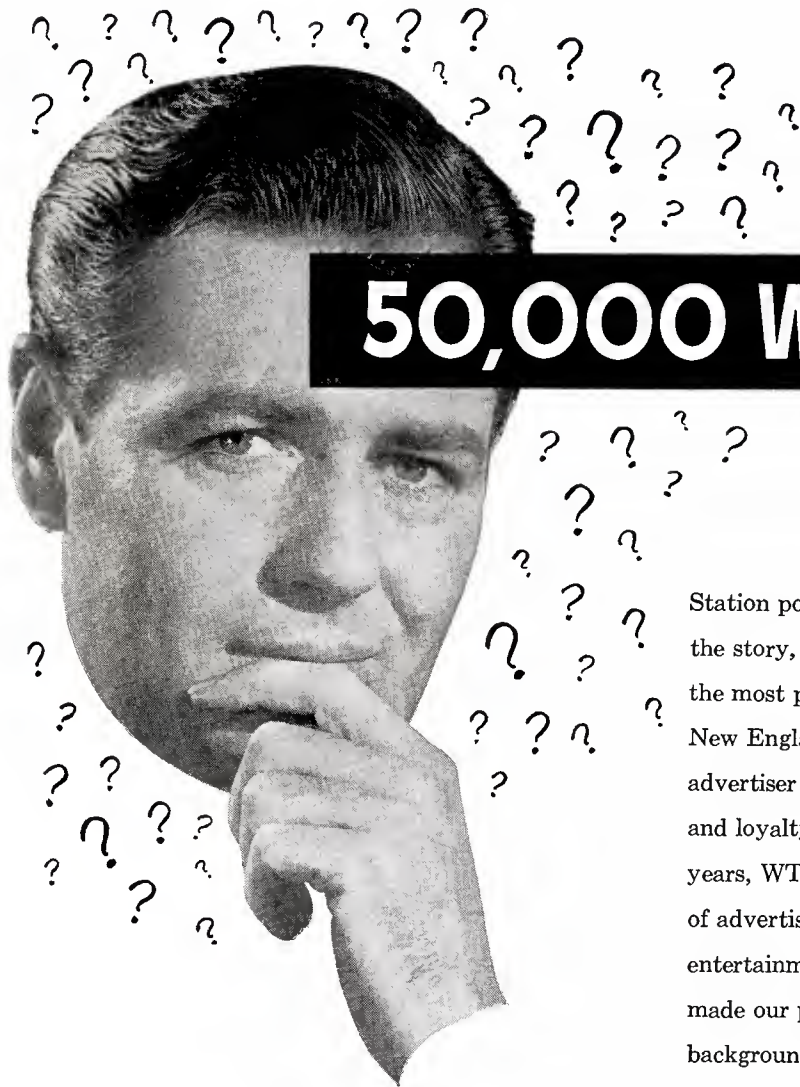
1290 Kilocycles — 500 Watts

WCCC means . . . "We Create Cash Customers" . . .
throughout Central Connecticut by reaching your potential cus-
tomers for as little as 50¢ per thousand families.

Represented nationally by The Walker Representation Company
Represented in New England by Kettell-Carter

"There's TNT on 'CCC'"

TNT is Time, News, Tempera-
ture every fifteen minutes all day,
every weekday. It helped us win
Variety's Showmanship award, at-
tracts many "fractional" listeners.



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Station power by itself is only part of the story, and the fact that WTIC is the most powerful station in Southern New England would not interest an advertiser were it not for the confidence and loyalty of our listeners. Over the years, WTIC's policy of careful screening of advertisers, high standards of entertainment and public service has made our programs unexcelled backgrounds for messages that sell.

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USE **WTIC**

WTIC DOMINATES THE PROSPEROUS
SOUTHERN NEW ENGLAND MARKET

CONNECTICUT

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. v; e; 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	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter	
NEW BRITAIN								
WHAY 1949	910 5,000 DA-2	The Central Conn. Bcstg. Co. 22 Grove Hill 3-2721	Conn. State Net. Young	Patrick J. Goode, p Edward D. Taddei, evp Aldo DeDominicis, gm	Leo Borin, sm Charles Bell, cm Pete Stoner, pd	Hillis Holt, ce	L-W UP RCA	
WKNB 1946 WKNB-TV	840 1,000-D	The New Britain Bcstg. Co. 213 Main St. Baldwin 3-3603	Bolling	Julian Gross, p Peter B. Kenney, gm Gustave Nathan, cm	Robert W. Andrews, pd Dean Bafford, pmm John P. Shipley, ce William H. Ray, secy.	Robert Regan, nd Phil Hale, fd Bob Ahearn, sd Betty Pattee, wd	Wid. AP Ray.	
NEW HAVEN								
WAVZ 1947	1260 1,000-D	The WAVZ Bcstg. Corp. 152 Temple St. Spruce 7-4761	Forjoe, Kettell-Carter	Victor W. Knauth, p & co-o Daniel W. Kops, vp, co-o & gm	Richard J. Monahan, cm Erwin J. Markle, pd Samuel Barstein, pmm Ralph Carrano, ce	Albert DeFilippo, secy. Samuel Nielsen, loc. sm George Phillips, nd & sd Joyce Swanchak, wd Rudy Frank, pmm Fred King, ce	Pop.: 543,600 Rad. Hms.: 163,070 Ret. Sls.: \$1,150,000,000	AP Ray.
WELI 1935 WELI-TV	960 1,000 DA-N	Connecticut Radio Foundation Inc. 221 Orange St. University 5-1133 (WELI, Am Affiliate)	ABC H-R Reprs., Bannan	Richard W. Davis, p & gm	Edwin H. Schweitzer, cm Charles H. Wright, pd		L-W UP RCA	
WBIB (FM) 1949 WELI-TV	Ch. 264 (B) 100.7mc 7.6kw							
WNHC 1944 WNHC-TV	1340 250	Elm City Bcstg. Corp. 1110 Chapel St. Spruce 7-3611	NBC, Conn. State Net. Katz	Patrick J. Goode, p Edward D. Taddei, evp Aldo DeDominicis, secy.-treas. & gm Edward C. Obrist, sm & pd	J. Vincent Callanan, cm James W. Evans, pmm	Vincent DeLaurentis, ce Rockwell Clark, nd Dorothy Coleman, wd	Wid. AP, INS Col.	
WNHC-FM 1948 WNHC-TV	Ch. 256 (A) 99.1mc 19.5kw						AP, INS GE	
NEW LONDON								
WNLC 1936 WNLC-TV	1490 250	Thames Bcstg. Corp. 281 State St. 2-4365	MBS, Yankee, Conn. State Net. McKinney	Gerald J. Morey, p & gm Leo B. Keegan, cm	Nelson C. L. Brown, pd Sheila O'Byrne, pmm	Randolph Barrett, ce Warren F. Haas, loc. sld Dave Connors, nd	Pop.: 181,423 Rad. Hms.: 59,362 Ret. Sls.: \$236,498,208
NORWALK								
WNLK 1948	1350 500 DA-N	Norwalk Bcstg. Co. Main & Wall St. Temple 8-5566	McGillvra	James Stolcz, p & gm John Naylor, pd	Nick Yalowey, ce John Ferguson, nd	Dick Bounerba, sd	Pop.: 1,012,000	Wid., SES. UP Ray.

Data corrected to Dec. 10, 1953. If executives or services for FM are same as AM affiliate names are not repeated. Market Data supplied by stations. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-I—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



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with local advertisers
with national advertisers
with local personality shows

WELI
by every yardstick-TODAY
and for over 18 years
**NEW HAVEN'S MOST
POPULAR STATION!**

1000 W - 960 KC - ABC - HR REPRESENTATIVES

**New England Rep.
BERTHA BANNAN**

No. 1 RADIO BUY

... in New Haven

MERCHANDISING ←

More guaranteed in-store food display than any other
New Haven station

PROGRAMS ←

live wire local plus NBC affiliation-proven audience.

SATURATION ←

run of station • day and night • 20 spots a week
1-13-26 week package • \$45 - \$48 - \$60 per week.

— three steps cover — New Haven's ultra-rich market on

WNHC radio

→ ask KATZ

CONNECTICUT

City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	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	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter	
NORWICH									
WICH	1946	1400 250	Eastern Conn. Bcstg. Co. Cuprak Rd. Turner 7-1613	J. K. Lasser, p Donald Lasser, gm Richard Reed, cm	Jack MacAdie, pd Edward Adler, pmm Alexander Dubenetsky, ce	Ed Leonard, nd & sd Alvin Lawrence, fd Joy Somerville, wd	Pop.: 148,000 Rad. Hms.: 49,200 Ret. Sls.: \$142,000,000	Wld. UP Ray.
PUTNAM									
WPCT	1953	1350 500-D	Isreal Putnam Bcstg. Co. 42 Main St. 8-2721	Roland A. Gayette, p Daniel J. Hyland, gm & cm	William Winne, pd James Bonney, ce	Thomas Hynes, nd Dick Gaumont, sd	Pop.: 125,000	
STAMFORD									
WSTC	1941	1400 250	The Western Conn. Bcstg. Co. 270 Atlantic St. 4-7575	ABC, Conn. State. Everett-McKinney, O'Connell	Kingsley Gillespie, p Julian Schwartz, gm & nd	Walter Dibble, pd Robert A. Reynolds, ce	Harry Downie, sd	Pop.: 155,358 Rad. Hms.: 44,859 Ret. Sls.: \$217,159,750	L-W UP RCA
WSTC-FM	1947	Ch. 244 (A) 96.7mc 0.55kw							
TORRINGTON									
WLCR	1947	990 1,000-D	Litchfield County Radio Corp. 23 Main St. 4173	Sears & Ayer	C. O. Scott, p & gm Joe Storm, cm & pmm Ken Mudgett, pd	Hal Norman, nd & sd Ray Atherton, fd Alfred Pallokat, ce	Roberta Grunskay, wd		Wld. UP
WTOR	1948	1490 250	Torrington Bcstg. Co. 93 Perkins St. 4181	ABC, Conn. State Net. Rambeau	Harold Thomas, p Edmund Waller, gm John J. Morris, cm	Richard Kilbourn, pd & pmm Edward Michelski, ce	Al Eyre, sd Louise Easton, wd		Wld. UP
WATERBURY									
WATR	1934	1320 1,000 DA-1	WATR Inc. 440 Meadow St. 5-1121	ABC, Conn. State Net. Rambeau	Harold Thomas, p Sam Elman, gm & cm Wallace King, pd	Wallace Gordon, pmm Russell Jensen, ce Phil Corvo, nd	Al Vestro, sd Marion Budwell, wd	Pop.: 175,000 Rad. Hms.: 55,000 Ret. Sls.: \$228,000,000 UP Col.
WBRY	1934	1590 5,000 DA-1	American-Re-publican Inc. 138 Grand St. 3-1125	CBS, Nutmeg Knodel, Kettell-Carter	J. Maxim Ryder, m Harry A. Devorken, cm Walter O. Howard, pd	Robert S. Holczer, pmm Frank B. Hales, ce E. Christy Erk, nd	Robert Stewart, fd John A. Cluney, sd Grace Galvin, wd	Pop.: 190,000 Rad. Hms.: 57,000 Ret. Sls.: \$135,000,000	Wld. AP RCA
WWCO	1946	1240 250	Mattatuck Bcstg. Co. 119 W. Main St. 4-5141	MBS, Yankee McGillvra	William G. Wells, p James Shoemaker, gm Al Simmons, cm	Robert Cramer, pd William Goldstein, ce	Marinus Koster, secy.-treas.	Pop.: 250,000 AP Col.

DELAWARE

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Automobile Ownership 1952-1953
Kent	38,870	11,640	\$62,117	9,975	\$1,306	27,638
New Castle	218,879	64,450	288,730	67,882	7,398	79,264
Sussex	61,336	18,370	126,662	17,302	1,815	27,205
Total	318,085	94,460	\$477,509	\$95,159	\$10,519	122,232

Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1953, Sales Management; further reproduction unlicensed; automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

DOVER									
WDOV	1947	1410 1,000-D	Del. State Capitol Bcstg. Corp. Denny Rd. Dover 5816	Rambeau	C. F. Freed, p Cliff Goodman, gm William Freed, cm	John Adkins, pd Bennett Brownell, ce Harry McSherry, nd	Pat Knight, sd George Vappa, fd Virginia Brackett, wd	Pop.: 136,000 Rad. Hms.: 37,700	Wld. AP G
GEORGETOWN									
WJWL	1953	900 1,000-D	Rollins Bcstg. Inc. Georgetown 2597	Pearson	John Rollins, p Norman Glenn, gm, cm & pmm	Bill Jaeger, pd Ed Marzoo, ce & fd Les Coleman, nd	Bill German, sd Edna Moore, wd	Pop.: 550,500 Ret. Sls.: \$712,000,000	Thes. GE
MILFORD									
WKSB	1953	930 500-D DA-D	The Kent-Sussex Bcstg. Co. Box 444 Milford 8881 & 8981	Herbert M. Griffith, Jr., co-o, co-m, cm & pmm	Charles V. Lundstedt, co-o, co-m & ce	Borden E. Smith, pd & nd Ellie Higgons, wd	Pop.: 175,000 Rad. Hms.: 50,000 Ret. Sls.: \$225,000,000	L-W UP
WILMINGTON									
WAMS	1948	1380 1,000-DA-1	Wilmington Tri-State Bcstg. Co. 321 Delaware Ave. 4-8882	MBS Hollingbery	Frank Carrow, p Edwin A. McKeon, gm	William S. Ewing, cm & pmm Tim Crow, pd, nd & sd	Perley Tribou, ce Eleanor Landon, traffic m	Pop.: 277,100 Rad. Hms.: 75,920 Ret. Sls.: \$297,030,000	
WDEL	1921	1150 5,000 DA-2	WDEL Inc. 10th & King Sts. 7268	NBC Meeker	Clair R. McCollough, sta. exec.	Harvey C. Smith, sm J. Robert Gullick, cm	Richard V. Avdelotte, pd		Wld. UP
WDEL-FM	1950	Ch. 227 (B) 93.7mc 20kw							
WILM	1922	1450 250	Del Bcstg. Co. 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 Thernal, nd	Robert V. Kelley, sd Richard Bair, fd Marjorie Price, wd	Pop.: 400,000	Wld. WE
WTUX	1947	1290 560-D	Port Frere Bcstg. Co. 1326 Market St. 5-8821	Indie	Gordon K. MacIntosh, p Howard R. Robinson, gm	John M. Talley, cm William Gehlert, pd & nd Edward Plering, Jr., pmm	Seymour Toberisky, ce Jim Termine, sd Justina Spagnolo, wd	Pop.: 297,715 Rad. Hms.: 75,000	Thes. AP Ray.

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MARKET DATA

County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Automobile Ownership 1953
Washington	802,178	232,970	\$1,399,882	\$284,573	\$61,479	216,000
Total	802,178	232,970	\$1,399,882	\$284,573	\$61,479	216,000

Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1953. Sales Management; further reproduction unlicensed; automobiles supplied by D. C.

DIRECTORY OF AM AND FM STATIONS

WASHINGTON

WARL-AM-FM		(See Arlington, Va. listing)							
WASH(FM)	Ch. 246 (B) 97.1mc 15kw	Commercial Radio Equipment Co. 810 International Bldg. District 7-1319	MBS Continental	Everett L. Dillard, p & gm	James A. Gustafson, cm Eugene V. Jrasinski, ce	Robert E. Best, traffic m Doug Bailey, pmm	Pop.: 2,200,000	RCA
WBUZ(FM)		(See Bradbury Heights, Md., listing)						RCA
WCFM(FM)	Ch. 258 (B) 99.5mc 20kw	Cooperative Bcstg. Assoc. 1120 Connecticut Ave. Republic 7-8688	Continental	C. Edward Behre, p William M. Blaisdell, gm	Imogene Putnam, pd H. Edward Behre, ce	Harold W. Schanagel, asst. pd Louis Brown, mus. d	Pop.: 3,411,200 Rad. Hms.: 2,080,000 Ret. Sls.: \$2,811,079,000	Assoc. Fed.
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	570 1,000-D	The Good Music Station Inc. Hotel Harrington Executive 3-8876	Continental Good Music Bcstrs.	M. Robert Rogers, p & gm	Dan R. Cavalier, cm & pmm Pierson Underwood, pd	Nick Chaconas, ce Anne Blair, wd	Pop.: 1,500,000 .. Rad. Hms.: 400,000 Ret. Sls.: \$1,500,000,000	AP Col.
WGMS-FM	Ch. 278 (B) 103.5mc 20kw							Assoc. AP Col.

WGMS

the Good Music Station

BROADCASTING
Magazine and Television
TELECASTING

NATIONAL PRESS BLDG.
WASHINGTON 4 D C

October 27, 1952

SOL TAIHOFF
Editor & Publisher

Mr. M. Robert Rogers
President-General Manager
Radio Station WGMS
Washington's 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, Mister. 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

DISTRICT OF COLUMBIA

City	Call Letters	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter		
WASHINGTON—(Continued)									
	WJNX		(See Rockville, Md. listing)						
	WMAL	630	Evening Star Bcstg. Co.	ABC	S. H. Kauffman, p	Charles Bishop, pd	Bryson Rash, features d	Pop.: 2,589,400	SES.
	1925	5,000	4461 Conn. Ave. N. W.	Katz	K. H. Berkeley, vp & gm	Haywood Meeks, pub. d & pmm	James Gibbons, sd Ruth Crane, wd	Rad. Hms.: 765,476	AP
	WMAL-TV	DA-1	Kellogg 7-1100		C. L. Kelly, asst. gm	Frank Harvey, ce		Ret. Slis.: \$2,403,732,000	RCA
	WMAL-FM	Ch. 297 (B)							
	1948	107.3mc							
	20kw								
	WOL	1450	Washington Bcstg. Co.		Henry Rau, p	Patrick H. Kelly, bus. m.	Maxwell Marvin, cm, pd		UP WE
	1924	250	1000 Connecticut Ave. Metropolitan 8-0010		Charles Dillon, vp & gm				
	WOL-FM	Ch. 254 (B)							
	1946	98.7mc							
	20kw								
	WOOK	1340	United Bcstg. Co. 8th & I Sts., N.W. Republic 7-8000	UBC	Richard Eaton, p, gm	Arthur A. Snowberger, cm & sm	Joe Quinn, sd & pmm	E. E. Stevens, ce	UP RCA
	1940	250							
	WFAN(FM)	Ch. 262 (B)	(WOOK, Am Affiliate)						
	1948	100.3mc							
	20kw								
	WPIK		(See Alexandria, Va. listing)						
	WRC	980	National Bcstg. Co.	NBC Spot	Sylvester L. Weaver Jr., p (NBC)	Joseph Goodfellow, sales dir.	James E. Kovach, pd	Pop.: 1,914,300	AP, UP
	1923	5,000-DA-N	Sheraton Park Hotel Adams 4-5400	Sales	Robert W. Sarnoff, evp (NBC)	Kenneth French, pd	Robert Adams, pmm	Rad. Hms.: 496,930	INS
	WNBW(TV)				Frank M. Russell, vp in chg. of Wash. off.	John Rodgers, ce	Nancy Osgood, wd	Ret. Slis.: \$2,229,157,000	RCA
					Carleton D. Smith, gm		Kenneth French, prog. mgr.		
	WRC-FM	Ch. 230 (B)					Arthur J. Bergman, sd		
	1947	93.9mc							
	20kw								
	WTOP	1500	WTOP Inc. 40th & Brandywine Sts. N.W. Emerson 2-9300	CBS Radio Spot Sales	John S. Hayes, p	Clyde M. Hunt, vp in charge of engrg. & opers.	Warren Booram, sls. prom. d	Pop.: 1,178,300	Cap. AP, UP
	1926	50,000-DA-2			George F. Hartford, vp in charge of sis.	Laurence E. Richardson, exec. asst.	Patricia Searight, pd	Rad. Hms.: 467,200	INS
	WTOP-TV				Lloyd W. Dennis, vp in charge of progs.	Robert A. J. Bordley, gen. slm	Ted Koop, rd	Ret. Slis.: \$2,066,659,000	WE
					Cody Pfanstiehl, press info. & aud. prom. d		Claude Mahoney, fd		
							Arch McDonald, sd		
							Elinor Lee, wd		
	WTOP-FM	Ch. 242 (B)							
	1949	96.3mc							
	20kw								
	WUST-AM-FM		(See Bethesda, Md. listing)						
	WWDC	1260	WWDC Inc. 1627 K St. N. W. Sterling 3-3800	MBS Blair	Joseph Katz, p	Norman Reed, pd	Bob Wolff, sd	Pop.: 1,464,000	St., L-W
	1941	5,000-DA-1			Ben Strouse, vp & gm	Irv Lichtenstein, pmm	Hazel Markel, wd	Rad. Hms.: 433,240	Thes. Wid AP
					Herman M. Paris, cm	Ross H. Beville, ce		Ret. Slis.: \$1,670,000,000	UP WE
	WWDC-FM	Ch. 266 (B)							Thes., Wid., St., L-W
	1946	101.1mc							AP, UP
	20kw								WH

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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

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.

Here's the Proof

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.

you can get all this...

plus...

results,

when you buy

WASHINGTON'S

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MERCHANDISING

STATIONS!

Plus these merchandising features . . .

- ★ Air Announcements
- ★ Newspaper Ads
- ★ TV Guide Ads
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- ★ Billboard Windows
- ★ Planned Publicity
- ★ Give-Away Prizes
- ★ Dealer Mailings
- ★ Special Promotions

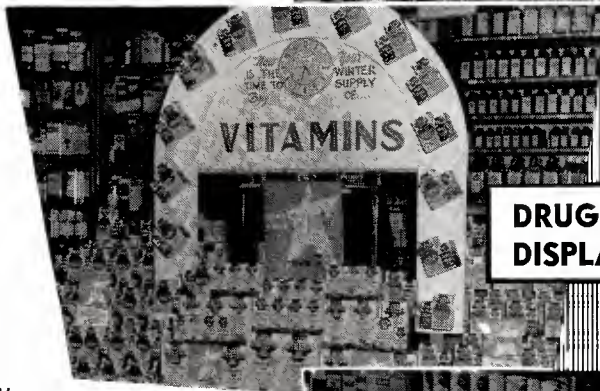
WMAJ *am*
fm
tv

THE EVENING STAR STATIONS ★ ABC IN WASHINGTON, D. C.
REPRESENTED BY KATZ

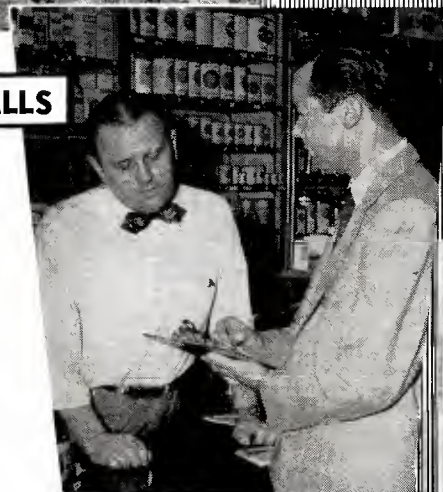
**GROCERY STORE
DISPLAYS**



**DRUG STORE
DISPLAYS**



DEALER CALLS



MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Automobile Ownership 1952	County	Population	Radio Families Radio	Retail Sales Retail	Food Sales	Drug Sales	Passenger Cars Passenger
Alachua	57,026	14,050	\$ 55,007	\$ 14,663	\$ 1,717	19,266	Leon	51,590	12,410	46,654	11,169	1,557	11,317
Baker	6,313	1,200	3,192	957	85	2,223	Levy	10,637	2,270	5,582	1,851	163	3,397
Bay	42,689	13,320	46,314	12,949	1,546	18,020	Liberty	3,182	830	1,370	404		863
Bradford	11,457	2,680	7,794	2,588	133	4,078	Madison	14,197	2,700	5,419	2,005	189	3,742
Brevard	23,653	7,460	21,002	6,854	658	15,948	Manatee	34,704	11,150	34,591	9,779	1,353	20,878
Broward	83,933	31,050	137,878	31,725	5,385	58,746	Marion	38,187	10,070	41,845	9,758	1,217	15,280
Calhoun	7,922	1,710	4,313	1,385	119	1,998	Martin	7,807	2,450	6,967	2,533	279	4,557
Charlotte	4,286	1,310	3,526	1,122	121	2,598	Monroe	29,957	8,740	23,820	7,549	934	10,270
Citrus	6,111	1,600	4,824	1,587	239	2,989	Nassau	12,811	3,050	9,639	2,816	233	3,873
Clay	14,323	3,330	9,275	3,339	380	5,333	Okaloosa	27,533	6,610	15,899	4,591	678	11,626
Collier	6,488	1,680	2,583	857	81	3,109	Okeechobee	3,454	800	2,898	859	74	1,929
Columbia	18,216	4,070	15,086	3,951	378	6,058	Orange	114,950	38,860	147,838	33,671	5,559	66,672
Dade	495,084	176,310	779,170	158,176	37,948	262,598	Osceola	11,406	3,680	10,551	3,654	326	6,211
De Soto	9,242	2,150	6,916	2,248	321	3,615	Palm Beach	114,688	36,750	168,110	36,743	5,590	62,158
Dixie	3,928	690	2,128	582	50	1,251	Pasco	20,529	6,400	14,724	5,440	460	10,169
Duval	304,029	89,210	363,505	89,404	13,633	114,783	Pinellas	159,249	63,330	221,644	40,133	6,960	91,963
Escambia	112,706	31,120	104,054	26,434	3,213	43,737	Polk	123,997	36,170	103,983	30,984	3,793	58,731
Flagler	3,367	770	2,039	522	38	1,968	Putnam	23,615	6,190	22,365	6,058	482	9,549
Franklin	5,814	1,340	2,392	1,133	126	1,446	St. Johns	24,998	6,920	21,497	7,306	947	9,423
Gadsden	36,457	6,330	21,981	5,319	534	7,624	St. Lucie	20,180	6,040	25,925	6,760	398	10,778
Gilchrist	3,499	650	2,122	524	77	1,464	Santa Rosa	18,554	4,300	8,932	3,237	153	5,405
Glades	2,199	500	1,507	333	79	805	Sarasota	28,827	10,660	47,109	12,331	1,615	22,620
Gulf	7,460	1,800	5,038	1,382	202	2,945	Seminole	26,883	7,320	22,867	6,444	684	12,089
Hamilton	9,981	1,680	4,079	1,295	134	2,012	Sumter	11,330	2,850	6,885	2,230	224	3,634
Hardee	10,073	2,540	8,572	2,334	243	4,907	Suwannee	16,986	3,710	11,323	3,120	322	4,709
Hendry	6,051	1,450	7,091	1,318	98	3,392	Taylor	10,416	2,430	8,443	2,308	229	3,230
Hernando	6,693	1,620	5,679	1,569	185	3,256	Union	8,906	910	1,027	1,027	85	1,093
Highlands	13,636	4,120	11,290	3,961	397	6,581	Volusia	74,229	24,420	83,552	22,749	3,553	37,288
Hillsborough	249,894	76,280	281,434	66,929	9,517	115,408	Wakulia	5,258	1,060	1,109	546	30	1,316
Holmes	13,988	2,830	4,403	1,197	165	2,962	Walton	14,725	3,550	9,376	2,442	263	5,283
Indian River	11,872	3,500	11,703	3,651	493	6,625	Washington	11,888	2,740	3,935	1,326	148	2,788
Jackson	34,645	7,340	19,715	4,349	519	8,613	Total	2,771,305	846,240	\$3,157,493	\$754,810	\$119,801	1,178,682
Jefferson	10,413	1,950	4,738	1,728	126	2,587	Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1953, Sales Management; further reproduction uncensored; automobiles supplied by state.						
Lafayette	3,440	690	1,688	548		1,095							
Lake	36,340	10,890	30,134	8,741	1,253	19,445							
Lee	23,404	7,640	29,313	7,423	1,112	13,893							

DIRECTORY OF AM AND FM STATIONS

City	Call Letters	Chan. or Freq. Power	Established	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations	Market Data	Library, News Serv. Transmitter		
BARTOW										
	WBAR	1460	1953	William Avera Wynne Box 820, Lakeland Hwy. 3-5111	W. A. Wynne, p Ted Leeper, gm	John Burgreen, cm Edward St. Clair, ce & sd Bob Coe, nd	Pop.: 123,000		
BELLE GLADE										
	WSWN	900	1947	Seminole Bcstg. Co. Box 8 2063	Dr. Robert G. Nelson, p (Mrs.) Mary M. Foy, gm	Marvin Smith, slm Don Day, pd Eva Johnson, traffic m	S. S. Clemans, ce Thes., Wld., SES, UP G		
BRADENTON										
	WTRF	1490	1947	Trail Bcstg. Corp. Memorial Pier 3-1531	H. D. McClelland, p Howard A. Donahoe, evp	George W. Manning, sm Don McKellar, pd George McGougan, ce	Wld., St. AP G		
CLEARWATER										
	WTAN	1340	1948	Clearwater Radio Bcstrs. P. O. Box 1109 3-3084	Otis E. Pruitt, p H. Dennison Parker, gm Frank L. Parker, cm	L. Harnold Falconnier, pd & pmm Leslie E. Freedom, ce	Howard Hartley, nd Robert L. Weatherly, sd	Wld. UP Col.	
COCOA										
	WKKO	860	1953	Brevard Bcstg. Co. P. O. Box 387 1020	Emerson W. Browne, gm	Carl Collins, Jr., pd Davis E. Wilson, ce	Mercer Livermore, wd	Pop.: 222,488 Rad. Hms.: 67,897 Ret. Sis.: \$239,000,000	
CORAL GABLES										
	WAHR (CP)	1490		Alan H. Rosenson 420 Lincoln Rd. Miami Beach 58-6334	Alan H. Rosenson, p				
	WVCG	1070	1948	Peninsular Bcstg. Corp. 223 Aragon Ave. 48-7411	George W. Thorpe, p & gm T. Hooke McCallie, cm	Robert S. Stevens, pd Barbara S. Binns, pmm & wd	Thomas Middleton, ce Robert Hildreth, nd Mel Singer, sd	Pop.: 600,000 Rad. Hms.: 162,000 Ret. Sis.: \$750,000,000	Assoc. AP RA

Data corrected to Dec. 10, 1953. If executives or services for FM are same as AM affiliate names are not repeated. Market Data supplied by stations.

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

CRESTVIEW

WCNU 1948	1010 1,000-D	Gulfshores Bcstg. Co. P. O. 518 3511	KBS, Alabama Bcstrs.	D. G. O'Neal, p & pmm Sam F. Townsend, gm & cm	Vernon Cooper, pd & sd Judson Ward, ce	W. D. Douglas, nd Carolyn Townsend, wd	Pop.: 200,000 Rad. Hms.: 38,000 Ret. Slis.: \$77,000,000	Wld., SES, AF G
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DAYTONA BEACH

WMFJ 1935	1450 250	W. Wright Esch 444 N. Beach St. 6491-3	ABC McGillvra	W. Wright Esch, o Ray Clancy, sm	John S. Pitts, cm Mildred Mullins, pd	W. K. Ellenwood, ce		SES, UP
WNDB 1948	1150 1,000 DA-N	News-Journal Corp. 128 Orange Ave. 2-0531	MBS Perry	Jerry Stone, gm R. Y. Huffman, cm	Wm. L. Steadman, pd F. A. Scott, ce	Bob Patillo, sd Jo Bledsoe, wd	Pop.: 77,100 Rad. Hms.: 27,610 Ret. Slis.: \$72,402,000	Wld., AP GE
WNDB-FM 1947	Ch. 233 (B) 94.5mc 8.5kw							AP GE
WROD 1947	1340 250	Daytona Beach Bcstg. Corp. Wilder Blvd. & S. Beach St. 4626	NBC Rambeau	E. J. Sperry, p & gm	W. C. Collier, pd & ce			Cap. UP Col.

DE LAND

WJBS 1948	1490 250	John B. Stetson U. Hubbard Ave. (P. O. Box 808) 1490	NBC	J. Ollie Edmunds, p C. L. Mense, gm & pd Robert Walton, cm, pmm & nd	James Miller, ce Dick Westerveldt, sd	Georgiana Bushnell, wd	Pop.: 25,000 Rad. Hms.: 6,500 Ret. Slis.: \$33,000,000	Thes. AP Col.
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DELRAY BEACH

WDBF (CP)	1420 500-D	Delray Bcstrs. 2006 James St. Durham, N. C.
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FORT LAUDERDALE

WBRD 1950	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	Pop.: 105,000 Rad. Hms.: 98%	St. UP WE
WITV(TV)	CP: 1,000 DA-2							
WFTL 1946	1400 250	Tri-County Bcstg. Co. P. O. Box 131 3-2511	Sears & Ayer	J. W. Dickey, p R. L. Bowles, gm & cm	Jack Swart, pd Richard Nonthey, ce	Orville Revelle, nd Mack Ansbaugh, sd		L-W, Wld. AP Col.

FORT MYERS

WINK 1939	1240 250	Fort Myers Bcstg. Co. 54 E. First St. 4-1341	CBS, Florida State Net. Cooke	Daniel Sherby, p A. J. Bauer, gm & cm	Frank Nodine, pd, pmm & nd	James E. Lacy, ce Ward Goodrich, sd	Pop.: 58,600 Rad. Hms.: 17,290 Ret. Slis.: \$54,837,000	AP RCA
WINK-TV								
WMYR 1952	1410 1,000-D	Robert Hecksher 33 E. Hanson St. 5-1175	Robert Hecksher, o, gm, ce & pd	Kenneth M. Parke, cm			L-W UP G

FORT PIERCE

WARN 1952	1330 1,000-D	Hurricane Bcstg. Service P. O. Box 1343 1330	ABC, KBS	Murray C. Tillmon, co-o & gm C. C. Tillman Jr., co-o & pmm	E. Fisher Darden, cm Willis M. Shawver Jr., pd, nd & fd	John E. Palmer, ce Don Thursten, sd Harriet Langdon, wd	Pop.: 73,000 Rad. Hms.: 12,500 Ret. Slis.: \$42,000,000	
WIRA 1946	1400 250	Indian River Bcstg. Co. County Park 1400	MBS, NBC	James L. Howe, p & gm	J. Kingsley Butt, cm Anne Wilder, pd & nd	James Sowinski, ce Bill Strickland, sd	Pop.: 38,928 Rad. Hms.: 10,135 Ret. Slis.: \$43,036,000	Wld. UP G

FORT WALTON

WFTW (CP)	1280 1,000-D	Vacationland Bcstg. Co. P. O. Box 87 3-2801	Wilbur R. Powell, p Milford A. Reynolds, gm	Richard E. Darby, pd Frank Prestwood, ce	Percy Hamilton, nd
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VACATION LAND SUMMER AND WINTER

WMFJ

FIRST RADIO STATION IN

DAYTONA BEACH, FLA.

Affiliated with the American Broadcasting Company

JOSEPH HERSHEY McGILLVRA, INC.
NATIONAL REPRESENTATIVES

ROBERT S. KELLER
AGENCY COORDINATOR

FLORIDA

City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. D.r. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pam; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
GAINESVILLE								
	WGGS	1230 1948	Alachua County Bcstg. Co. 1230 Waldo Rd. 5791	ABC, KBS Best	R. M. Chamberlin, p, gm & ce L. E. Mims, cm	Pierre Bejano, pd Scott Sutton, pmm Morrow S. Krum, nd	Jack Herring, fd Herman Shonbrun, sd Edith M. Cameron, wd	Wid. AP
	WRUF	850 1928	U. of Florida University Campus 3261, ext. 467	MBS Burn- Smith	Garland Powell, gm Ray Dantzer, asst. m John Dunnivant, cm A. B. Blackburn, of. m Bob Leach, pd	Charles Murdock, Bertram McNamara, ce Lelia K. Yarbrough, traffic m	Pop.: 377,500 Rad. Hms.: 214,150 Ret. Sis.: \$531,192,000	L-W AP RCA
	WRUF-FM	Ch. 281 (B) 1948					Pop.: 350,000 Rad. Hms.: 45% Ret. Sis.: \$500,000,000	L-W, Thes. AP
HOLLYWOOD								
	WHWD	1320 1953	Circle Bcstg. Co. First National Bank Bldg. 2-2969 (See Miami listing) McGillvra	Roy M. Greene, o	Robert L. Bowles, gm	George Ralston, ce	Cap. UP G
	WINZ	940 1946	50,000-D 10,000-N DA-2					
JACKSONVILLE								
	WIVY	1050 1948	Edw. J. Oberle Rt. 9 Box 228 A 4-7722 Clark	Edw. J. Oberle, o & gm Arman Reinke, cm	Dick Webb, pd	James Stephens, ce	Pop.: 460,000 Rad. Hms.: 190,000 INS REL
	WIVY-FM	Ch. 229 (B) 1952						
	WJAX	930 1925	City of Jacksonville 1 Broadcast Pl. 4-1681	NBC Blair, Cummings	John T. Hopkins, III, gm & ce	J. W. Douglas, cm	Marion D. Trowell, pc & pmm	Thes AP WE
	WJAX-FM	Ch. 236 (B) 1948						
	WJHP	1320 1940	Jacksonville Journal Co. 500 Laura St. 4-7711	MBS Perry	John H. Perry Jr., p T. S. Gilchrist Jr., gm Willard Fraker, cm C. Speed Veal, pd & nd	Martha Thomas, pmm Beecher Hayford, ce Jewell Hill Hoover, traffic d	C. Wesley Hunt, office m Marshall Rowland, fd Fred Schilling, sd Alice Withee, wd	Pop.: 456,800 Rad. Hms.: 133,470 Ret. Sis.: \$442,303,000 L-W AP RCA
	WJHP-TV	DA-N						
	WJHP-FM	Ch. 245 (B) 1948						
	WMBR	1460 1934	Washington Post Co. 605 S. Main St. 9-4475	CBS CBS Radio Spot Sales	Philip L. Graham, p, Wash. Post Co. John S. Hayes, vp, Wash. Post Co.	Glenn Marshall Jr., p, WMBR Div. Charles Stone, cm Roger Langston, pmm	Ernest Vordermark, ce Bill Terry, pd Bill Grove, nd Dick Stratton, sd Virginia Atter, wd	Pop.: 403,400 Rad. Hms.: 104,640 Ret. Sis.: \$407,108,000 Wid. UF Col.
	WMBR-TV	DA-N						

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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

AN **NBC** AFFILIATE

J. D. Kennedy
Commissioner in Charge

John T. Hopkins III
Manager & Chief Engineer

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

WMBR-FM 1948	Ch. 241 (B) 96.1mc 63kw						Pop.: 619,000 Rad. Hms.: 157,100 Ret. Sls.: \$575,181,000	UP WE	
WOBS 1948	1360 1,000-D	Southern Radio & Equipment Co. P. O. Box 5648 98-3411	Stars National	E. D. Rivers Sr., p Jim Macri, gm R. L. McQuage, cm	Harry Talbert, asst. m & sd Guy Crumpley, pd Fred Murphy, pmm	W. F. Askew, ce Jack Hayward, nd Mark Thompson, fd Rhetta Lackey, wd		G	
WPDQ 1942	600 5,000 DA-N	Jacksonville Bcstg. Corp. Gulf Life Bldg. 4-4421	ABC Taylor	James R. Stockton, p Robert R. Feagin, gm Kenneth F. Small, asst. gm	Charles E. Edward, pd Gordon W. Pierce, pmm James R. Donovan, ce	Hugh Batey, nd Glenn Reeves, fd Jack Wheeler, sd Anne Daly, wd	Pop.: 560,000 Rad. Hms.: 141,670 Ret. Sls.: \$507,079,000	UP RCA	
WRHC 1950	1400 250	WRHC Inc. 247 Margaret St. 6-0461	Interstate, Forjoe Dora- Clayton	Harold S. Cohn Sr., p Harold S. Cohn, II, gm	Kenneth Knight, co-pd Mrs. E. Stein, co-pd	Frank Theis, ce Elsie J. Cohn, wd	Pop.: 350,000 Rad. Hms.: 94.2%	L-W RCA	
JACKSONVILLE BEACH									
WJVB 1947	1010 1,000-D	Jacksonville Beach Bcstg. 201 Professional Bldg. 5-3674	KBS Best	J. Lyle Williams Jr., p, gm & cm Ted Booth, pd & nd	Jack Evans, pmm Daniel M. Long, ce Joe Grawet, sp. events	Bill Williams, sd Mary Mason, wd	Pop.: 300,000	AP Ray.	
KEY WEST									
WKWF 1945	1600 500	John M. Spottswood Stock Island 2-7777	MBS	John M. Spottswood, o, gm & cm	Mary S. Spottswood, pd & pmm	Kermit H. Lewin, sm Charles R. Lowe, ce		St. RCA	
LAKE CITY									
WDSR 1946	1340 250	Deep South Radioways 126 N. Marion St. 525		Alfred H. Temple, o & gm	Alma H. Temple, treas. Ben Decker, m & cm	Armine Wood, pd Richard E. Dyer, ce		Assoc. UP	
LAKELAND									
WLAK 1936	1430 1,000	Lakeland Bcstg. Corp. 1430 E. Line St. Mutual 2-1271	NBC Pearson	S. O. Ward, p, gm & pmm	Powell Adams, cm William P. Lee, pd & ce	Garland Burt, lib. & nd Earl Rahrer, sd	Pop.: 141,827 Rad. Hms.: 43,542 Ret. Sls.: \$103,983,000	Assoc. UP RCA	
WONN 1949	1230 250	Coastal Bcstg. Co. P. O. Box 2038 Mutual 5-1171	MBS Cooke	Robert S. Taylor, p, gm & pmm Duane F. McConnell, secy.-treas., ce & bus. m	Thomas R. Barber, cm Ted Covington, vp, pd & nd	Bill Snyder, sd Gloria Revels, wd Graham Mela, fd	Pop.: 164,890 Rad. Hms.: 41,860 Ret. Sls.: \$147,525,000	Cap. AP G	
LAKE WALES									
WIPC 1951	1280 1,000-D	Imperial Polk Bcstg. Corp. P. O. Box 712 2-9831	KBS	Sarkes Tarzian, p S. W. Keen, vp	G. Max Kimbrel, gm, cm & ce	John Haughee, pd, nd & sd Joan C. Kimbrel, wd	Pop.: 140,000 Rad. Hms.: 35,000 Ret. Sls.: \$112,000,000	Wid. AP G	

WRHC

JACKSONVILLE'S ONLY FULL TIME INDEPENDENT!

Second in the Nation . . . Jacksonville, Fla., is second only to Nashville, Tennessee in the Sale of Hillbilly Records.

WRHC Saturates this responsive audience with 8 Hours of Hillbilly Music Daily . . . Twice as Much as the Nearest Competitor and 8 times more than Jacksonville's five other AM & FM Stations.

WRHC is Exclusive in the Field for Nighttime Negro Programming (when the Negro can Listen Mast)—8 PM to 1 AM.

A Tremendous, Profitable Market—36.2% of Total Population

Total Negro Population (Jacksonville) 75,115
Total Negro Population (Duval Co.) 81,840

Average Annual Income (Duval County) (Negro) \$1,313

Percentage of Radio Homes 94.2% (White & Negro)

WRHC
Jacksonville
P. O. Box 2467
247 Margaret Street
Phone 6-0461

250 watts
1400 kc.

KEN KNIGHT
Jacksonville's ONLY Negro Announcer and Program Director.
Formerly P.D. of WERD, Atlanta. First Negro Program Director in the Nation to be Listed with the FCC.

Represented by
FORJOE & CO.


FLORIDA

City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. D'r. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
LAKE WORTH								
WEAT 1948	1490 250 CP: West Palm Beach 850 1000 DA-1	James Robert Meachem P. O. Box 791 4422	NBC Walker	James Robert Meachem, o & gm Clifford H. Glick, cm	Bill Gordon, pd, nd, fd Wayne Stump, ce	Charles Bryan, sd Mrs. Aino Carlson, wd	Pop.: 130,000 Rad. Hms.: 36,750 Ret. Sls.: \$168,000,000	Cap. AP Ray.
LEESBURG								
WLBE 1949	790 1,000 DA-1	WLBE Inc. Box 297 552	MBS Best	Paul A. Husebo, co-o Wendell F. Husebo, co-o, gm & cm	Richard R. Coleman, pd	J. Allen Brimmer, ce Bill Rudy, sd	Pop.: 358,867 Rad. Hms.: 95,688 Ret. Sls.: \$168,500,000	Wid. UP Col.
LIVE OAK								
WNER 1949	1450 250	Norman O. Protsman P. O. Box 655 1450	KBS	Norman O. Protsman, o & gm John Lee Alford, cm & fd	Faith M. Protsman, pd & wd	Clarence S. Parker, ce & sd E. K. Hamilton, nd	Pop.: 18,000 Rad. Hms.: 4,500 Ret. Sls.: \$14,236,000 UP RCA
MARIANNA								
WTYS 1948	1340 250	John H. Pippis 650	MBS	John H. Pippis, o L. H. Graves, gm Guy Hamilton, sm	Berta Hamilton, pd & wd	W. A. Snowden Jr., ce Karl Richards, fd	Pop.: 35,000
MELBOURNE								
WMMB 1948	1240 250	Melbourne Bcstg. Co. Drawer 790 574	MBS	Frederick H. Kury, p	A. V. Catterton, gm	Hugh Tyler, ce		SES. UP Col.
MIAMI								
WFEC 1949	1220 250-D	David Haber 350 N. E. 71st St. 89-7534 Interstate	David Haber, o Herbert Schorr, gm Charles Higgins, cm	Milton Oshins, pd, pmm & sd William Reeder, ce Barbara Lyles, traffic d	Edwina Nicholas, exec. secy. George Hutton, nd	 UP WE
WGBS 1943	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	Ewald Kockritz, pd Robert Bingham, nd Don Butler, fd	Stan Ornest, sd Jane Butler, wd Edward Lockwood, ce	Pop.: 1,000,000 Rad. Hms.: 298,000 Ret. Sls.: \$1,274,381,000	L-W UP, INS WE
WGBS-FM 1952	Ch. 242 (B) 96.3mc 1.5kw							
WINZ 1946	940 50,000-D 10,000-N DA-2	Hollywood Bcstg. Co. Biscayne Terrace Hotel 82-6641 Raymer	Rex Rano, p & gm B. Petzoldt, natl. sim Peter Cole, loc. sim	Bob Landers, prod. m James L. Sawyer, ce	Lee Taylor, nd Dennis Kerwin, sd	Pop.: 1,656,000 Rad. Hms.: 855,040 Ret. Sls.: \$1,262,510,000 AP, INS RCA
WIOD 1926	610 5,000 DA-2	Isle of Dreams Bcstg. Corp. 600 Biscayne Blvd. 3-6444	NBC Holling- bery	Daniel J. Mahoney, p James M. LeGate, gm Robert L. Fidler, cm Scott Bishop, pd	Martha Henriquez, pmm M. C. Scott Jr., ce Wilton Chiles, asst. ce	Gene Strul, nd Wm. Bischoff, fd Billie O'Day, wd	Pop.: 871,900 Rad. Hms.: 265,700 Ret. Sls.: \$1,108,978,000	Thes., AP, UP, INS WE RCA
WIOD-FM 1946	Ch. 247 (B) 97.3mc 1.5kw							
WLRD(FM) 1948	Ch. 230 (B) 93.9mc 13kw	Mercantile Bcstg. Co. 420 Lincoln Rd. Miami Beach 58-6334 Indie	Alan H. Rosenson, o, gm & ce	Marshall J. Simmons, cm		Pop.: 707,900 Ret. Sls.: \$917,084,000	Wid., L-W WE
WMIE 1948	1140 10,000-D 5,000-N DA-2	Sun Coast Bcstg. Co. Hotel Everglades 3-5556 National	E. D. Rivers Sr., p. K. A. Meer, gm & cm	J. A. Boling, pd & pmm	R. Bennett, ce		Assoc. AP RCA
WQAM 1920	560 5,000-D 1,000-N	Miami Bcstg. Co. 1723 duPont Bldg. 2-6121	ABC, Florida- American Blair, Cummings	John S. Knight, p Owen F. Uridge, gm & cm	Don Fischer, pd Gene Rider, ce	Gordon Shaw, nd Marshall Parsons, sd		Wid. AP GE
WQAM-FM 1946	Ch. 235 (B) 94.9mc 8.2kw							
WWPB 1947	1450 250	Paul Brake 414 S. W. 2d Ave. 3-7405	KBS Walker	Paul Brake, o & m Bert Johnson, cm & pmm	Peggy Newman, pd Jack Wilson, ce W. E. Davenport, nd & sd	Cal Carter, fd Libby Poor, wd	Pop.: 700,000 AP WE
WWPB-FM 1948	Ch. 268 (B) 101.5mc 8.5kw						Pop.: 1,000,000 Ret. Sls.: \$350,000,000	WH
MIAMI BEACH								
WKAT 1937	1360 5,000-D 1,000-N	WKAT Inc. 1759 Bay Rd. 5-5711	MBS Headley- Reed	A. Frank Katzentine, o John I. Prosser, evp, gm & pd	Walter A. Callahan, cm A. P. Smith, Jr., ce	C. A. Wampler, bus. m John Price, nd Bob Evans, sd		Cole, St. UP WE Wid., L-W
WKAT-FM 1947	Ch. 226 (B) 93.1mc 285kw							
WMBM 1947	800 1,000-D	R. W. Rounsaville MacArthur Causeway 5-5586 Forjoe, Dora- Clayton	R. W. Rounsaville, o & gm J. E. Vaughn, sm Arnold Kaufman, cm	Ed Cook, pd, nd & sd Art Selley, sls. prom. m Charles Hartwick, ce	Bill Kimbro, pub. rel. d Mayme Bondu, wd Dave Bondu, fd	Pop.: 625,000 Rad. Hms.: 196,200 Ret. Sls.: \$500,000,000	St. UP Col.
NEW SMYRNA BEACH								
WSBB 1951	1230 250	Beach Bcstg. Co. New Smyrna Hotel 760		Walter T. Slattery, gm & cm	James D. King, pd	Roland Jordan, ce		Thes. UP Tem.
OCALA								
WMOP (CP)	900 1,000-D	A. B. Letson 311 Robertson Bldg. Marion 2-4118	A. B. Letson, o & gm	Jim Kirk, pd & asst. m		Pop.: 80,000 Rad. Hms.: 21,000 Ret. Sls.: \$86,000,000	
WTMC 1939	1290 1,000 DA-N	Ocala Bcstg. Co. 14 S. Magnolia St. Marion 2-4127	NBC Perry	John H. Perry, p Thomas S. Gilchrist Jr., gm	James B. Smith, sm C. T. Catalano, cm	Ruth Brumball, pd William P. Callahan, ce	Pop.: 40,000 Rad. Hms.: 10,070	L-W AP Col.

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ORLANDO

WDBO 1924 WDBO-TV	580 5,000 DA-N	Orlando Bcstg. Co. 30 S. Ivanhoe Blvd. E 6181	CBS Blair, Cummings	Harold P. Danforth, p & gm Wm. G. McBride, sld	Rosalind Boggs, pd James E. Yarbough, ce Carter Scofield, nd & fd	Don McAllister, sd Jas. L. Berry, wd	Assoc., Thes., Wld. AP, UP Wld., Assoc., Thes. AP, UP GE
WDBO-FM 1948	Ch. 222 (B) 92.3mc 34kw						
WHOO 1947	990 10,000-D 5,000-N DA-N	WHOO Inc. Ft. Gatlin Hotel Bldg. 5-3591	ABC Avery- Knodel	Edward Lamb, p Carl F. Hallberg, gm & cm	Walter Sickles, pd Walter Mitchell, pmm	Donald Compton, ce	Pop.: 544,000 Rad. Hms.: 175,060 Ret. Sls.: \$515,092,000 St. AP RCA
WHOO-FM 1947	Ch. 243 (B) 96.5mc 59kw						Fed.
WLOF 1940	950 5,000 DA-N	Hazlewood Inc. P. O. Box 1991	MBS	Joseph L. Brechner, p John W. Kluge, secy.- treas. Donn R. Collee, vp & gm Thomas H. Donohue, cm	Ernest Legge, pd Freda M. Hilton, prom. d W. Dodd Daniel, ce Forrest Clark, nd	Charles Batchelder, sp. events d R. B. Smith, sd Mrs. Ruth Donahue, wd	L-W UP RCA
WORZ 1947	740 5,000-D 1,000-N DA-2	Central Florida Bcstg. Co. 790 N. Orange Ave. 2-2451	NBC Taylor	Naomi T. Murrell, p John E. Surrick, gm & cm Happy Ison, pd	Harry Gaines, pmm & fd Jim Moore, ce Don James, nd	Bill Dawson, sd Mary Lou Edwards, wd	Pop.: 750,000 Rad. Hms.: 500,000 Cap. AP WE
WORZ-FM 1952	Ch. 262 (B) 100.3mc 16kw						Cap. AP RCA
PALATKA							
WWPF 1947	1260 500 DA-N CP: 800 250-D	Palatka Bcstg. Co. 900 River St. East 5-4555	KBS	J. E. Massey, ptrn. L. C. McCall, ptrn., gm & ce	Herb Young, cm Johnny W. Gillis, pd	Bruce E. Wilson, prod. m & fd Bob James, sd	Pop.: 38,100 Rad. Hms.: 11,540 Wld. UP Col.
PALM BEACH							
WWPG 1941	1340 250	Palm Beach Bcstg. Corp. 3000 S. Ocean Blvd. 2-1515		Charles E. Davis, o, gm & cm	Florence Hicks, pd	Clyde Walkden, ce	Thes., L-W UP G
WWPG-FM 1946	Ch. 250 (B) 97.9mc 22kw						Fed.
PANAMA CITY							
WDLP 1940	590 1,000 DA-N	Panama City Bcstg. Co. W. Beach Dr. Poplar 3-1777	NBC, KBS Perry	John H. Perry Jr., p C. B. Kelley, gm	Byron Hayford, cm, pd & asst. to gm	Calvin Howrigan, ce Don Brookins, nd	Pop.: 42,000 Rad. Hms.: 13,320 L-W AP Ray.
WDLP-FM 1950	Ch. 255 (B) 98.9mc 5kw						L-W AP RCA
WPCF 1949	1400 250	Bay County Bcstg. Co. P. O. Box 387 Sunset 5-6176	ABC, MBS Devney	E. L. Dukate, p W. D. Lanier, vp, gm & cm	Martha Ann Heath, pd & wd Jack DuMars, ce & sd	John McMullen, nd	Pop.: 48,000 Rad. Hms.: 12,000 Ret. Sls.: \$21,931,000
PENSACOLA							
WBSR 1946	1450 250	WBSR Inc. WBSR Bldg. 6173	CBS Taylor	Patt McDonald, p Don J. Lynch, vp & gm	Boris Mitchell, cm Tony Chastain, pd	Glenn Nichols, ce	Wld. AP
WCOA 1926	1370 5,000 DA-N	WCOA Inc. 118 E. Intendencia 4111	NBC Perry	John H. Perry Jr., p J. Holliday Veal, gm Irving F. Welch, cm & fd	R. C. Wolfe Jr., pd & nd Ralph Rogers, pmm Harold L. Heath, ce	Don Griffith, sd Clarine S. Porter, wd	Pop.: 238,600 Rad. Hms.: 97,450 Ret. Sls.: \$165,619,000 L-W AP RCA
WEAR 1947 WEAR-TV	1230 250	Gulfport Bcstg. Co. P. O. Box 1188 8-4449	ABC, MBS Holling- bery	Mel Wheeler, p & gm Milt DeReyna, cm Dick Darby, pd	Jerry Williams, pmm Jim Smith, ce	Dave Fulton, nd Gordy Glen, sd	Pop.: 160,000 Rad. Hms.: 40,000 Ret. Sls.: \$174,968,000 Thes., Assoc. AP G
PERRY							
WPRY (CP)	1220 250-D	Palatka Bcstg. Co. P. O. Box 86		J. E. Massey, ptrn. L. C. McCall, ptrn.			



SERVING THE SUN EMPIRE Since 1924

WDBO

580K.C. 5000 WATTS WDBO-FM 92.3 MCS 34000 WATTS

STILL WAY AHEAD!

Central Florida's Pioneer Radio Station

1952 Retail Sales in the 17 WDBO counties totaled \$526,948,000*. All programs on WDBO are duplicated on WDBO-FM.

More families listen regularly (6 or 7 days or nights a week) to WDBO, than all 3 other Orlando stations combined**.

Pulse Radio Index—Morning 41.0, afternoon 46.0***.

*1952 Sales Management **S.A.M.S. 1952 ***Pulse December 1952

WDBO, Orlando, Florida . . National Representatives BLAIR . . CUMMINGS . .

FLORIDA

City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	Owner o; Pres. p; Exec. vp cm; Sales Mgr. slm; Prog. Dir. pd; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. ce; Prom. Mgr. pmm; Chief Eng. ce; Chief News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter	
PLANT CITY									
WPLA 1949	1570 250-D	W. A. Smith Hopewell Rd. 526 Best	W. A. Smith, o George Friend, gm & cm	Frankie Blackwelder, pd & pmm James L. Derrick, ce	Joseph J. Wilson, nd Jim Shumway, fd Gordon Solie, sd	Pop.: 213,757 Rad. Hms.: 79,316	Cole UP	
QUINCY									
WCNH 1948	1230 250	Quincy Bcstg. Corp. Box 190 300	MBS	A. B. Letson, p, gm & ce	Jerry Melvin, cm & pmm	Dewey C. Newton, pd	Pop.: 40,000 Rad. Hms.: 10,000 Ret. Sls.: \$23,000,000	Thes. UP WE	
ST. AUGUSTINE									
WFOY 1936	1240 250	Fountain of Youth Bcstg. Co. Magnolia Ave. 1622	CBS	Mary E. Bell, p John E. Bernhard Jr., vp, gm, cm, pmm & nd	Frankie C. Walker, secy.-treas. & pd Ernest Raistrick, ce	R. J. Sheppe, fd Julian Fant, sd Alberta Dillin, wd		Wld. UP Col.	
WSTN (CP)	1420 1,000-D	St. Augustine Bcstg. Co. 66 Treasury St. 815	Southern Radio	Thomas S. Carr, gm & pmm	Oliver Thornburg, cm & pd	Harold Spengler, ce			
ST. PETERSBURG									
WFPI 1947	680 1,000-D	Florida West Coast Bcstrs. Inc. Royal Palm Hotel 7-0511 Indie	Dr. Charles L. Far- rington, p Arthur Mundorff, gm & cm	James Carley, pd Bill Wright, pmm & nd Manly St. Jean, ce	Dick Baker, fd Bob Clayton, sd Marge Blank, wd	Pop.: 641,400 Ret. Sls.: \$652,257,000 AP G	
WSUN 1928 WSUN-TV	620 5,000 DA-N	City of St. Petersburg Recreation Pier 7-4747	ABC Weed	George D. Robinson, gm	Vera New, cm Louis J. Link, pd	Jeff Moshier, sd		Assoc. UP RCA	
WSTP 1939	1380 5,000 DA-N	Pinellas Bcstg. Co. Times Bldg. 7-8108	MBS H-R Reps.	Nelson P. Poynter, p F. J. Kelley, gm Leona Wildman, cm	Jack Faulkner, pd & pmm William Mangold, ce	Lewis Brewer, fd Bob Hoffer, sd Beth McNeeley, wd	Pop.: 1,275,000 Rad. Hms.: 190,892 Ret. Sls.: \$744,359,000	Wld., Cap. UP, INS RCA	
WTSP-FM 1948	Ch. 273 (B) 102.5mc 37kw								
SANFORD									
WTRR 1947	1400 250	Myron A. Reck P. O. Box 1541 999	KBS Best	Myron A. Reck, o & gm Roy D. Green, cm	J. Marion Harman Sr., pd, nd & wd James S. Williamson, Jr., ce & pd	Ralph Spotts, fd	Pop.: 61,900 Rad. Hms.: 24,570 Ret. Sls.: \$17,756,000 UP Col.	
SARASOTA									
WKXY 1949	1540 1,000-D	Sarasota Bcstg. Co. P. O. Box 2431 Ringling 6-6651	KBS Best	A. G. Fernandez, p & gm	Red Ermisch, sd		Pop.: 70,000 Rad. Hms.: 98% Ret. Sls.: \$90,000,000	L-W AP G	
WSPE 1939	1450 250	WSPE Inc. City Island Ringling 6-8811	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 Jeanne King, wd	Pop.: 182,100 Rad. Hms.: 58,650 Ret. Sls.: \$184,154,325	Wld., Thes. UP RCA	
SEBRING									
WJCM 1950	1340 250	Clearfield Bcstg. Inc. Box 233 81-811	MBS	W. K. Ulerich, p W. J. Thomas, gm	Al Frank, m, pd & sd Robert Goshorn, ce	Betty Frank, wd	Pop.: 14,000 Rad. Hms.: 4,000 Ret. Sls.: \$12,000,000	St. UP Ray.	
SULPHUR SPRINGS									
WHBO 1948	1050 250-D	(See Tampa, listing)							
TALLAHASSEE									
WMEN (CP)	1330 1,000-D	WASP Inc. 1713 Prince St.							
WTAL 1935	1270 5,000 DA-N	John H. Phipps P. O. Box 989 2-1270	CBS Meeker	John H. Phipps, p L. Herschel Graves, gm	Joe Hosford, pd Bill Snowden, ce	Bob Delaney, sd Peggy Flynn, wd		Wld. AP RCA	
WTAL-FM 1947	Ch. 280 (A) 103.9mc 0.72kw								
WTNT 1946	1450 250	Tallahassee Appliance Corp. Hotel Duval 2-1450	ABC, Florida- American Dora- Clayton	Frank W. Hazelton, p & gm Emanuel Joanos, vp	Charles Clifton, ce Jack Sutor, nd	Jack Edger, sd Helen Hulick, wd	Pop.: 50,000	Thes. UP G	
TAMPA									
WALT 1946	1110 1,000-D	W. Walter Tison Box 1077 2-7921 Pearson	W. Walter Tison, p, gm & cm Sandy Geer, pd & fd	W. J. Rennie, pmm J. E. Tison, ce	Guy Bagli, nd & sd Eva Byron, wd		L-W AP RCA	
WDAE 1922	1250 5,000 DA-1	Tampa Times Co. 114 N. Franklin 2-2911	CBS Katz	David E. Smiley, p L. S. Mitchell, gm & cm C. Jack King, ce	K. W. Skelton, pd Sol Fleischman, pmm & sd	Wm. Pharr Moore, ce Mark E. Swingley, fd Kay Dowst, wd	Pop.: 417,780 Ret. Sls.: \$503,078,000 Pop.: 666,044	Assoc. AP GE	
WDAE-FM 1947	Ch. 264 (B) 100.7mc 65kw								
WEBK 1950	1590 1,000-D	Hillsboro Bcstg. Co. 1521 E. Broadway 4-4177	KBS Dora- Clayton	Elmo B. Kitts, ptrn., gm & ce E. P. Martin, ptrn.	Alpha Martin, ptrn. Bob Chambers, pd & nd	Larry Lane, sd	Pop.: 500,000 Rad. Hms.: 100,000	INS Col.	
WFLA 1926	970 5,000 DA-N	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 Joe Mitchell, ce Sam Latimer, nd	Mardi Liles, fd Milton Spencer, sd Emily Moody, wd	Pop.: 757,000 Rad. Hms.: 187,430 Ret. Sls.: \$740,766,000	Thes., L-W UP RCA	
WFLA-FM 1948	Ch. 227 (B) 93.3mc 53kw							Thes. UP WH AP G	
WHBO 1948	1050 250-D	Sulphur Springs Bcstrs. 11011 Florida Ave. 91-1711	Harold A. Dunlap, p & gm	Ellen M. Sauls, pd	John W. Herb, ce	 AP G	

Data corrected to Dec. 10, 1953. If executives or services for FM are same as AM affiliate names are not repeated. Market Data supplied by stations. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day, DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

TARPON SPRINGS

WBOY 1470
(CP) 5,000-D

WBOY Inc.
Box 276
21461

A. H. Turner, p & gm
Gail D. Griner, secy.-
treas.

Roe P. Turner, cm &
fd
Frank Sims, pd & sd
Harry J. Pisapla, pmm
& nd

Clarence C. Gosey,
religious d
Signe Carlson, wd

Pop.: 100,000
Rad. Hms.: 85%

UP, AP
G

VERO BEACH

..... 1490
(CP) 100
WNTM 1370
(CP) 1,000-D

Indian River
Bcstg. Co.
Central Florida
Bcstg. Co.

WEST PALM BEACH

WEAT 850
1948 1,000
DA-1
WIRK 1290
1947 5,000-D
WIRK-TV 1,000-N
DA-N

(See Lake Worth, Fla. listing)

Ken-Sell Inc. MBS
711 S. Flagler CBS,
Dr. Florida
2-1744 Meeker

Joseph S. Field Jr.,
p & gm
Rome Hartman, pd &
sd

William Heitzman, ce
Bob Ray, nd

Bernadine Webster,
wd

Pop.: 192,500
Rad. Hms.: 54,400
Ret. Sis.: \$215,000,000

Assoc.
INS
Col.

WJNO 1230
1936 250

WJNO Inc. Cooke
1500 N. Flagler
Dr.
2-3638

Sydney King Russell,
p
H. V. McMillan, evp,
gm & cm

Vernon Crawford, pd
Warren Spencer, ce
Elizabeth Miller, traffic
m

Robert Hawkey, nd
Dave Webster, fd
Keyes Perrin, sd
Ann Wharton, wd

Pop.: 150,000

Wld.
UP
RCA

WWPG 1941

(See Palm Beach listing.)

WINTER HAVEN

WSIR 1490
1947 250

Citrus Belt MBS
Bcstgs. Devney
665 W. Lake
Howard Dr.,
S.W.
32-561

Frederick L. Allman, p
Lawrence A. Rollins,
gm

Earl Sturgeon, cm
Richard Eyrich, pd

L. Orden Craig, ce
Larry Rollins, nd

Pop.: 122,801
Rad. Hms.: 35,030
Ret. Sis.: \$105,686,000

UP
Ray.

WINTER PARK

WABR 1600
(CP) 1,000-D

Orange County
Bcstgs.
13 S. Ridgewood
3-1488

Charles Wolf, p. gm
& cm

Richard C. Fellows,
pd, pmm, ce & sd

Pauline M. Fellows,
wd

Pop.: 250,000
Ret. Sis.: \$175,000,000

buy the **BIG** audience!

Latest PULSE figures show WFLA way out in front in Class B time³ audience in the 11-county, Tampa-St. Petersburg trade area.

Of the 54 quarter-hour time segments, WFLA has the highest rating in 31, and has second highest rating in 12 others. This simply means that during 79% of the Class B time, WFLA is either first or second in audience rating—in competition with 15 other stations serving the area.

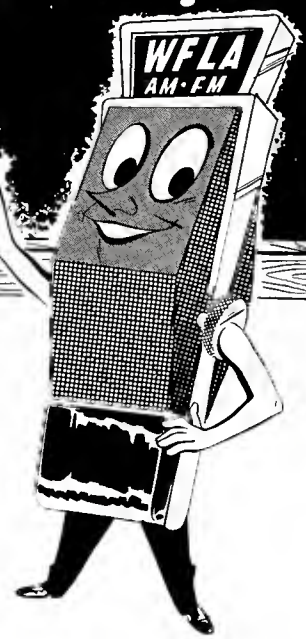
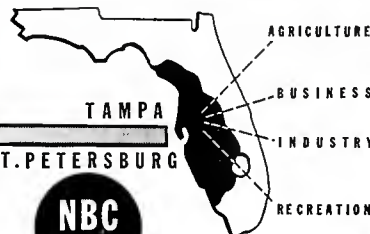
When you buy the Tampa-St. Petersburg market, buy the station with the programs that more people listen to—more of the time. Buy WFLA!

*Before 6 p.m. and after 10:30 p.m.

WFLA

The Tampa Tribune Stations • AM and FM

National Representative JOHN BLAIR & CO. • Southeastern Representative HARRY E. CUMMINGS, Jacksonville, Fla.





If you're looking for coverage which umbrella would you choose?

Measure dollars expended. Measure audience obtained. POWER is radio's *only* successful answer to the competition of television.

In Georgia, Atlanta's WSB is your clear channel 50,000-watt voice. This one *power* station gives you the major share of the Atlanta audience; it delivers for you a worthwhile audience in Georgia's secondary markets—and a tremendous number of listeners elsewhere.

No other Georgia station or combination of Georgia stations gives you as many listeners per dollar as you can get on WSB.

Clear channel *power* alone gives you this complete, low cost umbrella-type coverage.

Get more for your radio dollar in Georgia . . . *get on WSB*. One rate, day and night, 7 a.m. to 11 p.m., class B all other.

wsb

The Voice of the South

*Georgia's only 50,000 watt
clear channel station
Atlanta, Georgia*

Affiliated with The Atlanta Journal and Constitution • Represented by Petry

GEORGIA

City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter	
AMERICUS	WDEC 1947	1230 250	The Americus Bcstg. Co. Windsor Ave. 3681	MBS, KBS Indie, Dora- Clayton	Charles C. Smith, vp, gm, pd, pmm, nd & fd	J. E. Gilstrap Jr., cm & sd John L. Rivard, ce Sue Marshall Smith, wd	Pop.: 24,208 Rad. Hms.: 6,409	Wld. UP Ray.	
ATHENS	WGAU 1938	1340 250	J. K. Patrick & Co. Bobbin Mill Rd. 1741	CBS, KBS, Ga. Assn. of Local Stations	C. A. Rowland Sr., p R. Lewis Doster, gm	Burl Womack, cm & nd Mary L. Betts, pd Bill Evans, ce & sd	Rad. Hms.: 9,840 Ret. Sls.: \$50,000,000 AP Col.	
	WGAU-FM 1949	Ch. 258 (B) 99.5mc 4.4kw					 AP GE	
	WRFC 1948	960 1,000-D 500-N DA-N	Radio Athens Inc. 279½ N. Lumpkin St. 446		L. H. Christian, p & gm C. A. McClure, cm	Rhett Turnipseed, pd Ed Thilenius, pmm & sd L. D. Drewry, ce	Pop.: 226,000 Rad. Hms.: 87,470 Ret. Sls.: \$110,950,000	Assoc. UP	
ATLANTA	WAGA 1937 WAGA-TV	590 5,000 DA-N	Storer Bcstg. Co. 1018 W. Peachtree Vernon 3553	CBS Katz	George B. Storer, p Glenn C. Jackson, mgng. d Claude Frazier, slm	Don Naylor, pd Charles E. Trainor, publ. m Hugo Bondy, ce	R. David Mayo, merc. m Dale Clark, nd & fd Les Henrikson, sd Helen Parris, wd	Pop.: 730,000 Rad. Hms.: 435,050 Ret. Sls.: \$875,000,000	Thes. AP WH
	WAGA-FM 1948	Ch. 277 (B) 103.3mc 4.3kw					Pop.: 850,000 Rad. Hms.: 600,000 Ret. Sls.: \$900,000,000 AP WE	
	WATL 1931	1380 5,000 DA-N	Atlanta Bcstg. Co. 201 Henry Grady Bldg. Alpine 1515	MBS, GALS Walker	J. W. Woodruff Sr., p G. C. Livingston Jr., gm & ce	Lee Nance, cm, pd & nd Paul Jones, sd	Elspeth Simmons, wd	Pop.: 899,900 Rad. Hms.: 216,765 Ret. Sls.: \$930,022,000 UP WE
	WATL-FM 1948	Ch. 248 (B) 97.5mc 4.4kw					Pop.: 1,124,875 Rad. Hms.: 260,906 Ret. Sls.: \$1,162,527,500 UP GE	
	WBGE 1947	1340 250	General Bcstg. Co. Inc. Georgian Terrace Hotel Vernon 1194		Robert N. Pinkerton, p & gm	Howard Parrish Jr., ce	 AP GE	
	WBGE-FM 1948	Ch. 238 (B) 95.5mc 1.85kw							
	WEAS 1947		(See Decatur, Ga. listing)						
	WERD 1949	860 1,000-D	Radio Atlanta Inc. 274½ Auburn Ave., N.E. Lamar 0666 Interstate United News- papers Inc.	J. B. Blayton Sr., p J. B. Blayton Jr., gm Albert H. Saddler, cm	Robert H. Brisendine, pd William F. Kennedy, ce	Dr. William M. Boyd, nd Mrs. Freddye Hender- son, wd	Pop.: 871,603 Rad. Hms.: 212,690 Ret. Sls.: \$917,696,000 WE

THE ROUNSAVILLE CHAIN

Your key to some of the nation's most concentrated... most profitable markets! Backed by years of successful operation, they're your best bet for high profits on low-cost-per-thousand listeners!

3

TV STATIONS

Now Under Construction!

WCIN-TV Cincinnati, Ohio

WLOU-TV Louisville, Kentucky

WQXI-TV Atlanta, Georgia

3

NETWORK STATIONS

WQXI Mutual. Atlanta, Georgia

WBAC Mutual. Cleveland, Tenn.

WBEJ Mutual. Elizabethton-Johnson City, Tennessee

3

NEGRO-PROGRAMMED STATIONS

WCIN Cincinnati, Ohio

WLOU Louisville, Kentucky

WMBM Miami Beach, Florida

ROUNSAVILLE Radio Stations
Peachtree at Mathieson Dr., Atlanta, Ga.

National Reps.: Geo. P. Hollingsberry (WQXI)

National Reps.: Forjoe and Company (WCIN - WLOU - WMBM)

Southeastern: Dora-Clayton Agency (All Stations)

**OUT-OF-HOME
LISTENING IN ATLANTA
GIVES YOU A WHOPPING
20% BONUS**

**and
waga gives you**

- * 50% MORE OUT-OF-HOME LISTENERS THAN STATION "B"
—AND TWICE AS MANY OR MORE THAN ANY OTHER STATION
- * 42% MORE QUARTER HOUR FIRSTS THAN ALL OTHER STATIONS COMBINED

Out of a total of 502 quarter-hour periods Sunday through Saturday, WAGA had 295 firsts. Station "B" had 61; Station "C" 57; Station "D" 43; Station "E" 19; and all others had a total of 27.



**WRITE FOR
THIS FOLDER**



Out-of-home or in-the-home—WAGA gives you more listeners per dollar than any other Atlanta station! Get the facts and you'll put WAGA Radio to work for you in the billion-dollar Atlanta market.

*Data based on Pulse of Atlanta Out of Home Radio Audience, July 1953

waga

CBS-Radio in Atlanta

590
on the dial
5,000
watts

Represented Nationally by the KATZ AGENCY, Inc.

Tam Harker, V.P. and Nat'l Sales Director, 118 E. 57th St., New York 22
Bob Wood, Midwest National Sales Manager, 230 N. Michigan Ave., Chicago



GEORGIA

City	Call Letters Established TV Affiliate	Chan. or Frequ. Power	Licensee Headquarters Telephone	Network Represent- ative	Owner o; Pres. p; Exec. vp evp; 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	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
ATLANTA—(Continued)								
	WGST 1923	920 5,000-D 1,000-N	Georgia Institute of Technology Forsyth Bldg. Walnut 8441	ABC Blair	Ben Ackerman, gm Jim Hicks, cm	Jack Kelly, pd Ivan Miles, ce	Bob Siegrist, nd Ken Wilson, sd Dean Dickens, wd	Pop.: 1,700,000 Rad. Hms.: 400,000 .. AP RCA
	WGST-FM 1949	Ch. 231 (B) 94.1mc 78kw					 GE
	WQXI 1948	790 5,000-D 1,000-N	Robert W. Rounsaville 3165 Mathieson Dr., N.E. Cherokee 2196	MBS Holling- bery	Robert W. Rounsaville, o John Fulton, gm Don Mitchell, cm	Bob Corley, pd & fd Elton Chick, ce Paul B. Cram, tech. d	Herb Harris, nd Stan Raymond, sd Reba Clayton, wd	St., Wid. AP, UP WE
	WSB 1922	750 50,000	Atlanta Newspapers Inc. Biltmore Hotel Elgin 6711	NBC Petry	James M. Cox Jr., o J. Leonard Reinsch, mg. d John M. Outler Jr., gm	Frank Gaither, sm Elmo Ellis, pd	Walter Paschall, pmm D. C. Daugherty, ce	St., Wid. AP, UP WE
	WSB-TV							
	WSB-FM 1948	Ch. 253 (B) 98.5mc 52kw			Frank Gaither, cm & pd	R. A. Holbrook, asst. ce	 RCA
	WTJH 1949		(See East Point, Ga. listing)					
AUGUSTA								
	WAUG 1951	1050 250-D	Garden City Bcstg. Co. Bon Air Hotel 3-4441		Geo. Nicholson, ptrn. Chester Jones, ptrn.	T. L. Morgan, gm Gordon Anderson, sls. m	Robert White, pd James W. Faulkner, ce	Cap. AP Ray.
	WAUG-FM 1952	Ch. 289 (B) 105.7mc 9.2kw					 GE
	WEBBQ 1947	1340 250	Savannah Valley Bcstg. Co. Inc. 515 Jefferson Davis Ave. 4-5441	MBS Walker, Dora- Clayton	George G. Weiss, p John W. Watkins, gm & cm	Edward H. Dunbar, pd John Lyon, pmm & nd Marvin Tarpley, ce	Bill Riddle, sd Dottie Miller, wd	Pop.: 220,000 Rad. Hms.: 67,400 Ret. Sls.: \$300,701,000 AP G
	WGAC 1941	580 5,000-D 1,000-N	Twin States Bcstg. Co. 664 Broad St. 2-2692	ABC Avery- Knodel	A. D. Willard Jr., p & gm D. MacDonald, vp Martin E. White, cm	Warren Hites, pd Jack Jopling, ce John Barnes, nd	Ed Kobak, sd J. W. Chambers, fd Joyce Hayward, wd	Pop.: 450,000 Rad. Hms.: 107,000 Thes. UP RCA
	WJBF 1947	1230 250	Georgia-Carolina Bcstg. Co. WJBF Bldg. 4-2421	NBC Holling- bery	J. B. Fuqua, p & o D. M. Kelly, gm & pmm	Steve Manderson, cm James Armistead, pd	John P. Jopling, ce	Pop.: 281,000 Rad. Hms.: 70,000 Ret. Sls.: \$190,000,000 UP Ray.
	WRDW 1920	1480 5,000	Radio Augusta Inc. Eighth & Broad Sts. 2-8805	CBS Headley- Reed	Grover C. Maxwell, p W. Ray Ringson, gm & pmm	M. C. Gregory, cm Richard Warner, pd & nd Rabun F. Bobo, ce	Raymond Culpepper, fd Bob Ruckle, sd Eileen Stubb, wd	Wid. AP RCA
	WRDW-TV	DA-N						
BAINBRIDGE								
	WMGR 1946	1490 250	Decatur Bcstg. Co. P. O. Box 375 776	MBS	Thomas R. Hanssen, gm, ce & sd Charles W. Dowdy, cm & fd	Joe Hill, pd John A. Dowdy, pmm	Ray Reed, nd Jane Hall, wd	Pop.: 80,000 Rad. Hms.: 2,860 Ret. Sls.: \$25,350,000 Wid. AP G
BRUNSWICK								
	WGIG 1949	1440 1,000 DA-N	Brunswick Bcstg. Corp. 1514 Union St. 2714	ABC, GALS McGillivra	Hugh K. Tollison, gm John Lane, cm	John Harmon, pd & sd Herman Lange, ce	Marvin Massey, pmm Caroline Stuckey, wd	Cap. AP G
	WMOG 1940	1490 250	Radio Brunswick, Inc. St. Simons Causeway 1500	MBS, KBS Indie Dora- Clayton	Allen M. Woodall, p Albert H. Haack Jr., gm	Ben R. Wills, cm Lew Carter, pd	Cecil Tankersly, ce Jack Garrison, nd	Pop.: 63,011 Rad. Hms.: 15,930 Ret. Sls.: \$36,000,000
CAIRO								
	WGRA 1950	790 1,000-D	Grady-Mitchell Bcstg. Co. Bainbridge Road 2-4392	ABC, KBS, GALS Indie	Ed Stevens, p Jim Honey, gm	Ed Whitehead, cm Glenn Pelham, pd	Gregg Strang, ce Sara Crew, nd	Pop.: 235,095 St. UP Col.
CALHOUN								
	WCGA 1953	900 1,000-D	Gordon County Bcstg. Co. P. O. Box 312 West Point, Georgia					
CAMILLA								
	WCLB (CP)	1540 250-D	Capel Bcstg. Co.					
CARROLLTON								
	WLBB 1947	1100 250-D	Carroll Bcstg. Co. P. O. Box 569 980	KBS So. Radio	Thos. K. Vassy, p, pm, gm, pmm	J. O. Norton, cm Charles M. Angley, pd	Chessley Hooper, ce Will Sinclair, nd, fd	Pop.: 65,000 Rad. Hms.: 20,000 Ret. Sls.: \$36,000,000 Wid. UP Ray.
CARTERSVILLE								
	WBHF 1946	1450 250	W. R. Frier	MBS, KBS	W. R. Frier, p & gm	Martha Sullins, pd	H. E. Bridges, ce	L-W UP G
CEDARTOWN								
	WGAA 1941	1340 250	Timm Inc. Box 807 777	KBS Stars National	John R. Barlett, gm	James Schliestet, ce		Cap. AP RCA

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GEORGIA

COLUMBUS

WDAK 1923 WDAK-TV	1340 250	Radio Columbus Inc. Martin Bldg. 5447	NBC Headley- Reed	Allen M. Woodall, p Miles H. Ferguson, sm	W. S. Massie, cm Joe Byars, pd & pmm Max F. Harper, ce	Bill Henry, nd Jim Harding, sd Loretta Ekum, wd	Pop.: 250,000 Rad. Hms.: 50,000	Wld. AP RCA
WGBA 1947	1270 1,000-D	Christian & McClure 1213½ Broadway 3-3603	Ayers	C. A. McClure, ptrn, gm & cm L. H. Christian, ptrn	Rhett Turnipseed, pd Ralph Burgess, pmm, nd & sd	Keith Brown, ce Truman Darnell, fd	Pop.: 318,789 Rad. Hms.: 69,000 Ret. Sls.: \$194,377,000	Thes. L-W UP RCA
WPNX 1952		Community Bcstg. Co. P. O. Box 687 (See Phenix City, Ala. listing)						
WRBL 1928 WRBL-TV	1420 5,000-DA-N	Columbus Bcstg. Co. 1350 13th Ave. 2-0601		Jim Woodruff Jr., p, gm Walter Graham, cm Bill Gramer, pd	George Jenkins, pmm Joe A. Gamble, tech. d Noel Moore, ce	Boyd Hinton, nd Jeff Stuart, fd Hugh Coburn, sd Rose Flournoy, wd	Pop.: 575,100 Rad. Hms.: 135,812 Ret. Sls.: \$303,709,000	Assoc. UP, INS WE
WRBL-FM 1946	Ch. 227 (B) 93.3mc 43kw						Pop.: 1,986,239 Rad. Hms.: 266,404 Ret. Sls.: \$577,047,000	GE

CORDELE

WMJM 1940	1490 250	Southeastern Bcstg. System 20 Ave B St. 666	MBS, Ga. Assn. of Local Stations Clark	James S. Rivers, p William E. Blizzard, Jr., gm, pmm & fd	O'Grady Cooper, Jr., slm & nd Clark Standard, pd & sd	Freddie Albert, ce Arnold Walker, wd	Pop.: 77,000 Rad. Hms.: 18,275 Ret. Sls.: \$52,000,000 UP RCA
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CORNELIA

WCON 1953	1450 250	ABC Indie	Habersham Bcstg. Co. 1 Burrell St. 1450	Jack Bradley, gm Bob Kilgore, cm Hoyt Dillard, pd	S. Y. Sosbee, pmm Warren G. Gilpin, ce	Mrs. Janet Davison, nd Jim Marlowe, sd	Pop.: 150,000	AP G
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COVINGTON

WMOC 1946	1430 1,000-D	Georgia Bcstg. Svc. Inc. 2275	KBS, Ga. Assn. of Local Stations	George Mooney, p William P. Williams, gm & nd	Derel Morris, cm Lew Banks, pd	Russell Caldwell, ce	Pop.: 100,000	Wld., SES, UP Col.
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DALTON

WBLJ 1940	1230 250	Dalton Bcstg. Corp. 111 S. Pentz St. 1180	KBS, MBS	H. C. Kenemer, p William B. Davies, gm	Olin H. Kenemer, cm Marthel Ewton, pd	John S. Andrews, ce James Clark, nd	Pop.: 70,000 Rad. Hms.: 92.9%	Thes. UP G
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DAWSON

WDWD 1948	990 1,000-D	Dawson Bcstg. Co. 416	ABC, Indie Sales	Ed Stevens, p W. C. Woodall Jr., gm & cm Owen Parnacott, pd	Joseph Stephens, ce	Carolyn Wall, wd	Pop.: 85,107 Rad. Hms.: 33,410 UP RCA
WDWD-FM 1948	Ch. 266 (B) 101.1mc 11.6kw						 RCA

DECATUR

WEAS 1947	1010 10,000-D CP: 50,000-D	WEAS Dearborn 2521 Stars National	E. D. Rivers Jr., chmn. of bd. W. H. Keller Jr., p Warren Roberts, sta. d	Joe Robkin, cm Ned Lukens, pd Kurt Alexander, pmm & nd	Bill Loudermilk, ce Les Gradick, tech. d H. W. Field, fd	Pop.: 885,000 Rad. Hms.: 220,050 Ret. Sls.: \$174,100,000 INS RCA
WGLS 1949	970 1,000-D	DeKalb Bcstg. Co. 526 Church St. Cresent 6471 Rambeau	Guy W. Rutland Sr., p Sam W. Kane, gm	Al Ciraldo, cm, pd, pmm, nd & sd	Lawson Leake, ce Jim Wesley, fd	Pop.: 800,000 Ret. Sls.: \$957,000,000	St. UP G

DOUGLAS

WDMG 1947	860 1,000-D	WDMG Inc. P. O. Box 590 564	Dora- Clayton	B. F. J. Timm, p Mary M. Jarrard, gm	Edward Lund, nd Stanley H. Strickland, ce & pd	Jimmy Dunnaway, sd June Mosely, wd		Wld. UP
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DUBLIN

WMLT 1945	1340 250	Dublin Bcstg. Co. Franklin St. 871-872	MBS, KBS	George T. Morris, p W. Newton Morris, gm W. C. Courson, cm	George Tellmann, pd Lawrence L. Henry, ce	Sarah Orr Williams, nd	Pop.: 114,218 Rad. Hms.: 28,621 Ret. Sls.: \$55,389,000	Wld. AP G
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EAST POINT

WTJH 1949	1260 5,000-D	James S. & Doris R. Rivers Dodson Dr. Franklin 1473	KBS	James S. Rivers, o William B. Hill, gm & ce	Tom Loe, nd	Claude Jones, fd	Pop.: 1,564,730 Rad. Hms.: 413,940 Ret. Sls.: \$1,437,316,000	UP Ray.
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ELBERTON

WSGC 1946	1400 250	Elberton Bcstg. Co. Elberton			Melvin C. Gorman, m			
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FITZGERALD

WBHB 1946	1240 250	Ben Hill Bcstg. Corp. West Roanoke Drive 2077	MBS, KBS, Ga. Assn. of Local Stations	Otto Griner, p Al H. Evans, gm, cm, pmm, nd & sd	Daphne L. Newsome, pd & wd	Ed Durham, ce Jim Collier, fd		Wld. AP G
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FORT VALLEY

WFPM 1951	1150 1,000-D	Peachbelt Bcstg. Co. 84	KBS, Ga. Assn. of Local Stations Indie	Ed Stevens, p Hugh Birdsong, gm, ce & sd	Kenneth Flynt, cm Lee Mathis, pd & nd	Tex Beverly, fd Madeline Upchurch, wd	Rad. Hms.: 30,000 UP Col.
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GAINESVILLE

WDUN 1949	1240 250	Northeast Georgia Bcstg. Co. 217½ South Main St. Lenox 4-7331	ABC, Ga. Assn. of Local Stations Indie	John W. Jacobs Jr., p & gm Jim Hartley, sm & fd	Doris Smith, cm & wd Jay Still, pd & nd	Les Brooks, ce Drane Watson, sd	Pop.: 42,000 Rad. Hms.: 10,000 Ret. Sls.: \$46,000,000	Wld. AP GE
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WDUN-FM

WDUN-FM 1949	Ch. 280 103.9mc 0.3kw							
WGGA 1941	550 5,000-D 500-N DA-N	Blue Ridge Bcstg. Co. Press-Radio Center Lenox 2-6211	MBS, KBS, Palmetto, Cracker Dora- Clayton	Charles Smithgall, p Robert O. Moran, gm Robert Schwab, cm	Billie L. Kinsey, pd Keith Brown, ce	Sylvan Meyer, nd George Porter, fd	Pop.: 246,900 Rad. Hms.: 53,000 Ret. Sls.: \$16,733,000 UP RCA

GEORGIA

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	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	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
GRIFFIN							
WKEU 1933	1450 250	Radio Station WKEU P. O. Box 155, Macon Rd. 5507	MBS, KBS	A. W. Marshall Jr., p & gm	William F. Westmore- land, ce		L-W AP G
WKEU-FM 1953	Ch. 271 (B) 102.1mc 1.8kw						
WRHT 1952	1320 1,000-D	Griffin Bcstg. System Cherokee Rd. 9451 Dora- Clayton	R. H. Thompson Sr., o, gm & pmm James Watson, sm, sd & nd	Johnny Williams, cm R. H. Thompson Jr., pd	Charles Player, ce & fd Celle Sealy, wd	Pop.: 201,600 Rad. Hms.: 55,490 Wid. UP G
HARTWELL							
WKLY 1947	980 1,000-D	Louie L. Morris Box 189 71	Louie L. Morris, o Max G. Pfaender, evp & m Burch Griffin, asst. m	Caroline Stults, cd Eugene Holden, ce Virginia Bailey, secy. & wd	Jim Stevenson, nd & Bill Nash, fd	Pop.: 492,920 Rad. Hms.: 123,230 Ret. Sis.: \$210,886,000 Cap., Wid. UP G
HAWKINSVILLE							
WCEH 1952	610 500-D	Tri-County Bcstg. Co. Box 184 498	KBS Dora- Clayton	R. T. Ragan, p Henry Griffin, vp D. R. Jackson, secy.- treas.	Paul E. Reid, gm, cm, pmm & sd James Popwell, pd & fd	Mike Pelton, ce Glen Weber, nd Frances Jones, wd	Pop.: 100,000 Rad. Hms.: 20,000 Wid. UP G
JESUP							
WBGR 1949	1370 1,000-D	Altamaha Bcstg. Co. Box 147 2444	KBS	W. Glenn Thomas, o & gm Dennis N. Brown, sm & cm	T. N. Oglesby, pd Arthur Manning, ce	W. Glenn Thomas Jr., asst. ce Mrs. Pansy Surrency, wd	Pop.: 40,000 Rad. Hms.: 15,000 Cap. UP Ray.
LAFAYETTE							
WLFA (CP)	1590 5,000-D	Radio Dixie					
LaGRANGE							
WLAG 1941	250 1240	LaGrange Bcstg. Co. 305-307 Broome St. 2-3505	MBS, KBS Indie, Dora- Clayton	Roy C. Swank, p Edwin Mullinax, gm & cm	John Bogges, pd & sd Patricia Smith, pmm J. M. McKay, ce	Linda McKee, wd Henry East, nd Joe Hawkins, fd	Pop.: 109,000 Rad. Hms.: 38,569 Ret. Sis.: \$64,000,000 Wid. UP G
WLAG-FM 1948	Ch. 281 (B) 104.1mc 2.3kw						Pop.: 145,000 Rad. Hms.: 43,258 Ret. Sis.: \$72,000,000 Assoc. UP G
WTRP 1953	620 500-D	Chattahooche Bcstg. Co. Ltd. Hammett Bldg.		Byron H. Hurst, ptrn. & gm Ralph C. Freeman, ptrn.	Cecil Crew, ptrn. Jim Martin, cm, pd & sd Ray Relihan, ce	Frank Cordell, pmm Weyman Brooks, nd Emily Rutland, wd Bill Brittain, fd	Thes. AP G
MACON							
WBML 1940	1240 250	Middle Georgia Bcstg. Co. 230 Second St. 3-5454	NBC Headley- Reed	Allen M. Woodall, p E. F. MacLeod, gm	Geo. W. Patton, cm James M. Wilder, ce	Dick Wiethan, nd & fd	Pop.: 190,400 Rad. Hms.: 45,110 Ret. Sis.: \$138,136,000 Wid. AP RCA
WIBB 1948	1280 1,000-D	Peach State Bcstg. Co. Inc. Professional Bldg. 2-2505 Walker, Dora- Clayton	Thomas H. Maxwell, p & gm	Donald C. Frost, cm	Gordon Price, pd UP Ray.
WMAZ 1922	940 10,000 DA-N	Southeastern Bcstg. Co. Bankers Bldg. 2-7373	CBS Katz	Geo. P. Rankin, p & o Wilton E. Cobb, gm Frank Crowther, cm	E. G. Pendleton, pmm Albert Sanders, loc. slm Ben Chatfield, nd Herb Johnson, fd	James Lawhon, ce Bob Savage, sd Helen Farmer Popejoy, wd	Pop.: 700,100 Rad. Hms.: 176,900 Ret. Sis.: \$395,035,000 L-W UP RCA
WMAZ-FM 1946	Ch. 256 (B) 99.1mc 3kw						
WNEK 1945	1400 250	Macon Bcstg. Co. Bibb Bldg. 5-3301	MBS, ABC Branham	Edward M. Lowe, p Alfred Lowe, gm Marion Bragg, cm	Emory G. Stroberg, bus. m Emanuel Farber, ce	Lem Clark, sd Ted Arnold, fd Margaret Heck, wd	Pop.: 114,000 Ret. Sis.: \$109,674,000 Thes. AP Thes. AP WE
WNEK-FM 1948	Ch. 245 (B) 96.9mc 4.1kw						
MARIETTA							
WFOM 1946	1230 250	Fred B. Wilson & Albert Jones P. O. Box 131 8-3396	Fred B. Wilson, ptrn. Albert L. Jones, ptrn., gm & pmm	John K. Williams, slm Chuck Strauss, pd & ce	John Williams, nd Dudley McCaskill, sd Channing Cope, fd	Rad. Hms.: 25,000 UP Ray.
MILLEDGEVILLE							
WMVG 1946	1450 250	Jere N. Moore Milledgeville, Ga. 250	MBS, KBS, GALS Griffith	Jere N. Moore, o Michael T. Landy, gm	Josephine Ragsdale, ce pd	Robbie O. Hattaway, ce Joe Boone, sd	Pop.: 30,000 Rad. Hms.: 4,000 Cap. UP G
MONROE							
WMRE (CP)	1490 250	Walton Bcstg. Co. P. O. Box 25 Gainesville, Ga.		Warren G. Gilpin, gm			
MOULTRIE							
WMGA 1939	1400 250	John F. Pidcock	ABC	John F. Pidcock, p Roy F. Zess, gm & cm	Robert J. Lenihan, pd. fd, sd & wd	Homer W. Sloan, ce	Pop.: 45,000 Rad. Hms.: 9,600 Ret. Sis.: \$36,000,000 UP RCA
WMTM (CP)	1300 1,000-D	Colquitt Bcstg. Co.					
NEWMAN							
WCOH 1947	1400 250	Newnan Bcstg. Co. P. O. Box 581 1400	MBS Hunter	James O. Hardin Jr., p, gm, cm, pd, nd & fd	William E. Davis Jr., ce Johnny Brown, sd	Joyce Coggin, wd	Pop.: 145,600 Rad. Hms.: 31,582 Ret. Sis.: \$107,451,000 Wid. AP Col.
WCOH-FM 1952	Ch. 244 (B) 96.7mc 0.33kw					 RCA

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*Only a combination of stations
can cover Georgia's
major markets.*

The Georgia Trio

WAGA
5000 w
590 kc
CBS Radio

WMAZ
10,000 w
940 kc
CBS Radio

WTOG
5000 w
1290 kc
CBS Radio

ATLANTA

MACON

SAVANNAH

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individually and
as a group by*

*The TRIO
offers advertisers
at one low cost:*

- CONCENTRATED COVERAGE
- MERCHANDISING ASSISTANCE
- LISTENER LOYALTY BUILT BY LOCAL PROGRAMMING
- DEALER LOYALTIES

In 3 major markets

The KATZ AGENCY, INC.

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

GEORGIA

City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	Owner o; Pres. p; Exec. up exp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News. Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
ROME								
WLAQ 1947	1410 1,000 DA-N	News Pub. Co. 209 Broad St. 7767	ABC	Mrs. Jane Mooney, p Lee Mowry Jr., gm, pmm, nd & sd	Martha Daniel, cm Elizabeth Hardin, pd	Daniel B. Scott, ce D. Franklin, fd	Pop.: 100,000	Wld. UP AP
WRGA 1929	1470 5,000 DA-N	Rome Bcstg. Corp. 501 Broad St. 2-2411	MBS Walker	Charles Smithgall, o Mather Payne, gm L. B. Talley, cm	James F. Roberts, pd R. A. Starr, ce "Cap" Hicks, nd	Al Kirby, fd Cecil Kerce, sd Fran McSpadden, wd	Pop.: 112,462 Rad. Hms.: 99,800	L-W UP WH
WRGA-FM 1947	Ch. 293 (B) 106.5mc 1.15kw						Pop.: 40,051 Rad. Hms.: 23,000	L-W UP GE
WROM 1946	710 1,000-D	Coosa Valley Radio Co. 121½ Broad St. 2-0833	Southern	Dean Covington, p Edward McKay, gm Charles Doss, cm, pd & sd	Thos. Robertson, ce Blair Jessee, prod. m & nd	Avery Means, pmm Clyde Varner, fd Dorothy McKay, wd	 AP Ray.
WROM-TV								
SAVANNAH								
WCCP 1946	1450 250	Dixie Bcstg. Co. P. O. Box 943 2-4182	MBS Walker	Carter C. Peterson, p & gm Weldon Herrin, cm & sm	Charles Beresford, pd Al Jennings, pmm & sd William Moats, ce	Richard Lantz, nd Jesse Mooney, fd Charles Lipton, sls pmm Faye Hancock, wd	Pop.: 180,000 Rad. Hms.: 40,000 Ret. Slis.: \$160,000,000	St. UP G
WDAR 1946	1400 250	WDAR Inc. 34 E. Bryan St. 3-8807 Pearson	H. Blair Minick, p & gm	Robert Radecki, cm Danny Clark, pd, pmm & nd Sol Ratner, sd	C. Joseph Testo, ce Stella G. Minick, vp & wd	Pop.: 275,000 Ret. Slis.: \$146,872,000
WFRP 1946	1230 250	Georgia Bcstg. Co. 219 E. Charlton St. 3-9642	ABC McKin- ney, Ayers	John F. Pidcock, p, gm & pd John G. Williams, cm & pmm	Bennett McKnight, ce Dick Hull, nd & sd	Dave Hart, fd Addine Leitch, wd	Pop.: 455,000 Rad. Hms.: 54,300 AP Ray.
WJIV 1950	900 1,000-D	WJIV Inc. 128 West Taylor St. 4-7264 Star's National	W. H. Keller, Jr., p James L. Woods, gm Abram Eisenman, cm L. R. Picus, pd & nd	Frank Freeman, pmm Heyward Futen, ce Shirley J. Collins, traffic m	Rex England, sd Denzil Mixon, fd Mary McDew, wd	 AP Ray.
WSAV 1939	630 5,000 DA-N	WSAV Inc. Liberty National Bank Bldg. 3-0234	NBC Blair	Harben Daniel, p & gm Donald K. Jones, cm Duane Hatch, pd & nd	Susan Perry, pmm Meredith E. Thompson, ce Robert W. Ward, loc. adv. m	Douglas Strohbehn, fd Clarence Ganes, sd Betty Broughton, wd	Pop.: 773,537 Rad. Hms.: 167,729 Ret. Slis.: \$437,884,000	Thes. AP RCA
WSAV-FM 1947	Ch. 252 (B) 100.3mc 15.5kw							
WTOC 1929	1290 5,000 DA-N	Savannah Bcstg. Co. 516 Abercorn St. 2-0127	CBS, Ga. Trio Katz	Wm. T. Knight, Jr., p, treas. & gm S. P. Driscoll, vp F. Schley Knight, vp	Ben Williams, cm Kyle E. Goodman, ce Dwight J. Bruce, pmm & fd	Wm. D. Randall, nd W. O. King, sd Ruth M. Goodman, wd		L-W UP RCA
WTOC-FM 1946	Ch. 247 (B) 97.3 mc 5kw						 GE
STATESBORO								
WWNS 1947	1490 250	R. H. Thompson & Virginia P. Bowen E. Ollif St. 502	MBS, KBS, Ga. Assn. Local Stations	R. H. Thompson, Sr., p & gm Edwin H. Bass, sm, ce, cm & slm	Shirley T. Dyer, pd John R. Morris, pmm & pdm	Dean Baxter, sd & fd Martha Mixon, nd Mrs. Ernest Brannen, wd	Pop.: 30,000 Rad. Hms.: 12,950 Ret. Slis.: \$48,000,000	Wld. UP Ray.
SUMMERVILLE								
WGTA 1950	950 1,000-D	Tri-State Bcstg. Co. Inc. Holland Rd. 295	Ga. Assn. of Local Stations	William B. Farrar, gm & o	Lawrence Keown, pd & nd	Charles M. Lowry, Jr., ce	Pop.: 289,772 Rad. Hms.: 98,912 Ret. Slis.: \$101,824,000	Cap. UP WE
SWAINSBORO								
WJAT 1949	800 1,000-D	Jack A. & Nancy M. Thompson P. O. Box 371 2011	Jack A. Thompson, p & gm	Jack Wiseley, sm & ce Doris Lewis, pd & wd	Bill Polk, fd	Pop.: 880,000 Rad. Hms.: 220,000	Cap., L-W UP G
WJAT-FM 1951	Ch. 269 (A) 101.7mc 0.97kw						Pop.: 71,200 Rad. Hms.: 15,900	Wld., L-W UP Col.
THOMASTON								
WSPT 1947	1220 250-D	Thomaston Bcstg. Co. Thomaston 2187	MBS, Ga. Assn. of Local Stations	J. B. Hardy, p S. J. Carswell, gm C. D. Thames, cm	Bill Heule, pd & nd Craig Wills, ce Jim O'Donnel, sd	Guy Sharpe, fd Lillian Turner, wd	Pop.: 55,000 Rad. Hms.: 9,000	Wld. AP WE
THOMASVILLE								
WKTG 1947	730 1,000-D	Southern Bcstg. System Inc. 1501 Clark, Dora- Clayton	W. F. Scott, Jr., p & gm Louie T. Porter, cm & sm	Roger Mansfield, sd Mary Jean Crew, office m	Bruce E. Singleton, ce Nancy Anderson, nd & wd	Pop.: 209,100 Rad. Hms.: 46,360	Wld., Thes. UP Ray.
WPAX 1934	1240 250	H. Wimpy 117 Remington Ave. 909	H. Wimpy, p & gm Bob Willis, pd	Al Feinberg, cm	James Poole, ce		Cap. UP G
THOMSON								
WTWA 1947	1240 250	Hickory Hill Bcstg. Co. Inc. 127 Journal St. 141	MBS, KBS Southern Radio	Edgar Kobak, o Frank H. Hash, gm Richard J. Roche, cm	Mrs. Doris McNease, pd	William P. Dickson, ce		Wld. UP RCA
TIFTON								
WWGS 1947	1340 250	Tifton Bcstg. Corp. Graham Bldg. 921	MBS, Ga. Assn. of Local Stations Clark	W. A. Graham, p J. E. Graham, vp Carl Wendell, gm & cm	W. F. Crutchley, pd Frank Proctor, ce Gerald R. Hunter, nd	D. A. Osborn, sd Donald Smith, fd Carrie P. Boyd, wd	Pop.: 48,000 Rad. Hms.: 10,620 Ret. Slis.: \$28,851,000	Cap. UP WE
TOCCOA								
WLET 1941	1420 5,000-D	R. G. LeTourneau 423 Prather Bridge Rd. 544	MBS, KBS Clark	R. G. LeTourneau, p Virgle E. Craig, gm	Roy E. Gaines, cm Charles H. Gaines, pd, pmm, nd & sd	C. H. Sutton, ce Joy Simpson, wd	Pop.: 100,000 Rad. Hms.: 23,000	Thes. UP GE
WLET-FM 1947	Ch. 291 (B) 106.1mc 7.3kw						Pop.: 100,000 Rad. Hms.: 10,000	

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GEORGIA

VALDOSTA

WGAF 1951	910 5,000 DA-N	Valdosta Bcstg. Co. 116 West Hill Ave. 910	ABC Pearson, Dora- Clayton	George B. Cook, p, gm & cm Willard Beiot, pd & sd	Ernest Green, ce & fd Byrant Lane, nd Faye Jackson, wd	Mary Virginia McDonald, wd	Pop.: 395,342 Rad. Hms.: 106,020 Ret. Sls.: \$223,937,000	Thes. AP WH
WGOV 1940 WGOV-TV 1948	950 5,000-D 1,000-N DA-2 Ch. 223 (B) 92.5mc 7kw	WGOV Inc. Daniel Ashley Hotel 1420	MBS Stars National	Ed Rivers Jr. chmn. of bd. W. H. Keller Jr., p A. B. Smith, sta. d	James A. Wood, cm Vince Randolph, pd & nd Ben G. Porter, pmm	Lester Q. Hall, ce Les Gradick, tech. d Bob Bonfay, sd Inez McDonald, wd	Pop.: 360,000 Rad. Hms.: 70,000 Ret. Sls.: \$160,000,000	UP Ray.

VIDALIA

WVOP 1946	970 1,000-D	Vidalia Bcstg. Co. Highway 280 3029	MBS, KBS, GALS Southern Sales	Howard C. Gilreath, bus. m & gm R. S. Bryant, pd	R. E. Ledford, pmm Loren Dorrough, ce	Jack Sasser, sd Ruby Bryant, wd	Pop.: 200,000	UP Ray.
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WAYCROSS

WACL 1951	570 1,000 D	Teletronics Inc. 3068	James S. Rivers, p L. H. Thesmar, gm & cm	Robert C. Lay, pd & nd Lloyd McKinney, ce	Walter Kizer, sd John Williams, fd Nell Penland, wd	Pop.: 376,030 Rad. Hms.: 118,722 Ret. Sls.: \$362,883,000	L-W AP Col.
WAYX 1936	CP: 1,000 DA-N 1230 250	Jack Williams 1600 Carswell Ave. 965	MBS, KBS, GALS Holman	Jack Williams, o John J. Tobola, m & cm Mrs. Gwen Higgs, pd	Curtis Frazier, ce Charles Witt, pmm Dean Bragg, nd	Malcomb Thomas, fd Tommy Edwards, sd Mrs. Geraldine Griffin, wd	Pop.: 60,000 Rad. Hms.: 11,500	Wid., Cap. UP RCA

WAYNESBORO

WBRO 1953	1310 1,000-D	Burke County Bcstg. Co.	MBS, KBS, GALS Georgia Sales	William Fulgham, gm Howard C. Gilreath, bus. m & cm	Roy Chalker, pmm & nd	Billy Fulgham, ce	Pop.: 175,000 Ret. Sls.: \$2,000,000	
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WEST POINT

WRLD
1940
(See Lanett, Ala. listing)

WINDER

WIMO 1952	1300 1,000-D	Winder-Monroe Bcstg. Co. P. O. Box 526 4831		W. C. Woodall Jr., p C. H. Grider, gm & cm	O. G. Swindle Jr., pd, fd & sd W. R. Powell, ce	Royce A. Jones, nd Sara T. Pope, wd	Pop.: 103,000 Rad. Hms.: 24,300 Ret. Sls.: \$59,500,000	UP G
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IDAHO

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Automobile Ownership 1952	County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Automobile Ownership 1952
Ada	70,649	23,250	\$ 90,828	\$ 16,623	\$ 2,319	40,317	Jerome	12,080	3,340	15,327	3,337	354	6,555
Adams	3,347	860	2,558	992	82	1,653	Kootenai	24,947	7,750	26,700	7,897	717	15,530
Bannock	41,745	12,070	48,732	11,556	1,420	20,090	Latah	20,971	5,850	18,629	4,267	578	10,177
Bear Lake	6,834	1,850	7,360	2,238	237	3,583	Lemhi	6,278	1,750	5,715	1,686	111	3,162
Benewah	6,173	1,720	5,836	1,544	42	3,405	Lewis	4,208	1,140	4,199	639	162	2,162
Bingham	23,271	5,640	22,034	4,741	582	11,112	Lincoln	4,256	1,050	3,317	765	74	1,903
Blaine	5,384	1,330	6,355	1,420	151	3,056	Madison	9,156	2,280	12,425	2,060	294	4,245
Boise	1,776	560	1,065	387		754	Minidoka	9,785	2,560	8,874	1,808	216	5,445
Bonner	14,853	4,260	13,100	3,416	308	8,281	Nez Perce	22,658	7,110	41,536	7,050	999	13,276
Bonneville	30,210	8,770	52,583	9,008	1,019	16,760	Oneida	4,387	1,190	4,765	863	79	2,748
Boundary	5,908	1,490	6,706	1,834	79	3,077	Owyhee	6,307	1,530	5,806	1,675	92	3,494
Butte	2,722	840	2,002	456	31	1,799	Payette	11,921	3,730	10,951	2,714	265	6,851
Camas	1,079	290	871	150	35	700	Power	3,988	940	4,923	876	41	2,048
Canyon	53,597	15,960	65,340	13,298	1,742	29,513	Shoshone	22,806	6,710	22,513	7,386	661	10,463
Caribou	5,576	1,870	9,837	1,572	57	3,159	Teton	3,204	680	2,760	576	90	1,528
Cassia	14,629	3,780	19,854	3,417	459	7,083	Twin Falls	40,979	12,660	58,519	8,934	1,334	24,422
Clark	918	*	794	172	630		Valley	4,270	1,160	5,325	1,425	98	2,094
Clearwater	8,217	1,980	5,799	1,296	266	4,313	Washington	8,576	2,540	13,806	1,781	205	4,711
Custer	3,318	920	2,570	758	71	1,727							
Elmore	6,687	2,060	7,269	823	69	4,563	Total	588,637	169,680	\$698,317	\$143,127	\$ 16,831	290,529
Franklin	9,867	2,480	9,862	1,848	265	5,026	* See Jefferson.						
Fremont	9,351	2,340	9,533	1,907	288	4,315	** Clark included in Jefferson County figures						
Gem	8,730	2,430	7,131	1,806	73	4,704	Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1953, Sales Management; further reproduction uncensored; automobiles supplied by state.						
Gooding	11,101	3,210	15,500	3,354	375	5,957							
Idaho	11,423	2,960	10,886	1,898	208	6,082							
Jefferson	10,495	**2,720	7,922	1,874	283	4,783							

DIRECTORY OF AM AND FM STATIONS

City	Chan. or Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	Owner o; Pres. p; Exec. vp exp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. p 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	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter	
BLACKFOOT									
KBLI 1951	1490 250		William I. Palmer Yellowstone Highway 780	William I. Palmer, p Carl A. Winther, gm	Reed Monson, cm & sd Evangeline R. Winther, pd & wd	Donald Clark, ce	AP WE	
BOISE									
KDSH 1947	950 5,000 DA-N		Boise Valley Bcstrs. Inc. 311 N. 10th St. 3-2511	CBS, Bonneville Free & Peters	Westerman Whillock, p & gm Earl Glade Jr., sm, cm, pd & pmm	James A. Johntz Jr., ce George Ganz, loc. slm	Dave Johnson, nd Al Bodney, sd Bill Gratton, fd Anne Schofield, wd	Pop.: 285,000 Rad. Hms.: 81,000 Ret. Sls.: \$360,537,000	L-W UP WH
KGEM 1946 KTUV(TV)	1140 10,000 DA-1		Idaho Bcstg. & Tv Co. 5601 Cassia 4-3511	ABC, KBS, Rocky Mountain Holling- bery	Frank C. Carman, p	Milo J. Petersen, gm & vp	Howard McDonald, asst. m	Pop.: 168,000 Rad. Hms.: 44,000 Ret. Sls.: \$300,000,000	Wid. UP
KIDO 1928 KIDO-TV	630 5,000 DA-2		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 Toedtemeier, ce Wif Janssen, sd	Pop.: 208,425 Rad. Hms.: 59,550 Ret. Sls.: \$253,011,000	Thes. UP RCA

IDAHO

City	Chan. or Freq. Power	Licenses Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sates 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	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
BURLEY							
KBAR 1947	1230 250	KBIO Inc. Box 461 10	ABC, Rocky Mt. Bestg. Moore & Lund	Jessica Longston, p K. Clark, gm & nd George Mac Donald, cm & sd	George D. Carter, pd & fd	Donald R. Lockwood, ce Jean Walleri, wd	Pop.: 25,000 Wld. UP WE
CALDWELL							
KCID 1947	1490 250	Caldwell Bestg. Co. P. O. Box 1052 9-7444 Oakes	Clair B. Hull, p, cm & pmm F. H. Booton, gm, pd & nd	Richard E. Lewis, ce Ken Waddell, sd	Dick Nafsinger, fd Martha Hull, wd	Pop.: 80,000 Rad. Hms.: 28,500 UP RCA
COEUR D'ALENE							
KVNI 1946	1240 250	Coeur d'Alene Bestg. Co. Blackwell Island 1250	MBS, Don-Lee	Burl C. Hagadone, p & gm Wayne E. Olsen, sm	Bernard V. Merriman, pd, pmm, nd & fd Vince Hoffart, ce	Bob Hough, sd Barbara Earin, wd	Pop.: 55,000 Cap. RCA
IDAHO FALLS							
KID 1928	590 5,000-D	Idaho Radio Corp. Box 701 4	CBS, Bonneville	A. W. Schwieder, p C. N. Layne, gm Leonard Wasden, cm	Leo Higham, pd & pmm Carroll Secrist, ce	Claude Cain, sd Roy Southwick, fd Myrtle Asper, wd	Pop.: 100,000 Rad. Hms.: 28,000 UP RCA
KID-TV DA-N	1,000-N						
KIFI 1946	1400 250	Eastern Idaho Bestg. & Tv Corp. P. O. 581 N. Yellowstone Hwy. 1054	ABC, MBS, KBS, Inter- mountain Avery- Knodel	J. M. Brady, p & gm John R. Taylor, sm	Hal Simmons, pd Wayne Davis, pmm & nd	Jim Kithcart, sd	Pop.: 45,000 Rad. Hms.: 17,000 Ret. Sls.: \$90,000,000 St. AP G
KIFT-TV							
LEWISTON							
KLER 1953	740 250-D	Cole E. Wylie 2829 Country Club Dr. 3-5558	Cole E. Wylie, p William C. Rhodes, gm Martin D. Rockey, nd, fd & sd	Robert O. Edwards, pd	Rose Ann Spring, traffic m Gene Wilson, ce	Pop.: 100,000
KRLC 1935	1350 1,000 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	Bill Neumann, ce Jack Clifford, nd	Pop.: 114,028 Rad. Hms.: 37,070 Ret. Sls.: \$122,898,000 Thes., Assoc. UP RCA
MOSCOW							
KRPL 1947	1400 250	Latah County Bestrs. P. O. Box 396 Moscow 2283	KBS	Roy Anderson, o Bert McAllister, gm	H. D. Young, ce	Ruth McAllister, wd	Pop.: 15,360 Rad. Hms.: 15,360 SES. AP
NAMPA							
KFXD 1930	580 5,000	Frank E. Hurt & Son Inc. Box 891 6-4611	MBS, Inter- mountain Avery- Knodel	Edward Hurt, p Doyle Cain, gm & cm	Shirl Black, pd	Gilbert Rose, ce	Pop.: 335,664,000 Rad. Hms.: 86,450 Cap. AP G
KFXD-TV DA-N							
POCATELLO							
KJRL 1946	1240 250	Radio & Tv Bestg. Co. of Idaho 1140 Yellowstone Ave. 1240	CBS, Bonneville CBS Radio Spot Sales, Cooke, McGavren, Moore	Burl C. Hagadone, p Roger L. Hagadone, sm, cm & pmm	Dick Wright, pd Jerry Fennell, loc. slm Bob Paulos, nd	Jullian Dennis, ce & fd Phil Neiswanger, sd Elaine Childs, wd	Pop.: 80,000 Cap. Col.
KISJ(TV)							
KSEI 1926	930 5,000 DA-N	Radio Service Corp. Box 31 122 S. Main 4000	NBC, Great Western Weed	Henry H. Fletcher, p, gm & cm	Ruthe A. Fletcher, pd Olive M. Leeney, pmm	Ellis W. Call, ce Jim Tyne, nd & sd	Pop.: 170,680 Rad. Hms.: 50,200 Ret. Sls.: \$211,143,000 St., L-W, Thes. UP RCA
KSEI-FM 1946	Ch. 243 (B) 96.5mc 1.8kw						
KWIK 1946	1440 1,000 DA-1	Eastern Idaho Bestg. & Television Co. Bannock Hotel 3400	ABC, MBS, KBS, Inter- mountain Avery- Knodel	James M. Brady, p John R. Taylor, gm	Robert Weggeland, pd & nd Joy Morrison, pmm Dean McCurdy, ce	Bruce Twerrell, sd Norma Adamson, wd	Wld. AP
KWIK-TV							
PRESTON							
KPST 1948	1340 250	Voice of the Rockies Inc. Box 192 600	KBS Continental	Leon Smith, p Rulon Dunn, gm	M. S. Stocking, cm & wd	D. A. Nash Jr., ce & sd	Pop.: 50,000 Rad. Hms.: 12,000 Ret. Sls.: \$23,000,000 Assoc. Col.
REXBURG							
KRXX 1950	1230 250	Snake River Radio & Tv Co. Inc. 445 S. 2d East 700	Dr. M. F. Rigby, p Merrill Skinner, gm, cm & sd	James Clawson, pd, pmm & nd Merrill Andrus, ce	Dawna Merrill, traffic m & wd S. K. Stuart, fd	Pop.: 85,000 Rad. Hms.: 24,000 Ret. Sls.: \$90,000,000 Cap., Thes. AP G
KRXX-FM 1950	Ch. 229 (B) 93.7mc 16.5kw						
SANDPOINT							
KSPT 1949	1400 250	Bauer Bestg. Co. Sandpoint 555	KBS Continental	Norman E. Bauer, p, gm, pmm & sd	Watt Moreland Jr., pd Wm. R. Frey, ce & pd Jack Quinn, cm	Ione Rossmiller, wd Tom Brackney, fd	Pop.: 18,000 Rad. Hms.: 5,250 Ret. Sls.: \$24,000,000 St. UP WE

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ILLINOIS

City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	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	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
ALTON								
	WOKZ 1948	1570 1,000-D	WOKZ Inc. Hotel Stratford 3-5506	Edward N. Palen, p & gm	W. Eccles Huff, asst. gn, cm & pmm Clyde Wiseman, pd & sd Ben Ruyle, ce	Pop.: 1,500,000	St. UP Col.
AURORA								
	WMRO 1938	1280 250-D	WMRO Inc. 184 S. River St. 4215		Martin O'Brien, o & m Vincent G. Cofey, cm J. M. Doran, pd	John R. Kitner, ce Jim O'Brien, pmm & nd	Bill Randalls, fd Bob Lauer, sd	L-W INS RCA
BELLEVEILLE								
	WIBV 1947	1060 250-D	Belleveille Bestg. Co. 2100 W. Main Belleveille 5000 Indie	John W. Lewis Jr., p & treas. Clarence J. Keller, cm & pmm	William C. Bailey, pd Marvin M. Mollring, ce Edward Hutchins, nd	Jos. Wesley, fd & sd Ruth Schaefer, wd	Pop.: 1,250,000 Rad. Hms.: 300,000 Ret. Sls.: \$15,000,000 AP G
BLOOMINGTON								
	WJBC 1924	1230 250	Bloomington Bestg. Corp. 209 E. Washington 5281	ABC Rambeau	Loring C. Merwin, p Warner C. Tidemann, gm	Harry B. Swift, cm Fred Muxfeld, pd Fred L. Bailey, ce	Keith Bright, nd Phil Cole, sd	Pop.: 694,000 Rad. Hms.: 204,950 Ret. Sls.: \$783,000,000 Thes., Wld. UP RCA
	WJBC-FM 1947	Ch. 268 (B) 101.5mc 15.5kw						
CAIRO								
	WKRO 1942	1490 250	Oscar C. Hirsch P. O. Box 311 1490	MBS Pearson	Oscar C. Hirsch, p & ce	Merrill C. Currier, gm & cm	 Col.
CANTON								
	WBYS 1947	1560 250-D	Fulton County Bestg. Co. E. Linn Limits 1877	KBS	Dale S. Phares, o & gm Gene Mayall, cm	Jerry Bidle, pd, nd & fd Henry Meyers, pmm	Vernon LaBrayere, ce & sd Pernila Junell, wd	Pop.: 60,000 Rad. Hms.: 16,000 Ret. Sls.: \$50,000,000 Wld. AP G
	WBYS-FM 1948	Ch. 265 (A) 100.9mc 0.65kw						
CARBONDALE								
	WCIL 1946	1020 1,000-D	Southern Illinois Bestg. Partner- ship 218 W. Main 167	Paul F. McRoy, p, gm, pd & ce	Walter C. Schafer, cm Roy Freeman, fd	Pop.: 992,100 Rad. Hms.: 273,380	Thes. AP Col.
CARMI								
	WROY 1948	1460 1,000-D	Carmi Bestg. Co. 101 S. Walnut 4161	KBS, Abe Lincoln Sears & Ayer	Roy Clippinger, p Howard M. Reedy, gm & nd	Jack Weidemann, cm Bill Baker, pd, fd & sd	John Greenwood, ce Betty Hillyard, wd	Pop.: 368,696 Rad. Hms.: 102,050 Ret. Sls.: \$301,247,807 L-W, SES. UP Col.
	WROY-FM 1950	Ch. 247 (B) 97.3mc 11.2kw						L-W, SES. UP G
CARTHAGE								
	WCAZ 1921	990 1,000-D	Superior Bestg. Service 502 Wabash Ave. 520		Zola N. Compton, p			
CENTRALIA								
	WCNT 1946	1210 1,000-D	Southern Ill. Bestg. Corp. Box 428 5151	KBS	Carson W. Rogers, p Merle G. Rogers, gm	Don Brown, pmm C. G. Swanzy, ce	Jack Holt, nd Ted W. Atwood, sd	Pop.: 390,000 Rad. Hms.: 100,000 Ret. Sls.: \$220,000,000 St. UP G
	WCNT-FM 1948	Ch. 243 (B) 96.5mc 3kw						Pop.: 110,000 Rad. Hms.: 36,650 Ret. Sls.: \$98,000,000 Thes., St. UP RCA
CHAMPAIGN								
	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	Pop.: 467,000 Rad. Hms.: 115,000 Ret. Sls.: \$500,000,000 Wld. UP GE
	WDWS-FM 1949	Ch. 248 (B) 97.5mc 27kw						
CHICAGO								
	WAAF 1922	950 1,000-D	Corn Belt Publishers 221 N. LaSalle St. Randolph 6-1932 Rambeau	Ward A. Neff, p W. E. Hutchinson, vp Thomas L. Davis, sm & cm	William Bauer, pd & nd	Carl Ulrich, ce Mike Rapchak, sd	Pop.: 7,000,000 Rad. Hms.: 2,000,000 St. UP RCA
	WAAF-FM 1950	Ch. 230 (B) 93.9mc 28kw						
	WAIT 1941	820 5,000-D	Radio Station WAIT 75 E. Wacker Dr. Franklin 2-0660	Gene T. Dyer, p Stanley Matos, cm	Earl Withrow, gm Rosemary Stinson, pd	E. W. Jacker, ce	St. UP

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CHICAGO—(Continued)

WBEM 1923 WBEM-TV	780 50,000	Columbia Bcstg. System Inc. 410 N. Michigan Ave. Whitehall 4-8000	CBS	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	Pop.: 2,994,350 Rad. Hms.: 2,952,630 Ret. Sls.: \$11,988,340,500	Assoc. AP, UP WH
WBEM-FM 1940	Ch. 242 (B) 96.3mc 10.5kw							
WCBD 1947	820 5,000-SH	(See Zion listing)						
WCFL 1926	1,000 50,000 DA-2	Chicago Fed. of Labor 666 Lake Shore Dr. Mohawk 4-2400	ABC Bolling	Arthur R. Harre, p & gm Marty Hogan, cm	Robert Platt, pd Charles E. Willett, ce	Victor Barnes, nd Joe Boland, sd		St. UP RCA
WCRW 1926	1240 100-SH	Clinton R. White 2756 Pine Grove Ave. Eastgate 7-6860		Clinton R. White, o & ce	J. A. White, gm	Vince Garrity, sd		
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	Gene Thede, ce William P. Brady, mus. d	Tony Ventrella, sd Serena Notari, wd	Pop.: 3,000,000	UP RCA
WEFM(FM) 1940	Ch. 258 (B) 99.5mc 30kw	Zenith Radio Corp. 6601 W. Dickens Berkshire 7-7500		Cmdr. E. F. McDonald Jr., p.	Ted Leitzell, gm Violet Kmety, pd	Ross Utter, ce		SES., Thes., St. Zenith
WENR 1925 WBKB(TV)	890 50,000 ST-WLS	American Bcstg.- Paramount Theatres Inc. 20 N. Wacker Dr. Andover 3-0800	ABC Blair	Sterling Quinlan, gm Edward Lynch, cm	Maurice Murray, pd Ell Henry, pmm	William Kusak, ce Con O'Dea, nd & sd	Pop.: 2,955,800 Rad. Hms.: 2,847,740 Ret. Sls.: \$9,500,000,000	AP, UP RCA
WENR-FM 1948	Ch. 234 (B) 94.7mc 25kw						Pop.: 5,500,000 Rad. Hms.: 1,670,000 Ret. Sls.: \$6,945,000	St. AP, INS RCA
WFMF(FM) 1944	Ch. 262 (A) 100.3mc 33kw	WFMF Inc. 230 N. Michigan Ave. Franklin 2-3885		Harry Berg, gm & ce	Terry Miller, pd			RCA, Cap., St., Wld. UP WH
WFMT(FM) 1951	Ch. 254 (B) 98.7mc 34kw	Gale Bcstg. Inc. 4000 Wash. Blvd. Nevada 2-2240		Bernard Jacobs, p, gm & cm	Norman Pellegrini, pd Rita Jacobs, asst. m	Michael Nichols, asst. pd	Pop.: 4,600,000	GE
WGES 1924	1390 5,000 DA-2	Radio Station WGES 2708 Wash. Blvd. Sacramento 2-1700		John A. Dyer, p & gm Elizabeth M. Hinzman, cm	Herbert Rudolph, pd K. P. Freda, pmm	William A. Shunk, ce		Assoc. UP WE
WGN 1924 WGN-TV	720 50,000	WGN Inc. 441 N. Michigan Ave. Superior 7-0100	MBS Holling- bery	Col. Robert R. McCormick, p Frank P. Schreiber, gm Wm. A. McGuineas, cm	Bruce Dennis, pd Charles A. Wilson, pmm Carl J. Meyers, ce James Hanlon, pub. d	Spencer Allen, nd Jack Brickhouse, sd Norman Kraeft, fd Myrtle Stahl, educ. d	Pop.: 11,986,020 Rad. Hms.: 3,483,260	St. AP, UP

94% of Illinois' Retail Sales
92% of Illinois' Food Store Sales
94% of Illinois' Drug Store Sales
98% of Illinois' General Merchandise Store Sales
93% of Illinois' Household Product Sales
92% of Illinois' Automotive Sales

in

WGN's Coverage Area

WGN . . . reaching more homes per week
than any other Chicago station.

Sales Management Survey of Buying Power

Nielsen Coverage Service

A Clear Channel Station
Serving the Middle West

MBS

WGN

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720
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Geo. P. Hollingsbery Co.
Advertising Solicitors for All Other Cities
Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—213 Peachtree Street
Chicago—307 N. Michigan Avenue • San Francisco—625 Market Street

ILLINOIS

City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	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	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
CHICAGO—(Cont'd)								
WHFC	1450		WHFC					
1926	250		3350 S. Kedzie					
WHFC-TV			Townhall 3-6305					
WEHS(FM)	Ch. 250 (A)		(WHFC, Am Affiliate)					
1941	99.7mc							
	21kw							
WIND	560		WIND Inc.	Ralph L. Atlas, p	H. Leslie Atlas Jr.,	Kenneth Shirk, ce	Pop.: 9,537,975
1927	5,000		400 N. Michigan	A.M. Radlo	& gm	pd	James Dale, nd	Rad. Hms.: 2,884,070
WIND-TV	DA-2		Ave.	Sls.	John T. Carey, cm	Robert Peel, pmm	Bert Wilson, sd	Ret. Sls.: \$9,676,730,000
			Whitehall 4-2170					RCA
WJJD	1160		Plough Bcstg.	Abe Plough, p & o	Robert W. Ward, cm	Ed Short, sd	Pop.: 11,000,000
1934	50,000-L		Co. Inc.	Radio-TV	Frederick G. Harm,	Walter Myers, ce	Randy Blake, fd	Rad. Hms.: 3,675,000
	DA-1		230 N. Michigan	Reps.	vp, gm & pd	Ralph Blank, mus. d	Rosemary Wayne, wd	Thes. Wld.,
			Ave.		Louis (Tex) Frankel,	Carl Warner, nd		St., Cap.
			State 2-5466		sls. adm.			UP
WLS	890		Agricultural	ABC	James E. Edwards, p	Harold Safford, pd	Thomas Rowe, ce	Rad.: Hms.: 2,404,840
1924	50,000		Bcstg. Co.	Blair	Glenn Snyder, gm	Betty G. Howard,	William Small, nd	St.
	ST-WENR		1230 W.		Charles M. Freeman,	pmm		AP, UP
			Washington		cm			RCA
			Blvd.					
WMAQ	670		Monroe 6-9700	NBC	Sylvester L. Weaver	Rudi Neubauer, cm	Neil Murphy, cont.	Pop.: 9,217,100
1922	50,000		National Bcstg.	NBC Spot	Jr., p (NBC)	George Heinemann, pd	John F. Whalley, d. of	Rad. Hms.: 2,524,000
WNBQ(TV)			Co.	Sales	Robert W. Sarnoff,	John Keys, pmm	opers.	Ret. Sls.: \$9,059,100,000
			Merchandise		evp (NBC)	Howard C. Luttgens,	William Ray, nd	INS
			Mart		Harry C. Kopf, vp	ce	John Erp, sd	WH
			Superior 7-8300		& gm	Jules Herbuveaux,	Everett Mitchell, fd	
					Charles Dresser, sls. d	asst. gm	Judith Waller, wd	
WMAQ-FM	Ch. 266 (B)							Pop.: 7,406,000
1948	101.1mc							Rad. Hms.: 2,200,000
	24kw							Ret. Sls.: \$9,206,611,000
								Thes.
*WMBI	1110		The Moody Bible	Dr. Wm. Culbertson, p	Robert H. Parsons, pd	A. Paul Frye, ce	Pop.: 4,000,000
1926	5,000-L		Institute of	L. E. Johnson, cont.	John H. Raymond,	Don Turner, nd	Rad. Hms.: 2,200,000
			Chicago		H. C. Crowell, evp	pmm	Frances Youngren, wd	Ret. Sls.: \$9,206,611,000
			153 Institute Pl.		R. L. Constable, gm			Thes.
			Michigan 2-1570					AP, UP,
WSBC	1240		Radio Station	Robert O. Miller, gm	Julius Miller, cm	Mary V. Baker, wd	INS
1928	250-SH		WSBC	Stars	& pd			RCA
			2400 W. Madlson	National				
			St.					
WSEL(FM)	Ch. 282 (B)		Monroe 6-9060	William Irvin, p	Richard W. Phillips,	Robert Boyd, ce	Pop.: 5,000,000
1953	104.3mc		Chicago Skyway	D. Irvin, gm & pd	cm		St.
	40kw		Bcstg. Co.				WE
			188 W. Randolph					
			St.					
			Andover 3-6767					

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DECATUR...

... IS THIS KIND OF COMMUNITY. IN 1953 the generous folks of Decatur voluntarily subscribed over \$300,000 for a new Science Hall at James Millikin University and nearly \$1,200,000 for expansion of the Decatur and Macon County Hospital. In addition the franchised voters of Decatur by referendum approved a \$4,200,000 sewer modernization project and they voted \$7,200,000 to provide new buildings for the Decatur Public Schools. BECAUSE DECATUR IS THIS KIND OF COMMUNITY, because it has had the foresight to provide these facilities, tremendous new industrial expansion has been announced for Decatur since June 12, 1953. The Caterpillar Tractor Company will spend \$45,000,000 for a new plant that will employ 3,000 people. The Marvel-Schebler Products division of the Borg-Warner Corporation is expanding their plant to employ another 1,200 workers. Lincoln Laboratories has bought a new 162 acre

plant site, the Decatur General Electric Plastic plant is adding 17,000 square feet to their plant. The A. E. Staley Company announces a start date for a new \$1,000,000 feed-mixing mill. Morgan Sash & Door Co. and Illinois Bell Telephone Co. are building new warehouses and the Irwin-Neisler pharmaceutical manufacturing firm has a new \$250,000 plant under construction. And the Wabash Railroad has purchased a 227 acre industrial tract and is now working with a number of new industries which contemplate coming to Decatur. WSOY is proud of this community and market, and proud to be a part of it. WSOY has been a Decatur station since 1925.

The ONLY way you can reach this market is with WSOY, your CBS station. Consistently WSOY has almost 50% of the available audience. WSOY, and only WSOY, gives you both circulation and high ratings

WSOY

THE SOYBEAN CAPITAL OF THE WORLD

ILLINOIS BROADCASTING COMPANY

CBS

DECATUR, ILLINOIS

WSOY-FM

REPRESENTED NATIONALLY BY WEED & COMPANY

CHICAGO HEIGHTS

WCHI(FM) Ch. 240 (A) Chicago Hts. Bcstg. Co. 164 E. 23d St. Skyline 5-7448 Anthony Santucci, p, Henry E. Burns, cm Joseph Perez, sd Pop.: 400,000
 1950 95.9mc Continental gm & ce & pd Rad. Hms.: 97,000
 0.255kw GE

CICERO

WHFC 1450 (See Chicago listing)
 1926 250

CLINTON

WHOW 1520 Cornbelt Bcstg. Abe J. R. Livesay, p Jim Williams, cm Bill Ward, nd & sd
 1947 1,000-D 401½ S. Side Sq. Net. Lincoln Frank C. Jennings, pd John Barton, fd
 305 Holman gm & ce & secy.-treas. RCA

DANVILLE

WDAN 1490 Northwestern CBS Robert J. Borow, gm, Honore Ronan, pd & Max Shaffer, sd & sp. Pop.: 183,240 Thes.
 1938 250 Pub. Co. Everitt-McKinney cm & pmm wd Theodore Magin, ce Rad. Hms.: 43,417 AP
 WDAN-TV 1700 events d Ret. Sls.: \$115,000,000 RCA

WITY 980 Vermilion Bcstg. G. E. Metzger, p Ward White, cm Max Winter, nd & fd Pop.: 894,800
 1953 1,000 Corp. F. A. Higgins, gm Ken Early, pd Elzer Marks, sd Rad. Hms.: 212,515
 DA-1 Box 551 & pmm Jack Brookhank, ce Fran Early, wd Ret. Sls.: \$932,119,000

DECATUR

WDZ 1050 WDZ Bcstg. Co. Charles C. Caley, p William F. Miller, pd A. James Ebel, ce Wlds.,
 1921 1,000-D 265 S. Park St. Frank C. Schroeder Jr., vp & gm & nd Russell W. Pierce, fd Thes.
 3-9744 Peters Howard G. Bill, cm James L. Wood, sd UP
 Nancy Norman, wd G

WSOY 1340 Ill. Bcstg. Co. CBS F. W. Schaub, p Eugene D. Dorsey, pd Tom Schoendienst, sd Rad. Hms.: 38,000 L-W, Cap.
 1925 250 Route 48 at N. Weed Merrill Lindsay, gm Allan N. Doyle, ce Carol Tuschhoff, wd AP
 5371 Charles F. Bruce, cm Al Rowe, nd G

WSOY-FM Ch. 271 (B) St., Cole
 1946 102.1mc AP
 31kw RCA

DEKALB

WLBK 1360 DeKalb Radio George C. Biggar, p Robert Zirk, ce Pop.: 1,345,264 Cap.
 1947 500-D Studios Inc. gm & fd Lois Montgomery, Catherine Johnson, pd Bob Armstrong, sd Rad. Hms.: 382,428 UP
 153½ N. 3d St. Richard Meier, cm continuity ed. & wd AP
 2677 R. C. Brown, pd & Herb Carroll, nd & sd Ret. Sls.: \$1,473,399,000

DIXON

WSDR 1240 (See Sterling listing)
 1949 100

DU QUION

WDQN 1580 Leonard M. & Leonard M. Johnson, Raymond Steele, cm Philip Richardson, nd Pop.: 116,000
 1951 250 Best Leonard F. Johnson, Catherine Johnson, pd Bob Armstrong, sd Rad Hms.: 25,000
 30½ W. Main St. Leonard F. Johnson, Julian Emlen, ce UP
 1399 co-o & gm G

EAST ST. LOUIS

WTMV 1490 On The Air Inc. Alvin Eads, p E. W. Willrich, pmm Dan Stengel, nd Pop.: 1,681,447
 1935 250 Broadview Hotel Sears & Ayer F. J. Prendergast, gm Erle White, ce Neil Norman, sd Rad. Hms.: 502,448 UP
 Bridge 4625 R. S. Holcomb, pd Martin L. Leich, Byron Scott, fd Ret. Sls.: \$1,555,300,000 RCA
 Thelma Currat, wd

EFFINGHAM

WCRA 1090 Effingham Bcstg. Joseph McNaughton, Jack Armel, gm, cm, Geo. Kregotis, ce Cap.
 1947 250-D Co. p mmm & fd Zona B. Davis, nd UP
 110 N. Banker St. Curt Brady, pd G
 1090



AM • FM

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pay only 1.7 cents

PER THOUSAND *listening* RADIOS

in the ROCKFORD, ILLINOIS area

918,646 RADIOS ARE IN DAILY USE IN THIS AREA

A
 MILLION
 DOLLAR
 MARKET

Nat'l Reps.

H-R

ILLINOIS

City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	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	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
ELGIN								
WRMN 1949	1410 500-D	Elgin Bcstg. Co. Fox Hotel 7700	McGillivra	J. Richard Sutter, p, gm & cm John Mason, pd & pmm	George Merker, ce & fd Phyllis Warner, nd	Ron Miller, sd Fern Samples, wd	Pop.: 960,000 Rad. Hms.: 260,000 Ret. Sls.: \$60,000,000	L-W UP
ELMWOOD PARK								
WLEY(FM) 1947	Ch. 296 (A) 107.1mc 0.95kw	Elmwood Park Bcstg. 2526 N. Harlem Ave. Tuxedo 9-1133	Zeb Zarnecki, p & gm Robert Brandt, cm	W. Corvine, pd	William Kemnitz, ce	Pop.: 2,500,000 Rad. Hms.: 300,000	SES. GE
EVANSTON								
WEAW (CP)	1330 500-D DA-D
WEAW (FM) 1947	Ch. 286 (B) 105.1mc 36kw	North Shore Bcstg. Co. 2425 Main St. University 4-4606	Sears & Ayer	Edward A. Wheeler, p & gm	J. Collins, cm Robert Conrad, pd	August Sparo, ce	Pop.: 4,100,000 Rad. Hms.: 2,000,000	Wld. UP Col.
WNMP 1947	1590 1000-D	Evanston Bcstg. Co. 2201 Oakton St. Greenleaf 5-1590	Fred Newton, p Angus D. Pfaff, vp, gm & cm	James M. MacTaggart, treas. John Horton, pdm & nd	Albert Griffin, ce Joyce Kaye, wd	Pop.: 3,000,000	Cap. INS
FAIRFIELD								
WFIW 1953	1390 500-D	Wayne County Bcstg. Co. P. O. Box 148 Fairfield 2159	Thomas S. Land, co-o, gm & fd	Bryan Davidson, co-o, asst. m, pd & ce Dick Berry, nd	Garnet Williams, cm & sd Irene Murphy, wd	Pop.: 189,757 Rad. Hms.: 58,112 Ret. Sls.: \$163,911,000
FREEPORT								
WFRL 1947	1570 1,000-D	Freeport Bcstg. Co. Inc. 9 N. Chicago Ave. State 436	Sears & Ayer	Vincent S. Baker, p, gm & ce	Dave Taylor, cm & pmm	Ralph Reynolds, pd	Pop.: 399,828 Rad. Hms.: 120,129 Ret. Sls.: \$467,946,000 AP
GALESBURG								
WGIL 1936	1400 250	Galesburg Bcstg. Co. 312 Hill Arcade Bldg. 4626	Midwest, Rambeau	Mrs. O. N. Custer, p Robert W. Frudeger, gm & vp Roger Hoffman, cm	George F. Thoma, pd Capps Sutherland, pmm Howard Frederick, ce	David Loring, nd Bob Dixon, sd A. R. Kemp, fd	Pop.: 200,000 Rad. Hms.: 98.6% Ret. Sls.: \$68,000,000	Cap. AP Col.
HARRISBURG								
WEBQ 1923	1240 250	Harrisburg Bcstg. Co. 100 E. Poplar St. Harrisburg 2-8	KBS	Inglis M. Taylor, gm & cm Dorice Turner, pd	Ken Hamilton, pmm & sd Elmer Gladson, ce	Earl Killman, nd Eddie Wise, fd Norma Slaton, wd	Pop.: 500,000 Rad. Hms.: 165,000 UP WE
WEBQ-FM 1947	Ch. 260 (B) 99.9mc 4.2kw UP Fed.
HERRIN								
WJPF 1940	1340 250	O. W. Lyerla P. O. Box 179 381	MBS, KBS, Pearson	O. W. Lyerla, p Charles R. Cook, gm & cm	Louise Piantanida, pd Ben E. Orf, ce	Chet Townsend, nd & sd	Pop.: 157,114 Rad. Hms.: 47,043 Ret. Sls.: \$122,016,000	L-W UP RCA
JACKSONVILLE								
WLDS 1941	1180 1,000-D	Jacksonville Radio & Tv Bcstg. Corp. Ill. Theatre Bldg. 1180	Holman	Robert A. Fay, p R. Karl Baker, vp, gm & pmm T. J. Fairburn, pd & nd	G. J. Cassens, ce William L. Fay, secy.- treas.	Barney Lewis, sd E. Garlich, fd Jo Caldwell, wd	Pop.: 752,400 Rad. Hms.: 231,650 Ret. Sls.: \$820,573,000	Thes. AP G
WLDS-FM 1941	Ch. 263 (B) 100.5mc 9kw Wld. AP G
JOLIET								
WJOL 1924 WJOL-TV	1340 250	Joliet Bcstg. Co. 601 Walnut St. Joliet 4761	Willard Erwin Jr., o Joseph J. Garvey, gm Richard Leidig, cm Eileen Caron, pd	Marion W. Philbin, pmm Les DeCosta, ce Glen Logan, nd	Bob Philbin, sd Wayne Churchill, fd Lois Zarley, wd	Pop.: 180,000 Rad. Hms.: 52,000 Ret. Sls.: \$200,000,000	Thes. UP
KANKAKEE								
WKAN 1946	1320 1,000-D	Kankakee Daily Journal Co. 183 N. Schuyler Ave. 3-6633	Sears & Ayer	Leslie C. Small, p Burrell L. Small, gm Bruce Brown, sm	Robert J. Hawkins, asst. m Orren Allain, pd & sd	Monty Moncrieff, slm Richard Eckels, ce James Preston, nd	Wld. AP Ray.
KEWANEE								
WKEI 1952	1450 100	Kee Bcstg. Co. 207 Baker Bldg. 4471	Best	E. D. Scandrett, p, gm & ce Paul Messplay, pd	L. S. Mohnen, fd Phillip Miler, sd	Bert Jackson, nd Roberta Farrell, wd	Pop.: 80,000 Rad. Hms.: 20,000 Ret. Sls.: \$500,000	L-W AP Col.
LA GRANGE								
WTAQ 1950	1300 500-D	La Grange Bcstg. Co. Box 408 Fleetwood 2-1300	Russ Salter, co-o & gm Charles Sebastian, co-o	Ralph Faucher, cm & sd	Vincent Essig, pd & nd William Wardle, ce	Pop.: 5,000,000 Col.
LA SALLE								
WLPO 1947	1220 250-D	La Salle County Bcstg. Corp. P. O. Box 215 La Salle 3100	Peter Miller, p William Holm, gm & cm	Donald Frost, pd & fd Lawrence McCann, ce Laverne Waltman, nd	Skip Erwin, sd Lura Marie, wd	Pop.: 221,010 Rad. Hms.: 65,920 Ret. Sls.: \$269,718,000	Thes. AP G
LINCOLN								
WPRC 1951	1370 500-D	Prairie Radio Corp. P. O. Box 37 1370	Rambeau	Ray F. Knochel, p & gm Lee N. Hamm, sls. vp Saunders A. Devine, cm	William Brady, pd & nd John H. Deal, prom. d Donald E. Thompson, ce	Earle W. Layman, sd John E. Clark, fd Mimi Gordon, wd	Pop.: 666,200 Rad. Hms.: 208,150 Ret. Sls.: \$784,900,000	L-W AP Col.

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LITCHFIELD

WSMI 1540 Mid-Illinois Best Hayward L. Talley, p, Clark O. Whitman, slm Orin Coddington, pmm Pop.: 394,127
1950 1,000-D Bcstg. Co. gm & ce Evelyn M. Smith, wd Ed Johnson, sd Ret. Slis.: \$358,757,000
Box 72 Litchfield 100 RCA

MACOMB

WKAI 1510 Macomb Bcstg. William E. Schons, p Howard Welty, ce Donald Newberg, sd L-W
1947 250-D Co. Allen M. Fobes, sm, Caryl Carstens, nd UP
113 E. Carroll St. cm, pd & pmm G
1350

MARION

WGGH 1150 Marion Bcstg. Co. George W. Dodds, p Ray Hatley, cm Frank Elders, nd & sd Pop.: 172,000
1949 500-D P. O. Box 311 Sears & Ayer Jim Duncan, gm, pd Orville D. Jackson, ce Don Ritter, fd & wd Rad. Hms.: 57,040 Assoc. AP
824 & pmm G

MATTOON

WLBH 1170 Mattoon Bcstg. Abe J. R. Livesay, p & gm Robert Guess, pd & nd Howard Miller, fd Pop.: 500,000
1946 250-D Co. Ken Wooddell, cm & Ray Livesay, ce Phyllis Knight, wd Rad Hms.: 98.2% St.
1632 1/2 Broadway Net. Holman sd Dwight Bower, pmm AP
6464 Ray.

WLBH-FM Ch. 245 (B) Pop.: 500,000
1949 96.9mc 23kw Rad. Hms.: 60% AP
23kw G

METROPOLIS

WMOK 920 Fort Massac KBS James H. Firmin, p J. R. Wetherington, pd E. E. Hill, nd Pop.: 783,000
1951 500-D Bcstg. Co. Nat'l State Bank Bldg. 2106 Philip A. Roewe, cm & sd Dixie Smith, office m Pat Kidd, wd Gilbert Webb, fd Rad. Hms.: 314,000 Thes.
2106 & sd Ret. Slis.: \$598,000,000 UP
Indie G

MOLINE

WQUA 1230 Quad City Bcstg. ABC Dalton Lemasurier, p William J. Archer, cm Wilbur L. Mason, Pop.: 232,533
1946 250 Corp. Holling- G. Laverne Flambo, gm Antoinette Glewwe, co-nd Frederick Hohl, co-nd Rad. Hms.: 71,986 Cap
1319 5th Ave. bery Benne Alter, pd Harold W. Higby, ce AP
4-6727 Col.

MT. CARMEL

WVMC 1360 Radio Station KBS Stephen P. Bellinger, Gilbert T. Wallace, pd Evelyn G. Meier, nd & Pop.: 320,000
1948 500-D WVMC Charles H. Green, cm Eugene D. Garrett, ce Harold Richardson, fd UP
N. Cherry St. Rd. 1360 G

MT. VERNON

WMIX 940 Mt. Vernon Radio John R. Mitchell, D Jim Purser, asst. m Alva Hulbert, ce Pop.: 618,160
1947 1,000-D & Tv Co. Pearson Raymond J. Cheney, gm & sd & sd Rad. Hms.: 154,540 L-W
3500 gm AP
Ret. Slis.: \$309,290,000 WE

WMIX-FM Ch. 231 (B) L-W
1946 94.1mc 15.2kw GE

OAK PARK

WOPA 1490 Village Bcstg. Co. Egmont Sonderling, p, Martin Bouhan, pd & Sidney Schneider, ce Pop.: 2,500,000
1950 250 408 S. Oak Park Ave. Forjoe gm, cm & pmm nd Wayne Osborne, sd Assoc.
Village 8-5760 UP
Ray.

WOPA-FM Ch. 272 (A) St.
1950 102.3mc 1kw UP
RCA

OLNEY

WVLN 740 Olney Bcstg. Co. Marshall H. Poole, p Bert DeBarr, pd & nd Ed Barnes, fd Pop.: 587,615
1947 250-D 302 1/2 E. Main St. Holman & gm Paul Hartsey, ce Norm Lamkin, sd Norm Lamkin, sd Rad. Hms.: 212,993 SES., St.
2156 AP
Col.

WVLN-FM Ch. 225 (B) (CP) 92.9mc 18.5kw

OTTAWA

WCMY 1430 Carl H. Meyer Carl H. Meyer, p & Dorothy M. Meyer, cm Sam Potter, ce Pop.: 180,000
1952 500-D 118 W. Madison St. 551 gm Wm. A. Sweda, pd, nd & fd Wm. A. Sweda, pd, nd & fd Rad. Hms.: 41,800 SES.
Ret. Slis.: \$181,000,000 UP
G

PARIS

WPRS 1440 Paris Bcstg. Corp. Adlai C. Ferguson Jr., Carl E. Sunkel, pd & Pop.: 300,000
1951 500-D 3-1440 p, gm, cm & pmm nd

WPRS-FM Ch. 252 (A) 98.3mc 1kw AP
1952 G
Cap. AP
G

PEKIN

WSIV 1140 Pekin Bcstg. Co. W. Kenneth Patterson, George C. Udry, pmm John Myers, sd Pop.: 1,173,747
1946 1,000-D Inc. Rambeau p & gm & ce Fearn Wilson, fd Rad. Hms.: 344,960 AP
15 S. Capitol St. 3400 James T. Butler, cm Phil Strand, nd Mabel Delaney, wd Ret. Slis.: \$1,195,118,700 G
3400 Robert R. Snow, pd

ILLINOIS

City	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.	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter	
PEORIA							
WEEK 1947 WEEK-TV	1350 1,000 DA-2	W. Central Bestg. Co. Commercial Bank Bldg. 3-3688	NBC Reed	Fred C. Mueller, gm Don D. Kynaston, cm, pd & sm	F. R. Oakley, pmm Wayne Lovely, ce Phil Wilson, nd	Hank Fisher, sd Sidney Baldwin, wd Pop.: 500,000 Rad. Hms.: 59,900 Ret. Sis.: \$500,000,000	Wld. AP G
WIRL 1948	1290 5,000 DA-2	Illinois Valley Bestg. Co. 115 N. Jefferson 4-9239	ABC, MBS Avery-Knodel	Timothy W. Swain, p Tom Gavin, gm Joseph T. Faulkner Jr., cm	Lloyd K. Harvey, pd & pmm Rudolph T. Luukinen, ce	Paul C. Brines, asst. m Ralph F. Smith, nd Bill King, sd Cal Rains, fd Effie Sams, wd Pop.: 534,762 Rad. Hms.: 127,870	Assoc. UP WH
WMBD 1927	1470 5,000 DA-2	WMBD Inc. 212 S. Jefferson 6-0711	CBS Free & Peters	Charles C. Caley, p & gm Harold V. Phillips, cm Marvin H. Hult, pd & asst. m Charles Miller, asst. pd	Robert M. Riley Jr., pmm A. James Ebel, ce Gerald W. Swank, cont.	R. Brooks Watson, nd John Rayburn, sd Emil Bill, fd Florence Luedeke, wd	Thes. AP, UP Ray.
WMBD-FM 1947	Ch. 224 (B) 92.5mc 16kw						Thes. AP, UP WE
WPEO 1946	1020 1,000-D	WPEO Inc. 225 Main St. 4-9249 Holman	John R. Livingston, p & gm William Rogers, cm	Gordon Joyner, pd & nd	Gerry DeVore, ce Dick Herm, fd Pop.: 1,080,000 Rad. Hms.: 330,270 Ret. Sis.: \$1,098,288,000 UP G
WTVH 1946 WTVH-TV	1590 1,000 DA-2	Hilltop Bestg. Co. 410 Payette St. 6-8771	MBS Sears & Ayer	Hugh R. Norman, p, gm & pd	O. H. Duewall, cm Wallace Wurz, ce	Dick Defay, nd John O'Hard, sd Pop.: 400,000 Rad. Hms.: 125,000 Ret. Sis.: \$278,000,000	Cole INS Ray.
QUINCY							
WGEM 1948 WGEM-TV	1440 1,000 DA-2	Quincy Bestg. Co. Hotel Quincy 6840	ABC Walker	T. C. Oakley, p Joseph S. Bonansinga, gm James E. Muse, cm	Paul J. McClelland, pd Ted Austin, pdm Frank E. Laughlin, ce	Charlie Griffith, nd Rick Weaver, sd Donald Brohan, fd Mary Harvey, wd Rad. Hms.: 80,460 Ret. Sis.: \$179,483,000	Wld. UP G
WGEM-FM 1947	Ch. 286 (B) 105.1mc 8.9kw						

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In the 10 Iowa-Illinois Counties circling the
Quad-Cities there are:

21,220 FARMS

with an average acreage of

160 ACRES per FARM

and a gross cash farm income of

\$14,400 per FARM

- Three of these counties were among the nation's top ten for hog raising
 - Four of these counties were among the nation's 100 leading counties in Gross Cash Farm Income.
 - And in all 10 counties that circle the Quad-Cities the farmers who live there averaged over \$14,000 a year income.
 - Huge acreages of grain and hay crops as well as top production of cattle, hogs, and sheep bring in the money.
- Figures from Sales Management and U. S. Census

SELL THIS GOOD QUAD-CITY FARM MARKET WITH

Quad-Cities' favorite

WHBF AM
FM
TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

WTAD 1927	930 5,000-D 1,000-N DA-N	Lee Bcstg. Inc. W. C. U. Bldg. 6200	CBS Weed	Lee P. Loomis, p Walter Rothschild, gm & natl. slm John DeBow, cm Merritt Milligan, pd & asst. m	Gene Terry, pmm J. E. Gray, ce Wayne Cribb, asst. natl. slm Ralph Lewis, pdm	Don Nicholson, nd Dick Faler, fd Bill Crews, sd Marion Sexton Milligan, wd	St. AP, UP G
WTAD-FM 1948	Ch. 258 (B) 99.5mc 27kw					 RCA

ROCKFORD

WBEL 1948		(See Beloit, Wis. listing)					
WRCK 1929	1440 1,000-D 500-N	Rockford Bcstrs. Inc. News Tower 2-6621	ABC H-R Reps.	E. K. Todd, p Walter M. Koessler, gm John J. Dixon, cm	Maurice P. Owens, pd & sd Maurice Nelson, ce Betty L. Thro, pmm	Bob Edell, nd Don Bowton, fd Florence Shugars, wd	Pop.: 460,965 Rad. Hms.: 98.4% Ret. Sis.: \$449,822,000 Thes. AP RCA
WRCK-FM 1949	Ch. 248 (B) 97.5mc 16kw						
WRRR (CP)	1330 1,000-D DA-D	Rock River Bcstg. Co. 113 S. Court St. 8-2263	Boyd Phelps, vp & gm Dick Wells, cm John Rhodes, pd	H. Georgeann Stemler, pmm Marvin Moberly, ce	Mike Simon, nd	

ROCK ISLAND

WHBF 1925	1270 5,000 DA-N	Rock Island Bcstg. Co. Telco Bldg. Rock Island 6-5441	CBS Avery- Knodel	Ben H. Potter, p Leslie C. Johnson, gm Maurice Corken, asst. gm Ted Arnold, slm	Frank Hicks Jr., prog. m & sd Fern Hawks, pmm	Robert J. Sinnett, ce William E. Ellison, nd Paul Liggitt, news & sp. events d	Pop.: 513,800 Rad. Hms.: 150,460 Ret. Sis.: \$617,059,000 Wld. UP Col.
WHBF-FM 1947	Ch. 255 (B) 98.9mc 37kw						Wld. UP WE

SPRINGFIELD

WCVS 1924	1450 250	WCVS Inc. 523 E. Capitol Ave. 9855	MBS Sears & Ayer	Harold L. Dewing, p C. W. Neeld, gm, cm & pmm John Geil, pd	Richard L. Ashenfelter, ce James H. Mitchell, nd & sd	Kenneth E. Spengler, fd Miriam Hill, wd	Pop.: 412,000 Rad. Hms.: 71,190 Ret. Sis.: \$180,000,000 Wld. AP RCA
WICS(TV)							

IN

Springfield, Illinois

WCVS

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

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

City	Call Letters Established	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
SPRINGFIELD—(Continued)								
WMAV	1950	970 1,000-D 500-N DA-2	Lincoln Bcstg. Co. Inc. 711 Myers Bldg. 8963	NBC Pearson	Gordon Sberman, p, gm & cm Syl Binkin, pd	Mel Kampe, pmm Melvin Feldman, ce Robert Brown, nd	Bernie Waterman, sd Peggy Irving, wd	Thes. UP RCA
WTAX	1930	1240 250	WTAX Inc. US 66 & E. Cook St. 2-4441	CBS Weed	Oliver J. Keller, p & gm O. J. Keller Jr., cm John W. Midgley, pd	Bill Miller, pmm E. C. Swaringen, ce Glen Farrington, nd	Shelby Harbison, sd Spizz Singer, fd Laverne Best, wd Pop.: 443,200 Rad. Hms.: 97% Ret. Sls.: \$512,833,000	L-W AP RCA
WTAX-FM	1948	Ch. 279 (B) 103.7mc 6.7kw						
STERLING								
WSDR	1949	1240 100	Blackhawk Bcstg. Co. 218 1st Ave. Main 3400	Sam Bartlett, p, gm & fd Lillian Bartlett, cm Johnny Rohwer, pd	Gerald W. Gamel, pmm Edward Fisher, ce	Al Anderson, nd Jack Ferris, sd Jean Hickey, wd Pop.: 175,000 Rad. Hms.: 35,000	L-W, Cap. UP G
STREATOR								
WIZZ	1953	1250 500-D DA-D	Streator Bcstg. Co. Hwy. 23 North 4147 Best	Stephen P. Bellinger, mngy. ptrn.	Vernon R. Nunn, gm Jack A. Dill, cm	Harold I. Peters, ce Jean Marconnet, nd Pop.: 500,000	
TAYLORVILLE								
WTIM	1952	1410 1,000-D DA-D	Moyer Bcstg. Co. 1410 Continental	Roger Moyer, co-o Russell Armentrout, co-o	Keith Moyer, evp James C. Hilderbrand, gm	Tom Mathis, sm & ce Kes Pollock, sd Joan Scott, wd Pop.: 500,000 Ret. Sls.: \$750,000,000	St., Thes. G

Data corrected to Dec. 10, 1953. If executives or services for FM are same as AM affiliate names are not repeated. Market Data supplied by stations.

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

**FOR
MAXIMUM
AUDIENCE
AT
MINIMUM
COST!**

WTAX

CBS RADIO AFFILIATE

Far Five years in a row

Hooper* has shown WTAX far in front in Springfield, Illinois.

For Five Years in a row

Hooper* has shown that WTAX has steadily INCREASED its margin of LEADERSHIP.

Here are share of audience percentages in all rated time periods as reported in most recent *Radio INDEX:

WTAX	48.2%
Station B	18.5%
Station C	17 %

(Other stations reported ranged from 2.7% to 4.6%)

*October, 1953 index—released mid-November.

Represented Nationally by Weed & Company

URBANA

*WILL 1922	580 5,000-D DA-D	U. of Ill. 1010 S. Wright 7-6611	NAEB Tape Net.	Lloyd Morey, p Frank E. Schooley, gm Harold E. Hill, pd	Abe Zaiden, pmm John R. Brugger, ce Donald E. Brown, nd	Elzer Marx, sd Bob Jarnigan, fd Jessie Heathman, wd	Pop.: 2,000,000	Assoc., Cap. AP, UP RCA
WKID 1948	1580 250-D	Sterling Bcstg. Co. Box 192 7-5431 McGillvra	Gene W. Phillippe, co-o & pd Bob Snyder, co-o & cm	Earl J. Kumpel, pmm Dick Williams, ce & fd	Hal Nettleship, nd Steve Austin, sd Katie Scheurich, wd	Pop.: 350,000 Rad. Hms.: 120,000 Ret. Sls.: \$150,000,000 UP G
WVID-FM 1948	Ch. 277 (A) 103.3mc 2.4kw						 UP G

WAUKEGAN

WKRS 1949	1220 1,000-D DA-D	News-Sun Bcstg. Co. P. O. Box 500 Delta 6-7900 McGillvra	F. Ward Just, p Joseph B. Kirby, gm, cm & sd	A. F. Sorenson, pd Stanley Chadwick, ce	Donald Reddicliffe, nd Christine Brown, wd	Pop.: 247,600 Rad. Hms.: 66,400 Ret. Sls.: \$259,340,000	Thes. AP G
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WEST FRANKFORT

WFRX 1951	1300 1,000-D	Pyramid Radio Bcstg. & Tv Co. Indie Inc. Box 359 1300	G. W. Lambert, p Robert O. Veach, gm & cm Bill E. Spangler, pd & pmm	Everett T. Kennedy, ce Doug Matthews, nd	Charles Blair, sd Ken Kennedy, fd Mary Jane Box, wd	Pop.: 882,439 Rad. Hms.: 248,408 Ret. Sls.: \$680,703,000	Thes. UP G
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ZION

WCBD 1947	820 5,000-SH	Michael J. Mintern 2714 Enoch Ave. 521		M. J. Mintern, mng. d	Carl Q. Lee, cm			
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more people listen to

WMAY

than to any other

Springfield, Illinois, Station

Don't miss the greatest slice
of ILLINOIS' SECOND MARKET
THE SPRINGFIELD TRADING AREA!

The Total Weekly DAYTIME Circulation of WMAY is—

85% LARGER than Springfield Station B
35% LARGER than Springfield Station C

The Total Weekly NIGHTTIME Circulation of WMAY is—

37% LARGER than Springfield Station B
27% LARGER than Springfield Station C

—according to figures compiled and affirmed by
the A. C. NIELSEN COMPANY

more people listen to

970 on your dial

1000 watts, day
500 watts, night

WMAY

than to any other Springfield Station



Affiliate

Four Times As Powerful As Any Other Springfield Station By Day—Twice As Powerful At Night!

CONNERSVILLE

WCNB 1948	1580 250-D	News-Examiner Co. 406 Central Ave. 1950 Gill- Perna	G. S. Tatman, secy. E. M. Jackson, gm & cm	Ralph T. Underwood, pd, & asst. m & sd	Earl Thompson, ce	Pop.: 134,202 Rad. Hms.: 43,000 Ret. Sis.: \$115,000,000	Wid. UP GE
✓ WCNB-FM 1948	Ch. 262 (B) 100.3mc 10kw							Wid. UP GE

CRAWFORDSVILLE

WBBS (FM) (CP)	Ch. 292 (A) 106.3mc 1kw	First Baptist Church						
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ELKHART

WTRC 1931 WSJV(TV)	1340 250	Truth Pub. Co. 116 S. 2d St. 3-1960	NBC Pearson	John F. Dille Jr., p Don R. McFall, gm Don Freed, cm	Jerry Maloney, pd Mary Anne Witman, pmm	Lester Zellmer, ce Phill Haines, nd Eldy Lundquist, sd	Pop.: 110,000 Rad. Hms.: 32,000 UP RCA
WTRC-FM 1947	Ch. 264 (B) 100.7mc 33kw						Pop.: 740,000 Rad. Hms.: 210,000 UP Fed.

EVANSVILLE

WEOA 1936	1400 250	WFBM Inc. 24 N. W. Third St. 4-9215	CBS Katz	Harry M. Bitner Jr., p Don Menke, gm & cm Michael Finn, pd	Carolyn Bosse, pmm & wd William Schultz, ce Alex Monahan, pub. service d	F. Courtney Smith, nd Dick Anderson, sd Robert Eaton, fd	Pop.: 393,400 Rad. Hms.: 111,360 Ret. Sis.: \$372,480,000	L-W INS RCA
WGBF 1923	1280 5,000-D 1,000-N DA-N	On The Air Inc. 1001 Diamond Ave. 2-1171	NBC Weed	Martin L. Leich, gm (Mrs.) Pat Roper, pd Del Greenwood, pmm	Erwin P. Schoeny, ce Fred Rollinson, nd	Marvin Bates, sd Lois Freeman, wd	Pop.: 703,600 Rad. Hms.: 266,230 Ret. Sis.: \$622,027,000 UP Col.
WMLL(FM) 1941	Ch. 233 (B) 94.5mc 25kw	(WGBF, Am affiliate)					Pop.: 655,595 Rad. Hms.: 200,411 Ret. Sis.: \$656,363,000 UP
WIKY 1947	820 250-D	South Central Ecstg. Corp. P. O. Box 148 4-8284 Pearson	John A. Engelbrecht, p, gm, cm & pd Charles Palmisano, pmm	George F. Stoltz, ce Don Sherwood, nd John Taylor, sd	Ken McCutchan, fd Joy Young, wd	Pop.: 500,000	Thes., Cap. AP Col.
WIKY-FM 1948	Ch. 281 (B) 104.1mc 19.1kw							Thes., Cap. AP Fed.

OUTSTANDING . . .

- ✓ NEWS COVERAGE
EMPHASIS ON LOCAL NEWS, FEATURING
DON O'MEARA, NEWS EDITOR ON-THE-SPOT.
- ✓ FARM COVERAGE
FULL TIME FARM DIRECTOR COVERS ALL
AGRICULTURAL FUNCTIONS IN AN AREA WHERE
FARM INCOME IS 36% HIGHER THAN NATIONAL
AVERAGE.
- ✓ CBS NETWORK AFFILIATION
ALL OUTSTANDING NETWORK SHOWS.
- ✓ MARKET COVERAGE
40.8% GREATER TOTAL PENETRATION OF TRADING
AREA THAN LOCAL NEWSPAPER

1000 WATTS
REPRESENTED BY
WEED & CO.

WIOU
KOKOMO, INDIANA

CBS AFFILIATE
JOHN CARL JEFFREY
GENERAL MANAGER

INDIANA

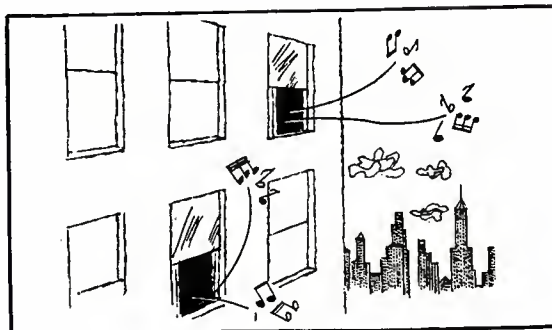
City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
EVANSVILLE—(Cont'd)								
WJPS 1948	1330 5,000-D 1,000-N DA-2	WJPS Inc. 1205 Main St. 5-2221	ABC Holling- bery	Robert S. Davis, p Robert J. McIntosh, gm	Jack McLean, cm, pd & sd Phillip Landman, pmm James Jared, ce	Chuck Miller, fd Verne Paule, nd Marilou Maddox, wd Clara Henry, bus. m	Pop.: 491,576 Rad. Hms.: 139,864 Ret. Sis.: \$420,966,000	St., Wld. AP Fed.
FT. WAYNE								
WANE 1948	1450 250	Radio Ft. Wayne 1205 Ft. Wayne Bank Bldg. Anthony 6212	CBS Bolling	C. Bruce McConnell, p Robert McConnell, gm Charles E. Kennedy, sm	Robert Hill, pd & sd James Voors, pmm Eugene Humphreys, ce	Merlin Smith, loc. cm Doug Hadley, nd Sharon Lane, wd	Pop.: 186,800 Rad. Hms.: 54,880	St. AP
WGL 1924	1250 1,000 DA-2	News-Sentinel Bcstg. Co. Inc. 201 W. Jefferson St. Eastbrook 3366	ABC Headley- Reed	Helene R. Foellinger, p Merrill C. Johnson, gm & cm	Norman C. Widenhofer, pd & asst. m Dorsey Holzapfel, ce	Roy Harvey, nd Len Davis, sd Mary McDonald, wd	Pop.: 471,900 Rad. Hms.: 139,680 Ret. Sis.: \$527,696,000	L-W UP RCA
WKJG 1947 WKJG-TV	1380 5,000 DA-2	Northeastern Indiana Bcstg. Co. 220 E. Jefferson St. Anthony 2295	MBS Raymer	Clarence L. Schust, p Edward G. Thoms, gm Carleton B. Evans, cm	Calo Mahlock, pd Eugene A. Chase, ce	Hilliard Gates, asst. m & sd Wayne Rothgeb, fd	Pop.: 797,500 Rad. Hms.: 243,900 Ret. Sis.: \$827,757,000	Wld. UP RCA
WKJG-FM 1948	Ch. 291 (B) 106.1mc 30kw							
WOWO 1925	1190 50,000 DA-N	Westinghouse Bcstg. Co. 124 W. Washington Anthony 2136	NBC Free & Peters	Chris Witting, p J. E. Baudino, evp C. W. Vandagriff, gm H. D. Longworth, slm Guy S. Harris, pd G. H. Abels, pmm	B. H. Ratts, ce Hilda C. Woehrmeyer, sls. service d J. H. Ackley, traffic sup.	R. J. Stone, studio tech. sup. Leo Yoder, trans. sup. Ernie Ashley, sd Jay Gould, fd Jane Weston, wd	Pop.: 3,701,800 Rad. Hms.: 1,085,370 Ret. Sis.: \$4,186,274,000	Thes. UP
FRANKFORT								
WLO (CP)	1570 250-D	Radio Frankfort 52½ E. Washington St. 3338 Best	Stephen P. Bellinger, mgng. ptr. Wm. Rhinesmith, gm	Wayne Hall, cm Rob't. E. Ewing, ce	Max Cockley, Lebanon m	Pop.: 296,600 Ret. Sis.: \$315,000,000
GARY								
WGRY 1950	1370 500-D	WGRY Inc. 734 Washington St. 5-5151	George M. Whitney, p, gm & cm	Robert Dietz, pd William Murphy, pmm	Quintette McDuffie, ce Lucile Becker, wd	Pop.: 560,000 Rad. Hms.: 154,000 Ret. Sis.: \$610,000,000	SES. UP RCA
WWCA 1949	1270 1,000 DA-1	Lake Bcstg. Co. Inc. 578 Broadway 9171 Pearson	Dee O. Coe, p & gm Joseph R. Fife, cm & pmm Todd Eranson, pd & sd	Victor H. Voss, ce Dale Cobble, office m Ted Thorne, nd	Russ Honeyman, fd Stacey Evans, wd	Pop.: 500,000 Rad. Hms.: 175,000 Ret. Sis.: \$500,000,000 AP Col.
HAMMOND								
WJOB 1928	1230 250	South Shore Bcstg. Co. 449 State St. Sheffield 8400 (WJOB, Am Affiliate) McGillvra	Robert C. Adair, p Edward J. Rozhon, gm Len Ellis, cm	Wilbert Wobus, pd Jess Peters, Jr., ce Harold Harris, nd	Hugh Hill, sd Jerold Mitchell, fd	Pop.: 1,125,200 Rad. Hms.: 305,600 Ret. Sis.: \$1,038,790,000 UP Ray.
WJIZ (FM) 1948	Ch. 222 (B) 92.3mc 3.1kw						 UP
INDIANAPOLIS								
WFEM 1923 WFEM-TV	1260 5,000 DA-N	WFEM Inc. 1330 N. Meridian St. Lincoln 8521	CBS Katz	Harry M. Bitner, co Harry M. Bitner Jr., gm William F. Kiley, cm	Frank O. Sharp, pd Bernard W. Carney, pmm Harold S. Holland, ce Hugh L. Kibbey, sls. service m	Gilbert Forbes, nd Tom Carnegie, sd Harry Martin, fd	Pop.: 1,375,000 Rad. Hms.: 437,000 AP, INS
WIBC 1938	1070 50,000-D 10,000-N DA-2	WIBC Inc. 30 W. Washington St. Lincoln 2305	MBS Blair	Richard M. Fairbanks, p & gm Gilbert I. Berry, cm & gen. slm	William L. Dean, pd & pmm Robert Minton, ce Robert Myers, asst. to p	Gordon Graham, nd William F. Fox Jr., sd William Mason, fd Alice Bayne, wd	Pop.: 2,419,760 Rad. Hms.: 698,240 Ret. Sis.: \$2,501,282,000	SES., Cole, Thes. AP, UP, RCA
WIRE 1924	1430 5,000 DA-N	Indianapolis Bcstg. Inc. 307 N. Penn. St. Plaza 1541	NBC Free & Peters	Eugene C. Pulliam, p Willard C. Worcester, vp & gm Daniel C. Park, cm	M. Wayland Fullington, pd Richard L. Higgs, pmm	Eugene E. Alden, ce Donald Bruce, co-nd Allen Jeffries, co-nd Charles Brockman, sd Paula Carr, wd	Pop.: 1,703,800 Rad. Hms.: 525,400 Ret. Sis.: \$1,825,622,000	Wld. AP, UP RCA
WISH 1941	1310 5,000-D 1,000-N DA-N	Universal Bcstg. Co. 1440 N. Meridian St. Plaza 4595	ABC Bolling	C. Bruce McConnell, p Robert B. McConnell, gm William H. Spencer, sm	William Frosch, pd Reid Chapman, pmm Stokes Gresham Jr., ce	Gene Allison, co-nd & fd John Fraim, co-nd Luke Walton, sd Catherine Daniels, wd	Pop.: 1,555,745 Rad. Hms.: 459,833	Thes. AP RCA
WXLW 1948	1590 1,000-D	Radio Indianapolis Inc. 3003 Kessler Blvd. Hickory 6494 Pearson	Lyman S. Ayres, p Robert D. Enoch, gm	Golden A. Smith Jr., pd	Norbert Goetzinger, ce John Randall, nd	Pop.: 650,000 Rad. Hms.: 167,900	Cap. UP RCA
JASPER								
WITZ 1948	990 1,000-D	Jasper On The Air Inc. Box 167 678	Dr. G. E. Metzger, p Dennis J. Keller, gm Dick Witty, cm Betty Parks, pd	Joseph Salvi, pmm Jim Young, ce Dick Sherman, nd	Jack Brandt, sd Peter L. Russo, fd Beverly Chism, wd	Pop.: 1,510,900 Rad. Hms.: 349,758 Ret. Sis.: \$650,552,000	Wld. UP
KOKOMO								
WIOU 1948	1350 1,000 DA-2	North Central Indiana Bcstg. Corp. 212½ N. Main St. 6194	CBS Weed	R. H. Blackledge, p John Carl Jeffrey, vp & gm	William Randolph Cox, pd & bus. m Chester V. Rector, ce	William Pipher, sd William Hitt, fd Dorothy Barnes, wd	Pop.: 311,100 Rad. Hms.: 95,620 Ret. Sis.: \$321,200,000	Thes. AP GE
LAFAYETTE								
WASK 1942 WFAM-TV	1450 250	WFAM Inc. McCarty Lane 2-4300	MBS, Midwest Rambeau	O. E. Richardson, p David F. Milligan, m cm & pmm	Richard W. Long, pd Richard Cochran, ce K. C. Strange, nd	Earl Richardson, fd & sd Harry Bradway, sd Jane Ransome, wd	Pop.: 239,782 Rad. Hms.: 68,501 Ret. Sis.: \$140,000,000 UP Ray.
WFAM (FM) 1948	Ch. 236 (B) 95.1mc 12kw	(WASK, Am Affiliate)						

Data corrected to Dec. 10, 1953. If executives or services for FM are same as AM affiliate names are not repeated. Market Data supplied by stations. FM's in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

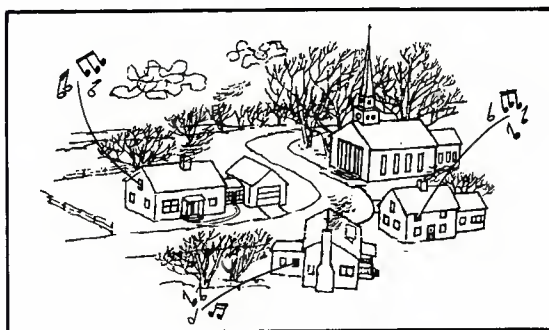
WFBM

leads all Indianapolis stations in

city audience

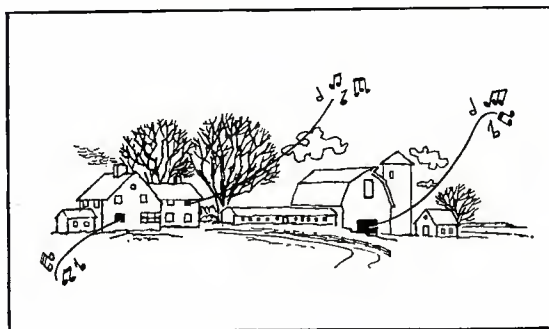


suburban and
farm audience



total weekly
nighttime
audience

(based on SAMS).



WFBM is the top station in over-all listening in Indianapolis.

WFBM's talent roster includes personalities who are as familiar to Indiana listeners as the top-notch network stars.

WFBM follows through on its advertisers' on-the-air campaigns with helpful merchandising and promotion assistance.

In short, when your advertising dollars go to work on WFBM, they earn a bonus in audience, listener-loyalty, and sales. For complete data get in touch with our national reps, the Katz Agency.

WFBM

Indianapolis • CBS

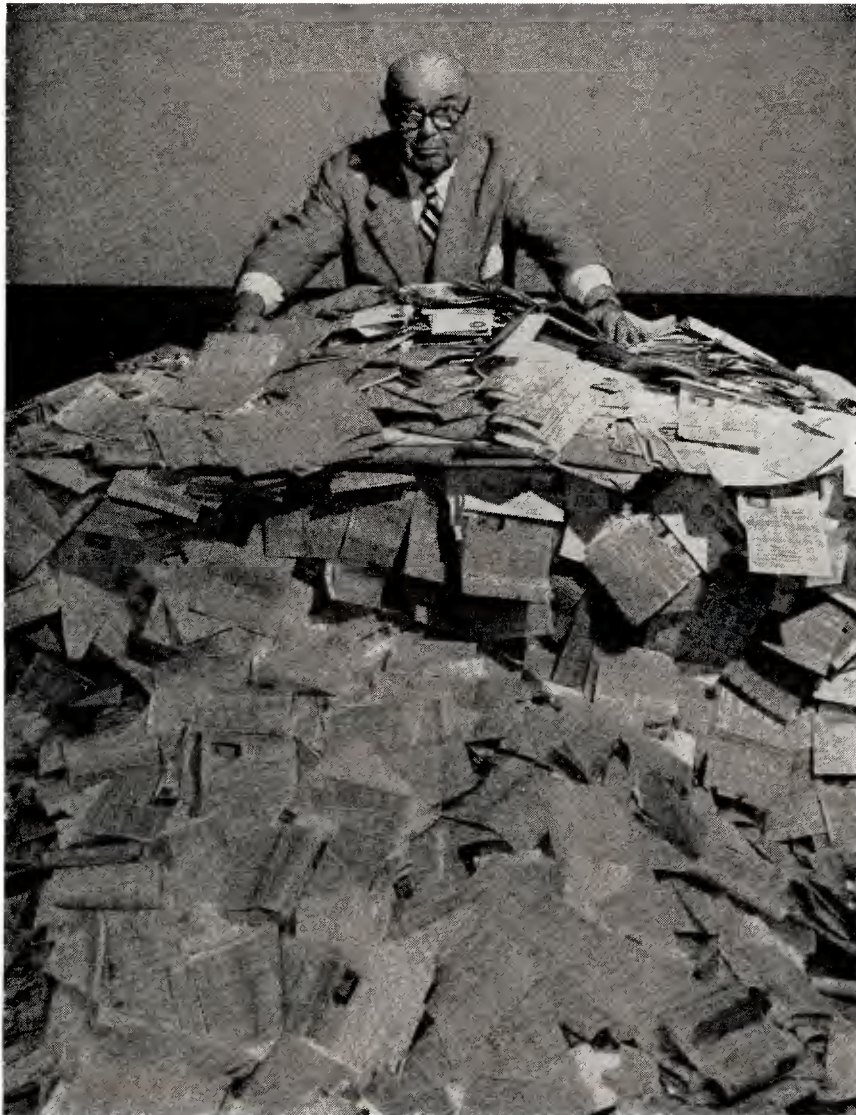
Represented by the Katz Agency

Affiliated with WFBM-TV; WEOA, Evansville;
WFDF, Flint; WOOD AM & TV, Grand Rapids

INDIANA

City	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.			Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
LA PORTE									
	WLOI 1948	1540 250-D	LaPorte Bcstg. Co. Rumely Hotel 3734		Hoyt Scott, p & sm				Cap. AP
LEBANON									
	WJNL(FM) 1953	Ch. 296 (A). 107.1mc 0.59kw	Radio Lebanon 117 S. Lebanon St. 17 Best	Stephen P. Bellinger, mgng. ptrn.	Charles M. Cockley, gm, cm & ce	Hildreth Doyall Cockley, pd	Pop.: 23,993 Rad. Hms.: 7,412 UP RCA
LINTON									
	WETO 1953	1600 500-D	The Linton Bcstg. Co. c/o WBNL Boonville, Ind.		Henry C. Sanders, o				
LOGANPORT									
	WSAL 1949	1230 250	Loganport Bcstg. Corp. Box 399 4261	MBS, KBS	Glen L. Miller, p Raymond W. Baker, gm & secy.	Joseph A. Wiler, cm Ira G. McCormack Jr., pd & fd	Raymond A. Olson, ce Richard E. Jackson, sd	Pop.: 195,000 Rad. Hms.: 57,800 Ret. Sis.: \$153,000,000	Assoc. AP RCA
MADISON									
 (CP)	1440 500-D DA-D	Knight-Cutler System						
	WORX(FM) 1950	Ch. 244 (A) 96.7mc 0.35kw	Knight-Cutler System Telegraph Hill 1037		Frances Knight, p & gm Dodd Gorman, cm	Charles N. Cutler, pd & ce Joan Sibenthal, wd	Bill Birket, sd & nd Leo Waltz, fd	Pop.: 276,869 Rad. Hms.: 63,634 Ret. Sis.: \$25,673,600	SES. UP G
MARION									
	WBAT 1947	1400 250	Marion Radio Corp. 303½ S. Adams St. 5500	CBS Rambeau	John L. Ramp, p William C. Fowler, gm & sd	William J. Emard, cm & pmm John R. Anderson, pd	Charles F. Stinson, ce William Shannon, nd Guy Harris, fd	Pop.: 181,900 Rad. Hms.: 56,500 Ret. Sis.: \$165,900,000	
	WMRI(FM) 1948 WMRI-TV	Ch. 295 (B) 108.9mc 34kw	Chronicle Pub. 610 S. Adams 5705	Hoosier	Gardener J. Thomas, Lloyd V. Smith, gm & ce	Bob Finacannon, asst. gm & cm	Bob Michels, pd Toni Horning, traffic d	Pop.: 181,900 Rad. Hms.: 25,000 Ret. Sis.: \$52,000,000	Cap., Thes.
MICHIGAN CITY									
	WIMS 1947	1420 1,000-D 500-N DA-N	Northern Ind. Bcstrs. 415 Franklin 5-5245 Rambeau	William N. Udell, p & gm Al Halus, co-cm Jay Schoff, co-cm	Richard S. Olson, pd Robert J. Schilling, ce John H. Gleason, nd Paul Schroeder, co-sd	Howard Murdick, co-sd Stew McDonnell, fd Ruth Bleck, wd	Pop.: 1,000,000 UP Ray.
	WIMS-FM 1949	Ch. 228 (A) 93.5mc 1kw							
MUNCIE									
	WLBC 1926 WLBC-TV	1340 250	Tri-City Radio Corp. Radio Center 4403	CBS Holman, Walker	D. A. Burton, p & gm W. F. Craig, vp, cm & pmm	Lee Allerton, pd M. M. Crain, ce	F. M. Hinshaw, nd		St. AP GE
	WMUN(FM) 1947	Ch. 281 (B) 104.1mc 7.4kw	(WLBC, Am Affiliate)						
NEW ALBANY									
	WLRP 1949	1570 1,000-D	Ohio Valley Bcstg. Inc. P. O. Box 285 1570 Clifton Ave. 4-2235 Best	Roy L. Hickox, p & gm Milton Lamm, cm Keith L. Reising, pd	Joe Gillum, pmm Eugene A. Fischer, ce	Joe Piggott, nd, fd & sd Rita Loesch, wd	Pop.: 128,210 Rad. Hms.: 36,125 Ret. Sis.: \$124,000,000	L-W UP Ray.
NEW CASTLE									
	WCTW(FM) 1947	Ch. 273 (B) 102.5mc 4kw	Courier-Times Inc. 202½ S. 14th St. 2600 Scheerer	Scott B. Chambers, p Edwin D. Osborne, gm	Howard A. White, cm Stanley A. Bock, pd	Francis A. Thompson, ce Jack E. Van Hoose, sd	Pop.: 63,000 Rad. Hms.: 19,000 Ret. Sis.: \$41,000,000	Wid., Cap. AP GE
PORTLAND									
	WPGW 1951	1440 500-D DA-D	Glenn West P. O. Box 608 1094		Glenn West, o, gm, cm, pmm & ce Ron Miller, pd	Harold K. Rippey, fd Kester D. Pollock, sd	Eldrew Cissell, nd Mrs. Glenn West, wd		Wid., SES. UP G
PRINCETON									
	WRAY 1950 WRAY-TV	1250 1,000-D	Princeton Bcstg. Co. Outer West Broadway 1250	M. R. Lankford, p Gene Peterson, gm & sd	Dennis Critchfield, cm Harold Bass, ce	Ray Harry, nd & fd	Pop.: 723,559 Rad. Hms.: 187,011 Ret. Sis.: \$700,000,000	St. AP G
RICHMOND									
	WKBE 1926	1490 250	Central Bcstg. Corp. 25 S. 9th St. 2-1156	ABC Meeker	Paul R. Quigg, p Lester G. Spencer, gm Roland Nusbaum, cm & pmm	C. L. Mitchell, pd Louis Duning, ce Spencer Danes, sd	Ted Westbrook, nd Geneta Kern, wd Cedric Miller, co-fd Mary Elizabeth Miller, co-fd	Pop.: 200,000 Rad. Hms.: 57,500 Ret. Sis.: \$215,946,000	Thes., SES. UP
SALEM									
	WSLM 1953	1220 250-D	Don H. Martin Radio Ridge 700	KBS Continental	Don H. Martin, p & gm Herbert L. Arms, cm	Margaret Martin, pd & wd Darrell Dixon, ce	Tommy Alison, nd "Copper" Davis, sd Erwin Eisert, fd	Pop.: 748,400 Rad. Hms.: 249,467	Thes. Mac AP G
SEYMOUR									
	WJCD 1949	1390 500-D	Azra C. Baker 1534 Ewing St. 1212	KBS	Azra C. Baker, p & gm Robert E. Shippee, cm	Roger W. Bradley, pd Arnold Haun, ce	Johnny W. Otte, sd		Wid. AP G

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CHARLIE BROCKMAN
WIRE's Sports Director



ROBIN BRIGHT
WIRE's Chief Announcer

WIRE GETS **KING SIZE** RESULTS FOR KINGAN INC.

BEAT THE SPONSOR football contest pitted contestants against the sponsor, Hal Ranck, Advertising Director of Kingan Inc. shown in photo above. Mr. Ranck picked the scores and winning teams in a weekly 10-game football contest.

In a 10-week period WIRE shattered all previous mail count records. Approximately 50,000 entries poured into WIRE to vie for radios and Kingan's MEAT OF THE WEEK.

Kingan Inc. sponsored **BIG 10 FOOTBALL GAMES** over WIRE. Robin Bright, WIRE's Chief Announcer, teamed with Charlie Brockman, WIRE's Sports Director, for the coverage.

Free & Peters, Inc., Exclusive National Representatives



WIRE YOUR BEST SALESMAN IN THE GREAT HOOSIER MARKET

Table with 12 columns: County, Population 1950, Radio Families 1953, Retail Sales 1952(000), Food Sales 1952(000), Drug Sales 1952(000), Passenger Cars 1952, County, Population 1950, Radio Families 1953, Retail Sales 1952(000), Food Sales 1952(000), Drug Sales 1952(000), Passenger Cars 1949. Lists 100 counties and their statistics.

DIRECTORY OF AM AND FM STATIONS

AMES

Table listing radio stations in Ames: KASI (1948), *WOI (1922), WOI-TV. Includes call letters, dates, frequencies, owners, and addresses.

ATLANTIC

Table listing radio stations in Atlantic: KJAN (1953). Includes call letters, dates, frequencies, owners, and addresses.



This Is the Quint-Cities

Five cities, with three bridges carrying 10-million automobiles a year, and binding the Illinois side to the Iowa side in ONE COMMERCIAL Unit . . .

THIS IS A MANUFACTURING CENTER . . .

56th largest in the nation; 54,000 industrial workers . . . and the location of such big names as International Harvester, John Deere, J. I. Case, Alcoa, Bendix Aviation—and the Rock Island Arsenal . . .

THIS IS AN AGRICULTURAL CENTER . . .

six of the nation's seven largest hog-raising counties are located within a 60-mile radius of the Quint-Cities . . .

THIS IS A THRIVING RETAIL CENTER . . .

242,200 people with an annual effective buying income of \$439,261,000 . . . \$1,814 per capita . . . \$337 per person above the national per capita average. These people spend \$302,327,000 in Quint Cities retail outlets annually . . . \$1,248 per capita . . . or \$201 per person above the national per capita average. (Figures in this paragraph—1953 Sales Management Survey of Buying Power.)

HERE IS A MAJOR MARKET . . . the largest

between Minneapolis and St. Louis, between Chicago and Omaha . . .

It is the centric point of an even larger market . . .

. . . all knit into one BIG CUSTOMER for your product or services by Radio Station WOC. For complete information about this 32-year old station . . . which has delivered the Quint-Cities' 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

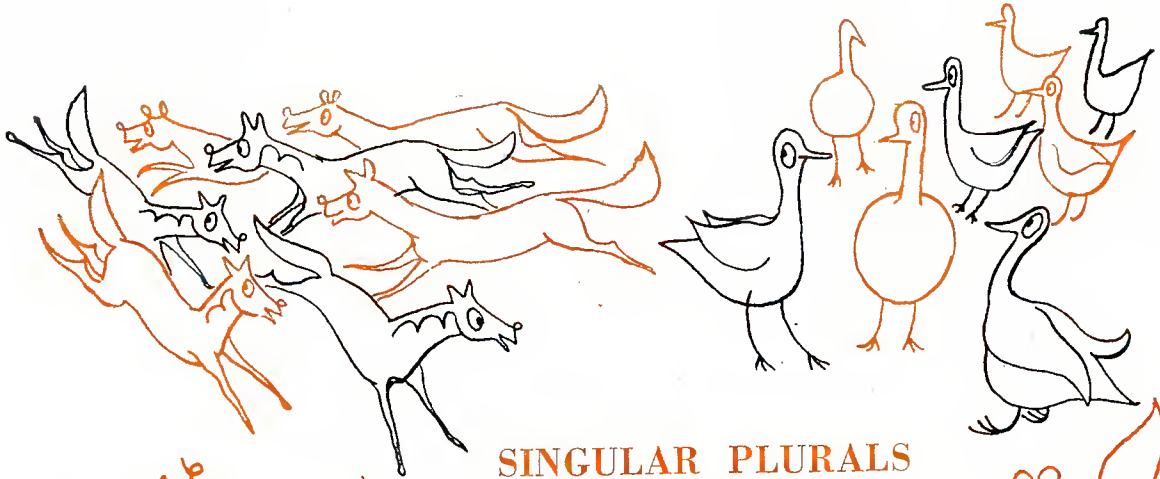
Free & Peters, Inc. Exclusive National Reps.



IOWA

City	Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	Owner o; Pres. p; Exec. vp evp; 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	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter	
BOONE									
	*KFGQ 1927	1260 250-D	Boone Biblical College						
	KFGQ-FM 1950	Ch. 237 (A) 99.3mc 0.31kw							
	KWBG 1950	1590 1,000-D 500-N DA-N	Boone Bcstg. Co. P. O. Box 36 1590	Iowa Tall Corn Net. Pearson	Mary Goldthwaite Garvey, p Paul E. Miller, gm & pd	Robert W. Erickson, cm & sd Daniel Garretson, ce Tom Quinlan, nd	Pop.: 255,146 Rad. Hms.: 76,640 Ret. Sls.: \$240,959,000	Wld., Thes. UP, INS GE	
BURLINGTON									
	KBUR 1941	1490 250	Burlington Bcstg. Co. Roosevelt & Mt. Pleasant St. 7660	ABC Taylor	G. B. McDermott, p & gm David H. Steinle, cm & pmm	Richard Mosena, pd & nd John F. Gallino, ce	Pop.: 153,447 Rad. Hms.: 62,834	St. AP RCA	
CARROLL									
	KCIM 1950	1380 1,000 DA-2	Carroll Bcstg. Co. 520 N. Adams 3586 Pearson	Morris W. McPherson, gm	Eugene H. Reiff, asst. m & ce R. C. Johnson, nd	Dale Barton, sd & fd Edna G. Collins, wd Pop.: 256,277 Rad. Hms.: 80,134 Ret. Sls.: \$261,317,000	L-W, Thes. AP, INS	
CEDAR RAPIDS									
	KCRI 1947	1600 5,000	Cedar Rapids Tv Co. 1st St. & 1st Ave., S.W. 4-4194	MBS Burn- Smith	Sutherland Dows, p Wade S. Patterson, gm & cm	Ralph D. Willey, pd Edna Herbst, pmm & wd Carl Rollert, ce Dick Yoakam, nd Bob Brooks, sd	Pop.: 382,500 Rad. Hms.: 112,540 Ret. Sls.: \$355,570,000	Wld. RCA Col.	
	KPIG 1949	1450 250	Cedar Rapids Bcstg. Co. 211 1st St., S.W. 3-8265 Pearson	Allen H. Embury, vp, gm & cm Don Ramsell, pd	Al Morse, ce Jay Alexander, nd & sd Sally Wing, wd	Pop.: 165,000 Rad. Hms.: 36,875 Ret. Sls.: \$141,000,000	Cap. UP Col.	
	WMT 1922	600 5,000	American Bcstg. Stations Inc. Paramount Theatre Bldg. 6127	CBS Katz	William B. Dolph, p Helen S. Mark, chmn. of bd. William B. Quarton, vp & gm	Lew Van Nostrand, slm Douglas B. Grant, pd Leo Cole, pmm George Hixenbaugh, ce	Dick Cheverton, nd Tait Cummins, sd Chuck Worchester, fd Bob Nance, f. ed. Helen Roberts, wd	Pop.: 3,645,715 Rad. Hms.: 993,677 Ret. Sls.: \$3,513,276,000	L-W, Thes. AP, UP, INS RCA
	WMT-TV	DA-N							
CENTERVILLE									
	KCOG 1949	1400 100	Centerville Bcstg. Co. 1910 S. Main St. 131 McGillvra	Robert K. Beck, p A. M. Farber, gm & cm	Margaret Ashby, pd & nd Walter H. Lemen, ce	Harold L. Wanzer, sd Warren R. Langfitt, fd Pop.: 73,700 Rad. Hms.: 22,800 Ret. Sls.: \$49,743,000	L-W AP RCA	
CHARLES CITY									
	KCHA 1949	1580 250-D	Radio Inc. 300½ N. Main St. 787	KBS Upper Midwest Lawson	Charles J. Ellis, p & pmm Charles E. Wright, chmn. of bd. & gm Vern Bromberg, cm & sd	Wayne Mack, pd Loren B. Koelsing, ce Doris La Bounty, bus. m John Whitsel, nd Virgil Fortner, fd Dorothy MacFarland, wd	Pop.: 122,000 Rad. Hms.: 32,800 UP Col.	
CHEROKEE									
	KCHE 1953	1440 500-D	Cherokee Bcstg. Co. 219½ W. Main St. 51	Russell A. Hickmon, gm & cm Charles Reznikov, pd & pmm	Sterling Heil, ce June Ames, nd Robert Lanxon, sd Carl McIntyre, fd	Pop.: 142,639 Rad. Hms.: 35,659 Ret. Sls.: \$378,034,367	Thes. AP Col.	
CLINTON									
	KROS 1941	1340 250	Clinton Bcstg. Corp. Jacobsen Bldg. 448	MBS Iowa Tall Corn Pearson	W. S. Jacobsen, p Bernard M. Jacobsen, gm Darline Gordon, cm	Ralph Stoeckel, pd Gerald A. Parker, ce Lee White, nd Henry Dihlmann, sd Don Ballinger, fd Gwen Johnson, wd	Pop.: 200,000 Rad. Hms.: 60,000 Ret. Sls.: \$210,000,000	Thes. UP Col.	
	KROS-FM 1947	Ch. 242 (B) 96.1mc 13kw					Pop.: 260,000 Rad. Hms.: 120,000 Ret. Sls.: \$260,000,000	Wld. UP RCA	
COUNCIL BLUFFS									
	KSWI 1947	1560 500-D	Nonpareil Bcstg. Co. 120 S. Main 4041 Haag	Robert R. O'Brien, p	Robert H. O'Brien, gm & ce Had Hughes, cm	Robert Hallgren, pd Marge Morris, pmm Pop.: 736,000 Rad. Hms.: 220,000 Ret. Sls.: \$822,000,000	Assoc., Thes. AP Col. GE	
CRESTON									
	KSTB 1946	1520 1,000-D	Southwest Iowa Bcstg. Co. Radio Center Creston 55	KBS Iowa Tall Corn Pearson	Mrs. Arthur Horning, chief o E. M. Horning, gm, pd & fd	Dave Melton, cm & pmm William S. Zollman, ce	Jack Mills, nd Dutch Horning, sd Vera Hansell, wd Pop.: 225,000 Rad. Hms.: 42,000 Ret. Sls.: \$103,000,000	Thes. INS Ray.	

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SINGULAR PLURALS

(including clowder,
murmuration and gaggle)

We have been investigating group designations for the animal kingdom. In the interest of keeping you informed, we publish a passel of our findings.

A bunch of cats is a clowder; one speaks of a cover of coots, a stud of mares, a tribe of goats, a bale of turtles, a murmuration of starlings, a rafter of turkeys and a gang of elk. There are also a dray of squirrels, a pace of asses, a barren of mules, a crash of rhinoceroses, a gaggle of geese.

In a certain part of the Midwest, where consumers herd and listeners muster, there's a plural for human being which gives point to our prose: *WMTlisteners*. This is a collective term for 338,480 families who listen to WMT every week, the pluralest assemblage that ever.

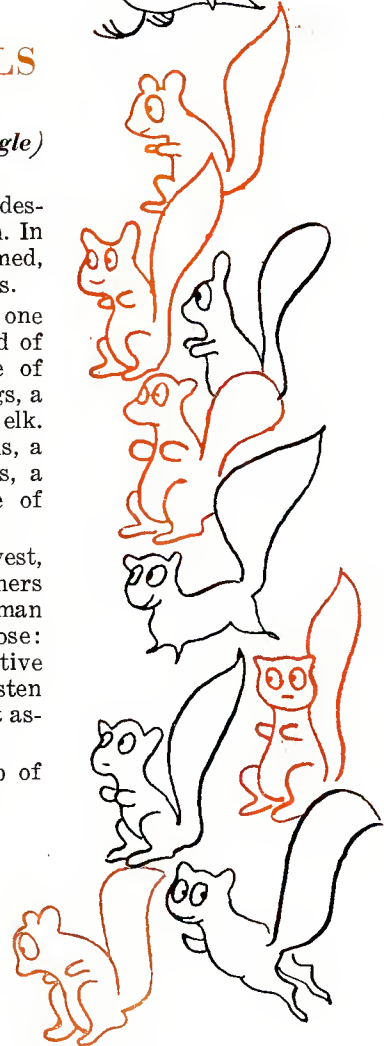
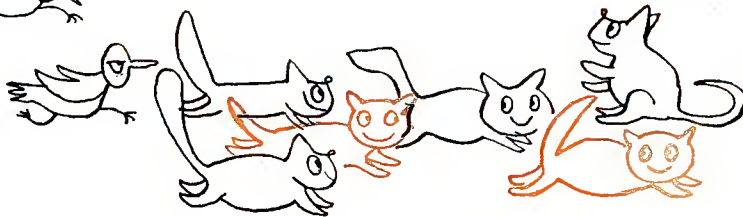
For a clutch of data (a group of datum), see the Clowder* man.

WMT and WMT-TV
CEDAR RAPIDS

600 kc 5,000 watts

Basic CBS Network

*The Katz Agency, our national reps.



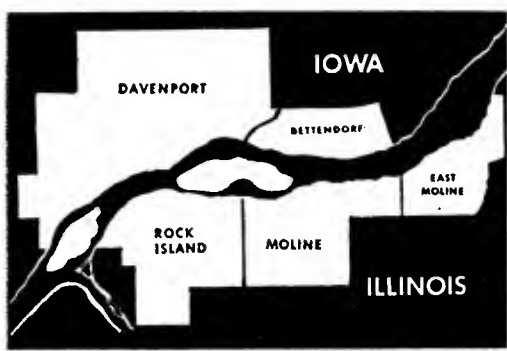
IOWA

City	Chan. or Established Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	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.	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter		
DAVENPORT								
KFMA 1952	1580 250-D	KFMA Bcstg. Co. 415 Perry St. 6-4407	Forjoe	A. D. Peirce, p, gm & cm	Gene Larsen, pd, nd & fd Doris Hanner, pmm	Francis B. Shawver, ce	Pop.: 234,256 Rad. Hms.: 71,650 Ret. Slis.: \$246,605,000	Cap. UP RCA
KSTT 1946	1170 1,000 DA-2	Davenport Bcstg. Co. Inc. 310 Harrison St. 6-2541	MBS Sears & Ayer	Hugh R. Norman, p Jerry Dunphy, gm Neil Conklin, cm Bruno Olson, pd	A. M. McGregor, ce & treas. Bill Merchant, nd	Ellis Marvin, sd Bill Allan, fd Lois Snively, wd	Pop.: 250,000 Rad. Hms.: 592,010 Ret. Slis.: \$250,000,000	McG. UP Col.
WOC 1922 WOC-TV	1420 5,000-DA-2	Tri City Bcstg. Co. 805 Brady St. 3-3661	NBC Free & Peters	Col. B. J. Palmer, p D. D. Palmer, vp & treas. Ralph Evans, evp William Wagner, secy. Ernest C. Sanders, m	Fred A. Reed, asst. m Mark Wodlinger, slm Charles R. Freiburg, pd Paul H. Ives, prog. m & pmm	Paul Arvidson, ce Bob Frank, nd & fd Hal Hart, sd Mary Louise Marshall, wd	Pop.: 447,200 Rad. Hms.: 136,461 Ret. Slis.: \$538,342,000	L-W, Thes. UP Col.
WOC-FM 1948	Ch. 279 (B) 103.7mc 47kw							NBC, Thes. UP RCA

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The Music & News Station the Quint-Cities' Listen to Most

Our Low Rates and Good Programming get results in this preferred market among the 162 standard metropolitan areas.



KFMA—Davenport
The Quint-Cities' Music & News Station
covering . . .

The **HOG CAPITAL** of the World
The Richest **CATTLE** Raising County in the World—
In the Heart of the **CORN BELT!**

THIS IS A MANUFACTURING CENTER
59,000 Industrial Workers—
12th in Effective Buying Income per capita . . .
56th Largest Manufacturing Center in the Nation . . .
65th in Buying Power . . .
74th in Retail Sales . . .
79th in Population . . .

HERE IS A MAJOR MARKET
The largest between Minneapolis and St. Louis;
between Chicago and Omaha.

YES, Some SPOTS are better than others
and in the Quint-Cities, the best SPOTS are on
KFMA—a natural test market!

One of America's leading Independent
Radio Stations—
The only Independent Radio Station in
the Quint-City Area!



For
RECORD
SALES . . .
it's

KFMA BROADCASTING COMPANY
A. D. Peirce, President
DAVENPORT, IOWA

or
Ask any **FORJOE COMPANY** Representative
National Reps.

DECORAH






KDEC 1947	1240 250	Scenic Bcstg. Co. Inc. State Rd. 1240	MBS Iowa Tall Corn Pearson	Verne Koenig, p & gm	Kenneth Bjerke, cm	Arnie Zaruba, ce	Assoc. AP G
*KWLC 1926	1240 250-D	Luther College 600 Leiv Eiriksson Dr. 687 ext. 13	NAEB	Dr. J. W. Ylvisaker, p Leslie G. Rude, pd	Oliver M. Eittreim, ce Nolan Johannes, nd	Elliot Christian, sd Jean Tucker, wd G

DES MOINES

KCBC 1947	1390 1,000-DA-1	Majestic Bcstg. Co. 3512 Ingersoll 7-4483	Karl Peters, p Rollo H. Bergeson, gm	Claire E. Grant, cm Robert S. Brown, ce	Don Purdy, sim	Pop.: 420,000 Rad. Hms.: 110,000 Ret. Slis.: \$183,635,000 INS
KIOA 1948	940 10,000-D 5,000-N- DA-2	Town & Farm Co. Onthank Bldg. 2-9191	MBS AM Radio Sales	Don Searle, p Rex Lathen, vp & gm	Lee Harris, pd Ruth Reed, pmm Lyle Amoo, ce	R. Jay Nash, nd Bob Elston, sd Betty Wells, wd	Pop.: 2,283,600	Wid. UP, INS RCA
KRNT 1935	1350 5,000-DA-N	Cowles Bcstg. Co. 715 Locust St. 3-2111	CBS Katz	Gardner Cowles, p Bob Dillon, gm Paul Elliott, cm	Dick Covey, pd Joe Hudgens, pmm Charles Quentin, ce	Russ Van Dyke, nd Al Coupee, sd Lois Carty, wd	Pop.: 860,000 Rad. Hms.: 266,710 Ret. Slis.: \$957,773,000	Stan. AP, UP RCA
KRNT-FM 1952	Ch. 283 (B) 104.5mc 50kw							Stan. AP, UP WH
KSO 1922	1460 5,000-DA-N	Murphy Bcstg. Co. 800 Farm Bureau Bldg. 3-0571	ABC Avery- Knodel	Kingsley H. Murphy Jr., p B. C. Baldwin, vp & sm A. E. Shumate, vp & cm	Lou Cooke, pd Gloria Frumkin, pmm Floyd E. Bartlett, ce Ove Strandskov, comp.	Glenn Goodwin, nd Dale Ellsworth, fd Helen Marsh, wd	Pop.: 922,669 Rad. Hms.: 320,000 Ret. Slis.: \$1,056,895,000	Cap. AP RCA
KSO-FM 1949	Ch. 247 (B) 97.3mc 15.5kw						Pop.: 900,000 Rad. Hms.: 300,000 Ret. Slis.: \$1,056,895,000	Cap. AP, INS RCA
KWDM 1948	1150 1,000-DA-2	Des Moines Bcstg. Co. 407 5th Ave. 2-8363	Iowa Tall Corn	George W. Webber, p & cm Robert L. Webber, gm	Edith L. Webber, pd & wd Les Gates, pmm	Werner Schwartz, ce Dick Nesbitt, nd & sd	Pop.: 527,000	Assoc., Cole. SES. INS Ray.

Let's talk about RATINGS!

KSO likes to talk about its long public-service record in Central Iowa. We like to talk about our local personalities and give careful attention to both spot buyer and program buyer. We like to talk about the results this good listener-relationship, production, promotion and attention produce. BUT . . .

TIME BUYERS IN  Bangor  Hollywood  New York  Dallas 

— aren't close enough to know the local flavor. He buys with statistics — FACTS — in mind. SO, Mr. and Miss Timebuyer, *wherever* you are

LET'S TALK ABOUT RATINGS! The true rating is the one labeled "Cost Per Thousand." Choosing seven spot times at random . . . and using KSO's highest one-time spot rate (\$14.00), *the cost per thousand is 67¢* . . . and carrying this on down to KSO's Spot Announcement Package highest-frequency discount rate, *the cost per thousand is 40¢* . . . and this compares to 96c and 58c on the next high-rated Central Iowa station.

LET'S TALK ABOUT RATINGS! We like to . . . and so do the Avery-Knodel people. They represent us nationally. Ask them . . . or us . . . for our recent coverage map and complete survey figures of above results.

KEYS TO SALES OPPORTUNITIES

DES MOINES 9, IOWA

KINGSLEY H. MURPHY, JR., President
BILL BALDWIN, Station Mgr.
GENE SHUMATE, Comm. Mgr.

Represented by
EVERY-KNODEL Inc.
NEW YORK • CHICAGO • SAN FRANCISCO
LOS ANGELES • ATLANTA • DALLAS

ABC for CENTRAL IOWA

IOWA

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. D.r. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter		
DES MOINES (Continued)								
WHO 1924	1040 50,000	Central Bestg. Co. 914 Walnut St. 3-7147	NBC Free & Peters	Col. B. J. Palmer, p Ralph Evans, evp D. D. Palmer, vp & treas. P. A. Loyet, vp & res. m	William D. Wagner, secy. Wilfred W. Woods, asst. res. m Harold Fulton, slm	Jack Kerrigan, pd Reed E. Snyder, ce Jack D. Shelley, nd Jim Zabel, sd Herb Plambeck, fd	Pop.: 3,570,100 Rad. Hms.: 1,082,960 Ret. Sls.: \$4,016,000,000	SES., Thes. AP, UP INS WH
WHO-FM 1948	Ch. 262 (B) 100.3mc 400kw						Pop.: 1,373,600 Rad. Hms.: 425,861 Ret. Sls.: \$1,577,399,000	
DUBUQUE								
KDTH 1941	1370 1,000-DA-N	Telegraph Herald 8th & Bluff 3-7351	NBC, Iowa Iowa Tall Corn Pearson	F. W. Woodward, p K. S. Gordon, gm Al Newburgh, cm	Arnold Stierman, pd Gerald MacAlece, pmm, fd & sd	Robert Hancock, ce George Freund, nd Esther Martin, wd	Pop.: 225,010 Rad. Hms.: 63,652 Ret. Sls.: \$213,782,446	Assoc., Wld. AF
WDBQ 1933	1490 250	Dubuque Bestg. Co. 505 Main St. 3-8241	ABC, MBS Meeker	James D. Carpenter, evp & gm Harry Hatzenbuehler, loc slm Gleason Kistler, pd & fd	Robert E. Carpenter, pmm Don Heim, trans. chief Fran Barker, studio chief	Vaughn Gayman, asst. m & nd John Husak, sd Sr. Mary St. Clara, BVM, wd	Pop.: 97,965 Rad. Hms.: 26,000 Ret. Sls.: \$107,221,000	Thes. UP RCA
WDBQ-FM 1948	Ch. 277 (B) 103.3mc 15kw						Pop.: 196,715 Rad. Hms.: 54,350 Ret. Sls.: \$201,088,000	
ESTHERVILLE								
KLIL 1952	1340 100	Estherville Bcstg. Corp. Box 173 1800	ABC	William E. Schons, p & gm	Jack Turnbull, cm Gene Randolph, pd & ce	Mavis Peterson, pmm	Pop.: 100,000	L-W, SES. AF Col.
FAIRFIELD								
KFAD 1953	1570 250-D	The Fairfield Bcstg. & TV Corp. Hwy. 34 W. 345	KBS	Carl D. Boyer, p James D. Mortwedt, vp & gm	Don Mortwedt, pd Eugene Spiker, cm	Tom Kleckner, ce	Pop.: 111,000	
FORT DODGE								
KVFD 1939	1400 250	Northwest Bcstg. Co. 912 1st Ave. S. Walnut 3761	MBS, Iowa Tall Corn Pearson	Ed Breen, p & gm Max Landes, cm Drexel Peterson, pd Dave Sinclair, ce	Virginia Fisher, office m Ken Peterson, nd	Bob Roderick, sd Verne Gielow, fd Mary Rankin, wd	Pop.: 194,700 Rad. Hms.: 57,950 Ret. Sls.: \$383,427,000	L-W UP, INS RCA
KFMY(FM) 1947	Ch. 274 (B) 102.7mc 10kw	(KVFD, Am Affiliate)						
FORT MADISON								
KXGI 1948	1360 500-D	KXGI Inc. Marquette Bldg. 1360 Holman	W. E. Walker, p Greg Rouleau, gm & pmm Paul Oye, cm	Lloyd Mallette, pd N. P. Colwell, fd Harold Hackbarth, ce Gloria Naatgeboren, nd	Dick Specht, sd Tish Cook, wd	Pop.: 568,367 Rad. Hms.: 171,893 Ret. Sls.: \$237,538,000	L-W AP Ray.
IOWA CITY								
KXIC 1948	800 1,000-D- DA	Johnson County Bcstg. Corp. Box 751 8-1181	Iowa Tall Corn Rambeau	A. James Ebel, p Gene Claussen, gm & sd	F. M. Broeders, cm Hershell Weakley, pd & pmm Elliott Full, ce	Bob Hutchison, nd G. M. Ludwig, fd Rita Frey, wd	Pop.: 1,000,000 Rad. Hms.: 290,000	Wld., Cap. UP, INS Col.
*WSUI 1919	910 5,000-DA-1	State U. of Iowa Iowa City 8-0511 ext. 2171	Carl H. Menzer, gm & d	Lee Eitzen, pd S. J. Ebert, ce	Arthur Barnes, nd Bob Zenner, sd		Wld., Cap. UP, INS Col.
KEOKUK								
KOKX 1948	1310 1,000-D 500-N-DA-2	Keokuk Bcstg. Co. 4 So. 5th St. 235	H. W. Stadler, p Herb Nelson, g, c & pmm	Virgil Fortner, pd James L. Mott, ce Harley Melton, nd	George Lasley, fd Chet Andrews, sd Kay Gredell, wd		Wld., Cap. AP G
KOKX-FM 1948	Ch. 274 (B) 102.7mc 3.7kw							
MARSHALLTOWN								
KFJB 1923	1230 250	Marshall Electric Co. 133 E. Main St. 3361	MBS, Iowa Tall Corn Pearson	Paul G. Norris Jr., pub., Times- Republican William P. White, gm	William C. Doll, cm Allan N. Schrock, pd & pmm Keith Pfeiffer, fd	Herbert G. Anderson, ce Byron Gosden, nd Dale Smith, sd	Pop.: 155,000 Rad. Hms.: 55,000 Ret. Sls.: \$32,250,000	Thes. UP RCA
MASON CITY								
KGLO 1937	1300 5,000 DA-N	Lee Radio Inc. Mason City 2800	CBS Weed	Lee P. Loomis, p Herbert R. Ohrt, evp & gm Lloyd L. Loers, cm Bud Suter, pd & sd	Don Harrer, pmm Roger Sawyer, ce Walter Rothschild, natl slm	Ken Kew, nd Al Heinz, fd Ann Good, wd	Pop.: 435,000 Rad. Hms.: 125,830 Ret. Sls.: \$453,630,000	Wld. AP, UP RCA
KGLO-FM 1948	Ch. 266 (B) 101.1mc 16kw							
KRIB 1948	1490 250	Mason City Bcstg. Co. 5 Second St., S.W. 5400	MBS, Tall Corn Pearson	Louis, Abbott, George & Wm. B. Wolf, co-o Joseph S. Simon, gm & pmm	Edward Lamson, cm Bob Cavanaugh, pd, nd & fd Richard J. Kelley, ce	Tom O'Connor, sd Mary Jane Anderson, wd		Thes. AP
KSMN 1948	1010 1,000-D	Mohawk Bcstg. Co. Weir Bldg. 5420	Robert M. Carson, p & gm	Steve M. Hoft, cm Milten H. Cohen, pd	Hubert J. Marshall, ce	Pop.: 500,000 Rad. Hms.: 125,000	Assoc. UP G
MUSCATINE								
KWPC 1947	860 250-D	Muscatine Bcstg. Co. Mulberry & Houser 860	KBS, Iowa Tall Corn Pearson	George J. Volger, gm & cm	Mrs. Marion Temple- man, pd & wd Darrell Dorsey, ce	Jim Ryan, nd & sd John Williamson, fd	Pop.: 455,500 Rad. Hms.: 138,000 Ret. Sls.: \$469,000,000	Wld., Assoc. UP Col.
KWPC-FM 1948	Ch. 259 (B) 99.7mc 0.78kw						Pop.: 100,000 Rad. Hms.: 10,000 Ret. Sls.: \$469,000,000	
OELWEIN								
KOEL 1950	950 500-DA-1	Northwest Iowa Radio Corp. 4 1/2 W. Charles St. Oelwein 120	Iowa Tall Corn Pearson	C. W. Crahan, p W. J. Teich, gm Don L. McKee, cm Ed Jenkins, pd	Len Bjella, pmm Burt N. Murphy, ce Dick Petrik, nd	Robert Zimmerman, sd Paul Ruse, fd Chrystal Julien, wd	Pop.: 400,000 Rad. Hms.: 115,000 Ret. Sls.: \$343,000,000	Thes., SES. L-W

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Buy **WHO**

and Get Iowa's Metropolitan Areas..

Plus the Remainder of Iowa!

TAKE FOOD SALES, FOR INSTANCE!

4.4%	CEDAR RAPIDS . . .	■
10.7%	TRI-CITIES . . .	■
10.7%	DES MOINES . . .	■
3.1%	DUBUQUE . . .	■
4.7%	SIoux CITY . . .	■
4.3%	WATERLOO . . .	■
65.4%	REMAINDER OF STATE	■

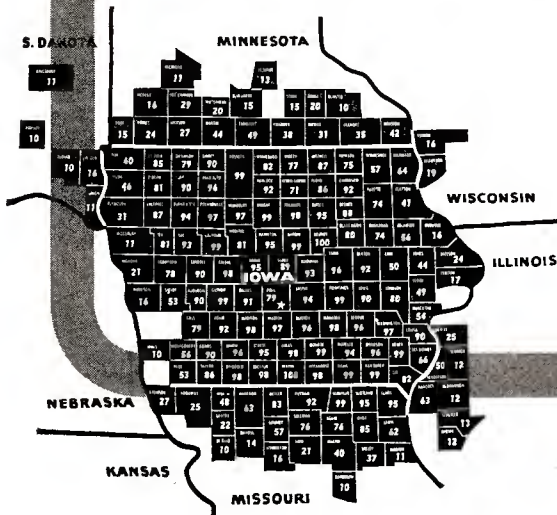


Figures add to more than 100% because Rock Island County, Illinois is included in Tri-Cities.

THE "REMAINDER OF IOWA" ACCOUNTS FOR THESE SALES: (Which You MISS Unless You Cover the Entire State)

- 65.4% Food Stores
- 61.6% Eating and Drinking Places
- 44.8% General Merchandise Stores
- 55.6% Apparel Stores
- 60.7% Home Furnishings Stores
- 65.1% Automobile Dealers
- 73.2% Filling Stations
- 79.6% Building Material Groups
- 60.4% Drugstores

Source: 1952-'53 Consumer Markets



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

WHO

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

KANSAS

City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	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	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
COLBY								
	KCXX 1947	790 5,000-D	Western Plains Bcstg. Co. Inc. 380 W. 4th St. 790	H-R Reps.	Don Searle, p Ed Mason, gm & fd Wm. A. Martin, cm	Don Secord, pd & nd V. L. Lynch, ce Pete Howard, sd		Thes., SES, UP Col.
CONCORDIA								
	KFRM 1948	550 5,000-D DA-D	Midland Bcstg. Co. KMBC Building Kansas City, Mo. Harrison 2650 General Bcstg. Co.	CBS Free & Peters	Arthur B. Church, p George J. Higgins, vp & mgng. d Arthur B. Church Jr., adm. asst.	Roderick B. Cupp, pd C. E. Moler, ce Harold W. Storm, pmm	John Farmer, nd Phil Evans, fd Sam Molen, sd	L-W AP, UP RCA
	KNCK (CP)	1390 500-D						
DODGE CITY								
	KGNO 1930	1370 5,000-D 1,000-N DA-N	Dodge City Bcstg. Co. 705½ Second Ave. 1370		Wendell Elliott, cm Ruth Peterson, cm	Herschel Holland, pd Frank Miller, ce Gray Graham, nd	Gail Hamilton, fd Bob Harper, sd Frances Elliott, wd	Pop.: 109,528 Wid. G
EL DORADO								
	KBTO 1953	1360 500-D	O. A. Tedrick P. O. Box 168 130		O. A. Tedrick, o	B. E. Brown, gm & cm	Jay H. Williams, ce	
EMPORIA								
	KTSW 1939	1400 250	Emporia Bcstg. Co. Broadview Hotel 153	Gill- Perna	G. F. Reed, p Robert L. Palmer, gm & sd	Harold Servey, cm Wilma Slattery, pd Everett A. Thompkins, ce	Tex Smiley, nd Conni Manahan, wd	Pop.: 92,000 Rad. Hms.: 30,000 Ret. Sis.: \$89,000,000
								Wid., Thes. AP Col.
GARDEN CITY								
	KGAR 1948	1050 1,000-D	Ark. Valley Bcstg. Co. RR #1 3041	Holman	Ellsworth Sherman, p M. R. Pearce, gm	Lorraine L. Pearce, cm & pd	Robert Breeding, ce	Assoc. UP G
	KIUL 1935	1240 250	KIUL Inc. 509½ N. Main 3251	MBS	Robert Wells, p & gm Bob Emery, cm	Tony Jewell, pd, fd & sd Ann Conard, pmm & wd	Joe Tennessen, ce Wes Cook, nd	Wid. AP G
GOODLAND								
	KWGB 1947	730 1,000-D	Goodland Bcstg. Co. Hotel Howard Box 569 331	MBS, KBS	James E. Blair, o & gm	Bert Blair, cm	Lyle E. Fick, ce	Cap., Cole UP G
GREAT BEND								
	KVGB 1937	1590 5,000 DA-N	KVGB Inc. 2103 Forest 4317	NBC Pearson	Helen T. Coogan, p Grover C. Cobb, vp & gm	Sherwood R. Parks, asst. m Ray H. Beals, pd	Gilbert Hanzlicek, ce Bill Jarvis, slm & sd James F. Heaton, nd & fd	Thes. AP Ray.
HAYS								
	KAYS 1948	1400 250	KAYS Inc. 2450 Hall St. 4-2578	KBS	Frank Motz, p Bob Schmidt, gm & cm Max Bicknell, pd	Glen Barnett, ce Bud Ryan, pmm		Thes., L-W AP RCA
HUTCHINSON								
	KWBW 1935 KTVH(TV)	1450 250	Nation's Center Bcstg. Co. 17th & Harding Sts. 2-4486	NBC, KBS, Kansas Quality Group Taylor	Bess Marsh Wyse, p Harold E. King, gm Kainor Carson, cm	Marguerite MacMorris, pmm & wd Bill Hart, ce & fd	Ed Welch, nd Wilma Perics, office m	Pop.: 101,000 Rad. Hms.: 29,000 Ret. Sis.: \$100,000,000
	KWHK 1946	1260 1,000-D 500-N DA-2	KWHK Bcstg. Co. Inc. 18 W. 5th 5-4461	Everett- McKinney	James E. Murray, p Vern Minor, secy.- treas. & gm	Dan Salmon, cm Jim Murray Jr., pd Gren Darling, pmm	M. H. Clary, ce Jack Lynch, sd	Pop.: 600,000 Rad. Hms.: 175,000
								AP G
INDEPENDENCE								
	KIND 1947	1010 250-D	Central Bcstg. Inc. 1010	MBS, KBS	J. Nelson Rupard, p Jo Randall, cm	James Teats, ce Neale Rowland, nd	Phil Atkisson, sd Frances Rupard, wd	Pop.: 216,900 Rad. Hms.: 70,422 Ret. Sis.: \$207,668,000
	KIND-FM 1953	Ch. 228 (A) 93.5mc 0.325kw						AP GE
JUNCTION CITY								
	KJCK 1949	1420 1,000-D	Junction City Bcstg. Co. 724½ N. Washington St. 8-3165	Kansas Net. Indie	R. L. Weir Jr., p, gm & ce James P. Platt, cm Jack Horner, pd	Robert D. Snyder, pmm Gene Cless, nd	Dick Shagool, sd Chuck Nichols, fd Shirley Webster, wd	Pop.: 220,000 Rad. Hms.: 75,000 Ret. Sis.: \$232,000,000
KANSAS CITY								
	KCKN 1930	1340 250	KCKN Bcstg. Co. 300 Waltower Bldg. Kansas City, Mo. Victor 3864	Capper	W. A. Bailey, p Ben Ludy, gm Joe Storey, m	George Stump, pd Gladys Richardson, office m	Louis Dickensheets, ce Allen Smith, nd	Pop.: 925,900 Rad. Hms.: 231,475 Ret. Sis.: \$1,218,461,000
								St., L-W AP, UP RCA
LAWRENCE								
	*KFKU 1924	1250 5,000 DA-N ST: WREN	U. of Kansas 2700, ext. 382	NAEB Tape Net.	Franklin D. Murphy, chancellor R. Edwin Browne, d	Mildred Seaman, pd R. P. Stringham, ce	Jackie Jones, nd Merle Harmon, sd	Pop.: 758,571 Rad. Hms.: 209,740
	KLWN 1951	1320 500-D	Lawrence Bcstrs. Inc. 3431	Grant	Arden Booth, p, gm, cm & fd	Ed Hundley, pd & sd Hal Carlson, ce	Jack Hines, nd Bette Booth, wd	Pop.: 318,248 Rad. Hms.: 87,350 Ret. Sis.: \$448,062,000
								L-W, Thes. UP WE
LEAVENWORTH								
	KCLO 1948	1410 500-D	Cecil W. Roberts P. O. Box 809 3620	Best	Cecil W. Roberts, o Chester Kozak, gm	Delmas Rush, ce		L-W UP Col.

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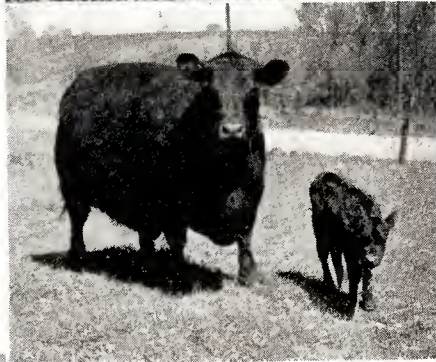
Sell the Kansas Farm Market



Here is America's "sleeper" market . . . Kansas farm families and the folks in surrounding agricultural communities.

Just look at these figures from the latest *Kansas Business Review*. Farm Income up 9.4%. Hog prices up 27.4% over a year ago and eggs up 17.5%. Wheat is bringing the farmer \$1.97 a bushel and corn sells at \$1.51.

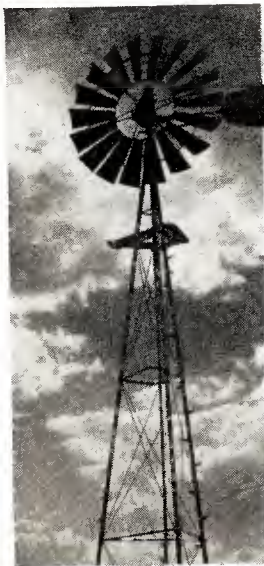
Finally, the farmers themselves feel prosperous. In addition to bulging bank accounts there's a big demand for land itself—so great that the price per acre and the total value of all farm real estate has hit an *all time high*.



... use the Kansas Farm Station



WIBW



Mass selling depends on mass exposure . . . and that's just what WIBW gives you. From sign-on to sign-off, Kansas farm homes report that they listen to WIBW more than twice as much as any other station. In this same statewide, personal survey,* WIBW continued to rank an outstanding *first* for the best farm news, weather, and market reports. Let us prove WIBW's selling ability with **FAST RESULTS FOR YOU!**

* *Kansas Radio Audience, '53*

WIBW—CBS Radio in Topeka

Ben Ludy, Gen. Mgr.

WIBW, WIBW-TV, KCKN

Rep.: Capper Publications, Inc.

KANSAS

Table listing radio stations in Kansas, including call letters, frequency, licensee, network, owner, executive abbreviations, market data, and library information. Stations listed include LIBERAL (KSCB), MANHATTAN (KMAN, *KSAC, KSAC-TV), McPHERSON (KNEX), NEWTON (KJRG), OTTAWA (KOFO), PARSONS (KLKC), PITTSBURG (KOAM, KOAM-TV, KSEK), PRATT (KWSK), SALINA (KSAL), TOPEKA (KJAY, KTOP, WIBW, WIBW-TV, WREN), WICHITA (KAKE, KANS, KFBI, KFH, KFH-FM, KWBB).

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KENTUCKY

MARKET DATA BY COUNTIES

Table showing market data by counties for 1950 and 1952. Columns include County, Population 1950, Radio Families 1953, Retail Sales 1952(000), Food Sales 1952(000), Drug Sales 1952(000), Automobile Ownership 1952, and the same five categories for 1950. Counties listed include Adair, Allen, Anderson, and Ballard.

Another **KANS** *SUCCESS STORY!!*

Killion's
Business Increased
155.38%
IN 3 YEARS
USING **KANS** EXCLUSIVELY

NO OTHER STATION
NO OTHER MEDIA



one of KILLION'S 5 High Volume Stations

Phenomenal Results!! With Seven Newscasts Per Week

Killion's "Fresh-Gas," heard first on KANS, is a household word in Wichita. Starting with only two newscasts, Killions now enjoy the greatest gallonage in Wichita, thru five high-speed service stations—A good product well sold on KANS.

Whatever the product, KANS does a great selling job because programing is beamed to the home, for home listening. You can penetrate the Wichita market quicker, easier, more economically by using KANS. Results in all fields prove it.

Now Try

KANS **NBC**
IN **WICHITA . . .**

Represented Nationally by Paul H. Raymer Co.

KENTUCKY

Table with columns for County, Population 1950, Radio Families 1953, Retail Sales 1952(000), Food Sales 1952(000), Drug Sales 1952(000), Passenger Cars 1952, and the same columns repeated on the right side. Includes a total row at the bottom.

Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1953, Sales Management; further reproduction unlicensed; automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

Table listing radio stations by city. Columns include City, Call Letters, Established, TV Affiliate, Chan. or Freq. Power, Licensee Headquarters Telephone, Network Representative, Owner or Pres. p, Exec. up evp, Gen. Mgr. gm, Sta. Mgr. sm, Coml. Mgr. gm, Cm; Sales Mgr. slm, Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd, Executive Abbreviations, Market Data For Primary Area (Supplied by station), Library, News Serv. Transmitter.

Data corrected to Dec. 10, 1953. If executives or services for FM are same as AM affiliate names are not repeated. Market Data supplied by stations. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

HERE'S WHY WAVE IS KENTUCKY'S GREATEST RADIO VALUE!

5000-watt WAVE is powered, priced and programmed for the Louisville Trading Area exclusively — covers it thoroughly, *without waste circulation!*

The Louisville Trading Area accounts for:

**55.3% OF THE STATE'S
TOTAL RETAIL SALES!**

**59.8% OF THE STATE'S
DRUG SALES!**

**57.5% OF THE STATE'S
AUTOMOTIVE SALES!**

**51.3% OF THE STATE'S
FOOD SALES!**

To cover the rest of Kentucky, you need many of the State's 50 *other* radio stations.

Let NBC Spot Sales give you all the facts on WAVE, the Blue-Chip Buy in the Bluegrass State.

5000 WATTS

NBC AFFILIATE

**WAVE
LOUISVILLE**

NBC SPOT SALES, Exclusive National Representatives

KENTUCKY

City	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive	Abbreviations	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
COVINGTON							
WZIP 1947	1050 250-D	WZIP Inc. Juniper 5300	KBS Indie	Arthur L. Eilerman, p, gm & cm Edd C. Toleman, pd & ce	Walter R. Rehbaum, pmm & nd Raymond L. Scott, sd	Wallace E. Stein, fd Carmen G. Eilerman, wd	Pop.: 1,250,000 Rad. Hms.: 400,000 AP RCA
CUMBERLAND							
WCPM 1950	1490 250	Blanfox Radio Co. Inc. Harlan 700	MBS, KBS, Good Coal Best	R. B. Helms, p & gm Lew Boehn, cm Charles Esposito, pd & pmm	J. Francke Fox, ce Al Cash, nd & sd	Clyde Beal, fd Margie Couch, wd	Thes. UP Col.
DANVILLE							
WHIR 1947	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	Pop.: 98,000 Rad. Hms.: 29,800 Ret. Sls.: \$45,000,000 Wld. UP Col.
ELIZABETHTOWN							
WIEL 1950	1400 250	Elizabethtown Bcstg. Co. 5151	KBS Best	J. W. Hodges, p Walter Huddleston, gm & cm	Clement Cockrell, pd Thomas A. Baldwin, ce	Ed Booher, nd Doreen Banninger, wd	Pop.: 117,300 Rad. Hms.: 25,850 Ret. Sls.: \$53,552,000 Assoc. UP Col.
FRANKFORT							
WFKY 1947	1490 250	Frankfort Bcstg. Co. Kentucky Ave. Extended 4-8281	MBS, KBS, Burn- Smith	Ken Hart, p & gm Charles Drew, cm	Robert Beasley, pd & nd	Wally Roach, ce Jack Perkins, sd	Pop.: 77,650 Rad. Hms.: 24,960 Ret. Sls.: \$58,630,000 Wld. UP We
FULTON							
WFUL 1951	1270 1,000-D	Ken-Tenn Bcstg. Corp. 1270 Best	R. W. Bushart, p J. O. Lewis, gm	John Latham, gm & ce	Leon Howard, pd	Pop.: 216,998 Rad. Hms.: 55,263 Ret. Sls.: \$149,246,000 SES., Thes. UP G
WFUL-FM 1953	Ch. 285 (A) 104.9mc 0.5kw						Pop.: 217,000 Rad. Hms.: 55,263 Ret. Sls.: \$149,246,000
GLASGOW							
WKAY 1946	1490 250	Glasgow Bcstg. Co. 2141	KBS	Jack Pedigo, p Clovis Sadler, gm & ce Freeman Cherry, cm	Caroline Biggers, pd & nd John M. Barrick, pmm	William D. Atkinson, fd Opal E. Cherry, wd	Pop.: 100,000 SES. UP WE
HARLAN							
WHLN 1941	1230 250	Blanfox Radio Co. Inc. 625	MBS, KBS, Good Coal Burn- Smith	R. B. Helms, p, gm & pmm James T. Morgan, cm & nd	Nell Bradford, pd James Macklin, ce	Clayton Miracle, sd Lois Barthel, wd	Pop.: 75,336 Rad. Hms.: 15,845 Ret. Sls.: \$18,985,000 Thes. UP G
HAZARD							
WKIC 1947	1340 250	BMG Bcstg. Corp. Peoples Bank Bldg. 720	MBS Best	Fred B. Bullard, p Richard H. Goodlette, secy.-treas. & gm	Chas. W. Metcalf, nd Bob Mansfield, cm, sd & pmm	Marvin E. Young, ce	Wld. AP Col.
HENDERSON							
WSON 1941	860 500-D	Henderson Bcstg. Co. Zion Rd. 3923	MBS Meeker	Hecht S. Lackey, p, gm, cm & nd Martin E. Schaeffer, pd	Dorothy McCormick, pmm & wd	Jerry Tolbert, sd Tom Southwood, fd Kay Morris, music lib.	Wld. UP G
WSON-FM 1946	Ch. 258 (B) 99.5mc 20kw						
HODGENVILLE							
WFLW (CP)	1320 1,000-D DA-2	Lincoln Memorial Bcstg. Co.	T. M. Stearman, p	Clifford Spurlock, gm & pd		Pop.: 250,000 Rad. Hms.: 10,000
HOPKINSVILLE							
WHOP 1940	1230 250	Hopkinsville Bcstg. Co. Cadiz Rd. Tuxedo 5-5331	CBS, Ashland- Aetna Meeker	F. Ernest Lackey, p & gm Katherine Peden, cm Margaret Wyatt, pd & wd	Bonnie B. Lackey, pmm Leo Y. Wilson, ce Virginia Cornette, secy.-treas.	John G. Wolfe, nd George W. Gray Jr., sd	Pop.: 42,300 Rad. Hms.: 8,910 Ret. Sls.: \$30,321,000 Thes. UP
WHOP-FM 1948	Ch. 254 (B) 98.7mc 8.8kw						Pop.: 464,100 Rad. Hms.: 89,220 Ret. Sls.: \$221,877,000 RCA, Thes. UP GE
LEBANON							
WLEN 1953	1590 500-D	Lebanon-Springfield Bcstg. Co. Box 647	C. H. Hulse, co-o, gm & ce	Charles Shuffett, co-o, cm & pd		
LEXINGTON							
WLAP 1922	630 5,000-D 1,000-N DA-2	American Bcstg. Corp. Radio Bldg. 3-2727	ABC Pearson	Gilmore N. Nunn, p J. E. Willis, vp & gm Miller A. Welch, cm & asst. m	Jack Brooks, pd Joe DeLong, pmm H. C. Locklar, ce Sue Ann Fenimore, nd	J. B. Faulconer, sd Paul Everman, fd Bette Maxwell, wd	Pop.: 782,700 Rad. Hms.: 185,820 Ret. Sls.: \$463,441,000 Wld. UP WE
WLAP-FM 1950	Ch. 233 (B) 94.5mc 3.5kw						
WLEX 1946	1300 1,000 DA-N	Central Ky. Bcstg. Co. Campbell House 3-0433	KBS Forjoe	J. D. Gay Jr., p H. G. Bell, secy.-treas.	J. L. Brownell Sr., gm & cm	J. L. Brownell Jr., pd William Yount, ce	L-W, Mac. AP WE
WVLK 1947	590 1,000 DA-1	Bluegrass Bcstg. Co. Phoenix Hotel 4-6470	MBS Burn- Smith	Donald J. Horton, p Ted Grizzard, vp & gm	George T. Webb, cm Claude Sullivan, pd & sd Cavin Barnette, pmm	Paul Dunbar, ce Ray Holbrook, nd Mimi Chandler, wd	Pop.: 666,500 Rad. Hms.: 163,400 Ret. Sls.: \$453,500,000 Thes. UP G
LOUISVILLE							
WAVE 1933	970 5,000 DA-1	WAVE Inc. 334 E. Broadway Wabash 2201	NBC NBC Spot Sales	George W. Norton Jr., p Nathan Lord, gm LeVel Waltman, cm	James Caldwell, pd Charles Hill, pmm Wilbur Hudson, ce Cyrus Crites, research d	Hugh Sutton, nd Ed Kallay, sd Chester Brown, fd Ann Hurbert, wd	Rad. Hms.: 622,000 Ret. Sls.: \$731,839,000 St., Thes. AP
WGRC 1936	790 5,000-LS 1,000-N DA-2	Northside Bcstg. Co. Kentucky Home Life Bldg. Wabash 8871 Walker	J. Porter Smith, p Charles L. Harris, gm Tom Underwood, cm & pmm	Ward Hatcher, pd W. J. Morrison, ce Jack Donnell, nd	Jerry East, fd Gerald Brown, sd Agnes Burke, wd	L-W UP Fed.
WHAS 1922	840 50,000	WHAS Inc. 525 W. Broadway Wabash 2211	CBS Christal	Barry Bingham, p Victor A. Sholis, vp & d Neil D. Cline, sm John M. Fouts, sls. d	Samuel Gifford, pd William Loader, pmm Orrin W. Towner, d of engrg. Richard Oberlin, nd	James Finegan, sd Barney Arnold, fd Dorcas Ruthenburg, wd	Pop.: 2,806,900 Rad. Hms.: 659,190 Ret. Sls.: \$2,024,764,000 L-W AP WE

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Still...

**THE ONLY RADIO STATION
SERVING AND SELLING
THE RICH KENTUCKIANA MARKET**



50,000 WATTS . . . 1A CLEAR CHANNEL

ASSOCIATED WITH THE LOUISVILLE COURIER-JOURNAL AND TIMES

VICTOR A. SHOLIS, Director • NEIL D. CLINE, Station Manager

Represented Nationally by Henry I. Christal Co., New York,
Chicago, San Francisco, Detroit, Boston.

KENTUCKY

City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	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.	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
LOUISVILLE—(Continued)							
WINN 1940	1240 250	Ky. Bcstg. Corp. Earle Hotel Wabash 5148	KBS, Universal Radio-TV Reps.	Harry McTigue, p & gm Jesse L. Chambers, treas.	Chas. A. Schacht Jr., cm George S. Partridge, pd & nd	Helen E. Roberts, pmm Melvin Scarsdale, ce Jim McIntyre, sd Louise Weiller, wd	Pop.: 381,700 Rad. Hms.: 113,120 Ret. Sis.: \$115,000,000 UP Col.
WKLO 1948 WKLO-TV	1080 5,000-D 1,000-N DA-2	Mid-America Bcstg. Corp. Henry Clay Hotel Clay 4441	ABC Blair	Joe Eaton, p & gm	Russell J. Pirkey, cm M. L. Moore, pd	D. C. Summerford, ce Kay Lowe, wd UP WE
WKYW 1947	900 1,000-D	Radio Ky. Inc. 431 W. Jefferson St. Clay 4811 Burn- Smith	F. Eugene Sandford, p & treas.	Edwin E. S. Weldon, vp & sm	H. Parker Smith, cm Paul Ruhle, pd	Pop.: 1,000,000 Cap., St., The. AP WE
WLOU 1948 WLOU-TV	1350 1,000-D	Robert W. Rounsaville 2549 S. 3d St. Caihoun 3680 Forjoe, Dora- Clayton	Robert W. Rounsaville, o Lee R. Smith, m J. T. Starr Jr., cm	Johnny Martin, pd & nd Steve Dawson, ce	Paul B. Cram, tech. d Cliff Butler, sd Patricia Bell, wd AP
MADISONVILLE							
WFMW 1950	730 250-D	Messenger Bcstg. Co. Main & Center Sts. 1885	KBS Continental	Edgar Arnold Sr., p H. W. Wells, gm & fd E. L. Kelley Jr., cm, pmm & sd	Richard T. Harris, pd Evers Mick, ce	John Gatlin, nd Helen Oldham, wd	Pop.: 300,000 Rad. Hms.: 94% Cap., St., The. UP G
WFMW-FM 1949	Ch. 230 (B) 93.9mc 2.85kw						Pop.: 250,000 Rad. Hms.: 72% Cap., St., The. RCA
MAYFIELD							
WKTM 1946	1050 1,000-D	Mayfield Bcstg. Co. Mayfield Hotel 46 West Kentucky Bcstg. Co. 1597	MBS Best	Mike Layman, p Al Hendershot, gm & secy.-treas. Frank Richardson, cm H. M. Suthard, p T. E. Brewer, gm & cm	Joe McNeilly, pd, nd, sd & fd Thomas F. Nagle, pmm Otis L. Davis, pd & fd Ben Dixon, ce	Joe Hargrove, ce Hallie Vandergriff, wd Bob Lee, pmm, nd & sd Mrs. Betty Shelton, wd	Pop.: 323,255 Rad. Hms.: 86,260 Ret. Sis.: \$154,197,000 The. UP G
WNGO 1947	1320 1,000-D						Pop.: 304,050 Rad. Hms.: 53,310 Cap., AP G
MAYSVILLE							
WFTM 1948	1240 250	Standard Tobacco Co. 1400	MBS KBS	Charles P. Clarke, co-o J. M. Finch Jr., co-o John W. Betts, gm	James Neuhart, cm Gene A. Waters, pd Harvey L. Cross, ce Harold Sagraves, nd	Lawrence McGill, sd J. Scott True, fd Dorothy Wood, wd	Pop.: 52,800 Rad. Hms.: 10,741 Ret. Sis.: \$27,413,300 Wld. UP G
MIDDLESBORO							
WMK 1948	560 500-D	Cumberland Gap Bcstg. Co. 980 Holman	Dr. U. G. Brummett, p Webster Taylor, gm	Maurice K. Henry, cm & pmm Bill Baker, pd & sd	Tal England, ce Lee Wilder, nd & fd	Pop.: 129,000 Rad. Hms.: 26,111 Ret. Sis.: \$53,919,000 The. UP G
MURRAY							
WNBS 1948	1340 250	Murray Bcstg. Co. Inc. P. O. Box 548 1340		H. T. Waldrop, o & p Ed Griffin, m	Troy Glidwell, cm, pd & sd	Otis Cohoon, ce AP WE
NEWPORT							
WNOP 1948	740 1,000-D DA-D	Tri-City Bcstg. Co. 606 Monmouth St. Juniper 7100	James G. Lang, p Ann R. Lang, sm	R. Douglas Nunn, pd & nd	Chuck Moore, fd	Pop.: 2,264,000 Rad. Hms.: 750,000 UP Ray.
OWENSBORO							
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	Cliffordean Potter, pd & wd	Marshall Bruner, pmm & co-sd Jim Wilkinson, co-sd	Pop.: 156,452 Rad. Hms.: 52,890 The. AP RCA
WOMI-FM 1948	Ch. 223 (B) 92.5mc 60kw						Pop.: 212,400 Rad. Hms.: 61,100 Ret. Sis.: \$146,100,000 The. AP GE Wld. UP GE
WVJS 1947	1420 1,000 DA-2	Owensboro On The Air Inc. 324 Allen St. 3-3521 Rambau	V. J. Steele, p Malcolm Greep, vp & gm John T. Rutledge, asst. gm & cm	Larry Adams, pd Leola C. Hayden, pmm & wd Robert Earl Jagoe, ce N. C. Milwee, asst. pd	Charles C. Steele, prod. d J. Walter Greep, nd Le Roy Woodward, sd Earl Fisher, fd UP GE
WVJS-FM 1948	Ch. 241 (B) 96.1mc 45kw					 UP GE
PADUCAH							
WKYB 1946	570 1,000-D 500-N DA-2	WKYB Inc. 504 Kentucky Ave. 2-1678	NBC Pearson	E. J. Paxton, p & gm Sam Livingston, secy.- treas., bus. m & sd	John W. Polk Jr., slm Joe Pat Knight, pd, fd & nd	Ernest J. Pell, ce Patricia Ann Paxton, wd	Pop.: 952,500 Rad. Hms.: 218,120 Ret. Sis.: \$711,097,000 Wld. AP RCA
WKYB-FM 1947	Ch. 227 (B) 93.3mc 31kw					 UP G
WPAD 1930	1450 250	Paducah Bcstg. Co. Taylor Bldg. 4th & Broadway 2-8231	CBS Meeker	Pierce E. Lackey, p Prewitt Lackey, gm	Ray Mofield, asst. m, pd, pmm, nd, fd & sd U. C. Morris, ce	Linn Wolf, slm Martha Ward, wd	Pop.: 155,000 Rad. Hms.: 41,000 Ret. Sis.: \$135,000,000 L-W UP G
WPAD-FM 1946	Ch. 245 (B) 96.9mc 17kw						Pop.: 606,247 Rad. Hms.: 97,842 Ret. Sis.: \$450,000,000 L-W UP Fed.
PAINTSVILLE							
WSIP 1949	1490 250	Big Sandy Bcstg. Co. Meade Bldg. 1196	MBS	Escrom Chandler, ptrn. Ted Arnold Silvert, ptrn. & gm	Jack Welch, asst. m Eugene Baldrige, ce Bill Barker, fd	Larry Draper, sd Jacqueline Rule, wd	Pop.: 105,194 Rad. Hms.: 24,982 Ret. Sis.: \$27,769,000 The. UP Ray.
PIKEVILLE							
WLSI 1949	900 1,000-D	Cumberland Pub. Co. 456		Mrs. W. J. Ward Jr., p Roy E. Alexander, gm & cm	Charles T. Snowden, pd & pmm	Stewart O'dell, fd & nd Edna Mae Aders, wd	L-W UP G
WPKE 1949	1240 250	East Ky. Bcstg. Corp. 1280	MBS, KBS, Continental	Clyde Childers Jr., p Al Kahn, m	Guy Ferrell, ce Edwin L. Meek, ce	Imogene Owens, wd	Wld., SES. AP RCA

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

LOUISIANA

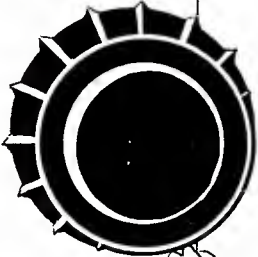
City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Market Data For Primary Area (Supplied by station)	Library News Serv. Transmitter		
BATON ROUGE									
WAFB	1948	1490 5,000-D	Modern Bcstg. Co. of Baton Rouge Inc. 929 Government St. 4-8571	MBS Young	Jack S. Burk, p Tom E. Gibbens, gm & vp Ron C. Litteral, cm	John Ferguson, pd & sd Pat Curtin, pmm Don Allan, ce	Grace McElveen, office in John C. Coburn, nd Gordon Loudon, fd	Pop.: 500,000 Rad. Hms.: 101,867	AP RCA
WAFB-FM	1948	Ch. 282 (B) 104.3mc 3kw							Thes. AP
WIBR	1948	1,000 DA-2	Community Bcstg. Co. P. O. Box 1226 4-9493	Walker	G. T. Owen, p Robert Earle, gm	Scott W. Erwin, pd E. E. Case, ce	Bernard Zuccaro, nd J. C. Politz, sd	Pop.: 297,400 Rad. Hms.: 75,400 Ret. Sls.: \$239,800,000	L-W, ST UP Col.
WJBO	1934	1150 5,000 DA-1	Baton Rouge Bcstg. Co. 444 Florida St. 2-5271	NBC, Louisiana Holling- bery	Douglas L. Manship, p J. Roy Dabadie, vp & gm Charles P. Manship Jr., secy.-treas.	Charles C. Garvey, p slm Don Perrie, pd, prom. d & sd	J. Patrick Weathersby, ce Bill Slatter, nd	Pop.: 500,000 Rad. Hms.: 108,490 Ret. Sls.: \$394,737,000	Wld. AP, UP RCA
WBRL(FM)	1941	Ch. 251 (B) 98.1mc 7.6kw	(WJBO, Am Affiliate)					Pop.: 400,000 Ret. Sls.: \$250,000,000	Wld. AP, UP WE
WLCS	1946	910 1,000 DA	Air Waves Inc. 204 North St. 2-4411	ABC Rambeau	R. F. Cangelosi, p Earl H. Smith, vp, gm & pd	Lamar Simmons, cm Olas Olsen, pmm Ed Van Valkenburg, ce	Gene Nelson, nd Jerry Breaux, sd Helen Jennings, wd	Pop.: 326,000 Rad. Hms.: 58,000 Ret. Sls.: \$235,000,000	Assoc. AP, INS G
WLCS-FM	1946	Ch. 266 (B) 101mc 0.68 kw							
WXOK	1953	1260 1,000-D	WXOK Inc. 243 Convention St. 4-7604	Forjoe	Jules Paglin, co-o	Stanley W. Ray Jr., co-o	Herb Pearson, gm Ed Bishop, pd Charles Hogue, ce	Pop.: 330,000 Rad. Hms.: 84,000 Ret. Sls.: \$147,872,000	Wld. AP
BOGALUSA									
WHXY (CP)	1947	920 1,000-D	Bogalusa Bcstg. Co. 17 Molton St. Montgomery, Ala. Enterprise Publ. Co. 605 N. Rio Grande St. 1490		Curt Siegelin, gm				
WIKC	1947	1490 250							
COVINGTON									
WARB	1953	730 250-D	A. R. Blossman Inc. P. O. Box 568 1600	A. R. Blossman, o & p William H. Bland Jr., gm & ce	Roy Hebert, cm & sd Winford McDaniel, pd & sd	Tom Landry, fd Mildred Bland, pmm & wd	Pop.: 1,000,000 Rad. Hms.: 850,000 Ret. Sls.: \$650,000,000	
CROWLEY									
KSIG	1947	1450 250	Acadia Bcstg. Co. 101 N. Parkerson Ave. 1450	Louisiana	Maxwell J. Thomas, p & ce Dan Harper, cm & fd	Neal Warner, pd Chester P. Ruffner, ce	Alden C. Sonnier, nd Gene Griffin, sd Kathleen Sonnier, wd	Pop.: 258,932 Rad. Hms.: 68,140 Ret. Sls.: \$188,696,000 AP G
DE RIDDER									
KDLA	1950	1010 1,000-D	Sabine Bcstg. Co. Box 46 7600	KBS	Cyril W. Reddoch, p & ce Ralph L. Hooks, gm & cm	Ted Thompson, pd Roy Burnett, pmm & nd	Pete Sanders, sd	Pop.: 543,260 Rad. Hms.: 131,960 Ret. Sls.: \$353,519,000 UP G
EUNICE									
KEUN	1952	1490 250	Tri-Parish Bcstg. Co. Box 789 3041	MBS	Vincent Riehl, p John A. Chauvin, gm, nd & sd	Milton S. David, pmm & fd	J. L. Sylvester, ce Ella V. Granger, wd		Wld. AP Col.
HAMMOND									
WIHL	1947	1400 250	Cefalu Radio Station P. O. Box 432 960	KBS	Nicholas Cefalu, co-o Anthony V. Cefalu, co-o	J. K. Ferris, gm & cm George Bonnell, pd, nd, sd & fd	Warren Adams, ce Alice Terry, traffic m	Pop.: 58,802 Rad. Hms.: 11,800 Ret. Sls.: \$45,374,000 AP G
HOUMA									
KCIL	1946	1490 250	KCIL Inc. Bayou Black Dr. 6828	NBC, Louisiana	Denver T. Brannen, p	Paul T. Hayes, vp & gm			Wld., SES. AP G
JENNINGS									
KJEF	1950	1290 500 DA-N	Jennings Bcstg. Co. Inc. 1521 Lake Arthur Ave. 1155	Max Thomas, p Clovis L. Bailey, gm Jerry Dugas, cm	Paul Lejeune, pmm Ed Barton, ce	Howard Hoag, sd Jackie Todd, wd	Ret. Sls.: \$75,000,000 UP G
LAFAYETTE									
KLFY	1950	1420 1,000-D	Camellia Bcstg. Co. Box 367 8-9494	ABC, Louisiana Rambeau	Paul H. DeClouet, p William A. Patton, gm & sd	Bill Corcoran, cm Bob Castellon, pd & nd	Carroll Crew, ce Garland Bonin, fd Toni Coons, wd	Pop.: 325,600 Rad. Hms.: 84,100 Ret. Sls.: \$183,000,000	Cap., Wld. UP GE
KVOL	1935	1330 1,000 DA-N	Evangeline Bcstg. Co. Inc. P. O. Box 1070 5-6426	NBC Meeker	George H. Thomas, gm Evan H. Hughes, sm, pmm & nd Tom Pears, cm	Donald E. Metz, pd & sd Louis P. Pilcher, ce Al Terry, fd	Rita Mae T. Bourliea, wd	Pop.: 151,000 Rad. Hms.: 89,390 Ret. Sls.: \$32,000,000	L-W AP Col.
KVOL-FM	1949	Ch. 241 (B) 96.1mc 15kw							Thes. AP RCA
LAKE CHARLES									
KAOK	1947	1400 250	KAOK Inc. 1 Mill St. 6-7541	MBS Forjoe	Jules Paglin, p Stanley Ray Jr., mgng. d	Tom A. Gresham, co-m Roy K. Rhodes, co-m, pd & sd	Walter A. Jones, ce Rose Weimar, wd	Pop.: 70,000	Assoc. UP Ray.

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LOOK UP -

Head and shoulders above other stations in the market is WJBO, by reason of full NBC programming, full 5 Kilowatts day and night. Popular DJ shows; chockful-of-news-casts; hot sports and special events; all these serve to bring NBC home to the home folks.



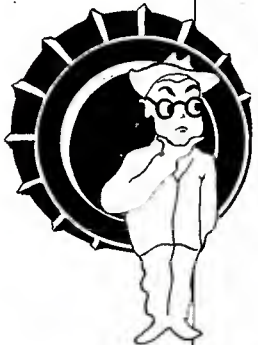
LOOK UNDER -

Lift the coverage map and see what's beneath. Oil wealth; industrial wealth from refining and chemicals; agricultural wealth from sugar and rice and cattle. High per family income (24th in the US) high effective buying income (69th in the US). Retail sales in the coverage area are over half a billion dollars.



LOOK OUT -

The whole market is jumping with increases, even in the face of downward national trends. Population increases, sales increases, other increases, all highly rated by Sales Management.



LOOK WISE -

... when your George P. Hollingbery man tells you the WJBO story. It's strong, it's true, and it's an introduction to a good buy in a rich market.

LOOK FOR



**ON YOUR NEXT
SPOT SCHEDULE**

LOUISIANA

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone	Network Representative	Executive Abbreviations Owner; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter	
LAKE CHARLES—(Continued)							
KLOU 1947	1580 1,000 DA-1	The Pelican Bcstg. Co. 203 W. Clarence 6-7277	CBS, Louisiana Pearson	Sara M. Anderson, o & mngng. d John L. Vath, gm Harper L. Clark, cm	Sidney H. Morse, pd & sd Eleanor W. Shirley, pmm & wd	Ernest J. Vincent, ce Bill Anderson, nd Jerry Barlow, fd Pop.: 147,958 Rad. Hms.: 42,060 Ret. Sls.: \$112,061,000	Thes. AP
KPLC 1935 KPLC-TV	1470 5,000-D 1,000-N DA-N	Calcasieu Bcstg. Co. Majestic Hotel 2713	NBC, Louisiana Weed	T. B. Lanford, p David Wilson, gm Pelham E. Mills Jr., cm	Robert E. Weimar, pd Lucille Storer, pmm A. B. Craft Jr., ce	Robert Thompson, sd Eleanor Wagner, wd Pop.: 699,460 Rad. Hms.: 170,663 Ret. Sls.: \$476,188,000	Wid. AP, UP RCA
MANSFIELD							
KDBC (CP)	1360 1,000-D	De Soto Bcstg. Corp.					
MINDEN							
KAPK 1952	1240 100	Parish Bcstg. Corp. 1985		Martin Kirsch Jr., p & gm Reginald M. Ward, cm, pmm & fd	Carl W. Goulden, ce M. E. Brown, asst. m Carl Roberts, nd	Sammy David, sd Billy Sue Bryant, wd Pop.: 60,000 Rad. Hms.: 15,000 Ret. Sls.: \$91,260,000	UP Col.
MONROE							
KLIC 1950	1230 250	Dr. Frank P. Cerniglia Strauss Bldg. 3-4617	MBS, KBS Dora- Clayton	Dr. Frank P. Cerniglia, p & gm Robert Fowlikcs, cm	John Lacy, pd, ce & sd Lloyd Goodin, pmm & nd Mary Ruth Smith, wd	Pop.: 450,000	Cap. UP Col.
KMLB 1930	1440 5,000-D 1,000-N DA-N	Liners Bcstg. Co. Inc. Frances Hotel 7161	ABC Taylor	Mrs. Robert Gaston Jr., p Charles Price, gm	J. R. Plaisance, pd & pmm O. L. Morgan, ce	Paul Kingsley, nd Lawrence Gibbs, sd Chas. Morn, fd Jackie Voorhees, wd Pop.: 65,000	Thes. AP G
KMLB-FM 1947	Ch. 281 (A) 104.1mc 17kw						
KNOE 1944 KNOE-TV	1390 5,000 DA-N	James A. Noe Bernhardt Bldg. 8155	NBC H-R Reprs.	James A. Noe, p Paul H. Goldman, vp & gm	John Allen, cm Harry Arthur, pd	Jack Ratliff, ce Mac Ward, nd Beth Breese, wd Pop.: 60,000 Rad. Hms.: 15,000 Ret. Sls.: \$91,260,000	L-W AP RCA
MORGAN CITY							
KMRC (CP)	1430 500-D	Tri-City Bcstg. Co.					
NATCHITOCHEES							
KWCJ 1947	1450 250	Natchitoches Bcstg. Co. P. O. Box 232 2353		Dr. Wm. H. Pierson, p			
NEW IBERIA							
KANE 1946	1240 250	New Iberia Bcstg. Co. 101 W. St. Peter 2-6726	ABC, Louisiana	George H. Thomas, gm Dierrell Hamm, m A. Hall Allen, cm	Al Viguerie, pd Donald Bonin, pmm & sd Myrle Case, ce	Jo Elyn Chambers, nd & wd Harriet Prosper, fd Pop.: 196,932 Rad. Hms.: 47,870 Ret. Sls.: \$140,202,000	Cap. AP Col.
KVIM 1951	1360 1,000-D	Queen City Bcstg. Co. P. O. Box 50 2-5826		Paul M. Cochran, p John Coco, gm & pd	Jack Guerin, cm Jim Drake, pmm, slm & sd	Lynn Hargreves, ce Jim Wynn, nd Pop.: 70,000 Rad. Hms.: 19,000 Ret. Sls.: \$50,000,000	Assoc. UP We
NEW ORLEANS							
WBOK 1951	800 1,000-D DA	WBOK Inc. 505 Baronne Tulane 5363		Jules J. Paglin, co-o Stanley W. Ray Jr., co-o Fred Schwarz, cm Edgar B. Stern Jr., p Robert D. Swezey, evp & gm Louis Read, cm	Edward Prendergast, asst. m & pd Lou Peneguy, pmm John Rhodes, ce Lester E. Kabacoff, secy.-treas. Don Howell, pd Marion Annenberg, pmm	Moon Mullins, nd & sd Red Smith, fd Kathy Wells, wd Lindsey Riddle, ce Tom Hicks, prog. m Pat Michaels, nd Mel Leavitt, sd Pop.: 783,000 Rad. Hms.: 227,300 Ret. Sls.: \$725,674,000	UP G
WDSU 1923 WDSU-TV	1230 5,000 DA-1	WDSU Bcstg. Corp. 520 Royal St. Tulane 4371	NBC Blair				
WDSU-FM 1949	Ch. 287 (B) 105.3mc 17kw						
WJBW 1926	1230 250 DA-N	Louise C. Carlson Cigali Bldg. Magnolia 3488		(Mrs.) Louise C. Carlson, p, o & gm Edward C. Carlson, cm Chester F. Owens, p George A. Mayoral, evp	Johnny Nickols, pd & nd George Stimmel, pmm F. J. Recey, ce James E. Gordon, gm & pmm	Harry Nigocia, fd John Parrish, sd J. Till, wd Patrick J. Shannon, cm Tom Abbott, pd Pop.: 586,400 Rad. Hms.: 154,300	AP GE
WJMR 1946 WJMR-TV	990 250-D	Supreme Bcstg. Co. Inc. Jung Hotel Canal 0356 (WJMR, Am Affiliate)					
WRCM(FM) 1946	Ch. 246 (B) 97.1mc 61kw						
WMRY 1950	600 500-D	Southland Bcstg. Co. 2107 Dryades St. Tulane 4841		Lester Kamin, p Mort Silverman, gm & cm	Larry McKinley, pd, nd & sd Mary Potter, pmm	Samuel Perkins, ce John Revisore, loc. slm Laura Lane, wd Betty Underwood, wd Bill Elliot, nd James Steele, sd Bill Stanley, fd Pop.: 900,000 Rad. Hms.: 270,000 Ret. Sls.: \$788,463,000	UP Col.
WNOE 1925	1060 50,000-D 5,000-N DA-2	James A. Noe St. Charles Hotel Express 2173	MBS H-R Reprs.	James A. Noe, p Benton Paschall, vp & gm Paul Beville, cm	Eldon Durand, pd George A. Smith, pmm A. J. Bourgeois, ce	Pop.: 2,012,300 Rad. Hms.: 98.6% Ret. Sls.: \$1,812,423,000	St., SES. AP RCA
WSMB 1925	1350 5,000 DA-N	WSMB Inc. Maison Blanche Bldg. Magnolia 5921	ABC Headley- Reed	Gaston Dureau Jr., p John R. O'Meallie, gm T. J. Fontelleu, cm	Irving Paley, pmm	H. G. Nebe, ce Maida Tabor, wd Pop.: 954,820 Rad. Hms.: 241,746 Ret. Sls.: \$817,341,000	
WTIX 1951	1450 250	Mid-Continent Bcstg. Co. 624 Canal St. Magnolia 3211		Robert H. Storz, p Todd Storz, evp George Wm. Armstrong, vp & gm	Fred Berthelson, cm Larry Wilson, pd C. Warren Kennedy, pmm	Morris Jones, ce Les Stein, pdm Harry Gage, nd Don Nicol, sd Pop.: 900,000 Rad. Hms.: 270,000 Ret. Sls.: \$788,463,000	Cap. UP G
WTFS 1948	940 1,000-D 500-N DA-N	The Times- Picayune 615 Howard Ave. Canal 5661		John F. Tims, p H. F. Wehrmann, gm	Robert Smith, pd	Martin Burke, pmm George W. DeBlieux, ce Pop.: 10,941,800 Rad. Hms.: 2,680,902 Ret. Sls.: \$6,551,929,000	Assoc. WE
WWEZ 1947	690 5,000 DA-2	WWEZ Radio Inc. New Orleans Hotel Canal 3521		A. J. Chilton, p A. A. Oswald, gm	Ken Elliott, pd	Harrison C. Mondy, ce Pop.: 10,941,800 Rad. Hms.: 2,680,902 Ret. Sls.: \$6,551,929,000	UP WH
WWL 1922	870 50,000 DA-1	Loyola U. Roosevelt Hotel Raymond 2194	CBS Katz	Rev. W. Patrick Donnelly, S.J., p W. H. Summerville, gm Larry Baird, cm	Ed Hoerner, pd Ray Liuzza, pmm & merc. m J. D. Bloom, ce	W. D. O'Leary, S.J., faculty d Don Lewis, nd Bill Brengel, sd Jill Jackson, wd Pop.: 10,941,800 Rad. Hms.: 2,680,902 Ret. Sls.: \$6,551,929,000	AP, UP RCA
WWMT(FM) (CP)	Ch. 239 (B) 95.7 mc 48kw	Fidelity Bcstg. 813 Chartres St. Canal 4120		George R. Montgom- ery, p & gm	Peter H. Walmsley, vp James M. Hilburn, ce	Macy O. Teetor Jr., secy.-treas.	

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OAKDALE

KREH 1953 900 250-D Louisiana Bcstg. Service 900 KRS Cyril W. Reddoch, p & Ralph L. Hooks, gm La Vance Carson, cm & ce Mel Bennett, nd & sd Bart Ferris, fd Pop.: 325,000 Rad. Hms.: 123,196 G

OPELOUSAS

KSLO 1947 1230 250 KSLO Bcstg. Co. P. O. Box 392 2633 ABC, KRS Sears & Ayer William E. Jones, p & gm A. B. Reed Jr., cm Lloyd Wandell Allegood, pd & sd Richard M. Cole, ce Floyd J. Cormier, nd & fd Pop.: 200,000 Wid. UP WE

RUSTON

KRUS 1947 1490 250 Ruston Bcstg. Co. Box 533 1490 MBS, KRS Clarence E. Faulk, p Kenneth L. Whitaker, gm William S. Carter, pd Charles Gandy, ce Pop.: 15,000 Rad. Hms.: 4,127 Ret. Sls.: \$12,102,000 UP Col

SHREVEPORT

(CP) 1480 1,000-D Shreveport Bcstg. Co. KCLJ 1950 980 5,000-D Southland Bcstg. Co. 205 Milam St. 4-6681 Lester Kamin, p John H. Pace, gm & ce L. H. Brandao, pd, nd & sd Mitchell Hodges, pmm N. L. Keys, ce Pop.: 503,300 Ret. Sls.: \$452,089,000 St. AP Ray. KRMD 1928 1340 250 Radio Station KRMD New Jefferson Hotel 6171 ABC Weed T. B. Lansford, p Glenn V. Wilson, gm Elizabeth V. Alford, pd William L. Switzer, sd E. R. Bernstein Jr., sd Carl W. Goulden, ce Pop.: 1,272,800 Rad. Hms.: 296,820 Ret. Sls.: \$990,964,000 Assoc. AP, UP RCA KTBS 1922 710 10,000-D 5,000-N DA-2 KTBS Inc. 312 E. Kings Hghwy. Louisiana 7-3644 NBC, Texas Quality, Louisiana Petry E. Newton Wray, p & gm Patrick J. White, bus. m William B. Barnes, natl. sim Michael Roppolo, pd (Mrs.) Dorothy Goldsworthy, pmm C. H. Maddox, ce Carroll Hill, nd Vern Stierman, sd James V. Bonnette, fd Alan Hart, wd Pop.: 634,300 Rad. Hms.: 153,310 Ret. Sls.: \$573,813,000 L-W AP, UP RCA KWKH 1925 1130 50,000 DA-N Internat'l Bcstg. Corp. 509 Market St. 2-8711 CBS Branham W. H. Bronson, p Henry Clay, vp & gm Fred A. Watkins, cm Horace Logan, pd James T. Briggs, pmm W. E. Antony, tech, d O. S. Droke, ce James VanSickle, nd Jack Fiser, sd Jack Timmons, fd Pop.: 1,816,502 Rad. Hms.: 259,820 Ret. Sls.: \$919,833,000 L-W AP, UP WH KWKH-FM 1943 Ch. 233 (B) 94.3mc 13.5kw Springhill Bcstg. Co. Springhill Bcstg. Co. (CP) 1460 1,000-D Springhill Bcstg. Co. KTIB (CP) 630 500-D Delta Broadcasters, Inc. 701 W. 5th St. 5348 Ferd Block, p Sam Lawrason, vp Ed Jackson, secy.-treas. Arthur Bachmann, m & ce AP G KVPI 1953 1050 250-D Ville Platte Bcstg. Co. Inc. P. O. Box 566 5888 Lionel B. Deville, p Chris Duplechain, gm Guy Mitchell, sls. rep. J. S. Fontenot, pd & ce Pop.: 508,782 Rad. Hms.: 127,921 Ret. Sls.: \$449,984,000 L-W, St. AP, UP WH

SPRINGHILL

(CP) 1460 1,000-D Springhill Bcstg. Co.

THIBODAUX

KTIB (CP) 630 500-D Delta Broadcasters, Inc. 701 W. 5th St. 5348 Ferd Block, p Sam Lawrason, vp Ed Jackson, secy.-treas. Arthur Bachmann, m & ce AP G

VILLE PLATTE

KVPI 1953 1050 250-D Ville Platte Bcstg. Co. Inc. P. O. Box 566 5888 Lionel B. Deville, p Chris Duplechain, gm Guy Mitchell, sls. rep. J. S. Fontenot, pd & ce

MAINE

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Automobile Ownership 1952	County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Automobile Ownership 1952
Androscoggin	83,594	23,280	\$ 90,472	\$ 26,641	\$ 1,817	2,251	Penobscot	108,198	27,330	115,581	30,250	2,625	287,525
Aroostook	96,039	21,630	101,695	27,186	2,251	2,251	Piscataquis	18,617	5,080	14,989	4,845	555	
Cumberland	169,201	48,020	189,164	55,680	5,017	5,017	Sagadahoc	20,911	5,920	15,519	6,118	333	
Franklin	20,682	5,280	17,370	5,618	413	413	Somerset	39,785	10,420	27,447	9,615	771	
Hancock	32,105	9,250	24,107	9,375	430	430	Waldo	21,687	5,880	14,824	4,707	269	
Kennebec	83,881	22,210	82,623	23,434	1,991	1,991	Washington	35,187	9,400	22,214	7,829	606	
Knox	28,121	8,270	26,881	8,238	546	546	York	93,541	26,210	72,888	26,455	2,013	
Lincoln	18,004	5,050	19,215	5,963	266	266	Total	674,466	244,570	\$869,239	\$264,274	\$20,805	287,525
Oxford	44,221	11,340	34,250	12,320	902	902							

DIRECTORY OF AM AND FM STATIONS

AUGUSTA

WFAU 1946 1340 250 Twin City Bcstg. Co. 160 Bangor St. 3-3878 MBS, Yankee O'Connell, Borgatti Faust Couture, p Norman G. Gallant, gm Harry Simons, cm Mona Toothaker, pd Gregory Evans, pmm Catherine Rice, wd St., Wid. AP Ray. WRDO 1932 1400 250 WRDO Inc. 175 Water St. 3-4735 NBC, New England Regional Net., Maine Bcstg. Weed Bannan Adeline B. Rines, p Donald K. Powers, gm & cm Leslie R. Hubley, pd & pmm Harold T. Dinsmore, ce Don Kelly, nd Linwood Brotee, fd Jean Murray, wd Thes. UP RCA

BANGOR

WABI 1925 910 5,000-DA-N Community Bcstg. Serv. 57 State St. 6446 ABC, Yankee Everett-McKinney, Kettell-Carter Horace Hildreth, p Leon P. Gorman Jr., gm Milton C. Chapman, loc. cm Richard Bronson, prog. m Bob Patten, pd Walter L. Dickson, ce George Hale, nd Paul Dugas, sd Pop.: 99,000 Rad. Hms.: 98,000 Ret. Sls.: \$288,000,000 Wid. AP WGYU 1947 1230 250 Murray Carpenter P. O. Box 732 7354 CBS Avery-Knodel, Foster Murray Carpenter, o Samuel G. Henderson Jr., gm Clifton E. Reynolds, pd & nd Roger W. Hodgkins, ce George C. Tuck, fd Larry Colton, sd Margo Floyd, wd Pop.: 150,000 Rad. Hms.: 38,000 Ret. Sls.: \$63,485,000 SES. UP GE WGYU-FM 1947 Ch. 226 (A) 93.1mc 11kw (CP) 1480 1,000-D Shreveport Bcstg. Co. Springhill Bcstg. Co. (CP) 1460 1,000-D Springhill Bcstg. Co. KTIB (CP) 630 500-D Delta Broadcasters, Inc. 701 W. 5th St. 5348 Ferd Block, p Sam Lawrason, vp Ed Jackson, secy.-treas. Arthur Bachmann, m & ce AP G KVPI 1953 1050 250-D Ville Platte Bcstg. Co. Inc. P. O. Box 566 5888 Lionel B. Deville, p Chris Duplechain, gm Guy Mitchell, sls. rep. J. S. Fontenot, pd & ce Pop.: 508,782 Rad. Hms.: 127,921 Ret. Sls.: \$449,984,000 L-W, St. AP, UP WH

MAINE

City	Call Letters Established	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. 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	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
	WLBZ 1926	620 5,000-DA-N	Maine Bcstg. Co. 100 Main St. 2-4656	NBC, Maine Bcstg., New England Weed, Bannan	Adeline Rines, p Edward E. Guernsey, gm	Irving S. Hunter, pd George Chapman, pmm	John Wibby, ce William Mincher, nd Edward Owen, sd	Pop.: 351,600 Rad. Hms.: 90,000 Thes. UP WE
BIDDEFORD	WIDE 1948	1400 250	Biddeford Bcstg. Corp. 234 Main St. 4-4566	MBS, Yankee Raymer	Victor C. Diehm, o Arthur Deters, gm, cm & ce	Chris Drivas, asst. m, pd, pmm & wd George Friary, nd	Bill Petit, fd Carl Swanson, sd	Pop.: 95,088 Rad Hms.: 27,020 Ret. Sis.: \$90,872,000 UP G
HOULTON	WABM 1950	1340 250	Aroostook Bcstg. Corp. 1340 North Rd. 2257	MBS, Yankee, Maine Bcstg.	Harry E. Umphrey, p H. D. Glidden, gm	Ted Coffin, cm R. W. MacIntosh, ce	Dewey Dewitt, sd	Thes. AP RCA
LEWISTON	WCOU 1938	1240 250	Twin City Bcstg. Co. 223 Lisbon St. 4-6921	MBS, Yankee, Lobster O'Connell, Borgatti	Faust Couture, p John C. Libby, gm & cm	Herbert Fontaine, pd & pmm Herbert Wiles, ce	Oscar J. Normand, office m Linn Wells, nd & sd Hal Alberghini, fd Connie Coury, wd	Pop.: 89,061 St., SES., Wld. AP Rad. Hms.: 25,430 Ret. Sis.: \$84,197,000 RCA
	WCOU-FM 1948	Ch. 230 (B) 93.9mc 13.7kw						Wld., SES., AP WH
	WLAM 1947 WLAM-TV	1470 5,000-DA-1	Lewiston-Auburn Bcstg. Co. 129 Lisbon St. 4-5401	ABC Everett-McKinney, Kettell-Carter	Elden H. Shute Jr., p & sm Frank S. Hoy, gm	Gerald T. Higgins, cm & pmm Harold W. Dutch, pd	Henry Root, ce Parker Hoy, nd	Ret. Sis.: \$90,472,000 Thes. AP RCA
PORTLAND	WCSH 1925 WCSH-TV	970 5,000-DA-N	Congress Square Hotel Co. 157 High St. 2-0181	NBC, New England, Maine Weed, Bannan	Mrs. Adeline B. Rines, p Donald K. Powers, gm & cm Leslie R. Huble, pd & pmm	Daniel H. Smith, ce Philip N. Johnson, nd	Jake Brofee, fd J. Donald MacWilliams, sd Agnes Gibbs, wd	Pop.: 433,200 Rad. Hms.: 120,240 Ret. Sis.: \$421,508,000 Thes. AP, UP RCA

Data corrected to Dec. 10, 1953. If executives or services for FM are same as AM affiliate names are not repeated. Market Data supplied by stations. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

BUY 5000 WATT

W L A M

ABC NETWORK "MAINE'S VOICE OF PROGRESS"

1st IN SHARE OF AUDIENCE

MORNINGS

8:00 a.m. to 12 Noon
43.1%

AFTERNOONS

12 Noon to 6:00 p.m.
43.0%

EVENINGS

6:00 p.m. to 8:00 p.m.
40.9%

Represented Nationally
by **Everett-McKinney, Inc.**

C. E. HOOPER, INC. Survey

LEWISTON-AUBURN, ME., FEB., MAR., APR. 1951

Represented
in New England by
Kettell-Carter

WGAN 1938 WGAN-TV WPOR 1947		560 5,000-DA-1 1490 250	Guy Gannett Bcstg. Serv. 390 Congress St. 2-7423 Oliver Bcstg. Corp. 477 Congress St. 3-8111	CBS Avery-Knodel ABC MBS, Yankee, Lobster O'Connell, Borgatti	Guy P. Gannett, p Creighton E. Gatchell, gm Richard E. Bates, cm Harold H. Meyer, p & gm William J. Mullen, cm Raymond Mercier, pd	Francis H. Farnum, Jr., pd, pmm & nd Roger W. Hodgkins, ce George Hunter, fd Roger Perry, ce Harry J. Dowd, Jr., office m	H. Duncan Oliphant, educ, d Jane Lauten, wd Bill Williams, nd Hugh Babb, sd Martha Standish, wd	Pop.: 379,349 Rad. Hms.: 124,522 Ret. Sis.: \$614,760,000	SES. AP, UP RCA AP GE
PRESQUE ISLE WAGM 1931		1450 250	Aroostook Bcstg. Corp. 155 State St. 8821	MBS, Yankee-Maine Bcstg.	Harry E. Umphrey, p H. D. Glidden, gm	Dick Marshall, cm, pd, pmm & fd Lester E. Hughes, ce	Forrest J. Craig, slm Dewey Dewitt, sd Dick Meyer, nd		Thes. AP
ROCKLAND WRKD 1952		1450 250	Knox Bcstg. Co. 493 Main St. 1600	ABC O'Connell, Borgatti	Carleton D. Brown, p Paul R. Huber, m	Vere B. Crockett, cm Donald S. Winslow, ce	Frank S. Knight, fd Margaret Dana, wd	Pop.: 47,000 UP RAY
RUMFORD WRUM 1953		1450 250	Rumford Publ. Co. Prospect Ave. 1057	KBS, Lobster O'Connell	Melvin L. Stone, p Kenneth J. Ellis, gm & pd	George B. Cunningham, cm Edward J. Tremblay, ce	Ben Pike, nd Hal Andrews, fd Woodrow Mercier, sd Madelaine McLean, wd	Pop.: 35,000 Rad. Hms.: 9,000	
WATERVILLE WTVL 1946		1490 250	Kennebec Bcstg. Co. 36 Silver St. 2700	ABC, Lobster O'Connell, Borgatti	Carleton D. Brown, p & gm Harold L. Vigue, cm Fred Preble, pd	Neil Collar, pmm Don Sutherland, ce John Maguire, nd	Ken Chase, fd Hugh Rawlinson, sd Evalyn Paige, wd	Pop.: 50,000 Rad. Hms.: 12,500 Ret. Sis.: \$75,000,000 AP RCA

MARYLAND

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Automobile Ownership		County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Automobile Ownership	
						1952	1953							1952	1953
Allegany	89,556	25,790	\$ 81,159	\$ 25,300	\$ 2,515	25,549	1953	Montgomery	164,401	51,610	172,076	42,638	4,745	80,528	
Anne Arundel	117,392	31,520	72,943	24,904	2,563	40,606	1953	Prince Georges	194,182	59,780	112,332	42,479	3,982	82,973	
Baltimore	270,273	368,680	1,403,605	382,451	48,483	107,522	1953	Queen Annes	14,579	4,060	11,283	3,357	207	5,434	
Calvert	12,100	2,900	8,546	2,395	124	4,494	1953	St. Marys	29,111	6,740	19,918	7,433	223	7,964	
Caroline	18,234	5,340	25,398	4,781	468	8,573	1953	Somerset	20,745	5,550	23,045	6,423	477	5,847	
Carroll	44,907	11,640	39,429	7,965	903	19,055	1953	Talbot	19,428	5,840	29,240	6,002	1,106	8,519	
Cecil	33,356	8,820	25,685	8,794	365	13,114	1953	Washington	78,886	22,800	74,256	20,630	1,980	29,325	
Charles	23,415	5,200	18,285	4,545	234	8,670	1953	Wicomico	39,641	11,940	49,768	9,241	945	16,370	
Dorchester	27,815	7,760	22,607	6,741	468	10,460	1953	Worcester	23,148	6,790	39,088	6,378	573	9,116	
Frederick	62,287	17,530	57,583	13,747	1,292	23,964	1953	Total	2,343,001	680,230	\$2,370,151	\$647,756	\$73,517	779,545	
Garrett	21,259	4,930	14,597	3,270	235	6,738	1953	Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1953. Sales Management; further reproduction unlicensed; automobiles supplied by state.							
Harford	51,782	14,930	45,322	12,507	1,037	21,033	1953								
Howard	23,119	6,140	10,737	2,201	279	9,613	1953								
Kent	13,677	3,940	13,249	3,574	313	6,015	1953								

AMERICAN BROADCASTING COMPANY
YANKEE NETWORK



MUTUAL BROADCASTING SYSTEM
LOBSTER NETWORK

WPOR | LAND

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
4. Growing acceptance—WPOR local business up 106%—national business up 238%

Portland's favorite station—ask anyone!

REPRESENTED BY—
 NEW YORK—Richard O'Connell
 BOSTON—Lou Borgatti
 CHICAGO—Hal Holman
 PACIFIC COAST—Duncan Scott

PORTLAND, MAINE

Hal Meyer, President

MARYLAND

City	Call Letters Established	Chan. or Freq. Power	Licenses Headquarters Telephone	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Market Data For Primary Area (Supplied by station)	Library News Serv. Transmitter		
ANNAPOLIS									
WANN	1190	1,000-D	Annapolis Bcstg. Corp. P. O. Box 749 Colonial 3-2500 Pearson, Dora- Clayton	Morris H. Blum, p & gm Arthur P. Dietz, ce	 Ray.		
WASL	810	250-D	The Chesapeake Radio P. O. Box 1551 9211		Robert L. Blalock, p & gm C. W. Taylor, cm	John Drew, pd & fd Jos. H. Griscom, ce	Bill Earle, nd & sd Muriel E. Blalock, wd	Wid. AP Col.	
WNAV	1430	1,000-DA-N	Capital Bcstg. Co. Colonial 3-2639	KBS McGillvra	Albert H. MacCarthy, p R. C. Embry, operator	Richard Rudolph, operator Norman V. Bergholm, sm	Helga Pfefferman, pd Alan B. Laffier, ce	Thes. AP GE	
WNAV-FM	Ch. 256 (B)	99.1mc 16.6kw		Store Radio			 WH	
BALTIMORE									
WBAL	1090	50,000-DA-N	The Hearst Corp. 2610 N. Charles St. Hopkins 7-3000	NBC Christal	Charles B. McCabe, vp & exec. d D. L. Provost, vp & gm John T. Wilner, vp, engrg. Leslie H. Peard Jr., sm	Freeman W. Cardall, bus. m Arnold Wilkes, pub. affairs & educ. d Victor F. Campbell, pd William N. Rock, prog. m	J. M. Kennedy, slm Thomas J. White Jr., nd & publ. m Conway Robinson, fd Mollie Martin, wd Joseph M. Croghan, sd William C. Bareham, ce	AP, UP INS WE	
WBMD	750	1,000-D	Key Bcstg. Co. 879 Park Ave. Mulberry 5-7095 McGillvra	George E. Hull, p H. Shelton Earp Jr., gm	Thomas O'Connor, pd, nd, fd & sd Russell H. Morgan, ce	Polly Dorsey, wd	Pop.: 1,796,960 Rad. Hms.: 466,038 Ret. Sls.: \$1,480,318,000 AP RCA
WCAO	600	5,000-DA-1	The Monumental Radio Co. 1102 N. Charles Mulberry 5-0600	CBS Raymer	L. Waters Milbourne, p & gm Melvin F. Woods, treas.	Robert M. Richmond, cm & pmm George L. Filling, pd Martin L. Jones, ce	Wm. Conhurst, nd Roger Griswold, sd Betty McCall, wd	Pop.: 1,427,000 Rad. Hms.: 577,000 Ret. Sls.: \$1,988,979,000	Wid. AP WH
WCAO-FM	Ch. 274 (B)	102.7mc 20kw							
WCBM	680	10,000-D-DA-2	Baltimore Bcstg. North & Harford Aves. Belmont 8400	MBS Taylor	John Elmer, p & cm George H. Roeder, gm	Charles A. Roeder, pd & nd G. Porter Houston, ce	John MacLean, sd Newell Warner, fd Myrth Riefner, wd	Pop.: 1,625,003 Rad. Hms.: 432,050	L-W AP, INS RCA
WFBR	1300	5,000-DA-1	The Baltimore Radio Show Inc. 10 E. North Ave. Mulberry 5-1300	ABC Blair	Robert S. Maslin, p Robert S. Maslin Jr., vp, secy. & publ. d Robert B. Jones Jr., vp & gm	J. H. L. Trautfelter, vp & treas. William S. Pirie Jr., sls. d W. Bert Hanauer, pd	William Q. Ranft, ce John W. Steele, nd C. Nelson Baker, sd Helen K. Neel, wd	Pop.: 1,625,003 Rad. Hms.: 432,050	Wid. AP, UP RCA
WITH	1230	250	Maryland Bcstg. 7 E. Lexington Lexington 7808 Forjoe	Thomas G. Tinsley Jr., p & gm	Robt. C. Embry, cm Nedra Berryman, pd	James S. Duff, ce Chuck Thompson, sd		St. AP WE
WITH-FM	Ch. 282 (A)	104.3mc 20kw							
WSID	1010	1,000-D	The United Bcstg. 912 N. Charles St. Saratoga 8250	Richard Eaton, p & nd Marvin Mirvis, gm	Helen Wherley, pd	Lee Reckling, ce	 UP
WWIN	1400	250	Belvedere Bcstg. 1119 N. Charles Saratoga 7-3555 Indie	Thomas F. McNulty, p & gm Lenore N. Feldman, sm	Chester Kiser, pd Bentley Stecher, slm	Joseph R. Sporney, ce Ralph Fennewell, sd Don Shoemaker, nd	Pop.: 949,708 Rad. Hms.: 275,000 Ret. Sls.: \$1,262,101,000	Assoc. AP WE

Data corrected to Dec. 10, 1953. If executives or services for FM are same as AM affiliate names are not repeated. Market Data supplied by stations. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

In

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

Auxiliary Studio, Waynesboro, Pa.

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

BETHESDA

WUST 1951	1120 250-D	Broadcast Management Inc. 1343 U St., NW Washington, D. C. Hobart 2-0011	McGillvra	Harold E. Sheffers, p & gm	Vernon Ward, cm & pmm Georgette Leighton, pd	Robert Carnine, ce Roy Snyder, nd John Bandy, sd Frances White, wd	Pop.: 1,474,200 Rad. Hms.: 416,570 Ret. Sis.: \$1,631,634,000	UP Col.
WUST-FM 1951	Ch. 292 (A) 106.3mc 0.5kw						Pop.: 1,500,000 Rad. Hms.: 430,960 Ret. Sis.: \$1,631,634,000	

BRADBURY HEIGHTS

WBUZ-FM 1948	(See Washington, D. C. Listing)							
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CAMBRIDGE

WCEM 1947	1240 100	Shore Bcstg. Co. P. O. Box 333 1580	MBS	G. P. Richards, p & cm	Thomas H. Maguire, Jr., sm & nd	Bette B. Robbins, pd Anna Flowers, pmm Arthur Coburn, ce	Pop.: 66,000 Rad. Hms.: 20,150 Ret. Sis.: \$48,157,000	Wld. AP Col.
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CUMBERLAND

WCUM 1948	1490 250	Tower Realty Co. Williams Road & East City Line 5400	CBS For Joe	Karl F. Steinmann, p Eldred Steinmann, vp in chg.	Malcolm A. Campbell Jr., gm, pd & sd Roy H. Knotts, cm	Paul Custer, ce Wm. Criswell, nd Russ Reynolds, fd Katherine Flora, wd	Pop.: 100,000 Rad. Hms.: 32,000 Ret. Sis.: \$80,000,000	Thes. AP RCA
WCUM-FM 1948	Ch. 275 (B) 102.9mc 1.29kw							
WDYK 1953	1230 250-DA-N	Western Md. Bcstg. Co. P. O. Box 510 5001	ABC, MBS Radio-TV Reps.	Richard A. Raese, p James M. Martinson, gm	Floyd V. Cozad, cm Edwin Meyer, pd & nd	George Sokol Jr., ce Chad Riley, sd	Pop.: 175,000 Rad. Hms.: 58,000 Ret. Sis.: \$84,000,000	St. UP Col.
WTBO 1928 WTBO-TV	1450 250	Maryland Radio Corp. 31 Frederick St. 299	NBC Branham	Charles E. Smith, p & gm	P. H. Cunningham, cm & pmm Michael Hurst, pd, nd & sd	David W. Jefferies, ce Robert Rosamond, fd M. Virginia Rosenbaum, wd	Pop.: 165,046 Rad. Hms.: 43,200 Ret. Sis.: \$116,265,000	Wld. UP WE

ESSEX

WSID 1947	(See Baltimore listing)							
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FREDERICK

WFMD 1936	930 1,000-DA-N	Monocacy Bcstg. Co. Corner Market & 7th St. Monument 3-4181	CBS Meeker	Laurence Leonard, p Alan W. Long, gm & cm	Evelyn Leonard, pd Howard C. Fisher, ce Joe Eisenhour, nd Harold Keats, pmm	Lawrence Crickenberger, fd Al Cooper, sd Mary M. Long, wd	Pop.: 417,803 Rad. Hms.: 113,989 Ret. Sis.: \$353,511,000	AP RCA
WFMD-FM 1947	Ch. 260 (B) 99.9mc 2kw							WE

TODAY, AS 10 YEARS AGO, INDUSTRY LEADERS SAY:

W B O C

ONE OF AMERICA'S FINER RADIO STATIONS

At RADIO PARK, SALISBURY, MD.

OUT-OF-TOWN STUDIOS: SEAFORD, DEL., POCOMOKE CITY, MD.

SHARE OF AUDIENCE
(Mon. thru Fri. Average)
Source: J. A. Ward, Inc.
9 AM - 12 Noon 69.5%
12 Noon - 6 PM 71.6%
6 PM - 10 PM 72.0%

MARKET DATA
Source: Sales Management
Population 301,700
Radio Homes 82,500
Retail Sales \$333,484,000

AT THE CENTER OF THE STORIED DEL-MAR-VA PENINSULA

John W. Downing, President
Charles J. Truitt, Gen. Mgr.

National Representatives:
Burn-Smith Co., Inc.

MARYLAND

City	Call Letters Established	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. 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	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
HAGERSTOWN								
WARK 1947	1490 250	United Bcstg. Co. 128 S. Prospect St. 4500	CBS United	Richard Eaton, p S. E. Phillips, gm & cm	Hunter Reams, pd & G. Harold Brewer, ce	Dick Collyer, nd Stan Roberts, sd Betty Bupp, wd	Pop.: 225,000 Rad. Hms.: 64,300 UP
WJEJ 1932	1240 250	Hagerstown Bcstg. Co. Franklin Court 2323	ABC, MBS Walker	Grover C. Crilley, p & gm Wm. H. Paulsgrove, cm & pmm	Robert Leshner, pd George McIntire, ce Glenn Thomas, nd & sd	Dave Allen, fd Betty Andrews, wd	Pop.: 125,000 Rad. Hms.: 29,000 Ret. Sls.: \$99,400,000	L-W AP Thes. AP GE
WJEJ-FM 1947	Ch. 284 (B) 104.7mc 9.36kw						Pop.: 300,000	
HAVRE de GRACE								
WASA 1948	1330 1,000-D	The Chesapeake Bcstg. Corp. P. O. Box 97 800	Jason T. Pate, p & gm Charles W. Irwin, cm	H. Robert Gray Jr., pd & nd	Gerald D. Johnson, ce Allen Anderson, sd Jane Emery, wd	Pop.: 236,800 Rad. Hms.: 61,000 Ret. Sls.: \$229,000,000	Wld. UP Ray.
LEONARDTOWN								
WKIK 1953	1370 1,000-D	Southern Md. Bcstrs. Inc. Greenwood 5-2211	Charles E. Springer, p, pd & nd	James L. Bittner, vp, gm & ce	William C. Redd, cm & pmm Loren Hiddleston, fd	Pop.: 65,000 Rad. Hms.: 2,033 Col.
LEXINGTON PARK								
WPTX 1953	1570 1,000-D	Patuxent Radio Inc. Great Mills Rd. Great Mills 2-1031	KBS	Harry J. Daly, p John M. Naylor, gm	Lou Douglas, pd	J. Frank Raley, fd Molly Chaplin, wd	Pop.: 50,000 Rad. Hms.: 18,000 Ret. Sls.: \$40,000,000	
MORNINGSIDE								
WPGC (CP) 1940	1580 250-D	Harry Hayman						
ROCKVILLE								
WINX 1948	1600 1,000-D	Montgomery County Bcstg. Co. Poplar 2-4357	United	Richard Eaton, gm Arthur A. Snowberger, ce Gene Andrews, pd			 UP Col.
SALISBURY								
WBOC 1940	960 1,000-DA-N	The Peninsula Bcstg. Co. Radio Park 6131	MBS Burn-Smith	John W. Downing, p Charles J. Truitt, gm, cm & pmm	John W. Downing Jr., pd	Jack W. Ward, ce	Pop.: 300,100 Rad. Hms.: 82,250 Ret. Sls.: \$333,484,000	Wld., L-W AP RCA
SILVER SPRING								
WGAY 1946	1050 1,000-D	Tri-Suburban Bcstg. Corp. 11306 Kemp Mill Rd. Juniper 9-1050	Metro-politan Indie	John W. Kluge, p Joseph L. Brechner, gm Ernie Tannen, cm	Chuck Dulane, pd, nd & fd John Drew, pmm	Arthur McDougall, ce Beverly C. Costello, traffic m & wd Val Thomas, sd	Pop.: 1,600,000	Wld. AP Col.
WESTMINSTER								
WTTR 1953	1470 1,000-D	Carroll County Bcstg. Corp. Uniontown Road 1171	Russell H. Morgan, vp & gm	E. E. Divers, cm John H. Little, pd	Charles T. Buffington, ce Gladys Wimert, wd	Pop.: 100,000 Rad. Hms.: 30,000 Ret. Sls.: \$110,000,000	
WHEATON								
WDON 1953	1540 250-D	Commercial Radio Equip. Co. 1319 F. St., N. W. Washington, D. C. District 7-1319	Everett L. Dillard, p & gm James G. Gustafson, cm	Douglas Bailey, pmm Eugene V. Jurasinski, ce	Robert E. Best, traffic m	Pop.: 1,300,000	

MASSACHUSETTS

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Automobile Ownership 1952	County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Automobile Ownership 1952
Barnstable	46,805	15,410	\$ 79,229	\$ 24,310	\$ 2,717		Norfolk	392,308	115,300	355,519	113,994	12,655	
Berkshire	132,966	39,100	154,634	42,094	3,506		Plymouth	189,468	58,470	202,851	61,462	5,456	
Bristol	381,569	114,420	364,889	111,936	12,204		Suffolk	896,615	251,220	1,375,513	315,256	37,454	
Dukes	5,633	1,750	7,656	3,211	411		Worcester	546,401	157,820	608,145	175,306	15,499	
Essex	522,384	158,210	545,974	172,164	16,659		Total	4,690,514	1,362,560	\$5,217,684	\$1,481,175	\$158,372	1,376,058
Franklin	52,747	16,220	60,003	16,444	1,226		Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1953, Sales Management; further reproduction uncensored; automobiles supplied by state.						
Hampden	367,971	109,300	439,738	116,526	14,343								
Hampshire	87,594	23,340	72,582	18,530	2,164								
Middlesex	1,064,569	300,910	943,266	307,457	33,781								
Nantucket	3,484	1,090	7,685	2,485	297								

DIRECTORY OF AM AND FM STATIONS

ATTLEBORO								
WARA 1950	1320 1,000-DA-2	Attleboro Radio Assn. Inc. 8 N. Main St. Attleboro 1-1320	Keith S. Field, gm Wm. A. Dawson Jr., cm	Dave Mohr, pd Charles W. Lynch, ce Charles Mahan, nd	Howard Tozier, sd Stan Morgan, fd Jo Sherman, wd	 UP RCA
BOSTON								
WBMS 1946	1090 1,000-D	WBMS Inc. Hotel Shelton Copley 7-3005	John Laux, p Norman Furman, gm Dorothea Mann, pd	Harry Paul, pmm Don Snider, ce William Marlowe, nd	Harry Clark, sd Anna Yona, wd	Pop.: 3,870,000 Rad. Hms.: 2,543,000 Ret. Sls.: \$2,803,000,000	AP, UP

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MASSACHUSETTS

WBZ 1921 WBZ-TV	1030 51,000 DA-1	Westinghouse Bcstg. Co. Inc 1170 Soldiers Field Rd. Algonquin 4-5670	NBC, New England Regional Free & Peters	Chris J. Witting, p Paul E. Mills, gm C. M. Meehan, slm Avner Rakov, prog. m C. Lud Richards, adv. m & sls. pmm	W. H. Hauser, ce & asst. m J. McNamara, nd	Leo Egan, sd Malcolm McCormick, fd Mildred Carlson, wd	Pop.: 4,856,300 Rad. Hms.: 1,362,895 Ret. Sls.: \$5,285,946,000	Assoc. Thes. AP, UP INS WH
WBZ-FM 1940	Ch. 225 (B) 92.9mc 20kw	(See Springfield listing)						
WBZA 1924								
WCOP 1935	1150 5,000-DA-2	WCOP Bcstg. Co. 489 Boylston St. Copley 7-0123	Bolling	T. B. Baker Jr., co-o Alvin Beaman, co-o Roy V. Whisnand, co-o & gm	Irvin E. Dierdorff Jr., pd & nd A. N. Armstrong Jr., cm	Roland C. Hale, ce Johnny Most, sd	Rad. Hms.: 887,000	AP, INS
WCOP-FM 1948	Ch. 264 (B) 100.7mc 20kw							
WEEI 1924	590 5,000-DA-1	Columbia Bcstg. System 182 Tremont St. Hubbard 2-2323	CBS, New England Regional Net. CBS Radio Spot Sales	Frank Stanton, p Harvey J. Struthers, gm Emmett J. Heerd Jr., slm	Eugene M. King, pd John T. Curry Jr., sls. prom. d Harold A. Dorschug, ce Marie H. Houlahan, publ. d	Charles Ashley, nd Fred Cusick, sd Louis A. Webster, fd Heloise Parker Broeg, co-wd Priscilla Fortescue, co-wd		L-W AP, UP GE
WEEI-FM 1948	Ch. 277 (B) 103.3mc 20kw							
WHDH 1929	850 50,000-DA-2	Matheson Radio Co. 6 St. James Ave. Hancock 6-5500	Blair	Robert B. Choate, p William B. McGrath, mgng. d Alexander M. Tanger, cm	George M. Perkins, pd William E. Shea, pmm Philip K. Baldwin, ce John Day, nd	Curt Gowdy, sd Joseph Kelly, fd Christine Evans, wd	Pop.: 5,319,518 Rad. Hms.: 1,423,500	AP WH
WHDH-FM 1949	Ch. 233 (B) 94.5mc 20kw							SES. AP WE
WMEX 1934	1510 5,000-DA-N	The Northern Corp. 70 Brookline Ave. Commonwealth 6-3900 Blair	William S. Pote, gm Lawrence J. Flynn, cm	John E. Reilly, pd George Kaplan, pmm William Ferruzzi, ce	Frank Fallon, sd Marie Mason, wd	Ret. Sls.: \$2,628,195,489	L-W, SES. INS RCA
WNAC 1937 WNAC-TV	680 50,000-DA-1	General Teleradio Inc. Yankee Network Division 21 Brookline Ave. Commonwealth	MBS Yankee H-R Reps.	Tom O'Neil, p Linus Travers, evp & gm George Steffy, vp	Tom Bateson, cm John D. Maloy, pd George Hallberg, pmm	Phyllis Doherty, publ. d I. B. Robinson, ce Leland Bickford, nd Les Smith, sd Louise Morgan, wd		UP, INS Rev. WE
WNAC-FM 1948	Ch. 253 (B) 98.5mc 20kw	6-0800						

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WITH THE PRIMARY COVERAGE OF

WBZ-WBZA

51,000 WATTS

BOSTON. The nation's sixth metropolitan market—retail sales, \$3,220,272,000 with WBZ!

SPRINGFIELD. The nation's forty-fourth metropolitan market—retail sales, \$512,320,000 with WBZA!

21 COUNTIES in New Hampshire, Maine, Vermont and Massachusetts with WBZ and WBZA—retail sales, \$1,625,936,000! (An area equal in size to the nation's twelfth metropolitan market, Minneapolis-St. Paul—and more than equal in retail sales.)

REMEMBER, THIS IS ONLY PRIMARY COVERAGE. Secondary and tertiary coverage account for an additional 30 counties. Send for our Audience Action Mail Map, based on a sample of 100,000 actual pieces of audience mail. And for all-over coverage in New England, be sure to get our rates. No obligation, of course.

WESTINGHOUSE BROADCASTING COMPANY

WBZ • WBZA • KYW • KDKA • WOWO
KEX • WBZ-TV • WPTZ

National Representatives: Free & Peters, except for TV; for WBZ-TV and WPTZ, NBC Spot Sales

MASSACHUSETTS

City	Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	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	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
WORL								
1950	950 5,000-D	Pilgrim Bcstg. 92 State St. Lafayette 3-4000	Headley- Reed	Joseph A. Dunn, p Arthur E. Haley, gm & cm	Norman Prescott, pd Polly E. Haddad, pmm John Parker, ce	Claire Crawford, asst. slm Arthur Hume, nd & sd	Pop.: 3,570,917 Rad. Hms.: 939,715 Ret. Slis.: \$4,100,000,000 AP Ray.
WVDA								
1953	1260 5,000-DA-N	Vic Diehm Assoc. Inc. Hotel Bradford Hancock 6-1122	ABC Raymer	Vic Diehm, p Lambert Beeuwkes, gm	Charles Tarkinson, pd Kenneth Smith, ce Harry Wheeler, slm	Roderick MacLeish, nd Gay Swankin, pmm		
WVOM (See Brookline listing)								
BROCKTON								
WBET								
1946	1460 1,000-DA-N	Enterprise Pub. Co. 60 Main St. 7062	Charles A. Fuller, gm & nd Earle G. Clement, cm	William W. Pierce 3rd, pd Arthur Jones, pmm & fd	Charles Nowell, ce Walter Dunbar, sd	Pop.: 167,733 Rad. Hms.: 47,923 Ret. Slis.: \$216,526,926	SES., Thes. AP Col.
WBET-FM								
1948	Ch. 249 (A) 97.7mc 0.8kw						 AP GE
BROOKLINE								
WVOM								
1948	1600 5,000-DA-1	The Boston Bcstg. Corp. 790 Common- wealth Ave. Beacon 2-5650	KBS	Benjamin Bartzoff, vp & gm	Ken Strong, cm James Fitzgerald, pd	Jerome Bartzoff, ce	 UP Ray.
CAMBRIDGE								
WTAO								
1948	740 250-D	Middlesex Bcstg. Corp. 439 Concord Ave. Eliot 4-0500 Indie	Frank J. Lyman Jr., p Frederick S. Bailey, gm	John H. Kimball Jr., cm	Edward J. Penney Jr., pd Bob Mehrman, nd	Pop.: 3,250,000 Ret. Slis.: \$3,449,812,000
WTAO-TV								
WXHR(FM)								
1946	Ch. 245 (B) 96.9mc 6.9kw	(WTAO, Am Affiliate)	Continental Good Music Bcstrs.	John R. Thornton, gm C. Stuart Grover, cm	John Cameron, pd Leonard Pray, ce	Pauline C. Stiness, publ. d	Pop.: 3,053,500 Rad. Hms.: 895,800 Ret. Slis.: \$216,526,926 UP
CHICOPEE								
WACE								
1946		(See Springfield listing)						
FALL RIVER								
WALE								
1948	1400 250	Narragansett Bcstg. Co. 374 Central St. 4-1400	MBS, Yankee Walker, Bannan	George L. Sisson Jr., p & gm J. Roger Sisson, loc. slm	Markey Gosciminski, reg. slm Walter Johnson, pmm Roland Berube, ce Madeline Hamel, wd	Madeleine Hamel, bus. m & wd Ann Kenney, traffic m James Arkison, nd & sd Jerry Jerome, fd	Pop.: 200,000 UP Ray.
WSAR								
1921	1480 5,000 DA-2	Fall River Bcstg. Co. Academy Bldg. Fall River 7-9477	ABC Headley- Reed, Kettell- Carter	Frank W. Miller Jr., p Lincoln W. N. Pratt, gm & treas.	Cornelius D. Sullivan, cm J. Joseph Welch, pd, nd & fd	John Pavao, ce Bill O'Brien, sd Gladys Bramblett, wd	Pop.: 379,335 Rad. Hms.: 215,903 Ret. Slis.: \$400,000,000	Thes. UP WH
FITCHBURG								
WEIM								
1941	1280 1,000-DA-N	WEIM Fitchburg Inc. 717 Main St. 3-3766	MBS Yankee Walker Kettell- Carter	Henry G. Molina Jr. p Lewis F. Sargent, gm	James Chalmers, cm & sd David Rodman, pd Theodore Kalin, ce	Leslie Levinson, nd Walter Viewig, fd Dorothy McKittrick, wd	 AP GE
WFGM								
1950	1580 1,000-D	Wachusett Bcstg. Corp. 455 Main St. 3-4897 Rambeau, Bannan	David M. Myers, p, gm & cm Talbot R. Hood, pd	Joseph Rich, pmm Donald L. Coleman Jr., ce	Martha Meadows, exec. secy. Kirk Anderson, nd, fd & sd	Pop.: 155,500 Rad. Hms.: 42,710 Ret. Slis.: \$124,500,000 INS Ray.
FRAMINGHAM								
WKOX								
1947	1190 1,000-D	WKOX Inc. Mt. Wayte Ave. Framingham 7409 Webb, Kettell- Carter	Albert A. Anderson, p Richard E. Adams, gm, vp & treas.	Lewis F. Sargent, cm William B. Sherman, pd	Francis W. Bartol, ce James B. Robbins, nd	Pop.: 361,917 Rad. Hms.: 112,759 Ret. Slis.: \$116,551,000	Wld. UP Ray.

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DIAL 1110

PROVIDENCE

REPRESENTED BY HEADLEY-REED

GARDNER									
WGAW 1946	1340 250	Gardner Bestg. Co. 3 Pleasant St. 1490	ABC, KBS Webb, Borgatti	William F. Rust, Jr., p	William C. Engel, gm & cm	William Martin, ce		 AP GE
GREENFIELD									
WHAI 1938	1240 250	John W. Haigis 354 Main St. Greenfield 4301	MBS, Yankee Walker, Bannan	John W. Haigis, p John W. Haigis, Jr., gm Horace W. Nichols, cm	Ira I. Hewey, pd & sd Thomas J. Kelly, pmm Leland F. Wheeler, ce	Graydon H. Spragg, nd Woodbridge B. Brown, fd June K. Greene, wd	Pop.: 55,000 Rad. Hms.: 16,000 Ret. Sis.: \$60,000,000	Wld. AP Col.	
WHAI-FM 1948	Ch. 252 (A) 98.3mc 1kw						Pop.: 150,000 Rad. Hms.: 50,000 Ret. Sis.: \$100,000,000	Wld. AP REL	
HAVERHILL									
WHAV 1947	1490 250	Haverhill Gazette Co. 30 How St. Haverhill 4-4733 Kettell- Carter	John T. Russ, p & gm Robert I. Kimel, sm	John J. Kirby, cm Kenneth D. Ash, pd	David E. Cate, ce Eileen Kneeland, wd	Pop.: 218,569 Rad. Hms.: 98.4% UP Ray.	
HOLYOKE									
WHYN 1941 WHYN-TV	560 1,000-DA-1	The Hampden- Hampshire Corp. 1300 Liberty St. Springfield 4-1126	CBS Branham, Weed	Charles N. DeRose, gm Patrick J. Montague, cm	A. J. Paley, ce Bill Keating, sd	Helen Hope, wd	Pop.: 350,000 Rad Hms.: 150,000	L-W UP RCA	
WHYN-FM 1948	Ch. 261 (B) 93.1mc 3.2kw			Charles Tamm, ce				L-W UP GE	
WREB 1950	930 500-D	Valley Bestg. Co. 323 High St. 2-3296 Colton	Sigward O. Holmes, p John H. Vondell Jr., sm & pd	Emil R. Werner, cm Warren F. Craig, nd Dr. A. D. King, ce	Tom Eaton, sd Mildred Chase, co-wd Ruth Mason, co-wd	Pop.: 444,000	Assoc. UP SES. AP G	
LAWRENCE									
WCCM 1947	800 1,000-D	The Lawrence Bestg. Co. 278 Essex St. Lawrence 3-7171 Indie, Foster	George H. Jaspert, p & gm Daniel B. Ruggles, III, cm	Pete Ward, pd John D. Bodell, ce Harold Bishop, nd John O'Connell, sd	Forrest N. Morgan, Jr., fd Christine Cartwright, wd	Pop.: 472,256 Rad. Hms.: 120,000 AP GE	
LOWELL									
WCAP 1951	980 1,000-D	Northeast Radio Inc. 243 Central St. 4-0404 Kettell- Carter	Israel Cohen, p William J. Warren, gm & cm	Ugo San Antonio, pd Theodore Cohen, ce Reg Cox, nd	Duke Savitt, sd G. Alexakos, fd Kay Brogan, wd	Rad. Hms.: 510,090 UP Ray.	
WLLH 1934	1400 250	Merrimac Bestg. Co. Inc. 39 Kearney Sq. Lowell 8715	MBS, Yankee Bloomberg	Gerald Harrison, p Carl S. Wheeler, vp Dana W. Fitzgerald, sm	Haskell Bloomberg, cm Tom Clayton, pd & sd A. G. Michaels, ce	R. B. Newton, asst. ce Fred Simmons, nd Ann Bradford, wd		Assoc. UP WE	
WLLH-FM 1948	Ch. 258 (B) 99.5mc 12.2kw						 WE	

WHAI

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IN BOSTON OR THE WALKER COMPANY IN
NEW YORK

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GREENFIELD
MASSACHUSETTS

MASSACHUSETTS

City	Chan. or Freq. Power	Licenses Headquarters Telephone	Network Representative	Executive	Abbreviations	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
Call Letters Established Tv Affiliate				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.			
LYNN							
WLYN 1947	1360 1,000-D	Puritan Bestg. Service Inc. 7 Willow St. 5-6200	Indie Sales	Theodore Feinstein, p Hank Forbes, gm, cm & pd	Milton Jaffee, pmm Russell Bassett, ce	Bob McLean, nd UP Col.
WLYN-FM 1949	Ch. 288 (A) 105.5mc, 0.52kw						
MEDFORD							
WHIL 1951	1430 500-D	Conant Bestg. Co. Inc. 99 Revere Beach Mystic 8-2250	Sherwood J. Tarlow, p & gm Joseph Kruger, cm David H. Maynard, pd	Allan W. Roberts, pmm & prod. m Sal Fulchino, ce	Arthur Stamler, nd Al Frezza, sd Marilyn, wd	Pop.: 2,166,615 Rad. Hms.: 547,096 Ret. Sls.: \$2,459,054,000 Thes. UP G
NEW BEDFORD							
WBSM 1949	1230 100	Bay State Bestg. Pope's Island 3-1767 Bolling	Joseph P. Duchaine, p Otto F. A. Arnold, gm Richard Evans, cm	Chris Clark, pd & sd Brownell Brightman, ce	Jerry Jerome, nd Harriet Hall, wd	Pop.: 144,204 Rad. Hms.: 40,500 Ret. Sls.: \$141,000,000 UP RCA
WBSM-FM 1949	Ch. 247 (B) 97.3mc 2.5kw						
WNBH 1921	1340 250	E. Anthony & Sons Inc. 432 County St. 8-5228	MBS, Yankee Walker	Basil Brewer, p J. Thomas Mathers, gm	Arnold Briden, cm Jim Gleason, pd & sd	Bob Sayre, nd Betty Barton, wd	Pop.: 115,000 Rad. Hms.: 98.2% Wid. AP RCA
WTEV(TV)		(WNBH, Am Affiliate)					
WFMR(FM) 1948	Ch. 251 (B) 98.1mc, 20kw						
NORTH ADAMS							
WMNB 1947	1230 250	Northern Berkshire Bestg. Co. 466 Curran Hwy. Mohawk 3-6567 McGillvra	J. Gordon Keyworth, p, treas., gm & ce Richard J. O'Brien, coml. rep.	Lawrence G. Truesdale, prog. m	Belva C. Keyworth, office m Bernard Bullett, sd	Pop.: 60,000 Rad. Hms.: 15,000 Ret. Sls.: \$54,000,000 Wid. AP Ray.
WNAW 1952	860 250-D	Cecil F. Clifton Box 193 Mohawk 3-5356	Cecil F. Clifton, p Robert E. Dain, gm	Ralph Haneman, ce Raymond Gordon, sd	Dick Brown, fd Joseph Tubby, wd	Assoc., Cole UP RCA
NORTHAMPTON							
WHMP 1950	1400 250	Pioneer Valley Bestg. Co. 78 Main St. 4275 Borgatti	John H. Williams, p Alexander W. Milne, gm & cm	Joseph T. Fennessey, pd & nd Harold Schumacher, ce	Mark Layne, sd Dorothy Drewsen, wd	Pop.: 80,000 Rad. Hms.: 22,800 Ret. Sls.: \$78,000,000 St. AP RCA
PITTSFIELD							
WBEC 1947	1490 250	Western Mass. Bestg. Co. 30 Eagle St. 8292	ABC, New England Kettell-Carter Everett-McKinney	Lawrence K. Miller, p W. Wendell Budrow, gm, cm & pmm	Robert Henaberry, pd Walton T. Ayer, ce Ed Farrell, Jr., nd	Dana Jones, fd John Lyons, sd Alice O'Meara, wd	Cap. AP GE
WBEC-TV							
WBEC-FM 1948	Ch. 232 (A) 94.3mc 1kw						
WERK 1938	1340 250	Greylock Bestg. Co. 8 Bank Row Pittsfield 2-1553	MBS, Yankee Borgatti, Walker	Leon Podolsky, p Walter Kearsney, gm & cm	Richard Bolender, pd Ed Merritt, pmm Ed Taffet, ce	Larry Vaber, nd Dan Healy, sd	Pop.: 74,200 Rad. Hms.: 22,850 Ret. Sls.: \$85,300,000 Assoc. UP WH
WMGT(TV)							
QUINCY							
WJDA 1947	1300 1,000-D	South Shore Bestg. Co. 29 Brackett St. Mayflower 9-1300 Webb	James D. Asher, p, gm, cm & pmm	Charles Glass, pd Fred Lane, ce	Bill Edwards, nd Len Ringquist, sd	Pop.: 1,200,000 Wid. AP Col.
SALEM							
WESX 1939	1230 250	North Shore Bestg. Corp. 49 Washington St. Salem 5670 Webb	James D. Asher, o cm William C. Asher, p, gm & pmm	Norman Durkee, pd & ce William Lamprey, comp.		
SPRINGFIELD							
WACE 1946	730 1,000-D	Regional Bestg. Co. Hotel Bridgway 6-1323 Indie, Kettell-Carter	John S. Begley, co-o & treas. David Hayes, p	Ralph J. Robinson, gm & cm C. J. O'Malley, pd	H. R. Glinka, ce Ruth Batcheller, wd	Pop.: 885,500 Rad. Hms.: 252,000 Ret. Sls.: \$890,000,000 AP RCA
WBZA 1924	1030 1,000	Westinghouse Bestg. Co. Inc. Hotel Kimball 6-8336	NBC, New England Regional Net. Free & Peters	Chris J. Witting, p. Paul E. Mills, gm C. M. Meehan, slm Aver Rakov, prog. m	C. Lud Richards, adv. m & sls. pmm W. H. Hauser, ce & asst. m J. McNamara, nd	Leo Egan, sd Malcolm McCormick, fd Mildred Carlson, wd	Assoc., Thes. AP, UP WH
WBZA-FM 1940	Ch. 246 (B) 97.1mc 8.2kw						
WHYN 1941		(See Holyoke listing)					
WJKO 1949	1600 5,000-DA	Springfield Bestg. Co. 137 State St. 2-7487	Gill-Perma	C. M. Manitsas, gm, cm, pd & ce	Mrs. Olga Lake, asst. pd	Joseph Daboul, nd & sd (Mrs.) G. Baacke, wd Ben Bonkosky, fd	Pop.: 751,509 Rad. Hms.: 227,730 UP RCA
WJKO-FM 1943	Ch. 270 (B) 101.9mc, 10kw						
WMAS 1932	1450 250	WMAS Inc. 101 West St. 7-1414	MBS, Yankee H-R Reps.	Gerald Harrison, p Robert Donahue, gm & cm	Paul Peltier, pd & pmm John Michnovetz, ce	Noah LaMountain, nd Roland Dumas, sd Mae Brown, wd	Pop.: 421,500 Rad. Hms.: 114,900 Ret. Sls.: \$477,100,000 Assoc. UP RCA
WMAS-FM 1947	Ch. 234 (B) 94.7mc 1.35kw						
WSPR 1936	1270 1,000-DA-N	WSPR Inc. 63 Chestnut St. 2-4181	ABC Hollingbery, Bannan	Alan C. Tindal, p & gm James H. Ferguson, Jr., cm	Milton R. Slater, pd George R. Townsend, ce	Kristian Solbert, treas. Carrie Porter, wd Jack Labrie, nd & pmm UP WE L-W AP
WSPR-FM 1949	Ch. 250 (B) 97.9mc 13kw						
TAUNTON							
WPEP 1949	1570 1,000-D	Silver City Bestg. Corp. 174 Broadway Taunton 4-7528	J. Marshall McGregor, p & ptrn. J. Milton Hammond, treas. & ptrn.	Joseph G. Quill, sm & pd Edwin Stawniak, cm Larry Prado, ce	Don Parks, fd & ch. ann. Ed Litchfield, nd & sd Marguerite McGregor, wd	Pop.: 120,000 Rad. Hms.: 40,000 Ret. Sls.: \$36,668,000 L-W G

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MASSACHUSETTS

WALTHAM

WCRB 1948	1330 1,000-D	Charles River Bestg. Co. 834 Main St. 5-7080	Ted Jones, p & gm Wm. J. Fitzpatrick, cm	David B. Tucker, pd David S. McNeill, nd Thomas Shea, ce	Arthur Johnson, sd Fred L. Bosworth, publ. d Midge Rooney, wd	Pop.: 416,623 Rad. Hms.: 410,103 Ret. Sls.: \$301,252,000	UP Ray.
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WARE

WARE 1948	1250 1,000-D	Central Bestg. Corp. Off East St. Ware 1250 Borgatti	John B. Poor, p William R. Sweeney, gm	Frank Knight, pd	David C. Pryce, ce Pauline Campbell, wd	Pop.: 170,000 Rad. Hms.: 168,000 Ret. Sls.: \$195,000,000	L-W AP Ray.
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WEST SPRINGFIELD

WTXL 1949	1490 250	Telecolor Corp. 34 Sylvan St. 9-4768 Walker, Borgatti	Lawrence A. Reilly, p & gm	Holland D. Cameron, cm	James L. Spates, opers. m & ce Harris Bond, sd	Pop.: 454,000 Rad. Hms.: 131,200 Ret. Sls.: \$447,000,000	Wld. INS G
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WEST YARMOUTH

WOCB 1940	1240 250	E. Anthony & Sons Inc. So. Sea Ave. Hyannis 502	MBS, Yankee Walker, Bannan	Basil Brewer, p Paul W. Stiles, m, cm & pmm	Joyce Johnson, pd Frank L. Lynch, ce Edger H. Semprini Jr., nd & sd	Blanche Robinson, wd	Pop.: 55,922 Rad. Hms.: 17,500 Ret. Sls.: \$90,986,000 RCA
WOCB-FM 1948	Ch. 232 (A) 94.3mc 1kw							

WORCESTER

WAAB 1931 WAAB-TV	1440 5,000 DA-1	WAAB Inc. 34 Mechanic St. 2-5611	MBS, Yankee Everett- McKinney	George F. Wilson, p & gm Wayne Teeter, cm	Robert Kreiger, pmm George Capalbo, ce Mary Cahill, office m	Robert Nims, nd Miss Lacey, wd	Pop.: 630,000 Rad. Hms.: 171,290 AP RCA
WNEB 1946	1230 250	New England Bestg. Co. 405 Main St 6-4672 Bolling	Paul C. Lytle, p & bus. m John J. Hurley, gm & treas.	Edward T. McCann Jr., cm Thomas J. Decker, pd & sd	Vernon P. Wilson, ce Thomas C. Phillips, nd Jeanne Connelly, wd	Pop.: 450,000 Rad. Hms.: 111,640 Ret. Sls.: \$672,720,000 UP Ray.
WORC 1925	1310 1,000-DA-1	Radio Worcester Inc. 4 Walnut St. 5-3101	ABC Headley- Reed Kettell- Carter	C. George Taylor, p Kenneth M. Cooper, gm	Thomas M. Donlin, cm Richard D. Smith, pd	Carroll Philbrooke, ce William Crowley, sd	
WTAG 1924	580 5,000-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, prog. m & pdm	Bernard J. LaPlante, sls. pmm E. A. Browning, ce James G. Little, nd John V. Ambrose, sd		Assoc., Wld. AP RCA
WTAG-FM 1940	Ch. 241 (B) 96.1mc 10kw							Assoc. AP GE

IN SPRINGFIELD * **MORE** LOCAL ADVERTISERS USE

WACE THAN ANY OTHER STATION IN THE MARKET!

GET THE FACTS!

Call Jack Koste, Indie Sales, N.Y.C.; Kettell-Carter, Boston; Hil Best, Detroit; Hooper Jones, Chicago; Gene Grant, Los Angeles or CALL COLLECT RALPH ROBINSON, WACE, SPRINGFIELD 6-1323. *(Springfield-Holyoke Met. District)

WACE SELLS AT LOCAL LEVEL—YOUR BEST NATIONAL BUY!

730 KC **One of the Nation's Busiest Stations** 1,000 W.



In Detroit, America's 5th Market, this is the proved "success formula":

Take the overwhelming popularity and community acceptance of radio station WWJ. . . . plus the prestige and network programming of its NBC affiliation. Add the 3/4-million Auto Radios, and the 1 1/2-million Home Radios in the primary listening area.

A multitude of successful advertisers, during the past 32 years, have followed this formula for doing **BIG** business in a market with the largest income per family of any major market in the U.S.A.

Through WWJ, you reach more of those families in the middle income group and above, than other Detroit stations do . . . for *less* than the average cost-per-thousand-listeners for radio time in Detroit.

**The time to sell Detroit is now . . .
the time to buy is . . .**



Associate Television Station WWJ-TV

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.

BROADCASTING • TELECASTING

MICHIGAN

City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licnsee Headquarters Telephone	Network Represent- ative	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.	Market Data For Primary Area (Supplied by station)	Library. News Serv. Transmitter		
ANN ARBOR									
	WHRV 1947 WHRV-TV	1600 1,000-DA-1	Huron Valley Bcstrs. Inc. 4230 Packard 2-4573 Walker	J. F. Hopkins, p & cm Steve Filipiak, gm Richard Harner, pd	Otis Hardy, pmm & nd James Allen, ce	O. Wardel, fd Bob Brown, sd Bonnie Haig, wd	Rad. Hms.: 36,040	Wld. AP WE
	WPAG 1945 WPAG-TV	1050 1,000-D	Washtenaw Bcstg. Co. Inc. 3d Floor Hutzel Bldg. 2-5517 McGillvra	Arthur E. Greene, p Edward F. Baughn, vp & gm	Kenneth MacDonald, cm Roger Shepard, pd Donald N. Bowdish, ce	Al Samborn, nd Howard Heath, fd Bob Ufer, sd	Pop.: 2,688,434 Rad. Hms.: 652,357	St. AP WE
BAD AXE									
	WLEW 1950	1540 250-D	Port Huron Bcstg. Co. 935 S. Van Dyke Rd. 1010	Great Lakes Gill-Perna	John F. Wismer, gm James Muehlenbeck, sm	Richard Estell, pd & nd	Donald Cloutier, ce		St. UP RCA
BATTLE CREEK									
	WBCK 1948 WBCK-TV	930 1,000 DA-2	Michigan Bcstg. Co. Security Natl. Bank Bldg. 3-5555	MBS Headley- Reed	Robert H. Holmes, p & gm	Whitney Jones, slm E. F. Cahill, pd	Robert Willbur, ce		Wld. UP RCA
	WELL 1925	1400 250	Federated Publications Inc. Mich. Natl. Bank Bldg. Woodward 4-7173	ABC Meeker	D. E. Jayne, gm	F. F. Owen, cm & pd	Earl J. Stone, ce	Pop.: 104,500 Rad. Hms.: 33,300 Ret. Sls.: \$161,148,964 AP
BAY CITY									
	WBCM 1925	1440 1,000-N 500-N	Bay Bcstg. Co. Inc. 100 Center Ave. 7551	ABC Holling- bery	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	Pop.: 375,000 Rad. Hms.: 90,000 Ret. Sls.: \$400,000,000	Wld. UP WE
	WBCM-FM 1946	Ch. 241 (B) 96.1mc 41kw							
BENTON HARBOR									
	WHFB 1947 WHFB-TV	1060 1,000-D	Palladium Pub. Co. Fairplain Ave. 5-2113 Holman	Stanley R. Banyon, p J. P. Scherer, gm Ted Vernasco, cm	John Chase, pd & fd Munson Robinson, ce	Ed Backus, nd Ray Mittan, sd		Wld. AP RCA
	WHFB-FM 1947	Ch. 260 (B) 99.9mc 9.2kw							

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WELL

BATTLE CREEK

Battle Creek's top-rated station

and the best buy because . . .

- 28 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

BIG RAPIDS

WERN 1460 Paul A. Brandt Paul A. Brandt, o Spencer Denison, gm Pop.: 50,000 L-W, SES.
1953 500-D 13804 Northland Holman & cm AP
648

CADILLAC

WATT 1240 Midwestern MBS, Les Biederman, p M. L. Chandler, slm Bill Kiker, ce SES.
1945 250 Bestg. Co. Bunyan Art Nyhus, sm AP
U. S. 131 South Holman Prospect 5-7831

COLDWATER

WTVB 1590 Twin Valley Southern George A. Hosek, p E. Harold Munn Jr., George Lasley, cm Pop.: 600,000 Thes., Wld.
1949 5,000-D Bestrs. Inc. Michigan sd & ce Rad. Hms.: 125,000 AP
500-N-DA-2 Box 32 Net. Best Ret. Sis.: \$559,000,000 G
WTVB-FM Ch. 252 (A) Pop.: 225,000 Wld., Thes., Cole
1950 98.3mc 0.25kw Rad. Hms.: 56,250 AP
0.26kw RCA

DEARBORN

WKMH (See Detroit listing)

DETROIT

CKLW 800 Essex Bestrs. Inc. MBS J. E. Campeau, p A. R. Gloster, pmm Art Laing, sd Pop.: 10,573,080 Thes.
1931 50,000 3300 Guardian Young E. Wilson Wardell, cm W. J. Carter, ce Myrtle Labbitt, co-wd Rad. Hms.: 2,949,486 INS
CKLW-TV Bldg. Campbell S. Ritchie, W. H. Gatfield, treas. Mary Morgan, co-wd Ret. Sis.: \$12,390,353,000 BUP
(Windsor, pd Austin Grant, nd & RCA
Ont.) fd
CKLW-FM Ch. 230 (A) (See Pontiac listing)
1949 93.9mc 0.25kw
WCAR 1939 (See Pontiac listing)
WJBK 1490 Storer Bestg. Co. George B. Storer, p Harry Lipson, asst. Paul Frincke, ce
1926 250 500 Temple Ave. Katz Gayle V. Grubb, vp mngng. d Al Nagler, sd AP, INS
WJBK-TV CP: 1500 Richard Fischer, pd Peter Storer, pmm RCA
5,000-D DA-2

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

50,000 WATTS 800 KC.

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

MICHIGAN

City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	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	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
DETROIT—(Cont'd)								
WJLB 1926	1400 250		Booth Radio & Tv Stations Inc. 3100 David Broderick Tower Woodward 5-2000 (WJLB, Am Affiliate)	Forjoe	John L. Booth, p mgng. d & gm	E. E. Nyy, sm George Kendall, pd	Eric V. Hay, sls. vp E. H. Clark, engrg. vp	Pop.: 2,817,600 Rad. Hms.: 851,400 Wld. AP
WBRI(FM) 1941	Ch. 250 97.9mc 3.3kw	(B)						Wld. AP RCA
WJR 1927	760 50,000		WJR, The Goodwill Station Inc. Fisher Bldg. Trinity 5-4440	CBS Christal Radio Time Sales	John F. Patt, p Worth Kramer, vp & gm William G. Siebert, secy.-treas. F. Sibley Moore, vp George Cushing, vp	Elmer O. Wayne, slm Franklin C. Mitchell, pd James H. Quello, d of pub. rel. & adv. George F. Leydorf, engrg. vp	F. A. McPhillips, sls. serv. d Jack White, nd Marshall Wells, fd Bob Reynolds, sd Agnes May, wd	Pop.: 13,134,700 Rad. Hms.: 3,434,440 Ret. Sls.: \$14,896,838,000 Wld., Thes. AP, UP INS WE
WJR-FM 1948	Ch. 242 96.3mc 24kw	(B)						
WKMH 1946	1310 5,000-D 1,000-N- DA-2		WKMH Inc. WKMH Bldg. 15001 Michigan Ave. Tiffany 6-8500	Mich. Bestg. Headley- Reed	Fred A. Knorr, p & gm George M. Miller, vp & cm	Bob Seymour, pd Jerrold Martin, vp & ce	Richard Buller, nd Frank Sims, sd	L-W UP, INS RCA
WKMH-FM 1950	Ch. 262 100.3mc 7kw	(B)						
WLDM(FM) 1949	Ch. 238 95.5mc 20kw	(B)	Lincoln Bestg. Co. 15401 West Ten Mile Rd. Jordan 4-5835	Harold I. Tanner, p & gm	Russell H. Matson, cm Frank Gaal, pd	Jerome F. Steadley, ce	Pop.: 4,000,000 Rad. Hms.: 500,000 Assoc., Wld., Thes., St. AP REL.
WWJ 1920 WWJ-TV	950 5,000-DA-N		The Evening News Assn. 615 W. Lafayette Woodward 2-2000	NBC Holling- bery	Edwin K. Wheeler, gm Don DeGroot, asst. gm Thomas Warner, cm Melvin C. Wissman, pd	James G. Eberle, pub. affairs m Edgar J. Love, gen. engrg. m Carl Wesser, ce	Henry C. Rogers, bus. m John Merrifield, fd Fran Harris, wd	Pop.: 5,333,830 Rad. Hms.: 1,500,000 Ret. Sls.: \$6,031,139,000 Thes., L-W AP, UP WE
WWJ-FM 1941	Ch. 246 97.1mc 48kw	(B)						Thes., L-W REL.
WXYZ 1925 WXYZ-TV	1270 5,000-DA-N		WXYZ Inc. 1700 Mutual Bldg. Woodward 3-8321	ABC, Mich. Radio Blair	James G. Riddell, p & gm Harold S. Christian, cm Phil Brestoff, pd	Charles Kocher, ce William E. Morgan, adv. & pmm Harold L. Neal, asst. slm	Tom A'Hearne, nd Don Watrick, sd Edythe Fern Melrose, wd	St. AP, INS RCA
WXYZ-FM 1943	Ch. 266 101.1mc 30kw	(B)					 GE

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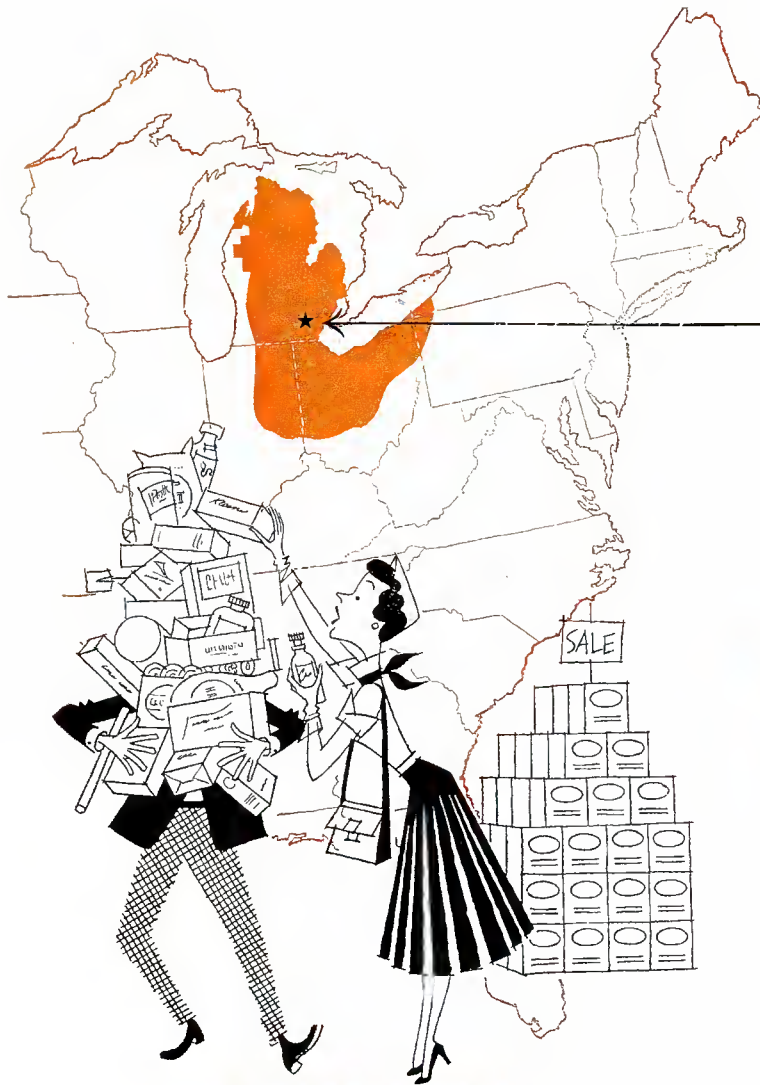
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radio
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allied arts

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year's subscription at the additional cost of \$2.00 per Yearbook. Apart from a
subscription Yearbooks are \$5.00 per copy.



almost 10% of the
nation's sales
takes place

HERE
in **WJR's** primary
coverage area!

W
J the
great
voice
of the
great
R lakes

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

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.



AN IMPORTANT AREA FOR YOU
—A FAMILIAR AREA TO US



WJR, Fisher Building, Detroit 2, Michigan
WJR, Eastern Office: 665 Fifth Avenue, New York 22
Represented Nationally by the Henry I. Christal Company
Canadian Representatives: Radio Time Sales, (Ontario) Ltd.

MICHIGAN

City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	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.	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter		
EAST LANSING									
*WKAR	1922	870 5,000-D	Michigan State College	John A. Hannah, p Robert J. Coleman, gm Lawrence T. Frymire, pd	Norris E. Grover, ce Rob Downey, nd Howard Hass, fd	Robert Shackleton, sd Mary Collopy, wd	Pop.: 4,994,985 Thes. SES AP WE	
WKAR-TV			Edgewood 2-1511 ext. 488					
ESCANABA									
WBBC	1941	680 1,000-DA-2	Delta Bcstg. Co. 604-06 Ludington St.	MBS Walker	Geo. D. Lindenthal, p gm & cm	R. E. Wagner, pd & sd H. C. Olsen, ce	W. J. Duchaine, nd Edith Bell, wd	Pop.: 111,700 Rad. Hms.: 35,700 Ret. Sls.: \$97,000,000	Thes. UP RCA
WESK	1953	1490 250	M & M Bcstg. Co. Inc. 712½ Ludington St. 3750	NBC Clark	William E. Walker, p Barclay Conley, gm	Lee Morrison, cm Paul Ryan, pd	Alister Alexander, ce John Bell, fd UP Temco	
FLINT									
WBBC	1947	1330 1,000-DA-2	Booth Radio & Television Stations Inc. G-3076 E. Bristol Rd. 9-8686	MBS Weed	John Lord Booth, p W. Gerald Schroeder, gm & cm	Edward Berryman, pd & sd James Rush, pmm & nd	G. E. Ryan, ce Maude Beagle, wd	Pop.: 506,300 Rad. Hms.: 139,460 Ret. Sls.: \$562,783,000	Wid. AP Col.
WFDF	1922	910 1,000-DA-1	Trebit Corp. Garland at First Ave. 2-7158	NBC Katz	H. M. Bitner Sr., p Lester W. Lindow, gm Elmer Knopf, pd	Marvin Levey, sls. pmm Gerald C. Wolpert, ce	Donald Cameron, nd Dan Hunter, sd	Pop.: 706,400 Rad. Hms.: 192,760 Ret. Sls.: \$743,652,000	St., Thes. AP RCA
WKMF	1952	1470 1,000-DA-1	WKMF Inc. 1623 Utica Ave. Tulsa, Okla.	William H. Morford, gm	Richard Carter, cm	Homer Blumerick, ce	Pop.: 278,000 Ret. Sls.: \$196,610,000	St. UP Tem.
WMRP	1946	1510 250-D	Methodist Church 3217 Lapeer 3-5112	William H. Morford, gm	Richard Carter, cm	Homer Blumerick, ce	Pop.: 278,000 Ret. Sls.: \$196,610,000	St. UP Tem.
WTAC	1946	600 1,000-D	Trendle- Campbell Bcstg. Corp.	ABC Raymer	George W. Trendle, p H. Allen Campbell, gm	J. R. McKinley, sm Laurence Arnold, pd	James Gimbel, ce	Pop.: 1,005,097 Rad. Hms.: 290,730	L-W UP RCA
WTAC-TV		500-N DA-1	740 S. Saginaw St. 2-1136					
GAYLORD									
WATC	1950	900 1,000-D	Midwestern Bcstg. Co. Paul Bunyan Bldg. 2700	Paul Bunyan Holman	Les Biederman, p & gm C. O. Reed, cm	Robert Fritz, pd Wm. H. Kiker, ce			St. AP G
GRAND RAPIDS									
WFUR	1947	1570 1,000-D	Furniture City Bcstg. Corp. 399 Garfield SW. Glendale 6-9541 McGillvra	William Kuiper Sr., p, gm, cm & pd	John D. Timmer, ce Gordon Kibby, nd	Bob Beukema, fd	Pop.: 200,000	Assoc. UP Ray.
WGRD	1947	1410 1,000-D	Music Bcstg. Co. 35 Lafayette Ave., NE 94-111 Gill-Perna	Paul F. Eichhorn, p & gm Glenn R. LePard, pd	Fred Stover, pmm Richard Groenevelt, ce Tom Van Tol, nd	Dirk Nebbeling, fd Bruce Grant, sd Norma Brink, wd	Pop.: 502,000 Rad. Hms.: 100,000	St. AP WE

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YES, THERE IS ONLY ONE

RADIO/TV WEEKLY BUSINESS PAPER—

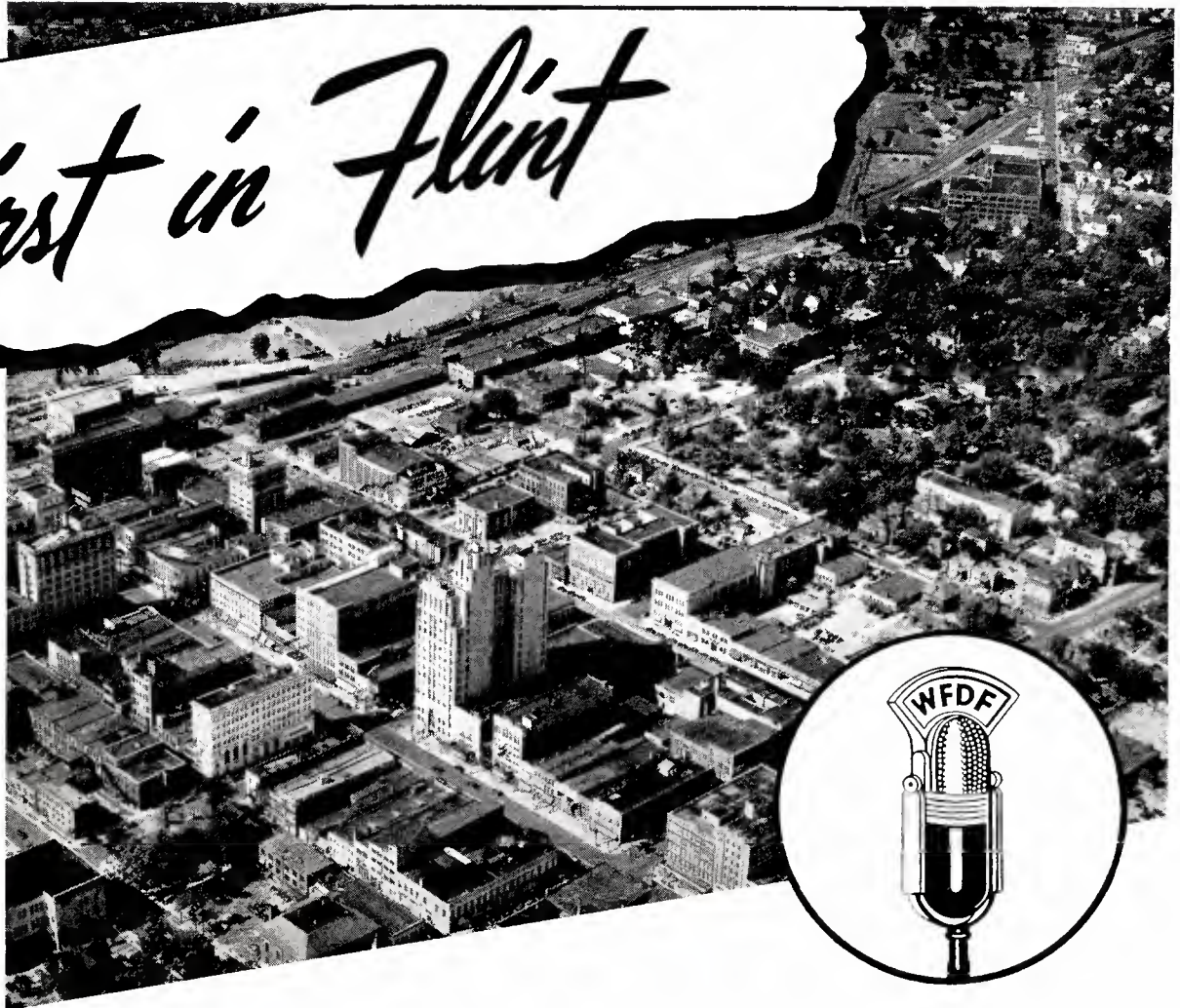
BROADCASTING • TELECASTING.

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WITH YEARBOOKS \$11.00.

THE NEWSWEEKLY OF RADIO AND TELEVISION

First in Flint



The birthplace of General Motors Corporation and still the largest General Motors Plant City in the world—that's busy, bustling, "FABULOUS FLINT"—home of Buick, Fisher Body and AC Spark Plug Divisions and with three of Chevrolet's largest plants as well.

But Flint is STILL growing! In 1953 a new Buick Jet Plant was added, a new Ternstedt Plant began to operate and a huge new Chevrolet Plant is scheduled to begin production in 1954. The City of Flint is keeping pace with a \$35,000,000 civic improvement program that is providing new schools, a new City Hall, wider streets, bridges, hospitals, and an improved park system.

And WFDF IS FIRST IN FLINT . . . FIRST in a BIG (287,200 people) market . . . FIRST in an ACTIVE (\$325,184,000. retail sales last year) market . . . FIRST in a RICH market where effective family buying income is MORE THAN 40% HIGHER THAN THE NATIONAL AVERAGE!

. . . tell YOUR sales story over WFDF and make SURE of a share in the RICH FLINT MARKET.

NBC AFFILIATE

WFDF

**910 KILOCYCLES
FLINT, MICHIGAN**

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD and WOOD-TV Grand Rapids—WFBM and WFBM-TV Indianapolis
—WEOA Evansville

MICHIGAN

City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
GRAND RAPIDS—(Contd)								
	WJEF 1945	1230 250	Fetzer Bestg. Co. 187 Monroe, N. W. Glendale 6-8512	CBS Avery- Knodel	John E. Fetzer, p Carl E. Lee, mgng. d Martin Gialmo, sm & cm	Michael Joseph, pd Bruce M. Glycadgis, ce	Donald Hoylman, nd Dick Miller, sd Rosemary Phoenix, wd	Pop.: 288,292 Thes. AP Rad. Hms.: 88,160 Ret. Sls.: \$296,140,000 RCA
	WJEF-FM 1951	Ch. 229 (B) 93.7mc 550kw						Pop.: 1,084,084 Thes. AP Rad. Hms.: 603,546 Ret. Sls.: \$1,886,820,000 Fed. St. UP RCA
	WLAV 1940	1340 250	Versluis Radio & TV Inc. 6 Fountain St. N. E. Glendale 6-5461	ABC Michigan Radio Pearson	Leonard A. Versluis, p Hy M. Steed, vp, gm & cm	Lee G. Stevens, ce Bob Greenhoe, nd	Jack Harrison, sd Joan Randall, wd	Pop.: 286,000 Thes. AP Rad. Hms.: 88,000 UP RCA
	WLAV-FM 1946	Ch. 245 (B) 96.9mc 3kw						Pop.: 360,000 St. UP Rad. Hms.: 101,000 Fed. Wid. AP RCA
	WOOD 1924 WOOD-TV	1300 5,000-DA-N	Grandwood Bestg. Co. Grand Rapids Natl. Bank 9-4125	NBC Katz	H. M. Bitner, p Harry M. Bitner Jr., vp Willard Schroeder, gm Art Swift, gen. slm	Frank Sisson, pd John Dragomier, pmm Louis Bergenroth, ce Jack Clay, sls. serv. m	Bob Runyon, nd Eddie Chase, fd Bob Kirby, sd Carol Duvall, wd	Pop.: 598,600 Wid. Rad. Hms.: 170,420 Ret. Sls.: \$1,216,530,000 AP RCA
HOLLAND								
	WHTC 1948	1450 250	Holland Bestg. Co. 5 E. 8th St. 9482 Best	William A. Butler, p Sandy Meek, gm	William Gargano, pd John Klungle, ce Al Ackerman, sd	Mary Emma Young, wd	Pop.: 120,000 Thes., Wid. Rad. Hms.: 43,000 Ret. Sls.: \$117,000,000 L-W AP Col.
HOUGHTON								
	WHDF 1929	1400 250	Upper Michigan Bestg. Co. Douglass Hotel	NBC Walker	George L. Burgan, o & ce Albert W. Payne, gm	Earl Norden, pd & nd Peter Fausone, sd	Myrtle Barrette, wd	Wid. AP Cont.
HOUGHTON LAKE								
	WHGR (CP)	1290 1,000-D	Sparks Bestg. Co.					
IONIA								
	WION 1953	1430 500-D	Ionia Bestg. Co. P. O. Box 143 1537 Best	Monroe MacPherson, o Al LaGuire, gm & cm Kenneth Chapin, slm	William M. MacPherson, pd Donald Seaman, pmm & sls. serv. rep. J. Irving Grove, ce	Bernice Hammond, adm. asst. Ellis Shotwell, nd & fd Frank Imburg, sd Charlotte Foohey, wd	Pop.: 90,000 Thes. AP Rad. Hms.: 24,000
IRON MTN.								
	WMIQ 1947	1450 250	Iron Mtn. Kingsford Bestg. Co. 211 E. Ludington St. 2031	ABC, Northern	Frank Russell Jr., p Russell J. Staffeld, gm William C. Johnson, cm	Donald Burdick, pd, pmm & nd Paul Anick, ce	Conrad Nelson, sd Beryl Miench, wd	Pop.: 65,520 Rad. Hms.: 15,120
IRON RIVER								
	WIKB 1949	1230 250	WIKB Inc. 234 W. Genesee St. 102	MBS, KBS Upper Midwest Walker	H. H. Frailing, p J. F. Kauper, gm & cm	Len Johnson, pd, pmm, fd & sd Lester Patten, ce	Bud Shields, nd Alfreda LaBoki, wd	Pop.: 20,000 Thes. AP Rad. Hms.: 6,500 Ret. Sls.: \$19,000,000 G
IRONWOOD								
	WJMS 1931	630 1,000 DA-N	Upper Mich.-Wis. Bestg. Co. 124 E. McLeod Ave. 20	MBS Walker	William L. Johnson, p Donald R. Hoover, m	Laura Johnson, pd Arne Dahlbacka, ce	Rose Isaac, wd	Pop.: 87,400 Thes. UP Ret. Sls.: \$77,100,000 Col.
ISHPEMING								
	WJPD 1947	1240 250	Ishpeping Bestg. Co. Jenks Block 1892	KBS, Bunyan, Upper Midwest	James P. Deegan, p, gm & cm Paul C. Crowley, pd & sd	Carl E. Tupala, pmm & nd Bernard R. Maloney, ce	Robert R. Rennie, fd Lois Ruth Holmgren, wd	Pop.: 49,986 Wid. AP Rad. Hms.: 12,665 Ray.
JACKSON								
	WIBM 1926	1450 250	WIBM Inc. 2511 Kibby Rd. 6121	ABC Forjoe	Roy Radner, p & gm Wm. Cizek, sm Wm. Hall, cm	Jack Underwood, pd Betty Carris, traffic m	Chas. Wirtanen, ce Usla Mollenkopf, office m	Pop.: 120,000 L-W AP Rad. Hms.: 42,000 Ret. Sls.: \$120,000,000 RCA Wid. UP WE
	WKHM 1951	970 1,000-DA-2	Jackson Bestg. & TV Corp. 441 Wildwood 4-7181	MBS, Michigan Bestg. Headley- Reed	Fred A. Knorr, p Walter Patterson, mgng. d Robert G. Wright, asst. mgng. d	Richard Schueler, pd John O. Gilbert II, pmm	Paul Wright, ce Ron Milton, nd, fd & sd	Pop.: 622,065 Wid. Rad. Hms.: 176,000 Ret. Sls.: \$132,000,000 UP WE
KALAMAZOO								
	WKMI 1947	1360 1,000-DA-N	Steere Bestg. State Theatre Bldg. 4-0111 Young	Howard D. Steere, p & cm	E. J. Popke Jr., gm Carl Stephens, ce	Ron Bontsema, nd Joe Wright, sd Ann Lee, wd	Pop.: 128,000 St. UP Rad. Hms.: 38,500 Ret. Sls.: \$23,765,000 Ray.
	WKZO 1930 WKZO-TV	590 5,000-DA-N	Fetzer Bestg. Co. 124 W. Michigan Ave. 3-1223	CBS Avery- Knodel	John E. Fetzer, p Carl E. Lee, mgng. d John W. O'Harrow, sls. d Otis T. Gaston, asst. sls. d & pmm	Charles T. Lynch, pd Arthus E. Covell, ce Dr. Willis F. Dunbar, pub. affairs d	Ellsworth L. Tait, comp. Frank Benesh, nd Carleton W. Collin, fd Leonard Colby, sd Mary Fontanne, wd	Pop.: 857,900 Thes. AP Rad. Hms.: 242,698 Ret. Sls.: \$876,809,000 RCA
LANSING								
	WILS 1947 WILS-TV	1320 5,000-D 1,000-N DA-2	Lansing Bestg. 407 N. Washington Ave. 2-1655 Venard	W. A. Pomeroy, p & gm Walter Dennis, cm James Pollack, pd	Dave Froh, asst. pd & sd Walter Braeger, pmm John C. Pomeroy, ce	John Maters, nd Jerry Haskell, fd Dorothy Abbanat, wd	Pop.: 369,200 L-W, Cap. Rad. Hms.: 112,000 Ret. Sls.: \$385,000,000 AP RCA
	WJIM 1934 WJIM-TV	1240 250	WJIM Inc. Bank of Lansing Bldg. 2-1333	ABC, NBC, Michigan Radio Net. H-R Reps.	Harold F. Gross, p Willard E. Walbridge, vp & gm	Howard K. Finch, vp, pd & sd Charles E. Wallace, ce	Ray Marcus, nd	Pop.: 500,000 Wid., St. Rad. Hms.: 110,000 Ret. Sls.: \$500,000,000 UP RCA
LAPEER								
	*WMPC 1926	1230 250-SH	The Liberty Street Gospel Church of Lapeer 455J		Frank S. Hemingway, p & gm	Hollis F. Hayes, ce		

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YOU MIGHT SKATE FIVE MILES IN 14½ MINUTES*—

**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 March, 1953 Nielsen Report credits WKZO, Kalamazoo, and WJEF, Grand Rapids, with a 12-county audience of 151,050 *daytime* homes, 130,530 *nighttime* 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 48.5% less in the morning, 54.7% less in the afternoon and 23.9% less at night, than the next-best two-station choice!

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



The Feltzer 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

* Ross Robinson set this record on February 12, 1927, at Lake Placid, New York.

MICHIGAN

Call Letters Established TV Affiliate City	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. D.r. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
LUDINGTON							
WKLA 1944	1450 250	Ludington Bcstg. Co. E. Ludington Ave. 1450	ABC, KBS Burn- Smith	Raymond A. Plank, p. gm & ce	Donald M. Hack, cm, fd & sd Charles J. Hagerman, pd & pmm	Tom Roy, nd Fay Hull, wd Pop.: 42,308 Rad. Hms.: 10,900 Ret. Sls.: \$46,861,000 UP WH
MANISTEE							
WMTE 1951	1340 250	Manistee Radio Corp. Radio Rd. 1340	KBS Best	T. A. Manwell, p Stephen P. Cole, gm & ce	Eddie Owens, cm Lou Blake, pd	Marshall Hanson, pmm & sd Crystine Emunson, wd Pop.: 23,300 Rad. Hms.: 17,310 Ret. Sls.: \$29,000,000	L-W AP G
MARINE CITY							
WDOG 1950	1590 1,000-D- DA-2	Radio St. Claire Inc. Box 12 3471 Weed	Jerry W. Coughlin, p Jack Hazlett, gm	John Bell, pd	Jim Duryea, ce Pop.: 3,174,337 Rad. Hms.: 863,822 INS Ray.
MARQUETTE							
WDMJ 1931	1320 1,000-DA-N	Lake Superior Bcstg. Co. Mining Journal Bldg. 616	MBS, KBS Northern	Leo. G. Brott, gm Eldon W. Wallace, sm, pd & nd	Robert J. Luke, cm & pmm	Gordon H. Brozek, ce Pop.: 95,000 Rad. Hms.: 91,412 Ret. Sls.: \$45,000,000	Thes. UP G
MENOMINEE							
WMAW 1952	1340 100	Green Bay Bcstg. Co. 960 1st St. 4651	ABC Pearson	Martin Geertz, gm, cm & pd	Robert Reimers, pmm, ce & sd	Jack DuBlon, nd Dick Peterson, fd Miriam Benson, wd Pop.: 95,000 Rad. Hms.: 91,412 Ret. Sls.: \$45,000,000	L-W, Thes. UP
MIDLAND							
WMDN 1948	1490 250	Rich Pub. House 298 S. Swede Rd. Temple 9-9988 Best	Phillip T. Rich, p Jerry Breen, gm & cm	Tom Matthews, pd, pmm, nd & sd	Peter A. Wolf, ce & fd Bette Studer, wd Pop.: 356,200 Rad. Hms.: 89,050 Ret. Sls.: \$373,159,000	L-W, Thes. AP G
MT. CLEMENS							
WMLN(FM) 1947	Ch. 292 (A) 106.3mc 0.34 kw	Macomb Pub. Co. 67 Cass Ave. Howard 3-1501 Continental	Paul W. McKee, p	Mark T. McKee, Jr., gm	Wilburn A. Schattler, ce Pop.: 227,000 Rad. Hms.: 20,000 Ret. Sls.: \$155,105,000 UP GE
MT. PLEASANT							
WCEN 1949	1150 1,000-D 500-N-DA-N	Paul A. Brandt 112½ E. Broadway 33-171	Paul A. Brandt, o Georgia Martin, cm & wd	James Bailey, pd Peter Fronezak, ce	Chester Regoza, nd & fd Dan Baxter, sd Pop.: 150,000	St., SES. AP G

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WESTERN UNION

W. P. MARSHALL, PRESIDENT

DL=Day Letter

NL=Night Letter

LT=Int'l Letter Telegram

VLT=Int'l Victory Ltr.

FX-1201

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination.

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WTTT PORT HURON, MICHIGAN

WTTT PORT HURON MICHIGAN
TO ALL TIMEBUYERS USA

1000 AGGRESSIVE WATTS SERVING PORT HURON AND THE ENTIRE THUMB AREA
OF MICHIGAN TOP INDUSTRIAL AND AGRICULTURAL AUDIENCE OFFERING YOU
AND OUR LISTENERS PROMPT FACTUAL NEWS COMPLETE SPORTS COVERAGE
AND A LISTENER APPEALING SCHEDULE OF PROGRAMS AND PUBLIC SERVICE
PROGRAMMING THAT SELLS WEED AND COMPANY NATIONAL REPRESENTATIVES
ABC NETWORK.

WILLIAM WEIL, GEN'L. MANAGER
WTTT 606 Water Street,
PORT HURON, MICHIGAN

Ken Blevins, Station Relations
WTTT Port Huron, Michigan, for further information

WTTT PORT HURON, MICHIGAN

MUSKEGON

WKBZ 1926	850 1,000-DA-1	Ashbacker Radio Corp. 432 Apple Ave. 26-051	ABC, Mich. Radio Mecker	Arch Shawd, p & gm Helen Duvall, cm Joseph J. Herget, pd	Bill Bennett, pmm George Krivitzky, ce	Martin Whelan, nd Robert Johnson, sd	Pop.: 528,000 Rad. Hms.: 175,600 Ret. Sis.: \$500,000,000	Thes. AP Ray.
WKBZ-FM 1948	Ch. 225 (B) 98.9mc 4.7kw							
WKNK 1949	1600 5,000-DA-N	N K Bcstg. Co. Federal Square 32-126	MBS Best	Nicholas W. Kuris, p John S. Bell, gm, sd	Henry Veenstra, cm, pmm Evelyn Johnson, pd	Perd Reynolds, ce Paul Elliott, nd, fd		Wld. UP Gates
WMUS 1946	1090 1,000-D	Greater Muskegon Bcstrs. 517 W. Giles Rd. 4-1672	KBS	Dalton Hille, vp Harley Lucas, m Sam Lombardi, ce	Bob McKendrick, nd & sd	Emily Kadlec, wd	 UP WE

OAK PARK

WJDM (FM) 1949	Ch. 238 (B) 95.5 mc 20 kw	Lincoln Bcstg. Co.						
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OWOSSO

WOAP 1948	1080 250-D	Owosso Bcstg. Co. 2301 N. Shiawassee St. 980	Great Lakes McGillvra	J. E. Campbell, p M. H. Wirth, gm Merrill Walker, cm, pd & nd	Clem Sellers, pmm Fran Bowles, ce	Ed Fitzpatrick, sd Edwina Orser, wd	Pop.: 141,050 Rad. Hms.: 34,908 Ret. Sis.: \$182,068,000	L-W AP GE
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PETOSKEY

WMBN 1946	1340 250	Midwestern Bcstg. Co.	MBS, KBS Bunyan Holman	Les Beiderman, p	Ralph Pierson, gm Merton Carter, sim	Johnny Cossens, pd		
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PONTIAC

WCAR 1939	1130 1,000-D CP: Detroit 50,000-D 10,000-N DA-2	WCAR Inc. P.O. Box 55 Federal 3-7141 Pearson	H. Y. Levinson, p & gm	Wayne N. Cook, engr. vp & ce	William G. Lenhard, cm		Assoc. AP, INS RCA
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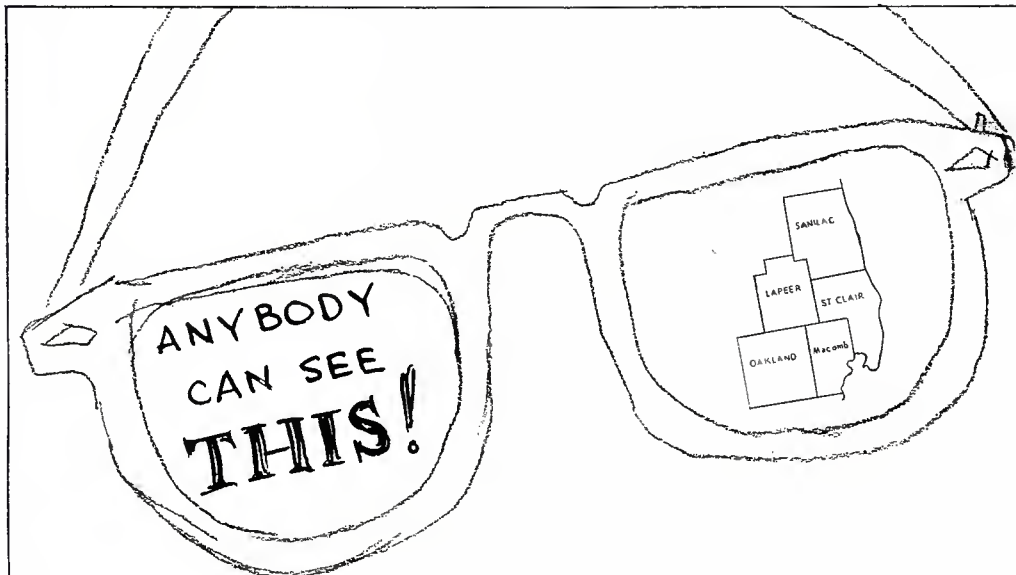
WJAR-FM

1948	Ch. 258 (B) 99.5mc 20kw							Assoc.
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WPON (CP)	1460 500w-DA-N			James L. Gerity Jr.				
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PORT HURON

WHLS 1938	1450 250	Port Huron Bcstg. Co. 932 Military St. Yukon 2-8536	MBS Gill- Perna, Mich. Spot Sales ABC Weed	John F. Wismer, gm John J. Shepard, asst. gm & cm	Ned S. Hubbell, pd & sd Eugene W. Miller, pmm	George E. Carroll, ce Richard A. Whitford, nd		St., Wld. UP RCA
WTHH 1947	1380 1,000-DA-1	The Times Herald Co. 606 Water St. Yukon 5-5171	ABC	F. Granger Weil, evp William L. Weil, gm Gaylord Forbes, cm	Richard Sommerville, pd & nd Kenneth Blevins, pmm	Kenneth Kunze, ce Edwin F. Forbes, fd Edward Senyczko, sd	Pop.: 173,286 Rad. Hms.: 84,606	Thes., St. AP G



WHLS is the most-listened-to station in Port Huron. Fifty out of 100 shoppers surveyed prefer its great programs, love its grand personality. And remember, WHLS is sold as a package with WLEW, the dominant station of Bod Axe, a prosperous community that receives no primary radio signal from any other station in Northeastern Michigan. The retail sales in the area WLEW covers amount to more than \$32,642,000 a year. That's buying for you! That's a market for you.

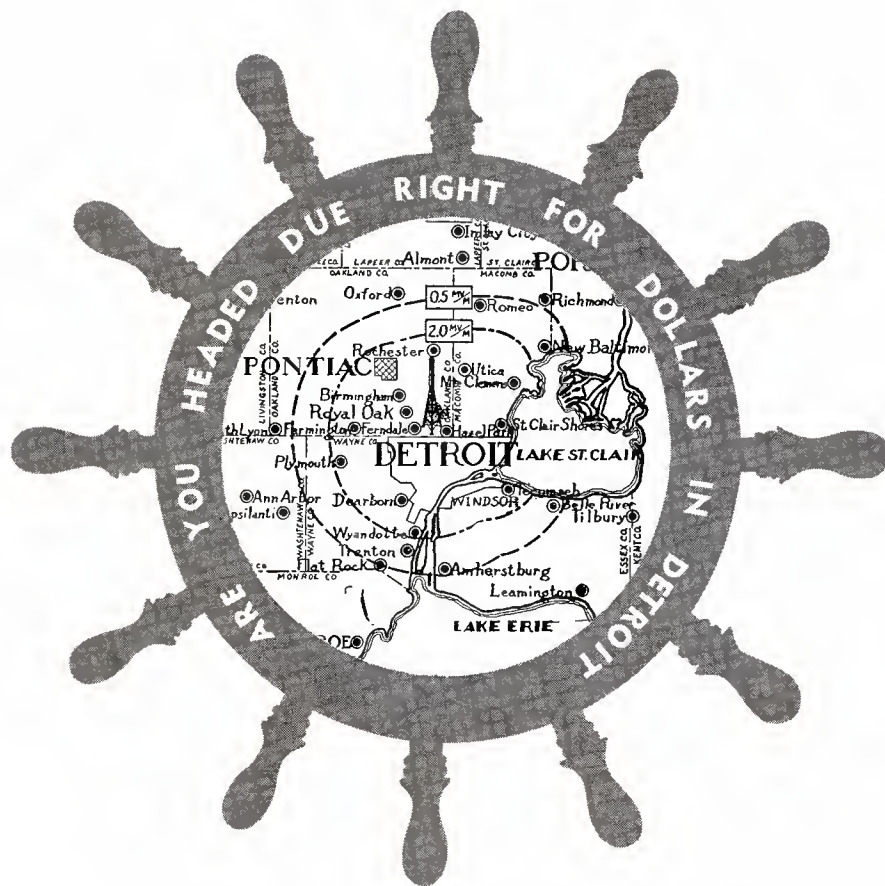
Here's one of the greatest combination buys in America today; a radio station buy that brings you 225,075 radio families and \$584,855,-750 and more year in and year out in retail sales! Ask for more facts. Do it now, today. Also remind us to send you our latest Pulse survey.



Yes, anybody can see that WHLS is the voice of Port Huron, Michigan. No matter how you measure WHLS-and it's been measured and measured scientifically and accurately-it's the station to cover "Michigan's Thumb", a rich industrial and urban area containing 556,220 potential customers; people who spend \$100,584,000 for retail goods; a station which not only saturates the great counties seen here in the map, but Western Ontario, too.

Gill-Perna, Inc., nat'l representatives
New York Chicago Los Angeles San Francisco

Michigan Spot Sales — Michigan state representative
15001 Michigan Avenue, Dearborn, Mich. Tiffany 68500



Let's face it, you're not headed right if you're not headed into the great Detroit market covered intensively by WEXL. Glance up at that map again. There's Detroit coverage where it counts!

Remember, it's WEXL in Royal Oak-Detroit—TOPS in sports, news and music. WEXL's low spot rate will amaze you. Check with Gill-Perna, Inc. or check direct for all the details. JORDAN 4-6523 does it.



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

for 29 years Michigan's oldest independent serving 856,640 homes.

GILL-PERNA, INC.

NATIONAL REPRESENTATIVES

MINNESOTA

City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	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	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
ALBANY								
KASM 1950	1150 500-D	Stearns County Bestg. Co. 1150	KBS Continental, Lawson	William H. Blattner, p Urban J. Keppers, gm & pd	Arthur Boss, cm & pmm Dale Howard, ce	Cliff Mitchell, nd & fd Steve Gleason, sd Sally Hanauka, wd	Pop.: 289,693 Rad. Hms.: 77,054 Ret. Sis.: \$253,849,000	L-W UP G
ALBERT LEA								
KATE 1937	1450 250	Albert Lea- Austin Bestg. Co. Inc. 332 S. Broadway 2338	ABC, Southern Minn. Meeker & Bulmer & Johnson	Bennett O. Knudson, p E. A. Van Alstyne, gm Tom Golden, cm	Robert Holt, ce Trace Goddard, nd & sd	Cliff Cairns, fd Marie Prosser, wd	Pop.: 253,000 Rad. Hms.: 75,300 Ret. Sis.: \$284,000,000	Thes., SES. UP Col.
ALEXANDRIA								
KXRA 1949	1490 250	Alexandria Bestg. Corp. 1000 Lawson	R. C. Brown, gm Everette Walters, cm Kenneth Bechtel, pd	Kenneth Olson, ce Wayne Moody, nd & sd	Kenneth Tessmer, fd Frances Anderson, wd		Thes. Col.
AUSTIN								
KAUS 1948 KMMT(TV)	1480 1,000-DA-2	Cedar Valley Bestg. Co. 405A N. Main St. 8836	MBS, Dairyland Pearson	Martin Bustad, p L. L. McCurnin, gm Ken Soderberg, cm Tom Steensland, pd	Bob Abbott, pmm Glen Klein, ce Ken Cessna, nd	Rollie Dain, sd Don Sheetz, fd Joice Bang, wd	Pop.: 150,000 Rad. Hms.: 40,000 Ret. Sis.: \$160,000,000	Wld. AP GE
BEMIDJI								
KBUN 1946	1450 250	Butler Bestg. Co. Inc. 419½ Beltrami Ave. 1900	MBS, KBS, Upper Minn. Lawson	Edward W. Butler, p, gm, cm, pmm & sd	Gwenyth Butler, pd & wd Del Grage, ce	Aldy Swanson, nd Norm Rick, fd	Pop.: 33,000 Rad. Hms.: 8,422 Ret. Sis.: \$19,453,000	SES. UP RCA
BRAINERD								
KLIZ 1946	1400 250	Brainerd Bestg. Co. E. Oak St. 2853	MBS, Upper Midwest Walker	Ed Tom O'Brien, p & gm Earl R. Johnsen, sm, cm & pd	James Peterson, ce Robert Chasteen, nd & fd	Al Leighton, sd Miriam Hylland, wd	Pop.: 47,575 Rad. Hms.: 12,772 Ret. Sis.: \$15,000,000	Cap. AP G
BRECKENRIDGE								
KBMW 1948	1450 250	Interstate Bestg. Corp. 519 Dakota Ave. Wahpeton, N. D. 2-5357	KBS Lawson	Harry M. Griffith, gm George Kaufmann, cm & sd	Clayton J. Kulseth, pd Harold G. Unkenholz, ce	LaVore Freeborn, office m R. M. Johnson, nd	Pop.: 100,000 Ret. Sis.: \$53,000,000	St. UP Col.
CLOQUET								
WKLK 1950	1230 250	Cloquet Bestg. Co. 124½ Ave. C 1450	KBS	Albert S. Tedesco, p Dale R. Peterson, gm & sd Richard A. Rall, cm	Marlene Beauchene, pd Darrel Gander, ce Beverly Norgren, pmm & wd	Burt Oien, nd Dean Cates, co-fd Nancy Anderson, co-fd		L-W UP Col.
CROOKSTON								
KROX 1949	1260 1,000-D 500-N DA-N	Crookston Bestg. Co. Eagles Bldg. 1050 Cooke, Lawson, Grant	Jerome A. Dahlberg, p, pd & sd William J. Kiewel, m & secy.-treas.	Garfield L. Cox, vp & cm Earl L. Handyside, ce	John Kalin, nd Evelyn Bausitan, wd	Pop.: 1,500,000 Rad. Hms.: 300,000 Ret. Sis.: \$12,500,000	Thes., Wld. UP Ray.
DETROIT LAKES								
KDLM 1951	1360 1,000-D	Detroit Lakes Bestg. Corp. 1360 Richwood Rd. 1100 Lawson	R. C. Brown, p Gordon Hutton, gm & nd	Phil Solberg, cm Eric Munro, ce	Tom Mee, sd Jan Solberg, wd		Wld. AP G

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K R O C
K A T E
K Y S M

*Concentrated Coverage of the
Fabulous Farmlands of*

SOUTHERN MINNESOTA

IN THIS 32-COUNTY MARKET:

POPULATION	774,100
RADIO HOMES	211,350
RETAIL SALES	\$856,245,000
FARM INCOME	\$772,032,000
INCOME PER FARM	\$ 11,705

Sell Southern Minnesota from the
"inside" with the area's favorite
stations.

Southern Minnesota Network

KROC (NBC)
ROCHESTER

KATE (ABC)
ALBERT LEA

KYSM (NBC)
MANKATO

National Representatives: ROBERT MEEKER ASSOCIATES Regional Representatives: BULMER & JOHNSON

MINNESOTA

DULUTH

KDAL 1936	610 5,000-DA-N	Red River Bcstg. Co. Inc. 218 Bradley Bldg. 2-2628 (See Superior, Wis., listing)	CBS Avery-Knodel	Dalton A. LeMasurier, p & gm Odin S. Ramsland, cm	Jack Gordon, pd Dale Cowle, pmm R. A. Dettman, ce	Bill Krueger, nd Don Dahl, sd Elizabeth Brown, wd	Rad. Hms.: 111,233	L-W AP RCA
WDSM								
WEBC 1924	1320 5,000-DA-N	Head of the Lakes Bcstg. WEBC Bldg. 2-2873	NBC, Arrow-head Bulmer & Johnson, Hollingbery	Morgan Murphy, p W. C. Bridges, vp & gm Clifford Lue, cm	M. J. Flaherty, pd & pmm N. P. Gill, ce Charles Persons, engrg. d	Thomas Kelly, nd & sd Deke Grussendorf, fd Sally Gleason, wd		Wid., SES. UP
- WEBC-FM (CP)	Ch. 222 (B) 92.3mc 74kw							

EVELETH

WEVE 1947	1340 250	Carl Bloomquist 1340	MBS, KBS Lawson	Carl Bloomquist, p Art Nelson, gm	Bob Daniels, pd Joe Cerar, ce	Rose Ullman, traffic m Al Williams, sd	Pop.: 68,300 Rad. Hms.: 20,470 Ret. Sls.: \$61,451,000	St. Col.
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FAIRMONT

KSUM 1949	1370 1,000-DA-2	Fairmont Bcstg. Co. 306 N. Park St. 1370	MBS, Upper Midwest Rambeau	Leo J. Seifert, p Frank Endersbe, gm James L. Barkley, pd	William W. Small, pmm & office m Larry Lawson, ce George Brooks, nd	Dick Mahar, sd Jim Barkley, fd Annabel Webb, wd	Pop.: 456,700 Rad. Hms.: 109,650 Ret. Sls.: \$423,609,000	Thes. AP RCA
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FARIBAULT

KDHL 1948	920 1,000-DA-2	KDHL Bcstg. Co. 213 Central Ave. 2312	Herbert H. Lee, ptrn. & gm Palmer Dragsten, ptrn. & cm	J. E. Hyde, ptrn. & ce	Francis Robbins, nd Tom Bachrach, sd Dean Curtiss, fd		Cap. Ray.
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FERGUS FALLS

KGDE 1926	1250 1,000-D 500-N-DA-N	Fergus Radio Corp. 6996	MBS, Great Northern Walker	Harold L. Dell, evp & gm	Frederic T. Dell, asst. m & nd	Norman C. Haagenson, sm & cm Harold E. Allen, ce	 AP Col.
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GRAND RAPIDS

KBZY 1948	1490 250	Itasca Bcstg. Co. 198	MBS	Robert D. Kennedy, p, gm & cm	Bud Germ, pd Ross Fesenmeyer, ce	Bill Lane, sd	Pop.: 36,000 Rad. Hms.: 9,320 Col.
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HIBBING

WMFG 1935	1240 250	Head of the Lakes Bcstg. Co. 5th Ave. & Howard Sts. 3-7531	NBC, Arrow-head Hollingbery, Bulmer & Johnson	Morgan Murphy, p Walter C. Bridges, gm O. H. Peterson, cm	Ruth E. Coe, pd, pmm & wd Norman Gill, ce	George W. Johnson, nd Bud Johnson, sd		Wid., SES. UP Col.
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HUTCHINSON

KDUZ 1953	1260 1,000-D	McLeod County Bcstg. Co. Radio City 1555	Albert Tedesco, ptrn., gm & sd Victor Tedesco, ptrn. Nicholas Tedesco, ptrn.	Hienz Fruck, cm Ted Hanson, pd Howard Nordine, pmm & nd	Darrel Gander, ce Don Wheeler, fd Jane Haugen, wd		
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LITTLE FALLS

KLTF 1950	960 500-D	Little Falls Bcstg. Co. 105½ E. Broadway 367	KBS	John H. Lemme, p John J. Nugent, gm	Richard J. Rudeck, cm Sumner Sabean, pd	Gordon Lommen, ce	Pop.: 85,000 Rad. Hms.: 89,201 Ret. Sls.: \$301,755,000	L-W UP Col.
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MANKATO

KTOE 1950	1420 5,000-D 1,000-N-DA-N	Minnesota Valley Bcstg. Co. Box 550 4537	ABC, Pearson	H. W. Linder, p D. O. Linder, gm & cm	Wayne Will, pd Steve Wolf, ce	Thomas White, nd Bill Smith, sd	Pop.: 379,017 Rad. Hms.: 108,340 Ret. Sls.: \$361,600,000	Cole UP G
KYSM 1938	1230 250	Southern Minn. Supply Co. 101 N. 2d St. 4673	NBC, Northwest, Southern Minn. Meeker	John F. Meagher, gm & cm	Eugene Bouchier, pd Robert Cosgrove, pmm	James Houts, ce		Thes. AP RCA
-KYSM-FM 1948	Ch. 278 (B) 103.5mc 47kw						 GE

MARSHALL

KMHL 1946	1400 250	Harry Willard Linder KMHL Bldg. 2282	ABC Pearson	Harry W. Linder, o	Gilmore F. Frayseth, gm	Russell Nelson, ce Ben Dickmeyer, pd	 UP Ray.
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MINNEAPOLIS

KEYD 1948	1440 5,000-D	Family Bcstg. Corp. 15 N. 9th St. Lincoln 8451 Rambeau	Henry C. Klages, p Lee L. Whiting, gm	Ray Tenpenny, cm & pd	Harvey V. Headen, ce Bob Kaye, nd Fred Vant Hull, sd	Pop.: 1,789,218 Rad. Hms.: 461,110	St. AP RCA
KSTP 1928		(See St. Paul listing)						
*KTIS 1949	900 1,000-D	Northwestern Schools 50 Willow St. Lincoln 3244	Dr. Richard Elvee, p	Loren F. Bridges, gm	Clarence LaBonte, ce	Pop.: 1,500,000	SES. UP WE

Mighty Mover!

Paul Bunyan was so strong, it's said, that when it came time to move his logging camp to a new location, he simply picked up the whole camp at one swoop.

Quite a feat, that. Brings to mind the *real-life* exploits of WCCO RADIO, the Northwest's 50,000-watt giant—which is so powerful it can move merchandise en masse for you throughout 109 primary counties in four Northwest states (an area of some 86,700 square miles)! Fact is, WCCO RADIO delivers a bigger weekly audience of potential customers in 82 of these counties than any of the more than 200 other radio stations heard throughout the entire area.* And does all this at an astonishingly low cost per thousand circulation—6¢ per thousand families daytime, 11¢ nighttime!

If you want to move a mighty lot of your product in the Northwest, call CBS Radio Spot Sales or Phil Lewis, sales manager of ... **WCCO RADIO**

*Minneapolis—St. Paul
The Northwest's 50,000-watt Giant*

*SAMS 1962



MINNESOTA

*KUOM 1922	770 5,000-D ST-WCAL	Univ. of Minn. Main 8177	James Lewis Morrill, p Burton Paulu, gm Northrop Dawson Jr., pd Berten A. Holmberg, ce	Irving Fink, prod. d Sheldon Goldstein, script sup. Dorothy Greenwood, adult pd	Ray Christensen, mus. d & sd Ralph Mauseth, nd Ray Wolf, fd Jo Nelson, wd	Pop.: 1,000,000 UP RCA
WCCO 1924 WCCO-TV	830 50,000	Midwest Radio- Television Inc. 625 Second Ave S Main 1202	CBS, CBS Radio Spot Sales	Robert Ridder, p F. Van Konyenburg, evp & gm Larry Haeg, gm Phil Lewis, slm Bob McKinsey, pd	Fred Heywood, publ. d, pmm & prog. prom. J. J. Beloungy, ce Charles Smith, d of sis. prom.	Jim Bormann, nd Stew MacPherson, sd Maynard Speece, fd	Pop.: 3,356,200 Rad. Hms.: 952,470 AP, Ret. Sis.: \$3,766,015,000 INS	L-W UP, INS WE
WDGY 1923	1130 50,000-D 25,000-N- DA-2	Twin Cities Bcstg. Corp. Nicollet Hotel Bridgeport 2271 Avery- Knodel	C. T. Hagman, p & gm Sam N. Nemer, cm Don O'Brien, nd	Kenneth Olson, co-ce Kenneth Larson, co-ce	Dean Sherman, fd Wes Fesler, sd Rosemary Canfield, wd	Rad. Hms.: 674,500 AP WH
WLWL 1940	1330 5,000-DA-1	Independent Bcstg. Co. 1730 Hennepin At. 0406	MBS AM Radio Sales	Ralph L. Atlass, p H. W. Cassill, opr. sup. Wayne Williams, cm Edward Wiebe, pd	Gene Brautigam, control sup. Merle Bjork, trans. sup.	Lloyd M. Hallett, asst. secy. & office m Donald Kelly, nd Richard Enroth, sd Kathleen Runyon, wd	Pop.: 1,338,200 Rad. Hms.: 406,010 UP RCA
WMIN 1936 WMIN-FM 1948	(See St. Paul listing)							
WPBC 1949	980 1,000-D	People's Bcstg. 1133 Stinson Blvd. Granville 4356	William V. Stewart, p, gm & pmm Merle Forland, cm	Becky Ann Stewart, pd & wd Clinton Barstad, ce	Jack Hastings, nd & sd		L-W UP Col.
WTCN 1935 WTCN-TV	1280 5,000-D 1,000-N	Minnesota Television Public Service Corp. 2325 Dean Blvd. Mohawk 9-6771	ABC Blair	Robert Butler, p Edward G. Smith, gm Kendall M. Light, cm Judy Bryson, pd & wd	Myron Fleming, ce George Hudak, pmm	John Ford, nd Robert Carlson, fd Frank Buettel, sd	Pop.: 1,697,600 Rad. Hms.: 453,900 AP, Ret. Sis.: \$1,142,562,000 WE	Assoc. UP WE
WTCN-FM 1951	Ch. 246 (B) 97.1mc 2.5kw						Pop.: 1,100,600 AP, UP Rad. Hms.: 370,000 WE Ret. Sis.: \$1,142,562,000	
MONTEVIDEO								
KDMA 1951	1450 100	Midwest Bcstg. Corp. 7212	ABC, Dairyland Pearson	Bill Linder, gm Bill Farrell, cm	Jim Wood, pd	Richard Beekman, ce	
MOORHEAD								
KVOX 1937	1340 250	KVOX Bcstg. Co. Inc. 403 Center Ave. 3-1522	MBS, Great Northern Walker	E. J. McKellar, p & co M. M. Marget, gm & sd	R. L. Owens, asst. m, cm & pmm Mike Gurney, slm	Don Geiken, ce T. P. Hannaher, nd	Pop.: 193,200 Rad. Hms.: 51,270 Ret. Sis.: \$219,000,000	Wid. UP WE
NEW ULM								
KNUJ 1949	860 1,000-D	KNUJ Inc. 304½ N. Minn. St. 904	KBS	Walter K. Mickelson, p Stanley B. Whitman, gm, cm & ce	Roger Russell, pd Warren Asher, pmm George Korenchen, sd	Denny Hayes, nd Bob Christianson, fd Patti Smith, wd	Pop.: 591,000 Wid., L-W Rad. Hms.: 165,170 AP Ret. Sis.: \$632,241,000 G	
NORTHFIELD								
*WCAL 1918	770 5,000-D ST-KUOM	St. Olaf College 500	Milford C. Jensen, gm & ce James V. Anderson, pd & nd	Carl B. Helgen, pmm	Phillip Overlund, fd (Mrs.) Hilde Howden, wd	Pop.: 1,250,000	
OWATONNA								
KOBK 1950	1390 500-D	Owatonna Bcstg. Co. Box 250 2359	KBS	Myles H. Johns, p Ted Nelson, vp Bob Frye, gm	Jim Sweeney, cm Marie Gockowski, pd & nd	Jerry Dvorachek, ce Ted Hedstrom, sd Jim Larson, fd	Pop.: 82,000 Rad. Hms.: 24,800	L-W UP Col.
RED WING								
KAAA 1949	1250 1,000-D	Red Wing Bcstg. Co.	Maxine Jacobs, gm H. D. Cary, cm & pmm	Peter Lyman, pd Donald M. Willie, ce	James Bailey, sd Harley Flathus, fd		Assoc., Cap. AP G
ROCHESTER								
KROC 1935 KROC-TV	1340 250	S. Minn. Bcstg. Co. 100 1st Ave. Bldg. 3924	NBC, Southern Minn. Meeker	Mrs. Gregory P. Gentling, p G. David Gentling, gm & cm	Cal Smith, sm & pd Warren Miller, pmm Robert Cross, ce Ray Thompson, nd	Bernie Lusk, sd Jerry Boyum, fd Mary Miller, wd	Pop.: 250,000 Rad. Hms.: 70,000 UP Col.
ST. CLOUD								
KFAM 1938	1450 250	Times Publ. Co. Weber Bldg. 3330	NBC, Northwest Pearson	Frederick C. Schilplin, gm	John F. Green, cm & pmm			Thes. AP RCA
*KFAM-FM 1948	Ch. 234 (B) 104.7mc 15kw							
WJON 1950 WJON-TV	1240 250	Granite City Bcstg. Co. Hotel St. Cloud 1240	ABC Rambeau	Max H. Lavine, p Herman Schneider, m Wallace N. MacBriar Jr., pd	Paul Zahorik, slm Charles Willms, ce Harold Zahorik, continuity d	Bud Lynott, nd Dick Statz, sd	Pop.: 100,000 Rad. Hms.: 30,000 Ret. Sis.: \$90,000,000	Wid. UP G
ST. PAUL								
KEYD 1948	(See Minneapolis listing)							
KSTP 1928 KSTP-TV	1500 50,000- DA-2	KSTP Inc. 3415 University Ave. Prior 2717	NBC, Northwest Petty	Stanley E. Hubbard, p & gm K. M. Hance, vp Marvin L. Rosene, cm	Karl A. Plain, slm Wm. S. Sadler, ce Joseph C. Cook, pmm	D. Brooks Henderson, prod. sup. & nd Jack Horner, sd Carl Kannstedt, fd		Wid., Thes. AP, UP
*KTIS 1949	(See Minneapolis listing)							
*KTIS-FM 1949	(See Minneapolis listing)							
*KUOM 1922	(See Minneapolis listing)							
WCCO 1924 WCCO-TV	(See Minneapolis listing)							

MINNESOTA

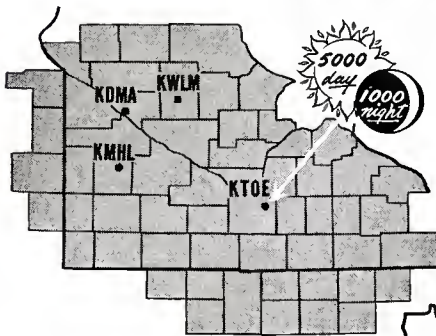
City	Call Letters	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Executive Abbreviations	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter		
ST. PAUL—(Cont'd.)									
	WDGY 1923		(See Minneapolis listing)						
	WLWL 1940		(See Minneapolis listing)						
	WMIN 1936	1400	WMIN Bcstg. Co. 611 Frontenac Pl.	Clark	N. L. Bentson, p Norman Page, radio opers. d & nd	Frank M. Devaney, vp in charge of sis. Clifford Borgstrom, office m	Tom Letcher, pmm Warren Fritze, ce Hal Newell, sd	Pop.: 1,167,800 Rad. Hms.: 337,928 Ret. Sis.: \$1,530,470,000 AP WE
	WMIN-TV 1947	Ch. 258 (B) 99.5mc 16kw						 AP Fed.
	WPBC 1949		(See Minneapolis listing)						
	WTCN 1934		(See Minneapolis listing)						
	WTCN-FM 1951								
	WCOW 1951	1590	South St. Paul Bcstg. Co. 8 W. 9th St. Garfield 4717	Gopher Pearson	Victor J. Tedesco, gm Nicholas Tedesco, asst. m Arne Peterson, cm & sd	Jack Douglas, pd Ken Nordstrom, slm Larry Lennette, ce	Gene Taylor, nd Bert Olsen, fd Faye Christianson, wd	Pop.: 1,500,000 Rad. Hms.: 500,000	SES. UP G
	WCOW-TV	5,000-D							
STILLWATER									
	WSHB 1949	1220 250-D	St. Croix Bcstg. Co. 126 Main 46 & 47 Cooke	Wm. F. Johns, p Richard K. Power, gm James H. McLaughlin, cm, n & sd	Roger Erickson, pd & fd Elmer Christenson, ce	Dewey Campbell, pmm Anita Albrecht, wd		L-W UP GE
THIEF RIVER FALLS									
	KTRF 1946	1230 250	Henry K. Arneson 1313 N. Main Ave. 13 Bulmer & Johnson	Henry K. Arneson, p Don Olson, gm Ormond Johnson, pmm	Henry J. Bothman, ce Doug Tegtmeyer, sd & nd	John Dunningcliff, fd Lois Udstrand, wd	Pop.: 97,405 Rad. Hms.: 29,470 Ret. Sis.: \$82,000,000	L-W, Wld. UP G
VIRGINIA									
	WHLB 1936	1400 250	Head of the Lakes Bcstg. Co. 2000	NBC, Arrow- head, N.W. Holling- bery	Morgan Murphy, p W. C. Bridges, gm Harold J. Parise, m	Harry Wills, pd & nd Norman Gill, ce	Alys Mae McBride, wd Mundo DeYoannes, sd		Wld. SES. UP Col.
WADENA									
	KWAD 1948	920 1,000-DA-N	Assoc. Bcstrs. 1st Nat'l Bank Bldg. 920	MBS Bulmer & Johnson	Carl E. Holt, gm	Jim Buchan, pd & nd	Milt LaDue, ce		Wld. UP G

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THE *Linder* STATIONS

in MINNESOTA'S billion-dollar farm area...

reach more people.....cover more homes



REPRESENTED BY
JOHN E. PEARSON CO.

Counties Covered by Linder Stations	1,229,000	Counties Covered by Linder Stations	360,941
Cities of Saint Paul & Minneapolis	827,900	Cities of Saint Paul & Minneapolis	257,010

**than there are in both Minneapolis & St. Paul!
(and no TV)**

The Linder Group of stations covers 48.8% of the farm population, households and radio homes—23% of Minnesota's total population. Their area has 59.5% of the total farm income and 27.8% of the state's total retail sales. Big audiences mean big sales in this prosperous area of the Linder Group of stations.

Available individually or in combination. Ideal for test campaigns.



HARRY W. LINDER
THE *Linder* STATIONS
WILLMAR, MINNESOTA

MISSISSIPPI

City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	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	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
BROOKHAVEN								
WJMB	1949	1340 250	Brookhaven Bcstg. Co. W. Chicasaw 1298	MBS	Tullius Brady, p, gm & cm	Bill Jones, asst. gm, pd & pmm		Wld. AP G
CANTON								
WDOB	1953	1370 500-D	Madison County Bcstg. Co. P. O. Box 182 1370	KBS Dora- Clayton	J. D. Bishop, co-o J. T. Ownby, co-o Anné Dee Davis, co-o	Robert L. Statham, gm Harold Harris, cm	Ozella Westbrook, pd Buddy Thames, fd Pop.: 744,000 Rad. Hms.: 154,450	Thes. UP Ray.
CENTREVILLE								
WGLC	1951	1580 250-D	Southern Bcstg. Co. 4001	KBS, Mississippi Net, Continental,	Alvin Sansing, p Paul Simpkins, gm W. L. Walker, cm & sd	David Thornhill, pd Maxwell Bramlette, pmm Bob Basett, ce	Thelma McCraime, nd Carl Treppendahl, fd Clara Simpkins, wd	Cap. UP
CLARKSDALE								
WROX	1943	1450 250	Mrs. Birney Imes Sr. Delta Ave. 1566	MBS, Mid-South McGillvra	(Mrs.) Birney Imes Sr. Bob McRaney, gm	P. B. Hinman, sm Helen Sugg, cm & wd	Jack Cristil, pd & sd C. D. Graves, ce Pop.: 300,000 Rad. Hms.: 49,380 Ret. Sls.: \$27,955,000	Thes. AP RCA
CLEVELAND								
WCLD	1949	1490 250	Cleveland Bcstg. Hghwy. 61 South 1115 McGillvra	Lowry Tims, p C. W. Capps, gm & cm	Elizabeth Bradley, pd Richard Bullock, ce	Larry Feduccia, sd Marcia Pemberton, wd Pop.: 346,400 Rad. Hms.: 69,710 Ret. Sls.: \$50,000,000 AP Col.
COLUMBIA								
WABL (CP)		980 500-D	Southwestern Bcstg. Co. of Miss.		c/o Louis Alford P. O. Box 604 McComb			
WCJU	1946	1450 250	WC-JU Inc. Hghwy. 24 South 755	MBS, KBS	Lester Williams, p, gm & cm Bill Barrett, pd, nd & sd	Charles Newman, sm & pmm	Ray Tolar, ce E. A. Sharp, fd Pop.: 35,000 Rad. Hms.: 6,500	Wld. AP G
COLUMBUS								
WACR	1950	1050 250-D	Miss. Bcstg. Co. WACR Bldg. 768		Withers Gavin, p & gm			St. UP
WCBI WCBI-TV WHER (CP)	1940	1340 250 1540 10,000-D	Columbus Bcstg. Gillmer Hotel 1313 J. W. Furr Main & 4th S. 1198	MBS, Mid-South McGillvra	Birney Imes Jr., p Bob McRaney, gm & pmm J. W. Furr, p	J. W. Eatherton, cm Janice Frantz, pd & wd Hal Benson, gm	Tom McFerrin, ce Dick Crago, sd Pop.: 150,000 Rad. Hms.: 52,000	Thes. AP RCA
CORINTH								
WCMA	1946	1230 250	Corinth Bcstg. Co. Ray Bldg. 5575	MBS, Dixie Burn- Smith, Dora- Clayton	Aaron B. Robinson, vp John E. Bell, gm & pmm	Joe P. Van Dyke, cm Vincent Lawrence, pd James D. Anderson, ce	Lenore Reynolds, nd & wd Fred Dillon, sd Pop.: 57,000 Rad. Hms.: 17,500 Ret. Sls.: \$40,000,000	Wld. UP WE
GREENVILLE								
WGVM	1949	1260 1,000-D	Cottonbelt Bcstg. Corp. of Miss. 118 S. Broadway 4559 Melville	David M. Segal, p Edward M. Guss, gm Jack Stull, cm & pmm	Wallace D. Hoy, pd & nd Wayne McChristian, ce Emmet H. McMurry Jr., gm	Gene Harrington, sd Bill Tyler, fd Letitia Boyles, wd Frank W. Baldwin, cm Tommy Tiller, pd Percy L. Kuhn, ce Pop.: 436,000	L-W UP Col. Wld. AP G
WJPR	1939	1330 1,000-D 500-N-DA-N	Radio Services Co. 120 S. Poplar 9049	MBS, KBS, Miss. Net, Sears & Ayer	Emmett H. McMurry Sr., p			
GREENWOOD								
WABG	1950	960 1,000-D 500-N-DA-2	Greenwood Bcstg. Co. Inc. Howard St. 3010	ABC	Cy N. Bahakel, p	Tom Reardon, m Andy Graver, cm	Jane Prevost, pd Clifford Greene, ce Pop.: 400,000 Rad. Hms.: 100,000	Wld. AP Col.
WGRM	1937	1240 250	P. K. Ewing Walnut St. 1900	NBC, KBS	P. K. Ewing, p	F. C. Ewing, gm	Don Neil, cm UP
GRENADE								
WNAG	1949	1400 250	Birney Imes Jr. Barwin Hotel 1400	MBS, Mid- South McGillvra	Birney Imes Jr., o Robert L. McRaney, gm	Monroe Looney, sm, cm & pmm	Jimmie Pinnix, ce RCA
GULFPORT								
WGCM WGCM-TV	1928	1240 250	WGCM Bcstg. Co. 1110	ABC, KBS Mississippi Rebel Sears & Ayer	Hugh O. Jones, p & gm C. E. Vann, asst. m, pd	(Mrs.) O. L. Owens, cm Walter Trautman, pmm	Charles T. Hook, ce	Wld. AP RCA WE
WGCM-FM	1948	Ch. 263 (B) 101.5mc 3kw						
HATTIESBURG								
WFOR	1925	1400 250	Forrest Bcstg. Co. Inc. 302 Hemphill St. Juniper 4-5432	NBC, KBS, Rebel Holling- bery	C. J. Wright Sr., p Charles J. Wright Jr., vp & gm Edwin M. Jenkins, cm	David L. Waite, pd, nd & sd B. B. McLemore, ce	Mrs. B. M. Wright, secy.-treas. Chuck Thompson, fd Cile Waite, wd Pop.: 83,424 Rad. Hms.: 21,050 Ret. Sls.: \$81,650,000 UP
WRFM(FM)	1949	Ch. 250 (B) 97.9mc 2.5kw	(WFOR, Am Affiliate)				Pop.: 241,397 Ret. Sls.: \$203,870,000 RCA
WHSY	1948	1230 250	Hub City Bcstg. Hghwy. 11 North Box 1008 Juniper 3-1741	ABC Rambeau	Charles W. Holt, p & gm Robert N. Robinson, cm	Olga Hagler, pmm Charles T. Sharping, ce	Connie I. Holt, sm William C. Veidt, sd Alice E. Bivin, wd Pop.: 100,000 Rad. Hms.: 25,000 Ret. Sls.: \$103,000,000	AP G

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HAZLEHURST

WMDC 1953	1220 250-D	Southwestern Bcstg. Co. of Miss. 869	KBS	Louis Alford, gm A. M. Smith, sm & ce Lowery Collins, cm	Malcolm Jones, pd, pmm & nd	Jack Stevens, fd	Pop.: 60,000 Rad. Hms.: 15,000 Ret. Slis.: \$35,000,000
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INDIANOLA

WNLA 1953	1380 500-D	Central Delta Bcstg. Co. P. O. Box 575 Indianola 500	W. L. Kent, ptnr. John M. McClendon, ptnr. Chuck Allen, gm & cm	Paul Artman, pd & sd J. Stuart Hough, pmm & fd	Robert Meador, ce & nd Helen Neill Henry, wd	Pop.: 384,370 Rad. Hms.: 76,848 Ret. Slis.: \$271,845,000
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JACKSON

WJDX 1929	620 5,000-D	Lamar Life Insurance Co. P. O. Box 2171 2-1183	NBC, Rebel Holling- bery	Fred L. Beard, gm Frank Gentry, cm Howard Langfitt, pd	Percy G. Root, ce Jas. R. Peery, nd Woodie Assaf, sd	Forrest Cox, fd June King, wd	Pop.: 1,622,200 Rad. Hms.: 328,760 Ret. Slis.: \$932,990,000	Cap., Wid. UP
WJDX-FM 1948	Ch. 275 (B) 102.9mc 50kw						 UP WE St. UP
WJQS 1947	1400 250	Miss. Bcstg. Co. Edwards Hotel P. O. Box 34 3-9681	CBS, Miss. Net.	Withers Gavin, p & gm				
WJXN 1945	1450 250	Jackson Bcstg. Co. Radio Ranch Moody & Foley Sts. 2-6673 Forjoe, Dora- Clayton, Southeast	James T. Ownby, p & gm			Pop.: 250,000 Rad. Hms.: 45,000 RCA
WRBC 1947	1300 5,000-D 1,000-N	Rebel Bcstg. Co. 125 S. Lamar St. 5-1562	MBS Branham	J. W. Carlier, gm Bub Leonard, pd & nd	G. G. Benson, ce Dick Miller, fd	Percy Powers, sd Marjorie Lee, wd	Pop.: 1,200,000 Rad. Hms.: 295,000 Ret. Slis.: \$425,000,000	Assoc. AP Ray.
WSLI 1938	930 5,000-DA-N	Standard Life Bcstg. Co. P. O. Box 1847	ABC Weed	W. R. Newman, p L. M. Sepaugh, gm F. E. Wilkerson Jr., cm	B. K. Smith, pd C. A. Perkins, ce B. M. Files Jr., cont. Jeff Hester, nd	Lyman Hellums, sd Jim Neal, fd Dorothy Dawley, wd	Pop.: 525,700 Rad. Hms.: 110,841 Ret. Slis.: \$291,352,000	Wid. AP RCA
WSLI-TV								

KOSCIUSKO

WKOZ 1947	1340 250	Kosciusko Bcstg. Co. P. O. Box 392 782	ABC McGillvra	Cy N. Bahakel, p & gm	Mims Boswell Jr., cm & pd	Wayne A. Oliver, ce Erlene Leach, sm		Wid. AP Col.
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LAUREL

WAML 1932	1340 250	New Laurel Radio Station Inc. Box 950 5737	NBC, KBS, Rebel Holling- bery	Harold M. Matison, p Granville Walters, gm & pmm	Morris Caver, cm Stanley Walters, pd & sd Clyne Graves, ce	Ed Breland, nd Patty Overstreet, wd	Pop.: 108,050 Rad. Hms.: 23,885 Ret. Slis.: \$66,783,000	Wid. AP Ray.
WLAU 1946	1490 250	Southland Bcstg. Co. 437 N. Magnolia St. 8-7227	ABC, MBS McGillvra	Chalmers T. McCallum, p & co-o Norma H. Leggett, secy.-treas., co-o & gm	Teck Jones, cm Dave Kane, pd & nd W. B. Carter, ce J. L. Williams, office m	Hal Harris, sd Carroll Jackson, fd Nancy Allen, wd	Pop.: 78,400 Rad. Hms.: 17,800 Ret. Slis.: \$44,700,000 UP WE

LOUISVILLE

WLSM 1953	1270 1,000-D	Louisville Bcstg. Corp. P. O. Box 111 1000		William R. Parkes, sm	Herb Guthrie, ce			
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MACON

WMBC 1947	1400 250	Miss. Bcstg. Co. Inc. WMBC Bldg. 310	Mississippi	Withers Gavin, p & gm				
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McCOMB

WAPF 1948	1010 1,000-D	Southwestern Bcstg. Co. of Miss. Hotel Pike 1884	KBS Continental	Louis Alford, p Phillip D. Brady, gm Ollie Bales, cm Karl Austin, pd	Cindy Gardner, pmm & wd Leo Freeman, ce	James Hemphill, nd Matt Goodall, sd George Mullendore, fd	Pop.: 154,131 Rad. Hms.: 138,717 Ret. Slis.: \$90,000,000	L-W, Wid. UP RCA
WAPF-FM 1952	Ch. 261 (A) 100.17mc 27kw						Pop.: 121,091 Rad. Hms.: 30,273 Ret. Slis.: \$60,000,000	L-W, Wid. UP GE
WSKB 1952	1250 5,000-D 500-N-DA-N	WSKB Inc. P. O. Box 111 2080	ABC Rambau, Dora- Clayton	Lester Williams, p Jack H. Sanders, gm Bill Tyler, cm Herbert M. Taylor, pd, pmm & nd	Robert Louis Sanders, ce Matt Goodall, sd	Bill Tracy, fd Rosemary Q. Jackson, wd	Pop.: 305,600 Rad. Hms.: 75,700 Ret. Slis.: \$158,500,000	Cap. AP

MERIDIAN

WCOC 1926	910 5,000-D	Miss. Bcstg. Co. Inc. Threefoot Bldg. 7714	CBS, Mississippi	Withers Gavin, p & gm				St. UP
WMOX 1946	1240 250	Birney Imes Jr. P. O. Box 1511 2-0171	MBS, Mid-South McGillvra	Birney Imes Jr., p Bob McRaney, gm	Joseph W. Carson, sm	Ed Holladay, cm		Thes. AP RCA
WTOK 1946	1450 250	Southern Tv Corp. Southern Bldg. 3-1441	ABC Headley- Reed	Robert F. Wright, p & gm	William B. Crooks, cm Cecil Germany, pd	Jerry Joiner, pmm Joe Saxon, ce		SES, INS WE

NATCHEZ

WMIS 1941	1240 250	Natchez Bcstg. Co. City Bank Bldg. 8211	NBC, Miss. Net., Louisiana Net.	P. K. Ewing, p P. K. Ewing Jr., gm & pmm Ervin Parks Jr., cm	Hoyle Littlejohn, pd George Wilson, ce Carleton Adams, nd	W. Radford Priester, sd Charles L. Barry, fd Irene Griffey, wd	Pop.: 350,000	
WNAT 1949	1450 250	Old South Bcstg. Co. Eola Hotel 4621	ABC, Miss. Net.	Laurie G. Ratcliffe, p Paul Schilling, gm Eddie Phelan, cm	Val Jensen, pd Lou Garris, pmm & sd	Martin Tyronne, ce Elliott Trimble, nd	 UP GE

PASCAGOULA

WPMP 1951	1580 250-D	Crest Bcstg. Co. Inc. P. O. Box 348 83	KBS, Miss. Net.	W. R. Guest Jr., p & pmm	Floyd W. Hess, sm & cm	Fred Strothers, ce M. P. Lewis, fd	Pop.: 50,000	Wid., Cap. UP WE
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PHILADELPHIA

WHOC 1948	1490 250	William H. Cole P. O. Box 26 740	KBS Continental	William H. Cole, o & m	Mrs. William H. Cole, pd & wd	Paul M. Miller, ce	Rad. Hms.: 5,970	Cap. UP Col.
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BOONVILLE

KWRT 1370 William R. Tedrick William R. Tedrick, p Audrey M. Tedrick, Edna Deskin, wd Pop.: 168,000
 1953 1,000-D Tedrick #5 Ralph B. Henry, cm & Ted J. Porter, ce, nd Ray Steele, pdm Rad. Hms.: 42,000
 Ret. Sls.: \$125,000,000

CAPE GIRARDEAU

KFVS 960 Hirsch Bestg. Co. MBS Oscar C. Hirsch, p & Ralph L. Hirsch, cm Dorothy March, pd
 1925 1,000-D 324 Broadway Pearson gm UP
 KFVS-TV 500-N-DA-N 5-5511
 KGMO 1220 KGMO Radio- KBS William C. Brandt, p. William M. Bryan, ce Robert Schultz, sd Pop.: 102,574
 1952 250-D Television Inc. pd & nd Jim King, sd Edith Snyder, wd Ret. Sls.: \$150,000,000
 KGMO-TV P. O. Box 63 Richard C. Brandt, gm 5-8228

CARTHAGE

KDMO 1490 Carthage Bestg. KBS, L. C. McKenney, Leon Crocker, pd George Province, ce Pop.: 188,012
 1947 250 Co. Magic J. J. Daly, ptrn. & cm Robert Young, pmm & Jim King, sd Edith Snyder, wd Rad. Hms.: 42,321
 Ret. Sls.: \$150,000,000 Cap. AP G

CARTHAGESVILLE

KCRV 1370 Pemiscot Bestg. J. E. Taylor, p Ed Dyer, cm O. V. Bennet, ce Wld., Thes.
 1950 1,000-D Co. 106 W. 3d St. Harry Moreland, pd Jim Brasfield, nd Chuck Givens, sd UP
 965 gm G

CHARLESTON

KCHR 1350 South Mo. Bestg. KBS Kermit Barker, co-o, Charles W. Hobbs, James L. Byrd III, pd Pop.: 185,824
 1953 500-D Co. 4451 Continental gm, cm & ce co-o Ret. Sls.: \$98,863,000

CHILLICOTHE

KCHI 1010 Cecil W. Roberts KBS Cecil W. Roberts, p Jerry Wilson, cm Donald P. O'Brian, ce
 1950 250-D Farmington, Mo. Best, Howard G. Rion, gm Dick Irving, pmm Virginia Bates, wd UP
 710 Conwell G

CLAYTON

*KFUO 850 The Lutheran Herman H. E. F. Schoenleber, d Larry N. Strahan, Assoc.
 1924 5,000 Church—Mo. Hohenstein, D.D., d of music office m UP
 *KFUO-TV L-KOA Synod The Rev. Elmer J. Knoernschild, pd A. H. Wiese, ce WE
 210 N. Broadway
 St. Louis, Mo.
 Chestnut 8001
 KXLW (See St. Louis listing)

CLINTON

KDKD 1280 Clinton Bestg. KBS David M. Segal, p Don Montgomery, pd Jim Gammon, nd, fd Wld.
 1951 1,000-D Co. Devney Lee E. Baker, gm Dean Clayton, ce & sd UP
 233 P. O. Box 113 Joe Potts, cm & pmm Jerry Moomaw, wd Col.

COLUMBIA

KFRU 1400 KFRU Inc. ABC H. J. Waters Jr., p Felix J. Le Grand, cm Shirley Bauderer, pd Pop.: 115,000 L-W, Wld.
 1925 250 Hwy. 40 at 63 Mahlon R. Aldridge, gm, pmm & sd Robert Haigh, ce AP
 4141 Shirley Mason, wd GE

CONCORDIA

KFRM 550 Midland Bestg. CBS Arthur B. Church, p Harold W. Storm, John Farmer, nd L-W
 1947 5,000-D Co. Free & George J. Higgins, vp pmm Same Molen, sd AP, UP
 DA-D KMBC Bldg. K.C. Peters & mgng. d Ray Moler, ce Phil Evans, fd RCA
 Harrison 2850 Arthur B. Church Jr., adm. asst. J. Noland Franz, adm. Bea Johnson, wd
 Roderick B. Cupp, pd asst. & comp.

FARMINGTON

KREI 800 Cecil W. Roberts KBS Cecil W. Roberts, p Roy Brewington, cm William Westbrook, ce
 1947 1,000-D 710 Best Earl Whitener, gm UP
 G

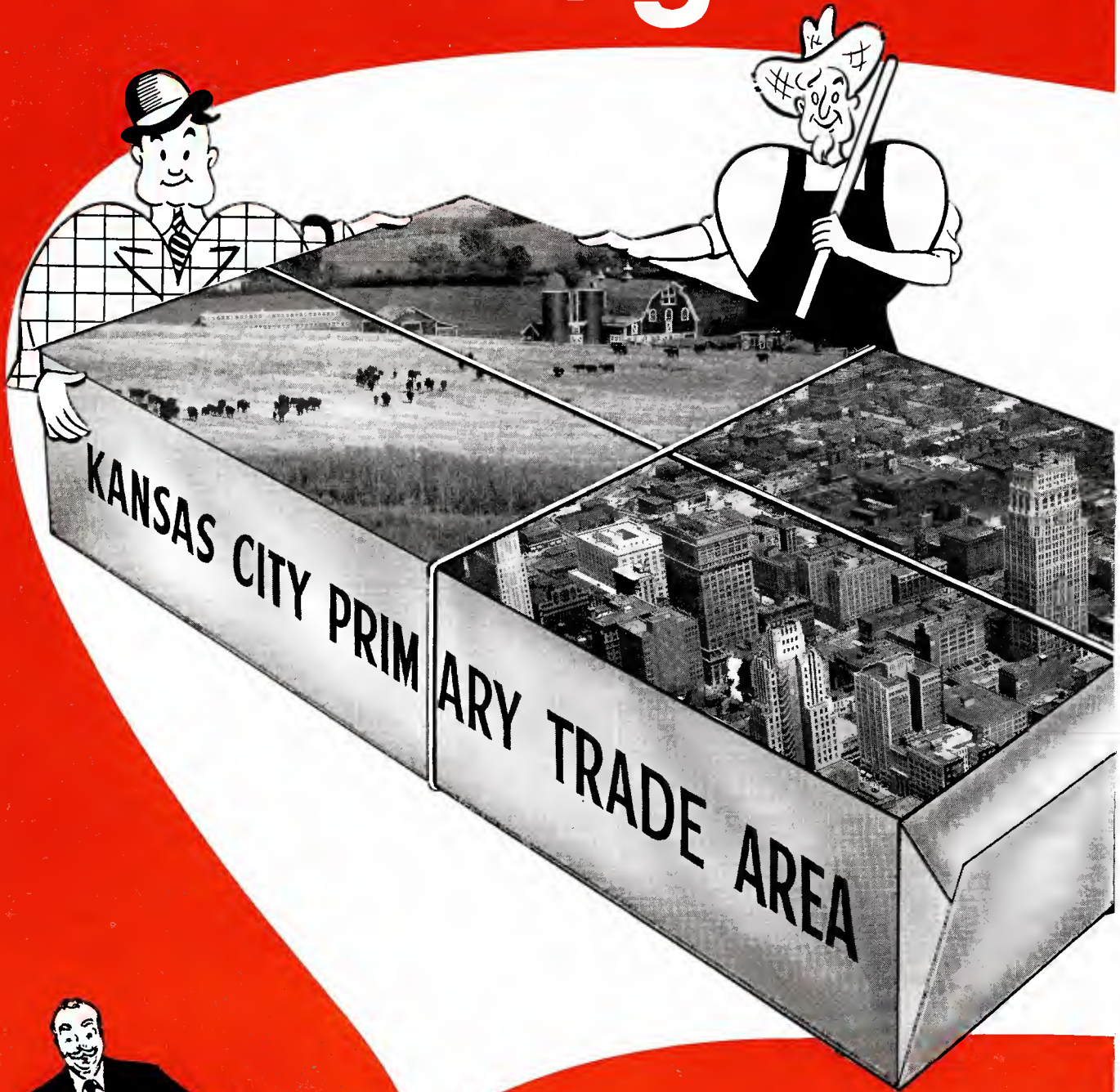
FESTUS

KJCF 1010 Jefferson County KBS Donald M. Donze, p & Russell Seals Jr., ce Pop.: 1,000,000
 1951 250-D Radio & Television Co. gm RCA
 P. O. Box 192 North Mill St. Yellowstone UP
 7-3810

FLAT RIVER

KFMO 1240 Lead Belt Bestg. MBS Oscar C. Hirsch, p Lynn Bohs, pd Gilbert Collins, ce Pop.: 66,722
 1947 250 Co. Pearson James F. Collins, gm, Virginia Collins, pmm & wd UP
 1000 cm, nd & sd Col.

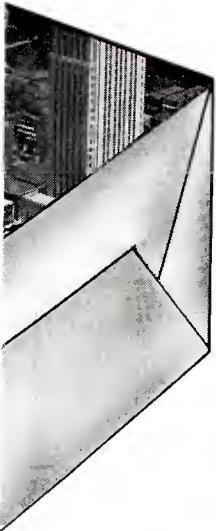
A "Regular"



The **KMBC**
of KANSAS CITY
CBS RADIO FOR THE

Delivery from

The **KMBC** **KFRM** Team



Delivery of the great Kansas City primary trade area by The KMBC-KFRM Team is *not* a special package. It is a regular occurrence—and *has been for years!* Hour after hour, day after day, KMBC-KFRM remains the chief single convenient source of news, sports, special events, farm and women's information, and entertainment for the folks in the Heart of America.

Today, The KMBC-KFRM Team has more listeners than ever before. And nowadays these listeners spend more time with their radio than ever before. That means more impacts for the advertiser – and **MORE SALES.** By the same token, these folks have more buying power – so they buy more often—*again* more sales—an economic evolution which becomes a very delightful cycle for the wise advertiser who places his schedule on The KMBC-KFRM Team.

Regular delivery of the nation's seventeenth market by KMBC-KFRM is accom-

plished through a combination of facilities, know-how, the CBS Radio Network, outstanding local programming with outstanding local personalities, experience and the very finest in administration.

These factors have maintained a consistent leadership for The Team. And, recognition of this leadership is firmly fixed in the minds of hundreds of thousands of loyal listeners in the Kansas City primary trade area. They know that their "regular" delivery from The Team will be a very "special" delivery – every time. So, they buy the products and services advertised on KMBC-KFRM.

The KMBC-KFRM Team has the entire Kansas City primary trade area to offer as a "regular" delivery. Make sure your product or service is in the package. Call, wire or phone KMBC-KFRM, Kansas City, or your nearest Free & Peters colonel today!

KFRM Team

KANSAS FARM STATION
HEART OF AMERICA



MISSOURI

City Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter	
FULTON								
KFAL 1950	900 1,000-D	Mo. Central Bcstrs. 5th & Market St. 1400		Robert W. Nickles, ptrn., gm & pmm Roger P. Fox, ptrn., pd, fd & sd	L. Reed Holt, cm Jack Patterson, ce	Brooks Ann Cole, nd Kathryn Lynn, wd	Pop.: 605,300 Rad. Hms.: 186,323 Ret. Slis.: \$462,359,000	St. UP Col.
HANNIBAL								
KHMO 1941	1070 5,000-D 1,000-N- DA-2	Bolling Bcstg. Co. 410 E. Capitol 102½ S. Main St. 3450	MBS Pearson	James P. Bolling, ptrn. Ada A. Bolling, ptrn. William H. Shaw, gm & cm	Paul E. Harvey, pd Gene Hoenes, pmm A. S. Ben Parrish, ce	Dale Wilson, nd Pat Harvey, fd Lorraine Croft, wd	Pop.: 613,200 Rad. Hms.: 149,060	Thes. AP WE
INDEPENDENCE								
KIMO 1947	1510 1,000-D	Craig Siegfried 310 N. Osage Clifton 9815		Wayne J. Hatchett, gm & pmm Don Angel, cm	Mark Foster, pd & nd Robert Atkinson, ce	Bill Hardt, pdm Jim Dallas, fd Eva Thompson, wd	Pop.: 2,500,000	AP G
JEFFERSON CITY								
KLKJ 1953	950 5,000-D	Empire Bcstg. Co. 410 E. Capitol 6-3191		Jack Adams, sm Dean Leupke, pd	Ted Porter, ce W. R. Wills, nd	Charles Stookey, fd		
KWOS 1937	1240 250	Capital Bcstg. Co. 210 Monroe St. 6-3137	MBS, KBS Sears & Ayer	L. R. Goshorn, p Catherine Roer, gm, cm & pmm	Ewald A. Richter, sls. d Ralph L. Rose, pd	Leroy S. Hackmann, ce	Pop.: 200,000 Rad. Hms.: 60,000	Thes. AP
~KWOS-FM 1948	Ch. 253 (A) 98.5mc 9.2kw							Thes. AP Col.
JOPLIN								
KFSB 1948	1310 5,000-D 1,000-N- DA-N	Four States Bcstrs. Inc. 1025 Main 1310 Meeker	Harry Easley, p W. H. Clark, vp, gm & cm	Ed Johnson, pd & pmm Ralpjh Meador, ce	Jim Randall, nd Don Cross, sd Leonard Brown, fd	Pop.: 500,000 Rad. Hms.: 119,000 Ret. Slis.: \$250,000,000	Wld. UP G
KSWM 1946	1230 250	Air Time Inc. 1928 W. 13th St. 7260	CBS Rambeau	Austin A. Harrison, p, gm & cm	Ronald Robson, pd & sd	Robert Brown, ce Kenneth Crowe, nd	Pop.: 249,200 Rad. Hms.: 72,500 Ret. Slis.: \$192,000,000 UP G
WMBH 1934	1450 250	Joplin Bcstg. Co. 6th & Main St. 330	MBS Sears & Ayer	D. J. Poynor, o, p & gm M. E. Dunn, cm	Golda Shaunce, pd Jack P. Langford, ce Lee George, nd	Lou Boda, sd Maxine DeVaney, wd	Pop.: 231,750 Rad. Hms.: 85,000 Ret. Slis.: \$175,000,000 Pop.: 650,000 Rad. Hms.: 217,000 Ret. Slis.: \$375,000,000	Thes. AP Col. Thes. AP Col.
~WMBH-FM 1948	Ch. 241 (B) 96.1mc 70kw							
KANSAS CITY								
KCKN 1925	1340 250	(See Kansas City, Kan., listing)						

Data corrected to Dec. 10, 1953. If executives or services for FM are same as AM affiliate names are not repeated. Market Data supplied by stations. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

Bull's Eye!

KFAL

FULTON MISSOURI

DAYTIME
SINGLE RATE

TELEPHONE 1400-1401

1000 WATTS
900 KILOCYCLES

**ONE
STATION**
covering
The Rich 4-City

**"Central Mo" Market—Plus the Big 30
County 0.5 Millivolt Primary Area**

- ☆ 186,323 RADIO FAMILIES *
- ☆ \$462,359,000 RETAIL SALES **
- ☆ \$698,285,000 CONSUMER SPENDABLE INCOME ***

* 1953 Sales Management Survey of Buying Power
** SRDS Consumer Markets, 1951-52
*** SRDS Consumer Markets, 1953

in St. Louis



it's

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.....

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ST. LOUIS U. BASKETBALL
NOTRE DAME FOOTBALL

KXOK

FOR MUSIC

.....

ST. LOUIS BALLROOM
THE STEEPLECHASER
SONG AND DANCE PARADE

KXOK

FOR PERSONALITIES ..

.....

BRUCE BARRINGTON
ED BONNER
HARRY FENDER
MARTHA LANE
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and for NEWS

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Associated Press and United Press.

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630 KC—5000 WATTS

MISSOURI

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	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.	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter		
KANSAS CITY (Cont'd)								
KCMO 1936 KCMO-TV	810 50,000-D 10,000-N- DA-N	Meredith Engrg. Co. 125 E. 31st St. Jefferson 6789	ABC Katz	E. T. Meredith Jr., p Payson Hall, d radio-tv Howard Stalnaker, asst. d radio-tv E. K. Hartenbower, gm	R. W. Evans, cm S. B. Tremble, pd F. C. Strawn, pmm Karl Troeglen, ce Jim Monroe, nd	Tony Williams, sd Jack Jackson, fd Anne Hayes, wd	Pop.: 3,196,700 Thes., Assoc. Rad. Hms.: 985,240 Ret. Sls.: \$3,374,828,000	RCA
KCMO-FM 1948	Ch. 235 (B) 94.9mc 56kw	(See Concordia, Kan. listing)					Pop.: 1,519,852 Thes., Assoc. L-W AP RCA	
KFRM 1947		(See Concordia, Kan. listing)						
KMBC 1921 KMBC-TV	980 5,000-DA-N	Midland Bestg. Co. KMBC Bldg. 11th & Central Harrison 2650	CBS Free & Peters	Arthur B. Church, p George J. Higgins, vp & mgng. d Arthur B. Church Jr., secy. Roderick B. Cupp, pd	Harold W. Storm, pmm Ray Moler, ce J. Noland Franz, comp. & adm. asst.	John Farmer, nd Sam Molen, sd Phil Evans, fd Bea Johnson, wd	Wld. AP, UP WE	
KPRS 1952	1590 1,000-D	Twin City Adv. Agency 2814 E. 23d St. Humboldt 3100	Edward H. Pate, p, gm & pmm Andrew R. Carter, cm & ce	Eugenia L. Pate, pd & wd	Dave Butler, nd & fd Chuck Moore, sd	AP RCA	
WDAF 1922 WDAF-TV	610 5,000	The Kansas City Star Co. 3030 Summit St. Harrison 1200	NBC Christal	Roy A. Roberts, p H. Dean Fitzer, gm E. Manne Russo, cm Harry J. Kaufmann, pd	Julian Harris, pmm J. A. Flaherty, ce V. S. Batton, sm Randall Jesse, nd	Jay Barrington, sd Rod Turnbull, fd Martha Spalding, wd	Pop.: 5,103,000 St., Thes. Rad. Hms.: 1,523,560 AP RCA	
WHB 1922 WHB-TV	710 10,000-D 5,000-N- DA-2	WHB Bestg. Co. Scarritt Bldg. 9th & Grand Baltimore 7109	MBS Blair	Donald D. Davis, p John F. Cash, vp John T. Schilling, gm Dick Smith, radio sta. d	Ed Schulz, pmm Henry Goldenberg, ce Walter Burks, nd	Larry Ray, sd Bruce Grant, fd Sandra Lea, wd	Assoc. AP RCA	
KWDL 1953	1380 1,000-D	David M. Segal 409½ State Line Ave. Texarkana, Tex	
KENNETT								
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 Suetta Ray, wd	Pop.: 637,425 Rad. Hms.: 111,826 Ret. Sls.: \$322,492,000	Cap. AP G AP GE
KBOA-FM 1949	Ch. 255 (B) 98.9mc 6.9kw					 GE	
KIRKSVILLE								
KIRX 1947	1450 250	North Missouri Bestg. Co. KIRX Bldg. 5-3781	S. A. Burk, p & gm J. J. Dougherty, cm	Lois Daudel, pd Ralph Neeley, ce R. S. Herrin, nd	Eldon Drennen, sd & fd	Pop.: 114,800 Rad. Hms.: 31,850 Ret. Sls.: \$78,400,000	Thes. AP G
LEBANON								
KLWT 1948	1230 250	Lebanon Bestg. Co. 221 E. Commercial St. 1015	MBS	Robert C. Fields, p O. R. Wright, gm Jack Sellers, cm	Tom Miller, pd & sd Bonnie Mizer, pmm	E. L. Hendry, ce Delmar Hilton, nd	Pop.: 54,000 Rad. Hms.: 25,000 Ret. Sls.: \$15,000,000	L-W UP
MARSHALL								
KMMO 1949	1300 1,000-D	KMMO Inc. 40 Pearson	J. M. Silvey, gm Harold Douglas, m	Donald Clem, pd Bill Williams, ce	John Hughes, nd Dud Cason, fd	Pop.: 12,150 Rad. Hms.: 7,600	Thes. UP G
MARYVILLE								
KNIM 1953	1580 250-D	Maryville Radio & Tv Inc. 730	KBS	R. W. Wilson, p Jack Lloyd Jaquay, gm	Gilbert Poese, cm	Arnold Wilson, ce	Pop.: 43,000 Rad. Hms.: 12,000 Ret. Sls.: \$2,500,000 AP G
MEXICO								
KXEO 1948	1340 250	Audrain Bestg. Co. 1705 E. Liberty 2340	MBS	W. Earl Dougherty, gm	Dick Harris, cm	Pop.: 166,352 Rad. Hms.: 46,535 Ret. Sls.: \$304,706,000	Wld. AP WE
MOBERLY								
KNCM 1950	1230 250	Moberly Bestg. Co. 1600 Conwell	Jerrell A. Shepherd, p Lynn Bickett, gm & cm	James Lipsey, pd John Halligan, ce	Dale Low, nd & fd Bill Lytle, sd	Thes., L-W AP G	
MONETT								
KRMO 1950	990 250-D	Carthage Bestg. Co. 990	KBS, Magic Circle, Southwest Mo.	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 AP G	
NEOSHO								
(CP)	1420 500-D	Ozarks Play- ground Bcstrs.	
NEVADA								
KNEM 1949	1240 250	Radio KNEM 13	KBS, Magic Circle Conwell	Cecil W. Roberts, p Duane W. Hoisington, gm, cm & ce	Bob McKune, pd, pmm & sd	John Beydler, nd Jim McCall, fd	SES., Cap. UP G	
OSAGE BEACH								
KRMS 1952	1150 1,000-D	Robert M. Smith Fireside 8-2411	Magic Circle	Robert M. Smith, p James Von Gremp, asst. gm & fd	Robert C. Greene, cm V. L. Smith, pd Emerson Allee, ce	Hal Martin, nd Robert Ryberg, sd	Pop.: 155,000	L-W AP Col.
POPLAR BLUFF								
KWOC 1938	930 1,000-D 500-N-DA-2	Poplar Bluff Bestg. Co. 428 Vine St. 3922 Pearson	A. L. McCarthy, gm L. G. Stovall, cm Ted Pyle, pd	Don M. Lidenton, ce Gerald Grojean, nd Glen Cross, sd	John Thies, fd Donna McRill, wd	Pop.: 616,000 Wld., SES. Rad. Hms.: 159,650 Ret. Sls.: \$59,210,000	UP G
KWOC-FM 1948	Ch. 233 (B) 94.5mc 14kw						

Data corrected to Dec. 10, 1953. If executives or services for FM are same as AM affiliate names are not repeated. Market Data supplied by stations.
 FM's in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna,
same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night.
 SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

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and tomorrow



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This uniformity is no accident. Every manufacturer works hard at it because he knows that only *unfailing goodness* will keep you buying his product. So he's mighty sure never to let quality slip. If he changes his product at all, you can bet it's a change for the better.

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MISSOURI

City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	Owner o; Pres. p; Exec. vp cm; Sales Mgr. sim; Prog. Dir. pd; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. Ralph E. Combes, nd Robert L. Horstman, sd	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter	
ROLLA									
	KTRR 1947	1490 250	"Show-Me" Bcstg. Co. P. O. Box 567 380	KBS	Luther W. Martin, co-o, gm & nd Martin M. Mitchum, co-o & ce	Wilson C. Burkhead, co-o, pmm & fd Marianne Stephens, pd	Chuck Cunningham, sd Roxie M. Rhodes, wd	Pop.: 45,000 Rad. Hms.: 7,300 Ret. Sls.: \$18,200,000 Wld. AP
SALEM									
	KSMO 1953	1340 250	"Show-Me" Bcstg. Co. P. O. Box 71	KBS	Luther W. Martin, co-o & gm Martin M. Mitchum, co-o & ce	Wilson C. Burkhead, co-o & pmm Mel Lee, sm & nd Patsy Whittaker, pd	Ken Wilkins ch. opr. & sd Joe Parker, fd Donna Sullinger, wd	Pop.: 25,000 Rad. Hms.: 4,600 Ret. Sls.: \$9,000,000	
SEDALIA									
	KDRO 1939 KDRO-TV	1490 250	Milton J. Hinlein 2100 W. Broadway 4004	MBS Forjoe	Milton J. Hinlein, p Herbert W. Brandes, gm	James F. Glenn, cm & sd Bob Harvey, pd	Bob Younger, nd Nola Witte, wd	Pop.: 207,726 Rad. Hms.: 43,965 UP RCA
 (CP)	1050 1,000-D	Yates Bcstg. Co. 702 Rich St. Slater, Mo.						
SIKESTON									
	KSIM 1948	1400 250	Sikeston Community Bcstg. Co. Inc. Hgw. 60 W 1	Richard Watkins, gm & cm			Pop.: 65,000 Rad. Hms.: 21,000 AP Col.
STE. GENEVIEVE									
	KSGM 1947	980 500-DA-1	Donze Enterprises Inc 410 Merchant St. 580	KBS	Elmo L. Donze, p. gm, cm, pmm & pd	Murel L. Rose, ce Jim Schott, fd	Betty J. Donze, wd	 UP Col.
ST. JOSEPH									
	KFEQ 1923 KFEQ-TV	690 5,000-DA-2	KFEQ Inc. 8th St. & Frederick Ave. 3-2528	MBS Headley- Reed	Barton Pitts, p & gm J. Ted Branson, cm E. Carleton Schirmer, pd	J. Wesley Koch, ce Ralph E. Combes, nd Robert L. Horstman, sd	Harold J. Schmitz, fd Norma R. Todd, wd	Pop.: 583,900 Rad. Hms.: 179,200 Ret. Sls.: \$495,889,000	Wid. AP Col.
	KRES 1946	1550 5,000-DA-N	Missouri Valley Bcstg. Co. Inc. 7th & Edmond 4-6346 Pearson	Basil L. Kaufmann, p John W. Powell, gm	H. B. Greene, ce Gerry Henson, pdm	Frank Smith, news ed. Earl Hickerson, sd	Pop.: 517,600 Rad. Hms.: 375,190 Ret. Sls.: \$438,250,000	Thes. AP G
ST. LOUIS									
	KMOX 1925	1120 50,000	Columbia Bcstg. System 401 S. 12th Blvd. Central 8240	CBS	Gene Wilkey, gm Robert Hyland, cm Mark Russell, pd	Foster H. Brown, pmm Harry Harvey, ce Rex Davis, nd	Bob Burnes, sd Ted Mangner, fd	Pop.: 3,116,300 Rad. Hms.: 904,550 Ret. Sls.: \$3,071,757,000	Assoc. UP WH
	KSD 1922 KSD-TV	550 5,000-DA-N	The Pulitzer Pub. Co. 1111 Olive St. Main 1111	NBC Spot Sales	Joseph Pulitzer, p George M. Burbach, pmm Arthur Casey, sim	Harold Grams, pd David Pasternak, pmm J. E. Risk, co-ce	Pete Yarger, co-ce Edward W. Hamlin, personnel d	 UP RCA
	KSTL 1948	690 1,000-D CP: 10,000-D DA-D	Radio St. Louis, Inc. 6 N. Seventh St. Main 0600 Katz	William A. Knight, cm James D. Neiswander, sim	Dick J. Kasten, asst. m Tony Glenn, pd Edward B. Bench Jr., ce	Dolores J. Ryan, pmm Robert J. Sheehan, nd Dave Dixon, sd		Cap. UP Ray.
	KWK 1927	1380 5,000-DA-N	KWK Inc. 12th & Cole Sts. Main 9100	MBS Katz	Robert T. Convey, p & co Ray E. Dady, vp V. E. Carmichael, vp John W. Tinnea, asst. sta. d & pd	Fred J. Mueller, merc. m & pmm N. J. Zehr, ce Russell C. Kaiser, prog. coordinator	John Traxler, pdm Grace Beck, traffic m Jack Griffin, nd	Pop.: 2,149,508 Rad. Hms.: 640,913 Ret. Sls.: \$2,245,051,000 AP Reuters WE
	KXLW 1947	1320 1,000-D	St. Louis County Bcstg. Co. 2735 Bomparte Sterling 4805 Pearson	John W. Kluge, p Les Ware, gm	Ed Pape, cm Norb Moore, pd	Art Roberts, pmm		L-W AP G
	KXOK 1938	630 5,000 DA-2	KXOK Inc. 12th & Delmar Chestnut 6000	ABC Blair	E. M. Roberts, p C. L. Thomas, gm V. N. Springgate, cm Elmer Muschany, pd	Arthur F. Rekart, ce	Bruce Barrington, asst. m & nd France Laux, sd Martha Lane, wd	Pop.: 3,713,314 Rad. Hms.: 1,121,059 Ret. Sls.: \$3,353,562,000	St. UP WE
	WEW 1921	770 1,000-D	St. Louis Univ. 3642 Lindell Blvd. Franklin 5665 Gill- Perna	Rev. Paul C. Reinert, S.J., p George A. Volz, gm Ray Karbowicz, cm	Lambert Kaiman, pd Charles C. Casey, ce Roy May, nd	Ed Macauley, sd Charley Stookey, fd Louise Munsch, wd	Pop.: 3,243,400 Rad. Hms.: 946,660 Ret. Sls.: \$3,075,382,000	Assoc. UP
	WIL 1922 WIL-TV	1430 5,000-DA-2	Missouri Bcstg. Corp. Chase Hotel Rosedale 6200 Young	L. A. Benson, p, gm & ce R. M. Hetherington, vp in chg. sls.	N. M. Pagliara, natl. sim Edw. M. Galloway, pd Le Chapman, pmm	John Carr, nd Harry Caray, sd Marilyn Rohan, wd	Pop.: 2,150,476 Rad. Hms.: 622,971 Ret. Sls.: \$2,104,174,000	L-W AP G
SPRINGFIELD									
	KGBX 1926	1280 5,000-DA-N	Springfield Bcstg. 605 Boonville 4-2822	NBC Holling- bery	T. W. Duvall, p Keith G. Wells, gm & cm Fran Uhlis, pd	Dudley Morris, pmm Richard Bowman, ce Betty Gilmer, bus. office m	Richard Stracke, nd Jerry Davis, sd Don Sylvester, fd Sherlu Walpole, wd	Pop.: 169,490 Rad. Hms.: 161,685 AP
	KICK 1949	1340 250	Kickapoo Prairie Bcstg. Co. 610 College St. 4-1561	MBS McGillvra	Floyd W. Jones, p L. C. McKenney, gm Welcome Stanton, asst. m & pd	Doris Henderson, pmm & wd Charles Grayston, ce	Richard Hairline, nd Bob Lee, sd	Pop.: 144,074 Rad. Hms.: 45,461 Ret. Sls.: \$124,436,000	St. UP G
	KTTS 1942 KTTS-TV	1400 250	Independent Bcstg. Co. P. O. Box 1716 2-7474	CBS Sears & Ayer	J. H. G. Cooper, p G. Pearson Ward, gm & pmm	Wendel Smith, pd William F. Curry, ce	Bill Bowers, nd Jerry Sweaney, sd	Pop.: 245,700 Rad. Hms.: 74,590 Ret. Sls.: \$220,327,000	Wld. AP RCA
	KTTS-FM 1948	Ch. 234 (B) 94.7mc 11.3kw						Pop.: 267,471	
	KWTO 1933	560 5,000-D 1,000-N DA-N	Ozark Bcstg. Co. Inc. 806 St. Louis St. 2-4422	ABC Pearson	Ralph D. Foster, p & gm Leslie L. Kennon, vp & asst. m Raymond M. Keltner, sim	Joe Slattery, pd Bill Bailey, pmm Fritz Bauer, ce George Earle, continuity ed.	Vern Hawkins, nd & sd Loyd Evans, fd Dorothy McDonald, wd	Pop.: 1,411,299 Rad. Hms.: 424,684 Ret. Sls.: \$1,732,530,000	L-W UP RCA

Data corrected to Dec. 10, 1953. If executives or services for FM are same as AM affiliate names are not repeated. Market Data supplied by stations. FM's in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

1,800,260 radio homes!

5,950,100 population!

\$5,839,548,000 annual retail sales!

\$9,398,092,000 effective buying income!

... it's the **BIGGEST** block of
SALES POTENTIAL offered by
any station in the nation's
9th **LARGEST** market . . . and
it's all yours when you use

KSD

THE ST. LOUIS POST-DISPATCH RADIO STATION

... with the **LARGEST** daytime
half-millivolt coverage area of
any radio station in **ST. LOUIS**



5000 WATTS ON 550 KC DAY AND NIGHT

NBC NETWORK • National Advertising Representative: **NBC SPOT SALES**

MONTANA

BOZEMAN

KBMM 1950	1230 250	Penn Engineering Co. 2105	Gill-Perna	G. Norman Penwell, principal stockholder	Dan Snyder, gm & cm Ed Kolman, ce	Erin Sweeney, nd Larry Binder, sd	Pop.: 48,914 Ret. Sis.: \$47,942,000	Assoc. UP WE
KXLQ 1939	1450 250	KREB Bestrs. P. O. Box 345 1420	NBC, Z- Bar Net, Walker	E. B. Craney, p Ernest A. Neath, gm	Ernest Seccomb, cm Beverley Coulston, pd	Jack Provis, ce		L-W AP, UP RCA

BUTTE

KBOW 1946	1490 250	Copper City Radio Co. 720 Yale Ave. 7429	CBS Cooke	Frank Reardon, p & gm	Bill Carroll, gen. slm Art Collins, pd	Kay McNabb, traffic m Helen Reardon, wd	Pop.: 64,979 Rad. Hms.: 31,323 Ret. Sis.: \$79,883,000	
KOPR 1948 KOPR-TV	550 1,000-DA-N	Copper Bestg. Co. Finlen Hotel 6546	ABC, MBS, Inter- mountain Avery- Knodel	Frank C. Carman, p Ed Cooney, gm	George Chance, cm James Harrold, pd	John Gort, ce		Wld. UP G
KXLF 1929 KXLF-TV	1370 5,000	KGIR, Inc. 2-2344	NBC, Z- Bar Net., Pacific Northwest Walker Moore	E. B. Craney, p Arne E. Anzjon, gm & cm	Paul Hatton, pd & nd Vern Totten, pmm	W. J. Provis, ce	Pop.: 90,732 Rad. Hms.: 27,200 Ret. Sis.: \$107,689,000	Mac., St. AP, UP Hilliard

GLENDEIVE

KXGN 1948	1400 250	Lewis Wiles Moore Box 200 122		Lewis Wiles Moore, o Daniel C. Palen, gm	Donald J. Powers, ce Robert Johnson, sd	Alice Lexa, wd		Cap. UP Col.
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GREAT FALLS

KFBB 1922 KFBB-TV	1310 5,000-DA-N	Buttrey Broadcast Inc. P. O. Box 1139 4377	CBS Weed	J. P. Wilkins, p & gm W. C. Blanchette, cm	Ray Kelley, pd	Wilbur Myhre, ce		Wld. UP WE
KMON 1948 KMON-TV	560 5,000-DA-N	Mont. Farmer Bestg. Corp. Tribune Bldg. 4382	ABC, MBS, Inter- mountain Avery- Knodel	Lester Cole, p Robert H. Warner, gm	Frank Kaull, cm Mel Hallock, pd & nd	Herb Hunter, sd	Pop.: 400,000 Rad. Hms.: 96,000	L-W AP RCA
KXLK 1947	1400 250	Great Falls Bestg. Co. P. O. Box 2072 2-2453	NBC, Z- Bar Net., Pacific Northwest, Great Western Walker	Barclay Craighead, p T. L. Frayling, gm & cm	Eugene Kukkola, pd & ce	Juanita Loucks, pmm		UP G

HAVRE

KOJM 1947	610 1,000 DA-2	North Mont. Bestg. Corp. P. O. Box 70 1096	MBS, KBS, Inter- mountain Avery- Knodel Cooke	O. R. Rubie, p Charlotte H. Brader, gm	Lyle Leeds, cm, nd & sd Jas. Saenger, pd & fd	Stan G. Stephens, pmm George H. Bauer, ce		Cap. UP WE
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HELENA

KCAP 1949	1340 250	Lewis & Clark Bestg. Corp. 1705 Jerome Pl. 4030	MBS, KBS, Inter- mountain Avery- Knodel	Dr. James M. Flinn, p K. O. MacPherson, gm	Charles Sullivan, cm Pat Lee, pd	Dean Mack, ce		Assoc. UP WE
KXLJ 1937	1240 250	The Peoples Forum of the Air Inc. 1306 11th Ave. 1240	NBC, Z- Bar, XL Stations Walker, Moore	A. T. Hibbard, p Barclay Craighead, gm	Gene Hogan, pd Glenn Brese, ce	Harris Jensen, nd George Wenstrum, sd	Pop.: 35,000 Rad. Hms.: 12,630 Ret. Sis.: \$51,696,000	AP, UP RCA

KALISPELL

KGEZ 1927	600 1,000-DA-2	Donald C. Treloar 7 Main St. 4331	MBS, Inter- mountain	Don Treloar, p, gm & cm Norm Fisher, pd	Dick Vick, pmm, nd & sd	Glen Millhouse, fd Jean Fitzwater, wd	Pop.: 110,000 Rad. Hms.: 33,000 Ret. Sis.: \$68,500,000	St., Wld. UP Col.
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LEWISTOWN

KXLO 1947	1230 250	W. G. Kelly East Main St. 1210	MBS, Inter- mountain	W. G. Kelly, o	Marlin T. Obie, gm	David L. Sather, ce	Pop.: 25,000 Rad. Hms.: 8,000 Ret. Sis.: \$13,500,000	Wld. UP WE
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LIBBY

KLCB 1950	1230 250	Lincoln Co. Broadcasters Hafferman Shopping Center 410		Oliver G. Coburn, p William F. Hafferman, gm & nd	Pauline B. White, pd Jimmie L. Laughlin, ce & fd	Don Powell, sd Mrs. M. E. Schermerhorn, wd	Pop.: 8,000 Rad. Hms.: 5,200	Mac., SES. UP
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LIVINGSTON

KPRK 1947	1340 250	Yellowstone Amusement Co. Box 691 1000	MBS, Inter- mountain Avery- Knodel	P. B. McAdam, p & gm Jack Hinman, cm	Jim Edmonds, pd & fd Dewey Webb, pmm & sd	Duke Long, ce Nikki Kolence, nd & wd	Pop.: 21,540 Rad. Hms.: 42,045 Ret. Sis.: \$14,500,800	Wld. UP G
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MILES CITY

KRJF 1941	1340 250	Star Printing Co. Box 1015 1340	KBS, MBS, Inter- mountain Avery- Knodel	Ian A. Elliot, gm Fred B. Hunnes, cm Earl L. Dahlstrom, pd Norval B. Davis, pmm	Donald E. Kern, pdm Philip F. Hilt, ce Annette Smith, traffic d	F. Hunnes Davis, fd Tom Biedrzycki, sd Dorothy Dahlstrom, wd	Pop.: 40,100 Rad. Hms.: 10,969 Ret. Sis.: \$46,756,000	L-W UP RCA
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MISSOULA

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 & gm A. T. Christensen, cm Don Bradley, pd & pmm	Leo Stewart, ce Don Weston, nd & sd	Bob Peters, fd Barbara Corcoran, wd	Pop.: 118,304 Rad. Hms.: 35,920 Ret. Sis.: \$112,649,000	
	1450 250	Western Mont. Assoc. Box 1503 4-4114	NBC, Pacific Northwest, Z-Bar Net, Walker	Pat M. Goodover, p & gm R. J. Gillis, cm	W. F. Strothman, pd Fred Cunningham, pmm	Rick Lee, ce John Campbell, sd		AP, UP RCA

GRAND ISLAND

KMMJ 1925	750 1,000 L-WSE	Town & Farm Co. ABC Division at Cedar 703	H-R Reps.	Don Searle, p Bill Martin, vp & gm Rex Lathen, vp & reg. slm	Ed Meyer, pd Quint McCredie, pmm U. L. Lynch, ce	George Kister, nd & fd Nay Deines, sd Helen Clark, wd		Thes. AP Col.
KRGI 1953	1430 1,000-DA-N	Grand Island Bcstg. Co. 315 South Locust 5181	Sears & Ayer	Robert L. Lester, p Wick Heath, gm	Ray Kozak, cm, pd, & pmm	Don Campbell, ce Lloyd Oliver, fd Alan Stanley, sd	Pop.: 502,000 Rad. Hms.: 150,200 Ret. Sls.: \$581,915,000 AP G

HASTINGS

KHAS 1940	1230 250	Neb. Bcstg. Co. Tribune Bldg. 2-5101	MBS, KBS Gill- Perna	Fred A. Seaton, p James Pickett, gm Raymond Bartlett, cm	Lloyd Thomas, pd, pmm, nd & fd	Duane Allison, ce Bob Morey, sd		Thes. INS RCA
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KEARNEY

KGFW 1930	1340 250	Central Neb. Bcstg. Corp. Federal Annex Bldg. 2-3541	MBS, KBS Holman	John W. Yeager Jr., p & gm Lyle Richardson, cm & sd	Bob Riedy, pd Howard Harrington, ce	Don Sherrill, nd Duane Jensen, fd Esther Sanders, wd	Rad. Hms.: 47,500 Ret. Sls.: \$100,000,000	Wld. UP Col.
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LEXINGTON

KRVN 1950	1010 25,000-D DA	Neb. Rural Radio Inc. 104 West 8th St. 716 Raymer	Jay Person, p Max Brown, gm Dan Bellus, cm & asst. m	G. W. Embree, pd R. J. Bitner, ce Stan Matske, nd	Mike Meyer, fd Jim Price, sd Kay Wilkins, wd		St. AP RCA
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LINCOLN

KFOR 1924	1240 250	Cornbelt Bcstg. Corp. 48th & Vine 2-6965	ABC, Nebraska Net. Raymer	James Stuart, p & o George T. Bastian, evp Richard W. Chapin, cm	Av Bondarin, pd Ruth Thone, pmm Charles W. Winkler, ce	Ken Wayman, nd Ken Greenwood, sp Hazel Stebbins, wd	Pop.: 329,300 Rad. Hms.: 95,350 Ret. Sls.: \$335,831,000	St., Cap. AP
KLMS 1949	1480 1,000-DA-2	Lincoln Bcstg. Corp. 130 North 16th St. 2-7579	KBS McGillvra	Howard A. Shuman, p J. Russell Joynt, gm	Frank Stubbs, sm Perry Douthit, nd	Carolyn Smith, wd	Pop.: 292,497 Rad. Hms.: 124,750 Ret. Sls.: \$443,136,000	Assoc. UP RCA
KOLN 1947	1400 250	Cornhusker Radio & Tv 40th & W 2-7218	MBS, Nebraska Weed	John E. Fetzer, p Harold E. Anderson, gm Otis H. Segler, cm	William E. Lucas, pd Emroy Williamson, pmm Raymond Taylor, ce	By Krasne, nd William Morris, fd Bud Shaner, sd Elsie Sanderson, wd	Pop.: 252,400 Rad. Hms.: 78,700 Ret. Sls.: \$254,097,000	Wld. AP WE

McCOOK

KBRL 1947	1450 250	McCook Bcstg. Co. 1450	MBS McGillvra	LeRoy W. Lenwell, p, gm & ce Gil Mitchell, pd	Frank Hamilton, nd Bob Morris, sd	Roseanna S. Stearns, wd	Pop.: 60,000 Rad. Hms.: 15,012 Ret. Sls.: \$48,000,000 AP G
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NORFOLK

WJAG 1922	780 1,000 L-WBEM	Norfolk Daily News 20 Walker	E. F. Huse, p R. E. Thomas, gm Vernon Stedry, cm Glen Hixson, pd	Evans Meier, pmm Frank Wiedenbach, ce M. M. Lee, office m	Wayne Wells, nd & fd Jerry Clark, sd Mary Moore, wd	Pop.: 426,520 Rad. Hms.: 125,680 Ret. Sls.: \$416,696,000	St. AP G
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NORTH PLATTE

KNBR 1952	970 1,000-D DA	John Townsend Box 778 3528 Indie	John Townsend, o Joe Stavis, gm	Mel Krehbiel, cm Jim Rufus, pd	Buford Eaves, ce Phyllis Becker, nd	Pop.: 200,000 Rad. Hms.: 45,000	Thes., UP WE
KODY 1930	1240 250	Radio Station KODY 1521 West 12th St. 382	NBC, KBS Meeker	John Alexander, p & gm Joseph A. diNatale, loc. slm & sd	William A. Wood, pd Jerry Wing, pmm H. Jay Blakesley, ce	Charles H. Craig, nd Edwin H. Launer, fd Vaunia Burbank, wd	Pop.: 220,000 Rad. Hms.: 73,000 Ret. Sls.: \$280,000,000	L-W, Wld. AP

OMAHA

KBON 1942	1490 250	Inland Bcstg. Co. World Ins. Bldg. Jackson 8282	MBS Pearson	Paul R. Fry, p & gm Ernest Priesman, cm James Harker, pd	Richard E. Welna, ce Emory H. Dahlgard, secy.-treas. & bus. m	Dick McCann, nd Ed Morgan, sd Mayme M. Allison, wd	Pop.: 562,000 Rad. Hms.: 139,000 Ret. Sls.: \$573,000,000	Thes. AP WE
KFAB 1924	1110 50,000-DA-N	KFAB Bcstg. Co. Farnham Bldg. Jackson 3420	CBS Free & Peters	Victor L. Toft, p Harry Burke, gm Harold Soderlund, cm	Lyell Bremser, pd & sd Don Shoemaker, pmm	Art Stewart, trans. engr. Carl Uhlarik, nd William Macdonald, fd	Pop.: 1,400,000 Rad. Hms.: 409,830 Ret. Sls.: \$1,562,000,000	L-W, SES. AP WH
KOIL 1925	1290 5,000-DA-N	Central States Bcstg. Co. 511 S. 17th St. Jackson 7626	ABC Raymer	Max Brown, gm Mary Schroeder, asst. & pd	Bob Bitner, ce Steve Shepard, sd	Stan Matzke, fd Belle West, wd	Pop.: 985,300 Rad. Hms.: 260,560 Ret. Sls.: \$1,092,836,000	St., Cap. AP, INS RCA

NEBRASKA

City	Call Letters	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	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter	
OMAHA—(Continued)									
KOWH	660	500-D	Mid-Continent Bcstg. Co. Kilpatrick Bldg. Atlantic 2228	Bolling	Robert H. Storz, p Todd Storz, vp & gm Virgil Sharpe, cm & pd	Dale Moudy, ce Jack Sandler, sd Lee Berg, nd	James Milliken, fd Shirley White, wd	Pop.: 600,000 Rad. Hms.: 500,000	L-W AP, UP, INS RCA
WOW	590	5,000	Meredith WOW Inc. Insurance Bldg. Webster 3400	NBC Blair	Fred Bohren, chmn. of bd. E. T. Meredith Jr., p Payson Hall, vp Frank Fogarty, gm Lyle DeMoss, asst. gm	Bill Wiseman, natl. slm Ken Quaife, loc. reg. slm Ray Olson, pd Merrill Workhoven, pdm	William J. Kotera, ce Keith Royer, pmm James McGaffin, nd Jack Payne, sd Mal Hansen, fd Connie Cook, wd	Rad. Hms.: 389,809	St., Wld., SES, UP RCA
SCOTTSBLUFF									
KNEB	960	1,000-LS 500-N-DA-2	Platte Valley Bcstg. Corp. Golden Rule Bldg. 1620	MBS, Inter-mountain Holman	John R. Jirdon, p Russ M. Stewart, gm Byron R. Joachim, cm	Duke Whitfield, pd Leslie A. Proctor, ce	Jim Kithcart, nd & sd Fred Waigren, fd	Pop.: 100,321 Rad. Hms.: 24,672 Ret. Sls.: \$129,000,000	Cap., L-W AP GE
KOLT	1320	5,000-D 1,000-N-DA-2	The Hilliard Co. 1517½ Broadway 856	CBS Gill-Perna	L. L. Hilliard, p & gm T. A. Kehl, cm A. W. Taylor, pd & sd	Walter Amen, pmm H. A. Morrison, ce W. G. Walter, studio m	W. Joseph Brennan, nd R. C. Ingwerson, fd Doris Berry, wd	Pop.: 107,016 Rad. Hms.: 29,727 Ret. Sls.: \$133,131,000	UP G
SIDNEY									
KSID	1340	250	Sidney Bcstg. Co. Legion Park 5503	ABC, KBS, Wyoming Cowboy McGilvra	W. C. Grove, p & ce Max Young, gm & cm Edith Sanks, pd	Chet Allan, pmm Gene Leinemann, nd	Glen Gilbert, sd Lois Hamm, wd	Pop.: 107,016 Rad. Hms.: 29,727 Ret. Sls.: \$133,131,000	UP

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NEVADA

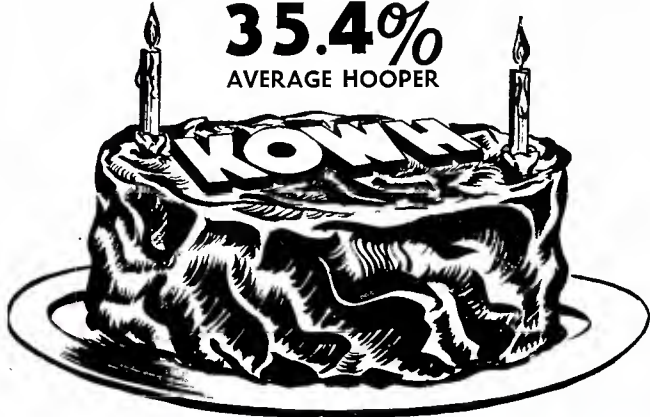
MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Passenger Cars 1953	County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Passenger Cars 1953
Churchill	6,161	1,690	\$ 9,238	\$ 1,295	\$ 105	2,707	Ormsby	4,172	1,150	5,267	1,421	355	1,656
Clark	48,289	18,220	80,176	17,288	2,794	29,588	Pershing	3,103	870	3,813	712	53	1,259
Douglas	2,029	480	2,270	320	127	1,386	Storey	671	250	429	133	240	240
Elko	11,654	3,100	15,144	3,046	568	4,194	Washoe	50,205	18,370	90,137	15,539	5,986	23,205
Esmeralda	614	170	152	31	153	153	White Pine	9,425	2,420	9,997	2,628	427	3,726
Eureka	896	*	855	457	37	283	Total	160,083	52,760	\$238,691	\$49,260	\$11,104	94,178
Humboldt	4,838	1,210	6,581	1,671	102	1,702	* See Lander. ** Eureka included in Lander County figures.						
Lander	1,850	**670	1,672	381	84	535	Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1953, Sales Management; further reproduction uncensored; automobiles supplied by state.						
Lincoln	3,837	900	2,472	738	153	1,361							
Lyon	3,679	920	3,284	1,002	112	2,442							
Mineral	5,560	2,000	4,549	1,680	120	3,092							
Nye	3,101	820	2,855	1,098	81	1,766							



First Place . . . For Better Than 2 YEARS!

35.4%
AVERAGE HOOPER



It's o "Hoppy Hooper" for KOWH advertisers—especially when the Hooper is an average for a 26-month period from October, 1951, to November, 1953. "It takes colls to get results," and KOWH consistently carries your soles message to more people in the Omaha, Council Bluffs oreo!

- Largest total audience of any Omaha Station, 8 A.M. to 6 P.M. Monday through Saturday! (Hooper, Oct., 1951, thru Nov., 1953)
- Largest share of audience, of any independent station in all America! (Hooper, November, 1953)



"America's Most Listened-to Independent Station"

General Manager, Tadd Storz; Represented Nationally By The B... ING CO.



NEVADA

ELKO									
KELK 1948	1240 250	Elko Bestg. Co. P. O. Box 790 260	MBS, Inter- mountain Avery- Knodel	Chris Sheerin, p John J. Gammick, gm, cm & pmm	Bob Vizina, pd Roy L. Gallagher, ce	Lynn Burns, sd Viola Lynch, traffic d			UP Ray.
ELY									
KELY 1950	1230 250	White Pine Bestg. Co. P. O. Box 1088 2077		David I. Hansen, co-o Dale V. Bradley, co-o	Frank R. Bradley, nd	E. C. Chamberlain, fd			Wid. INS Col.
HENDERSON									
KBMI (CP)	1400 250	Moritz Zenoff							
LAS VEGAS									
KENO 1940	1460 1,000-DA-N	Nevada Bestg. Co. The Strip 1400	ABC Grant	Maxwell Kelch, p & gm Tom Magowan, cm	Ken O'Connell, pd & pmm Ralph O. Dow, ce	Ed Oncken, nd Jim Blaine, sd Faith Bristol, wd	Pop.: 55,000 Rad. Hms.: 15,000 Ret. Sis.: \$60,000,000		INS Col.
KENO-FM 1947	Ch. 280 (A) 103.9mc 36kw								
KLAS 1947	1230 250	Las Vegas Bcstrs. Inc. Wilbur Clark's Desert Inn 4646	CBS Weed	Fred Stoye, p Tom Ivory, gm Carl Greene, natl. cm Vill Pursel, loc. cm	Jim Hart, pd & nd Flo Brummel, pmm Bill Dawson, ce	Geneva Call, traffic m Chuck Hull, sd Judie Allen, wd	Pop.: 101,300 Rad. Hms.: 30,515 Ret. Sis.: \$87,396,180		St. UP GE
KORK 1951	1340 250	Vegas Valley Bestg. Co. Hotel Thunderbird 6500	NBC Holling- bery	David McKay, p & gm Roland B. Vaile, sm & cm	Robert Baker, pd Bernadine Young, pmm	William W. Binford, ce Tom Lee, sd	Pop.: 63,750 Rad. Hms.: 21,000 Ret. Sis.: \$80,176,000		UP WE
KRAM 1946	920 1,000-D 500-N DA-N	Boulder City Bestg. Co. P. O. Box 1712 920	MBS, Don Lee, Inter- mountain Avery- Knodel	Truman B. Hinkle, gm Lester Seiffer, cm Martin Black, pd & sd	Pat Healy, pmm & fd Fred Young, ce	Rae Patton, continuity d & wd E. Jansen, nd	Pop.: 63,000 Rad. Hms.: 22,000		Wid. UP Col.
RENO									
KATO 1946	1340 250	Sierra Bestg. Co. Box 2231 2-4501	MBS Walker	R. L. Stoddard, p & gm	Robert S. Hughes, cm Al Glass, ce	Betty Stoddard, wd	Pop.: 75,000 Rad. Hms.: 21,000 Ret. Sis.: \$90,000,000		Mae. UP GE
KOH 1928	630 5,000-LS 1,000-N- DA-N	McClatchy Bestg. Co. of Nevada 143 Stevenson St. 3-5106	NBC Raymer	Eleanor McClatchy, p Hugh Kees, m	Bruce Branson, pd Wesley Craig, ce	George Umbenhaur, nd Charles Harris, fd			Cap. UP
KOLO 1946	920 1,000-DA-1	Reno Bestg. Co. 33 Sierra St. 2-4516	CBS Holling- bery	David McKay, p H. G. Wells, gm Howard Doyle Jr., cm	Dave Niles, pd & nd Gene McKenna, pmm Merle Peterson, ce	Noble Crew, fd Shirley Priess, wd	Pop.: 125,000 Rad. Hms.: 45,000 Ret. Sis.: \$130,000,000		UP UP
KWRN 1947	1230 250	KWRN Inc. Box 76 3-6156	ABC Grant	Franz J. Robischon, p & gm	W. Leroy Swecker, cm Walter Rees, ce	Don Mitchell, sd Fran Conrad, wd	Pop.: 56,600 Rad. Hms.: 17,690		UP RCA
KNEV(FM) 1953	Ch. 238 (B) 95.5mc 10.5kw	Everett B. Cobb 538 S. Virginia St. 2-5175		Everett G. Cobb, o Jerry Cobb, gm	Wallie Warren, cm John Tellaisna, pd	Arthur Seymour, ce			

NEW HAMPSHIRE

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Automobile Ownership 1952	County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Automobile Ownership 1952
Belknap	26,632	7,980	\$ 34,394	\$ 10,529	\$ 870	7,116	Strafford	51,567	14,600	51,068	15,915	1,718	12,384
Carroll	15,368	4,690	16,790	5,942	500	4,980	Sullivan	26,447	7,670	31,884	8,915	626	7,370
Cheshire	38,811	11,500	34,217	11,898	924	10,497	Total	533,242	154,450	\$553,277	\$172,864	\$14,844	181,497
Cos	35,932	9,610	31,849	10,624	870	8,127	Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1953, Sales Management; further reproduction unlicensed; automobiles supplied by state.						
Grafton	47,923	13,080	50,134	14,416	1,878	12,217							
Hillsborough	156,987	46,500	174,405	54,539	3,702	35,989							
Merrimack	63,022	17,470	58,176	16,315	1,987	15,834							
Rockingham	70,059	21,350	70,360	23,771	1,769	20,809							

DIRECTORY OF AM AND FM STATIONS

BERLIN									
WMOU 1946	1230 250	White Mts. Bcstg. Co. 40 Main St. 1797	KBS Kettell- Carter, Radio Reps.	John W. Guider, p Jock MacKenzie, gm, pd & sd	Herschel M. Howe, ce Bob Holland, nd	Myrtle Anderson, wd			L-W AF Ray.
WMOU-FM 1953	Ch. 279 103.7mc 10kw								
CLAREMONT									
WTSV 1948	1230 250	Grandview Inc. 155 Front St. Manchester, N. H. 4-4075		William J. Barkley, p	W. J. Rust Jr., gm	Fred C. Stearns Jr. sm & cm			
WTSV-FM 1948	Ch. 291 106.1mc 4.8kw								

NEW HAMPSHIRE

City	Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	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	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter	
CONCORD									
	WKXL 1946	1450 250	Capitol Bstg. Co. 110 N. Main St. 4180	CBS Kettell- Carter, Young	Morris Silver, p Thomas F. Frank, gm, cm & pd	Robert Wright, ce Donald Tibbets, sd	George Ross, fd Vera K. Tovey, wd	Pop.: 63,500 Rad. Hms.: 17,290 Ret. Sls.: \$71,558,000	AP RCA
HANOVER									
	WTSL 1940	1400 250	WTSL Inc. 4-4075	ABC, Granite State Webb, Borgatti	William J. Barkley, p Ralph Gottlieb, gm Henry E. Lewis, sm & cm	Malcomb Morse, pd Al Davis, ce	Helen Ward, wd		AP RCA
KEENE									
	WKNE 1926 WKNE-TV	1290 5,000-DA-1	WKNE Corp. 17 Dunbar St. 2080	CBS, Yankee Meeker, Kettell- Carter	Joseph K. Close, p Frank B. Estes, gm & cm Edward B. Sawyer, pd	Ernest T. Robarge, ce Helen R. Paige, office m Palmer Payne, nd	Donald H. Roberts, sd Stacey Cole, fd Ruth Wade, wd		Wid. AP WH
LACONIA									
	WLNH 1921	1340 250	Northern Bstg. Corp. 653 Main St. 2300	ABC, KBS Grant, Kettell- Carter	Genevieve Wingate, p Arthur Rothafel, vp & gm	Sydney Clarke, cm Irving Kaizer, pd	Walter Avery, ce	Pop.: 35,000 Rad. Hms.: 8,200	AP G
MANCHESTER									
	WFEA 1932	1370 5,000 DA-1	N. H. Bstg. Inc. 286 Franklin St. 5-5491	CBS Young, Kettell- Carter	Morris Silver, p	Francis J. Finning, pd	Reginald A. B. Schow, ce		L-W AP RCA
	WKBR 1946	1240 250	Granite State Bstg. Co. 155 Front St. 4-4075		William J. Barkley, p Ralph Gottlieb, gm	Warren H. Journay, sm	Saul Gross, cm		
	WKBR-FM 1947	Ch. 261 (A) 101.1mc 1kw							
	WMUR 1941 WMUR-TV	610 5,000-D 1,000-N- DA-2	The Radio Voice of N. H. Inc. 1819 Elm St. Manchester 5-5788	CBS, Yankee Weed	Francis P. Murphy, p Hervey Carter, gm Gordon Moore, cm Bernie Mack, pd & pmm	Vincent Chandler, ce Tom Power, nd Gerry Henderson, sd	Gus Bernier, fd Esther Ayer, wd	Rad. Hms.: 135,000 Ret. Sls.: \$448,000,000	Wid. UP RCA
NASHUA									
	WOTW 1947	900 1,000-D	Nashua Bstg. Corp. Lund Road 5000	Walker, Bannan	Arthur A. Newcomb, p & gm Harrison Q. Bauman, cm Aldo Cretarolo, pd & fd	Ed Lecius, pmm, nd & sd Harry H. Handfield, ce	Madaleine M. Hallisey, asst. treas. Nancy J. Taylor, wd	Pop.: 1,459,400 Rad. Hms.: 421,000 Ret. Sls.: \$1,283,770,000	Wid. UP Ray.
	WOTW-FM 1947	Ch. 292 (A) 106.3mc 1kw							
PORTSMOUTH									
	WHEB 1932	750 1,000 L-WSB	WHEB Inc. N. H. Natl. Bank Bldg. 4080	MBS Walker	Charles M. Dale, o, p, cm & pmm	Thomas M. Dale, gm Lucien Dumont, pd	Anthony Vaccaro, senior engr.	Pop.: 1,349,631 Rad. Hms.: 335,346	Wid. AP Col.
ROCHESTER									
	WWNH 1948	930 1,000-D	Strafford Bstg. Corp. Route 16 1400	Granite State Webb, Borgatti	A. J. Malin, p & gm Howard B. Martin, sm M. Chester Ball, cm	Allan Jasper, pd & fd Frank De Falco, ce	Frank Dixon, nd Martha Mallory, wd	Pop.: 215,164 Rad. Hms.: 63,600 Ret. Sls.: \$194,316,000	UP Col.

Data corrected to Dec. 10, 1953. If executives or services for FM are same as AM affiliate names are not repeated. Market Data supplied by stations. FM's in *italic*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

**REACH
NEW HAMPSHIRE'S
LARGEST
AUDIENCE
WITH . . .**

WMUR

The
State
Station

★ 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 householders are within the WMUR coverage area and do 77% of all the buying done in the state.

610 KC
BASIC ABC

WMUR

MANCHESTER
NEW HAMPSHIRE

The Radio Voice of New Hampshire, Inc. ★ Represented nationally by WEED & CO.

STATE OF NEW HAMPSHIRE
Market Data*

Total Families 161,000

Urban, 100,000 — Rural non-farm, 38,000 — Rural farm, 23,000
Radio ownership 98.3%

Total Food Stores	(Approximately) 2100
Total Food Sales	\$173 Million
Total Drug Stores	(Approximately) 230
Total Drug Sales	17 Million
Total Gen. Mdse. Stores	(Approximately) 315
Total Gen. Mdse. Sales	37 Million
Total Apparel Stores	(Approximately) 585
Total Apparel Sales	(Approximately) 37 Million
Total Home Furnishing Stores	(Approximately) 505
Total Filling Stations	(Approximately) 860
Total Filling Station Sales	32 Million

Total Annual Retail Sales (approximately) \$560 Million

*Based upon the SRDS Market Data Book 1952-1953.

WJLK FACT SHEET FOR SPONSORS!

- 1** "WJLK has More Listeners than any other radio station heard in its area."
- 2** "WJLK has Largest Average 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 in 1953.

Local Hourly News
Fine Public Service

WJLK

**Asbury Park,
New Jersey**

Radio Voice of the
Asbury Park Press

THE ONLY RADIO STATION IN THE GROWING NORTH JERSEY SHORE AREA

NEW JERSEY

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Faod Sales 1952(000)	Drug Sales 1952(000)	Automobile Ownership 1952	County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Faod Sales 1952(000)	Drug Sales 1952(000)	Automobile Ownership 1952
Atlantic	132,399	42,210	\$ 212,874	\$ 54,444	\$ 6,641	42,933	Morris	164,371	49,250	179,840	58,511	4,445	64,176
Bergen	539,139	176,180	527,966	180,575	13,567	217,813	Ocean	55,622	20,140	109,781	30,523	2,822	28,788
Burlington	135,910	36,860	120,157	36,095	2,758	46,795	Passaic	337,093	106,950	446,212	113,789	8,590	122,928
Camden	300,743	91,710	321,058	95,778	6,849	105,631	Salem	49,508	15,090	48,890	14,160	1,053	21,152
Cape May	37,131	12,670	61,961	19,353	1,334	16,883	Somerset	99,052	29,330	104,223	31,293	2,345	40,108
Cumberland	88,597	27,170	108,097	29,184	2,047	42,416	Sussex	34,423	10,600	38,453	11,625	600	17,403
Essex	905,949	273,020	1,198,218	312,713	31,677	315,076	Union	398,138	123,260	472,975	142,495	11,595	164,172
Gloucester	91,727	28,640	76,229	23,682	1,906	35,466	Warren	54,374	16,840	55,304	15,141	688	24,290
Hudson	647,437	196,610	603,904	202,135	15,914	166,056	Total	4,835,329	1,485,630	\$5,656,555	\$1,642,662	\$136,856	1,746,068
Hunterdon	42,736	13,470	52,102	12,696	920	21,526	Note:	Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1953, Sales Management; further reproduction uncensored; automobiles supplied by state.					
Mercer	229,781	64,260	302,804	74,875	6,292	78,895							
Middlesex	264,872	79,360	298,062	90,422	6,507	88,302							
Monmouth	225,327	71,980	317,445	92,169	8,316	98,742							

DIRECTORY OF AM AND FM STATIONS

ALPINE													
WFMN (FM) 1943	Ch. 226 (B) 93.1mc 6kw	Edwin H. Armstrong Closter 5-1088			Dr. Edwin H. Armstrong, o								
ASBURY PARK													
WJLK 1926	1310 250	Asbury Park Press Inc. Press Plaza 2-3000			Wayne D. McMurray, p Everett Rudloff, sm	Margaret Curtis, cm & wd Charles F. Hill, pd	Frank Huber, pd Thomas Birkhead, nd Frank L. Wilgus, sd	Pop.: 150,592 Rad. Hms.: 45,222 Ret. Sls.: \$300,000,000	Assoc. AP RCA				
WJLK-FM 1947	Ch. 252 (A) 94.3mc 1kw								Assoc. AP GE				
ATLANTIC CITY													
WFPG 1942	1450 250	Neptune Bcstg. Corp. Steel Pier	CBS Pearson	Fred Weber, p Russell Truex, cm	Edward Davis, pd Jessie Morris, pmm	Earl Godfrey, ce Blair Thron, ops. d			UP RCA				
WMID 1947	1340	Mid-Atlantic Bcstg. Co. Senator Hotel 4-1340	ABC, MBS Forjoe	Richard Endicott, p David H. Freedman, g & cm Alan Owen, asst. gm	Vincent Lindner, pd Stan Howard Dixon, n & fd	Ralph Glenn, sd Mildred Freeland, wd		Assoc. AP RCA					
WOND 1950		(See Pleasantville, N. J. listing)											

In Atlantic City

WOND

now has the largest share of audience in Atlantic County

(Advertest, Aug. 1953)

The WOND MUSIC STATION

Brings Sensational Results

John Struckell, General Manager

... Seashore Radio at its Best ...

NEWS EVERY HOUR

GOOD

MUSIC AND SPORTS

NEW JERSEY

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone	Network Represent- ative	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	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
BRIDGETON							
WSNJ 1937	1240 250	Eastern States Bcstg. Corp. Carl's Corner 2930	Good Music Clark	Russell S. Henderson, p Paul Alger, evp & gm	Joseph A. McCuiley Jr., pd Al Simms, pmm	Edward Bold, ce Don Hart, nd & fd Jerry Alden, sd Louise Henderson, wd	Pop.: 141,000 Thes. UP Rad. Hms.: 38,770 Ret. Sls.: \$143,803,000 RCA
WSNJ-FM 1946	Ch. 299 (B) 98.9mc 9kw					Pop.: 5,000,000 Rad. Hms.: 500,000 Ret. Sls.: \$4,795,066,000	
CAMDEN							
WCAM 1926	1310 250	City of Camden City Hall Emerson 5-5600	Willard C. Schriver, d John Cleary, gm & cm	Jack LaMar, pd John Zander, ce Lou Elliott, nd	Sam Scott, sd Theresa Skolski, wd	Pop.: 2,762,635 St. Rad. Hms.: 749,567 UP Ret. Sls.: \$2,843,380,000 RCA
WKDN 1948	800 1,000-D	S. J. Bcstg. Co. 2881 Mt. Ephraim Ave. Emerson 5-7200	Garden State Keller	Ranulf Compton, p Gordon Giffen, gm	Harvey Husten, pd Robert S. Houston, ce	Robert Ross, nd	Pop.: 2,634,011 Assoc. Rad. Hms.: 720,780 AP Ret. Sls.: \$2,870,330 Ray.
MILLVILLE							
WMLV (CP)	1440 1,000-D DA	Union Lake Bcstrs. Inc. c/o Harry Daly 613 15th St., N.W. Washington, D. C.					
MORRISTOWN							
WMTR 1948	1250 1,000-D	Morristown Bcstg. Corp. P. O. Box 345 Park Square Mo. 4-5700	ABC	George S. Croy, p Kenneth A. Croy, gm Henry A. Behre, cm Bob Vesel, pd	Rudolph C. Prow, ce Merrill S. Morris, nd & fd	Ned Ehlers, sd Mary Bradley, wd	Assoc. AP Ray.
NEWARK							
WAAT 1926 WATV(TV)	970 5,000-D 1,000-N- DA-N	Bremer Bcstg. Corp. 1020 Broad St. Mitchell 2-6400	New Jersey State Net. Weed	Irving R. Rosenhaus, p & gm Edmund S. Lennon, vp & sis. d Frank V. Bremer, engrg. vp	George Green, pd Lou Frankel, prom. d Edward Reeves, engr. in charge of am opers.	Robert B. Macdougall, pub. rel. d Herb Green, nd Fred Sayles, sd	Pop.: 3,977,350 Rad. Hms.: 1,195,600 AP Ret. Sls.: \$4,341,577,750 Col.
WAAT-FM 1947	Ch. 234 (A) 94.7mc 13.5kw						Assoc., SES. AP Col.

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WNJR IS THE ONLY ALL NEGRO STATION

IN AMERICA'S LARGEST NEGRO MARKET



- Complete Negro programming every minute day and night
- All big name Negro talent
- Complete merchandising service
- Two special women's programs daily
- Negro Sports show nightly
- 11 of the nation's top Negro disc jockeys
- Covering All New York, Brooklyn and New Jersey

New Jersey and New York's

NEGRO Station

5000 WATTS 1430 KC

NEWARK

WNJR

NEW JERSEY

WHBI 1922	1280 2,500-D 1,000-N ST-WOV	May Radio Bcstg. 100 Shipman St. Mitchell 2-7354	James L. Shearer, p William A. Masi, gm	Marie E. Masi, pd Harold Michaels, ce	Thelma Taylor, wd	Pop.: 21,996,000 Rad. Hms.: 3,500,000 WE
WNJR 1947	1430 5,000-DA-N	Rollins Bcstg. Co. Route 22 Market 3-2700	Albert R. Lantheart, gm				St. UP RCA
WVNJ 1948	620 5,000-DA-2	Newark Bcstg. Corp. 91 Halsey St. Mitchell 3-7600	Edward W. Scudder Jr., p	Harry D. Goodwin, gm Ivon B. Newman, cm Steven Van Gluck, pd	James R. Ryall, pmm Peter Testan, ce		Wid. UP Fed.
NEW BRUNSWICK							
WCTC 1946	1450 250	Chanticleer Bcstg. Co. 385 George St. Charter 7-1450	James L. Howe, p Robert L. Williams, gm	James M. Vogdes Jr., cm Barbara M. Bauer, pd	Victor Takach, ce Anthony V. Marano, nd	Pop.: 371,000 Rad. Hms.: 98,120 Ret. Sls.: \$359,585,000	Wid. AP RCA
WCTC-FM 1948	Ch. 252 (A) 98.3mc 1kw						L-W AP Col.
NEWTON							
WNNJ 1953	1360 500-D	Sussex County Bcstrs. Andover Township	William Fairclough, gm	Simon Geller, cm & ce	Robert Mensel, pd & pmm	Pop.: 35,000 Rad. Hms.: 9,787 Ret. Sls.: \$48,453,000	
PATERSON							
WPAT 1941	930 5,000-DA-2	N. J. Bcstg. Co. 66 Hamilton St. Armory 4-3400	D. J. Wright, gm Charles W. Parker, bus. m	Charles Scully, opers. d	Earl Lucas, ce		L-W Assoc., Thes., AP, UP Fed.
PLEASANTVILLE							
WOND 1950	1400 250	Pioneer Bcstrs. Inc. Old Turnpike 3971	Charles E. Rupp, p John G. Struckell, gm & pd Lawrence Carle, pmm	Milton C. Thurlow, Jr., ce George Lewis, nd Tom McCarthy, sd	Ned French, fd Peggy Jayne Lucca, wd	Pop.: 140,034 Rad. Hms.: 45,170	St., Thes. AP GE
TRENTON							
WBUD 1947	1260 1,000-DA-1	Morrisville Bcstg. 108-14 N. Broad St. 4-7191	Verna S. Hardin, p Richard M. Hardin, gm	William Garry, cm W. F. Hildenbrand, pd W. A. Brewer, ce	Nan Rednor, pmm & wd Chas. Fairchild, nd Bus Saidt, sd		Wid. AP G
WTNJ 1923	1300 250-D	WOAX Inc. 416 Bellevue Ave. Trenton 3-4281	William R. DeFreitas, p Erling C. Olsen, treas. Leonard H. Levitt, gm Jerome P. McCarthy, m	Charles Green, pd Nicholas Delasandro, ce Ralph Ridge, sd Paul Fireman, ce	Pearl Stevens, wd Don Clifton, sd	Pop.: 233,200 Rad. Hms.: 58,120 Ret. Sls.: \$285,291,000	Assoc., St. UP GE
WTOA(FM) 1949	Ch. 248 (B) 97.5mc 14.5kw	Mercer Bcstg. Co. 558 Ingham Ave. 5-8541					
WTTM 1942	920 1,000-DA-1	Peoples Bcstg. Corp. 541 E. State St. 5-8515	Murray Lincoln, p Herbert E. Evans, vp Fred L. Bernstein, gm Gerhard Joseph, comp. Harry Barnam, loc. slm	Wesley Hopkins, pd & fd Fred E. Walker, pmm Chester Sunderland, co-ce	Theodore Kilmer, co-ce Arnold Snyder, nd & sp. events d Fulton Arnold, sd Bea Kirby, wd	Pop.: 1,060,250 Rad. Hms.: 295,205 Ret. Sls.: \$1,176,493,000	Thes. AP RCA
WTTM-TV							
VINELAND							
WWBZ 1946	1360 1,000-DA-N	Community Bcstg. Service 633 Wood St. Vineland 7-1360	Joseph M. Bullock, p Fred M. Wood, gm, pmm & fd	John Serra, cm Dorothy H. Carlson, pd	Saul Altzman, ce Milt Stevens, sd	Pop.: 269,200 Rad. Hms.: 78,400 Ret. Sls.: \$249,940,000	Wid. UP Col.
WILDWOOD							
WCMC 1951	1230 100	Francis J. Matrangola Spicer & Susquehanna 2-7751	Francis J. Matrangola, o & gm George M. Hart, cm & pd	Carlton S. Owen, ce Charles V. Mathis, nd	Nick Virgilio, sd Margaret Murphy, wd	Pop.: 133,585 Rad. Hms.: 38,254	Cap. AP G
ZAREPHATH							
*WAWZ 1931	1380 5,000-DA-2 ST-WBNX	Pillar of Fire Inc. Bound Brook 9-0102	Arthur K. White, p & gm	Donald J. Wolfram, pd	Nathaniel L. Wilson, ce	
*WAWZ-FM (CP)	Ch. 256(B) 99.1mc 4.8kw						

YOU CAN'T COVER CENTRAL NEW JERSEY WITHOUT WCTC!

REACHING 371,000 PEOPLE* IN A 359 MILLION & DOLLAR MARKET*

STRONG LOCAL NEWS

NEW BRUNSWICK, NEW JERSEY
(*1952-3 Consumer Markets)

WCTC

LISTENABLE MUSIC

"Mighty Mike"

PHONE CHARTER 7-1450

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Automobile Ownership 1953	County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Automobile Ownership 1953
Bernalillo	145,673	43,750	\$179,020	\$ 38,021	\$ 5,437	60,029	Quay	13,971	3,860	18,266	3,950	804	5,724
Catron	3,533	650	1,264	523		1,052	Rio Arriba	24,997	4,210	8,889	2,687	307	4,653
Chaves	40,605	11,830	50,146	10,019	1,630	18,178	Roosevelt	16,409	4,640	16,433	3,652	681	6,417
Colfax	16,761	3,830	15,118	2,995	437	5,673	Sandoval	12,438	1,550	2,591	610	80	9,339
Curry	23,351	7,360	31,874	5,584	924	11,190	San Juan	18,292	2,840	10,901	1,689	360	5,073
De Baca	3,464	910	4,372	711	181	977	San Miguel	26,512	4,610	14,684	3,938	527	2,624
Dona Ana	39,557	9,250	30,906	7,022	769	10,553	Santa Fe	38,153	9,230	40,628	7,507	1,769	20,352
Eddy	40,640	12,280	50,385	12,138	2,975	19,490	Sierra	7,186	2,240	7,479	1,711	351	6,972
Grant	21,649	5,460	19,832	4,539	564	8,040	Socorro	9,670	2,020	4,684	1,022	221	2,683
Guadalupe	6,772	1,180	4,581	1,441	190	2,429	Taos	17,146	2,320	6,729	2,331	247	2,966
Harding	3,013	480	1,850	186	52	1,160	Torrance	8,012	1,530	4,198	774	140	2,402
Hidalgo	5,095	1,150	5,624	895	85	2,188	Union	7,372	1,880	7,647	1,494	163	4,158
Lea	30,717	9,660	42,525	8,046	1,070	23,461	Valencia	22,481	4,390	12,712	3,078	518	6,111
Lincoln	7,409	1,540	5,191	1,211	171	2,826	Total	681,187	168,830	\$644,927	\$139,765	\$21,740	271,848
Los Alamos	10,476	3,470	6,272	2,982	956	3,970	Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1953, Sales Management; further reproduction unlicensed; automobiles supplied by state.						
Luna	8,753	2,210	8,857	2,279	241	3,893							
McKinley	27,451	3,550	18,941	3,208	259	6,401							
Mora	8,720	1,280	1,959	517	87	1,274							
Otero	14,909	3,670	10,368	3,005	414	5,771							

DIRECTORY OF AM AND FM STATIONS

City	Call Letters	Chan. or Freq.	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter	
ALAMOGORDO									
KALG	1230	250	William Wayne Phelps Box 268 211	MBS, KBS, Inter-mountain	William Wayne Phelps, p, gm & nd	Bob Hoffman, cm, pmm & sd	Pop.: 36,000 Rad. Hms.: 9,280 Ret. Sls.: \$14,000,000	Thes. UP G	
ALBUQUERQUE									
KABQ	1340	250	KABQ Bestg. Co. 317 Broadway N. E. 3-1744	MBS, Inter-mountain R. O'Connell	Helen A. Price, p Bert Arnold, vp, gm & cm Don Husted, pd	John Morrison, ce Lowell Christison, nd	Gene Osborn, sd Pat Connolly, wd	Pop.: 153,800 Rad. Hms.: 41,610 Ret. Sls.: \$141,940,000	Thes. AP G
KDEF	1280	1,000-D	Frank Quinn 506 2d NW 3-7813	Frank Quinn, p & gm Lee Govan, cm	Jerry Nesler, pd Bill Prevetti, pmm	Bob Easley, ce	Pop.: 190,000	
KGGM	610	5,000-DA-N	N. Mex. Bestg. Co. 1414 Coal Ave. S. W. 3-4543	CBS Weed	A. R. Hebenstreit, p & gm J. Graff, cm	Vergie Abeyta, traffic m & wd Bob Van Driel, pmm	Leonard Dodds, ce Dick Colman, nd	Pop.: 579,000 Rad. Hms.: 76,495 Ret. Sls.: \$320,000,000	Wld. AP, UP RCA
KOAT	1240	250	Alvarado Bestg. Co. 122 7/8 Tulane Dr. SE 5-7501	ABC Rambeau	Herbert Wimberly, p A. M. Cadwell, vp & gm Richard Gregory, cm	Kenneth Ferril, pd & sm Donald Delaney, ce	William H. Carman, sup. e Phil Eakins, sd Virginia Sears, wd	Assoc., L-W UP Ray	
KOB	770	50,000-D	Albuquerque Bestg. Co. 234 5th St. S.W. 3-4411	NBC Branham	Wayne Coy, p & gm J. I. Meyerson, sm Rolf S. Nielsen, cm Michael Dillon, pd	Bill Mickel, pmm George S. Johnson, ce Lanita Leaverton, traffic m	Tom Doyle, nd & fd Charles Teas, sd	Pop.: 1,091,300 Rad. Hms.: 257,100 Ret. Sls.: \$556,567,000	SES. AP, UP RCA
KOB-TV	25,000-N								
ARTESIA									
KSVF	990	1,000-D	Artesia Bestg. Co. Box 38 1450 S. Roselawn 650	MBS, KBS, Inter-mountain	Martin Yates III, p David M. Button, gm, pd & pmm	Ronald Austin, ce	Bryce Howard, fd Bill Keys, sd UP G	
CARLSBAD									
KAVE	1240	250	Carlsbad Bestg. Corp. 601 North St. 5-4101	CBS, Southwest Taylor	Val Lawrence, p Norman Loose, gm Richard Doyle, cm	Al Pitcaithley, pd Harland Nifong, ce	Frank Sheperd, nd Robert Barnett, sd	Pop.: 48,000 Rad. Hms.: 11,500 AP G
KPBM	740	1,000-D	Coronado Bestg. Co. Inc. 313 W. Mermod 5-5373 McGillvra	Maurice F. McEvoy, p & gm	Darrell A. Swayze, cm, pd, pmm & nd	Vic Daley, ce Bill West, sd	Pop.: 75,000 Rad. Hms.: 20,000	L-W AP G
CLAYTON									
KLMX	1450	250	Ari-Ne-Mex Bestg. Co. Box 7 616 Best	Arthur Jernigan, p Franklin E. Vale, gm, nd & fd	Henry J. Pruet, cm, pd & sd	Robert D. Waters, ce Beatrice Gove, wd	Pop.: 10,000 Rad. Hms.: 1,800 Ret. Sls.: \$33,000,000	Thes. UP G
CLOVIS									
KCLV	1240	250	New Tex Bestg. Inc. Box 866 4401	ABC Pearson	Odis L. Echols, p Harry Van Slycke, gm & nd	Evelyn Ganter, cm Phil Nickle, pd Lounel Winton, pmm	Clayton Fuchs, ce Roy Forbes, sd	Pop.: 45,000 Rad. Hms.: 42,000 Ret. Sls.: \$32,000,000	Cap UP G
KICA	980	1,000-DA-N	Hugh DeWitt Landis 520 Pile St. 5511	MBS Holman	Hugh DeWitt Landis, o & gm C. O. Kendrick, cm	Harold B. Cook, pd M. S. O'Dell Jr., ce Dale Wood, nd & sd	Junaita Goodman, wd Boe Cook, fd	Pop.: 120,333 Rad. Hms.: 39,370 Ret. Sls.: \$146,289,000	Assoc., Wld. AP RCA
DEMING									
KOTS (CP)	1230	250-D	Luna County Bestg. Co.						
FARMINGTON									
KVBC	1240	250	Valley Bestg. Co. 604 S. Miller Ave. 789	KBS	Marvin Bowles, o & gm	J. N. Montgomery, cm	Gene Pearsall, pd	Pop.: 42,000 Rad. Hms.: 36,000	L-W UP RCA
GALLUP									
KGAK	1230	250	Thunderbird Bestg. Co. East of Gallup 1300	KBS McGillvra	Merle H. Tucker, p & gm	G. H. McKinnon, cm	Robert E. Adamson, ce & nd Herb Schultz, sd	L-W UP	

Data corrected to Dec. 10, 1953. If executives or services for FM are same as AM affiliate names are not repeated. Market Data supplied by stations. FM's in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

NEW MEXICO

HOBBS		KWEW Inc.		MBS, KBS,	Theresa P. Whitmore,	Phil McGee, cm	Roy Evans, ce	Pop.: 15,000	L-W, Mac.
KWEW 1938	1490 250	116 E. Dunnam 3-3137	Southwest Taylor	p & sd	Harry McAdams, gm	Dortha Montgomery, pd	Layne Hungerford, nd Pamela Edwards, wd		UP RCA
LAS CRUCES		Mesilla Valley Bcstg. Co.		MBS Best	Mark B. Thompson, p	Robert O. Bradley, cm	Bruce Pedersen, ce &	Pop.: 50,000
KOBE 1947	1450 250	902 N. Main St. 1121		sd	Lydia S. Sleppy, gm & wd	Marion L. Toles, pmm	Cecil Herrell, fd	Rad. Hms.: 10,000 Ret. Slis.: \$26,000,000	UP Col.
LAS VEGAS		Southwest Bcstrs. Inc.		MBS, Inter- mountain Best	E. N. Thwaites, p, g & cm	Dorothy G. Thwaites, pd & wd	A. F. Shultz, ce		St. UP G
KFUN 1941	1230 250	P. O. Box 710 12							
LOS ALAMOS		Alvarado Bcstg. Co. Inc. Community Center		ABC Holling- bery	Herbert W. Wimberly, p	Robert Y. Porton, cm pmm & sd	John L. Lockhart, ce Bev Keenan, wd	Pop.: 31,000 Rad. Hms.: 7,300 Ret. Slis.: \$14,424,000	Assoc. UP RCA
KRSN 1949	1490 250	2-4422			A. M. Cadwell, gm	William Spack Jr., pd & nd			
LOVINGTON		Prosperity Land Bcstg. Co.	 Melville	David R. Worley, o & gm	Butler A. Sumner, cm & pmm	Wendell Deaton, pd Francis Clements, ce Bobby Stone, wd	Pop.: 110,000 Rad. Hms.: 28,000 Ret. Slis.: \$90,000,000	St. AP Col.
KLEA 1952	1050 250-D	P. O. Drawer 865 8911							
PORTALES		Plains Bcstg. Co.		KBS Taylor	Theresa Whitmore, p	Ed J. Fitzpatrick, m & cm	Roy Simmons, ce & fd Malone Keltner, nd & sd	Pop.: 21,000 Rad. Hms.: 7,470 Ret. Slis.: \$27,172,734	L-W, Mac. UP G
KENM 1950	1450 250	P. O. Box 477 600			W. E. Whitmore Jr., secy.-treas.	P. R. McCleery, pd & wd			
RATON		Southwest Bcstrs. Inc.		MBS, Inter- mountain	Ernest N. Thwaites, o, p & gm	Elbert Daniel, pd & fd A. F. Schultz, ce	James Roper, nd & sd Evelyn Shuler, wd	Pop.: 8,500 Rad. Hms.: 85% Ret. Slis.: \$14,000,000	St. UP G
KRTN 1948	1490 250	P. O. Box 767 875			Ray Birch, m, cm & pmm				
ROSWELL		Taylor Bcstg. Co.		KBS Clark	William C. Taylor, p				
KBIM 1953	910 1,000-D	P. O. Box 525 4848							
KGFL		KGFL Inc.		MBS, Southwest Taylor	Mrs. W. E. Whitmore, p	G. F. Roberts, gm & L. D. Lindsey, cm	E. C. Rader, ce Charles Wells, nd Lorraine Hewes, wd	Pop.: 62,000 Rad. Hms.: 13,700 Ret. Slis.: \$50,000,000	L-W, Wid. UP G
KGFL 1927	1400 250	310 N. Richardson 2000			W. E. Whitmore Jr., secy.-treas.				
KSW		McEvoy Bcstg. Co.		ABC Meecker, Melville	John A. Barnett, o J. C. Porter, gm	John Anderson, sm Paul B. McEvoy, cm	Ray Summersgill, ce	Pop.: 50,000 Rad. Hms.: 96%	Assoc. AP Ray.
KSW 1947 KSW-TV	1230 250	1723 W. 2d 3737							
SANTA FE		J. Gibbs & Bayne A. Spring		ABC McGillvra	J. Gibbs Spring, p, gm & cm	Bayne A. Spring, pd Lloyd Storr, ce	Claire Tremaine, wd	Pop.: 50,000 Rad. Hms.: 15,000	Assoc. UP RCA
KTRC 1946	1400 250	210 E. Marcy St. 3-6335							
KVSF		Santa Fe Bcstg. Inc.		CBS Weed	Mr. A. R. Hebenstreit, p	Bobby Berg, pd & pmm	E. J. Vanderwood, ce Calla Hay, wd	Pop.: 412,600 Rad. Hms.: 69,518 Ret. Slis.: \$194,563,000	Wid. AP, UP WE
KVSF 1935	1260 1,000	759 Cerrillos Rd. 3-7319			Ivan Head, gm, cm, nd & sd				
SILVER CITY		James H. Duncan 17th & Cactus Sts.		CBS, KBS, Southwest Taylor	James H. Duncan, o & gm	Bryant Arbuckle, pmm & fd William Rider, ce	Priscilla C. Duncan, office m & wd Gust Boyd, sd	Pop.: 25,000 Rad. Hms.: 97% AP Ray.
KSIL 1946	1340 250	612							
TRUTH OR CONSEQUENCES		Ollie L. Dennis & Gladys P. Dennis		KBS Continental	Ollie L. Dennis, co & gm	S. J. Woodworth, ce & nd Richard Bonner, sd	Brodie Crouch, fd Helen Williams, wd	Pop.: 6,000 Rad. Hms.: 1,570	Cap. UP G
KCHS 1946	1400 250	401 Broadway 161			Gladys P. Dennis, pd				
TUCUMCARI		Quay County Bcstg. Co.		MBS, KBS Melville	Lloyd Hawkins, p, gm & sd	Jack Crandall, pd & pmm	Howard Maudlin, ce Emily Corey, nd	Pop.: 13,000 Rad. Hms.: 3,860 Ret. Slis.: \$13,000,000 UP GE
KTNM 1941	1490 250	P. O. Box 668 100			Dick Fox, cm				

NEW YORK

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Automobile Ownership 1952	County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Automobile Ownership 1952
Albany	239,386	75,900	\$ 360,381	\$ 78,280	\$ 5,292	88,949	Fulton	51,021	16,790	57,902	17,394	1,235	19,206
Allegany	43,784	17,750	39,391	11,093	1,010	17,128	Genesee	47,584	13,970	57,025	12,897	1,122	19,958
Bronx	1,451,277	442,830	1,147,073	480,432	28,311	5,577	Greene	28,745	8,740	38,916	10,683	765	13,256
Broome	184,698	55,750	218,973	55,471	5,577	66,419	Hamilton	4,105	1,240	4,135	1,948	87	2,133
Cattaraugus	77,901	23,080	88,842	23,053	2,310	29,269	Herkimer	61,407	18,660	64,408	19,553	1,304	23,119
Cayuga	70,136	20,680	77,678	19,405	1,535	25,784	Jefferson	85,521	25,850	106,208	24,921	2,760	33,091
Chautauqua	135,189	43,360	173,596	46,260	3,623	51,211	Kings	2,738,175	821,540	2,492,636	908,350	60,668	
Chemung	86,827	27,300	118,690	27,668	2,276	31,261	Lewis	22,521	6,110	21,774	5,439	295	9,177
Chenango	39,138	11,810	39,413	10,351	564	17,048	Livingston	40,257	10,860	39,382	9,933	815	16,181
Clinton	53,622	13,190	51,581	13,276	1,006	16,844	Madison	46,214	13,660	54,530	13,671	1,445	19,243
Columbia	43,182	13,330	42,583	12,693	876	18,739	Monroe	487,632	151,760	604,875	150,860	17,560	176,248
Cortland	37,158	11,150	47,852	11,055	601	15,398	Montgomery	59,594	18,500	73,607	20,004	1,475	20,496
Delaware	44,420	13,120	52,955	11,279	1,052	18,926	Nassau	672,765	216,380	838,171	264,005	17,553	329,011
Dutchess	136,781	36,340	171,634	56,731	3,727	51,621	New York	1,960,101	639,160	4,459,707	700,057	111,197	
Erie	899,238	267,600	1,094,514	283,415	27,900	303,875	Niagara	189,992	57,660	213,234	53,857	5,076	71,081
Essex	35,086	9,900	28,298	9,147	1,111	12,808	Oneida	222,855	65,010	243,648	64,585	4,915	77,189
Franklin	44,830	12,200	53,360	14,302	1,074	15,664	Onondaga	341,719	103,060	430,077	113,200	11,045	124,080

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Automobile Ownership 1952	County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Automobile Ownership 1952
Ontario	60,172	17,300	70,155	17,505	1,300	24,964	Suffolk	276,129	79,170	330,776	103,332	7,595	147,622
Orange	152,255	44,840	199,491	55,190	4,736	59,240	Sullivan	40,731	12,600	79,222	25,526	2,225	21,372
Orleans	29,832	9,270	32,938	9,133	685	13,590	Tioga	30,166	9,260	31,246	8,557	525	11,760
Oswego	77,181	22,710	75,415	22,046	2,052	28,611	Tompkins	59,122	16,840	66,618	16,814	1,415	21,559
Otsego	50,763	15,750	61,494	16,148	1,370	20,939	Ulster	92,621	28,760	113,914	35,643	2,228	38,838
Putnam	20,307	6,330	29,765	9,123	594	12,012	Warren	39,205	11,720	68,595	16,424	1,586	16,132
Queens	1,550,849	498,480	1,559,531	558,477	35,526	594	Washington	47,144	13,290	49,649	13,370	1,202	17,314
Rensselaer	132,607	40,170	146,051	40,496	2,853	44,728	Wayne	57,323	17,520	61,539	14,402	1,286	26,176
Richmond	191,555	54,090	171,883	68,810	4,433	33,244	Westchester	625,816	185,720	781,775	252,872	19,919	234,611
Rockland	89,276	23,200	80,430	28,247	2,094	33,646	Wyoming	32,822	9,350	34,135	7,425	660	12,561
St. Lawrence	98,897	26,240	99,322	28,471	2,413	26,557	Yates	17,615	5,540	26,625	10,403	467	7,891
Saratoga	74,869	22,760	77,738	22,381	1,799	26,657	Total	14,830,192	4,547,440	\$18,195,751	\$5,507,666	\$434,090	3,980,527
Schenectady	142,497	46,580	186,339	48,592	4,426	57,417	Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1953. Sales Management; further reproduction unlicensed; automobiles supplied by state.						
Schoharie	22,703	6,760	26,485	6,312	390	10,023							
Schuyler	14,182	4,330	15,730	3,509	305	6,050							
Seneca	29,253	7,710	24,456	6,775	633	11,966							
Steuben	91,439	26,910	97,382	26,405	2,211	33,265							

DIRECTORY OF AM AND FM STATIONS

City	Call Letters	Chan. or Freq.	Established	Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive	Abbreviations	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
ALBANY											
WABY	1400	250	1933		Eastern N.Y. Bcstg. Co. 80 Braintree St. 2-3353	Rambeau	David Kyle, p Edward L. Trudeau, gm	Alix Blake, cm & pmm Toni Brady, pd & wd Bill Pope, nd & sd	Tom Stapleton, ce	 UP Col.
WOKO	1460	5,000	1924	DA-N	Gov. Donsan Bcstg. Corp. 136 State St. 3-6638	Union McGillvra	Jim Healey, o & gm Eugene J. FitzPatrick, sm	Frank Panny, pd & nd Jim Sherwood, pmm Al Sardi, ce	Paul Dennis, fd Johnny Lawrence, sd Mona Smith, wd	Pop.: 776,000 Rad. Hms.: 234,600 Ret. Sls.: \$912,800,000 AP Col.
WPTR	1540	50,000-DA-1	1948		Patron Bcstg. Co. Ten Eyck Hotel 87 State St. 5-3345	MBS Weed	J. Myer Schine, p Stephen R. Rintoul, gm	George Wetmore, asst. gm Thomas Mitchel, cm	Walter J. Maxwell, pmm W. Russell David, ce		Wld., SES., Assoc. AP, INS GE
WROW	590	5,000-D	1947		Hudson Valley Bcstg. Co., Inc. 112 State St. 3-2225	MBS Bolling	Dr. John J. Quinlan, p Harry L. Goldman, gm	Harry Littler, cm & pmm Johnny Lee, sm Charles Heisler, ce	Arnold Freedman, nd & fd Tom Ryan, sd Elaine Drooz, wd		Thes. UP RCA
WROW-TV	1,000-N-DA-2										
ALLEGANEY											
WHDL					(See Olean, N. Y. listing)						
AMSTERDAM											
WCSS	1490	250	1948		Community Service Bcstg. Co. Upper Locust Ave. 4000		Alphonse DiMezza, p	Walter T. Gaines, vp, gm, cm, pd, pmm, nd, fd, sd & wd	Barry Frank, ce	Pop.: 350,000 Rad. Hms.: 88,000 Ret. Sls.: \$304,473,000	Wld. UP Col.
AUBURN											
WMBO	1340	250	1926		WMBO Inc. 141 Genesee St. 2-3511	MBS Clark	William O. Dapping, p Frederick L. Keesee, gm Charles D. Osborne, p	Robert B. Morgan, pd	Herbert House, ce	Pop.: 104,000 Rad. Hms.: 32,380	Wld., SES. AP RCA
WMBO-FM	Ch. 241 (B)		1949								

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AN UNBEATABLE COMBINATION!

MBS NETWORK + 50,000 WATTS

IN THE 31st MARKET

WPTR ALBANY, NEW YORK SELLS ALBANY-TROY-SCHENECTADY PLUS UPSTATE, N. Y.

BATAVIA

WBTA 1490 Batavia Bcstg. MBS E. R. Gamble, p & gm Jim Fagan, pmm & Jim Gerrety, ce Pop.: 149,000 Wld., L-W
1941 250 218 E. Main St. Charles Snow, cm & sd Jan Davidson, wd Rad. Hms.: 96% AP
715 pd Fred Callandar, ce RCA

BAY SHORE

WRBS(FM) Ch. 290 (B) Great South Bay George E. Klein Jr., Paul E. Seidel, ce Wilhelmina Klein, Pop.: 338,014 L-W
(CP) 105.9mc Bcstg. Co. p & gm Alan Smith, nd mus. librarian Rad. Hms.: 53,024 AP
20kw Bor 361 Charles Hunt, pd Ret. Sls.: \$507,452,000 GE
Istip, Long Island
Istip 3-4453R

BINGHAMTON

WENE 1430 Ottaway Stations ABC James H. Ottaway, p Norman F. Flynn, slm Sheldon W. Weyland, Pop.: 310,000 Assoc.
1947 5,000-DA-1 Inc. Radio-Tv F. H. Brinkley, Leonard Hathaway, ce Harold Hancock, news UP
909 E. Main St. Reprs. mgng. d Stephen W. Ryder, sm ed. & farm ed. Ret. Hms.: 84,130 G
5-3351

WINR 680 Southern Tier NBC Donald W. Kramer, p H. R. Nicholson, slm Adelbert A. Kelley, ce L-W
1946 1,000-D Radio Service Holling- George J. O'Connor, gm Charles Bishara, pd & Jan Costley, nd UP
500-N-DA-2 Court House bery Bob Cullings, sd Col.
Square
4-4318

WKOP 1360 The Binghamton MBS Andrew Jarema, p & Wally Buman, pd & fd Frank Dolan, nd & sd Pop.: 186,700 Wld.
1947 1,000-D Bcstrs. Inc. Headley- Thomas Riley, cm Charles Hallinan, ce Cecelia Roland, wd Rad. Hms.: 51,900 AP
500-N-DA-N 34 Chenango St. Reed Ret. Sls.: \$216,141,000 Ray.

WKOP-FM Ch. 237 (A) 95.3mc 0.42kw (CP)

WNEF 1290 Clark Assoc. Inc. CBS Cecil D. Mastin, gm John L. Turner, pmm E. W. Farneti, comp. Pop.: 321,930 Thes.
1927 5,000-DA-N 40 Wall St. Bolling Stanley N. Heslop, slm Louveer H. Stantz, ce Bill Pryor, sd Rad. Hms.: 89,163 UP
WNEF-TV 3-7311 Edward M. Scala, pd Ret. Sls.: \$355,135,000 WH

BRISTOL CENTER

WRRE(FM) Ch. 238 (B) Northeast Radio Rural C. L. Dickinson, p H. Stilwell Brown, gm Thomas Humphrey, ce Assoc.
1948 95.1mc 306 State St. AVERY- Donald K. deNeuf, gm Merrill Knapp, pd Knodet Ithaca 4-6357 UP
5.3kw GE

BROOKLYN

*WBRR 1330 Watchtower N. H. Knorr, p A. M. Cora, pd & nd J. Held, fd Assoc.
1924 5,000-DA-1 Bible & Tract H. D. Kelly, gm R. H. Leffler, ce Verda Hauenstein, wd INS
ST-WEVD & WHAZ 124 Columbia Heights RCA
Main 5-1240

BUFFALO

WBEN 930 WBEN Inc. NBC Edward H. Butler, p C. E. Daly, cm Gene Brook, pdm Thes., L-W
1930 5,000-DA-N Mohawk 0930 Christal A. H. Kirchhofer, vp Carl Erickson, pd Richard Burke, nd AP, UP, INS
WBEN-TV 30 Robert Thompson, gm Joseph A. Haefner, pmm Ralph Hubbell, sd Joe Wesp, fd Helen Keitzel, wd RCA
Frank W. Kelly, sm Ralph J. Kingsley, ce Sally Work, wd

WBEN-FM Ch. 293 (B) 106.5mc 105kw 1946

WBNY 1400 Roy L. Albertson Roy L. Albertson Sr., Carl J. Spavento, cm William Miles, nd
1935 250 485 Main St. Young Henry C. Brach, pd Thomas L. Vines, ce Eugene Korzelius, sd
Mohawk 1400 gm Helen Keitzel, wd

WBNY-FM Ch. 225 (B) 92.9mc 48kw 1948

WEER 970 WEER Inc. MBS William J. Conners Bill Schweitzer, pd & Dave Leopold, asst. Pop.: 1,022,968 Assoc.
1924 5,000-DA-1 23 North St. Katz III, p Frank Ridgeway, ce Gene Barry, nd AP, UP, INS
Lincoln 7133 cm Carl Kirchhofer, cm Charley Bailey, sd Ret. Hms.: 311,000 WE

WGR 550 WGR Bcstg. CBS Leo J. Fitzpatrick Karl B. Hoffman, evp Robert J. Striel, pd
1922 5,000-DA-N Corp. Free & Nat Cohen, vp & cm Roswell H. McPherson, pmm 1800 Rand Bldg. Peters Washington 3100 Ret. Sls.: UP
.....

Wld., RCA, Cap., St. GE

WINR, BINGHAMTON, N.Y. 

WINNER

SELLING 381,000 CUSTOMERS IN SOUTHERN NEW YORK AND NORTHERN PENNSYLVANIA, WHO COUNT ON WINR FOR ENTERTAINMENT, NEWS AND SPORTS!

1,000 WATTS ON 680!

GEORGE P. HOLLINGBERY, NATIONAL REPRESENTATIVES

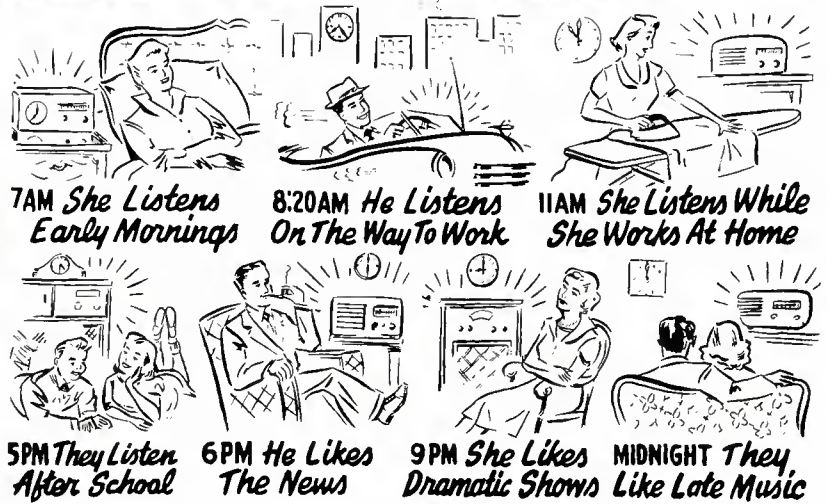
NEW YORK

City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	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.	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter		
BUFFALO—(Continued)									
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. Anscombe, sm	James L. McGrath, pd D. Ireland, pmm Leroy Fiedler, ce Hugh Shannon, nd Wally Wagoner, fd Stan Barron, sd Kay B. Cooke, wd	Pop.: 1,000,000 Rad. Hms.: 365,000	Wld. UP WH	
WWOL	1947	1120 1,000-D	Greater Erie Bestg. 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 UP, INS		
WWOL-FM	1948	Ch. 291 104.1mc 7.7kw	(B)				 GE	
WXRA	1948	1080 1,000-D	Western N. Y. Bestg. Co. Box 85 Amherst 1160 (WXRA, Am Affiliate)	Rambeau	Edwin R. Sanders, ptnr. Thaddeus Podbielniak, ptnr., gm & cm	James J. Frieling, pd Bradley D. Steiger, pmm	Roger W. Fleming, ce Jack McLean, nd Chuck Burr, sd	Rad. Hms.: 465,370 Ret. Sis.: \$1,487,750,000	Assoc. AP, UP Col.
WXRC(FM)	1949	Ch. 277 103.3mc 4.6kw	(B)						
CHEEKTOWAGA									
WNIA (CP)		1230 250	Niagara Bestg. System c/o Gordon P. Brown WSAY Rochester, N. Y. Monroe 7710 (Rochester)	Federal Walker	Gordon P. Brown, p, gm & ce		Pop.: 1,089,230 Rad. Hms.: 328,600 Ret. Sis.: \$1,307,748,000		
CHERRY VALLEY									
WRRC(FM)	1948	Ch. 270 101.9mc 5.4kw	(B)	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	Assoc. UP GE
CORNING									
WCBA	1948	1350 1,000-D	Corning, Wellsboro Bestg. Caton Rd. 6-6442	McGilvra	Paul L. Carpenter, p Paul E. Carpenter Jr., gm	Robert G. Walters, asst. m Gerry Wells, pd	Charles Charnesky, ce John Johnston, sd Elaine Lawrence, wd	Wld. UP G	
WCLI	1950	1450 250	Radio Corning Inc. 114 Walnut St. 6-4651	ABC Meeker	Gordon M. Jenkins, co-o, p, gm & cm	George P. Droelle Jr., co-o, secy.-treas., sm, pd & sd Frank Saia, ce	Richard Tobias, nd Robert Shaddock, fd Joan Purcell, wd	Pop.: 139,700 Rad. Hms.: 42,690 Ret. Sis.: \$170,000,000	St. AP G
WCLI-FM	1947	Ch. 291 106.1mc 4.2kw	(B)					Pop.: 444,795 Rad. Hms.: 45,690 Ret. Sis.: \$172,000,000	Thes. AP GE
CORTLAND									
WKRT	1947	920 1,000-D 500-N-DA-N	Radio Cortland 27 N. Main St. 2990	Gill-Perna	Leighton A. Hope, p	William L. Thompson, gm	William A. Barron, ce	L-W, St. UP GE	
WKRT-FM	1947	Ch. 260 99.9mc 14kw	(B)						
DE RUYTER									
WRRD(FM)	1948	Ch. 286 105.1mc 5.3kw	(B)	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 GE
DUNKIRK									
WFGB	1949	1410 500-DA-2	Dunkirk Bestg. Corp. 316 Main St. 7756	Walker	Alois A. Schmidt, p & gm Bernard F. Goodrich, cm	Earle A. Hamrick, pd & nd James T. Grace, ce	Roger M. Waite, secy. Van C. Miller, fd & sd Jane-Ellyn Ames, wd	Pop.: 146,000 Rad. Hms.: 42,140 Ret. Sis.: \$154,420,000	L-W, St. UP Ray.
ELMIRA									
WELM	1947	1400 250	Radio Elmira Inc. 222 E. Market St. 3-5626	ABC, CBS, Rural Meeker	John S. Riggs, p Keith W. Horton, sls. vp & co-m	Phil Cameron, bestg. vp & co-m William Griffiths, pd & sd	Arthur French, ce Gordon M. Ridenour, nd Ethel Parker, wd	Pop.: 98,900 Rad. Hms.: 29,200 Ret. Sis.: \$104,890,000	Thes. AP Ray
WENY	1939	1230 250	Elmira Star- Gazette Inc. Mark Twain Hotel 5181	MBS, NBC Everett- McKinney	Dale L. Taylor, gm Bill Pope, cm Ted Hodge, pd	Ellis E. Erdman, pmm Thurlo A. Greene, ce	Stanley Hayes, pub. service d Wes Kimble, sd Edna Bartlett, wd	Pop.: 316,000 Rad. Hms.: 84,700 Ret. Sis.: \$315,514,000	L-W AP RCA
WECT(TV)									
ENDICOTT									
WENE	1947		(See Binghamton, N. Y. listing)						
FREEMPORT									
WGBB	1924	1240 100	Harry H. Carman 44 S. Grove St. 9-1400		Harry H. Carman, p, gm & ce Murray C. Evans, cm	Ada Cheesman, pd Herbert Clock, pmm	John Frogge, nd Byron Englander, sd	L-W AP Col.	
FULTON									
WOSC	1949	1300 1,000-D	Cassill Radio Hotel Pontiac Oswego, N. Y. 3088	KBS Devney	A. L. Richardson, p, gm & pmm	J. S. Burgess, cm, pd & sd	Robt. Blair, ce	Thes. UP GE	
GENEVA									
WGVA	1947	1240 250	Star Bestg. Co. 87 Seneca St. 6691	ABC Cooke	Maurice R. Foreman, p Thomas L. Brown, vp & gm	Ernest F. Oliver, sm Alexander Lamutis, pd & nd	R. Carleton Greene, ce & secy. James Ludwig, sd	Pop.: 112,224 Rad. Hms.: 34,961	L-W AP Col.
GLENS FALLS									
WWSC	1946	1450 250	Great Northern Radio Inc. 13 Warren St. 2-6518	ABC Rambeau	Louis P. Brown, p Martin Karig, gm & cm	Carl Mattison, pd & asst. m Kent Jones, pmm Henry Worthing, ce	E. V. Wiley, nd Earl Sharland, sd Margot Gram, wd	Pop.: 46,700 Rad. Hms.: 16,980 Ret. Sis.: \$63,220,000	Thes. AP G

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SATURATION

**GIVES YOU
ALL
THE AUDIENCE**



IN BUFFALO and WESTERN NEW YORK

SO Pitch your sales message at ALL hours

... NOT once a week; NOT five times a week ...

BUT 26 TIMES A WEEK!

SELLS YOUR PRODUCT

WKBW

offers alert advertisers
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. Call Avery-Knodel or WKBW.

SELLS YOUR PRODUCT

WKBW

offers you **MORE THAN TWICE AS MANY LISTENERS FOR YOUR DOLLAR!**

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

WKBW

BUFFALO'S MOST POWERFUL STATION

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

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

NEW YORK

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	Owner o; Pres. p; Exec. v; vsp; 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	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter	
GLOVERSVILLE								
WENT 1944	1340 250	Sacadaga Bcstg. Corp. 8 W. Fulton St. 4-7175	CBS Gill-Perna	George Bissell, p Jas. L. Brownell Jr. gm, cm, slm, fd & sd	Lloyd Howell, pd Peter R. Dreyer, pmm Richard J. Stewart, ce	Dick Ryall, nd Ruth Robertson, wd	Pop.: 96,800 Rad. Hms.: 28,950 Ret. Sls.: \$83,310,000	Thes. UP Col.
HEMPSTEAD								
WHLI 1947	1100 250-D	FM Bcstg. Corp. 245 Baldwin Rd. 2-8000 Rambeau	Paul Godofsky, p & gm Joseph A. Lenn, cm Jerry Carr, pd & nd	M. N. Godofsky, pmm & wd Frank E. Knaack, ce	George Ball, pub. rel. d, sp events d & sd Howard Campbell, fd Roger Wayne, mus. d	Pop.: 2,304,000 Rad. Hms.: 658,000 Ret. Sls.: \$2,071,000,000	Wld., Thes., Assoc. UP Col., RCA Thes., Wld., Assoc. UP Fed.
WHLI-FM 1947	Ch. 252 (A) 98.3mc 1kw							
HORNELL								
WLEA 1951	1490 1,000-D	Hornell Bcstg. Corp. Landman Bldg. 1420	MBS, KBS Gill-Perna	Charles D. Henderson, p & gm	G. W. Stidstone, ce & sm Fran Nettleton, nd	Don Jones, fd Wally Oliver, sd Roberta, wd	Pop.: 158,200 Rad. Hms.: 48,490 Ret. Sls.: \$136,250,000	Cap. UP
WWHG 1949	1320 1,000-D	W. H. Greenhow Co. 85 Canisteo St. 2000 McGillvra	Louis G. Buisch, p Donald J. Curran, sm & fd	Sheff Davis, cm Howard Huff, ce	Ed Murphy, nd & sd Marion Gale, wd	Pop.: 155,100 Rad. Hms.: 47,550 Ret. Sls.: \$21,000,000	Thes., Wld. AP GE
WWHG-FM 1946	Ch. 287 (B) 105.3mc 8.3kw							
HUDSON								
WHUC 1947	1230 250	Colgren Bcstg. Co. Box 604 8-3341	KBS, Union McGillvra	John F. Kearney, co-o, gm & nd Robert P. Strakos, co-o & cm	James P. Cranna, pd Jennie W. Weaver, pmm Charles Weiler, ce	Burt Files, fd Lou Piirro, sd Dorothy Curtis, wd	Pop.: 75,000 Rad. Hms.: 28,000 Ret. Sls.: \$70,000,000	Wld. UP Col.
HUNTINGTON								
WGSM 1951	740 1,000-D DA	Huntington Montauk Bcstg. Co. 379 New York Ave. Huntington 4-6740	Edward J. Fitzgerald, co, gm & cm Don Daily, pd	Don Machechlan, pmm Wm. Naramore, ce Estelle Sammis, nd	Dave Rosehill, fd Jane Hendry, wd	Pop.: 3,000,000 Rad. Hms.: 900,000 Ret. Sls.: \$3,000,000,000	Wld., Thes. UP G
ITHACA								
WHCU 1921 WHCU-TV	870 1,000-D L-WWL	Cornell U. Savings Bank Bldg 4-6301	CBS	Michael R. Hanna, gm Earl S. Cobey, cm Joseph A. Short, pd	Sam Woodside, pmm, nd & sd	True McLean, ce Gertrude Grover, wd	Pop.: 439,500 Rad. Hms.: 125,230 Ret. Sls.: \$462,631,000	Assoc. UP Ray.
WHCU-FM 1947	Ch. 247 (B) 97.3mc 40kw							Assoc. AP WE
WRR(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. dcNeuf, gm	H. Stilwell Brown, cm Merrill Knapp, pd	Thomas Humphrey, ce		Assoc. UP GE
JAMESTOWN								
WJOC 1947	1340 250	Air Waves Inc. 415 W. Fourth St. 5-108	MBS, KBS Gill-Perna	Harold P. Kane, p & gm Richard F. Rose, cm William M. Winn, pd	Burton O. Waterman, ce Peter Hansson, nd	Ned McGrath, fd Jerry Lawson, sd Beverly Benson, wd	Pop.: 173,100 Rad. Hms.: 57,200 Ret. Sls.: \$191,300,000	AP WE
WJTN 1924 WJTN-TV	1240 250	James Bcstg. Co. Hotel Jamestown Bldg. 7-151	ABC Venard	Jay E. Mason, p Simon Goldman, gm & pmm J. Carl Willems, cm	George Pfeeger, pd Harold J. Kratzert, ce Jess Price, nd	Robert S. Webster, fd Max Robinson, sd Connie Samuelson, sd	Pop.: 179,700 Rad. Hms.: 55,400 Ret. Sls.: \$226,207,000	Assoc. Mac. UP G
WJTN-FM 1947	Ch. 227 (B) 93.3mc 9.5kw						Pop.: 305,300 Rad. Hms.: 85,200 Ret. Sls.: \$343,290,000	
JOHNSTOWN								
WENT		(See Gloversville, N. Y., listing)						
KENMORE								
WXRA		(See Buffalo listing)						
KINGSTON								
WKNY 1939 WKNY-TV	1490 250	Kingston Bcstg. Corp. 601 Broadway 4500	MBS Meeker	Joseph K. Close, p Robert M. Peebles, vp. gm & cm Ernest Ward, pd	Richard McCarthy, pmm & sd Carl Egoft, ce	Robert Browning, nd Pete Gates, fd Dorothy A. Narel, wd	Pop.: 103,900 Rad. Hms.: 31,100 Ret. Sls.: \$105,100,000	Wld. UP RCA
LIBERTY								
WVOS 1947	1240 250	Sullivan County Bcstg. Corp. 1680	KBS	Seymour D. Lubin, p & gm	Harry G. Borwick, cm	Robert Gessner, ce	Pop.: 65,000 Rad. Hms.: 62,400 Ret. Sls.: \$40,000,000	UP WE
LITTLE FALLS								
WLFH 1952	1230 250	Rock City Bcstrs. S. 2d St. 654	MBS McGillvra	Arthur Feldman, p Robert Feldman, vp James M. Bryant, gm & cm	Tersia Bilek, pd, pmm & wd Henry Darco, ce	Dick Waffle, nd Dan Tucker, fd Harry Feldman, sd	Pop.: 83,220 Rad. Hms.: 65,284 Ret. Sls.: \$62,088,000 AP WE
LOCKPORT								
WUSJ 1949	1340 250	Union Sun & Journal 320 Michigan St. 3-5944 Gill-Perna	Egbert D. Corson, p John R. Gelzer, gm Joseph Pinna, cm	Tom Jolls, pd & fd Richard Weatherbee, ce	Howard Hartzell, nd Jack Murphy, sd Joan O'Connor, wd		Wld. AP GE
MALONE								
WICY 1947	1490 250	No. Country Bcstg. Co. Radio Center 187	MBS	Mitchell C. Tackley, p & gm Alice M. Tackley, cm	John Flynn, pd, nd & sd Donald J. Paye, pmm	Pauline Smith, wd	Pop.: 15,000 Rad. Hms.: 6,500	Cap. UP G

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NORWICH

WCHN 1953	970 500-D	Radio Norwich Inc. 14 S. Broad St. 4-2218	William J. Hall, p, gm & pd G. R. Perkins, cm & pmm	William M. Bush, ce Ray Whitlock, nd Wes Adams, fd	Paul Dohl, sd Eve Dennehy, wd	Pop.: 119,780 Rad. Hms.: 117,385 Ret. Sls.: \$190,000,000	UP G
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OGDENSBURG

WSLB 1940	1400 250	St. Lawrence Bcstg. Corp. 2315 Knox St. 500	MBS	J. R. Brandy, p H. J. Frank, gm Hal Gilman, pd	Ellsworth Hall, ce Dave Snyder, nd	Frank Mason, sd Flo Beach Rowe, wd	UP RCA
WSLB-FM 1948	Ch. 291 (B) 106.1mc 13.7kw							

OLEAN

WHDL 1929	1450 250	WHDL Inc. 3219 W. State Rd. 4149	ABC Everett- McKinney	John R. Henzel, p & gm James F. Hastings, gen. slm	Donald W. Merriman, asst. m, pd & sd Jean L. Smith, pmm & pub. service d	Parker H. Vincent, ce George Questa, nd Robert C. Norman, fd Donald McLean, wd	Ret. Sls.: \$208,971,000	Assoc. AP Col.
WHDL-FM 1949	Ch. 239 (B) 95.7mc 43kw							WH

ONEONTA

WDOS 1947	1400 250	Ottaway Stations Inc. 104 Chestnut St. 2470	MBS Radio-Tv Reps.	James H. Ottaway, p Francis H. Brinkley, mngng. d	Harold E. Graves, sm Howard Atwell, pd Wiley Bates, ce	Lee Hickling, nd Esther Walling, wd	Pop.: 72,973 Rad. Hms.: 20,333 Ret. Sls.: \$82,000,471	Assoc. UP GE
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OYSTER BAY

WKBS 1948	1520 250	Key Bcstg. System Inc. 6-2500	Lee Hollingsworth, p, gm & ce W. W. Giles, cm	Lucinda Hollings- worth, pd Tom Hollingsworth, pmm	Sue Hollingsworth, secy.-treas.	Pop.: 2,600,000 Rad. Hms.: 1,000,000	Mac. UP G
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PATCHOGUE

WALK 1952	1370 500-D	Suffolk Bcstg. Corp. P. O. Box 230 408	Nils E. Segerdahl, p & gm W. K. Macy Jr., vp	Jack Ellsworth, pd George Chandler, ce	Hal Fischer, nd Linda Wiman, wd	Assoc., Cap. AP G
WALK-FM 1952	Ch. 278 (B) 97.5mc 15kw							
WPAC 1951	1580 250-D	Patchogue Bcstg. Co. Inc. 2 E. Main St. 3-4600	Lee Morrison, p & gm Stan Allan, sm Herbert Morrison, cm & opers. m	Don Lombardy, pmm Morton Morrison, ce Bob Holmes, nd	Dick Hodkin, fd Marion Tappe, wd	Pop.: 60,000 Rad. Hms.: 12,000 Ret. Sls.: \$150,000,000	Wld. UP G

PEEKSKILL

WLNA 1948	1420 1,000-D	Highland Bcstg. Corp. Box 188 7-2454	Peter C. Houskeeper, p & ce	Irving E. Cottrell, gm Francis V. Lough, cm	Sam D'onofrio, nd & sd Katherine Britt, wd	Pop.: 211,900 Rad. Hms.: 69,800 Ret. Sls.: \$237,300,000	Wld., SES. UP Ray.
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PLATTSBURG

WEAV 1935	960 1,000-DA-2	Plattsburg Bcstg. Corp. 153 Margaret St. 1600	ABC Gill-Perna	George F. Bissell, p & gm Jack Charles, cm	Raymond Turner, pd Laurence Lapanne, ce	James Roddy, nd John Clute, fd	Pop.: 153,500 Rad. Hms.: 34,100 Ret. Sls.: \$142,400,000	L-W UP Col.
WIRY 1950	1340 250	Clinton County Bcstg. Co. 301 Cornelia St. 2800	MBS, KBS Grant	Joel H. Scheier, p, gm & cm Betty Kraus, pd & wd	Martin Mannix, pmm & nd Jack Nazak, ce	Chet Bosworth, fd Bird Berdan, sd	Pop.: 150,000 Rad. Hms.: 17,500 Ret. Sls.: \$66,000,000	Assoc. AP G

PORT JERVIS

WDLG 1953	1490 100	Port Jervis Bcstg. Co. Horn Rd. 3-3311 Cooke	William H. Ware, p Ernest C. Winkler, gm	Oscar Wein, cm Henry Schwartz, pd	Herbert Stein, ce	Pop.: 20,000	
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1000 W **WEAV** 960 KC

250 W **WENT** 1340 KC

PLATTSBURG, N. Y.

SELLS THE RICH CHAMPLAIN VALLEY INCLUDING RICH CLINTON, ESSEX AND FRANKLIN COUNTIES

** a fast growing, fertile market for your product's sales*

** a natural test market*

Retail Sales Almost Tripled in 10 Years

GLOVERSVILLE-JOHNSTOWN, N. Y.

The 'Local' and 'Most Popular' Station
THROUGHOUT RICH FULTON AND MONTGOMERY COUNTIES

Consistently WENT has dominated the listening in Glroversville-Johnstown and throughout the surrounding area.

Throughout the week, far more families in the Glroversville-Johnstown area listen to WENT. To sell more of your product, your sales messages must be heard by the largest audiences available . . . that makes WENT a natural for your sales messages beamed to the prosperous families throughout this rich, 2-county market.

WENT means consistently high listenership, and best results for WENT advertisers. WENT can sell the rich Glroversville-Johnstown area for you.

WEAV

ABC
PLATTSBURG,
NEW YORK

GILL-KEEFE & PERNA, INC.
National Representative


CBS
GLOVERSVILLE,
JOHNSTOWN

WENT

NEW YORK

City	Call Letters Established	Chan. or Freq. Power	Licenses Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter	
POUGHKEEPSIE									
WEOK	1949	1390	Mid-Hudson Bcstrs. Inc. 385 Main St. 8300	Everett-McKinney	Arthur J. Barry Jr., p & gm Frank Breslin, cm & pd	John Burke, ce Jack Cutler, nd & sd	Wm. Sutherland, fd Betty Perl, wd	Pop.: 372,868 Rad. Hms.: 93,217 Ret. Sls.: \$586,000,000	Thes. UP RCA
WKIP	1940	1450 250	Dutchess County Bcstg. Corp. P. O. Box 889 6800	ABC	George W. Bingham, p Mabel S. Meurer, secy.-treas.	Richard A. Dwelley, cm John J. Kuhn, pd, pmm, nd & sd	Marvin S. Seimes, ce Ruth-Ann Dreyer, wd	Pop.: 100,000 Rad. Hms.: 25,000 Ret. Sls.: \$150,000,000	Assoc. AP RCA
WRRH (FM)	1948	Ch. 284 (B) 104.7mc 2.3kw	Northeast Radio Corp. 306 East State 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		Assoc. UP GE
ROCHESTER									
WBBF	1947	950	WARC Inc. Sheraton Hotel Hamilton 8920	MBS Cooke	Thomas L. Brown, p & gm Lloyd B. Gibson, cm	Nick Nickson, pd & nd Claude Johnstone, pmm	Vincent Lopopolo, ce Jerry Flynn, sd Pat Sumberg, wd		
WHAM	1922	1180	Stromberg-Carlson Co. 201 Humboldt St. Culver 7240	NBC Hollingbery	William A. Fay, gm J. W. Kennedy Jr., gen. slm	Charles W. Siverson, pd Arthur W. Kelly, slm K. G. Gardner, ce	David E. Kessler, nd George Haefner, fd Bob Turner, sd	Pop.: 1,161,000 Rad. Hms.: 337,000 Ret. Sls.: \$1,172,254,000	Wid. UP WH
WHFM (FM)	1939	Ch. 255 (B) 98.9mc 20kw	(WHAM, Am Affiliate)						
WHEC	1925	1460	WHEC Inc. 40 Franklin St. Baker 6740	CBS Everett-McKinney	Frank E. Gannett, p Clarence Wheeler, evp C. Glover De Laney, gm	Lemoine C. Wheeler, cm William J. Adams, pd Bernard C. O'Brien, ce	L. H. MacMillan, asst. gm & sd Warren Doremus, nd Pauline Gaffney, wd		SES. AP WE
WRNY	1947	680	Rochester Bcstg. 191 East Ave. Hamilton 9775	Stars National	Stanley J. Bachman, p Jack Shefrin, gm	Leo J. Halpin, ce Fred Bethel, pd			AP Ray. GE
WRNY-FM	1948	Ch. 250 (B) 97.9mc 7.4kw							
WSAY	1936	1370	Federal Bcstg. System, Inc. 328 E. Main St. Baker 4870	Walker	Gordon P. Brown, p & gm	John Hill, sta. d & pd			INS RCA
WVET	1947	1280	Veterans Bcstg. Co. 17 Clinton Ave. S. Hamilton 4820	ABC Bolling	Ervin F. Lyke, p & gm Arthur Murrellwright, gen. sim & pmm	Elmer Walz, radio slm Paul C. Louthier, pd Ray F. Jobes, ce	F. Chase Taylor, ops. m David Roberts, nd Jack Buck, sd	Pop.: 800,000 Rad. Hms.: 300,000	Assoc. UP Col.
ROME									
WKAL	1946	1450	Copper City Bcstg. Corp. Capitol Theatre Bldg. 3616	MBS Rambeau	Myron J. Kallet, p Charles A. King, gm Joseph C. Trela, cm Louis A. Barile, pd	Frank Roberts, pmm James Delaney, ce Malcom Alama, nd	Pat Eposito, fd Phil Tosti, sd Diane Mullin, wd	Pop.: 259,300 Rad. Hms.: 65,000 Ret. Sls.: \$284,951,000	L-W AP RCA
SARANAC LAKE									
WNBZ	1927	1450	Upstate Bcstg. 88 Main St. 1320	ABC Rambeau	Jacques DeMattos, p & gm Thomas Day, evp	Jeanne DeMattos, cm & secy.-treas. H. Berwind Williams, ce	Spinney Blair, nd & wd John Garwood, sd	Pop.: 35,000 Rad. Hms.: 10,180 Ret. Sls.: \$40,300,000	L-W AP RCA
SARATOGA SPRINGS									
WSPN (CP)		900	Spa Bcstrs. Inc. 71 West Ave. Slate Hill Middletown 94-2661						

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WRNY *Music*

★ 680 on your dial
97.9 FM

ROCHESTER, NEW YORK

Jack Shefrin
General Manager

Fred Bethel
Program Director

A BACHMAN ENTERPRISE

THE BEST IN MUSIC

AM – All Day Long
FM – All Evening Long

5 MUSIC LIBRARIES

1. Thesaurus
2. Standard
3. Associated
4. Sesac
5. Capitol

Nationally Represented By
STARS NATIONAL, INC.

Why WQXR is more than a radio station to 600,000 families

It's because WQXR means something very special and personal to its listeners.



It's because WQXR provides New York's *only* consistent source of good music. It's because WQXR's listeners tune to it as a *station*, not just for a special program.



It's all summed up by the reaction you get whenever you mention WQXR: "Oh, that's my *favorite* station!"



This very personal listener loyalty brings very generous results to WQXR advertisers. This year nearly 300 of them have found out how the nation's No. 1 good music station in the nation's No. 1 market pays off in more sales for them.

Let us tell you more.

AM WQXR FM

The Radio Station of The New York Times

"Always the Best in Music"

229 West 43 Street • New York 36, N. Y. • LA 4-1100

NEW YORK

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	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	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
NEW YORK (Cont'd)							
*WNYC 1924	830 1,000-DA-2 L-WCCO	City of New York 2500 Municipal Bldg. Whitehall 3-3600	Seymour N. Siegel, d John De Prospero, exec. officer Bernard R. Buck, pd	Norman J. Seaman, radio pmm asst. Monroe Benton, publ. d	William Fitkin, ce Cy Freed, nd Peter Gravina, wd	Pop.: 8,000,000 Rad. Hms.: 2,000,000 SES. AP, UP
WNYC-FM 1943	Ch. 230 (B) 93.9mc, 18kw						Pop.: 12,517,858 SES. AP, UP WE
WOR 1922 WOR-TV	710 50,000	General Teleradio Inc. 1440 Broadway Longacre 4-8000	MBS H-R Reprs.	Thom: s F. O'Neil, p Gordon Gray, vp & gm Robert Mayo, sls d William Crawford, slm	Florence Menkin, pd Robert Hoffman, rc- search m Robert, pmm	Richard Jackson, publ. m Charles Singer, ce George Brown, nd	Pop.: 24,578,100 Rad. Hms.: 7,131,950 Ret. Slis.: \$28,122,000,000 Assoc. AP, UP WE
WOR-FM 1941	Ch. 254 (B) 98.7mc 3.4kw						GE
WOV 1926	1280 5,000 DA-1 ST-WHBI	Wodaam Corp. 730 Fifth Ave. Circle 5-7979	Pearson	Richard E. O'Dea, p Ralph N. Weil, gm & evp Arnold Hartley, vp & pd	Joseph N. Curl, cm Carroll B. Forbes, pmm	Emile Hill, ce Ruth Thompson, publ. d Thomas B. Morgan, nd	St. Mac. AP
WQXR 1936	1560 10,000	Interstate Bestg. 229 W. 43d St. Lackawanna 4-1100 Raymer	Arthur Hays Sulzberger, p Elliott M. Sanger, evp Norman S. McGee, vp in charge of sls.	Eleanor N. Sanger, pd Mary Rice Anderson, pmm Louis J. Kleinklaus, ce	Abram Chasins, mus. d Eleanor P. Hurley, press info, d	Pop.: 12,000,000 Rad. Hms.: 3,600,000 Ret. Slis.: \$10,000,000,000 Assoc., SES. AP
WQXR-FM 1939	Ch. 242 (B) 96.3mc, 11kw						
WWRL 1926	1600 5,000-DA-1	Long Island Bestg. Corp. 41-30 58th St. Woodside, N. Y. Defender 5-1600	William H. Reuman, p Edith Dick, gm Selvin Donneson, cm & pmm	Fred Barr, pd & nd Benton R. Bartlett, ce Joseph Losgar, chief studio tech.	Jacko Maxwell, sd Alma John, wd	Pop.: 8,000,000 Rad. Hms.: 2,494,700 Ret. Slis.: \$9,830,830,000 Assoc. AP WE
WWRL-FM 1953	Ch. 286 (B) 105.1mc, 20kw						
NIAGARA FALLS							
WHL D 1940	1270 5,000-D DA	The Niagara Falls Gazette Hotel Niagara 8421	MBS Reed	Earl C. Hull, gm Richard G. Robbins, cm Edward Joseph, pd	Robert J. Wilson, ce Raymond J. Sweeney, nd	George Campbell, sd Shirley Arch, wd	Pop.: 1,184,230 Rad. Hms.: 301,758 Ret. Slis.: \$1,027,228,000 Assoc., Wld., St. UP Ray.
WHL D-FM 1946	Ch. 253 (B) 98.5mc 46kw		Rural				
WJL 1947	1440 1,000-D	John J. Laux 129 Main St. 5796	Pearson	John J. Laux, o Tom W. Talbot, gm cm & pmm	Helen Tubbs, pd & wd Gus Czaplak, ce	Jim Thompson, nd & sd Art Young, fd	Pop.: 1,212,900 Rad. Hms.: 335,850 Ret. Slis.: \$1,407,320,000 UP G

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WLIB

1190 ON THE DIAL
WALTER WHITE SHOW
NATIONALLY SYNDICATED
GREATER N.Y. NEGRO POPULATION
1,012,883 - U.S. CENSUS

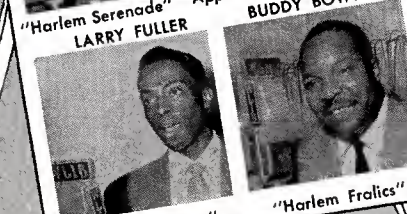
THE ONLY STATION IN NEW YORK WITH STUDIOS IN HARLEM. MORE NEGRO LISTENERS IN THE MORNING THAN ANY OTHER N. Y. STATION - Pulse

1190 ON THE DIAL
ALSO SERVING 700,000 ENGLISH-SPEAKING JEWISH FAMILIES... COST 7½ CENTS PER 1000 LISTENERS - PULSE

STARRING
LLOYD WILLIAMS PHIL GORDON



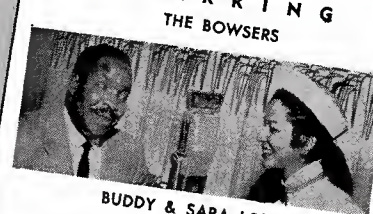
"Harlem Serenade" "Appointment With Rhythm"
LARRY FULLER BUDDY BOWSER



"Gospel Train" "Harlem Frolics"

COMING!
POWERFUL NEW TRANSMITTER
ON AIR JANUARY 15, 1954

STARRING
THE BOWSERS



BUDDY & SARA LOU

NEWS Charles Campbell NEWS Walter White

PROGRAM
DAILY NEGRO BLOC
(6:30 a.m. to 12 noon)
FEATURING
COMMUNITY NEWS
SPECIAL EVENTS
SPIRITUALS—JAZZ
RHYTHM—BLUES
ANGLO-JEWISH TIME
(4 to 6 p.m. daily)

207 EAST 30th STREET, NEW YORK 16, N. Y. OREGON 9-2720

MASSENA

WMSA 1945	1340 250	The Brockway Co. Central Bldg. 990	ABC Weed	John B. Johnson, p Louis Saiff Jr., gm	Thomas R. McHugh, s & cm James H. Nash, pd	Michael Tarkulich, ce Dan Burgess, fd	Assoc. UP Ten.
WMSA-FM 1948	Ch. 287 (B) 105.3mc 15kw						RCA

MIDDLETOWN

WALL 1942	1340 250	Community Bcstg. Corp. 62 North St. 3119 Radio-TV Promotion Syndicate	James M. Patt, p, gm & cm Jerry Wax, pd	Charles Lissner, ce Albert Larson Jr., nd Harold Shively, fd	Joe Ryan, sd Betty Siers, wd	Pop.: 111,962 Rad. Hms.: 40,000 Ret. Sis.: \$137,713,000	Thes. AP G
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NEWBURGH

WGNY 1933	1220 1,000-D	Orange County Bcstg. Corp. 181 Broadway 4800	George W. Bingham, p Joseph W. Rake, cm John J. Kuhn, pd Marvin S. Seimes, ce	Mabel S. Meurer, secy.-treas. Wm. Forrest, nd	Harold Lane, sd Margaret L. Schramm, wd	Pop.: 200,000 Rad. Hms.: 50,000 Ret. Sis.: \$200,000,000	
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NEW ROCHELLE

WNRC 1953	1460 500-D	Radio New Rochelle Inc. 411 Fifth Ave. 6-0800	James A. Iodice, p, gm & cm	Ken Johnston, pd Mort Morrison, ce	Joe Therrien, sd Don R. Iodice, pmm Mark Brooks, nd	Pop.: 1,000,000 Rad. Hms.: 500,000	
WNRC-FM 1953	Ch. 228 (A) 93.5mc 1kw						 AP Rel.

NEW YORK

WABC 1921	770 50,000	American Bcstg. Paramount Theatres Inc. 30 Rockefeller Plaza Susquehanna 7-5000	ABC Petry	Robert E. Kintner (ABC), p Ted Oberfelder, vp Michael A. Renault, cm	Myrtle Tower, pd Willis Parsons, pmm John Bourcier, ce	William Whitehouse, sd Thomas Velotta, nd Phil Alampi, fd		AP, INS RCA
WABC-FM 1948	Ch. 238 (B) 95.5mc 1.5kw							GE
WABF(FM) 1942	Ch. 253 (B) 99.5mc 18kw	Metropolitan Bcstg. & Television Inc. 645 Madison Ave. Templeton 8-5400		Ira A. Hirschmann, p	Sherman S. Lawrence, gm			
WBX 1927	1380 5,000 DA-1 ST-WAWZ	WBX Bcstg. Co. Inc. 280 E. 161st St. Melrose 5-0333 King	A. L. Haskell, p Wm. I. Moore, vp & gm	Edward Betchley, asst. cm	Frank Johnson, co-pd Edward Ervin, co-pd	Pop.: 11,861,240 Rad. Hms.: 3,178,430	SES. AP WE
WCBS 1924	880 50,000	Columbia Bcstg. System 485 Madison Ave. Plaza 1-2345	CBS, CBS Radio Spot Sales	Frank Stanton, p (CBS) Carl S. Ward, gm Henry Untermyer, slm	Sam Slate, pd Don Foley, pmm Davidson Vorhes, ce Mike Campbell, sls. service m	Ernie Hartman, asst. pd Dick Stahlberger, asst. pmm D. Gordon Graham, pub. affairs d	Pop.: 15,358,200 Rad. Hms.: 4,480,240 Ret. Sis.: \$18,251,116,100	Cap. AP, UP, INS Fed.
WCBS-FM 1941	Ch. 266 (B) 101.1mc 1.5kw							AP, UP, INS WH
WEVD 1927	1330 5,000-DA-2 ST-WBBER, WHAZ	Debs Memorial Radio Fund Inc. 117 W. 46th St. Plaza 7-0880	A. Held, p Henry Greenfield, gm & cm	George Field, pd	Charles W. Brown, ce	 AP RCA
WEVD-FM 1951	Ch. 250 (B) 97.9mc 20kw							

WHY ADVERTISERS
RENEW CONTRACTS with



1330 K.C. 5000 WATTS
97.9 20 K.W.

For more than twenty years some of the foremost national and local advertisers have renewed their contracts with WEVD to reach the Jewish population of the New York Metropolitan area.

Here they find an amazing market of vast buying power represented by more than 600,000 families with a population exceeding 3,000,000.

To this adult listening audience WEVD's selected cultural, educational and entertainment features in Jewish and in English are an eager "must" on the dial.

Through the years advertisers have proved the loyalty of WEVD's unique audience . . . it stays tuned to WEVD . . . it responds

quickly to quality . . . it has the money to buy.

That is the ONLY reason why advertisers renew their WEVD contracts year after year.

Advertisers who wish to cover the Metropolitan New York area need the voice of WEVD.

Send for your copy of the Roster of Distinguished WHO's WHO
Among WEVD SPONSORS.

HENRY GREENFIELD, MANAGING DIRECTOR

WEVD 117-119 West 46th Street, New York 36, N.Y.

All Programs are Broadcast on AM
and FM Simultaneously

NEW YORK

City	Call Letters	Chan. or Freq.	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; cm; Sales Mgr. slm; Prog. Dir. pd; Prod. Mgr. pdm;	Executive Abbreviations	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
NEW YORK—(Continued)								
WGHF(FM)	1946	Ch. 270 (B) 101.9mc 10.3kw	WGHF Inc. 10 E. 40th St. Lexington 2-4927	W. G. H. Finch, p Gordon Myers, gm & cm	Delmar Neutzman, pd Veikko K. West, ce		SES. UP WE
WHOM	1930	1480 5,000-DA-2	Atlantic Bestg. Corp. 136 W. 52d St. Circle 6-3900	Fortune Pope, p Charles Baltin, vp & cm	Ralph Costantino, pd George Steiger, ce	 UP WE
WHOM-FM	1930	Ch. 222 (B) 92.3mc 11kw						Assoc. GE
WINS	1926	1010 50,000 L-A-1	Gotham Bestg. Corp. 28 W. 44th St. Bryant 9-6000	J. Elroy McCaw, p John D. Keating, vp Harry Kirwan, cm Robert Crier, pd	Joseph G. Besch, pmm Paul Von Kunitz, ce William Rohn, slm	Charles Hall, nd Jack Lightcap, sd Josephine Halpin, wd	Pop.: 16,000,000 Rad. Hms.: 4,000,000 SES., Assoc. UP, INS Cros.
WLIB	1942	1190 1,000-D L-WOWO	New Bestg. Co. 207 E. 30 St. Oregon 9-2720	Morris S. Novik, p Harry Novik, gm William Travis, cm	Nat Rudick, pd Mitchell Jablons, pmm, nd & sd	John Bubbers, ce Sara Lou Harris, wd	Pop.: 12,575,000 Rad. Hms.: 12,000,000 Ret. Sls.: \$14,040,000,000 RCA
WMCA	1925	570 5,000-DA-1	WMCA Inc. 1657 Broadway Circle 6-2200	AM Sales	Nathan Straus, p M. M. Fleischl, gm John J. McSweeney, slm	Leon Goldstein, pd & Patricia Bolton, pmm	James McCafferty, ce Ruth Hurd, office m Helen Straus, educ. d	Pop.: 17,871,283 Rad. Hms.: 4,874,236 Ret. Sls.: \$21,165,332,165 AP, UP WE
WMGM	1922	1050 50,000 DA-1	Marcus Loew Booking Agency 711 Fifth Ave. Murray Hill 8-1000	Radio Reps.	Bertram Lebhar Jr., d Frank Roehrenbeck, gm	Arthur M. Tolchin, slm Raymond Katz, pd	Jo Ranson, pub. d Paul Fuelling, ce Nat Asch, sd	
WMGM-FM	1942	Ch. 262 (B) 100.3mc 18kw						
WNBC	1922	660 50,000-DA-1	National Bestg. Co. 30 Rockefeller Plaza Circle 7-8390	NBC NBC Spot	Sylvester L. Weaver (NBC), p Robert W. Sarnoff, evp (NBC) Hamilton Shea, gm Ernest de la Ossa, sm	Stephen White, pd Robert Leber, slm John Hurlbut, pmm	Gerald Sellar, ce Phil Dean, Pub. d William Berns, nd	Thes. AP, UP, INS RCA
WNBC-FM	1944	Ch. 246 (B) 97.1mc 1.1kw						
WNEW	1934	1130 50,000-D 10,000-N- DA-N CP-50,000 DA-N	WNEW Inc. 565 Fifth Ave. Plaza 3-3300	Blair	William Cherry, p Bernice Judis, evp & gm Ira M. Herbert, vp & sls. d William Kaland, pd Kenneth Klein, pmm	Max Weiner, ce John Jaeger, asst. gm Alan E. Brandt, publ. d & sp. events d Burton Lambert, asst. to sls. d	Claire Himmel, research d Roy Ross, mus. d Milton B. Kaye, pdm Milton Robertson, continuity d WH

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ARE YOU MISSING 5 MILLION?

YOU ARE IF YOU OVERLOOK THE WHOM FAMILY

For Twenty-three years, WHOM has devoted its time and effort to serving the foreign language and negro groups in New York. Today, many of the over FIVE MILLION Italian, Spanish, Polish, German and Negro citizens look to WHOM as a friend who has known how to speak to them "in their own language", providing the type of entertainment most popular to each group. That is why WHOM influence in these homes can mean so much to your sales figures.

★ NEGRO

Four hours of swing and chatter every day

★ ITALIAN

Two Hours a Day and Nine Hours Every Sunday.

★ POLISH

Three hours a day—Monday thru Saturday

★ GERMAN

One and a half hours daily and three hours on Sunday

and NOW . . . 8 Hours a Day of SPANISH PROGRAMS

For details on each language write or call:

WHOM

136 West 52 St. New York 19, N. Y.
Telephone—CIRCLE 6-3900



DON'T BE FOOLED



ABOUT ROCHESTER

IN ROCHESTER Pulse surveys and rates the 427 weekly quarter-hour periods that WHEC is on the air. Here's the latest score:

	STATION WHEC	STATION B	STATION C	STATION D	STATION E	STATION F
FIRSTS.....	274	112	6	0	0	0
TIES.....	34	34	2	0	0	0

★ WHEC carries ALL of the "top ten" daytime shows!

BUY WHERE THEY'RE LISTENING: —

Station on 'til sunset only

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.



WHEC

MEMBER GANNETT RADIO GROUP

of Rochester

NEW YORK
5,000 WATTS

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

City	Call Letters Established	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. 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	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter	
SCHENECTADY									
WGNY	1922	810 50,000	General Electric Co. 1 River Rd. 7-2261	NBC Rural Christal	Chester H. Lang, GE pub. rel. vp Robert B. Hanna Jr., bestg. sta. dept. m Raymond W. Welpott, opers. m R. B. Tufts, finance m Robert F. Reid, slm	J. Q. Cobb, pmm & publ. m Albert G. Zink, prog. m Willard J. Purcell, enrg. m A. O. Coggeshall, mus. librarian J. Q. Connolly, traffic sup.	L. J. Christman, news ed. Don Tuttle, fd Bob Bender, sd Martha Brooks, wd E. S. Krause, prod. sup.	Wld., Thes. AP, UP GE	
WGFM(FM)	1940	Ch. 258 (B) 99.5mc 6kw	(WGY, Am Affiliate)						
WSNY	1942	1240 250	Western Gateway Bcstg. Corp. Plaza Theatre 3-3622	Winslow Leighton, p. pd & pmm	Thomas Seeley, slm Irving Beck, ce	Stephen Fitz, sd Thomas Ryan, nd	L-W. SES. AP G	
SYRACUSE									
WAGE	1941	620 5,000-D 1,000-N-DA-N	WAGE Inc. 511 Loew Bldg. 2-0277	ABC, Rural Venard	Frank G. Revoir, p L. N. Parmentier, cm George D. Drisko, pd	Donald F. Langham, ce Joe Cumiskey, nd & fd	Albert Meltzer, sd Ione Tracy, wd	Pop.: 1,012,720 Rad. Hms.: 186,000 Ret. Sls.: \$663,160,020	
WFBL	1922	1390 5,000 DA-N	Onondage Radio Bcstg. Corp. 433 S. Warren St. 2-1147	CBS Free & Peters	Oscar F. Soule, p Samuel Woodworth, gm Charles F. Phillips, cm	Robert Weir, merc. m Robert E. Soule, pmm Lennox F. Wylie, slm Ray Owens, nd	Bob Holmes, fd Bill Thorpe, sd R. Dunn, wd	Pop.: 169,100 Rad. Hms.: 167,120 Ret. Sls.: \$685,556,000	
WNDR	1947	1260 5,000-DA-N	Syracuse Bcstg. Corp. 306 S. Salina St. 2-6101	Franklin H. Small, vp & cm			----- UP WE	
WOLF	1940	1490 250	Civic Bcstg. Corp. Kirkpatrick & Van Rennsaeler 2-7211	Walker	T. S. Marshall, p, gm & cm Hamilton M. Woodie, pd, pmm & nd	Donald Muir, ce Charles Shaw, fd	Rec Parton, sd Pat Marshall, wd	Pop.: 220,067 Rad. Hms.: 65,000 Ret. Sls.: \$257,906,000	

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WTRY in 1953, as seen by PULSE, Inc.

Metropolitan District as defined by Bureau of the Census: density of population of least 150 per sq. mi.

Metropolitan Area as defined by Bureau of the Census: in whole-county basis.

Density built-up area as revealed by aerial photographs of 1945 and later.

City of 25,000 population or more

City of 10,000 to 24,999 population

Unincorporated City or Village of 1,000 to 9,999 population

SCORE FOR 72 QUARTER HOURS

WTRY wins	42
Station "B"	24
Station "C"	2
Tied	4

WTRY Audience Increase Over 1952

Night-Time	Daytime
26%	12%

High Tune-In All Day

WTRY Share

8 P.M.	23.4	31%
8 A.M.	22.0	32%

WTRY—CBS—5000 WATTS

ALBANY • TROY • SCHENECTADY

Represented by Headley-Reed Co.



WGY-Land is Vacationland AND RADIO GOES WHERE VACATIONERS GO

From the first winter snow until the Spring thaw, winter sports fans from all over the country flock to upper New York State and New England. As in the summer WGY-Land again becomes vacationland for millions of people. From Lake Placid to the Catskills, from the Finger Lakes to the Green Mountains, wherever people ski or sled or skate, WGY reaches an increased audience all through the winter season.



WGY A GENERAL ELECTRIC STATION, SCHENECTADY, NEW YORK
Represented Nationally by Henry I. Christal Company
NEW YORK—BOSTON—CHICAGO—DETROIT—SAN FRANCISCO

NEW YORK

City	Call Letters	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	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter	
SYRACUSE—(Cont'd)									
	WSYR 1926	570 5,000-DA-2	Central N. Y. Bcstg. Corp. 224 Harrison St. 3-7111	NBC Headley-Reed	E. R. Vadeboncoeur, p & gm W. V. Rothrum, vp Thomas McCollum, pmm	A. G. Belle Isle, vp D. V. Johnson, asst. treas. A. I. Marshal, secy. & sm	W. R. Alford, cm Fred Hillegas, nd Deacon Doubleday, fd Bill Martin, sd Ruth Hardke, wd	Pop.: 1,404,900 Rad. Hms.: 537,110 Ret. Sls.: \$1,553,042	L-W UP RCA
	WSYR-FM 1946	Ch. 233 (B) 94.5mc 10kw						Pop.: 425,000 Rad. Hms.: 100,000	
	TROY								
	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		Assoc. AP GE
	*WHAZ 1922	1330 1,000 ST-WBBR & WEVD	Rensselaer Polytechnic Institute 110 8th St. Ashley 2-3000	Livingston W. Houston, p Hiram D. Harris, gm	A. Olla Niles, pd & sd Carl J. Kunz Jr., ce & nd	Mary M. McKeever, wd	Pop.: 550,000 Rad. Hms.: 200,000
	WTRY 1940	980 5,000-DA-1	Troy Bcstg. Co. Inc. 92 Fourth St. Ashley 4-1100	CBS Headley-Reed, Bannon	H. C. Wilder, p W. W. Carter Jr., gm E. M. Sleighel, cm	R. S. English, pd J. F. Baker Jr., pmm A. H. Chismark, ce	John J. Givney, nd Roy Shudt, sd Joyce Donovan, wd	Pop.: 927,700 Rad. Hms.: 309,650 Ret. Sls.: \$879,500,000	Cap. UP RCA
	WTRI(TV)								
UTICA									
	WGAT 1947	1310 1,000-D 500-N DA-N	Central Bcstg. Co. Box 464 2-9231 Meeker	J. Eric Williams, p John C. Davies, gm William Routh, ce	Barry Ritenour, nd C. D. Williams, fd Nick Dardano, sd	Martha Windecker, wd	Pop.: 350,000 Rad. Hms.: 74,560 Ret. Sls.: \$185,000,000 AP G
	WIBX 1925	950 5,000-DA-1	WIBX Inc. First Bank Bldg. 2-2101	CBS Colton, Clark, Bannon	Margaret Bowen Stevens, p & gm Elliott Stewart, sm & evp Nathan W. Cook, pmm	John T. Dowdell, ce Frederick C. Bowen, merc. m Betty Cushing Griffin, pdm & educ. d	Edwin Slusarczyk, fd Ralph Allinger, sd Ellen T. Burt, wd	Pop.: 501,200 Rad. Hms.: 150,000 Ret. Sls.: \$525,000,000	Wld. UP Ray.
	WIBX-FM 1946	Ch. 245 (B) 96.9mc 9kw							GE
	WKAL 1946	1450 250	(See Rome listing)						
	WKTU(TV)								
	WRUN 1948	1150 5,000-D 1,000-N DA-2	Rome Sentinel Co. 136 N. James St. 4-2245	ABC, Rural Avery-Knodel	Bradley C. Barnard, p Fritz S. Updike, gm Richard A. Clark, sm Edward N. Stemmler, pd	Mardi Barnard, pmm George S. Woods, co-ce	Carroll F. Henry, co-ce John Davis, nd Nick Stemmler, fd & sd	Pop.: 271,900 Rad. Hms.: 83,600 Ret. Sls.: \$308,056,000	Assoc. AP RCA
	WRUN-FM 1949	Ch. 289 (B) 105.7mc 4.3kw							
WALTON									
	WDLA 1951	1270 1,000-D	Delaware County Bcstg. Corp. 1270	Rural Rambeau	E. Ogden Bush, p Michael J. Cuneen, vp, gm & cm	James T. Kirwan, pd & nd Robert Devine, ce	Richard Hoyt, fd Betty Moore, wd	Pop.: 104,900 Rad. Hms.: 30,100 Ret. Sls.: \$119,900,000 UP
WATERTOWN									
	WATN 1941	1240 250	Watertown Bcstg. Corp. Trust Co. Bldg. 2424	MBS Devney	G. H. Righter, p, gm, cm, pd, pmm & fd Donald Schryver, co-ce	Frederick Sprague, co-ce Donald Hopkins, sd			St., Assoc. AP RCA
	WWNY 1941	790 1,000-DA-N	The Brockway Co. Hotel Woodruff 4120	CBS Weed	John B. Johnson, p Louis Saiff Jr., gm & cm	Earl R. Kelly, sm James W. Higgins, asst. sm	Maynard B. Davis, ce		Wld., Assoc. UP RCA
	WWNY-FM 1948	Ch. 263 (B) 100.5mc 15.4kw							

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WWRL

NEW YORK

NEW YORK'S No. 1 STATION FOR AMERICA'S No. 1 NEGRO MARKET

Powerfully Selling America's Greatest Market
at the Lowest Cost. Tops in New York for

SPANISH, GERMAN, Czechoslovakian, Greek, Hungarian,
Lithuanian, Ukranian, Syrian, Russian, Polish

5,000 WATTS
DEfender 5-1600

1



"This is the Deacon Speakin' "

By all odds the top farm-program personality in Central New York, Bob Doubleday, the RFD Deacon, mixes wisdom and wit to hold the enthusiasm of his huge farm audience. City slickers listen, too. Participating, Monday through Saturday,

5 to 7 a.m.

2



WSYR Timekeeper, Elliott Gove

Central New York's most popular timekeeper on Central New York's top-rated local morning program. At least five years' continuous sponsorship by more than half of the present sponsors. Participating, Monday through Saturday,

7:05-9:15 a.m.

3



Jim Deline and the Gang

After 16 years, the Jim Deline show is still the top radio variety show of Central New York. Sponsors' sales figures prove it. Participating, Monday through Saturday,

9:15-9:55 a.m.
(Also 1:00-2:00 p.m.)

Reasons Why Morning Radio PAYS OFF for WSYR Advertisers

Any way you want to look at it — Nielsen, SAMS, Pulse —
WSYR is **FIRST** in rich Central New York

WSYR ACUSE
570 KC

Write, Wire, Phone or Ask Headley-Reed

**WSYR-AM-FM-TV — the Only Complete Broadcast Institution
in Central New York. NBC Affiliate**

NORTH CAROLINA

City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licenses Headquarters Telephone	Network Represent- ative	Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
GOLDSBORO								
WFMC 1951	730 1,000-D	Southern Radio & Television Corp. Box 655 Truck Lane 117	KBS	Hayden Stuart, p Charles S. Carter, gm, pd, nd & sd	Carroll J. Chambers, cm Henry M. Harrison Jr., pmm & fd	William W. Bridges, ce Elsie S. Rogers, traffic d & wd	Pop.: 773,731 Rad. Hms.: 152,116 Ret. Sls.: \$450,000,000 UP WE
WGBR 1938	1150 1,000-DA-2	Eastern Carolina Bcstg. Co. P. O. Box 1924 3730	ABC	A. T. Hawkins, p Vassie G. Belkcum, gm N. L. Royster, cm & fd (WGBR, Am Affiliate)	Doyle Satterthwaite, pd & nd	Daniel B. Trueblood, ce Jack Lee, sd		Assoc. AP REL.
WEQR(FM) 1946	Ch. 227 (B) 93.3mc 35kw							
GREENSBORO								
WBIG 1926	1470 5,000	N. C. Bcstg. Co. In. O. Henry Hotel	CBS Holling- bery	Allen Wannamaker, gm & pmm Bill Mitchell, cm	Dan Griffin, pd William H. Malone, ce Elli Neal, nd	Add Penfield, sd Joe Tew, fd Anna Sears, wd	Pop.: 1,125,000 Rad. Hms.: 196,000 Ret. Sls.: \$575,000,000	Wid., Thes. AP RCA
WCOG 1948 WCOG-TV	1320 1,000-DA-1	Inter-City Adv. Co. 314 S. Greene St. 3-6925	ABC Bolling	George W. Dowdy, p Gilbert M. Hutchison, gm Jack Rimmer, cm	Norm Gero, pd Doris Reardon, wd	Joseph L. Lamb Jr., ce Mart Taylor, fd	Pop.: 1,024,375 Rad. Hms.: 234,147 Ret. Sls.: \$768,654,450	UP Ray.
WGBG 1942	1400 250	Greensboro Bcstg. Co. Inc. P. O. Box 2280 3-3631	MBS Burn- Smith	Ralph M. Lambeth, p & wd B. George Barber Jr., cm	H. Marie Craven, pd & wd Earl O. Sullivan, pmm Fred S. Smith, ce	Bob Jones, nd Fletcher Smith, sd Bob Montgomery, fd	 UP G
WPET (CP)	950 500-D	Wayne M. Nelson	Wayne M. Nelson, p, gm & cm	Leoma Showmar, pd	E. M. Stanton Jr., ce		
GREENVILLE								
WGTC 1940 WNCT(TV)	1590 5,000-D 1,000-N- DA-N	Carolina Bcstg. Co. Inc. P. O. Box 898 6181	MBS, Tobacco Radio Net. Pearson	Earl Westbrook, p A. Hartwell Campbell, gm	John G. Clark Jr., cm & pmm Bill Burwell, pd Hank Tribley, ce	Jane Marion, traffic m Bob Dupree, nd Larry Carr, sd Tom Moore, fd	Pop.: 95,000 Rad. Hms.: 28,600 Ret. Sls.: \$77,400,000	Wid., Assoc. Cap. UP
HENDERSON								
WHNC 1945	890 1,000-D	Henderson Radio Corp. Norlina Rd. 7136	MBS	Nathan Frank, p, gm, cm & pmm Tommy Powell, pd James Mayo, ce (WHNC, Am Affiliate)	Dr. Claye Frank, vp Margaret H. Frank, secy.	Robert Harrison, nd & sd Bab Harrison, fd Virginia Frank, wd		Thes., L-W AP WE Wid., L-W, Thes. AP WH
WHNC-FM 1948	Ch. 223 (B) 92.5mc 9kw							
HENDERSONVILLE								
WHKP 1946 WHKP-TV (CP)	1450 250	Radio Henderson- ville Inc. Chimney Rock Rd. 9061	ABC, KBS Cooke	Beverly M. Middleton, p	Kermit Edney, gm Robert Smith, fd & cm	Charles Renfrow, ce & sd	Pop.: 31,000 Rad. Hms.: 7,800 Ret. Sls.: \$19,116,000	Mac. AP G
HICKORY								
WHKY 1939	1290 5,000-D 1,000-N DA-N	Catawba Valley Bcstg. Co. 415 1st Ave., N.W. 2294	ABC Walker	Carl V. Cline, p Edmund S. Long, gm James W. Batts, cm	Stowe "Sunny" Hoyle, pd Thomas E. Long, ce Dr. H. D. Henry, nd	C. D. Sigmon, fd Mrs. Lanthe Campbell, wd	Pop.: 375,952 Rad. Hms.: 97,525 Ret. Sls.: \$189,567,000	Wid. UP Col., WE
WIRC 1948	630 1,000-D	Foothills Bcstg. Inc. P. O. Box 484 Annex 2124 Pearson	Edmond H. Smith Jr., p, secy.-treas. & gm Lee Douglas, cm Mattie Padgett, pd	Mrs. Cecile Bost, pmm Elmer Troutman, ce & asst. m	Margaret A. Smith, nd & wd Bill Wootten, sd Archie Deal, fd	Pop.: 460,121 Rad. Hms.: 114,866 Ret. Sls.: \$321,693,050	L-W AP Col.
HIGH POINT								
WHPE 1947	1070 1,000-D	High Point Enterprise 305-7 N. Main St. 3466	KBS	R. B. Terry, co-o D. A. Rawley, co-o Walter F. Hester, cm	Morrison Combs, nd & fd	Yancey Cecil, ce Nick Lawrence, pd Bill Hackney, sd		Assoc., Wid. AP G
WHPE-FM 1947	Ch. 238 (B) 95.5mc 37kw						 GE
WMFR 1935	1230 250	Radio Station WMFR Inc. 164 S. Main St. 4593	ABC Burn- Smith	Frank S. Lambeth, p & gm Frank Smith, cm	Max Meeks, pd, nd & fd Gerald D. Sullivan, asst. & pmm	Robert P. Boyd, ce Bill Smith, sd	Pop.: 51,700 Rad. Hms.: 12,660 Ret. Sls.: \$53,800,000	L-W UP G
WMFR-FM 1946	Ch. 258 (B) 99.5mc 38kw							L-W UP REL.
WNOS 1953	1590 1,000-D	North State Bcstg. Co. P. O. Box 1448 8900 United Bcstg.	William H. Currie, p & gm	Clayton Steele, cm Harold Craven, pd	J. M. Stewart, ce Ronald Martin, nd	Pop.: 490,000	
WNOS-FM 1946	Ch. 262 (B) 100.3mc 3.2kw							
JACKSONVILLE								
WJNC 1945	1240 250	Lester L. Gould Box E 7707	MBS, Tobacco Radio Net.	Lester L. Gould, p & gm Rodric L. Jones, cm	Dorothy R. Gould, pd & wd Myron Zabner, pmm & nd	Rod O. Dorsey, ce Dick Bove, sd Jim Allgood, fd	Pop.: 100,000 Rad. Hms.: 19,000 Ret. Sls.: \$40,000,000	Wid. AP G
WLAS (CP)	910 1,000-D	Seaboard Bcstg. Corp.					
KANNAPOLIS								
WGTL 1947	870 1,000-D	Fred H. Whitley Inc. Cannon Blvd. 8700	Fred H. Whitley, p & gm	Foy Hinson, ce			L-W, Wid. UP Ray.
KINGS MOUNTAIN								
WKMT 1953	1220 500-D	Southern Radiocasting Co. Box 822 999 Dora- Clayton	John C. Greene Jr., ptrn., gm & pd R. H. Whitesides, ptrn. J. K. Willis Jr., cm	Helen R. Greene, pmm George E. Webb, ce Alan Browning, Jr., pdm, nd & sd	Bill Pack, fd Barbara McLain, wd	Pop.: 350,000 Ret. Sls.: \$120,000,000	

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criteria in the carolinas

46% at 9:00 A.M. for BOB BEAN and "What's Cookin'".

"Anything Goes" for 49% on Monday nights with GIL STAMPER.

35% for JEANNE ALEXANDER and "Jeanne's Journal" Saturday AM's.

LEWIS MARTIN'S HPL packs a 39% in the afternoon and a 52% by "Starlite Salute".

A 61% share for ALAN NEWCOMB'S Sunday evening "Evensong".

BOB RAIFORD'S "Robert D." race platters attract 38%.

Late in the evening FRED KIRBY'S "Hill-billy Star Time" reaches 55%.

JACK KNELL whose newscasts command 62% of the available ears at 12:35 P.M.

PHIL AGRESTA'S "Carolina News" has 59%.

40% in the afternoon for JIMMY PATTERSON, "By Jimminy".

DOUG MAYES gets to 62% Saturdays with "Farm Market Reporter".

45% gather daily at ARTHUR SMITH'S "Corner Stare".

GRADY COLE... far 22 years "Mr. Radio" in the South with a 52% share of audience.

CLYDE McLEAN'S NEWS has 57% of the 6:00 P.M. traffic.

Many on the street and 51% at home for FLETCHER AUSTIN'S "Streetman".

Meet WBT's criteria, each with his own individual "take" at the audience, according to The Pulse, Inc., March 1953... from 35% to 62% shares of audience, each personality leading all other competition.

Each of WBT's Pulse-powerful personalities is a criterion of excellence in nearly 400,000 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 31-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	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	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	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
DUNN								
WCKB 1946	780 1,000-D	N. C. Central Bcstrs. 3133	KBS	L. A. Tart Sr., p A. Lincoln Faulk, gm Carl E. Lamm, cm	E. L. Burwell, pd John Ciccone, pmm Joseph Kotlas, ce	Hershell Barbour, nd Bob Caudle, sd & fd Allene Mintz, wd	Pop.: 943,802 Rad. Hms.: 125,892 Ret. Sls.: \$528,241,000	L-W UP G
DURHAM								
WDNC 1934	620 5,000-D 1,000-N- DA-2	Durham Radio Corp. 138½ E. Chapel Hill St. 6155	CBS Raymer	C. C. Council, p J. Frank Jarman, gm & pmm C. James Woodhouse, cm & sd	E. R. Higgins Jr., pd & nd Sue Germino, office m	George W. Bartlett, ce John Watts, fd Frances Jarman, wd	Pop.: 1,439,243 Rad. Hms.: 337,896 Ret. Sls.: \$988,691,000	Assoc. UP WE
WDNC-FM 1948	Ch. 286 (B) 105.1mc 36kw							
WSRC (CP)	1410 1,000-D	Southern Radiocasting Co. Box 641 Rock Hill, S.C.						
WSSB 1948	1490 250	Public Information Corp. P.O. Box 1168 6910	MBS McGillvra	Thomas B. Sawyer, p William R. Kirby, gm	Charles M. Cook, pd & fd Edward Norman, ce	David Welborne, sd Leslie Carroll, wd		Caps. INS WE
WTKR 1946	1310 1,000-D 500-N- DA-N	Durham Bcstg. Enterprises Inc. 205½ W. Main St. 6-0904	ABC, Tobacco Radio Net. Headley- Reed	Harmon L. Duncan, p & co-o Virginia D. Duncan, asst. secy. J. Floud Fletcher, gm & co-o	Mildred M. Fletcher, asst. treas. Mike Thompson, cm Ed J. Coles, pd, pmm, nd & sd A. A. White, ce	Jewel B. Lovette, traffic d William P. Weathers, fd Jane Bullock, wd	Pop.: 285,000 Rad. Hms.: 73,076 Ret. Sls.: \$422,838,000	Cap., Wld. AP RCA
ELIZABETH CITY								
WCNC 1939	1240 250	Albermarle Bcstg. Co. E. Colonial Ave. 4370		Jos. A. Gill, p			
WGAI 1947	560 1,000-D 500-N-DA-2	WGAI Radio Co. Inc. Kramer Bldg. 4371	C. Alden Baker, p & gm Ray Jones Jr., cm & sd	Don Owens, pmm G. F. Williams, ce	Gene Marshall, nd & fd	Pop.: 300,000 Rad. Hms.: 130,000 AP Ray.
ELKIN								
WIFM 1949	1540 250-D	James B. Childress 1141 Elk Spur St. 739	MBS Continental	James B. Childress, p, gm & cm	Claude White, pd	Terry Bane, ce	Pop.: 75,000	L-W UP Ray.
WIFM-FM 1950	Ch. 265 (A) 100.9mc 0.35kw							
FAIRMONT								
WFMO 1953	860 1,000-D	Carolinas Bcstg. Corp. P. O. Box 125 4781	Cutlar Moore, p Allen N. Vause, gm Billy Hodges, cm	Ray Godwin, pd & nd Joseph F. Milazzo, ce	Jerry Farmer, sd & fd Andre Mincey, wd	Pop.: 438,700 Rad. Hms.: 90,100 Ret. Sls.: \$241,371,000	
FAYETTEVILLE								
WFAI 1948	1230 250	Rollins Bcstg. Inc. P. O. Box 659 2-8131	CBS	John W. Rollins, chmn. of bd. O. Wayne Rollins, p	James H. Mayes Jr., gm & pd	Winifred Stevenson, pmm Robert Money, ce	Pop.: 106,400 Rad. Hms.: 24,100 Ret. Sls.: \$73,100,000	Thes. AP Ray.
WFLB 1948	1490 250	Fayetteville Bcstrs. Inc. P. O. Box 512 2-7136	ABC Burn- Smith	L. W. Allen, gm W. D. Bailey, cm	W. B. Belche, pmm Richard Madson, ce	John Paras, sd	Pop.: 226,358 Rad. Hms.: 41,638 Ret. Sls.: \$178,436,000	Wld. AP RCA
WFNC 1940	1390 5,000-D 1,000-N- DA-2	Cape Fear Bcstg. Co. 114½ Anderson St. 2-4848	MBS, Tobacco Radio Net. Walker	Victor W. Dawson, gm Tom Harrell, cm	Mack Stamps, pd Bill Jennings, pmm	Jack Ikner, ce Vestal Taylor, nd & fd	Pop.: 250,000 Rad. Hms.: 225,000 Ret. Sls.: \$200,000,000 UP WH
WFNC-FM 1947	Ch. 251 (B) 98.1mc 14kw						Pop.: 400,000 Rad. Hms.: 85,000 Ret. Sls.: \$200,000,000 UP GE
FOREST CITY								
WBBO 1947	780 1,000-D	Rutherford County Radio Co. Route 2 3205	Ed M. Anderson, p & gm Fred Blanton, cm	Jane Smith, pd, pmm & wd Merton Iwerks, ce	Lee Kanipe, nd & fd Billy Martin, sd	Pop.: 1,275,000 Ret. Sls.: \$955,984,000	Thes. AP
WBBO-FM 1948	Ch. 227 (B) 93.3mc 1.5kw							RCA AP REL.
FUQUAY-VARINA								
WFVG 1949	1460 1,000-D	Radio Station WFVG 333	KBS Continental	J. M. Stephenson, p Robert E. Stephenson, gm Rupert Weathers, cm	Walter M. Pearson, pd & nd Harry D. Stephenson, ce	Don Stephenson, sd Earl Roberts, fd Frances Wood, wd	Pop.: 352,760 Rad. Hms.: 90,500 Ret. Sls.: \$264,070,000 UP G
GASTONIA								
WGNC 1939	1450 250	Catherine T. McSwain 8501	ABC Continental	Catherine T. McSwain, p	Pat McSwain, gm F. C. Abernethy, cm	Fred Gray, pd W. C. Groves, ce		L-W UP Ray. L-W UP RCA
WGNC-FM 1948	Ch. 270 (B) 101.9mc 11.1kw							
WLTC 1948	1370 1,000-D	Gastonia Bcstg. Service Inc. Box 1010 5-1280	KBS Clark	James B. Petty, p, gm & pd	B. C. Morrow, cm Don Voigt, ce & fd	Naomi Edens, wd	Pop.: 2,000,000 Rad. Hms.: 500,000	Wld. UP Ray.

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NORTH CAROLINA

ASHEVILLE

WISE 1939	1310 5,000-D	Radio Station WISE Inc. 100 College St. 3-5381	NBC Bolling	Harold Thoms, p & gm Loyd Leonard, cm Dick Harshaw, pd	M. S. Thoms, pmm John Randolph, ce	Art Borgerson, nd Ed Storey, fd	Pop.: 58,230 Rad. Hms.: 14,500 AP Col.
WLOS 1947	1380 5,000-D	Skyway Bcstg. Co. P. O. Box 2389 Battery Park Hotel 2-2431	ABC, MBS Venard	Charles B. Britt, evp Charles E. Newcomb, sm	George Roesler, cm R. Fred Brown, Jr., pd, nd & sd	Charles Sumner, ce Jim Mills, fd Sunny Daye, wd		Wld. UP RCA
WLOS-FM 1947	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 Hal Edwards, cm	James W. Young, pmm	William Clements, ce Harry Varner, fd	Pop.: 190,000 Rad. Hms.: 45,000 Ret. Slis.: \$175,000,000 AP Ray.
WWNC 1927	570 5,000-DA-N	Asheville Citizen- Times Pub Co. 14 O'Henry Ave. 5611	CBS H-R Reps.	Roger Peace, ch. Charles Peace, p J. Kelley Sisk, vp Cecil B. Hoskins, gm & pmm James A. Hagan, cm	William F. Melia, pd & nd William H. Hamrick, ce	Jack Clements, news ed. Burwell Smith, fd Charlie Shepherd, sd Ellen Callahan, wd	Pop.: 362,900 Rad. Hms.: 95,300 Ret. Slis.: \$233,644,000	Assoc. AP, UP RCA

BOONE

WATA 1950	1450 250	Wilkes Bcstg. Co. 467	Doris B. Brown, p Roland B. Potter, gen. slm	Ralph Tugman, cm Dwight Larick, pd & nd	Ben Mast, pmm & sd Boyd Daugherty, ce	 AP RCA
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BREVARD

WPNF 1950	1240 250	Pisgah Bcstg. Co. Inc. 3-2611	NBC	Ed M. Anderson, p Jack Hammette, gm & cm	John Dellinger, pd, pmm & nd William Pascall, ce	John Anderson, exec. d Julian Glazener, fd Frances Walker, wd	Pop.: 35,000 Rad. Hms.: 7,500 Ret. Slis.: \$15,500,000 AP G
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BURLINGTON

WBBB 1941	920 5,000-D	Alamance Bcstg. Co. 318 S. Main St. 6-6376	MBS, KBS, McGillvra	E. Z. Jones, gm & nd Robert Ray, cm Ed Brooks, pd & fd	Roy Springer, pmm Berry Tysor, ce	Louis Ferguson, comp. Jos. Sansone, sd Doris Rickard, wd		Assoc. AP G
WBBB-FM 1947	Ch. 267 (B) 101.1mc 4kw							Assoc. AP Rel.
WFNS 1946	1150 1,000-D	Burlington Graham Bcstg. Co. 113 W. Andrews St. 4261 Sears & Ayer, Dora- Clayton	L. E. Neese, p G. C. Starnes, gm Wally Mack, cm	Frank Candelario, pd & nd Ella Harper, pmm	Charles D. Chandler, ce Phil Peterson, sd & fd	Pop.: 500,000 Rad. Hms.: 136,550 Ret. Slis.: \$500,000,000	Wld. UP WE
WFNS-FM 1949	Ch. 230 (B) 93.9mc 2.8kw							Wld. UP WH

CHAPEL HILL

WCHL 1953	1360 1,000-D	Village Bcstg. Co. Box 388 9-2261	Roland McClamroch, Jr., p & gm Harold L. Nall, cm	C. Scott Jarrett, pd & nd Fritz Thurston, ce	R. B. Boyd, sd Mary Neil White, wd	Pop.: 377,443 Rad. Hms.: 75,488	L-W, SES. AP Col.
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CHARLOTTE

WAYS 1942	610 5,000-D	Inter-City Adv. Co. 3229 South Blvd. 3-7173	ABC Bolling	G. W. Dowdy, p James P. Poston, gm & cm	John William McKeel, nd Donald Matney, pmm & fd	B. C. Stewart, ce Bob Brown, sd Gladys Lavitan, wd	Pop.: 1,300,000 Rad. Hms.: 242,040 Ret. Slis.: \$790,925,000	L-W, SES. UP Col.
WBT 1922	1110 50,000-DA-N	Jefferson St. Bcstg. Co. Wilder Bldg. 3-8833	CBS CBS Radio Sales	Joseph M. Bryan, p Charles H. Crutch- field, ex. vp & gm Kenneth Tredwell, asst vp (programs) J. Robert Covington, asst. vp (sls. & prom.)	Wally Jorgenson, gen. slm Virgil Evans, Carolina slm C. K. Spicer, bus. m. Bill Melson, acting pd	Nelson Benton, prom. sup. Thomas Howard, d of enrg. Jack Knell, nd Lee Kirby, sd Grady Cole, fd Jeanne Alexander, wd	Pop.: 1,617,200 Rad. Hms.: 377,070 Ret. Slis.: \$1,140,490,000	Assoc. Wld. AP, UP RCA
WGIV 1947	1600 1,000-D	Charlotte Radio & Tv Corp. P. O. Box 58 2-6669 Forjoe	Francis M. Fitzgerald, p & gm Ray W. Ervin, cm Charles Friar, pd	John G. Surratt, pmm S. K. Lineberger, Jr., ce Julian Barber, nd	Eric Dehlin, sd Henry Poole, fd Hatty Fleming, wd	Pop.: 425,056 Rad. Hms.: 121,445	Cap. AP GE
WIST 1951	930 5,000-D	Bcstg. Co. of the South 204 Liberty Life Bldg. 6-3511	MBS Free & Peters	B. Calhoun Hipp, p G. Richard Shafto, vp & gm	Guy Vaughan Jr., mgng. d Fred Vinroot, pd & pmm	John N. Parker Jr., ce Pete Williams, nd & sd Vivian Buratti, wd	Pop.: 1,100,000 Rad. Hms.: 98,000	Thes. AP G
WSOC 1933	1240 250	Radio Station WSOC Inc. 1925 N. Tryon St. 2-7138	NBC H-R Reps.	E. J. Gluck, p & gm Bomar Lowrance, cm Armand Bodie, pd & sd	Chas. Marshall, pmm L. L. Caudle Jr., ce	Fred Dixon, nd & fd June Sawyer, wd	Pop.: 853,200 Rad. Hms.: 653,246 Ret. Slis.: \$190,270,000 AP RCA
WSOC-FM 1947	Ch. 278 (B) 103.5mc 38kw							

CLINGMAN'S PEAK

WMIT(FM) 1942	Ch. 295 (B) 106.9mc 325kw	Mount Mitchell Bcstrs. Inc. P. O. Box 546 6-7561		W. O. Nisbet Jr., p Wallace E. Stone, gm & pd J. R. H. Wilson, cm	J. L. McFarland, ce Conrad Phillips, pdm	Betsy Scarboro, traffic m		St. AP GE
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CLINTON

WRRZ 1947	880 1,000-D	Radio Station WRRZ Inc. Butler Bldg. 2354		W. R. Roberson Sr., p				
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CONCORD

WEGO 1945	1410 1,000-D	Cabarrus Bcstg. P. O. Box 527 2-6000		A. W. Huckle, p Elizabeth G. Huckle, gm	Howard McCurry, cm & pd	Kenneth R. Kennedy, ce	 AP
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NORTH CAROLINA

KINSTON

WELS 1950	1010 1,000-D	Farmers Bcstg. Service Inc. 1400 W. Vernon Ave. 5151	KBS Devney	E. L. Scott, p Jack P. Hankins, gm	Harry Doggette, pd Ed Landry, ce	Peggy Kyle, wd	Pop.: 285,800 Rad. Hms.: 62,300 Ret. Sls.: \$175,850,000	Cap. UP Col.
WFTC 1937	960 5,000-D 1,700-N- DA-N	Kinston Bcstg. 204 E. King St. 4111	ABC, CBS Burn- Smith	William S. Page, p & gm J. Harold Vester, cm	Carl B. Caudill Jr., pmm David E. Hardison, ce	Tom Johnson, nd & sd Herman Civils, fd Jean Warwick, wd	Pop.: 460,500 Rad. Hms.: 103,300 Ret. Sls.: \$283,900,000	L-W UP Ray.
WISP 1953	1230 100	E. J. Schuffman Oasis Bldg. 6161	MBS	E. J. Schuffman, p, gm & pmm J. L. Moseley, cm	Robert E. Mongold, pd & nd S. Bruce Petteway, ce	Ted Work, sd Alice Aycock, wd	Pop.: 70,000 Rad. Hms.: 13,000 Ret. Sls.: \$47,000,000	

LAURINBURG

WEWO 1947	1080 1,000-D	Scotland Bcstg. State Bank Bldg. 770	KBS	Edwin Pate, p J. R. Dairymple Jr., gm & fd	Bill Hogan, cm & sd C. W. Hogan, pd Dick Brown, pmm	Truman Brock, ce W. S. Brown, nd Rita Ryte, wd	Pop.: 295,500 Rad. Hms.: 60,450 Ret. Sls.: \$169,338,000	Thes. AP, UP Ray.
WEWO-FM 1951	Ch. 243 (B) 96.5mc 9.2kw						Pop.: 300,000 Ret. Sls.: \$170,000,000	WH

LEAKSVILLE

WLOE 1946	1490 250	WLOE Inc. Boulevard St. 701	MBS, KBS	Douglas L. Craddock, p, gm, cm & pmm Madeline Smart, pd	Eldred Winn, ce Carl Webb, nd & fd	Warren Wilson, sd Virginia Hudgins, wd	Pop.: 150,000 Rad. Hms.: 40,000	Wld. AP RCA GE
WLOE-FM 1949	Ch. 224 (A) 92.7mc 0.82kw							

LENOIR

WJRI 1947	1340 250	John P. Rabb 107 W. Ave. 4-5361	MBS, KBS Tobacco	John P. Rabb, o & gm F. Kent Atwater, cm	K. Rabb, pd & wd James B. Hemphill, ce	Max Culp, fd Mack Huntley, sd		L-W UP WE
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LEXINGTON

WBUY 1946	1450 250	Davidson County Bcstg. Co. P. O. Box 359 2716	KBS Continental	Omar G. Hilton, ptrn. Greely N. Hilton, ptrn. & cm	John T. Cashion, sm	James Odom, pd Fred L. Honeycutt, ce	Pop.: 62,000 Rad. Hms.: 14,500 Ret. Sls.: \$41,000,000	St. AP G
WBUY-FM 1949	Ch. 232 (A) 94.3mc 0.3kw							Thes.

LINCOLNTON

WLON 1953	1270 500-D	Lincoln County Bcstg. Co. Startown Rd. 5-2359 Southern Radio Produc- tions	J. A. Polhill, p Earl Holder, vp, gm & pd	Jack Brown, cm	Dennis Long, ce	Pop.: 25,000 Rad. Hms.: 6,000	
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LUMBERTON

WTSB 1946	1340 250	Robeson Bcstg. 112 W. 5th St. 6056	MBS Continental	Jack Pait, p James MacNeil, gm & sd	Marv Stuart, pd, nd & fd	Eddie Howell, ce Lillian Smith, wd	Pop.: 130,000 Rad. Hms.: 95,000 Ret. Sls.: \$65,000,000	Wld. AP WE
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MARION

WBRM 1949	1250 1,000-D	Lake City Bcstg. 133 1/2 W. Court St. 7221	W. P. Erwin, p & gm J. C. Pleasant, cm	J. L. Reynolds Jr., pd, pmm & sd Hubert C. Martin, ce	Jessie Reynolds, nd & wd Ted Powers, fd		Thes. UP G
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MAYODAN

WFMB(FM) 1949	Ch. 228 (A) 93.5mc 0.38kw	Mayo Bcstg. Corp. Madison 312	Southern	L. B. Shelton, p	L. E. Rish, gm & ce		 UP G
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MONROE

WMAP 1947	1060 250-D	Union Bcstg. Corp. P. O. Box 382 1060	KBS Continental	D. E. Marable, p, gm, & fd J. A. Laney, sm & sd	Frank Funderburk, pd William Dexter Ben- ton, bus. m	R. I. Smith, ce Frances Long, nd & wd	 UP G
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MOORESVILLE

WHIP 1950	1350 1,000-D	Wayne M. Nelson 3-4301	Wayne M. Nelson, p, gm & cm	Leoma Showmar, pd	E. M. Stanton Jr., ce		Cap. UP WE
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MOREHEAD CITY

WMBL 1947	740 1,000-D	Carteret Bcstg. Co. Inc. P. O. Box 432 6-3188 McGillvra	Grover C. Munden, p & gm James Q. Wallace, cm	Ray Cummins, pd, ce, sd & wd	Charles Markey, pmm Wait Niemi, nd & fd	Pop.: 131,900 Rad. Hms.: 24,880 Ret. Sls.: \$66,739,000	Wld. UP WE
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MORGANTON

WMNC 1947	1490 250	Nathan J. Cooper Box 698 1100	NBC	Nathan J. Cooper, p	Frank A. Ballew, cm & ce	Madelyn Y. Patton, pd	Pop.: 45,000 Rad. Hms.: 10,230 Ret. Sls.: \$20,621,500 AP Ray.
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MOUNT AIRY

WPAQ 1948	740 1,000-D	Ralph D. Epperson Springs Rd. 1400	KBS Clark	Ralph D. Epperson, p & gm Lucy E. Bowman, cm Olive P. Epperson, pd	Bill Belton, pmm Harry A. Epperson Jr., ce Tom Stewart, nd	Joe Johnson, sd Niel M. Smith, fd Mary Lee Westmore- land, wd	Pop.: 180,000 AP Col.
WSYD 1952	1240 250	Mt. Airy Bcstrs. Inc. P. O. Box 209 Mt. Airy 581	MBS	Robert Hennis Epper- son, p, gm & ce Mrs. Erastus F. Poore, secy. & cm	James E. Harrelson, pd, pmm & sd	Mrs. Harvey Hiatt, asst. pd & wd	Pop.: 49,778 Rad. Hms.: 10,885 Col.

NEW BERN

WHIT 1943	1450 250	Harmon L. Duncan Box 551 New Bern 4450	MBS. Tobacco Radio Net. Pearson	Harmon L. Duncan, p Ray D. Williams, gm & cm	George Nelson, pd, pmm, nd & sd	Stuart Hall, ce Paul Cox, fd	Pop.: 49,400 Rad. Hms.: 19,900 Ret. Sls.: \$32,829,000	L-W UP
WOOW 1953	1490 250	Craven Bcstg. Co. Glenburnie Gar- dens 3311	L. T. Grantham, co-o L. H. Wetherington, co-o Lester L. Williams, gm	James C. Clark, cm Roy Williamson, pd Billy Haire, ce	Daniel Moss, news ed & nd Charles DeWitt, sd Larry Brown, sd	Pop.: 285,313 Rad. Hms.: 55,194 Ret. Sls.: \$8,000,000	

NORTH CAROLINA

City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
NEWTON								
WNNC 1948	1230 250	Southern Radiocasting P. O. Box 148 930	John C. Greene Jr., ptrn., gm & cm R. H. Whitesides, ptrn.	Jonas Bridges, pd & nd Helen R. Greene, pmm George Webb, ce	Red Kirk, fd Pat Barnes, wd	Pop.: 105,000	SES. UP Ray.
NORTH WILKESBORO								
WKBC 1947	810 1,000-D	Wilkes Bcstg. Co. Radio Bldg. 633	KBS	(Mrs.) Doris B. Brown, gm, pd & fd	Roland B. Potter, cm & Claude Raney, nd & sd	Walter Harrold, ce Anne Martin, wd		Thes. AP Col.
OXFORD								
WOXF 1949	1340 250	Oxford Bcstg. Corp. P. O. Box 1111 4167	Charles Allen, p James F. Flanagan, gm George A. Corkum, cm, pd & nd	Robert Smith, pmm Howard Harrell, ce Pat Flanagan, sd	Hart Curl, fd Doris Dickerson, wd	Pop.: 60,000 Rad. Hms.: 23,500	Cap. UP Ray.
RALEIGH								
WNAO 1948	850 10,000-D	Sir Walter Television Co. 219 S. McDowell 2-0321	ABC	John English, p Charles Baskerville, gm	Lee Parker, cm Byron Davidson, pd Peter Miller, ce	Hal Stanley, nd Jimmy Simpson, sd Clay Williams, fd		Wid. UP RCA
WNAO-TV 1949	5,000-N- DA-N							
WNAO-FM 1949	Ch. 241 (B) 96.1mc 29.5kw							
WPTF 1924	680 50,000-DA-N	WPTF Radio Co. Insurance Bldg. 8311	NBC Free & Peters	S. B. Coley, ch. Richard H. Mason, p & gm Graham B. Poyner, vp & asst. gm R. W. Youngsteadt, slm	H. Taylor Vaden, pmm Henry Hulick Jr., ce	J. Edgar Kirk, nd Jim Reid, sd Bill Jackson, fd Harriet Pressly, wd	Pop.: 2,165,000 Rad. Hms.: 504,300 Ret. Sls.: \$1,451,016,000	L-W AP, UP WH Thes.
WPTF-FM 1949	Ch. 234 (B) 94.7mc 15kw							
WRAL 1939	1240 250	Capitol Bcstg. Co. Inc. 130 S. Salisbury St. 6411	MBS, Tobacco Radio Net. ForJoe	A. J. Fletcher, p Fred Fletcher, gm Fletcher Turner Jr., cm	George Hall, pd James Thomas, pmm Virgil D. Duncan, ce	William Armstrong, nd Ray Reeve, sd	Pop.: 136,450 Rad. Hms.: 33,370 Ret. Sls.: \$141,570,000 AP WE
WRAL-FM 1946	Ch. 263 (B) 101.5mc 54kw						Pop.: 1,139,942 Rad. Hms.: 231,312 Ret. Sls.: \$571,009,000 REL.
REIDSVILLE								
WFRC 1947	1600 1,000-DA-N	Piedmont- Carolina Bcstg. 116½ Gilmer St. 4361	ABC, KBS	H. T. Williams, p Steve Woodson, gm Forrest Bedell, cm & sd	A. W. Nelson, pd S. E. Sexton, ce	J. F. Womack, secy- treas.	Pop.: 492,185 Rad. Hms.: 31,379 Ret. Sls.: \$357,218,000	Thes. AP Ray.
WREV 1950	1220 250-D	Reidsville Bcstg. Co. Inc. Danville Hwy. 7051	Universal Continental	William M. Oliver, p, gm, cm & fd	Katye P. Oliver, pd	William M. Oliver Jr., ce, nd, sd & wd	Pop.: 101,500 Rad. Hms.: 18,907 Ret. Sls.: \$40,955,000	St. UP G Fed.
WREV-FM 1948	Ch. 271 (B) 102.1mc 1.6kw							
ROANOKE RAPIDS								
WCBT 1939	1230 250	WCBT Inc. 251 Roanoke Ave. 7-2545	MBS, KBS Continental	J. W. Crew Jr., p & gm Jerry Elliott, sm, nd, sd, fd & wd	Don Collins, slm Dick Phillips, pd	Ed McLeod, ce	Pop.: 51,820 Rad. Hms.: 9,648 Ret. Sls.: \$35,000,000	L-W, SES. UP WE
WKFM(FM) 1949	Ch. 254 (B) 98.5mc 10kw	(WCBT, Am Affiliate)						Wid. REL.
ROCKINGHAM								
WAYN 1946	900 1,000-D	Radio Station WAYN Inc. 4041	Wayne M. Nelson, p & gm	William E. Henley, ce	William Futterer, cm		Cap. UP
ROCKY MOUNT								
WCEC 1947	810 1,000-D	Eastern Carolina Electronics 115 N. Church 2-3108	KBS Gold Leaf Bcstg., Tobacco Radio Net. Pearson	Josh Horne, p Mel Warner, gm & pmm Ray Thompson, cm	Ray Wilkinson, pd & nd Grover Taylor, ce	Wayne Jackson, sd Tal Pollard, fd Bunny Tucker, wd	Pop.: 845,728 Rad. Hms.: 461,469 Ret. Sls.: \$524,412,000	Assoc. AP Col.
WFMA(FM) 1947	Ch. 264 (B) 100.7mc 33kw	(WCEC, Am Affiliate)					Pop.: 1,045,728 Rad. Hms.: 302,143 Ret. Sls.: \$724,412,000 Fed.
WEED 1933	1390 1,000-DA-2	W. Avera Wynne Box 752 2-6149	ABC Burn- Smith	W. Avera Wynne, p & gm	Rainey Horner, cm Eunice Snipes, pd	Clay McBride, pmm Joe Morris, ce	Pop.: 639,500 Rad. Hms.: 133,900 Ret. Sls.: \$336,440,000	Thes. AP Ray.
WEED-FM 1949	Ch. 221 (A) 92.1mc 0.27kw							
ROXBORO								
WRXO 1949	1430 1,000-D	Roxboro Bcstg. P. O. Box 130 6013	Harold S. Taylor, p, gm & cm	John Mauti, pd & asst. m	Lloyd Perkins, ce	 UP WE
SALISBURY								
WSAT 1948	1230 1,000-DA-N	Mid-Carolina Bcstg. Co. 276	ABC McGillvra	C. H. Wentz, p Harry L. Welch, secy- treas. & gm	Elbert L. Sherman, ce, asst. m & vp	Gales M. Adkins, nd & Grady E. Cole Jr., fd	Pop.: 250,000 Rad. Hms.: 56,680 Ret. Sls.: \$54,000,000	Wid. UP G
WSTP 1939	1490 250	Piedmont Bcstg. Center Theatre Bldg. 2121	MBS Burn- Smith	Bryce P. Beard, p Russell McIntire, gm & pd	Katherine Murphy, cm Carl B. Watson, ce Gene Dorton, secy- treas.	James Turner, nd & sd Hal Frazier, fd Peggy Shaver, wd	Pop.: 76,200 Rad. Hms.: 17,983 Ret. Sls.: \$54,000,000 AP WE
WSTP-FM 1947	Ch. 293 (B) 106.5mc 2.9 kw						Pop.: 310,000 Rad. Hms.: 72,238 Ret. Sls.: \$54,000,000 AP REL.
SANFORD								
WEYE 1952	1290 1,000-D	Lee Bcstg. Corp. 519 Cross St. 1269		Waldo W. Primm, o & gm	W. M. Primm, pd & sd	Clint Long, nd		Assoc., SES. AP G

Data corrected to Dec. 10, 1953. If executives or services for FM are same as AM affiliate names are not repeated. Market Data supplied by stations. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

NORTH CAROLINA

WSNS(FM) 1946	Ch. 276 (A) 103.1mc 0.33kw	Sanford Bestg. Co.							
WWGP 1946	1050 1,000-D	Sandhills Bestg. P. O. Box 651 860	KBS	J. R. McIver, p W. E. Horner, secy.- treas.	Harry C. Barfield, gm & pm Del Carty, cm, pd & sd	Ed O. Koprivier, ce Les Williams, nd & fd Effie Covert, wd			Wld. UP G
WWGP-FM 1950	Ch. 228 (A) 105.5mc 0.49kw								
SHELBY									
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 & pmm	Hugh Dover, pd & fd Edwin A. Patterson, ce	Don McLain, nd & sd	Pop.: 245,000 Rad. Hms.: 50,450		SES. UP Ray.
WOHS-FM 1948	Ch. 241 (B) 96.1mc 2.6kw								
SILER CITY									
WNCA 1952	1570 1,000-D	Chatham Bestg. P. O. Box 212 616		W. Wren, p	H. Tom Morris, gm & cm	W. B. Medlin, ce	Pop.: 49,471 Rad. Hms.: 16,150 Ret. Sis.: \$25,000,000		L-W, SES. UP Col.
SMITHFIELD									
WMPM 1950	1270 1,000-D	Selma Smithfield Bestg. Co. Buffalo Rd. 2434		J. Fred Horton, ptrn. J. S. Townsend, gm, ptrn. & ce	Charles I. Parrish, cm Bill Kirby, pd & fd	John A. Wall, nd & sd Mozelle Phillips, wd	Pop.: 961,130 Rad. Hms.: 203,106 Ret. Sis.: \$540,523,000		Cap. UP G
SOUTHERN PINES									
WEEB 1947	990 1,000-D	Sandhill Community Bestrs. Inc. 113 N. E. Broad St. 2-2942	MBS	J. S. Younts, p & gm J. A. Warren, cm Melvin Kushner, ce	Charles Clapp, nd E. H. Garrison, fd	Emily M. Scheipers, wd			Assoc. AF G
STATESVILLE									
WSIC 1947	1400 250	Statesville Bestg. Co. Inc. P. O. Box 1189 9078	MBS Southern Radio Produc- tions	Chas. D. Melton, gm & cm	Tom Lawrence, pd & sd	T. Ken Abernathy, ce	Pop.: 75,000 Rad. Hms.: 74,000		Wld. AF Tem.
WSIC-FM 1949	Ch. 289 (B) 105.7mc 2.7kw							 REL
TARBORO									
WCPS 1946	760 1,000-D	Coastal Plains Bestg. Co. Inc. Edgecombe Bank Bldg. 2191		V. E. Fountain, p J. T. Snowden Jr., gm & pm J. P. McNair, cm	Ben F. Mayo, pd G. Lee Hodges, ce Tom Shields, nd	Lewis Hellbroner, sd John H. Price, fd Sybil D. Spain, wd	Pop.: 350,000 Rad. Hms.: 102,000 Ret. Sis.: \$235,323,000		Wld. AP Ray.
WCPS-FM 1952	Ch. 282 (B) 104.3mc 10kw								Thes. WH
THOMASVILLE									
WTNC 1947	790 1,000-D	Thomasville Bestg. Co. P. O. Box 750 2701	Continental	George W. Lyles Sr., p Harold Harrison, gm, cm, pd & pm	James McAden, ce Joe Long, nd	David Cockman, sd Neil Fouts, wd			SES. UP G
WTNC-FM 1949	Ch. 252 (A) 98.3mc 0.45kw								RCA
WADESBORO									
WADE 1923	1210 1,000-D	R. P. & R. A. Lyons 620	KBS Walker	R. P. Lyon, p James A. Ballard, gm Willard P. Billingsley, sm & nd	Peggy L. Mitchell, pd W. A. Kiker, pm Kenneth Read, ce	Frank Martin, sd William Benoist, fd Patsy Lee, wd	Pop.: 912,340 Rad. Hms.: 191,918 Ret. Sis.: \$638,593,000		Cap. UP G
WALLACE									
WLSE 1953	1400 250	Duplin Bestg. Co. P. O. Box 449 6611	MBS KBS	Harry Kramer, p Lester L. Gould, gm	Howard N. Fisher, sm cm, pd, pm & sd Walter Tabler, ce & nd	Chuck Wagner, fd Edith Fisher, wd	Pop.: 46,000 Rad. Hms.: 10,200		
WASHINGTON									
WHED 1948	1340 250	Beaufort Bestg. Co. Inc. U. S. Highway 17 S. 278	KBS Continental	Lee B. Wynne, p William R. Abeyollnis, gm	Charlie Yates, pd John Wilroy, ce	Sandy Pfouts, sd Lillie Jackson, wd			L-W Ray.
WRRF 1942	930 5,000-D 1,000-N- DA-N	Tar Heel Bestg. System Inc. Bank of Washington Bldg. 403	ABC Walker	W. R. Roberson Jr., p T. H. Patterson, gm William Abeyounis, cm	Merrill Daniels, pd Bob West, pm & sd L. E. Hiland, ce	Dick Stokes, nd Gene Hodges, fd	Pop.: 678,564 Rad. Hms.: 107,040	 AP WE
WAYNESVILLE									
WHCC 1947	1400 250	Radio Station WHCC P. O. Box 180 Glendale 6-4661	MBS, KBS	Kenneth D. Fry, p & gm	Margaret F. Fry, vp treas.	Frank Wilbur, ce	Pop.: 58,000 Rad. Hms.: 20,000 Ret. Sis.: \$30,000,000		L-W Ray.
WHITEVILLE									
WENC 1946	1240 250	Whiteville Bestg. Co. Inc. P. O. Box 700 2133	MBS Clark	J. A. Maultsby Sr., p Ward A. Coleman, gm Jerry Honeycutt, cm	Steve Hart, ce		Pop.: 160,000	LW, Thes.	AP Ray.
WILLIAMSTON									
WIAM 1951	900 1,000-D	East Carolina Bestg. Co. 115 E. Main St. 2457		Charles M. Gaylord, co-o, gm & cm William H. Farrior Jr., co-o, sm, pd & sd	James L. McFarland, ce Tommy Lloyd, asst. pd & nd	William B. Humble, reg. sis. rep. Mattie Lou Roberson, wd	Pop.: 225,000 Rad. Hms.: 65,000 Ret. Sis.: \$123,460,000		L-W UP G

NORTH CAROLINA

City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	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.	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter	
WILMINGTON								
WGNI	1946	1340 250	New Hanover Bcstg. 211 N. 2d St. 2-2493	MBS, Tobacco Net. Pearson	J. S. Brody, p Allen B. Jones, gm A. V. Thompson, cm	Paul Parker, pd & nd Lou Essick, pmm & sd A. L. Madeley, ce	Betty Killian, fd Arlene Collier, wd	Thes. UP WE
WMFD	1935	630 1,000-DA-2	Richard A. Dunlea P. O. Box 696 4840	ABC Burn- Smith	R. A. Dunlea, p & gm Claud O'Shields, cm	R. A. Dunlea Jr., pd E. L. Herring Jr., ce	Paul Jennewein, nd Clint Long, sd	Pop.: 158,000 Rad. Hms.: 72,000 UP RCA
WMFD-FM	1949	Ch. 242 (B) 96.3mc 11.5kw						Wld.
WILSON								
WGTM	1937	590 5,000-DA-2	Watson Industries Inc. Herring Ave. Ext. 2188	CBS Walker	P. T. Watson, p Henry Sullivan, gm Bill Bunn, pd	Ernie Pate, ce Al Mosely, office m	Clint Faris, sd Bill Glover, fd	Pop.: 1,233,068 Rad. Hms.: 220,371 Ret. Sls.: \$600,000,000 Thes. UP Ray.
WVOT	1948	1420 1,000-D 500-N-DA-N	Wilson Radio Co. Inc. Wilson 5157	MBS	H. W. Anderson, p H. W. Severance, gm P. O. Barnes, cm	Joel Lawhon, pd & sd Lynda Thomas, pmm Dan Williams, ce	Bill Stuckey, sd Wally Williams, fd	Pop.: 380,000 Rad. Hms.: 76,000 Ret. Sls.: \$267,092,000 AP RCA
WINSTON-SALEM								
WAAA	1950	980 1,000-D	Community Bcstg. Service P. O. Box 3119, Hghy. 311 E. 2-4121 Forjoe	Fogor Page Jr., p Gene Sink, gm & pmm	Tom Buckley, cm Larry Williams, pd	Fred Bennett, ce Doris Page, secy.-treas.	Ret. Sls.: \$85,830,000
WAIR	1937	1340 250	WAIR Bcstg. Co. Pepper Bldg. 2-1133	ABC Walker	George Walker, p & gm Jack Weldon, sm Wallace Voigt, cm & nd	Frances Denny, pd Lawrence Patrick, pmm	Lee King, ce John O'Neil, sd Marion Cason, wd	Pop.: 390,700 Rad. Hms.: 91,030 Ret. Sls.: \$250,043,000 Pop.: 1,451,000 Ret. Sls.: \$1,250,000,000 Wld., Cap. AP WE RCA
WAIR-FM	1947	Ch. 226 (B) 93.1mc 34kw					 RCA
WSJS	1930	600 5,000-DA-2	Piedmont Pub. Co. 419-421 N. Spruce St. 5-2311	NBC Headley- Reed	Gordon Gray, p Harold Essex, gm & vp Harry B. Shaw, slm	Johnny Comas, prog. m Leon Lasley, ce Phil Hedrick, opers. m	F. O. Carver, nd Max Ulrich, sd Harvey Dinkins, fd	Pop.: 1,301,214 Rad. Hms.: 294,417 Ret. Sls.: \$1,015,415,000 Assoc. UP WE
WSJS-TV								
WTOB	1947	1380 5,000-D 1,000-N- DA-N	Winston-Salem Bcstg. Co. Inc. 300 S. Stratford 3-4353	CBS, MBS H-R Reps.	James W. Coan, p John G. Johnson, gm Charles W. Brunt, cm Owen Spann, pd & sd	Avery Van Etten, pmm & wd Hassell Bailey, ce	Robert St. Lawrence, nd Johnny Miller, fd Fred L. Honeycutt, ce	Pop.: 670,000 Rad. Hms.: 168,000 Ret. Sls.: \$545,600,000 Thes. AP G

Data corrected to Dec. 10, 1953. If executives or services for FM are same as AM affiliate names are not repeated. Market Data supplied by stations. FM's in *italic*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

NORTH CAROLINA'S WSJS DELIVERS

A 15-COUNTY MARKET
with

\$625,075,000* RETAIL SALES

* Sales Management 1953 Survey of Buying Power

**MORE VALUE FOR YOUR ADVERTISING DOLLAR
ON RADIO - - - AND TV, TOO**

600 Kilocycles **AM- WSJS -TV** Channel 12

NBC
Affiliate

The Journal Sentinel Station
WINSTON-SALEM

Represented by
HEADLEY-REED CO.

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Automobile Ownership 1952	County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Automobile Ownership 1952
Adams	4,910	1,180	\$ 6,855	\$ 1,370	\$ 105	2,640	Morton	19,295	4,550	20,542	3,696	467	7,847
Barnes	16,884	4,420	17,791	3,308	320	8,001	Mountrail	9,418	2,510	9,755	1,629	274	5,305
Benson	10,675	2,410	5,168	1,272	95	4,324	Nelson	8,090	1,870	9,669	1,255	203	3,855
Billings	1,777	470	130	51		776	Oliver	3,091	580	978	293	38	1,137
Bottineau	12,140	3,090	10,097	1,871	253	5,957	Pembina	13,990	3,410	13,543	2,419	204	6,813
Bowman	4,001	970	6,342	1,377	205	2,449	Pierce	8,326	2,020	7,655	1,274	86	3,779
Burke	6,621	1,810	5,353	1,306	154	3,352	Ramsey	14,373	3,550	18,989	2,925	331	6,453
Burleigh	25,673	6,700	40,038	5,020	1,137	11,595	Ransom	8,876	2,270	8,662	1,425	156	4,126
Cass	56,877	15,910	89,819	11,020	2,712	25,023	Renville	5,405	1,460	5,680	1,543	93	2,764
Cavalier	11,840	2,820	9,413	1,537	165	5,164	Richland	19,865	5,170	23,271	3,276	392	9,056
Dickey	9,121	2,380	10,466	1,567	280	4,161	Rolette	11,102	2,060	6,335	1,333	163	3,478
Divide	5,967	1,450	5,664	871	132	3,599	Sargent	7,616	1,840	4,332	987	36	3,413
Dunn	7,212	1,650	5,144	974	102	3,051	Sheridan	5,253	1,270	3,514	546	85	2,359
Eddy	5,372	1,270	5,570	846	135	2,408	Sioux	3,696	610	1,238	510	33	1,027
Emmons	9,715	1,970	8,805	1,699	47	3,831	Slope	2,315	490	442	155		1,247
Foster	5,337	1,460	7,091	1,303	86	2,673	Stark	16,137	3,830	23,033	3,041	567	7,218
Golden Valley	3,499	980	4,900	950	89	2,058	Steele	5,145	1,280	4,042	850	86	2,860
Grand Forks	39,443	10,320	56,450	8,019	1,052	15,216	Stutsman	24,158	5,660	28,314	4,208	599	10,336
Grant	7,114	1,630	5,425	977	187	3,200	Towner	6,360	1,450	5,824	1,110	126	3,273
Griggs	5,460	1,380	5,548	765	87	2,620	Traill	11,359	2,930	12,217	2,029	205	5,983
Hettinger	7,100	1,750	10,783	1,706	191	3,826	Walsh	18,859	4,490	20,116	2,732	383	9,009
Kidder	6,168	1,420	4,467	957	87	2,487	Ward	34,782	9,690	55,118	8,680	1,564	15,396
LaMoure	9,498	2,350	10,307	1,733	178	4,704	Wells	10,417	2,650	9,951	1,708	188	4,862
Logan	6,357	1,350	5,306	682	44	2,747	Williams	16,442	5,500	25,675	4,212	416	9,900
McHenry	12,556	3,090	10,736	2,659	218	5,903	Total	619,636	155,810	\$707,194	\$115,329	\$15,662	285,128
McIntosh	7,590	1,730	9,832	1,858	105	3,395	Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1953, Sales Management; further reproduction unlicensed; automobiles supplied by state.						
McKenzie	6,849	1,840	5,064	1,015	130	3,741							
McLean	18,824	4,870	18,094	4,914	500	8,893							
Mercer	8,686	2,000	7,621	1,866	171	3,934							

DIRECTORY OF AM AND FM STATIONS

BISMARCK

KFYR 1925 KFYR-TV	550 5,000-DA-N	Meyer Bestg. Co. 202 1/2 4th St. 468	NBC Northwest Blair	Mrs. P. J. Meyers, p F. E. Fitzsimonds, gm	R. W. MacLeod, cm Cal Culver, pd Ivar Nelson, ce	Jack Swenson, nd & pmm Doug Anderson, sd Larry Kindle, fd	Pop.: 1,300,000 Rad. Hms.: 3:3,000 Ret. Sls.: \$1,500,000,000	Thes. UP RCA
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DEVILS LAKE

KDLR 1925	1240 250	KDLR Inc. 1025 3d St. 1090	MBS, KBS. Great Northern Lawson	Bert Wick, p & gm Paul R. Lange, cm Wilbur Clemenson, pd	Norman Buckner, pmm & sd Richard Moritz, ce	Hildur Marie Wick, treas. Lois J. Lange, secy. John Patterson, nd	Pop.: 81,000 Rad. Hms.: 19,850 Ret. Sls.: \$65,000,000	SES., Wld. UP WE
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that explains
time-buying and its
effect on
advertising and
public acceptance
and opinion

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*BROADCASTING and TELECASTING Yearbooks may be ordered
as part of a year's subscription at the additional cost of \$2.00 per
copy. Apart from a subscription Yearbooks are \$5.00 each.



DO YOU KNOW THESE FACTS ABOUT WDAY?

WDAY Covers the Nation's Third-Best County in Retail Sales Per Capita*! (\$5579 vs national average of \$3584.)

WDAY Covers America's 73rd Wholesale Market! (Fargo ranks higher in wholesale

sales than many larger cities such as Camden, N. J. and Wilkes-Barre, Pa.)

Fargo's Effective Buying Income Per Family is \$6343, As Against the National Average of \$5086!

WDAY dominates this big market — is a 17-to-1 choice over the next station, according to a survey made by students of North Dakota Agricultural College, among radio listeners in 23 counties around Fargo!

In three of the last four years, WDAY was the top-rated Hooper station on NBC — in one of those years was actually the top-rated Hooper station in the entire nation!

Yes, and these are only *part* of our amazing story. Let your Free & Peters Colonel give you *all* the facts.

*Cass County is third-best among all U. S. counties of 50,000 or over population.

WDAY

FARGO, N. D.

NBC • 5000 WATTS • 970 KILOCYCLES



FREE & PETERS, INC., Exclusive National Representatives

MARKET DATA BY COUNTIES (Continued)

County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Automobile Ownership 1952	County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Automobile Ownership 1952
Sandusky	46,114	14,130	50,814	11,841	1,011	24,151	Washington	44,407	12,830	35,660	9,021	778	18,617
Scioto	82,910	23,800	72,215	19,106	1,810	27,542	Wayne	58,716	16,130	67,131	13,645	1,433	26,839
Seneca	52,978	15,450	55,608	12,841	1,315	25,885	Williams	26,202	8,230	29,008	6,767	582	14,339
Shelby	28,488	8,220	29,300	8,195	631	14,422	Wood	59,605	17,020	53,151	14,761	1,233	28,643
Stark	283,194	84,020	323,480	82,361	7,570	116,734	Wyandot	19,785	5,870	17,221	3,983	400	10,448
Summit	410,032	125,220	485,875	129,012	13,038	172,263	Total	7,946,627	2,375,590	\$8,970,090	\$2,284,987	\$246,148	3,021,633
Trumbull	158,915	46,110	151,263	43,915	3,282	68,253							
Tuscarawas	70,320	20,790	67,636	18,653	1,707	31,056							
Union	20,687	6,030	17,047	3,404	353	10,424							
Van Wert	26,971	8,520	30,410	7,326	565	13,962							
Vinton	10,759	2,970	4,132	1,754	72	3,635							
Warren	38,505	11,160	34,528	8,680	750	18,356							

Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1953, Sales Management; further reproduction uncensored; automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

City	Call Letters	Chan. or Freq.	Licensee	Network	Owner	Executive	Abbreviations	Market Data	Library
Established	Power	Headquarters	Representative	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.	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.	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.	Area (Supplied by station)	News Serv. Transmitter	
AKRON									
WADC	1350	5,000-DA-1	Allen T. Simmons WADC Bldg. JE 5-6165	CBS Holling- bery	Allen T. Simmons, o & oper. Robert B. Wilson, asst. m	Harold Hageman, pd, nd & fd C. S. Williams, sm & pmm Arnold Bock, ce	M. H. Bevan, traffic m & pdm Doc Williams, sd Nina Magno, wd	Pop.: 1,252,390 Rad. Hms.: 347,731	Wld., St. UP Col.
WAKR	1590	5,000-DA-N	Summit Radio First National Tower Hemlock 4-6151	ABC Weed	S. Bernard Berk, p & gm Roger G. Berk, vp & sm	O. Keith Baldwin, cm A. R. Cooper, pd & pmm	Irwin L. Knopp, ce Torey Southwick, fd Bob Wylie, sd	Pop.: 1,252,390 Rad. Hms.: 347,731	Assoc. UP RCA
WAKR-FM	Ch. 248 (B)	97.5mc 4.4kw							
WCUE	1150	1,000-D-DA	Akron Bcstg. 41 S. Main St. Franklin 7114 Forjoe	Tim Elliot, p & gm Jack Maurer, sm Jack Clifton, pd	Jean Elliot, pmm & wd George V. Paul, ce	Kenneth Halterman, nd George Dunlevy, sd	Pop.: 2,500,000 Rad. Hms.: 750,000 Ret. Sls.: \$2,500,000,000	Assoc. UP GE
WHKK	640	1,000 DA-1 L-KFJ	The WHKK Bcstg. Co. 51 W. State St. Blackstone 7101	MBS Bolling	J. B. Maurer, co-m P. R. Herbert, co-m Bruce Blake, pd	Henry Neiderkoffer, ce Max Plaughter, nd Dick Howard, fd	Bill Pierson, sd Lucille McClaren, wd	Pop.: 2,700,000 Rad. Hms.: 786,000	Thes. AP Cont.
ALLIANCE									
WFAH	1310	1,000-D DA	The Review Pub. 2720 S. Union 1-5345	Standard Net. Rambeau	D. A. Peterson, gm Frank LaBarba, cm R. A. Gates, pd	Gene Peterman, ce Bud Stone, nd	Tony Gates, fd Ed Krahling, sd	Pop.: 1,103,000 Rad. Hms.: 309,717 Ret. Sls.: \$1,179,617,000	
WFAH-FM	Ch. 269 (A)	101.7mc 1kw							

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Wcue... the station that's **FIRST** with Akron retailers

A current monitor report shows that more retailers use WCUE than any other Akron Station. These retailers can check results directly, and they find they get more direct sales for their advertising dollar on WCUE. Take a tip from the advertisers who are close enough to know. Contact WCUE soon. Independent and outstanding.



See your FORJOE man for details

ASHLAND WATG 1950	1340 250	Ashland Bcstg. Co. Ashland- Mansfield Rd. 2-1573	MBS McGillvra	Robert S. Burke, p Eugene E. Mills, gm & cm Richard Leidy, pd	Don Holzapfel, sm & pmm Richard Matthes, ce Don Coffman, fd	Wayne Byers, sd Cathy Donges, wd	Pop.: 120,000 Rad. Hms.: 35,000 Ret. Sls.: \$150,000,000	Thes. AP RCA
WATG-FM 1947	Ch. 267 (B) 101.3mc 10.2kw							
ASHTABULA WICA 1937 WICA-TV DA-2	970 5,000-D 1,000-N DA-2	WICA Inc. 32-126 McGillvra	D. C. Rowley, p John Colin, gm Donald Fasset, cm John Strasen, pd	George Murray, office m Frank Bernato, ce Charles Mandrake, asst. pd	Ralston Smith, nd Andy Holecko, sd Macklin Grove, fd Patricia Sharp, wd		Wid. UP RCA REL.
WICA-FM 1949	Ch. 279 (B) 103.7mc 40kw							
ATHENS WATH 1950	1540 1,000-D	A. H. Kovlan & J. D. Sinyard Box 502 3-1360 Con- tinental	A. H. Kovlan, co-o, gm & ce	J. D. Sinyard, co-o, cm & pmm Ted Covert, pd & fd	Jerry Boles, nd Robert Carano, sd	Pop.: 110,000 Rad. Hms.: 27,000 Ret. Sls.: \$80,000,000	
BELLAIRE WTRF 1947 WTRF-TV	1290 1,000-D	Tri-City Bcstg. Co. Woodmont Bellaire 1515	MBS Holling- bery	Thomas M. Bloch, p Robert W. Ferguson, vp & gm H. Needham Smith, cm	Franklin R. Curtis, pd William Greaver, pmm Howard L. Dauben- meyer Jr., ce	George Diab, nd & sd Paul Howard, fd Joanne Dunn, wd	Pop.: 350,000 Rad. Hms.: 340,000 Ret. Sls.: \$225,000,000	Assoc. AP GE
WTRF-FM 1947	Ch. 263 (B) 100.5mc 20kw						Pop.: 400,000 Rad. Hms.: 75,000	
BELLEFONTAINE WOHP 1952	1390 500-D	Lake Erie Radio & Tv Corp. 6681	KBS	Ted Nelson, p Pat Shannon, vp & nd	Frank Cummins, gm & sd Chester Terry, ce	Joe Smith, fd Nina Lewis, wd	Pop.: 40,000 Rad. Hms.: 21,000	AP G
BOWLING GREEN WWBG (CP)	730 750-D DA	Howard A. Ward Kell Lumber & Supplies Co.						
CAMBRIDGE WILE 1948	1270 1,000-D	Land O'Lakes Bcstg. Corp. 917 Beatty Ave. 4-5605	KBS	H. D. McClelland, p Howard A. Donahoe, evp	Bruce Meighen, sls. d & pmm Albert G. Engel, ce & fd	David C. Lorimer, pd & nd Don Evans, sd Thelma Granitsas, wd		Wid. AP Ray.
CANTON WAND 1947	900 500-D	P. C. Wilson 106 High Ave., N.W. 6-8396 Best	P. C. Wilson, o Fred Coukart, gm Frank Grosjean, cm	James Wilson, pd Robert Van Dyke, ce	Woody May, nd Ralph Pidcock, sd	Pop.: 750,000 Rad. Hms.: 225,000 Ret. Sls.: \$1,000,000,000	Cap., St. AP GE
WCMW 1946	1060 1,000-D	Stark Bcstg. Corp. Hills & Dales Rd., NW 5-9475 McGillvra	S. L. Huffman, p Clark L. Dozer, sm Jack R. Hale, cm	Gene Dillon, pd, nd, fd & sd	Jane Thomas, pmm & wd William Waechter, ce	Pop.: 1,063,352 Rad. Hms.: 257,862 Ret. Sls.: \$719,558,000	Wid., Thes. AP RCA
WHBC 1925	1480 5,000-DA-N	Ohio Bcstg. Co. 550 S. Market Ave. 6-7166	ABC Venard	Roy D. Moore, p G. Gordon Strong, gm Eugene Carr, radio d Robert C. Fehlman, m Paul E. Gilmore, cm	Robert Breen, pd Kenneth Sliker, ce Wilbur Jameson, trans. sup.	Charles Pickens, mus. d Al Frances, nd Bob Krahlung, fd Jim Muzzy, sd Carol Adams, wd	Pop.: 1,412,000 Rad. Hms.: 328,000	
WHBC-FM 1948	Ch. 231 (B) 94.1mc 15kw							
CHILLICOTHE WBEX 1947	1490 250	Shawnee Bcstg. Co. 27 E. 2nd St. 3-2244	ABC Buckeye Grant	John Halliday, p Truman A. Morris, gm	Wm. R. Mnich, sm & cm James Eldridge, pd, pmm & nd	Henry Dornhuber, ce Dave Achor, sd & fd	Pop.: 64,000 Rad. Hms.: 14,000 Ret. Sls.: \$2,325,918,100 AP WE
CINCINNATI WCIN 1953 WCIN-TV DA	1480 1,000-D DA	Robert W. Rounsaville Mulberry 7600 Forjoe, Dora- Clayton	Robert W. Rounsaville, o William Wagner, m & cm	Larry Dean Faulkner, pd & nd Ralph Johnson, pmm Joseph McCormack, ce	Paul B. Cram, tech. d Charles Scruggs, fd Charles Gordon, sd Odessa Monrow, wd		
WCKY 1929	1530 50,000-DA-N	L. B. Wilson Inc. Hotel Sheraton Gibson Cherry 6565 Welstead	L. B. Wilson, p & gm C. H. Topmiller, evp & ce Geo. H. Moore, loc. slm Jeanette Heinz, traffic m	Bob Fleming, pmm Arthur D. Gillette, studio tech. sup. Norman Ponte, trans. sup.	Paul Sommerkamp, sd Vee James, wd John Murphy, nd Marty Roberts, fd	Ret. Sls.: \$1,035,997,000	Assoc., St. INS GE

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 All-American Family Station"

AWARDED 1st PLACE* FOR OUTSTANDING NEWS PROGRAMS!

*AFTRA AWARDS

NAT'L. REP. FORJOE & CO.

City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	Executive Abbreviations Owner or Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter	
	WCPO 1928 WCPO-TV	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, cm Earl Corbett, pd Richard Zavon, pmm	Paul Adams, ce Robert Otto, nd Waite Hoyt, sd	L-W UP WE
	WCPO-FM 1949	Ch. 285 (A) 105.1mc 12.5kw						
	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 Kenneth W. Church, vp & natl. cm Hubbard Hood, loc. cm	Byron Taggart, pd Lila Lambert, pmm Wilford H. Kennedy, ce	Tom McCarthy, nd & fd E. J. Kennedy Jr., sd Barbara Cameron, wd	Rad. Hms.: 482,000 L-W AP WE
	WKRC-FM 1947	Ch. 270 (B) 101.9mc 15.5kw						
	WLW 1922 WLWT (TV)	700 50,000	Crosley Bcstg. Corp. 140 W. 9th St. Cherry 1822	MBS, NBC	Jas. D. Shouse, chmn. of bd. Robert E. Dunville, p & gm Ward Quaal, vp H. M. Smith, vp, ch. sls.	Carlos Franco, gen. slm. Chester Herman, pd Frederic Gregg, dir. client sv. dept. K. T. Murphy, vp & treas.	R. J. Rockwell, vp, ch. eng. Gilbert Kingsbury, vp, ch. pub. rel. Terry Flynn, nd Robert Miller, fd	Pop.: 1,769,000 Rad. Hms.: 3,313,660 Ret. Slis.: \$11,114,445,000 Thes. UP Cros.
	WSAI 1923	1360 5,000-DA-N	Gordon Bcstg. 115 East Fourth St. Main 1068	ABC Avery- Knodel	Sherwood R. Gordon, p & gm Tom Thuman, cm	Charles Black, pd Yvonne Monsell, pmm Jonas Heiser, ce	Bill Robbins, nd Dick Baker, sd Marilu Case, wd	Pop.: 2,314,464 Rad. Hms.: 693,412 Ret. Slis.: \$2,338,561,000 L-W WE
CLEVELAND								
	WDOK 1950	1260 5,000-DA-2	Civic Bcstrs. Inc. 1515 Euclid Ave. Florida 1-1834 Everett- McKinney	R. Morris Pierce, p & gm Fred Wolf, cm & asst. to p	Ralph Quay, pd & asst. m Clifford Ormiston, ce	Walter Kay, nd Joe Mayer, sd	Pop.: 1,604,285 Rad. Hms.: 494,128 Ret. Slis.: \$2,927,652,000 Wld. SES. UP, INS RCA
	WERE 1949 WERE-TV	1300 5,000-DA-1	Cleveland Bcstg. 1501 Euclid Ave. Bulkyer Bldg. Superior 1-9600 Venard	Ray T. Miller, p Richard M. Klaus, gm Richard C. Arbuckle, cm	Ed Stevens, pd & pmm Harry Dennis, ce	Jerry Bowman, nd Ellen Marshall, wd	Pop.: 1,763,918 Rad. Hms.: 536,000 Ret. Slis.: \$2,004,071,000 Wld. AP, INS RCA
	WERE-FM 1948	Ch. 253 (B) 98.5mc 20kw						
	WGAR 1930	1220 50,000-DA-1	Peoples Bcstg. Corp. Hotel Statler PR 1-0200	CBS Christal, Radio Times Sales Ltd.	Herbert Evans, p Carl E. George, gm John B. Garfield, cm Reginald P. Merridew, pd Julius Glass, pmm Robert A. Fox, ce	Gertrude Hunkin, per- sonnel d Robert C. Smith, pub. rel. d Lloyd C. Wingard, studio sup.	Donald McCollister, trans. sup. Charles Day, nd William McColgan, sd Meg Zahrt, wd	Pop.: 4,517,900 Rad. Hms.: 1,312,320 Ret. Slis.: \$4,666,614,000 Wld. UP, INS RCA
	WGAR-FM 1952	Ch. 258 (B) 99.5mc 31kw						
	WHK 1921	1420 5,000-DA-N	United Bcstg. Co. 5000 Euclid Ave. Express 1-5000	MBS Headley- Reed	Sterling E. Graham, p Kenneth K. Hacka- thorn, gm William K. Brusman, cm	C. M. Hunter, pd John Wyman, pmm Ralph DeLany, ce James Aubele, pdm	John Pluntze, nd Paul Wilhelm, publ. d William Gannon, sd Eleanor Hanson, wd AP WH
	WHK-FM 1947	Ch. 264 (B) 100.7mc 11.5kw						
	WJMO 1947	1540 1,000-D	Friendly Bcstg. Co. 2157 Euclid Ave. Superior 1-4424	United	Richard Eaton, p	Paul Nakel, sm Leonard Adams, cm	C. C. Courtney, ce	L-W UP Ray.
	WJW 1943	850 5,000-DA-1	WJW Inc. 1375 Euclid Ave. Superior 1-0101	ABC H-R Reprs.	William M. O'Neil, p William Lemmon, gm & evp H. W. Waddell, sls. vp	P. W. Lawrence, treas. Gerald G. Roberts, engng. vp Bruce MacDonald, pd	Florence Roth, pmm Thomas Carson, nd James Graner, sd Jane Stevens, wd	Pop.: 3,238,000 Rad. Hms.: 961,710 Ret. Slis.: \$1,646,265,000 Assoc. UP WE
	WJW-FM 1948	Ch. 281 (B) 104.1mc 19kw						St. WE

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GETTING INTO EASTERN OHIO

PLUS WESTERN PENNSYLVANIA AND WEST VIRGINIA

RADIO HOMES IS A PUSHOVER WITH
WVVA WHEELING, W. VA.

WVVA

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SELLING 24 HOURS EVERY DAY

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in
Cincinnati!*

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**MORE SOUND REASONS TO BUY THE
5000 SELLING WATTS OF WSAI**
The New Sound in Cincinnati!

New Sound ENTERTAINMENT...

from big-time music to local news and hamemaker views . . . supplemented by the widest variety of A B C attractions. Smart advertisers are profiting from our happy new balance of audience-pulling entertainment.

New Sound SHOWMANSHIP...

sparked by the fresh new ideas of the Gordon Broadcasting Company, salesmanship is the keynote of our showmanship . . . every personality in our talent shop is a shawman . . . ready to sell for you!

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"follow thru" at point-of-sale means more profit for you. Our complete merchandising planning department is at your service . . . to show you how to make more money out of radio!

SHERWOOD R. GORDON
President and General Manager

OHIO

City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	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, rd, sd, wd.	Executive Abbreviations	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter	
CLEVELAND—(Contd)									
WTAM	1100		National Bcstg.	NBC	Sylvester L. Weaver Jr., p (NBC)	Charles F. Hutaff, adv. prom. & mrchdsng. d	S. E. Leonard, engr. in chg.	Pop.: 2,500,000 Rad. Hms.: 1,000,000 Ret. Sls.: \$2,000,000,000	Thes. AP, UP RCA
1923	50,000		Co. Inc. 815 Superior Ave. Cherry 1-0942	NBC Spot Sales	Robert W. Sarnoff, evp (NBC)	Brooke Taylor, pd Clement G. Scerback, pmm	Edward R. Wallace, n & sp. events d Tom Manning, sd		
WNBK(TV)					Lloyd E. Yoder, gm William P. Dix Jr., slm				
WTAM-FM	Ch. 239 (B)								
1948	105.7mc 14kw								
CLEVELAND HEIGHTS									
WSRS	1490		WSRS Inc.	Tri-State	S. R. Sague, p & pd	Robert Leedham, ce	Bob Engel, nd	Pop.: 1,500,000	L-W
1947	250		2156 Lee Rd. Erieview 1-2005	Forjoe	W. L. Dougherty, cm	G. P. Bickford, secy.	Danny Landau, sd	Rad. Hms.: 500,000	AP RCA SES. INS
WSRS	Ch. 237 (A)								
1947	95.3mc, 1kw								
COLUMBUS									
WBNS	1460		Radioho Inc.	CBS	Richard A. Borel, gm	Jim Yerian, pmm	Bill Zipf, fd	Pop.: 1,288,000
1924	5,000-D		33 N. High St. Adams 9265	Blair	W. I. Orr, cm Geer Parkinson, pd	Lester H. Nafzger, ce Chet Long, nd	Bill Corley, sd Fern Sharp, wd	Rad. Hms.: 368,000 Ret. Sls.: \$1,500,000,000	AP
WBNS-TV	1,000-N-DA-N								
1922	1230		Air Trails Inc.	ABC	Charles Sawyer, p	John Q. Doty, cm	Mary Hart, pmm & wd	Pop.: 522,984	Wld.
1921	250		E. Broad at Young St. Main 4581	H-R Reps.	J. Pattison Williams, evp Charles Reeder, sm	Myles R. Foland Jr., pd	Harold E. Beard, ce Walter Furniss, nd	Rad. Hms.: 155,310 Ret. Sls.: \$558,175,000	UP
WCOL-FM	Ch. 222 (A)								
1949	92.3mc 33kw								AP WH
WHKC	610		United Bcstg. Co.	MBS	Sterling Graham, p	John B. Moses, pd	Budd Sweeney, nd	Pop.: 2,691,200	L-W
1921	5,000 DA-N		22 East Gay St. Adams 1101	Raymer	Carl M. Everson, gm Harry H. Hoessly, cm & pmm	William C. Minor, ce	& sd George Zeis, fd Ann Duffy, wd	Rad. Hms.: 784,480 Ret. Sls.: \$2,754,504,000	UP, INS RCA
*WOSU	820		Oh'o State U.	NAEB	Howard L. Bevis, p	William H. Ewing,	Larry Sarbaugh, fd		Thes.
1922	5,000		University 3148	Robert C. Higgy, d & ce	prog. sup.	Frank Stevens, sd		UP
WOSU-TV	L-WFAA, WBAP		ext. 711			William Wilcox, pmm	Cleora Ewalt, wd		RCA
WVKO	1580		Sky Way Bcstg.	Buckeye,	Col. Gustav Hirsch, p	Janet Clark, pmm & wd	John Terry, nd	Pop.: 778,000	Assoc., Cap.
1951	1,000-D DA		Corp. 274 S. 3d St. Main 5247	Standard Forjoe	Bert Charles, gm & pd Charles Wm. Arthurs, slm	J. W. Hammett, ce	Bob Howard, sd	Rad. Hms.: 221,000 Ret. Sls.: \$832,000,000	UP WE
WVKO-FM	Ch. 234 (B)							Pop.: 850,000 Rad. Hms.: 225,000 Ret. Sls.: \$832,000,000	
1948	94.7mc 52kw								
COSHOCTON									
WTNS	1560		Coshocton Bcstg.	Bruce Wallace, p & gm	Robert Barrick, pmm	Bill DuBois, fd	Pop.: 100,000	Thes.
1947	1,000-D		114 N. 6th St. 1560	James T. Sigman, cm Stanley C. Robinson, pd, nd & sd	Elmer Moravecky, ce	Joellen Irwin, wd	Rad. Hms.: 27,377 Ret. Sls.: \$122,000,000	UP Ray.
DAYTON									
WHIO	1290		Miami Valley	CBS	James M. Cox Jr., p	Wade H. Alley, pd	Fred Brophy, nd		St.
1935	5,000-DA-N		Bcstg. Corp. 45 S. Ludlow St. Adams 2261	Holling- bery	Robert H. Moody, gm Walter E. Wolaver, cm	Charles E. Gay, pmm Ernest L. Adams, ce	Louis Emm, sd Madeline Wise, wd		AP, UP, INS WE
WHIO-TV									
WHIO-FM	Ch. 256 (B)								
1946	99.1mc 19kw								

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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



YOUNGSTOWN, OHIO

WFMJ

YOUNGSTOWN, OHIO

**PRODUCES
RESULTS**

NBC
affiliate with
planned music
programming;
Local & world news
19 times daily;
Sports, scores
5 times daily



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WFMJ

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THE
NBC
AFFILIATE
SERVING
OHIO'S 3rd
MARKET

OHIO

City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	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	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
DAYTON (Cont'd)								
WING 1924	1410 5,000 DA-N	Great Trails Bcstg. Corp. 121 N. Main Hemlock 3773	ABC, Air Trails H-R Reps.	Charles Sawyer, p & co John Pattison Wil- liams, evp	Adna H. Karns, gm James Venable, pmm Howard Ryan, ce Jack Zeigen, nd	Bill Kehl, sd Betty Ann Horstman, wd	Pop.: 968,050 Rad. Hms.: 287,481 Ret. Sls.: \$475,000,000,000	Wid. AP Col.
WONE 1949 WIFE(TV)	980 5,000-DA-2	Skyland Bcstg. Corp. 380 W. First St. Michigan 6501	Headley- Reed	Ronald B. Woodyard, p, gm & pmm Louis G. Froelich, gm	Ranny Daly, pd Stanley A. Beck, ce	C. J. Thornquest, natl. slm		Cap. AP RCA
DEFIANCE								
WONW 1948	1280 500-DA-N	Tri-State Bcstg. Inc. U. S. Route 24 3-2226	Devney	R. W. Crowell, p Glenn R. Thayer, vp & gm	Paul R. Murphy, pd	William Dommer, sd		Assoc. AP G
DOVER								
WJER 1951	1450 250	Dover Bcstg. Co. Inc. 210 Boulevard 4-2126	KBS Best	Agnes Jane Reeves Greer, p W. B. Stels, gm John Needs, cm	Bob Valligwette, pd Don Graff, ce Rex Ridenour, nd	Bill Burton, fd Jim Wendling, sd Joye Beal, wd	Pop.: 75,000 Rad. Hms.: 22,000 Ret. Sls.: \$60,107,000	Wid. UP Col.
EAST LIVERPOOL								
WLIO 1948	1570 1,000-D	Pottery Bcstg. Co. 6th & Walnut Main 5190	KBS Schapp- Reiner	Paul Bron Saliner, p, gm & pmm Van Lane, cm, pd & sd	George Kelly, ce Frances Ledman, con- tinuity d	Dale Smith, nd Slim Young, fd Bette Martin, wd	Pop.: 225,000 Rad. Hms.: 110,000	
WOHI 1949	1490 250	East Liverpool Bcstg. Corp. 516 Market St. P. O. Box 156	ABC Standard	Richard V. Beatty, p Robert E. Metcalfe, gm, pd & fd	George T. Farrall, cm William Siebenthal, ce Connie Buck, nd	James Lowery, sd Mary Jane Ready, wd		
ELYRIA-LORAIN								
WEOL 1948	930 1,000-DA-2	Elyria-Lorain Bcstg. Co. Eyria Saving & Trust Bldg. 2255	Walker	Roy W. Ammel, p Alex Buchan, gm & cm Joseph L. Fredericks, pd	Ronald A. Barrett, pmm Win. Albrecht, ce Douglas Lillico, pdm	Les Clark, nd Chas. Coles, fd Jess Stevens, sd Dorothy Dunbar, wd	Pop.: 200,000 Rad. Hms.: 57,000 Ret. Sls.: \$202,400,000	Wid. UP RCA
WEOL-FM 1948	Ch. 297 (B) 107.3mc 15kw							
FINDLAY								
WFIN 1941	1330 1,000-D	Findlay Pub. Co. 500 1/2 S. Main St. 1330	McGillvra	R. L. Heminger, p Harold H. Heminger, gm & cm	Jack E. Douglas, pd Allen P. Dudley, pmm	Edward Smith, ce		Thes. AP, UP, INS Col.
WFIN-FM 1948	Ch. 263 (B) 100.5mc 8.2kw							
FOSTORIA								
WFOB 1952	1430 1,000-DA-2	Seneca Radio Corp. P. O. Box 589 5666	KBS	Andrew Emerine, p Melvin L. Murray, gm, secy. & sd	Roger V. Wise, cm Robert G. Kuhn, pd, nd & fd	Farrel F. Elsea, ce		Cap., SES. UP RCA
WFOB-FM 1946	Ch. 244 (A) 96.7mc 1kw							Wid. GE
FREMONT								
WFRO 1949	900 500-D	Wolfe Bcstg. Co. 905 W. State St. Federal 2-3951	Best	Robert F. Wolfe, p R. C. Force, mngng. d & cm	Frank Swartz, pd Allen Kaubel, ce	Arthur Smith, nd & sd Earl Hurst, fd	Pop.: 1,066,703 Rad. Hms.: 261,012 Ret. Sls.: \$1,231,149,000	Thes. INS Ray
WFRO-FM 1946	Ch. 257 (A) 99.3mc 1kw							St. UP GE
GALLIPOLIS								
WJEH 1950	990 250-D	Ohio Valley on the Air Inc. Box 244 1160	KBS	John E. Halliday, p Truman A. Morris, gm Marianne B. Campbell, sm	William M. Watterson Jr., pd K. W. Robinson, pmm Edgar Atkins, ce	Melba Thornton, nd Dick Wells, fd Jim Brannon, sd Eleanore Fuller, wd	Pop.: 104,900 Rad. Hms.: 27,960 Ret. Sls.: \$71,586,000	Cap. UP G
HAMILTON								
WMOH 1944	1450 250	Fort Hamilton Bcstg. Co. 2d National Bank Bldg. 4-6543	Grant	Robert J. Briede, p Robert L. Odson, gm Raymond Motley, cm & sd	Norman Keller, pd Don J. Meeks, pub. rel. Gerard Cain, ce	Kenneth Maloney, nd George Wilson, fd Milly Soule, wd	Pop.: 1,424,946 Rad. Hms.: 339,664 Ret. Sls.: \$110,000,000	L-W UP Col.
WMOH-FM 1948	Ch. 278 (A) 103.5mc 8.7kw							
IRONTON								
WIRO 1951	1230 250	Iron City Bcstg. Co. Radio Plaza 280	MBS McGillvra	Ted Nelson, p C. E. McElroy, gm & cm	Jay Brushart, pd, pmm, nd & sd C. A. Baker, ce	W. P. Shannon, vp Bill Trowbridge, fd Donna Secrist, wd	Pop.: 110,000 Ret. Sls.: \$75,000,000 AP G
JACKSON								
WLMJ 1953	1280 1,000-D	WLMJ Inc. 850	KBS	Frances D. Moore, p Truman A. Morris, gm Don Hughes, sm & pd	Hank Dornhuber, ce Art Farrar, nd	Harold Adkins, fd Bill MacDonald, sd Donna Secrist, wd	Pop.: 65,723 Rad. Hms.: 22,000 Ret. Sls.: \$50,500,000	
LANCASTER								
WHOK 1948	1320 500-D	Hocking Valley Bcstg. Corp. N. Memorial Dr. 4500	McGillvra	Dr. Nelson R. Embrey, p & gm James Tidd, sm & pd	Roy Stinglery, pmm & sd Ron Johnson, nd	Roy McCollum, fd Eleanor Blazer, wd	Pop.: 178,828 Rad. Hms.: 44,707 Ret. Sls.: \$33,965,000	Thes. UP G
LIMA								
WIMA 1948 WIMA-TV	1150 1,000-DA-N	N. W. Ohio Bcstg. Corp. 223 N. Main St. 3-2660	ABC Weed	G. E. Hamilton, p R. W. Mack, gm C. B. Heller, cm	Easter Straker, pd & wd Robert McDermott, pmm & fd	Albert Smith, ce Tom Wade, nd Bill Frink, sd	Pop.: 700,000 Rad. Hms.: 190,000 Ret. Sls.: \$550,000,000	----- AP RCA
WIMA-FM 1948	Ch. 271 (B) 102.1mc 15.5kw						 WH

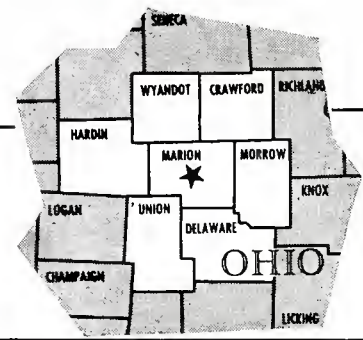
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WLOK 1936 WLOK-TV	1240 250	WLOK Inc. 1424 Rice Ave. 6-3411	NBC H-R Reps	L. A. Pixley, p R. O. Runnerstrom, evp Perry Beaumont, asst. gm	Lawrence Webb, natl. slm. John U. Voorhees, loc. slm. William Huffman, pd	Margaret Miller, pmm Darrel Hunter, ce Joe Rex, nd Tom Hamlin, sd Marian Fletcher, wd	Pop.: 235,545 Rad. Hms.: 67,298 Ret. Sis.: \$236,912,000	Wid. UP RCA	
MANSFIELD									
WMAN 1939	1400 250	Richland Inc. Ohio Theatre Bldg. 4235	ABC Venard	Mrs. M. F. Rubin, co J. M. O'Hara, p, gm & cm Robert A. James, pd	Carl C. Kindt, pmm William E. Morrison, ce Richard Kline, nd	Richard Drury, sd Pres Roper, fd Billie Worden, wd	Pop.: 138,000 Rad. Hms.: 32,820 Ret. Sis.: \$80,000,000	L-W AP RCA	
MARIETTA									
WMOA 1946	1490 250	Wm. G. Wells Hotel Lafayette, 1690	MBS McGillvra	W. G. Wells, p R. Sanford Guyer, gm & cm	Thomas Butscher, pd & pmm Charles Clark, ce Dick Marion, nd	Gene Bowen, fd Dave Pyles, sd Paula Carr, wd	Pop.: 100,000 Rad. Hms.: 38,000	UP Col.	
MARION									
WMRN 1940	1490 250	The Marion Bcstg. Co. P. O. 518 2-6666	ABC	Robert T. Mason, p & gm Arthur L. Martin, cm	Robert T. Mason Jr., pmm F. Joseph Peters, ce Joe Ionne, nd	Charley Might, fd Ed Paulin, sd Madge Cooper, wd	Pop.: 250,000 Rad. Hms.: 55,000 Ret. Sis.: \$200,000,000	Thes. UP RCA	
WMRN-FM 1953	Ch. 295 (B) 106.9mc 25kw								Pop.: 875,000
MIDDLETOWN									
WPFB 1947	910 1,000-D 100-N	Paul F. Braden Central Ave. 2-3625	Paul F. Braden, p, natl. com. slm. George D. Lummis, pd Ray W. Iglehart, pmm	Laurace H. Beckwith, ce Thomas P. Hogan, asst. m	Dan Humphreys, nd Homer Tingle, fd Warren Johnson, sd Fern Troutvine, wd	Pop.: 2,000,000 Rad. Hms.: 500,000	L-W AP	
MT. VERNON									
WMVO 1953	1300 500-D-DA	The Mt. Vernon Bcstg. Coshocton Rd., Box 390 2-0946	Buckeye, Standard	Dr. Charles Tramont, p Mrs. Charles M. Zelko- witz, gm, cm & wd	Charles M. Zelkowitz, secy-treas. George Bennett, pd & sd	Eugene Phillips, ce Charles Kilkenny, nd & fd	Pop.: 13,000 Rad. Hms.: 98% Ret. Sis.: \$24,400,000		
WMVO-FM 1951	Ch. 229 (B) 93.7mc 3.2kw								
NEWARK									
WCLT 1949	1430 500-D	Advocate Printing Co. 27 W. Main St.	Buckeye, Standard Meeker	Frank W. Spencer, p Thomas A. Rogers, gm Robert H. Pricer, cm	John Fisher, pd Ben Windle, ce	Ned Stout, n & fd Ken Mack, sd		Thes. AP G	
WCLT-FM 1947	Ch. 262 (B) 100.3mc 8.5kw	4007						 GE



Take a Big Bite...

Here's one garden spot where you'll be in—not out—if you eat the apple. Our 7-county garden is prosperous, diversified, growing—filled with new industries and quarter-of-a-million people with money to spend. And our radio station now beams more power than ever over this rich North Central Ohio Market. In addition we've added FM to give you the best value ever in this Midwest seller's paradise.



W M R N AM and FM

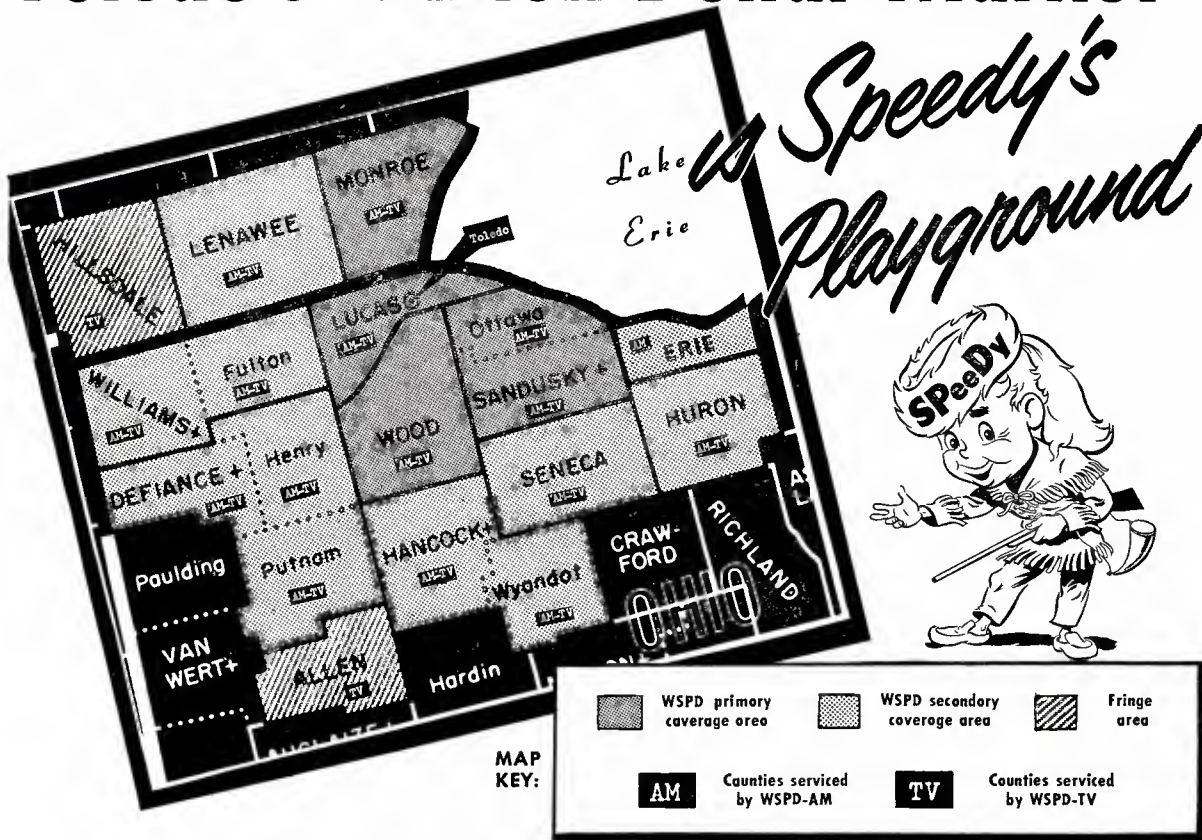
ABC in MARION, OHIO

OHIO

City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	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	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter	
PIQUA									
	WPTW 1947	1570 250-D	Miami County Bcstg. Co. inc. 1625 W. Covington Ave. 1420	Richard E. Hunt, p, gm & cm Robert C. Bubb, pd, sm & pmm	Dallas Davis, ce Bill Fox, nd & fd Bill Mills, sd	Minabelle Hutchins, wd	Pop.: 400,000 Rad. Hms.: 105,380 Ret. Slis.: \$277,000,000	Wld. AP Col.
PORTSMOUTH									
	WNXT 1951	1260 1,000-DA-1	Portsmouth Bcstg. Co. Masonic Bldg. P. O. Box 1228 2-1961	ABC Everett- McKinney	Marshall Rosene, p, gm & cm Phil Phillips, pd & pmm	Russell Newman, ce Roger Gannem, nd Geo. Wood, fd	Jack Hurst, sd Lucile Graham, wd	Pop.: 150,000 Rad. Hms.: 30,000 Ret. Slis.: \$75,000,000	St. UP Ray.
	WPAY 1935	1400 250	The Scioto Bcstg. Co. 1009 Gallia St. 3-2111	CBS Venard	Roy D. Moore, p Eugene Carr, vp Gerald F. Boyd, m	O. T. Dresbach, office m Edward G. Sheridan Jr., pd	Marvin M. Reed, pmm Maurice L. Myers, ce Frank Balmert, nd Bill Green, sd		Assoc. AP RCA
	WPAY-FM 1948	Ch. 281 (B) 104.1mc 7kw							
SANDUSKY									
	WLEC 1947	1450 250	Lake Erie Bcstg. Cleveland Rd. & Huntington Ave. 5170	MBS Holman	Jay E. Wagner Jr., p, gm & su Ralph S. Silver Jr., cm Robert Hinners, pd	Kathryn D. Heiser, pmm Jay Leibach, ce Louis E. Mahla, asst. m	Ray Sherman, nd James Londot, fd Nancy Lake, wd	Pop.: 250,000 Rad. Hms.: 247,500 Ret. Slis.: \$944,547	Wld., Thes. UP RCA
SPRINGFIELD									
	WIZE 1940	1340 250	Radio Voice of Springfield, Inc. 117 W. High St. 3-4955	ABC H-R Repts	Charles Sawyer, p John Pattison Wil- liams, evp Adna H. Karns, vp & gm	Virginia Bennett, m John McEnaney, pd & pmm	Victor Bushong, ce Fred Weber, nd, fd & sd Alice Bahan, wd	Pop.: 252,100 Rad. Hms.: 73,856 Ret. Slis.: \$271,206,000	Wld. AP RCA
	WJEL 1947	1600 500-D	Champion City Bcstg. 120 S. Limestone 3-4676 McGillvra	Geo. R. Walker, p, nd & fd Robt. L. Yontz, gm	Lucile Collins, pd Myron Maddex, ce	Vinc Shannon, sd Joan Warren, wd	Pop.: 762,000 Rad. Hms.: 239,800 Ret. Slis.: \$890,000,000	Thes. INS RCA
	WWSO 1947	1210 250-D	Radio Springfield, Chamber of Commerce Bldg. 3-6488 Gill- Perna	Bradley Kincaid, p R. K. Wood, gm & cm Ford Rush Jr., pd	Vernon B. Yeich, ce Von Crabill, nd & sd	H. Norman Geron, fd Jean Adams, wd	Pop.: 730,000 Rad. Hms.: 185,000 Ret. Slis.: \$800,000,000 AP Col.
STEUBENVILLE									
	WSTV 1940	1340 250-D	WSTV Inc. Exchange Realty Bldg. Atlantic 2-6265	MBS Avery- Knodel	John J. Laux, gm & cm Joseph M. Troesch, asst. gm Harry W. Birrell Jr., pd	Charles Shepherd, ce Scott McMurray, nd	Francis Taylor, fd 'Red' Donley, sd	Pop.: 295,778 Rad. Hms.: 80,926 Ret. Slis.: \$288,688,000	Wld. UP WE
	WSTV-FM 1947	Ch. 278 103.5mc 2kw						Pop.: 2,839,942 Rad. Hms.: 755,981 Ret. Slis.: \$2,877,231,000	
TOLEDO									
	WOHO (CP)	1470 1,000 DA-2	The Midwestern Bcstg. Co.		Russell Gohring, vp & gm				
	WSPD 1921	1370 5,000-DA-N	Storer Bcstg. Co. 136 Huron St. Adams 3175	NBC Katz	George B. Storer, p Allen L. Haid, gm & vp	Westford Shannon, cm Emerson Kimble, pd William Ashworth, merc. d	William Stringfellow, ce Jim Uebelhart, nd	Pop.: 625,000 Rad. Hms.: 182,630 Ret. Slis.: \$723,133,000	L-W UP, INS WE
	WSPD-FM 1947	Ch. 264 (B) 101.5mc 20kw						 RCA
	WTOD 1946	1560 1,000-D	Unity Corp. 515 Madison Ave. Garfield 5551	Forjoe	Edward Lamb, p Sunne Miller, gm & pmm Edward Boissy, cm	Richard Rice, pd & nd Robert Sowers, ce	A. Mulberry, fd Orris Tabner, sd Barbara Baker, wd	Pop.: 800,000 Rad. Hms.: 269,000 Ret. Slis.: \$1,005,026,000	L-W AP Ray.
	WTRT(FM) 1946	Ch. 260 (B) 99.9mc 10kw	(WTOD, Am Affiliate)						
	WTOL 1938	1230 250	Community Bcstg. Co. Bell Bldg. Adams 3291	ABC Raymer	Frazier Reams, p Thomas S. Bretherton, gm	R. H. Edsall, slm Robert Krieghoff, pd	Harold Holmes, ce Doug Tabner, sd		St. AP, UP WE
	WTOL-FM 1949	Ch. 284 (B) 104.7mc 1.3kw							
WARREN									
	WHHH 1941	1440 5,000-DA-2	The Warren Tribune Radio Station Inc. 108 Main St. 2212-9	MBS Rambeau	Helen Hart Hurlbert, p Carl J. Raymond, gm, cm & pd	Peter W. Mesner, pmm Robert E. Hardy, ce	George Raymer, nd Danny Shaver, sd		Assoc., SES. AP RCA
WASHINGTON									
	WCHO 1952	1250 500-D	Court House Bcstg. Co. P. O. Box 268 5-6211	KBS	W. N. NunGesser, p Leon Lloyd, gm & cm Carl Egbert, ce	Ronald W. Arnold, pdm	Perse Harlow, nd Bob Terhune, fd	Pop.: 150,000 Rad. Hms.: 35,000 Ret. Slis.: \$50,000,000	Thes., SES. AP
WAVERLY									
	WPKO (CP)	1380 1,000-D DA-1	Hi Kinco Bestrs.		Donald E. Kinker, co- o, gm & ce Alice Hively, co-o	Warren W. Cooper, co-o, & cm		Pop.: 75,000 Rad. Hms.: 25,000	
WELLSTON									
	WKOV 1952	1570 250-D	Stephen Kovalan P. O. Box 190 546	Stephen Kovalan, p Parks Robinson, gm, ce & nd	Kenneth Williams, cm & fd	John E. Wilson, pd & sd Betty Walker, wd	Pop.: 30,000 Rad. Hms.: 18,000 Ret. Slis.: \$39,000,000 UP Tem.
WOOSTER									
	WWST 1947	960 1,000-D	Wooster Republican Printing Co. 760	Buckeye	Raymond E. Dix, p Edwin B. Evans, gm Quentin W. Welty, cm	Robert E. Heeter, pd & nd Burton L. Bowman, ce	Harold Edwards, fd Roy Bates, sd		Wld., Cap. AP RCA
	WWST-FM 1947	Ch. 283 (B) 104.5mc 13kw							
WORTHINGTON									
	WRFD 1947	880 5,000-D	Peoples Bcstg. Corp. Franklin 2-5342 Clark	Herbert E. Evans, vp & gm Joseph D. Bradshaw, sm & cm	Robert M. Geis, pd Phil Sheridan, pmm Harold Schaaf, ce Bill Arthurs, nd	Jim Chapman, fd Dave Collins, sd Mary Lou Pfeiffer, wd		Thes. AP RCA

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Toledo's "Billion Dollar Market"



The area covered by WSPD (Radio and/or Television) encompasses 18 counties; 3 in Michigan and 15 in Northwestern Ohio.

Population 1,161,200
 Families 348,000
 Radio Homes 339,060
 Percent tuned to WSPD-AM
 Daytime 56.8%
 Nighttime 48.6%
 Television Homes 276,229
 Percent tuned to WSPD-TV
 Daytime 78%
 Nighttime 91.5%

EFFECTIVE BUYING POWER
 Total—\$1,896,407,000
 Per Capita \$1,633
 Per Family \$5,449

RETAIL SALES
 Total \$1,310,208,000
 Per Family \$3,764
 Spent For:
 Food \$321,211,000
 Gen. Mdse. \$128,461,000
 Furniture & Household—\$67,725,000
 Automotive \$251,294,000
 Drug \$35,282,000

Toledo's Metropolitan Area ranks high in the nation's 200 largest areas—

Toledo ranks 36th in total retail sales
 Toledo ranks 36th in food store sales
 Toledo ranks 35th in gen. mdse. store sales
 Toledo ranks 48th in apparel store sales
 Toledo ranks 38th in home furnishing sales
 Toledo ranks 31st in automotive store sales
 Toledo ranks 33rd in filling station sales
 Toledo ranks 50th in building material and hardware store sales.
 Toledo ranks 36th 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:

Sales Management's Survey of Buying Power,
 Standard Rate & Data Consumer Markets
 Nielsen Coverage Service
 Television Magozine

WSPD **AM-TV**
 TOLEDO, OHIO

Represented Nationally
 by KATZ

Storer Broadcasting Company
 TOM HARKER, NAT. SALES DIR., 116 E. 57th STREET, NEW YORK

OHIO

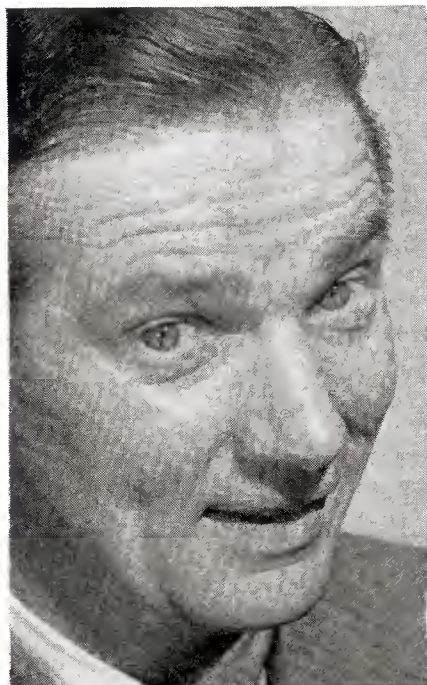
City	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner or, Pres. p; Exec. vp evp, Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
YOUNGSTOWN							
WBBW 1949	1240 250	Mahoning Valley Bestg. Corp. Warner Theatre Rt 4-421	ABC, Standard Forjoe	John Cherpack Jr., p & ce	Gene Trace, vp, gm & cm Anthony Ross, pd	Pop.: 550,000 Rad. Hms.: 209,790 Ret. Sls.: \$565,948,000	Assoc., L-W AP RCA
WFMJ 1939 WFMJ-TV	1390 5,000-DA-N	The WFMJ Bestg. Co. 101 W. Boardman St. Riverside 3-4121	NBC Headley-Reed	William F. Maag Jr., p & gm Leonard E. Nasman, cm & pmm	Ronald W. Richards, pd Frank A. Dieringer, ce Robert C. Locke, asst. prog. m	Pop.: 542,600 Rad. Hms.: 199,590 AP, UP RCA
WFMJ-FM 1953	Ch. 285 (B) 105.1mc 50kw						Thes.
WKBN 1926 WKBN-TV	570 5,000-DA-N	WKBN Bestg. Corp. 3930 Sunset Blvd. Sterling 2-1143	CBS Raymer	W. P. Williamson Jr., p & gm J. L. Bowden, sta. d Don Brice, pd & pdm	Jim Smith, pub. rel. d B. T. Wilkens, ce Gene Starn, nd	Pop.: 750,200 Rad. Hms.: 182,840 Ret. Sls.: \$776,629,000	Wild, L-W AP, UP RCA
WKBN-FM 1947	Ch. 255 (B) 98.9mc 25kw						
ZANESVILLE							
WHIZ 1924 WHIZ-TV	1240 250	Southeastern Ohio Bestg. System Inc. North 5th St. 2-5431	NBC Pearson	Clay Littick, p Vernon A. Nolte, gm Nate Milder, natl. reg. cm	Robert Hodous, loc. cm Allan Land, pd Bob Crommwell, pmm William A. Hunt, ce	Pop.: 100,000 Rad. Hms.: 25,000 Ret. Sls.: \$100,000,000 AP, UP WE

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OKLAHOMA

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Automobile Ownership 1952	County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Automobile Ownership 1952
Adair	14,918	3,560	\$ 5,098	\$ 1,484	\$ 275	2,335	Greer	11,749	3,260	9,587	2,926	326	3,173
Alfalfa	10,699	3,200	10,330	2,590	574	3,634	Harmon	8,079	2,220	8,752	1,833	294	2,237
Atoka	14,269	3,500	6,756	1,997	63	2,036	Harper	5,977	1,740	7,106	1,396	274	2,286
Beaver	7,411	1,990	6,045	1,400	70	2,331	Haskell	13,313	2,990	5,335	1,054	83	2,065
Beckham	21,627	6,710	26,598	6,281	791	7,550	Hughes	20,664	5,350	13,782	3,924	477	4,176
Blaine	15,049	4,140	14,214	3,231	500	4,433	Jackson	20,082	5,920	23,154	4,954	694	6,333
Bryan	28,999	7,690	21,115	5,118	492	6,782	Jefferson	11,122	2,980	7,969	2,117	295	3,005
Caddo	34,913	9,420	28,338	7,099	964	8,979	Johnston	10,608	2,620	3,299	1,419	168	1,629
Canadian	25,644	7,340	22,829	5,344	836	8,199	Kay	48,892	15,670	51,589	12,339	2,339	18,884
Carter	33,455	10,620	35,541	8,554	1,431	11,517	Kingfisher	12,860	3,830	16,674	3,103	563	4,193
Cherokee	18,989	4,370	8,161	2,648	331	3,046	Kiowa	18,926	5,490	20,530	4,110	871	5,966
Cnoctaw	20,405	4,930	11,398	4,039	322	2,970	Latimer	9,690	2,240	3,285	1,008	104	1,331
Cimarron	4,589	1,310	6,912	1,274	72	1,457	LeFlore	35,276	8,890	16,106	4,725	428	6,332
Cleveland	41,443	11,010	30,336	8,796	1,548	10,616	Lincoln	22,102	6,010	18,265	5,013	507	6,223
Coal	8,056	1,730	2,852	982	48	1,304	Logan	22,170	6,420	16,777	4,165	561	6,182
Comanche	55,165	15,990	65,122	13,495	1,740	17,006	Love	7,721	1,790	3,534	1,122	139	1,579
Cotton	10,180	2,790	7,852	1,663	210	2,882	McCain	14,681	3,950	9,085	2,762	385	3,515
Craig	18,263	4,550	10,217	2,212	421	4,231	McCurain	31,588	7,270	15,326	5,741	464	4,099
Creek	43,143	12,200	30,251	7,991	1,020	11,928	McIntosh	17,829	4,060	8,248	2,254	272	2,639
Custer	21,097	6,110	25,747	5,350	891	6,698	Major	10,279	3,000	8,342	1,684	180	3,319
Delaware	14,734	3,630	3,387	1,134	118	2,960	Marshall	8,177	2,100	4,416	1,277	181	1,965
Dewey	8,709	2,390	6,161	1,556	277	2,347	Mayes	19,743	5,190	10,668	2,785	291	4,364
Ellis	7,326	2,180	5,762	1,451	169	2,040	Murray	10,775	3,080	7,948	1,274	293	3,199
Garfield	52,820	16,640	68,649	11,323	2,544	17,249	Muskogee	65,573	18,340	50,440	11,304	2,200	15,173
Garvin	29,500	8,300	29,272	6,774	930	7,863	Noble	12,156	3,680	11,722	2,715	279	3,873
Grady	34,872	9,920	30,193	6,857	1,067	9,405	Nowata	12,734	3,580	7,170	1,738	188	4,068
Grant	10,461	3,000	8,050	1,930	355	3,854	Okfuskee	16,948	4,060	8,355	2,153	245	3,064



Compare the Rate — Compare the Weight

Check the Hooper Ratings and take a look at the Nielsen Coverage. WBBW has the weight in Mahoning County—the weight that gets the advertising message to the lion's share of this market. Check S R D S for the rate—the lowest cost per thousand homes. Yes, you compare the rate, compare the weight in Youngstown. You'll buy W B B W.

ABC IN YOUNGSTOWN, OHIO

WBBW

BUY THE BIG FIVE . . . BUY WKBN

1. MAJOR MARKET

Youngstown, Ohio is the 30th U. S. market*

Population:

5-county primary coverage area 750,200
11-county nighttime primary-secondary 1,179,600
13-county daytime primary-secondary 1,227,400

*Source: 1950 U. S. Census, Metropolitan Areas

Population Source: Copr. 1953 Seles Management Survey of Buying Power, further reproduction not licensed

2. BLANKETING COVERAGE

Daytime—Listeners: 182,804 radio families

Nighttime—Listeners: 144,876 radio families

Source: 1952 report by Stender Audit & Measurement Services, Inc.

3. HIGHEST HOOPERS

WKBN has more listeners than the other two Youngstown stations combined.

Morning 42.4 Afternoon 44.0 Evening 48.1

Source: Report of C. E. Hooper, Inc. for Youngstown, Ohio, Fall-Winter 1952-53

4. MOST EXPERIENCE

Over 27 years of successful broadcasting give WKBN a wealth of program experience.

5. STRONG POWER

5,000 watts day and night at a favorable frequency of 570 kc.



Buy the leader in Youngstown, Ohio! Buy "Radio Youngstown," the Pioneer Station! You'll reach more people in more counties year after year with CBS and strong local programming

. . . All on WKBN



WKBN

AM AND FM

YOUNGSTOWN, OHIO

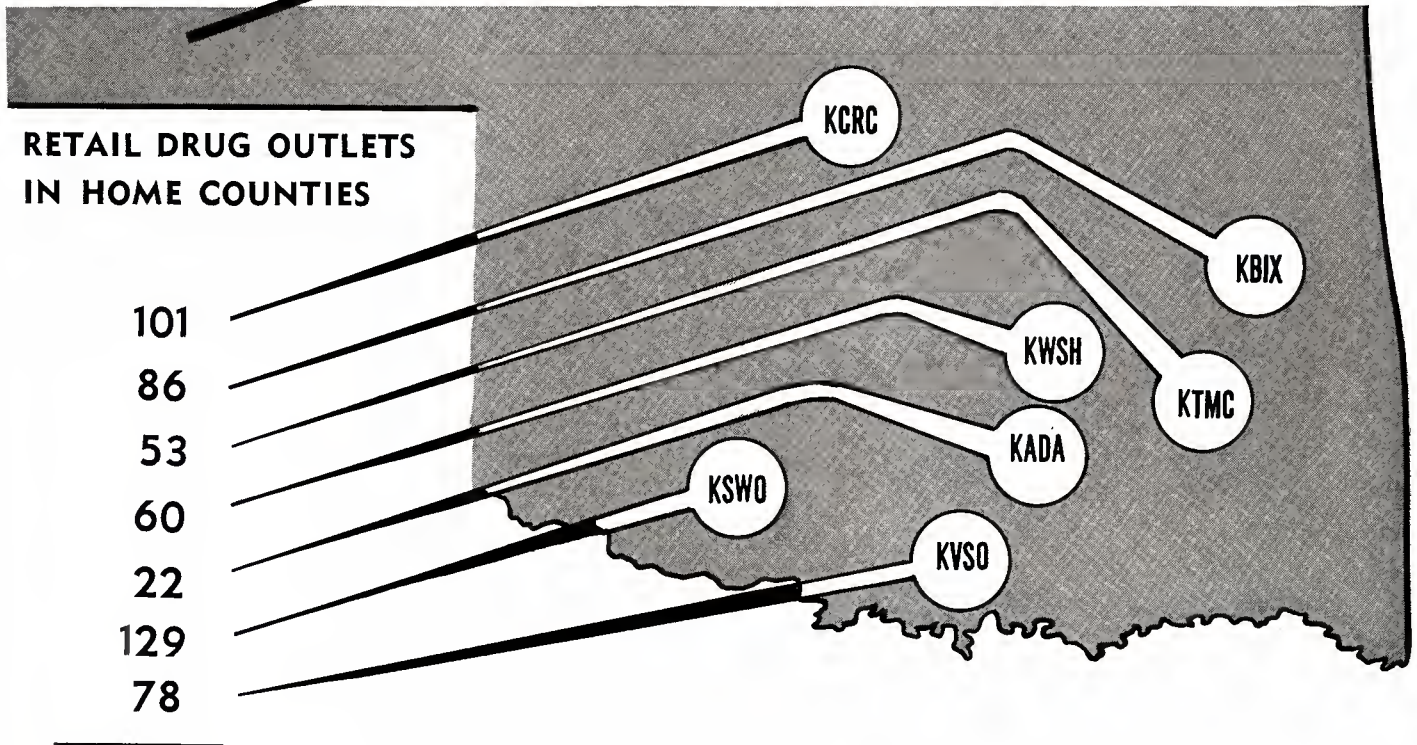
3930 Sunset Blvd.

Represented Nationally by Paul H. Raymer Co.

the 21ST market

1ST in
drug outlets
in Oklahoma

One Sales contact, one contract, one bill and one promotion report.



529*

THAT'S 50% MORE
DRUG STORES THAN
THERE ARE IN
CINCINNATI, OHIO

EXCLUSIVE

IN MERCHANDISING THESE
OUTLETS

Oklahoma Network stations offer complete and guaranteed unified merchandising of these 529 drug stores.

The Oklahoma Network stations offer in one package with one invoice at one price with a generous group discount a primary market in Oklahoma whose population and retail sales are greater than those of the 21st Standard Metropolitan area.

ASK

VENARD, INC.

FOR FURTHER DETAILS

OKLAHOMA NETWORK

* from the 1952-53
Consumer Markets

KBIX, Muskogee; KCRC, Enid; KADA, Ada; KWSH, Tri-Cities; KSWO, Lawton; KTMC, McAlester; KVSO, Ardmore

OKLAHOMA

City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	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	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
HUGO								
KIHN 1948	1340 250	Little Dixie Bcstg. Co. P. O. Box 248 1140	George L. Malone, p James Gerity Jr., p	Billie Van Hoose, pd Dalton E. Jones, ce			SES. AP G
IDABEL								
KBEL 1953	1240 250	Idabel Bcstg. Co. Box 1072 892	Winston O. Ward, p & gm	J. P. Stanley, cm Lee Mars, pd & nd	Cliff Taylor, ce Amy Norwood, wd		
LAWTON								
KSWO 1941 KSWO-TV	1380 1,000-DA-2	Okla. Quality Bcstg. Co. 406½ D Ave. 1380	ABC, Oklahoma Net. Venard	R. H. Drewry, p Leo Morris, gm Lyle Gaston, pd Lodell Goochey, pmm	Bill Buford, ce Frank Boardman, bus. m Bill McReynolds, nd	Leonard Morton, sd Al Green, fd Bennie Schreffer, wd	Pop.: 37,000 Rad. Hms.: 10,432	L-W UP WE
McALESTER								
KNED 1950	1150 1,000-D 500-N-DA-N	Pittsburg County Bcstg. Co. P. O. Box 73 Aldridge Hotel 1460	Grass Roots Net. Pearson	Ray VanHooser, p & gm Phil Reed, cm	Mary Jo Lawson, pd Dexter Ferry, ce Larry Kraft, nd & fd	Joe Pate, sd Lena Hopkins, wd	Pop.: 124,524 Rad. Hms.: 28,500	Cap., Thes. UP G
KTMC 1946	1400 250	McAlester Bcstg. Co. Earle Hotel 2411	ABC Venard	Bob Baggett, gm Walter E. Freeman, pd	Harold Duncan, ce Bill Skeith, sd	Geraldne Jones, wd	Pop.: 225,000 Rad. Hms.: 60,000 Ret. Sls.: \$79,342,000 AP G
MIAMI								
KGLC 1948	910 1,000 DA-1	Miami Bcstg. Co. Box 511 3303	KBS Young	Kenyon Brown, p Charles Unger Jr., gm Jack Evans, cm	Louis Stone, ce Frank J. Lynch, sta. sup.	Russ Martin, sd Opal Wright, wd	Pop.: 739,000 Rad. Hms.: 231,500 AP WE
MUSKOGEE								
KBIX 1936	1490 250	Okla. Press Pub. Co. Wall St. Murray 2-1331	ABC, Oklahoma Net. Venard	Tams Bixby Jr., p Wally Weber, gm George Lanham, cm	Howard Whiteley, pd & sd	Eugene O. Edwards, ce Joe Hasler, nd	Pop.: 196,176 Rad. Hms.: 50,210 Ret. Sls.: \$112,000,000	Thes. UP
KMUS 1948	1380 1,000-D 500-N-DA-N	Eastern Okla. Bcstg. Corp. 412½ Court Murry 2-3341 Pearson	R. M. Mountcastle, p Jimmie Barry, vp, gm & cm	George Overton, pd & nd Paul Weatherbee, pmm	James E. Keitel, ce Bill Mercer, sd Nancy Howard, wd	Pop.: 258,000 Rad. Hms.: 58,600	Wld., St. UP G
KMUS-FM 1947	Ch. 208 (B) 101.5mc 8.75kw			W. J. Rae, p			 WE
NORMAN								
KNOR 1949	1400 250	Cleveland County Bcstg. Co. P. O. Box 542 474 Best	Tol Dickenson, p William S. Morgan, ptrn.	James B. Logan, cm Gene Stansberry, pd Gene Morris, ce	June Morgan, traffic m Clyde Davis, nd Jim Hughes, sd	Rad. Hms.: 10,760	Wld. UP Col.
WNAD 1920	640 1,000-D	U. of Okla. 900	John W. Dunn, gm Hugh M. Mix, pd & sd	Mima Smethers, pmm Remy M. Perot, ce	Glen Kezer, nd	 WE
OKLAHOMA CITY								
KBYE 1947	890 1,000-D	State Bcstg. Co. 108 NW 9th Forest 5-2323 Airwaves Assoc.	A. Earl Cullum Jr., p Frank J. Lynch, vp & gm	F. F. Lynch, pd, nd & sd	Charles Shaeffer, ce Martha Knott, wd		
KLPR 1947 KMPT (TV)	1140 1,000-D	Okla. City Bcstg. Co. 128 W. Commerce Central 2-1341	Byrne Ross, p, gm & cm Kathleen Burkett, pd & wd	Grant Ladd, pmm & nd Jacob A. Davis, ce	L. H. Bengston, sd Betty York, fd	 AP Ray.
KOCY 1922	1340 250	Plaza Court Bcstg. Co. Plaza Court Bldg. Fo. 5-4333	MBS, Grass Roots Net. Pearson	Matthew H. Bone- brake, p & gm	George Collisson, m Lou Marquiss, pd	J. S. Merryman, ce Bob Murphy, sd	Pop.: 620,000 Ret. Sls.: \$552,600,000	St. AP Col.
KOMA 1927 KWTW (TV)	1520 50,000-DA-N	KOMA Inc. 66 Hiway at N.E. 73d St. Victor 3-6641	CBS Avery- Knodel	John Toole Griffin, p Edgar T. Bell, gm Ben H. Holmes, asst. m	M. Fuller, pd Montez Naden, pmm M. W. Thomas, ce	Bruce Palmer, nd Doris Dale, wd	Pop.: 1,443,000 Rad. Hms.: 370,000 Ret. Sls.: \$1,300,000,000	L-W, St. UP WE
KTOK 1927	1000 5,000	KTOK Inc. 1800 W. Main Forest 5-8353	ABC, Oklahoma Net. Venard	Wendell Mayes, p John Hopkins, gm	Dick Kirchner, pd Cliff Easum, ce	Harold Phillips, nd Bill Bailey, sd		Wld., Thes. AP, UP WE
KTOW 1947	800 250-D	Sooner Bcstg. Co. 3300 Liberty Bank Bldg. Central 2-6367 Rambeau	Ralph M. Ball, p Rex M. Lester Jr., gm Eddie Peak, cm	Bill Bryan, pd, nd & sd Woodrow W. Zachritz, pmm	Fred Lindsey, ce Sally Carter, wd	Pop.: 895,600 Rad. Hms.: 263,910 Ret. Sls.: \$821,788,000 GE
WKY 1920 WKY-TV	930 5,000 DA-N	WKY Radiophone Co. 500 E. Britton Ave. Trinity 8-2161	NBC Katz	E. K. Gaylord, p P. A. Sugg, sm Hoyte Andres, asst. sm Eugene B. Dodson, adm. asst. & night opers. m	Robert E. Chapman, cm Paul O. Brawner, prog. m Wally Kinnan, pub, rel. m	H. J. Lovell, ce Dallas Wyant, research m & pmm Grant Foster, nd Sandy Saunders, fd Prissy Thomas, pub. service d & wd	Pop.: 1,713,600 Rad. Hms.: 503,090 Ret. Sls.: \$1,639,871,000	St. AP, UP RCA

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WKY Radio

thoroughly saturates one important southwestern market. It is powered and programmed exclusively for Oklahoma--you need not buy waste circulation.



The 58 Oklahoma counties in WKY's Daytime Nielsen Coverage Area contain

- 73% OF OKLAHOMA'S RETAIL SALES**
- 71% OF OKLAHOMA'S FOOD STORE SALES**
- 74% OF OKLAHOMA'S DRUG STORE SALES**
- 74% OF OKLAHOMA'S AUTOMOTIVE SALES**
- 88% OF OKLAHOMA'S GROSS FARM INCOME**

(Source: 1952 NCS Report and 1953 Sales Management Survey of Buying Power.)

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

Radio Oklahoma City, Okla.

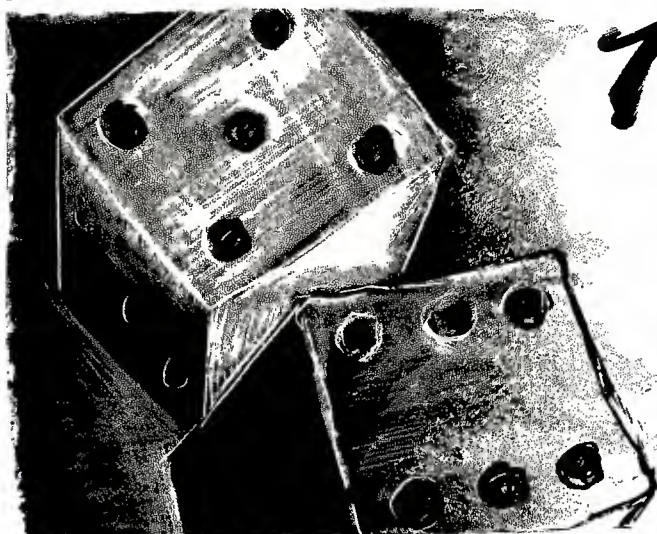
930 KC 5000 W NBC

Owned and operated by The Oklahoma Publishing Company: The Daily Oklahoman — Oklahoma City Times — The Former-Stockman — WKY-TV . . . Represented by KATZ AGENCY

OKLAHOMA

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter	
OKMULGEE								
KHBG 1937	1240 250	Okmulgee Bcstg. Corp. Times Bldg. 3646	MBS, Eastern Oklahoma Pearson	Donald W. Reynolds, p Weldon Stamps, gm	John R. Trotter, sm Gladys Le Grand, pd	John Brennerman, ce AP G	
PAULS VALLEY								
KVLH 1947	1470 250-D	KVLH Bcstg. Co. Box 610 1470	KBS Best	James T. Jackson, p Phil Crenshaw, gm	Jim Gray, cm & fd George Rountree, ce	Bill Sullins, nd & sd	Pop.: 117,996 Rad. Hms.: 29,499 Ret. Sls.: \$110,231,000	Cap. UP Col.
PONCA CITY								
WBBZ 1926	1230 250	Ponca City Pub. Co. 1601 E. Oklahoma Rogers 5-6607	MBS Pearson	Clyde E. Muchmore, ptnr. Gareth B. Muchmore, ptnr.	Allan W. Muchmore, ptnr. Cy Casper, gm Larry Nolan, cm Bill Maugans, pd, pmm & nd	George S. Black, ce Maureen McBride, wd Bill Platt, sd Don Putnam, fd	Pop.: 287,572 Rad. Hms.: 109,937	Wld. AP G
POTEAU								
KLCO (CP)	1280 1,000-D	Le Flore Bcstg. Co.	R. B. Bell, co-o	Bernice Bell, co-o			
PRYOR								
KOLS 1950	1570 250-D	Lakes Area Bcstg. Co. 5th & S. Mill Sts. 1263	KBS, Eastern Oklahoma Net. Continental	L. L. Gaffaney, co, gm, ce & nd	Mrs. L. L. Gaffaney, cm	Merle Caldwell, pd Glenn Chapman, pmm	Pop.: 155,000 Rad. Hms.: 43,000 Ret. Sls.: \$60,000,000	SES. AP G
SEMINOLE								
KWSH		(See Wewoka, Okla., listing)						
SHAWNEE								
KGFF 1930	1450 250	KGFF Bcstg. Co. Inc. Hotel Aldridge 4390	MBS	Oscar S. Stauffer, p Ross Porter, vp Wilford C. Dickson, gm, pmm & secy.- treas.	Fred Davis, cm & sd Jeral C. Ziegler, pd, nd & wd	Earl R. Ward, ce Bill Bates, fd	Rad. Hms.: 28,300 Ret. Sls.: \$94,932,000	Wld. AP Col.
STILLWATER								
KSPI 1947	780 250-D	Stillwater Pub. Co. P. O. Box 231 311	MBS, Oklahoma Aggie	L. F. Bellatti, gm	James R. Bellatti, pd Paul McCollom, ce	Jim Wells, fd		St. UP WE
KSPI-FM 1947	Ch. 230 (B) 93.9mc 3.9kw							
TULSA								
KAKC 1946	970 1,000-LS 500-N-DA-2	Public Radio Corp. Amer. Airlines Bldg. 4-2401	MBS Walker	S. E. Avey, p & treas. James L. Neal, vp & gm James B. Wheeler, slm	L. B. Kirk, pd M. M. Donley, ce Jack Moore, pmm Frank Ross, sd	Shirley, wd Ron Greene, nd Charles Ellis, continuity d AP Col.	
KFMJ 1947	1050 1,000-D	Fred Jones Bcstg. 13th & Boston 5-5555 Bolling	Fred Jones, p Lawson Taylor, gm Jack Betz, cm	C. Jenkins, pd Howard Hamilton, ce Jay Jones, nd	Hillis Bell, sd Ed Dumit, fd Marie Power, wd	Pop.: 896,000 Rad. Hms.: 242,000 UP WE
KOME 1938	1300 5,000-D 1,000-N-DA-2	Oil Capitol Sales 8th & Main 3-4121 Gill- Perna	John E. Brown Jr., p Clinton Fowler, evp	C. W. Grim Jr., gm, cm & pd Roy Brown, ce	Lee Grim, wd Tony George, sd		Wld. AP WE
KRMG 1949	740 50,000-D 25,000-N- DA-2	Western Bcstg. Co. 311 S. Denver 54-4291	ABC Blair	Harrington Wimberly, p Frank S. Kane, gm & cm	Keith Bretz, pd William H. Bradley, ce	Glenn Condon, nd Mack Creager, sd	Pop.: 2,850,300 Rad. Hms.: 763,170	Cap. AP RCA
KTUL 1934	1430 5,000-DA-N	Tulsa Bcstg. Co. 1850 S. Boulder 2-3191	CBS Avery- Knodel	John Griffin, p L. A. Blust Jr., vp & gm William D. Swanson, slm Karl Janssen, pd	George L. Ketcham, gen. pmm Robert E. Snider, ce Ruben Cohen, contin- uity d	Bob Wortley, mus. d Jack Morris, nd Jack Charvat, sd Elizabeth Dikeman, wd	Pop.: 855,500 Rad. Hms.: 215,590 Ret. Sls.: \$728,743,000	Wld. UP WE

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Plus—the **RICH TRADE**
AREA of Western Arkansas.

AMPLE COVERAGE
Without **WASTE!**

POPULATION	
KTUL	855,500
KFPW	248,200
TOTAL RETAIL SALES	
KTUL	\$728,743,000
KFPW	\$201,674,000
NET EFFECTIVE BUYING INCOME	
KTUL	\$740,890,000
KFPW	\$240,986,000
RADIO HOMES	
KTUL	215,590
KFPW	62,320

KTUL-KFPW

TULSA

FORT SMITH

The "HAPPY MEDIUM" Stations

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L. A. (Bud) Blust
Vice-President-General Manager



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KOMA, Oklahoma City, Okla.

OKLAHOMA

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	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	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
TULSA—(Continued)							
KVOO 1925	1170 50,000-DA-N	Southwestern Sls. Corp. Philtower Bldg. 2-3281	NBC Petry	W. G. Skelly, p C A. O'Donovan, treas. W. B. Way, gm	Gustav K. Brandborg, cm & asst. gm Sam Schneider, pd & fd	W. T. McClarin, pmm John Bushnell, ce Ken Miller, nd Hal O'Halaran, sd	Pop.: 1,680,000 St. Wid. Rad. Hms.: 477,130 UP, INS Ret. Sls.: \$1,668,658,000 WE
WEWOKA							
KWSH 1948	1260 1,000-DA-2	Tri-City Bcstg. Co. Inc. Box 1260 1260	ABC, KBS, Oklahoma Net. Venard	Dr. C. C. Morris, p Bill Hoover, gm Pat Murphy, sm	Roy Judge, cm Romane Bailes, pmm & wd	Warren W. Abbott, ce Jay Harmon, sd	Pop.: 60,000 St. Rad. Hms.: 52,000 AP Ret. Sls.: \$45,000,000 Col.
WOODWARD							
KSIW 1947	1450 250	Woodward Bcstg. Co. 22d & Cedar Sts. 1450	MBS, KBS Best	Edward A. Ryan, p & gm	Lenora Woods Ryan, pd	George L. Archer, ce	Pop.: 40,000 Cap., Thes. Rad. Hms.: 39,200 AP WE

OREGON

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Automobile Ownership 1952	County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Automobile Ownership 1952
Baker	16,175	4,920	\$ 16,793	\$ 3,679	\$ 482	7,821	Linn	54,317	18,260	79,209	19,135	1,457	26,870
Benton	31,570	9,620	29,602	6,737	582	12,391	Malheur	23,223	6,470	32,383	4,666	795	10,972
Clackamas	86,716	29,450	65,688	17,682	1,885	36,739	Marion	101,104	30,870	124,090	25,427	2,948	45,950
Clatsop	30,776	11,800	38,861	11,162	810	13,451	Morrow	4,783	1,330	5,606	1,267	75	3,086
Columbia	22,967	7,050	18,894	6,903	445	10,330	Multnomah	471,537	164,740	757,945	165,509	15,709	204,983
Coos	42,265	13,700	57,585	14,955	1,253	23,557	Polk	26,317	8,240	18,946	5,444	471	11,026
Crook	8,991	2,680	8,995	2,646	278	4,866	Sherman	2,271	680	2,505	482	33	1,700
Curry	6,048	2,190	6,020	1,948	169	4,791	Tillamook	18,606	6,080	22,470	6,469	678	9,751
Deschutes	21,812	6,970	37,463	7,900	806	10,602	Umatilla	41,703	13,830	52,072	11,560	1,642	25,331
Douglas	54,549	18,390	72,522	21,426	1,769	30,813	Union	17,962	5,630	20,201	4,373	721	9,133
Gilliam	2,817	960	3,861	524	87	1,855	Wallowa	7,264	2,110	7,182	1,768	269	4,046
Grant	8,329	2,420	8,297	1,871	204	4,483	Wasco	15,552	5,450	24,718	4,718	589	8,456
Harney	6,113	1,750	8,179	1,701	73	3,411	Washington	61,269	20,940	54,197	15,981	1,247	28,649
Hood River	12,740	3,870	14,391	4,008	297	6,703	Wheeler	3,313	1,020	1,659	273	31	1,609
Jackson	58,510	20,320	83,633	20,027	1,958	31,989	Yamhill	33,484	10,510	37,503	8,988	846	16,885
Jefferson	5,536	2,010	6,669	1,259	107	3,163	Total	1,521,341	507,050	\$2,003,176	\$469,203	\$45,466	711,982
Josephine	26,542	9,190	39,541	9,735	1,087	14,778	Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1953, Sales Management; further reproduction unlicensed; automobiles supplied by state.						
Klamath	42,150	12,740	59,521	12,879	1,557	21,441							
Lake	6,649	1,900	10,041	2,045	423	4,031							
Lane	125,776	41,560	151,007	36,271	3,262	62,993							
Lincoln	21,308	7,400	24,927	7,765	421	10,275							

DIRECTORY OF AM AND FM STATIONS

ALBANY	KWIL 1941	790 1,000 DA-2	Central Willamette Bcstg. Co. Queen & Elm Sts. 1234	MBS, Don Lee Wm. Ayers, Moore & Lund	R. R. Cronise, p Chet Wheeler, gm John Birrel, cm Robert Cornell, Corvallis m	Dewey Rand, Lebanon m LeRoy Jolley, pd Mal Waltton, pmm Warren Stoffer, asst. gm	Ken McCoy, nd Herb Davidson, ce & pd Hal Byer, sd Joanne Forbes, wd	Pop.: 150,000 Rad. Hms.: 40,000 Ret. Sls.: \$240,000,000	Wid. UP RCA
	KWIL-FM 1947	Ch. 269 (A) 101.7mc .7kw							
ASHLAND	KWIN 1946	1400 250	Rogue Valley Bcstg. Co. 1180 Helman St. 2-4381	MBS, Don Lee	W. D. Miller, o H. Richard Maguire, p	Alan K. Abner, gm & cm	Jack Heald, ce Don Paillette, sd	Pop.: 80,000	
ASTORIA	KAST 1936	1370 1,000-DA-N	Astoria Bcstg. Co. 1006 Taylor Ave. 95	MBS, KBS, Don Lee	Robert B. Chessman, p Robert D. Holmes, gm Irving M. Steinbeck, cm	Mary Ristola, pd & wd Jay Bruce Whitwell, ce	Herman Robison, nd & fd Warren Grimberg, sd	Pop.: 75,000 Rad. Hms.: 24,000 Ret. Sls.: \$34,000,000	St. AP Ray.
	KVAS 1950	1230 250	William Ohlmann, receiver for KVAS Inc. 612 Commercial St. 41 Tracy Moore	William Ohlmann, re- ceiver			Pop: 50,000 Rad. Hms.: 12,000 Ret. Sls.: \$55,000,000	Wid. UP GE
BAKER	KBKR 1939	1490 250	Inland Radio Inc. 2030 Auburn Ave. 140	Oregon Trail Moore & Lund	Kenneth B. Lockwood, gm & cm	Kenneth F. Holden, pd & sd Richard R. Eardley, pmm & nd	Charles E. Harland, ce Lloyd McFee, fd Grace Baer, wd	 UP RCA
BEND	KBND 1938	1110 1,000 DA-N	Central Oregon Bcstg. Co. Coble Bldg. 848	MBS, Don Lee Grant	Frank H. Loggan, p, gm & pmm Douglas Gaines, cm	Kessler Cannon, pd, asst. m & fd	Robert Dickinson, ce Jack Thornton, nd	Pop.: 43,808 Rad. Hms.: 11,840 Ret. Sls.: \$54,127,000	Wid. UP RCA
COOS BAY	KOOS 1928	1230 250	KOOS Inc. Hall Bldg. Congress 7-2121	MBS, Don Lee Moore & Lund	Sheldon F. Sackett, p Fred F. Chitty, gm Phil Waters, sm	John Tasnady, pd, nd, sd & pmm Nathan Olson, ce	Lucy Johnson, office m Fay Crabtree, traffic m Patsy Barkwell, wd	 UP RCA
COQUILLE	KWRO 1949	1450 250	KWRO Inc. Roxy Bldg. 3961	William E. Walsh, p	Lynn C. Thomas, gm & nd	Sid Roach, sd	Pop.: 42,265 Rad. Hms.: 13,400 Ret. Sls.: \$45,413,000	Cole, Cap. Assoc. AP

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KVOO

reaches

MORE *Homes*

MORE *Spendable Income*

Than any other Oklahoma Station



Yes, KVOO *does* reach more homes and more spendable income than any other Oklahoma radio station!

There's proof of this fact in every survey made by Nielsen, the recognized authority in radio measurement. Spendable income figures are provided by Standard Rate and Data, United States Census figures and any other accepted source you may wish to employ.

KVOO, located in the Northeast section of Oklahoma (the richest, most productive in minerals, dairying, number of highly paid white collar workers, air transportation, manufacturing and rate of growth of manufacturing—to mention a few) serves additional counties in Kansas, Missouri, and Arkansas with 50-100% coverage, and,

According to Rand McNally, the Tulsa Market Area includes all of these KVOO counties.

Thus it is evident that KVOO reaches *more homes* and *more spendable* income than any other Oklahoma radio station.

KVOO is located in Oklahoma's No. 1 market.

KVOO is your best buy to reach the *most people*, the *most spendable* income at the *lowest cost* per family.

See your nearest Edward Petry & Company office for detailed factual data on KVOO and this No. 1 market for time availabilities.

**KVOO
TULSA**

OKLAHOMA'S GREATEST STATION

Covering

OKLAHOMA'S NO.1. MARKET

RADIO STATION KVOO

NBC AFFILIATE

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS

OKLAHOMA'S GREATEST STATION

TULSA, OKLA.

OREGON

City	Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	Owner o; Pres. p; Exec. op evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
CORVALLIS								
*KOAC 1922	550 5,000-DA-2	Oregon State College 3-4351	NAEB	James M. Morris, prog. m & sd	Grant S. Feikert, ce Bob Hinz, nd	Arnold Ebert, fd Gladys Chambers, wd	Pop.: 1,000,000 Rad. Hms.: 325,000 UP WE
KCOV (CP)	1240 250	Mid-Land Bcstg. Co. 1202 Equitable Bldg. Portland, Ore.	J. C. Haley, p Loyal H. Vickers, gm & pmm	John H. Gallant, cm Ted Carlson, pd & nd William Martin, ce	Russel Adams, fd Hal Wehmeir, sd Metlyn Shaw, wd	Pop.: 105,310 Rad. Hms.: 31,103 Ret. Sls.: \$56,000,000	Cap. AP G
KRUL 1947	1340 250	Pacific States Radio Co. 1221 S. 15th 3-3322 McGillvra	J. C. Haley, p Loyal H. Vickers, gm & pmm	John H. Gallant, cm Ted Carlson, pd & nd William Martin, ce	Russel Adams, fd Hal Wehmeir, sd Metlyn Shaw, wd	Pop.: 105,310 Rad. Hms.: 31,103 Ret. Sls.: \$56,000,000	Cap. AP G
COTTAGE GROVE								
KSGA 1953	1400 250	Coast Fork Broad Co. 1285	Oregon Beaver Net.	W. Gordon Allen, p Anthony Maucione, gm Jack Vaughn, pd	Walter Dodd, pmm, nd & fd Bob Kennedy, ce	John Truhan, exec. dir. Wendel Ray, sd	Pop.: 30,000 Rad. Hms.: 7,500 Ret. Sls.: \$11,000,000
THE DALLES								
KODL 1940	1230 250-D 100-N	Western Radio Corp. KODL Bldg. 2300	ABC	V. B. Kenworthy, p Paul E. Walden, sm Lawrence Beaudoin, cm	George Pence, pd Monte DeVon, pmm	Bruce Elliott, ce Ramona Stroh, wd	Mac. UP RCA
EUGENE								
KASH 1947	1600 1,000-DA-N	Radio Air Ways, Inc. Day Island Rd. 5-3357	ABC Cooke	E. L. Kincaid, p & gm Paul N. Plank, cm & fd	Laura Plank, pd & wd Clare Mattingly, asst. m & nd	Norville Packard, ce	Cap., SES. UP Col.
KERG 1949	1280 1,000-DA-N	Guard Pub. 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 J. Craig, nd Earl Britton, fd Ken Warren, sd	Pop.: 220,200 Rad. Hms.: 67,375 Ret. Sls.: \$151,007,000	St. AP G
KORE 1926	1450 250	Lane Bcstg. Co. 2398 Willamette St. 4-4214	MBS Everett- McKinney, Moore & Lund	Lee Bishop, p & gm Virgil Parker, cm & sd Ray Foster, Springfield m	Harry Kirk, pd Bob Davis, pmm Floyd Viken, ce & fd	Darrell Burns, merc. m Dolph James, nd Emmely Rohlfis, wd	Pop.: 150,000 Rad. Hms.: 42,800 Ret. Sls.: \$100,000,000	Wid. UP
KRGA (CP)	1050 1,000-D Oregon Beaver Net.	Gordon Allen, o & cm John Truhan, ce UP Col.
KUGN 1946	590 5,000-D 1,000-N- DA-N	KUGN Inc. P. O. Box 112 4-6216	NBC Meeker	C. O. Fisher, p & gm E. W. Karl, cm Reg Roos, pd & pmm	George Hathaway, ce Jack Billings, nd	Woody Slater, sd Mimi Houglum, wd	Pop.: 254,000 Rad. Hms.: 101,750 Ret. Sls.: \$330,208,000	L-W AP RCA
KUGN-FM 1948	Ch. 256 (B) 99.1mc, 38kw

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KUGN

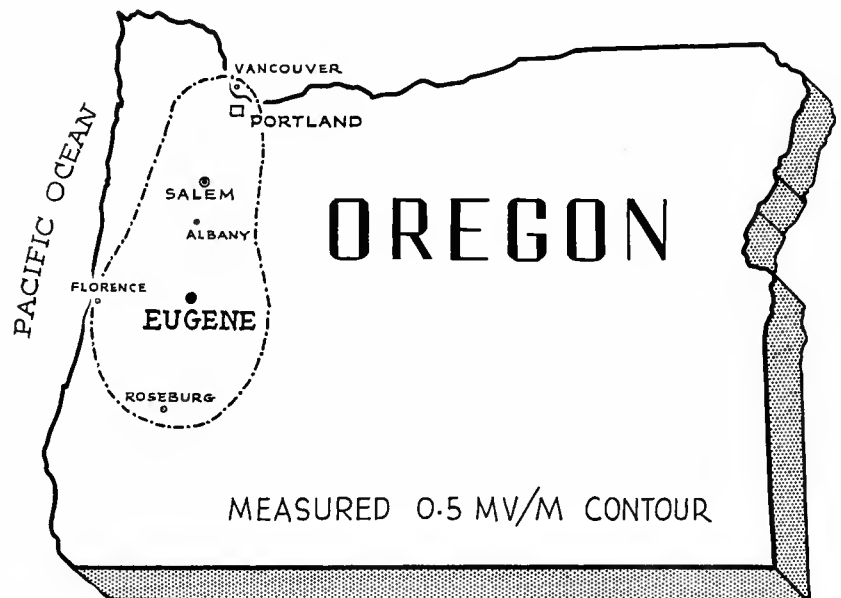
National Broadcasting Co.

EUGENE

Now reaching over
one million listeners —
more than 63% of
Oregon's population.

590 KC
5000 Watts Day
1000 Watts Night

Now reaching Western
Oregon with 5000 Watts
on 590 kcs. —



Represented Nationally by Robert Meeker Associates

FOREST GROVE

KRWC 1950	1570 250-D	Irving V. Schmidtke P. O. Box 245 6091	Wm. A. Ayers, Moore & Lund	Irving V. Schmidtke, o, gm & ce	Allen Hoffard, cm, pd, pmm & nd Charles Tucker, fd	James Forsythe, sd Eleanor Schmidtke, wd	Pop.: 60,000 Rad. Hms.: 20,540 Ret. Sls.: \$60,000,000	St., SES. AP Ray.
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GRANTS PASS

KUIN 1939 KBES(TV)	1340 250	Southern Oregon Bcstg. Co. Redwood Hwy. 4477	MBS, Don Lee Grant	A. E. Voorhies, p Edward A. Malone, m Myron Ball, cm	Dave Allen, pd N. L. Williams, ce	Chris Hansen, nd Lee Boner, fd		Wld., Mac. AP WE
KGPO(FM) 1947	Ch. 245 (A) 96.9mc 3.1kw	(KUIN, Am Affiliate)						

HOOD RIVER

KIHR 1950	1340 250	C. H. Fisher Box 207 8561 Keating	C. H. Fisher, o & gm	Don M. McCutcheon, sm, cm, pd, nd & sd	James H. Platz, ce Lenore Merritt, wd	Pop.: 35,000 Rad. Hms.: 7,700	L-W AP Ray.
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KLAMATH FALLS

KFJI 1923	1150 5,000-D 1,000-N- DA-N	KFJI Bcstrs. Inc. 327 Main St. 2-2551	MBS, Don Lee Grant, Moore & Lund	W. D. Miller, p Dick Maguire, gm	Bob McVay, cm, pd & sd Shirley Ware, pmm	Wayne Loerke, ce Dale Cooper, pd John Barton, nd Nadine Robertson, wd	Pop.: 100,000 Rad. Hms.: 72,403 Ret. Sls.: \$59,521,000	Thes., Wld. UP Col.
KFLW 1946	1450 250	Herald Pub. Co. of Klamath Falls P. O. Box 941 8115	ABC, CBS Everett- McKinney	Frank Jenkins, p Bud Chandler, gm Aaron Boe, cm	Charlie McFarlan, prod. sup.	Edith Pieruccini, pmm & traffic m Bill Grimes, ce	Pop.: 50,000 Rad. Hms.: 15,000 Ret. Sls.: \$64,000,000	St. AP G

LA GRANDE

KLBM 1938	1450 250	Inland Radio Inc. Old Oregon Trail Hwy. 2201	Oregon Trail Net. Moore & Lund	Kenneth L. Lillard, gm & cm	Judy Holman, pd	Leonard J. Serdar, ce	 UP RCA
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LEBANON

KGAL 1950	920 1,000-DA-1	Linn Co. Bcstg. Co. 8631	Oregon Beaver Net.	Gordon Allen, p John Truhan, gm Don Wellman, cm	Keith Samples, pd & nd George Lichtenthaler, pmm	Daniel Bridges, ce Evelyn Bridges, traffic m & wd Clare Peck, fd & sd & reg. sls. m.	Pop.: 300,000 Rad. Hms.: 75,000 Ret. Sls.: \$850,000,000	L-W AP G
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McMINNVILLE

KMCM 1949	1260 1,000 DA-N	Yamhill Bcstrs. P. O. Box 207 3811	KBS	Jack B. Bladine, p Glasco P. Branson, gm, cm & pmm	Les Cunningham, pd Jack Adkins, ce	Dave Riggs, sd	Pop.: 33,410 Rad. Hms.: 10,340 Ret. Sls.: \$35,000,000	L-W AP WE
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MEDFORD

KMED 1922	1440 5,000-D 1,000-N	Radio Medford Inc. P. O. Box 1306 2-4000	NBC Meeker, Moore & Lund	Vernon J. Robinson, p Jennings Pierce, gm Ray Johnson, asst. m & ce	Bill Hansen, cm Russ Jamison, pd & nd Norm Oberst, pmm	Paul Alexander, fd Clara Daniels, wd	Pop.: 69,000 Rad. Hms.: 17,000 Ret. Sls.: \$83,600,000	Thes., Mac. UP RCA
KYJC 1947	1230 250	Medford Printing Barnett Rd. 2-3277	ABC, CBS Grant	Robert W. Ruhl, p Jimmy Dunlevy, gm & pmm	Tom MacLeod, cm & sd John Ahern, pd & nd	Dick Woods, ce Monte Morris, fd	Pop.: 60,000 Rad. Hms.: 56,000 Ret. Sls.: \$72,116,000 UP RCA

NEWPORT

KNPT 1948	1310 1,000-DA-N	Yaquina Radio P. O. Box 276 Newport 560 Keating, Wm. Ayres	Thomas R. Becker, p, gm & ce Dan Kirch, cm & sd	Ed Warmoth, pd, pmm & nd	Amos Bierly, fd Mo Dixon, wd	Pop.: 35,000 Rad. Hms.: 11,800 Ret. Sls.: \$24,927,000	Wld. AP Col.
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NORTH BEND

KFIR 1951	1340 250	Bay Bcstg. Co. P. O. Box 905 Skyline 9-7351	CBS, Beaver Bcstg. Grant, Keating	Josephine Edwards, p Glenn Nickell, gm	William Kraus, cm & sd	Arthur Schuldt, ce Kieth Gebers, nd	Pop.: 40,000 Rad. Hms.: 13,700 Ret. Sls.: \$57,585,000	St. AP G
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ONTARIO

KSRV 1946	1380 1000 DA-N	Inland Radio Inc. Box 540 212	Oregon Trail Net. Moore & Lund	Gordon L. Capps, gm & cm	Jay Sherlock, pd Charles E. Harland, ce Pat Wilkins, nd	Robert Humphreys, fd Jim Hayden, sd Marie Bailey, wd	Pop.: 159,667 Rad. Hms.: 47,899 Ret. Sls.: \$167,511,000	Wld., St. UP WE
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OREGON CITY

KGON 1947	1230 250	Clackamas Bcstrs. Box 391 Oregon City 5249 Meeker	Dr. John H. Fitzgib- bon, p Irwin S. Adams, gm, cm & pmm	Sonora B. Hoffman, pd Edward G. Saxe, ce	Philip George, asst. ce Frank Faro, nd H. I. Jackson, sd	Pop.: 739,400 Rad. Hms.: 242,580	Assoc., Wld. AP G
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PENDLETON

KWRC 1941	1240 250	Western Radio Box 178 1425	ABC Moore & Lund	V. B. Kenworthy, p Lea Phillips, gm, cm & sd	Denman Dayton, pd Jack Webb, pmm Douglas Whipple, ce	John Cameron, nd Doris Forsman, wd	Pop.: 70,100 Rad. Hms.: 97.15% Ret. Sls.: \$60,745,000 UP RCA
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PORTLAND

*KBPS 1923	1450 250	Benson Poly. School 546 N. E. 12th Ave. Filmore 5469	Patricia L. Green, m & pd	Charles Weagant, ce			
KEX 1926	1190 50,000-DA-1	Westinghouse Bcstg. Co. 1230 SW Main Capital 1881	ABC Free & Peters	Chris J. Witting, p Joseph E. Baudino, evp J. B. Conley, sm R. H. Prigmore, slm Mel Bailey, pd Charles L. Burrow, pmm	T. T. Ely, ce John A. Erwin, tech. sup. Joseph E. Patterson, tech. sup.	Bob Thomas, nd Ivan Jones, fd Bob Blackburn, sd Kay West, wd	Pop.: 1,520,400 Rad. Hms.: 486,100 Ret. Sls.: \$1,809,216,000	Assoc. UP, INS WE
KEX-FM 1948	56.4kw 92.3mc Ch. 221 (B)							

City Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp eyp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
PORTLAND—(Continued)							
KGW 1922	620 5,000-DA-1	Pioneer Bcstrs. Inc. 1320 S. W. Broadway Beacon 6364	NBC Northwest Petry	H Quenton Cox, p & sm S. I. Newhouse Jr., gm J. N. Wassan, cm	D. F. Whitman, pd Earl E. Peterson, ce	T. D. Rishworth, educ. d & pub. affairs d R. F. Franklin, pdm Paul Rask, sd	Pop.: 1,192,545 L-W, Wld. AP, INS Ret. Sls.: \$1,621,443,000 Ray.
KGW-FM 1953	Ch. 262 (B) 100.3mc 57kw	Atwater 0383				 GE
KLIQ 1948	1290 1,000-D	Mercury Bcstg. Co. 3908 N. E. Sandy Blvd. Webster 1290		Gordon E. Bambricks, p, gm, pd			
KOIN 1925 KOIN-TV	970 5,000-DA-N	Mount Hood Radio & Tv Bcstg. Corp. P. O. Box 1031 Atwater 3333	CBS Avery-Knodel	Ted R. Gamble, p C. Howard Lane vp Harry H. Buckendahl, gm	John L. Palmer, natl. adv. m Willard Mears, pd George Wann, pmm	L. S. Bookwalter, engrg. d Lester Halpin, nd Luke L. Roberts, fd Johnny Carpenter, sd	Thes., Wld. AP, INS
KOIN-FM 1948	Ch. 266 (B) 101.1mc 48.6kw						
KPAM 1951	1410 1,000-D	Oregon Bcstrs. Ltd. P. O. Box 1230 Atwater 0106		S. M. Goard, p & gm Deal O. Wilkins, cm	D. Duclow, pd C. K. Dickson, ce	L. M. Marcus, nd	Pop.: 750,000 Assoc., Wld. AP WE Ret. Hms.: 200,000
KPFM(FM) 1946	Ch. 246 (B) 97.1mc 3.3kw	(KPAM, Am Affiliate)					
KPDQ 1947	800 1,000-D	John W. Davis 1008 SW 6th Capitol 9209	Webb	John W. Davis, p & gm Dave Jack, cm	Wink Guthrie, pd	Bob Beattie, ce	Assoc. AP Ray.
KPOJ 1932	1330 5,000-DA-1	KPOJ Inc. 1019 SW 10th Ave. Broadway 3484	MBS, Don Lee Blair	Wm. W. Knight, p R. M. Brown, gm Robt. C. LaBonte, cm Jack Moys, pd	Robt. Whitely, pmm Richard R. Pooley, ce Verne Mueller, nd	Alvin D. Bauer, fd Chas. LaFranchise, sd Alma Robinson, wd	Pop.: 867,410 Thes. UP Ret. Hms.: 302,410 \$826,706,000
KPOJ-FM 1948	Ch. 254 (B) 98.7mc 44kw						Thes. UP WE

Data corrected to Dec. 10, 1953. If executives or services for FM are same as AM affiliate names are not repeated. Market Data supplied by stations. *FM's in italic.* N—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

Newsweek

PACIFIC NORTHWEST: Empire in the Making

You're SO RIGHT!

When your figures show that **NO LONGER** does a Portland buy **SELL** Oregon.....

RADIO Willamette-Land

IS MORE LISTENED TO- SELLS BETTER THRU "IN THE MARKET" PENETRATION

Address: SALES MANAGER OREGON BEAVER NETWORK P.O. BOX 768 SALEM, OREGON

IT'S IMPACT!
IN OREGON ON THE "GA" GOOD ADVERTISING GORDON ALLEN STATIONS

* PRONOUNCED WIL-LAM-ETTE-LAND

THE TIME BUYER WHO SAW 'DOUBLE' IN OREGON.....

OREGON IS PORTLAND PLUS Willamette-Land WHERE

1/2 million Oregonians spend **THREE QUARTER BILLION DOLLARS**

PENNSYLVANIA

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	Owner; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
ALLENTOWN (Cont'd)							
WSAN ² 1923	1470 5,000-DA-N	Lehigh Valley Bcstg. Co. 39 N. Tenth St. Hemlock 4-9511	NBC Headley- Reed	B. Bryan Musselman, co & gm Olivia M. Barnes, cm	George Y. Snyder, pd Reuel H. Musselman, ce	John Van Sant, sd Kay Allen, wd	Wld. AP WE
WSAN-FM 1947	Ch. 260 (B) 99.9mc 3kw						
ALTOONA							
WFBG 1924	1340 250	Gable Bcstg. Co. Gable Arcade 6467	NBC, Quaker H-R Rep.	George P. Gable, p Jack Snyder, mngng. d	James Gates, cm, pd & nd George Burgoon, ce	Eugene Hammil, fd Josephine Cooney, wd	Wld. AP WE
WRTA 1947	1240 250	Thompson Bcstg. Co. 1421 12th Ave. 6646	ABC, MBS Meeker	Roy F. Thompson, p & gm William S. Clear, cm, sm, pmm & sd	Dorothy M. Thompson, pd George Shaffer, ce	S. Carlton Ayers, nd G. Hamill, fd Marge Griffith, wd	Pop.: 582,581 Rad. Hms.: 155,653 Ret. Slis.: \$493,873,000
WVAM 1948	1430 1,000-DA-2	General Bcstg. Corp. 2727 W. Albert Dr. Altoon 8127	CBS, Quaker Weed	George Gartland, co E. S. Leopold, p Will Ketner, m, pd & fd	Will Union, cm & pmm Bernard Bopp, ce Jean Lindamann, traffic m & wd	John Riley, nd Paul Melanson, sd	Pop.: 220,000 Rad. Hms.: 49,750 Ret. Slis.: \$63,272,000
WVAM-FM (CP)	Ch. 261 (B) 100.1mc .4kw						Pop.: 250,000 Rad. Hms.: 90,000 Ret. Slis.: \$63,272,000
APOLLO							
WAVL 1947	910 1,000-D	Tri-Borough Bcstg. Co. 4th St. & Penna. Ave. 72-32921	Bennett	Cecil F. Clifton, co-o & gm	Andrew J. West, co-o & cm H. Edgar Smith, ce	Silas West, pd Carrey Bentley, nd	L-W, Cole, SES. UP G
BARNESBORO							
WNCC 1950	950 500-D	North Cambria Bcstrs. Inc. 803 Maple Ave. Barnesboro 1010	KBS, Quaker	Harris G. Breth, p W. J. Thomas, gm	William Raihall, m & pd Dyle Miller, ce	Joanne Tibbett, office m Mildred Tatters, wd	Pop.: 112,000 Rad. Hms.: 40,000 Ret. Slis.: \$150,000,000
BEAVER FALLS							
WBVP 1948	1230 250	WBVP Inc. 1216 7th Ave. Beaver Falls 4100		Frank R. Smith, p & gm Thomas B. Price, cm & vp	Charles Onderka, treas. Lillian M. Smith, secy. Charles H. Wilson, pd Jean E. Biggard, pmm Frank W. Schaefer, ce	Ernest P. Kline, nd Chuck Wilson, sd Gertrude B. Trobe, wd	Pop.: 178,000 Rad. Hms.: 54,000 Ret. Slis.: \$163,332,000
BETHLEHEM							
WGPA 1947	1100 250-D	The Bethlehems' Globe Pub. Co. 426 Brodhead Ave. University 6-8074	Quaker	Rolland L. Adams, p Arthur C. McCracken, sm	Frank R. Collie, cm & pmm Stefan George, pd	Edwin L. Rybak, ce John Daday, sd	Pop.: 437,824 Rad. Hms.: 137,800 Ret. Slis.: \$441,987,700
WGPA-FM 1947	Ch. 236 (B) 95.1mc 10kw						Cap., Thes. UP RCA
BLOOMSBURG							
WCNR 1947	930 1,000-D	Columbia- Montour Bcstg. Corp. 38 W. Main St. 1700	Quaker	Ed Darlington, gm & cm	Robert Fulton, ce	Vera Grove, wd Max Williamson, nd Paul Niesley, pd Kay Myers, sd	Pop.: 3,000,000 Rad. Hms.: 2,800,000
WHLM 1948	690 1,000-D- DA CP. 550 500 DA-2	Harry L. Magee Hotel Magee 1800		Harry L. Magee, p Robert R. Williams, gm Pat Campbell, cm	James K. Stock, pd & sd Ray Calabrese, pmm Anthony Hogg, ce	Ted Jones, nd Walt Lewis, fd Gloria Michaels, wd	AP Ray.
BRADDOCK							
WLOA 1945	1550 1,000-D	Matta Bcstg. Co. 1233 Braddock Ave. Electric 1-1100		William G. Matta, p & gm Robert F. Pleunik, cm & nd	George C. Matta, pd Elmer L. Heess, ce	Dan Wagner, sd Ann Popovich, wd	Pop.: 1,890,000 Rad. Hms.: 44,750 Ret. Slis.: \$2,528,200,000
BRADFORD							
WESB 1947	1490 250	Radio Station WESB 43 Main St. 3173	MBS Burn- Smith	Joseph M. Cleary, gm, pmm & nd Frederick Tascone, cm	Lloyd P. Gordon, pd Dean W. Merry, ce Jack C. Laffin, sd	L. P. Gordon, fd Gertrude Curley, wd	Pop.: 59,400 Rad. Hms.: 13,750 Ret. Slis.: \$56,682,000
BUTLER							
WBUT 1949	1580 500-D CP: 1050 250-D	J. Patrick Beacom P.O. Box 1048 75-778	Gill-Perna	J. Patrick Beacom, p Kenneth E. White, gm & cm	Rick Hanna, pd Gerald D. Coleman, ce	Dick Kutan, sd Paula Dugan, wd	Pop.: 3,900,000 Rad. Hms.: 985,000 Ret. Slis.: \$4,000,000,000
WBUT-FM 1949	Ch. 249 (A) 97.7mc 0.72kw						WH
WISR 1941	680 250-D	Butler Bcstg. Co. Inc. 357 N. Main St. 74-701	KBS, Tri-State,	Joel W. Rosenblum, p Robert L. Kaufman, gm & nd George E. McGary, cm	Warren E. Ihlenfeld, pd & sd Michael S. Salamon, pmm	Paul F. Rex, ce John Turrell, fd Margo Pitts, wd	Pop.: 750,000 Rad. Hms.: 210,000 Ret. Slis.: \$500,000,000
CARBONDALE							
WCDL 1950	1230 250	Carbondale Bcstg. Co. Inc. 127 Salem Rd. 1230	KBS, Quaker Cooke	William H. Ware, p John R. Kreiger, gm Frank T. Bailey, cm	Edward J. Hughes, pd Robert G. Adams, tech. advisor	Walter F. Rude, ce Paul Elbrecht, sd	Pop.: 272,000 Rad. Hms.: 77,600 Ret. Slis.: \$238,900,000
CARLISLE							
WHYL 1952	960 1,000-D	Richard Field Lewis Jr. P. O. Box 345 Mount Holly Pike Carlisle 1785	Quaker	Richard Field Lewis Jr., p Winslow T. Porter, gm & cm	Clinton H. Morse, pd Jack Simmons, ce	Peggy Jane Goodyear, loc. nd Irwin W. Galt, fd	Pop.: 629,951 Rad. Hms.: 171,964 Ret. Slis.: \$631,584,000
CHAMBERSBURG							
WCHA 1946	800 1,000-D	Chambersburg Bcstg. Co. Craft Press Bldg. 1110	Forjoe	John S. Booth, vp Earl P. Strine, sm & cm	Sam A. Taylor, pd & Bob Harrison, pmm James A. McCurdy, ce	Jack Konode, fd Peter E. Farrell, sd Margaret Leete, wd	Pop.: 206,692 Rad. Hms.: 47,335
WCHA-FM 1948	Ch. 240 (A) 95.9mc .7kw						St., Thes. AP GE

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CHARLEROI

WESA 1947	940 250-D	Monongahela Valley Bcstg. P. O. Box 584 Charleroi 3-6551 Rambeau	Dr. A. S. Sickman, p, bd. of d Charles R. DuVall, gm George D. Gailey, pd	Silvio Garafalo, ce	William Richards, nd & sd Shirley McDonald, wd			Thes. AP Ray.
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CHESTER

WPWA 1947	1590 1,000-DA-N	Lou Poller 3500 Edgemont Ave. Chester 4-4321	Forjoe	Lou Poller, p Howard Weiss, gm Cy Swingle, cm Jeff Scott, pd, sd & nd	Harry Simington, ce Frances Johansen, pmm & traffic m	Marian Pedlow, wd	Pop.: 150,000		St. AP Col.
WVCH 1948	740 250-D	James M. Tisdale Wolf Bldg. Market Sq. Chester 2-8861 Webb	James M. Tisdale, o, gm, cm & ce	Robert A. Hibbert, pd Frank Wayne, nd & fd	Don Baron, sd Carolyn Sphar, wd	Pop.: 2,000,000 Rad. Hms.: 490,000 Ret. Sls.: \$85,000,000 UP RCA	

CLEARFIELD

WCPA 1947	900 1,000-D	Clearfield Bcstrs. 215 Church St. Clearfield 5-5541	Quaker	W. K. Ulerich, p W. J. Thomas, gm & pmm	Llewellyn Duck, ce Joseph Milsop, m & pd Margaret Nemeth, asst. m	W. O. Mitchell, fd Janet Cowdrick, wd	Pop.: 101,000 Rad. Hms.: 24,000 Ret. Sls.: \$71,000,000	Thes., Assoc. UP G	
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COATESVILLE

WCOJ 1949	1420 1,000-D	Chester County Bcstg. Co. 703 E. Chestnut St. 2100	Quaker Webb	William S. Halpern, p & gm Richard Scully Jr., vp	Donald Kimes, cm & pmm Louis N. Seltzer, secy. & ce	George Thurston, nd Eloise Dannenhowser, wd	Pop.: 160,000 Rad. Hms.: 40,000 Ret. Sls.: \$150,000,000	SES. UP G	
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CONNELLVILLE

WCVI 1947	1340 250	Connellsville Bcstrs. Inc. 126 W. Crawford 2700		Raymond Galiardi, p	Jack Craddock, gm & sd	Joseph Speeney, pd Paul Queer, ce			Wld., Ses. UP G
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COUDERSPORT

WFRM 1953	600 500-D	Farm & Home Bcstg Co. 9 N. Main St. 611	C. H. Simpson, p John A. Fay, vp & gm George A. Clark, slm	Dean L. Close, oper. m David W. Hammond, cm Maurice Sherman, ce	Walter Taylor, nd Gibby Hoffman, sd Pete Brennehan, fd Shirley Roche, wd	Pop.: 191,000 Rad. Hms.: 85,750 Ret. Sls.: \$266,623,000		
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DOYLESTOWN

WBUX 1948	1570 250-D	Charles M. Meredith Hart Bldg. 220	KBS, Quaker Indie	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	Pop.: 200,000 Rad. Hms.: 75,000		Wld. AP GE
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DU BOIS

WCED 1941	1230 250	Tri County Bcstg. Co. 80 N. Park Pl. 1700	CBS McGillvra	H. T. Gray, p J. S. Gray, gm & nd George Williams, cm & pd	Ken Johnston, pmm Bernard Guerwich, ce Marv Bloom, sd Mat Stevens, fd	Betty Lee, wd	Pop.: 200,000 Rad. Hms.: 45,000 Ret. Sls.: \$40,000,000		SES. UP RCA
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WCED-FM Ch. 271 (B)
1948 102.1mc
9.5kw

EASTON

WEEK (CP)	1230 250	Eastern Bcstg. Co.							
WGLV (TV)									
WEEK(FM) 1948	Ch. 252 (A) 98.3mc 1kw	Easton Pub. Co. 6155 Headley- Reed	J. L. Stackhouse, p Richard Hubbell, asst. to p	Nelson S. Rounsley, bus. m	Charles McKee, pd Charles R. Thon, ce	Pop.: 206,120 Rad. Hms.: 49,980 Ret. Sls.: \$353,908,000	Assoc. AP RCA	
WEST 1936	1400 250	Associated Bcstrs. Inc. 516 Northampton 6131	NBC Meeker	Clair R. McCollough, sta. exec. Theodore W. Pierce, sm	J. Robert Gulick, gen. slm	Eugene Bethman, pd J. E. Mathiot, tech. d			Wld. UP

WEST-FM Ch. 300 (B)
1948 107.9mc
11kw

EMPORIUM

WBTL (CP)	980 500-D	Bucktail Bcstg. Corp.							
WEMR (CP)	1340 100	Kenneth H. Ren- nekamp 513-15 Berger Bldg. Pittsburgh, Pa. Atlantic 1-1365	KBS, Quaker	Kenneth H. Renne- kamp, p & gm Catherine McLaughlin, cm Mary Freed, pd	David McElhatten, ce				

WERC 1941	1260 5,000-DA-2	Presque Isle Bcstg. Co. 121 W. 10th St. 4-6367	NBC, Quaker Weed	Jacob A. Young, p B. Walker Sennett, vp Arthur M. Ingram, gm Robert Yochim, cm	J. Jacob Young, pd & pmm Kenneth L. Hestor, ce	Jay Young, sd Jim Dewart, nd Ralph Wheeler, fd	Pop.: 259,874 Rad. Hms.: 95,000 Ret. Sls.: \$283,570,000 UP RCA	
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WERC-FM Ch. 260 (B)
1950 99.9mc
9.7kw

W E R C

**ERIE PENNSYLVANIA'S
LEADING REGIONAL STATION**

GIVES YOU OUTSTANDING MERCHANDISING

Pluses

BUS CARDS
TAXI POSTERS
DIRECT MAIL
POINT OF SALE POSTERS
THEATER SCREEN PROMOTION

**5000 WATTS
1260 KC**

**Represented by
WEED & CO.**

PENNSYLVANIA

City	Call Letters	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	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
WIKK	1949	1330 5,000-DA-2	Community Service Bcstg. 1021 State St. 23-248	ABC H-R Reprs.	Edward Lamb, p Charles R. Kinney, gm William George, cm	James Hurley, pd & sd Jack Shumaker, pmm	Pop.: 225,000 Rad. Hms.: 65,000 Ret. Sls.: \$360,000,000	Wid. AP Col.
WJET	1951	1570 250-D	JET Bcstg. Co. 18th & Ash 4-6013	Myron Jones, p & gm Lou Skelly, cm Kay Pfadt, pd	William Fleckenstein, ce	Pop.: 200,000 Rad. Hms.: 67,000 Ret. Sls.: \$283,573,000	SES. AP G
WLEU	1933	1450 250	Commodore Perry Bcstg. Service Inc. 212 Commerce Bldg. 22-129	MBS, KBS, Quaker Young	Owen K. Murphy, p Philip B. Hirsch, gm James D. Brownyard, cm	Robert Eaton, pd William Sebenick, ce Jim Carrington, nd & sd	Pop.: 250,000 Rad. Hms.: 62,500 AP RCA
WLEU-FM	1948	Ch. 250 (B) 97.9mc 7.8kw						
FARRELL								
WFAR (CP)		1470 500-D	Sanford A. Schaftiz					
GETTYSBURG								
WGET	1950	1450 250	Times & News Pub. Co. P. O. Box 28 850	KBS, Quaker	Murray L. Goldsborough Jr., gm & cm	C. W. Baker III, pd. Lester Blair, ce	Pop.: 50,000 Rad. Hms.: 12,500 Ret. Sls.: \$41,000,000	Wid. AP GE
GREENSBURG								
WHJB	1934	620 1,000-D 500-N DA-2	Pittsburgh Radio Supply House 123 N. Penn. Ave. 3740	George J. Podeyn, gm Glenn Grayson, pd & nd	Lyle Allen, ce Gene Tiberio, sd	Pop.: 25,450 Rad. Hms.: 8,600	L-W UP WE
GROVE CITY								
*WSAJ	1921	1340 100-SH	Grove City College 763		Dr. Weir C. Ketter, p	Dale O. Smock, ce	 GE
HANOVER								
WHVR	1949	1280 1,000-D 500-N DA-N	Radio Hanover Inc. Hanover 3831	MBS, Quaker	John D. Bare, p, gm & cm	Ned Rutledge, pd Ed John, pmm		Wid. UP RCA
HARRISBURG								
WCMB	1948	1460 5,000 DA-2	Rossmoyne Corp. 228 Court St. 4-3005	MBS Cooke	Edgar T. Shepard Jr., p Ed K. Smith, gm & vp Rudolf O. Marcoux, cm	John Archer, pd J. Howard Bair, ce Pete Wambach, nd	Pop.: 870,250 Rad. Hms.: 208,287 Ret. Sls.: \$796,646,000	

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WCMB means BUSINESS in HARRISBURG



1 162% increase in National Spot sales first ten months of 1953 over same period 1952. Proof that national advertisers are getting wise to what local admen have known for a long time. That WCMB means BUSINESS in Harrisburg.

2 WCMB's 5000 watt power covers ALL of Harrisburg. Not just the city itself, but also the 69% (more than 200,000) who LIVE OUTSIDE the city but BUY INSIDE the city.

3 WCMB's FOWER, PROGRAMS, PROMOTION . . . get the kind of ACTION you can measure in RESULTS rather than by slide-rule technique.



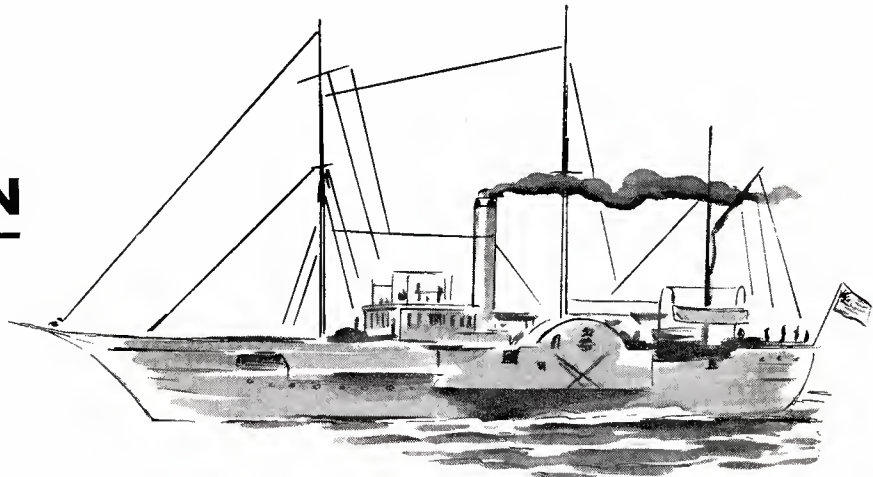
Mutual Broadcasting System

1460 KC • 5000 WATTS
WCMB
 24 HOURS DAILY
 LEMOYNE-HARRISBURG, PA.
 Represented by-DONALD COOKE, Inc.

Erie

PENNSYLVANIA'S THIRD CITY

**WHERE
HISTORY
HAS BEEN
MADE**



THE WOLVERINE

The first ironclad warship ever built—
launched at Erie in 1843.

**WHERE
HISTORY
IS BEING
MADE** *by the BIG THREE...*

WICU TV

Better than 99% set saturation—
tops in Public Service programming
—and the best from all four net-
works. WICU gives Erie folks an
outlet that's bound to create sales.

WIKK AM

Erie's first 5000 watt station with
top Pulse ratings all day long and
local advertisers soon find out that
WIKK is a "must buy."

the ERIE DISPATCH

Erie's oldest Daily and Sunday
newspaper with AP news service,
plus all the top features that make
it Erie's daily reading habit.

NATIONAL STANDING OF THIS MARKET

CITY	COUNTY	
97th	97th	per capita effective buying power
75th	29th	total retail sales per family
64th	89th	food sales
81st	88th	general merchandise sales
SOURCE - SALES MANAGEMENT - SURVEY OF BUYING POWER 1953		

- * RADIO
- * TV
- * NEWSPAPER

EDWARD LAMB Enterprises INC.

HOME OFFICE—500 EDWARD LAMB BLDG., TOLEDO, OHIO WASHINGTON OFFICE . 3177 NATIONAL PRESS BLDG.

WICU-TV—Erie, Pa.
Edward Petry & Co., Inc.

WIKK-AM—Erie, Pa.
H.-R. Co.

WTOD—Toledo, Ohio
Forjoe

WHOO—Orlando, Florida
Avery-Knodel

WMAC-TV—Massillon, Ohio
Edward Petry & Co., Inc.


The Erie Dispatch—Erie, Pa.
Reynolds-Fitzgerald

PENNSYLVANIA

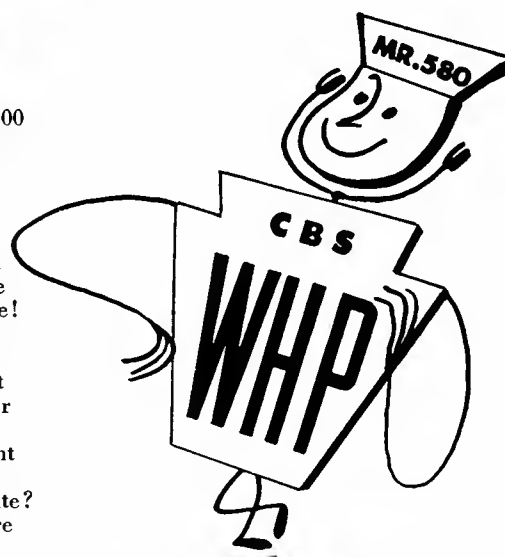
City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	Owner o; Pres. p; Exec. op evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
HARRISBURG—(Continued)							
WHGB 1945	1400 250	Kendrick Bestg. Co. Inc. 112 Market St. 4-4988	ABC, Quaker Weed	Herbert Kendrick, p gm & cm Jack Hooper, pd & sd	Red McCarthy, pmm William O. Kuntz, ce Lewis Doolittle, nd	Bill Sullivan, fd Lillian Mickley, wd Pop.: 175,000 Rad. Hms.: 45,000	Cap. AP RCA
WHP 1924 WHP-TV	580 5,000-DA-N	WHP Inc. 216 Locust St. 4-3211	CBS Bolling	A. K. Redmond, gm & cm Dick Redmond, pd	E. Daniel Leibens- perger, ce Beatrice Potteiger, pmm	John Price, nd George Wirt, fd Ed Gundaker, sd	St., Assoc. AP, UP Ray. WF WH
WHP-FM 1946	Ch. 247 (B) 97.3mc 3.5kw						
WKBO 1922	1230 250	Keystone Bestg. Corp. 31 N. 2d St. 4-0191	NBC Meeker	Clair R. McCollough, sta. exec. Henry M. Traugh, sm	J. Robert Gulick, gen. slm	S. D. Eberly, pd J. E. Mathiot, tech. d	Wid. UP
HAZLETON							
WAZL 1932 WAZL-TV	1490 250	Hazleton Bestg. Hazleton Natl. Bank Bldg. Gladstone 4-3538	MBS, NBC Raymer	Victor C. Diehm, p & gm Thomas A. Tito, cm Bill Graham, pd & sd	Betty Mulligan, pmm Elwood C. Tito, ce Kathryn Kahler, asst. to gm	Paul Cerula, nd Al Evans, fd Frances Carter, wd Pop.: 271,927 Rad. Hms.: 67,982 Ret. Sls. \$399,972,000	Wid. AP WE
WAZL-FM 1947	Ch. 250 (B) 97.9mc 7.8kw					Pop.: 498,330 Rad. Hms.: 124,582	
HOMESTEAD							
WHOD 1948	860 250-D	Steel City Bestg. 105 E. 8th Ave. Homestead 1-0172 ForJoe	Roy Ferree, gm Leonard Walk, sm	Sid J. Dickler, pmm James Herbert, ce	Mal Goode, nd Pop.: 2,400,000 Rad. Hms.: 602,000 UP WE
HUNTINGDON							
WHUN 1947	1150 1,000-D	The Joseph F. Biddle Pub. Co. 400 Washington St. 1291	KBS Indie	John H. Biddle, p William E. Germann, gm	Darleen Grove, pd E. A. Craig, ce	Donald Stuller, nd R. S. Clark, fd Pop.: 37,086 Ret. Sls.: \$31,661,570	Wid., L-W, SES. UP G
INDIANA							
WDAD 1945	1450 250	WDAD Inc. 673 Philadelphia St. Indiana 5-5511	CBS, KBS	W. K. Ulerich, p W. J. Thomas, gm Jonas Termin, cm & sm	Clifford Porter, pd Charles Rutledge, pmm Stanley Graziadio, ce	W. Hoehner, nd Rogers Wood, sd William Cochrane, fd Pop.: 100,000 Rad. Hms.: 23,000 Ret. Sls.: \$30,000,000 UP WE


Data corrected to Dec. 10, 1953. If executives or services for FM are same as AM affiliate names are not repeated. Market Data supplied by stations. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

HATS OFF TO WHP!

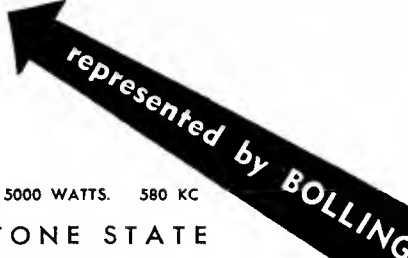


Yes, hats off to this great Harrisburg, Pa., station whose 5000 powerful watts consistently and profitably shower the top quality market of the Keystone State with purse-opening CBS shows. For WHP lies deep in the heart of rich Dauphin County, an area whose retail sales alone are more than 92% of the national average! And WHP has developed a delightful habit of walking away with top audience ratings. Want to make money and build greater prestige for your product or service in Harrisburg, Pa.? Want to saturate the top quality market of the great Keystone State? Then, it's WHP. Just write, wire or phone BOLLING, N. Y. for all the startling facts.





WHP
CBS RADIO NETWORK HARRISBURG, PA. 5000 WATTS. 580 KC
THE KEY STATION OF THE KEYSTONE STATE



represented by BOLLING

JOHNSTOWN

WARD 1946	1490 250	Central Bestg. Co. Porch Bldg. 81-216	CBS, Quaker Weed	Paul Short, p George D. Gartland, gm	Robert R. Nelson, sm Joseph B. Smith, pd Millard C. Coleman, ce Frank C. Jordan, nd	Bernie Shedlock, fd Joe Cavanaugh, sd Alma Cramer, wd		Wid. UP WE
WARD-FM 1948	Ch. 221 (A) 92.1mc 0.285kw							
WCRO 1947	1230 250	Century Bestg. Corp. Fort Stanwix Hotel 9-1187	ABC, MBS, Quaker Radio- Television Reps.	John J. Keel, p Stewart W. Phillips, gm, vp & cm	Jane Smith, asst. to m & wd Earl Castine, ce	Bill Walton, nd Frank Toal, sd	Pop.: 282,000 Rad. Hms.: 58,350 Ret. Sls.: \$260,075,000 INS WE
WJAC 1925 WJAC-TV	1400 250	WJAC Inc. WJAC Bldg. 329 Main St. 4-1267	NBC, Quaker Young	Walter W. Krebs, p John P. Foster, sm	Park Claycomb, cm Ron Stephenson, nd	Ted Burn, pmm Theodore Campbell, ce		L-W AP RCA
WJAC-FM 1948	Ch. 238 (B) 95.5mc 8.3kw							

KITTANNING

WACB 1948	1380 1,000-D	Armstrong Co. Bestg. Corp. 325 Market St. 43-1381		J. B. Moore, p E. J. Hirschberg, gm Albert Dame, cm Chuck Moyer, pd	Joseph Pelletier, ce Clyde Cranmer, sm Ben Bowser, nd, fd & sd	Shirley Stull, wd		Thes. AP WE
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LANCASTER

WGAL 1922	1490 250	WGAL Inc. 8 W. King St. 5251	NBC Meeker	Clair R. McCollough, p Maynard W. Thomas, sm	J. Robert Gulick, gen. slm	Kenneth L. Kreider, pd J. E. Mathiot, tech. d		Wid. UP
WGAL-TV								
WGAL-FM 1944	Ch. 267 (B) 101.3mc 3.8kw							
WLAN 1946	1390 1,000-DA-N	Peoples Bestg. Co. 252 N. Queen St. 7261	ABC, Quaker Headley- Reed	Frank A. Altdoerffer, p, gm & ce S. M. Altdoerffer, vp J. Stanley Baker, cm	Ted Pollack, pd & sd Bernie DePaul, pmm Karl Scheying, nd	Col. Arthur J. Burks, fd Dorothy Stevens, wd	Pop.: 250,000 Rad. Hms.: 101,830 Ret. Sls.: \$255,334,000	L-W, Cap. AP RCA
WLAN-FM 1947	Ch. 245 (B) 96.9mc 6.7kw							L-W, Cap. AP GE

LANSFORD

WLSH 1952	1410 1,000-D	Miners Bestg. Service Inc. Box D 1440	Quaker Everett- McKinney	Jospeh L. Maguire, p John W. Angst, sm Joseph C. Lendvay, cm	Bud Angst, pd Milton W. Seltzer, ce Joe O'Grady, fd	Ed Fisher, sd Art Semigran, nd Sylvia White, wd	Pop.: 220,947 Rad. Hms.: 58,061 Ret. Sls.: \$197,119,700	
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LATROBE

WAKU 1951	1570 250-D	Clearfield Bests. 202 Depot St. 2348	KBS	W. K. Ulerich, p W. J. Thomas, gm Warren A. Koerbel, cm & pd	Bernard Guidos, ce Colleene Frichtel, office m & wd	Jack Gunning, nd Joe Pasquall, fd	Pop.: 54,000 Rad. Hms.: 15,000 Ret. Sls.: \$50,000,000	Thes., Wid. AP G
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LEBANON

WLBR 1946 WLBR-TV	1270 1,000-DA-N	Lebanon Bestg. Co. Central Bldg. 8th & Cumberland Sts. 2-7651 Burn- Smith	H. Raymond Stadiem, cont., gm & cm Henry H. Homan, pd & nd	Julian F. Skinnell, opers. m M. Leonard Savage, ce Howard P. Van Vorrhis, sd	Mildred S. Fortna, office sup. Ruth Sklar, d of copy Hyland White, fd Mary Ellen Kurtz, wd	Pop.: 1,000,000 Rad. Hms.: 300,000 Ret. Sls.: \$1,000,000,000	Assoc., Wid. AP RCA
WLBR-FM 1948	Ch. 261 (B) 100.1mc 0.72kw							Wid. UP RCA

LEWISTOWN

WKVA 1949	920 1,000-D	Central Penn. Bestg. Co. 19 S. Wayne St. 6771	ABC, Quaker, Penn- Harrish Radio Net. Gill-Perna	Robert L. Wilson, p, gm & cm Lynn H. Bloom, pd & fd	Reed E. Gray, pmm & nd Robert C. Steltzer, ce	Robert E. Hyle, sd Vera Snook, wd	Pop.: 55,000 Rad. Hms.: 15,000 UP G
WMRF 1941 WMRF-TV	1490 250	Lewistown Bestg. Co. 5 W. Market 6757	NBC, Quaker Burn- Smith	J. S. Woods, p T. W. Metzger, gm Ralph Parker, cm	James Keyes, pd & pmm Kenneth Callahan, ce	Dale Smith, sd Rita McCoy, wd		St. UP WE
WLTN(FM) 1947	Ch. 250 (B) 97.9mc 2.25kw	(WMRF, Am Affiliate)						

LOCK HAVEN

WBPZ 1946	1230 250	Lock Haven Bestg. Co. 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	Pop.: 225,000 Rad Hms.: 85,000	L-W, Wid. AP Ray.
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McKEESPORT

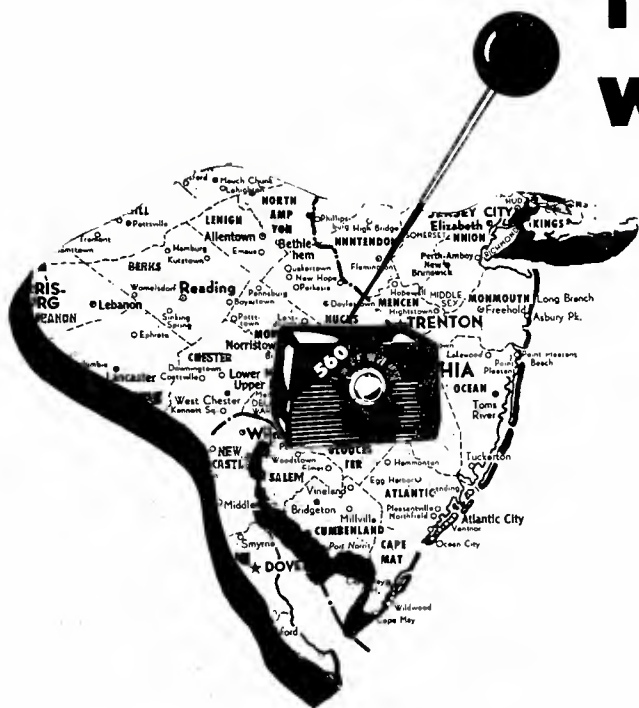
WEDO 1946	810 1,000-D	Tri City Bestg. Co. 547 5th Ave. 4-7167 Rambeau	Edward J. Hirshberg, p Robert E. Badger, m Russel R. Weiskircher, asst. m	Mike Lee, pd & sd Ray Lehman, d of mus. Wilkes Hurley, ce	Al MacDowell, nd Ray J. Maffei, con- tinuity d & fd Lucy L. Jones, wd		Thes. AP Ray.
WMCK 1947	1360 1,000-DA-N	Mon-Yough Bestg. Co. McGillvra	Robert M. Cox, p Gene Kline, gm & cm Pat Haley, asst. m	Sam Vidnovic, pd & sd Charles W. White, ce	Lester Sullivan, nd Sally Mossman, wd	Pop.: 55,000 Rad. Hms.: 451,109 Ret. Sls.: \$1,601,448,000	Wid. UP Ray.
WMCK-FM 1947	Ch. 285 (A) 104.9mc 0.5mc							Wid., L-W UP Fed.

PENNSYLVANIA

City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	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	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter	
MEADVILLE									
WMGW	1947	1490 250	Meadville Bcstg. Service Inc. 1st Natl. Bank Bldg. 46-723	ABC	H. C. Winslow, p Robert Trace, gm & sd	Douglas Rose, cm James Strickler, pd	Jack Harvey, ce	Pop.: 76,000 Rad. Hms.: 23,000 Ret. Sls.: \$82,003,000	Wld. UP GE
WMGW-FM	1948	Ch. 262 (B) 100.3mc 10kw							Wld. UP WH
MEYERSDALE									
WMDL	(CP)	560 500-D	WJAC Inc.						
MONTROSE									
WPFL	1953	1250 1,000-D	Montrose Bcstg. Lake & Locust St. 397		W. Douglas Roe, p Loren F. Bridges, gm Chas. Hallinan, ce	Henry W. Felton, nd Worth Warner, sd	Norman Dale, fd Pearl Greenwood, wd	Pop.: 175,000	AP G
NANTICOKE									
WHWL	1947	730 1,000-D	Radio Anthracite Inc. 38 E. Main St. 1332	ForJoe	Henry W. Lark, p W. T. Jones Evans, gm	Thomas Hilburt, slm Livingston Clewell, pd & sd	Joseph Berrish, chf op		Cap. UP Ray.
NEW CASTLE									
WKST	1938	1280 1,000-DA-N	WKST Inc. Cathedral Bldg. Oliver 4-5501	MBS, Quaker Everett- McKinney	S. W. Townsend, p Art Graham, sm & cm Harry Reith, pd & sd	Allen Croy, pmm & nd Donald Dout, ce	Al Francis, fd Ruth Ray, wd	Rad. Hms.: 211,536 Ret. Sls.: \$780,658,000	Wld. UP RCA
WKST-TV									
NEW KENSINGTON									
WKPA	1940	1150 250-D	Allegheny Kiski Bcstg. Co. 810 Fifth Ave. Edison 7-3588	Continental	Edward J. Kroen, gm & sd	Mel Goldberg, cm W. W. Neely, ce	Michael Felack, nd Toni Lee, wd		L-W, Mac., SES., Cole UP RCA
NORRISTOWN									
WNAR	1946	1110 500-D	Norristown Bcstg. Co. Inc. 115 W. Main St. Norristown 8-7600		N. Joe Rahall, p Ogden R. Davies, gm John M. Banzhoff, sm	Buddy Brode, pd & sd Julius Kosik, ce C. Frank Cordaro, tech. sup.	James M. Nellany, nd Dolores Wisler, wd	Pop.: 3,760,000 Rad. Hms.: 1,052,000 Ret. Sls.: \$3,894,000,000	SES. AP G
OIL CITY									
WKRZ	1946	1340 250	WKRZ Inc. 201 Fair Bldg. 4-1260	MBS	Kenneth E. Renne- kamp, p & gm Catherine L. Mc- Laughlin, cm	Ruth Siembedia, pd & vp Glenn Henderson, pmm & fd David McEl- hatten, ce	James Hester, nd Edward Vandenberg, sd Betty Lesco, wd		Wld. UP RCA
PHILADELPHIA									
KYW	1922	1060 50,000-DA-1	Westinghouse Bcstg. Co. Inc. 1619 Walnut St. Locust 4-3700	NBC Free & Peters	Chris J. Witting, p Joseph E. Baudino, evp Franklin A. Tooke, gm Robert H. Teter, slm	Gordon Davis, prog. m Paul I. Woodland, pmm I. N. Eney, ce	James Gantz, nd Bill Givens, fd Herb Carneal, sd Ruth Wells, wd	Pop.: 6,161,600 Rad. Hms.: 1,732,727 Ret. Sls.: \$6,616,583,000	St., Thes. UP, INS WH
WPTZ(TV)									
WCAU	1922	1210 50,000	WCAU Inc. City Line & Monument Ave. Greenwood 7-8300	CBS CBS Radio Spot Sales	Donald W. Thorn- burgh, gm Joseph T. Connolly, pd & vp	Robert N. Pryor, pmm & vp John G. Leitch, engrg. vp	Joseph L. Tinney, evp John S. deRussy, slm Charles Shaw, nd Amox Kirby, fd Bill Campbell, sd	Pop.: 4,372,600 Rad. Hms.: 1,229,600 Ret. Sls.: \$4,795,585,000	L-W AP, UP
WCAU-TV									
WCAU-FM	1941	Ch. 251 (B) 98.1mc 11kw							Assoc. INS GE
WDAS	1924	1400 250	Max M. Leon Inc. 223 Arch St. Market 7-8484	ForJoe	Max M. Leon, p Robert A. Klein, gm & cm	Fred H. Greene, pd Len Allen, merc. in & pmm Frank Unterberger, ce	M. Leonard Matt, asst. gm & nd John Mahan, sd Bernice Thompson, wd	Pop.: 3,500,000 Rad. Hms.: 1,000,000	AP RCA
WFIL	1922	560 5,000-DA-2	Triangle Publications Inc. 46th & Market St. Evergreen 2-4700	ABC, Quaker Katz	Walter H. Annenberg, p Roger W. Clipp, gm Kenneth W. Stowman, gen. slm	Felix Meyer, pd Joe Zimmermann, pmm Henry Rhea, chief opers. eng.	Charles Harrison, news & special events d Howard Jones, fd Tom Moorehead, sd Mary Jones, wd	Pop.: 7,407,400 Rad. Hms.: 2,104,178 Ret. Sls.: \$8,224,100,000	Wld. UP RCA
WFIL-TV									
WFIL-FM	1941	Ch. 271 (B) 102.1mc 10kw							
WFLN(FM)	1949	Ch. 238 (B) 95.7mc 20 kw	Franklin Bcstg. Co. 8200 Ridge Ave. Ivyridge 2-6000		Lawrence M. C. Smith, p Raymond S. Green, evp & gm	William M. Davison, slm	Harry W. Dallison, ce	Pop.: 3,844,960 Rad. Hms.: 572,756	UP Col.
WHAT	1929	1340 250	Independence Bcstg. Co. 1505 Walnut St. Rittenhouse 6-2058	Indie	William A. Banks, p & cm Dolly Banks, gm	Cal Milner, pd & nd Len Stevens, pmm Charles Lehmann, ce	Jerry Gaines, sd Mary Mason, wd		AP RCA
WHAT-FM	1950	Ch. 243 (B) 96.5mc 20kw							
WIBG	1925	990 10,000-DA-2	Seaboard Radio Bcstg. Corp. 1425 Walnut St. Rittenhouse 6-2300	Radio-TV Reps	Paul F. Harron, p Joseph Lang, vp Edward D. Clery, gm & cm	Douglas Arthur, pd Rupe Werling, pmm & pdm John H. Henninger, tech. d	George Hooper, ce Ray Walton, nd Bob Knox, fd Bosh Fritchard, sd	Pop.: 4,000,000	UP WE
WIBG-TV									
WIBG-FM	1948	Ch. 231 (B) 94.1mc 20kw							

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**37 big-sales counties in
Pennsylvania... New Jersey...
Delaware... New York.**

**THERE IS NO GREATER ONE-
MEDIUM COVERAGE OF THIS
IMPORTANT FOUR-STATE
AREA THAN WFIL-RADIO.**

**WFIL gives RADIO COVERAGE
greater SALES IMPORTANCE through**

PROGRAMMING

... geared for public preference

PROMOTION

... well planned, aggressive, effective

MERCHANDISING

... most complete and concrete service in this area

**THAT'S WHY PHILADELPHIA ADVERTISERS —
WHO LIVE IN AND KNOW THE MARKET BEST —
PLACE MORE SPOT ADVERTISING ON WFIL
THAN ANY OTHER STATION.**

The Philadelphia Inquirer Station

WFIL

ABC AFFILIATE • Represented by JOHN BLAIR & COMPANY

PENNSYLVANIA



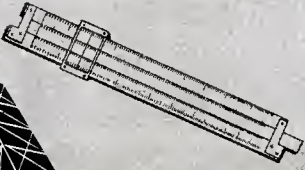

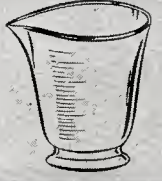
City	Call Letters	Chan. or Freq.	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter	
	WIP	610	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 Murray Arnold, pd	Edward Wallis, pmm & publ. d Clifford C. Harris, ce Reginald K. Harris, asst. ce	Pop.: 7,372,639 Rad. Hms.: 2,024,282	Wid. AP, UP WE	
WIP-FM 1942	Ch. 227 (B) 93.3mc 20kw								
WJMJ 1948	1540 1,000-D	Patrick J. Stanton 2043 Locust St. Locust 4-2300	McGillvra	Patrick J. Stanton, o & m Charles Stahl, cm	Michael Deegan, pd Josephine Oris, pmm Alec F. Iles, ce	Douglas Henson, nd & sd Ruth Chilton, wd	Pop.: 2,500,000 Rad. Hms.: 500,000 Ret. Sls.: \$200,000,000	SES. AP RCA	
WPEN 1929	950 5,000-DA-N	Wm. Penn Bcstg. Co. 2212 Walnut St. Locust 4-6000	Gill-Perna	William H. Sylk, p Wm. B. Caskey, gm Erwin Rosner, loc. slm	Samuel Elber, pmm & pd Charles W. Burtis, ce	Matt Guokas, sd Pat Page, wd	Rad. Hms.: 1,500,000	Assoc. AP, UP WH	
WPEN-FM 1942	Ch. 275 (B) 102.9mc 20kw								
WTEL 1925	860 250-D	Foulkrod Radio Engrg. Co. 4312 N. Broad St. Davenport 4-4310	Indie	E. Douglass Hibbs, p & pd	Henry N. Cocker, gm John Field, ce	Theodora Kay, wd		
PITTSBURGH									
KDKA 1920	1020 50,000	Westinghouse Bcstg. Co. Inc. Grant Bldg. Grant 1-4200	NBC Free & Peters	Chris J. Witting, p Joseph E. Baudino, evp L. R. Rawlins, gm John Stilli, cm	Robert E. White, prog. m David N. Lewis, pmm	T. C. Kenney, ce Homer Martz, fd	Pop.: 7,000,000 Rad. Hms.: 2,228,000 Ret. Sls.: \$87,397,845,000	Thes. AP, UP WH	
KDKA-FM 1942	Ch. 225 (B) 92.9mc 9kw								
KQV 1919	1410 5,000-DA-2	Allegheny Bcstg. Corp. 800 Chamber of Commerce Bldg. Atlantic 1-9100	CBS Weed	Gunnar O. Wiig, evp James Murray, gm Chris Salmon, slm	John D. Gibbs, pd Owen Simon, pmm James Schultz, ce	Jack Henry, nd Pie Traynor, sd	Pop.: 2,098,728 Rad. Hms.: 604,265	L-W, Wid. UP WE	
WCAE 1922	1250 5,000-DA-N	WCAE Inc. Carlton House 550 Grant St. Atlantic 1-6900 (See Homestead, Pa. listing)	ABC Katz	Leonard Kapner, p & gm R. Clifton Daniel, sm Carl M. Dozer, cm	Alan Trench, asst. slm William Thleman, pmm	James Greenwood, ce Richard McCarthy, nd Gloria Abdou, wd	Pop.: 2,345,280 Rad. Hms.: 800,000 Ret. Sls.: \$2,619,928,000 INS RCA	
WHOD 1921	1320 5,000-DA-N	Pittsburgh Radio Supply House 411 7th Ave. Grant 1-4860	MBS Hollingbery	H. K. Brennen, p & gm John H. Buchheit, cm William E. Babcock, pd	Caley Augustine, pmm Walter W. McCoy, ce	Herbert O. Morrison, nd Jane Ellen Ball, wd	Pop.: 3,060,317 Rad. Hms.: 787,417 Ret. Sls.: \$2,847,991,000	L-W UP WE	
WJAS-FM 1943	Ch. 259 (B) 99.7mc 24kw								


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PHILADELPHIA'S PIONEER VOICE

PENNSYLVANIA

WKJF(FM) 1948 WKJF-TV	Ch. 229 93.7mc 40kw	(B) Mrs. A. J. R. Greer 1715 Grandview Hubbard 1-2626	Agnes J. Reeves Greer, p F. G. Raese, gm	Herbert A. Waters, cm Ralph Wiethorn, pd Peter E. Pappas, ce	Estelle Jones, traffic m Mrs. F. G. Raese, office m	Pop.: 2,918,969 Rad. Hms.: 488,849	Wid., L-W UP WE	
WPGH 1947	1080 1,000-D	Pittsburgh Bestg. Co. 220 N. Highland Ave. Emerson 1-5000		George M. Harton, p	Howard L. Lazarus, gm	Ralph L. Ketterer, ce		L-W AP	
WPIT 1947	730 1,000-D	WPIT Inc. 213 Smithfield St. Atlantic 1-1900 Forjoe	John J. Laux, p Don Joset, vp, gm & cm	Clifford Charles, pd & pmm	Michael Komichak, ce	Pop.: 3,673,634 Rad. Hms.: 804,470 Ret. Sls.: \$2,897,928,000 UP G	
WWSW 1932	970 5,000-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	Pop.: 2,438,500 Rad. Hms.: 630,382 UP WH Fed.	
WWSW-FM 1941	Ch. 233 (B) 94.5mc, 20kw								
PITTSBURGH									
WPTS 1953	1540 1,000-D	Midway Bestg. Co. Inc. Newrose Bldg. OL 4-3388	Angelo W. Fiorani, ptnr. & gm Rose F. Fiorani, ptnr. R. E. Florey, cm	Ruth Goodman, pd R. M. Gallagher, pmm John P. McGoldrick, ce	Frank Silva, sm & sd Joseph Tipton, nd Eleanor Pagnotti, wd	Pop.: 992,241 Rad. Hms.: 174,400 Ret. Sls.: \$259,294,000		
POTTSTOWN									
WPAZ 1951	1370 1,000-D	Pottstown Bestg. 247 High St. 5000	Quaker Indie	Herbert Scott, p & gm Clifford Chafey, sm William Gregory, pd	Bud Bentz, pmm Ralph Melton, ce Richard Wentzel, nd	Perry Samuels, sd Thelma Mellon, wd	Pop.: 300,000 Rad. Hms.: 99,000 Ret. Sls.: \$33,000,000	Thes. UP G	
POTTSVILLE									
WPAM 1947	1450 250	Miners Bestg. Service Inc. P. O. Box 629 5050	MBS, Quaker Everett- McKinney	Joseph L. Maguire, p Lou H. Murray, gm Frank L. Tamulonis, cm	Horace Richards, pd Milton Seltzer, ce Ray Mulligan, nd	John Samm, sd Romaine Scott, wd	Pop.: 228,331 Rad. Hms.: 54,621 Ret. Sls.: \$103,083,000	Assoc. UP G	
WPAM-FM 1947	Ch. 238 (B) 95.5mc 5.1kw						Pop.: 1,771,968 Rad. Hms.: 442,992	RCA	
WPPA 1946	1360 1,000-D 500-N-DA-N	Pottsville Bestg. 8 S. Second St. 4744	A. V. Tidmore, p & gm Ralph L. Price, cm Edward A. Romance, pd & sd	James B. Thompson, pmm & nd	William P. Tidmore, ce Vivian Price, wd	Pop.: 260,000 Rad. Hms.: 70,000 Ret. Sls.: \$187,000,000 AP WE	
WPPA-FM 1948	Ch. 270 (B) 101.9mc 2.8kw			Georgine Yanavage, pd	Walter F. Jones, cm		Pop.: 555,000 Rad. Hms.: 130,000	RCA	
PUNXSUTAWNEY									
WPME 1953	1540 1,000-D	Punxsutawney Bestg. Co. 103 N. Gilpin St. 1221	Sheridan W. Pruett, p Charles M. Erhard Jr., vp & gm	Michael A. Catanzarito, cm Joseph A. Pelletier, ce C. Robert Shaw, pd	Tom Cooper, nd Dale Morley, fd Robert Walker, sd Eleanor Garrow, wd	Pop.: 100,000 Rad. Hms.: 30,000		
WPXY 1953	1300 1,000-D	Jefferson Bestg. 110 N. Findley 2080	MBS McGillvra	C. H. Simpson, p Richard W. Bower, gm, cm & nd	Jim Crummy, pd Kenneth H. Bowers, ce	Al Salerno, sd	Pop.: 125,000 Rad. Hms.: 35,000 Ret. Sls.: \$12,000,000		
READING									
WEEU 1932 WEEU-TV	850 1,000 DA-N	Hawley Bestg. Co. 433 Penn St. 6-7335	ABC Quaker Headley- Reed	Hawley Quier, p Thomas E. Martin, evp & gm K. Richard Creitz, asst. m & cm	George Carroll, pd & fd Jeanne Thompson, pmm David J. Miller Jr., tech. oper. d	Harold E. Schearer, asst. tech. oper. d Robert Newman, nd Ed Cammarota, sd Nan L. Heckman, wd	Pop.: 257,300 Rad. Hms.: 73,480 Ret. Sls.: \$269,873,000	Assoc. UP RCA	
WHUM 1946 WHUM-TV	1240 250	Eastern Radio Corp. Berkshire Hotel 4-4805	CBS H-R Reps.	Humboldt J. Greig, p & gm Dick Paisley, cm & pmm	Alan Lane, pd Louis E. Littlejohn, ce Johnny Deegan, nd	Sam Black, fd Jack Ryan, sd Kathy Sheetz, wd	Pop.: 339,700 Rad. Hms.: 98,700 Ret. Sls.: \$362,000,000 AP Ray.	
WRW 1922	1340 250	Reading Bestg. 19 N. 5th St. 7173	NBC Meeker	Clair R. McCollough, sta. exec. Frank J. Voss, sm	J. Robert Gulick, gen. slm	Saul Miller, pd J. E. Mathiot, tech. d		Wid. UP	
RED LION									
WGCB 1950	1440 1,000-D	John M. Norris P. O. Box 88 3-3471	John M. Norris, p & gm	Vincent Freeman, cm Stanley Deppen, pmm	Geary Russell, ce		Cap., SES. UP G	



**GETTING INTO
WESTERN PENNSYLVANIA**

PLUS EASTERN OHIO AND WEST VIRGINIA

RADIO HOMES IS A PUSHOVER WITH

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50,000 WATTS
CBS RADIO

**ATTRACTIVE PROGRAMMING, PRODUCTIVE
SELLING 24 HOURS EVERY DAY**



Serving the Industrial Heart of America
Represented by **JOHN BLAIR & CO**



National Sales Offices:
TOM HARKER, 118 E. 57th St. New York 22

PENNSYLVANIA

City	Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	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	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
ST. MARYS								
WKBI 1950	1400 250	Elk-Cameron Bcstg. Co. 41 Erie Ave. 4-2821	MBS, KBS, Quaker	C. H. Simpson, gm R. H. Knouse, slm John A. Fay, pd	Gilbert H. Wogan, ce Arnold Kuhn, fd Herbert Martin, news ed	Bess Kallas, office m Gibby Hoffman, sd Becky Smith, wd	Pop.: 45,000 Rad. Hms.: 14,500 Ret. Sls.: \$30,000,000	St. AP G
SAYRE								
WATS 1950	960 1,000-D	Susquehanna Valley Bcstg. 110 N. Elmer Turner 2-2401 Indie	Thompson K. Cassel, o Walter D. Knowles, gm William J. Miller, pd	Benjamin A. Franklin, ce Charles L. Snyder, nd	Garry Miller, sd Jean S. Larkin, wd	Pop.: 465,600 Rad. Hms.: 130,500 Ret. Sls.: \$511,500,000	Thes., Wid. AP Ray.
SCRANTON								
WARM 1953 WARM-TV	590 5,000-DA-2	Union Bcstg. Co. Bowman Bldg. 4-1148	ABC Holling- bery	Martin F. Memolo, p William W. Scranton, vp William M. Dawson, gm	Sam M. Fiegenbaum, slm Joe Salsburg, pd Donald S. Preven, pmm	Roswell Parker, ce John Von Bergen, nd Dave Griffiths, sd Lynn Forman, wd	Pop.: 1,086,800 Rad. Hms.: 285,185 Ret. Sls.: \$935,850,000	Thes. UP GE
WGBI 1925 WGBI-TV	910 1,000-D 500-N	Scranton Bcstrs. Inc. 1000 Wyoming Ave. 2-0296	CBS Blair	Mrs. M. E. Megargee, p Mrs. Douglas Holcomb, vp George D. Coleman, gm, cm & pmm	Frank Monaghan, pd R. E. McDowell, sm K. R. Cooke, ce	Thomas Powell, nd Ralph White, sd	Pop.: 764,900 Rad. Hms.: 220,620 Ret. Sls.: \$713,815,000	Wid. AP RCA
WGBI-FM 1949	Ch. 267 (B) 101.3mc 1.8kw	Scranton Radio Corp.	Cecil Woodland, gm Frank McCaffrey, cm Hugh Connor, pd Bill Pierce, pmm	Guy Rauer, ce Robert Flanagan, merc. d	Warren Jones, nd Jack Guinan, sd Tony Martell, wd	Pop.: 783,902 Rad. Hms.: 209,166	Assoc., St. AP, UP RCA
WIEK (CP)	1400 250	Scranton Radio Corp.					
WQAN 1950	630 500-D	E. J. & Elizabeth Lynett 149 Penn Ave. Diamond 2-9151 Bolling					
WEJL(FM) 1948	Ch. 298 (B) 107.3mc 1.8kw	(WQAN, Am Affiliate)					L-W
WSCR 1947	1320 1,000-D 500-N-DA-N	Lackawanna Valley Bcstg. 116 Adams Ave. Diamond 7-3388	NBC Headley- Reed	David M. Baltimore, p gm & cm Barry Sherman, sm, pmm & sd	Willard Shimski, ce Bob McHale, nd	Jess Landenberger, fd Betty Jackman, wd	Pop.: 374,500 Rad. Hms.: 82,680	L-W AP Ray.
SHAMOKIN								
WISL 1948	1480 1,000-DA-N	Radio Anthracite Rock & Sunbury Sts. 8-6831	MBS Forjoe	Henry W. Lark, p Chas. R. Petrie, gm	Dick Owen, pd	Ray Willard, ce	Pop.: 259,800 Rad. Hms.: 71,540 Ret. Sls.: \$161,194,000	L-W AP RCA
SHARON								
WPIC 1938	790 1,000-D	Sharon Herald Bcstg. Co. P. O. Box 541 4113 Young	John Fahnlne Jr., p & gm	Marc McCulloch, pd Evelyn Keller, publ. d	A. C. Heck, ce Harold Smith, pdm	Pop.: 1,589,904 Rad. Hms.: 455,950 Ret. Sls.: \$1,660,070,000	Wid., Assoc. UP WE
WPIC-FM 1947	Ch. 275 (B) 102.9mc 26kw						
SOMERSET								
WVSC 1951	990 250-D	Somerset Bcstg. Co. P. O. Box 231 Somerset 4186	KBS Indie	Theodore H. Oppen- gard, gm & cm Elwood S. Thompson, pd	Carl R. Lee, ce & sm Ted Chandler, nd & fd	Bob French, sd Jannet Murry, wd	Pop.: 83,946 Rad. Hms.: 21,888 Ret. Sls.: \$67,831,000	St. UP G
STATE COLLEGE								
WMAJ 1945	1450 250	Centre Bcstrs. Inc. P. O. Box 888 4959	MBS, KBS	W. K. Ulerich, co-o R. J. Kennard, co-o M. J. Bernstein, sm & sd	Miriam Krebs, cm & wd Walter J. Morris, pd	Douglas Beman, ce Roger Clinton, nd		Wid. AP
STROUDSBURG								
WVPO 1948	840 250-D	Pocono Bcstg. Inc. 578 Main St. 1102 Radio Reps.	James H. Ottaway, p Chester S. Miller, sm Francis H. Brinkley, mgng. d	Joseph Webster, pd & nd Ernest R. Transue, ce	John Meunier, fd Joseph Whalen, sd	Pop.: 90,000 Rad. Hms.: 24,000	Assoc. UP Col.
SUNBURY								
WKOK 1933	1240 250	Sunbury Bcstg. Corp. 1150 N. Front St. 1325	CBS, Quaker, William Penn	H. H. Haddon, p Basse A. Beck, secy- treas. Homer R. Smith, gm	C. Donald Walther, cm Michael J. Kane, pd & sd	Malcolm L. Arter, pmm & nd John W. Keller Jr., ce Ethel Riegel, wd	Pop.: 220,800 Rad. Hms.: 47,890 Ret. Sls.: \$139,758,000 AP Col.
WKOK-FM 1947	Ch. 231 (B) 94.1mc 4.4kw						
UNIONTOWN								
WMBS 1937	590 1,000-DA-N	Fayette Bcstg. Corp. Fayette National Bank Bldg. 8-3900	CBS Meeker	Joseph C. Burwell, p James Gismondi, gm, pmm & sd	Frederick J. David, cm Charles H. Under- wood, pd	William J. Henzly, ce Rex Carter, fd Hester W. Risk, wd		Thes. UP Col.
WARREN								
WNAE 1946	1310 1,000-D	Northern Allegheny Bcstg. Co. First Natl. Bank Bldg. 3032	David Potter, p & gm James Potter, cm	LeRoy Schneck, pd Homer Haines, ce	Herb Harris, nd Frank Filist, sd	Pop.: 85,000	Thes. AP Ray.
WRRN(FM) 1948	Ch. 222 (B) 92.3mc 2.2kw	(WNAE, Am Affiliate)					
WASHINGTON								
WJPA 1942	1450 250	Wash. Bcstg. Co. Geo. Wash. Hotel Bldg. 4870	MBS McGillvra	A. Boyd Siegel, mgng. d John L. Merdian, gm	Peter Stanton, cm & sd G. Robert Johnson, pd	Chris E. Langhurst, ce Lynn Carter, wd	Pop.: 2,323,506 Rad. Hms.: 610,000 Ret. Sls.: \$200,000,000	Wid. UP
WJPA-FM 1949	Ch. 282 (B) 104.3mc 4.0kw						

Data corrected to Dec. 10, 1953. If executives or services for FM are same as AM affiliate names are not repeated. Market Data supplied by stations. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-I—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

PENNSYLVANIA

WAYNESBORO

WAYZ 1953	1380 1,000-D	Richard Field Lewis Jr. 21 W. Main St. 1900	Richard Field Lewis Jr., p	Sam Hanshaw, gm & cm	John Geiger, pd Fred Brabant, ce	Pop.: 262,000 Rad. Hms.: 67,100 Ret. Sis.: \$295,600,000
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WILKES-BARRE

WBAX 1922	1240 250	Anna Stenger 85 W. Union St. Valley 3-0196	MBS Burn- Smith	Anna Stenger, p John H. Stenger, gm	Edward Kuzma, pd Milan Krupa, ce	Jim Hutchison, fd Bob Whitehead, sd	Pop.: 291,800 Rad. Hms.: 75,600	Assoc. UP Col.
WERE 1924 WBRE-TV	1340 250	Louis G. Baltimore 62 S. Franklin St. Valley 3-3101	NBC Headley- Reed	Louis G. Baltimore, p David M. Baltimore, gm & cm	Franklin D. Coslett, pd Bill Connelly, nd	Charles Sakoski Sr., ce Jim McCarthy, sd Rory Miles, wd	Pop.: 375,000 Rad. Hms.: 104,000 Ret. Sis.: \$375,000,000	Wid. AP RCA
- WBRE-FM 1947	Ch. 253 (B) 98.5mc 2.3kw							L-W
WILK 1947 WILK-TV	980 5,000-D 1,000-N- DA-N	Wyo. Valley Bestg. Co. 88 N. Franklin St. Valley 4-4666	ABC, Quaker Avery- Knodel	Mitchell Jenkins, p Roy E. Morgan, evp Thomas P. Shelburne, treas.	Luther Strittmatter, cm Tom Bigler, pd & nd Dorothy Albee, pmm	Theodore French, ce Jim Hutchinson, fd Chuck Whitier, sd Libby Brennan, wd	Pop.: 735,000 Rad. Hms.: 257,982	L-W, Thes. UP WH

WILLIAMSPORT

WLYC 1951	1050 1,000-D	Lycoming Bestg. Co. 331 Pine St. 2-4676	KBS, Quaker, Penn- Harris Net.	John T. Keliher, p W. Richard Carlson, gm, cm & nd	Vern Hester, pd & pmm Norman Briggs, ce	Hank Anders, fd Norah Carlson, wd	Pop.: 1,056,600 Rad. Hms.: 184,520 Ret. Sis.: \$477,641,000	Thes. AP G
- WLYC-FM 1949	Ch. 286 (B) 105.1mc 3.2kw							
WRAK 1930 WRAK-TV	1400 250	WRAK Inc. 244 W. 4th St. 2-6116	NBC Everett- McKinney	George E. Joy, p & gm J. Wright Mackey, cm Leon Kelly, pd	Everett Rubendall, pmm Glenn Sherman, ce Jennie L. Straw, treas.	Irving A. Berndt Jr., sd Joan Krimm, wd	Pop.: 100,903 Rad. Hms.: 37,500	Assoc. AP RCA
- WRAK-FM 1947	Ch. 262 (B) 100.3mc 3.2kw							
WWPA 1949	1340 250 CP: 1330 5,000-D 1,000-N DA-2	Williamsport Radio Bestg. Assoc. Inc. 330 Government Pl. 7119	CBS Burn- Smith	Harry J. W. Kiessling, p Woodrow W. Ott, gm & cm	Louis C. Cate, pd Philip D. Lane, sls. ser. m Carl Steinbacher, ce	Gordon Thomas, nd John Martin, fd Bill Gardner, sd Gertrude Madden, wd	Pop.: 170,000 Rad. Hms.: 42,000 Ret. Sis.: \$117,000,000	Wid. UP RCA

YORK

WNOV 1948 WNOV-TV	1250 1,000-D	Broadcast Div., Helm Coal Co. 25 S. Duke St. 8-2911	KBS, Penn- Harris Net.	Lowell W. Williams, gm John O. Border, cm H. E. Daugherty, pd	Edwin L. Jay, pmm Glenn M. Winter, ce Albert Gladding, nd	James Wetzel, fd Charles Rawlinson, sd Joan Gneiser, wd	Pop.: 236,914 Rad. Hms.: 74,781 Ret. Sis.: \$189,683,000	Assoc. AP RCA
- WNOV-FM 1948	Ch. 289 (B) 105.7mc 30kw							
WORK 1932	1350 5,000-D 1,000-N DA-N	York Bestg. Co. 13 S. Beaver St. 6629	NBC Meeker	Clair R. McCollough, sta. exec.	Clare I. Miller, sm J. Robert Gulick, gen. slm	Glenn M. Brillhart, pd J. E. Mathiot, tech. d	Pop.: 350,000 Rad. Hms.: 25,000	Thes. UP
- WRZE(FM) 1948	Ch. 253 (B) 98.5mc 8kw	White Rose Bestg. Co. 31 E. King St. 8-2873		C. M. Gitt, p M. B. Rebert, gm	E. S. Cannon, cm Stephen West, pd	Clark E. Wise, ce	Pop.: 350,000 Rad. Hms.: 25,000	Cap. AP RCA
WSBA 1942 WSBA-TV	910 1,000-DA-2	Susquehanna Bestg. Co. 53 N. Duke St. 8-2676	ABC, Quaker Radio-TV Reps.	Louis J. Appell Jr., p Clarence L. Doty, vp & gm Philip K. Eberly, cm & pmm	Robert Shipley, pd Llewellyn Jones, ce Jean Farlow, traffic m Otis B. Morse, nd	Herman Stebbins, fd Ethel Grey, wd	Pop.: 205,400 Rad. Hms.: 63,280 Ret. Sis.: \$201,916,000	Wid. AP RCA

RHODE ISLAND

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Automobile Ownership 1952	County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Automobile Ownership 1952
Bristol	29,079	8,400	\$ 20,676	\$ 7,456	\$ 812		Providence	574,973	170,280	641,535	168,380	21,196	
Kent	77,763	24,380	68,337	21,037	2,028		Washington	48,542	13,580	45,103	14,715	1,608	
Newport	61,539	16,470	57,078	21,785	2,173		Total	615,299	233,110	\$832,729	\$233,373	\$27,817	270,983

Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1953, Sales Management; further reproduction uncensored; automobiles supplied by state.

DIRECTORY OF AM AND FM STATIONS

NEWPORT

WADK 1948	1540 1,000-D	Aquidneck Bestg. Corp. Reservoir Ave. Middletown, R. I. 4673	KBS Devney	Milton E. Mitler, o, p & gm	Joseph Britto, ce	Lill March, wd	Pop.: 236,914 Rad. Hms.: 74,781 Ret. Sis.: \$189,683,000	Wid. AP G
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PAWTUCKET

WPAW 1950	550 1,000-D	Roger Williams Bestg. Co. Inc. 34 N. Union Pawtucket 5-9000	KBS Rambeau	Dominick A. Hysko, p Allen Jones, gm	James F. M. Keough, cm Graham Richards, pd	James Bonney, ce China Valles, nd & sd	Pop.: 305,800 Rad. Hms.: 91,750 Ret. Sis.: \$262,800,000	Mac. UP G
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RHODE ISLAND

City	Call Letters Established	Chan. or Freq. Power	Licenses Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Div. nd, fd, sd, wd.	Executive Abbreviations	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter	
PROVIDENCE									
WEAN	1922	790 5,000-DA-2	Yankee Div. of General Teleradio Crown Hotel Temple 1-0800	MBS, Yankee H-R Reprs.	William S. O'Neil, p Mowry Lowe, gm	Tod Williams, asst. m & pmm Noel Breault, cm Nancy E. Hogan, pd	Pop.: 1,125,000 Rad. Hms.: 325,500 Ret. Sis.: \$1,038,000,000	Assoc. AP WE	
WHIM	1947	1110 1,000-D	Intercity Bestg. 144 Westminster St. Union 1-4211	Relay Net. Headley-Reed, Kettell-Carter	Robert T. Engles, p, co & gm Gus Parmet, cm & sd	C. George Taylor, pd & pmm Carroll Philbrook, ce Bruce Williamson, nd	Rad. Hms.: 202,000	AP Col.	
WICE	1947	1290 500-D	Narragansett Bay Bestg. 1111 N. Main St. Jackson 1-6565	Rambeau	Louis Arthur Raymond Pieri, p Sumner Pearl, gm & pd	James F. Keough, cm George P. Duffy, pmm & sd Oliver R. Adams, ce John Crohan, nd	Pop.: 632,500 Rad. Hms.: 196,600 Ret. Sis.: \$735,430	UP WE	
WJAR	1922	920 5,000-DA-2	The Outlet Co. 176 Weybosset St. Gaspee 1-8251	NBC, New England Weed, Bannan ABC	George O. Griffith, vp & treas. John J. Boyle, gm	David J. Shurtleff, cm M. Southern Abbott, radio ops. m Thomas J. C. Prior, ce	Pop.: 1,103,100 Rad. Hms.: 367,700	Wid. AP WE	
WPJB	1941	1420 5,000 DA-1	Providence Journal Co. 75 Fountain St. Dexter 1-0600	Borgatti	George P. Metcalf, p H. William Koster, gm Don Morton, pd	Arthur E. Lathrop Jr., pmm George W. Sharpe, ce	Harry V. McKenna, nd Sue Bailey Reid, wd		
WPJB-FM	1948	Ch. 286 (B) 105.1mc 20kw							
WPRO	1924	630 5,000-DA-N	Cherry & Webb Bestg. Co. WPRO Bldg. 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	Thes. AP, UP RCA	
WPRO-FM	1948	Ch. 222 (B) 92.3mc 20kw						WE	
WRIB	1947	1220 1,000-D	R. I. Bestg. Co. Narragansett Hotel Union 1-4512	Forjoe	Frank Rao, p Nicholas Ruggieri, gm	Edward McBride, cm Don Rogers, pd	Frederick Weiss, ce Fabian Hume, nd	Pop.: 1,000,000 Rad. Hms.: 329,433 Ret. Sis.: \$737,795,000	Assoc. UP GE
WESTERLY									
WERI	1949	1230 250	Radio Westerly 34 Main St. Westerly 2263	ABC Walker, Bannan	Richard G. Moore, p Warren M. Greenwood, gm	A. W. Warren Jr., pd, nd, sd & fd	Anibal Martins, ce Jean Sicilian, wd	Pop.: 76,000 Rad. Hms.: 20,070	L-W UP Ray.
WOONSOCKET									
WNRI (CP)		1380 1,000-D	Friendly Bestg. Co. 1 Social St. 5100		Raymond A. Mailloux, gm	Jack A. Salera, pd	Roger A. Nault, exec. secy.		WE
WWON	1946	1240 250	Woonsocket Bestg. Co. 99 Main St. Woonsocket 1240	MBS, Yankee Borgatti	Millicent Palmer, p Mitchell F. Stanley, gm	Eugene A. Mailloux, Eugene C. Rousseau, pd	Harold K. Belknap, ce Eugene P. O'Neill, nd & sd Aurora Grazaini, wd	Wid. AP Col.	
WWON-FM	1949	Ch. 288 (A) 105.5mc 39kw							

Data corrected to Dec. 10, 1953. If executives or services for FM are same as AM affiliate names are not repeated. Market Data supplied by stations. *FM's in Italic.* *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

SOUTH CAROLINA

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Automobile Ownership 1953	County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Automobile Ownership 1953
Abbeville	22,456	4,960	\$ 11,852	\$ 3,868	\$ 414	6,350	Chester	32,597	7,220	20,703	6,791	541	8,161
Aiken	53,137	16,680	31,907	10,206	692	34,927	Chesterfield	36,236	7,170	20,133	4,453	616	10,075
Allendale	11,773	2,730	5,170	1,609	168	3,717	Clarendon	32,215	5,330	10,681	2,705	307	6,159
Anderson	90,664	22,070	66,981	16,507	1,851	31,056	Colleton	28,242	5,820	14,939	2,896	615	7,636
Bamberg	17,533	3,560	9,348	2,056	240	4,875	Darlington	50,016	10,930	32,652	8,876	784	14,452
Barnwell	17,266	4,330	7,837	2,058	259	11,163	Dillon	30,930	5,870	16,415	4,370	433	7,324
Beaufort	26,993	5,180	13,025	3,702	284	6,597	Dorchester	22,601	5,010	11,209	3,595	397	6,285
Berkeley	30,251	5,170	8,889	3,186	130	6,029	Edgefield	16,591	3,340	7,815	2,181	247	5,132
Calhoun	14,753	2,720	4,539	1,332	141	3,594	Fairfield	21,780	4,060	8,849	2,255	252	5,046
Charleston	164,856	40,990	144,172	38,686	4,510	45,043	Florence	79,710	17,000	65,075	15,423	1,488	21,917
Cherokee	34,992	7,840	18,320	5,283	461	9,573	Georgetown	31,762	6,370	19,512	5,996	635	7,294



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5000 watts (full time) on 630 kc, blanketing NEW ENGLAND'S SECOND LARGEST MARKET, and also covering the rich Fall River - New Bedford, Mass., marketing area with a signal greater than 2 mv.

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most buyers...*

BUY BASIC...



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& FM

PROVIDENCE · 630 KC · 5000 W

Represented by John BLAIR & COMPANY

MARKET DATA BY COUNTIES—(Continued)

County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Automobile Ownership 1953	County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Automobile Ownership 1953
Greenville	168,152	44,650	169,577	36,971	4,955	63,587	Orangeburg	68,726	13,660	38,095	9,578	1,118	19,214
Greenwood	41,628	10,220	38,958	9,457	1,349	14,466	Pickens	40,058	9,520	211,513	7,018	727	13,422
Hampton	18,027	3,708	8,077	2,006	260	5,098	Richland	142,565	37,530	165,756	31,397	5,180	54,697
Horry	59,820	12,250	37,632	8,397	1,358	16,026	Saluda	15,924	3,370	5,637	1,210	140	5,013
Jasper	10,995	2,110	5,714	1,308	106	2,876	Spartanburg	150,349	37,080	132,379	31,058	3,125	46,116
Kershaw	32,287	6,530	17,368	5,269	474	9,458	Sumter	57,634	12,080	36,845	9,456	1,057	16,658
Lancaster	37,071	8,410	26,720	7,146	731	10,471	Union	31,334	7,010	17,450	5,463	632	7,399
Laurens	46,974	10,560	26,446	7,525	752	13,151	Williamsburg	43,807	7,200	19,682	5,075	416	8,822
Lee	23,173	4,000	7,238	2,258	280	5,078	York	71,596	16,720	60,409	16,385	1,513	20,476
Lexington	44,279	10,930	23,148	8,171	686	17,818	Total	2,117,027	483,220	\$1,493,035	\$374,948	\$42,778	686,270
McCormick	9,577	1,760	3,379	980	78	7,683	Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1953, Sales Management; further reproduction unlicensed; automobiles supplied by state.						
Marion	33,110	6,800	20,661	4,807	726	7,601							
Marlboro	31,766	6,620	16,763	4,682	437	2,256							
Newberry	31,771	7,570	22,722	6,242	739	10,266							
Oconee	39,050	8,590	20,843	5,195	464	11,225							

DIRECTORY OF AM AND FM STATIONS

City	Call Letters Established	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner	Executive Abbreviations	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
ABBEVILLE								
WCKI (CP)	1580	1,000-D	Abbeville Bcstg. Co.					
AIKEN								
WAKN 1952	990	1,000-D	Aiken Electronics P. O. Box 811 7-4242		B. T. Whitmire, p W. Randall Davidson, gm	Ted Wilds, cm Danny McClure, pmm	Pop.: 385,000 Rad. Hms.: 100,000 Ret. Sls.: \$325,200,000	Cap. AP G
WAKN-TV								
ANDERSON								
WAIM 1935	1230		Wilton E. Hall 1 Martin St. 3800	CBS, Palmetto	Wilton E. Hall, o Glenn P. Warnock, gm	G. Paul Browne, cm & pmm Marshall Gaillard, pd & nd	Pop.: 91,600 Rad. Hms.: 21,800 Ret. Sls.: \$57,560,000	Wld. INS WE
WAIM-TV	250							
WCAC(FM) 1947	Ch. 266 (B) 101.1mc 41kw		(WAIM, Am Affiliate)				Pop.: 411,000 Rad. Hms.: 99,020 Ret. Sls.: \$291,055,000	L-W
WANS 1949	1280	1,000-DA-N	Carolina Bcstrs. P. O. Box 211 3262	MBS Devney, Southern Radio Reps.	C. R. Johnson Sr., p Robert E. Liverance, gm	Robert S. Fant, cm Carroll S. Lee pd	Pop.: 262,000 Rad. Hms.: 226,000 Ret. Sls.: \$139,517,000	St. UP WE
BARNWELL								
WBAW 1953	740	250-D	Blue Ridge Bcstg. Co. Inc. Jackson St. Ext. 3507	Southern Radio Rep.	J. A. Gallimore, p Joe Wilder, cm & sm	Frank Harmon, asst. m, pd & nd	Pop.: 100,000 Rad. Hms.: 30,000 Ret. Sls.: \$70,000,000	Thes. UP G
BEAUFORT								
WBEU (CP)	960	1,000-D	Beaufort Bcstg. Co.		Louis M. Neale Jr., p & gm		Pop.: 360,000 Rad. Hms.: 82,492 Ret. Sls.: \$172,000,000	
BENNETTSVILLE								
WBSC 1946	1550	10,000-D 5,000-N-DA-N	Bennettsville Bcstg. Co. Box 639 1081	MBS McGillvra	John Orvin, o Malcolm A. Young, gm	John D. McIntyre, cm Neil Terrell, pd, pmm, nd, sd & fd	Pop.: 251,900 Rad. Hms.: 25,880 Ret. Sls.: \$65,600,000	AP G
BISHOPVILLE								
WAGS (CP)	1380	1,000-D	Lee County Bcstg. Co.		Howard L. Ginsberg, ptr.	A. R. Godshall, ptr.	Pop.: 96,906 Ret. Sls.: \$85,258,000	
CAMDEN								
WACA 1948	1590	1,000-D	Camden Bcstg. Corp. 80		H. S. Bowden, p Tom Richards, gm & pmm	Charles Ballard, cm & fd Arthur Sheheen, pd & nd Angelo A. Amodio, ce	Pop.: 82,000 Rad. Hms.: 18,000 Ret. Sls.: \$33,000,000	Wld. UP G
WACA-TV								
CHARLESTON								
WCSC 1930	1390	5,000-DA-N	WCSC Inc. Francis Marion Hotel 2-7611	CBS Free & Peters	John M. Rivers, p & gm Roland Weeks, cm	Robert Tamblyn, pd Alma D. Davis, pmm Wilbur Albee, ce	Pop.: 520,000 Rad. Hms.: 151,600 Ret. Sls.: \$375,000,000	Wld. UP WH
WCSC-TV								
WCSC-FM 1948	Ch. 245 (B) 96.9mc, 36kw						Pop.: 788,000 Rad. Hms.: 243,000 Ret. Sls.: \$475,000,000	REL

Data corrected to Dec. 10, 1953. If executives or services for FM are same as AM affiliate names are not repeated. Market Data supplied by stations. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

23 YEARS
OF SUCCESSFUL
SALES STORIES

WCSC

RADIO TELEVISION

After just 6 months of
operation has 192 clients
with outstanding
success stories, showing
measurable advertising
results

FOR BEST ADVERTISING RESULTS
IN CHARLESTON, S. C.

WCSC-Radio WCSC-TV

REPRESENTED NATIONALLY BY FREE AND PETERS

SOUTH CAROLINA

WHAN 1946	1340 250	Charleston Bcstg. Co. 152 Market St. 3-1643	ABC Headley-Reed	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		Cap. UP RCA	
WPAL 1947	730 1,000-D	Palmetto Bcstrs. Inc. 149 Wentworth St. 3-6428 Forejoe, Dora-Clayton	George G. Weiss, p Laurens P. Moore, gm Robert T. Chrystie, cm, pmm & sd	Louise B. Withrock, pd Gunnar E. Sundeen Jr., ce	Johnie M. Ingold, fd	Pop.: 500,000 Rad. Hms.: 90,000 Col.	
WTMA 1939	1250 5,000-D 1,000-N- DA-N	Atlantic Coast Bcstg. 133 Church St. 2-2961	NBC Hollingbery	Edward Manigault, p Douglass M. Bradham, gm	Grange S. Cuthbert Jr., cm Newton S. Smyth, pd U. Gordon Knight, ce	Tom Bender, sd Robert S. Truere, nd Jack Leland, fd		Assoc. AP WH	
WTMA-FM 1945	Ch. 236 (B) 95.1mc 15kw							RCA	
WUSN 1948	1450 250	Southern Bcstg. Co. Inc. P. O. Box 154 2-2652	MBS	J. Drayton Hasite, gm & cm					
CHERAW									
WCRC 1953	1420 500-D	Chesterfield Bcstg. Co. Inc. Cheraw 7500 Sherman	Dr. R. D. Baxley, p D. A. Baxley, gm & cm R. G. Meisheimer, vp	Frank Martin, pd, nd & sd W. L. Hipp, ce	Bill Benoise, fd Rose Caudle, wd	Pop.: 49,688 Rad. Hms.: 8,100 Ret. Sis.: \$20,133,000		
CHESTER									
WGCD 1948	1490 250	Craig Bcstg. Co. 128 Main St. 2171	MBS McGillvra	Morgan J. Craig, p & ce George P. Cobb, gm & cm	Ila Mae Sawyer, pd & wd	James Kennedy, nd & sd	Pop.: 50,000 Rad. Hms.: 94% Ret. Sis.: \$32,000,000	Wid. AP GE	
COLUMBIA									
WCOS 1939	1490 250	Radio Columbia Cornell Arms Apt. Bldg. 2-2177	ABC Headley-Reed	Charles W. Pittman, p & gm Law Epps, natl. cm	Bill Mims, loc. cm John Ropp, pd, pmm & nd	Robert Lambert, ce Ken Baldwin, sd Barbara Spencer, wd	Pop.: 250,000 Rad. Hms.: 60,000 Ret. Sis.: \$200,000,000	Wid. AP RCA	
WCOS-FM 1950	Ch. 250 (B) 97.9mc 5.3kw								
WIS 1939	560 5,000-DA-N	The Bcstg. Co. of the South 1111 Bull St. 3-6431	NBC Free & Peters	B. Calhoun Hipp, p G. Richard Shafto, gm J. Dudley Saumenig, mngng. d	Frank Harden, pd James D. Poag Jr., pmm Herbert G. Eidson Jr., ce	W. Miller Montgom- ery, slm Ray Stanfield, nd & sd John Evans, fd Kay Collins, wd	Pop.: 952,900 Rad. Hms.: 262,950 Ret. Sis.: \$579,139,000	Thes. UP WE	
WIS-FM 1948	Ch. 233 (B) 94.5mc 1.3kw							SES. AP	
WMSC 1945	1320 1,000-DA-N	WMSC Radio 1127 Lady St. 2-8659	CBS H-R Reprs.	C. Wallace Martin, p & gm	Charles Wickenberg Jr., pd & nd	C. Ed. Stone Jr., ce Ruth Gottlieb, wd	Pop.: 179,000 Rad. Hms.: 43,350 Ret. Sis.: \$170,000,000	Assoc., L-W UP Col.	
WNOK 1953	1230 250	Palmetto Radio Corp. 1811 Main St. 3-9401 Raymer	W. Croft Jennings, p H. Moody McElveen Jr., gm W. C. Bochman, cm	David M. Campbell, pd & nd H. Patricia Conder, pmm	Donald E. Willoughby, sd Bob Fulton, sd	Pop.: 200,000 Rad. Hms.: 40,000 Ret. Sis.: \$193,443,000 AP RCA	
WNOK-TV									
CONWAY									
WLAT 1945	1490 250	Coastal Bcstg. Co. P. O. Box 497 340	MBS McGillvra						
DARLINGTON									
WDAL (CP)	1350 500-D	Darlington Bcstg. Co.							
DILLON									
WDSC 1946	800 1,000-D	Border Bcstg. Co. Box 231 470	ABC Gill-Perna, Dora-Clayton	Joseph Martin, p, gm & pmm Adelaide Monroe, cm	Lee Lumpkin, pd & nd Ray Allen, ce	Jim Murff, asst. m & sd Dorothy Flemming, wd	Pop.: 500,000 Rad. Hms.: 32,150 Ret. Sis.: \$212,154,000	Thes. UP G	
WDSC-FM 1951	Ch. 226 (B) 92.9mc 8.8kw							RCA	
EASLEY									
WELP 1951	1360 1,000-D	Pickens County Bcstg. Co. Box 522 9388	KBS, Palmetto Indie	Cleatus Brazzell, p & gm David L. Sherrill, pd & nd	Henry O. McDonald Jr., ce Charles C. Smith, nd	Hal Smith, sd Betty McDonald, wd	Pop.: 206,908 Rad. Hms.: 51,473 Ret. Sis.: \$149,415,000 UP RCA	
FLORENCE									
WJMX 1947	970 5,000-D 1,000-N- DA-N	Atlantic Bcstg. Co. U. S. 52 P. O. Box 1211 6351	ABC Walker, Dora-Clayton	Paul H. Benson Jr., gm, cm, pd & pmm	Frank A. Jenne, ce E. T. Melton Jr., nd & fd	Dave Thomas, sd	Pop.: 350,000 Rad. Hms.: 62,940 Ret. Sis.: \$170,000,000	Thes. UP WH	
WOLS 1937	1230 250	Florence Bcstg. Co. 151 S. Dargan St. 3271	KBS	Melvin Purvis, p A. P. Skinner, gm & cm	Don Gray, pd	W. A. Pritchett, ce	Pop.: 248,705 Rad. Hms.: 62,176 Ret. Sis.: \$158,804,000	SES. UP	
GAFFNEY									
WFGN 1948	1570 250-D	Cherokee Radio Co. Inc. P. O. Box 759 4795	A. Ray Godshall, p Morton E. Green, gm, cm & nd	Billy Gibbons, pd & sd V. Gertz, pmm	J. E. Parker, ce & fd Bettye Blake, wd	Pop.: 34,000 Rad. Hms.: 33,500 Ret. Sis.: \$18,000,000	L-W UP Ray.	
GEORGETOWN									
WGTV 1949	1400 250	Georgetown Bcstg. Co. Inc. 216 S. Fraser St. 3-3421	MBS	J. B. Delzell, p & gm Al Wester, cm	M. A. Delzell, pd	A. D. Nix, ce	 UP Ray.	
GREENVILLE									
WAKE 1950	1440 5,000 DA-2	Piedmont Bcstg. Co.	CBS Pearson	V. D. Ramseur, p James F. McDonough, gm & pd	John Westbrook, slm Horace A. Morris, ce	Jerry Mosteller, sd Inez Anders, traffic m & pmm Elmer Snodgrass, fd	Pop.: 200,000 Rad. Hms.: 32,726 Ret. Sis.: \$160,000,000	Assoc. UP Col.	
WAKE-FM 1947	Ch. 235 (B) 94.9mc 3.94kw								

SOUTH CAROLINA

City	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	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
GREENVILLE—(Continued)								
	WESC 1947	660 5,000-D	Greenville Bcstg. Co. 1 College St. 2-8241	Rambeau, Dora-Clayton	Mrs. James G. Meade, p Buddy E. Starcher, gm	J. Davenport, asst. m Ralph A. Peiti Jr., pd & nd Felton B. Bailey, ce	Pop.: 1,000,000 Ret. Slis.: \$707,968,000	L-W AP G
	WESC-FM 1947	Ch. 223 (B) 92.5mc 12.5kw					Pop.: 250,000	
	WFBC 1933 WFBC-TV	1330 5,000-DA-N	WMRC Inc. Poinsett Hotel Bldg. 5-8525	NBC Avery-Knodel	R. A. Jolley Sr., p Kenneth Beachboard, gm & cm William T. Arrington, pd	Keener R. Garrett, pmm Wilson C. Wearn, ce Burton Anderson, trans. sup	Pop.: 940,235 Rad. Hms.: 162,400 Ret. Slis.: \$553,285,000	Thes. UP WH
	WFBC-FM 1948	Ch. 229 (B) 93.7mc 8.7kw						AP RCA
	WMUU 1949	1260 1,000-D	Bob Jones U. 2-6711	Continental	Dr. Bob Jones Jr., p R. K. Johnson, gm Jim Ryerson, sm Glen Schunk, cm	Paul Schultz, pdm Virginia Patterson, pmm Paul Mathew, ce		AP, INS Col.
GREENWOOD								
	WCBS 1941 WCBS-TV	1450 250	Greco Inc. P. O. Box 868 4300	NBC Clark	Douglas Featherstone, gm Dan Crosland, gm	Ralph Norman, cm David A. Moss, pd, pmm & sd	Pop.: 78,200 Rad. Hms.: 18,850 Ret. Slis.: \$48,950,000	Thes., Assoc. AP RCA
	WCBS-FM 1948	Ch. 239 (B) 95.7mc 8.6kw					Pop.: 782,000 Rad. Hms.: 186,300 Ret. Slis.: \$506,200,000	Wld. WH
	WGSW 1953	1350 1,000-D	Radio Greenwood Inc. Edward Arms Bldg. 9-7372	MBS Indie	W. C. Woodall Jr., p C. H. Grider, gm Vernon C. McCarthy, cm & sd	Olyn L. Gee, sm & pd Eddie Rose, ce Earle Brodie Jr., nd	Pop.: 150,000 Rad. Hms.: 65,000 Ret. Slis.: \$800,000,000	UP G
GREER								
	WEAB 1949	800 250-D	Greer Bcstg. Co. P. O. Box 151 1057 & 1058	KBS	Edd A. Burch, co-o, gm & cm W. Ryan Frier, co-o	Betty Beers, pd & wd J. E. Cole, ce		Vernon Fox, news ed Perry Clinton, fd & sd L-W UP G
HARTSVILLE								
	WHSC 1946	1450 250	Hartsville Bcstg. Co. Inc. 1306 College Ave. 1450	MBS, KBS	Charles H. Campbell, p Raymond Caddell, gm & nd	George Brandon, cm Earl Caton, pd & fd Donald A. Brienen, ce	Pop.: 48,190 Rad. Hms.: 10,044 Ret. Slis.: \$28,000,000	Cap. AP Ray.

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WFBC WMRC

Greenville, South Carolina

we're together now!

Effective Nov. 15, 1953, Greenville's two 5,000 watt radio stations, WFBC and WMRC, lang the largest and leading braadcasting facilities in South Carolina's tap market area, have formed a merger. The resaurces and personnel of both stations are now combined in the ownership and operation of one strang radio station —

WFBC AM 1330 KC 5000 Watts
FM 93.7 MC 8700 Watts

NBC AFFILIATE Represented by Avery-Knodel, Inc.
Studios Poinsett Hotel, Greenville, S. C.

— and South Carolina's newest, most powerful VHF television station

WFBC-TV CHANNEL 4
Maximum Power
1204 ft. Antenna
NBC AFFILIATE

19 E. North St., Greenville, S. C.
Represented by WEED Television Corp.



You are cordially invited to contact the Stations or the Representatives for rates, market data, and other information.

SOUTH CAROLINA

KINGSTREE

WDKD 1949	1300 1,000-D	Palmetto Bcstg. Co. Kingstree 6761	E. G. Robinson Jr., co-o & gm M. L. Few, co-o	Arnold Graham, cm Carroll Godwin, pd, pmm & nd	Dan Owen, ce Glenn French, sd & fd Margaret Sullivan, wd	Pop.: 1,237,916 Rad. Hms.: 201,054 Ret. Sls.: \$504,963,000	Wld. AP G
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LAKE CITY

WJOT 1953	1260 1,000-D	Lake Bcstg. Corp. 10 S. Acline Ave. 7631	James Olin Tice Jr., p J. O. Tice Sr., gm Wofford McCutcheon, cm	Ralph Bramlett, pd & sd Ed Hinton, pmm Walter Turner, ce	Ben Boyer, nd Marion Fowler, fd Ann Bramlett, wd	Pop.: 90,000 Rad. Hms.: 28,000 Ret. Sls.: \$46,000,000	
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LANCASTER

WLCM 1951	1360 1,000-D	Royal Bcstg. Co. 103 S. Catawba St. 2051	C. K. Connelly Jr., p William G. Coble, gm, cm & nd	Jo Ann McManus, pd & wd Allen Hill, pmm, sd & fd	Robert J. Shikenjan- ski, ce	Pop.: 300,000 Rad. Hms.: 270,000	Wld., Thes. AP Col.
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LAURENS

WLBG 1948	860 250-D	WLBG Inc. P. O. Box 642 2-2331	KBS, Palmetto	J. C. Todd, p Richards Todd, gm & cm	Carroll Sexton, pd & fd	Jack H. Taylor, ce Betty J. Bishop, wd		Wld. UP Ray.
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MULLINS

WJAY 1949	1280 1,000-D	Mullins & Marion Bcstg. Co. Box 41 Mullins 3901	KBS	William G. Smith, p James F. Ramsey, gm, cm, nd & fd	Kenneth Gasque, pd Dwight Snyder, pmm & sd	George Magera, ce Annie L. Sawyer, wd	Pop.: 73,494 Rad. Hms.: 14,957	L-W UP Ray.
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MYRTLE BEACH

WMRA 1948	1450 250	Elizabeth Evans Ocean Forest Hotel 5061		Elizabeth Evans, p & S. W. Monroe, cm	Crosby Brunson, pd W. C. Evans, ce Tom Garner, pmm & sd	Sam Zack, nd Tom Lee, fd Betty Dale, wd	 UP G
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NEWBERRY

WKDK 1946	1240 250	Newberry Bcstg. Co. 11 Radio Dr. P. O. Box 211 143	MBS, KBS	James F. Coggins, p & gm Marcia Coggins, vp & wd	Emory Bedenbaugh, cm Joe Morris, pd, pmm & fd	Ray Gilliam, ce Jimmie Coggins, nd & sd		Thes. AP Ray.
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ORANGEBURG

WDIX 1946	1450 250 CP: 1150 5,000-D 500-N DA-2	WRNO Inc. Orangeburg 1420	ABC, MBS, KBS James Ayers	Charles S. Henerey, p Frank E. Best, gm N. M. Matthews, cm & sd	Joe Phillips, pd & fd Gus Browning, ce Frank B. Best Jr., asst. m	James A. Davis, nd Betty Hydrick, wd	Pop.: 100,000	
WTND 1948	920 1,000-D	WTND Inc. No. 1 Memorial Plaza 1600 Clark, Dora- Clayton	J. I. Sims, p & gm Ed Paulling, cm	L. Richard Rhame, pd & nd Larry Styles, co-ce	Perry Herrington, co-ce Earl Bricklemeyer, sd	Pop.: 279,595 Rad. Hms.: 78,558 Ret. Sls.: \$192,929,000	Wld. UP RCA
WORG(FM) 1952	Ch. 274 (B) 102.7mc 15.5kw	(WTND, Am Affiliate)					Pop.: 362,480 Rad. Hms.: 80,590 Ret. Sls.: \$238,941,000	GE

ROCK HILL

WRHI 1944	1340 250	York County Bcstg. Co. Rock Hill Natl. Bank Bldg. 2085	MBS McGillvra	James S. Beaty Jr., co-o, gm & ce William C. Beaty, co-o, sm & pd	Harper S. Gault, co-o, cm, pmm & fd	Connie R. Morton, sd	Pop.: 102,000	Wld. AP RCA
WRHI-FM 1949	Ch. 243 (B) 97.5mc 9.4kw						 GE
WTYC 1949	1150 1,000-D	Tri-County Bcstg. Co. Robert Marshall Bldg. 3175 Indie	T. Laman Simmons, p Marshall T. Pack, gm Jack Whitley, cm	George Webb, pd & sd Sonnie Harrill, gm Robert Bolin, ce & fd	Ray Ursillo, nd Barbara Mills, wd		

SENECA

WSNW 1949	1150 1,000-D	Blue Ridge Bcstg. Co. Seneca 8234	KBS	J. A. Gallimore, p & gm Chet Munson, cm	Virginia F. Gallimore, pd & wd Elizabeth Brock, pmm	Herbert Hosea, ce Herschel Wisebram, nd & sd	Pop.: 250,000	L-W, Wld. UP G
WSNW-FM 1953	Ch. 251 (B) 93.1mc 6.5kw							RCA

SPARTANBURG

WJAN 1953	1400 250	Spartanburg Bcstg. Co. 101 Schuyler Bldg. 3-1400	ABC, MBS	W. Ennis Bray, o & gm Charles B. Goodyear, cm	Bob R. Way, pd	James L. Tate, ce	Pop.: 200,349 Ret. Sls.: \$125,763,000 AP
WORD 1940	910 1,000	The Spartan Broadcasting Co. 291 E. Main St. 3-2711	NBC Holling- bery	Walter J. Brown, p J. W. Kirkpatrick, gm John C. Carrington, cm	Oles C. Womick, pd & fd Dick Sanders, pmm & nd	Clyde J. Burdette, ce William E. Goodrich, sd Helen Beeley, wd	Pop.: 385,989 Rad. Hms.: 84,091 Ret. Sls.: \$289,414,000	Thes. AP G
WDXY (FM) 1948	Ch. 263 (B) 100.5mc 9.2kw	(WORD, Am Affiliate)					Pop.: 231,700 Rad. Hms.: 71,960 Ret. Sls.: \$182,909,000	RCA WH

SOUTH CAROLINA

City Call Letters Established Tv Affiliate	Chan, or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	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	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter	
SPARTANBURG—(Continued)								
WSPA 1930	950 5,000 DA-N	The Bestg. Co. of the South 224 E. Main St. 3-3621	CBS Blair, Cummings	Roger A. Shaffer, mgng. d Ross Holmes, cm	Ed McGrath, pd & sd Jane Dalton, pmm & wd	Harold R. Beckholt, ce John Sherman, nd Tom J. Fleming, nd Cliff Gray, fd	Pop.: 498,200 Rad. Hms.: 128,600 Ret. Sls.: \$367,621,000	St. UP WE
WSPA-FM 1946	Ch. 255 (B) 98.9mc 4.85kw						 GE
SUMTER								
WFIG 1940	1340 250	Radio Station WFIG Inc. Radio Center Bldg. 1340	MBS McGillvra	F. B. Creech, p T. Doug Youngblood, gm	Fulton B. Creech Jr., cm Paul T. Reidy, pd Don P. Lee, pmm	Richard L. Elam, ce John Sherman, nd T. O. Bowen, fd Lois Roberts, wd		Wld. AP RCA
WSSC 1953	1240 100	Radio Sumter E. Calhoun Ext. 1498	ABC Southern Radio	J. A. Gallimore, p Ed Damron, gm Hiram Bray, cm	Ann Davidson, pd Harry Fowler, pmm Leon Webb, ce & fd	Bob Jacobs, nd Tony James, sd Lillian Davis, wd	Pop.: 190,000	
UNION								
WBCU 1949	1460 1,000-DA-N	Bestg. Co. of Union 210 E. Main St. 1200	MBS, KBS Palmetto	Edward L. B. Osborne, p & gm	Noel Belue, pd & fd Thomas Weathers, ce	Bill Stribling, nd & sd	Pop.: 32,000	Thes. UP RCA
WALTERBORO								
WALD 1947	1490 250	Walterboro Bestg. Co. Box 12 6262	MBS	R. M. Jefferies, p Louis M. Neale Jr., gm	Lanny Layton, cm & sd Peggy Ballentine, pd Cary Poole, pmm	Ralph Keogh, ce John Seigler, nd	Pop.: 28,000 Rad. Hms.: 7,159 Ret. Sls.: \$13,000,000	Wld. AP Ray.
WALD-FM 1952	Ch. 292 (A) 106.3mc 0.59kw						Pop.: 43,000 Rad. Hms.: 10,187 Ret. Sls.: \$20,123,000	GE

Data corrected to Dec. 10, 1953. If executives or services for FM are same as AM affiliate names are not repeated. Market Data supplied by stations. FM's in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

WSPA Has The Strongest Pulsebeat In The Carolina-Piedmont (SPARTANBURG-GREENVILLE) Area!

This past November 1953 . . . The Pulse, Inc., completed a comprehensive survey of who's-listening-to-what-and-when in these seven representative counties in part of our WSPA area . . . Cherokee, Greenville, Laurens, Spartanburg and Union in South Carolina—Polk and Rutherford in North Carolina.



Here's What It Proved

- From 6:00 A. M. to 12:00 Noon**
WSPA enjoys more than THREE TIMES the audience of the next highest of the seven stations reported in the seven counties surveyed!
- From 12:00 Noon to 6:00 P. M.**
WSPA enjoys more than THREE TIMES the audience of the next highest station!
- From 6:00 P. M. to 8:00 P. M.**
WSPA enjoys nearly FOUR TIMES the audience of the next highest station!

Here's Why!

In this prosperous, populous Carolina-Piedmont (Spartanburg-Greenville) Area... WSPA is tops in Showmanship because — in addition to the great CBS shows — our program is spiced with our own popular WSPA personalities and interspersed with accurate and frequent local, national and international news coverage. That's what keeps WSPA on top in audience preference!

And...Can We Sell!

Just call any John Blair man! He'll gladly give you all the details and figures pertinent to our huckstering ability in this rich, ready-to-buy, 17-county market.

Represented By **Harry E. Cummings**
John Blair & Co. *Southeastern Representative*

**First CBS Radio Station For
The Spartanburg-Greenville Market**

Roger A. Shaffer **Ross Holmes**
Managing Director *Sales Manager*



WSPA

5,000 WATTS 950 KC
South Carolina's Oldest Station
SPARTANBURG, S. C.

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Passenger Cars 1952	County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Passenger Cars 1952
Armstrong	52	*					Lake	11,792	3,210	11,735	1,942	203	4,177
Aurora	5,020	1,350	\$ 3,399	\$ 491	\$ 125	1,670	Lawrence	16,648	4,950	13,003	3,406	586	5,096
Beadle	21,082	6,340	26,721	5,273	574	7,341	Lincoln	12,767	3,730	12,829	2,511	275	4,657
Bennett	3,396	700	2,889	551	48	1,095	Lyman	4,572	1,140	3,147	692	39	1,409
Bon Homme	9,440	2,680	10,178	1,306	286	3,496	McCook	8,828	2,370	7,422	983	165	3,067
Brookings	17,851	5,110	17,626	3,925	395	6,094	McPherson	7,071	1,760	6,607	967	47	2,224
Brown	32,617	9,890	54,658	8,776	1,181	10,609	Marshall	7,835	2,020	7,142	1,315	127	2,404
Brule	6,076	1,740	8,530	2,084	275	2,145	Meade	11,516	2,780	7,555	2,157	151	2,969
Buffalo	1,615	370	166	115		368	Mellette	3,046	760	1,181	238	22	785
Butte	8,161	2,390	11,283	2,085	291	2,856	Miner	6,268	1,750	5,871	993	225	2,102
Campbell	4,046	950	2,045	594	23	1,251	Minnehaha	70,910	22,060	95,261	16,725	2,804	25,188
Charles Mix	15,558	4,210	15,063	3,299	424	4,455	Moody	9,252	2,580	6,610	1,066	130	3,149
Clark	8,369	2,450	7,281	1,182	186	2,907	Pennington	34,053	10,930	49,588	7,142	1,532	14,066
Clay	10,993	3,140	7,809	1,529	279	3,537	Perkins	6,776	1,830	49,588	1,638	62	1,976
Codington	18,994	5,560	28,496	3,967	480	6,719	Potter	4,688	1,340	7,564	1,326	207	1,608
Corson	6,168	1,360	3,307	755	37	1,403	Roberts	14,929	3,720	11,185	1,770	214	4,561
Custer	5,517	1,460	3,665	980	34	1,740	Sanborn	5,142	1,460	4,340	1,025	45	1,745
Davison	16,522	4,970	30,436	3,760	676	5,779	Shannon	5,669	880	518	235	18	806
Day	12,294	3,240	12,969	2,173	282	3,928	Spink	12,204	3,310	12,329	2,231	299	3,810
Deuel	7,689	1,950	4,466	1,081	59	2,586	Stanley	2,055	460	893	260		710
Dewey	4,916	*1,130	3,451	875	135	1,060	Sully	2,763	800	2,944	580	23	948
Douglas	5,636	1,250	3,630	772	140	1,913	Todd	4,758	940	646	272		903
Edmunds	7,275	1,790	6,662	776	79	2,130	Tripp	9,139	2,300	12,195	1,926	180	3,007
Fall River	10,439	2,670	8,876	2,147	492	3,670	Turner	12,100	3,610	11,470	2,502	331	4,571
Faulk	4,752	1,460	4,726	795	44	1,626	Union	10,792	3,240	9,331	1,488	416	3,889
Grant	10,233	2,720	7,819	1,721	176	3,508	Walworth	7,648	2,170	11,471	1,941	298	2,413
Gregory	8,556	2,390	6,725	1,336	174	2,728	Washabaugh	1,651	156	46			293
Haakon	3,167	780	4,400	818	183	1,104	Yankton	16,804	4,210	20,431	3,328	332	5,612
Hamlin	7,058	2,010	6,113	877	46	2,338	Ziebach	2,606	610	1,552	420	23	611
Hand	7,149	1,850	8,163	1,275	355	2,369	Total	17,806	182,320	\$707,945	\$125,802	\$17,298	299,909
Hanson	4,896	1,260	1,895	508	32	1,527	Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1953, Sales Management; further reproduction unlicensed; automobiles supplied by state.						
Harding	2,289	750	1,404	398	25	696							
Hughes	8,111	2,220	11,660	2,430	303	2,809							
Hutchinson	11,423	3,140	11,795	1,770	252	3,966							
Hyde	2,811	760	3,476	611	43	930	* 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.						
Jackson	1,768	***990	2,600	430	53	559							
Jerauld	4,476	1,270	3,765	887	129	1,544							
Jones	2,281	780	2,768	308	21	777							
Kingsbury	9,962	2,820	10,949	2,020	207	3,645							

DIRECTORY OF AM AND FM STATIONS

ABERDEEN

KABR 1952	1220 250-D	Aberdeen Bcstg. Service Highway 281 No. 2686	Delbert T. Hunt, p. gm. cm & ce	Eddie Weeks, pd. pmm & nd	Jaron Zastrow, sd	Pop.: 106,786	St. UP Col.
KSDN 1948	930 1,000-DA-N	Aberdeen News Co. 12 3d Ave., S.E. 4573	ABC Weed	Henry J. Schmitt, p Byron J. McElligott, gm & pmm	Russa Osborne, cm F. C. Pieplow, pd & nd George Crocker, ce	Bill Rittman, fd Dick Doyle, sd Helen Holgate, wd	Pop.: 264,000 Rad. Hms.: 70,000 Ret. Sls.: \$250,000,000 AP WE

DEADWOOD

KDSJ 1947	980 1,000-DA-N	Heart of the Black Hills Station 745 Main 186	MBS, Upper Midwest Holman	John Daniels, co-o Eli Daniels, co-o, gm & ce	Harry Daniels, co-o & cm	Bonnie Laughlin, pd	Rad. Hms.: 20,000	Wid. UP Ray.
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HURON

KLIV 1947	1340 250	James Valley Bcstg. Co. 1726 Dakota So. 765	NBC, KBS	Max F. Staley, p & gm Dwight Coursey, cm, pmm & nd	Dale Larson, pd Lydell J. Smith, ce	Bill Tredway, sd Rita Engel, wd	Pop.: 135,000 Rad. Hms.: 37,300 Ret. Sls.: \$152,452,000	Thes. AP Col.
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MITCHELL

KORN 1947	1490 250	Mitchell Bcstg. Assoc. 217-219 N. Main St. 621	MBS	Ray Eppel, p. gm. & pd McNroe Johnson, cm & pmm	John Doherty, ce	Gary Altman, nd Monk Johnson, sd Irv Boyd, fd		L-W UP WE
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PIERRE

KGFX 1927	630 200-D	Estate of Dana McNeil 203 West Summit Ave. 2351	Upper Midwest Lawson	Ida A. McNeil, gm. cm, pd, pmm & nd			 UP RCA
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RAPID CITY

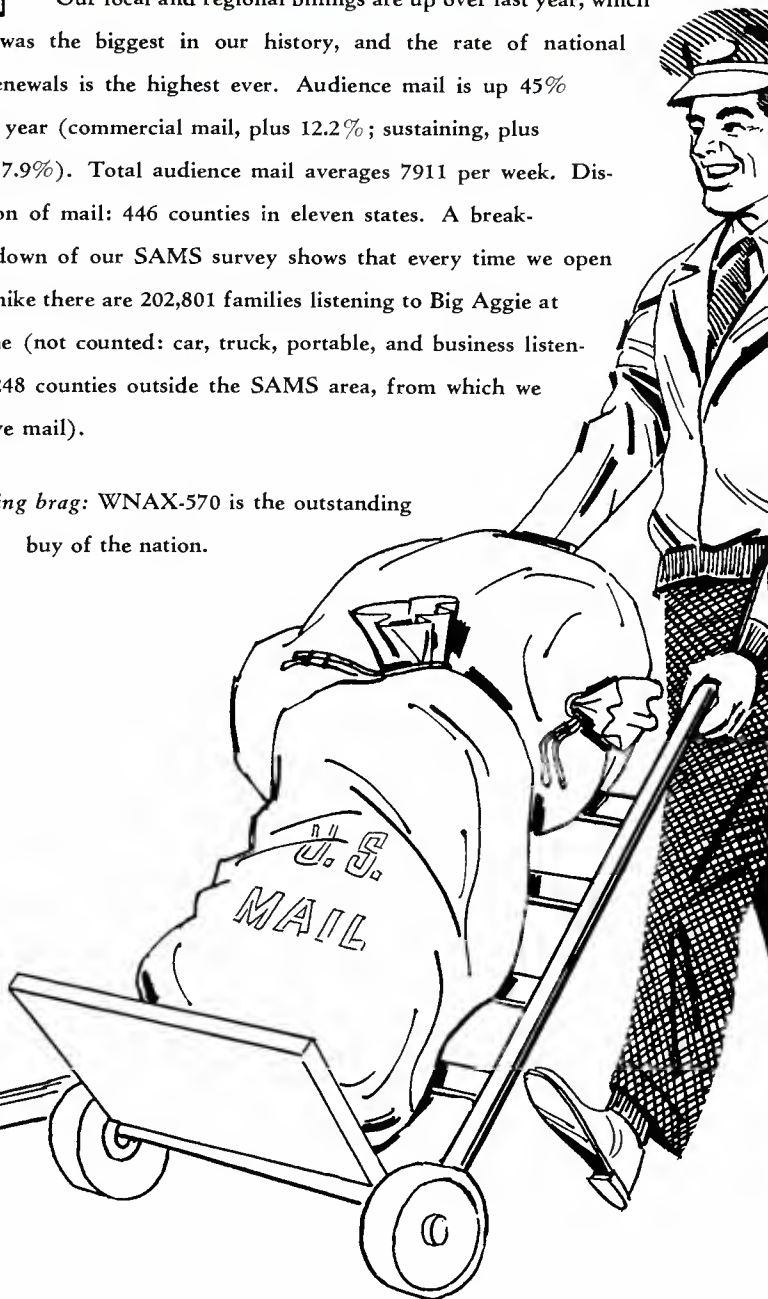
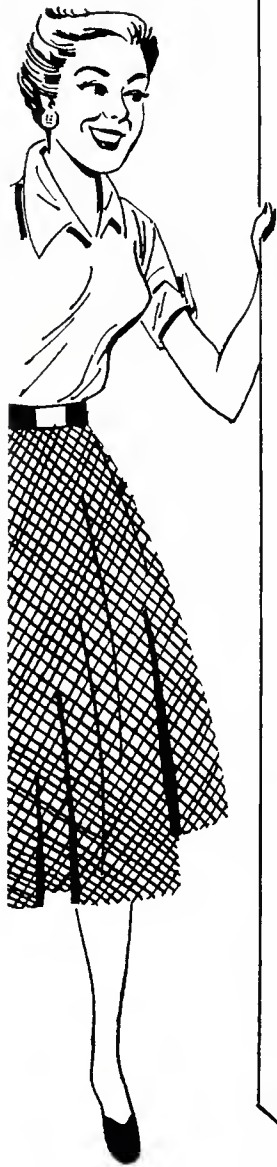
KOTA 1936	1380 5,000-DA-N	Black Hills Bcstg. Co. 1819 W. St. Joe St. 2000	CBS Headley-Reed, Bulmer & Johnson	Robert J. Dean, p Abner H. George, gm W. P. McCracken, sim Harley Hanson, pd & sd	Jack A. Crowley, pmm Robert Musfeldt, ce John Simpson, mns. d Stewart Steele, nd	Gene Taylor, fd Polly Weedman, wd	Pop.: 108,000 Rad. Hms.: 35,490	Wid., Cap. UP RCA
— KOZY(FM) 1949	Ch. 232 (B) 94.7mc 25kw	(KOTA, AM Affiliate)						
KRSB 1953	1340 250	Heart of the Black Hills Station 816 Kansas City St. 6050	MBS, Inter- mountain	John Daniels, p Eli Daniels, gm & ce Stan Lieberman, cm	Truman Walrod, pd, pmm & nd	Faith Walrod, cont. m	Pop.: 40,000 Rad. Hms.: 10,500 UP

MAIL
ROOM

Station Break

Our local and regional billings are up over last year, which was the biggest in our history, and the rate of national spot renewals is the highest ever. Audience mail is up 45% over last year (commercial mail, plus 12.2%; sustaining, plus 657.9%). Total audience mail averages 7911 per week. Distribution of mail: 446 counties in eleven states. A breakdown of our SAMS survey shows that every time we open our mike there are 202,801 families listening to Big Aggie at home (not counted: car, truck, portable, and business listening; or 248 counties outside the SAMS area, from which we receive mail).

Unblushing brag: WNAX-570 is the outstanding buy of the nation.



WNAX-570
Yankton-Sioux City

A Cowles Station

Represented Nationally by

The Katz Agency

CBS Radio

DIRECTORY OF AM AND FM STATIONS

City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter		
ATHENS									
WLAR	1946	1450 250	Athens Bcstg. Co. North Jackson St. 1450	MBS	Lowell F. Arterburn, o & chief exec. Buel J. Charles, gm	Leonard M. Dawson, cm & pmm	Max Robinette, pd & nd J. W. Turner, ce	Pop.: 100,000 Rad. Hms.: 20,000	Thes. UP WE
BRISTOL									
WOPI	1929	1490 250	Radiophone Bcstg. Station 310 State St. South 3730	NBC Tennessee Net. Burn- Smith	W. A. Wilson Sr., p & James C. Wilson, cm	Rocky Stone, pd & sd Wm. A. Wilson Jr. pmm George Guertin, ce	Harold Henley, nd Jerry Donovan, fd Judy Weston, wd	Pop.: 109,000 Rad. Hms.: 34,000 Ret. Sls.: \$116,031,726	L-W AP RCA
WOPI-FM	1946	Ch. 245 (B) 96.6mc 10kw						Pop.: 70,000 Rad. Hms.: 25,000 Ret. Sls.: \$90,000,000	
WCYB			(See Bristol, Va., listing)						
WFHG			(See Bristol, Va., listing)						
CHATTANOOGA									
WAGC	1946	1450 250	Tennessee Valley Bcstg. Co. Hotel Patten 7-1128	MBS Walker	Vann Campbell, gm Cliff Bowers, cm Bill Giddens, pd	George McMurtrie, ce Gus Chamberlain, nd	Harry Thornton, sd Madelaine White, wd	Pop.: 120,000 Rad. Hms.: 60,000 Ret. Sls.: \$198,936,000	L-W AP Col.
WAPO	1936	1150 5,000-D 1,000-N- DA-N	WAPO Bcstg. Serv. Inc. Read House 6-6141	ABC Avery- Knodel	R. G. Patterson, o, p & gm Helen Patterson, vp	Frances Harley, pd E. B. Barnes, ce Nelson Krepps, pmm	Bernard Brown, nd J. D. Clett, fd Steve Conrad, sd		Thes. AP
WAPO-FM	(CP)	Ch. 256 (B) 99.1mc, 60kw							
WDEF	1941	1370 5,000-DA-N	WDEF Bcstg. Co. 420 Volunteer Bldg. 6-5664	NBC Branham	Carter M. Parham, p Ken Flenniken, gm & cm	Morris Quave, pd Warren Herring, pmm B. C. Baker, ce	Jim Garner, nd Les Ruthven, sd		Cap. UP RCA
WDOD	1925	1310 5,000-DA-N	WDOD Bcstg. Hamilton Nat'l Bank Bldg. 6-5117	CBS Raymer	Earl W. Winger, p & Norman A. Thomas, vp & cm	Frank Hubbs, pd Byron Bush, pmm J. E. Walker, ce	John Gray, nd Lee Sheridan, sd Anne Henderson, wd		Wld., St. UP Fed.
WDOD-FM	1949	Ch. 243 (B) 96.5mc, 42kw							
WDXB	1948	1490 250	WDXB Inc. Dome Bldg. 6-1114 Forjoe	Joseph Bloom, co-o David E. Cohen, co-o Byron E. Fincher, gm	Luther Wilson, cm Gaylord McPherson, pd	Everett E. East, ce Herschel Nation, sd	Pop.: 230,000 Rad. Hms.: 57,500 Ret. Sls.: \$350,000,000 AP Ray.
WMFS	1951	1260 1,000-D	WMFS Inc. 215 W. 9th St. 6-4146 Pearson	B. F. J. Timm, p & gm Dale Smith, cm Fred Webb, pd	Glenn Channels, ce Stanley H. Strickland, tech. d.	Evelyn Cato, wd		
CLARKSVILLE									
WDXN	(CP)	540 250-D	Clarksville Bcstg. Co.					
WJZM	1941	1400 250	Campbell & Sheftall 411 Madison St. 6414	MBS, KBS	E. T. Campbell, p & gm J. P. Sheftall, cm	Clay Cline, pd, pmm & fd John Bailey, ce	Dave Muhlstein, nd Earl Walton, sd		Cap. AP RCA
CLEVELAND									
WBAC	1945	1340 250	Robert W. Rounsaville Central Ave. 62	MBS Dora- Clayton	Robert W. Rounsaville, o Thad F. Fitch, gm John Fulton, mgng. dir.	Bland Sells, cm Paul Kirksey, pd & nd Bettye Trimm, wd	Bill Stuart, ce Mike Dodd, fd	 UP RCA
COLUMBIA									
WKRM	1946	1340 250	Middle Tennessee Bcstg. Co. P. O. Box 71 1340	MBS, KBS Indie	R. M. McKay Jr., p, gm & cm Al Knott, pd & fd	Mel Dugger, pmm Cameron McKay, ce William Fraser, nd	Shelton Fowler, sd Bettie Pogue, wd	Pop.: 40,100 Rad. Hms.: 11,320 Ret. Sls.: \$31,123,000	Wld. AP RCA
COOKEVILLE									
WHUB	1940	1400 250	WHUB Inc. 315 E. Spring 789	CBS Continental	M. L. Medley, p, gm & cm Joe Mabry, sm & nd	Stacey Mott, pmm Claude W. Haston, ce Tom Harris, fd	Ed Legarske, sd Emogene Stevenson, wd	Pop.: 80,000 Rad. Hms.: 20,000 Ret. Sls.: \$35,000,000	
CROSSVILLE									
WAEW	1953	1340 100	WAEW Inc 10th & School Sts. 334	Arthur Wilkerson, p & gm			 UP Gates
WAEW-FM	(CP)	Ch. 246 (B) 97.1mc, 9kw							
DICKSON									
(CP)	1260 1,000-D	Joe M. Macke					
DYERSBURG									
WDSG	1946	1450 250	State Gazette Bcstg. Co. Inc. Box 58 77	MBS, Mid-South	Frank Armstrong, gm Wendell Vaughan, cm	Bill Ward, pd	David Ross, ce	Pop.: 300,000 Rad. Hms.: 26,400	Wld. AP RCA
ELIZABETHTON									
WBEJ	1946	1240 250	Elizabethton Bcstg. Co. Elk Ave. 2-1241	MBS	Robert W. Rounsaville, o Frazier Cochrane, m John Fulton, mgng. d	Terry Sams, nd Frank Ryan, cm Bill Hale, pd & sd M. C. Bowers Jr., ce	Paul B. Cram, tech. d. B. J. Sams, fd Ruth Ritchie, wd	 UP Ray.
FAYETTEVILLE									
WEKR	1948	1240 250	Fayetteville Bcstg. Co. P. O. Box 625 1240	MBS	John R. Crowder, ptrn. James Porter Clark, ptrn.	James W. Tate, gm Teddy Barnes, pd Joe W. Loving, pmm	Ernest J. Tucker, ce Charles W. Shewry, nd	Pop.: 25,543 Rad. Hms.: 6,980 Ret. Sls.: \$14,000,000	Thes. AP Ray.
FRANKLIN									
WAGG	1953	950 1,000-D	Williamson County Bcstg. Mallory Rd. 982 Best	William R. Ormes, p & gm	A. B. Thomas, cm Bob Holland, pd	Ralph Emery, pmm Ellis F. Jones Jr., ce	Pop.: 596,724 Rad. Hms.: 145,922 Ret. Sls.: \$525,712,000	
GALLATIN									
WHIN	1948	1010 1,000-D	Sumner Co. Bcstg. P. O. Box 811 1010	KBS	A. B. Perkins, p J. B. Thomas, gm & pd Chas. W. Brewer, cm	Lee Raines Jr., ce & sd	Hugh Jarrett, nd	Pop.: 1,141,767 Rad. Hms.: 226,352 UP WE

Data corrected to Dec. 10, 1953. If executives or services for FM are same as AM affiliate names are not repeated. Market Data supplied by stations. FM's in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Day. DA-N—Directional Antenna, night only. DA-I—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

GREENEVILLE

WGRV 1340 Radio Greeneville MBS Paul O. Metcalfe, p & Hugh Pickel, cm Lalle Hampton, ce Pop.: 40,000 Cap.
1946 250 Inc. Depot St. gm Bill Moore, pd Ray.
4147

HARRIMAN

WHBT 1230 Harriman Bestg. MBS F. L. Crowder, p & gm Walter Scarbrough, cm Carl Williams, pd Wid.
1946 250 Co. Continental & pmm Reggie Honey, ce UP
G
~WHBT-FM Ch. 237 (A) 95.3mc, .8kw

HUMBOLDT

WIRJ 740 Gibson Bestg. Co. KBS, J. Frank Warmath, p Carroll Wilson, cm Gerald Hicks, ce Pop.: 68,035 Thes.
1949 250-D 210 N. 22d Ave. Mid-South Howard E. Byrum, gm Bill Carter, pd UP
740 Col.
Ret. Hms.: 21,560
Ret. Sls.: \$30,000,000

JACKSON

WDXI 1310 Dixie Bestg. Co. MBS, KBS Aaron B. Robinson, p Larry Crenshaw, pd Dave O'Brien, nd Pop.: 653,000 Cap.
1948 5,000-D Williams Bldg. Dixie William H. Winsett, Leonard Fielding, Tom Williams, fd 189,200 UP
WDXI-TV 1,000-N- Burn- gm pmm Lance Russell, sd Ret. Sls.: \$396,400,000 Ray.
DA-N Clayton

WTJS 1390 Sun Pub. Co. ABC, Albert A. Stone, vp & Leslie R. Brooks Jr., Robert M. Gordon, ce Rad. Hms.: 100,490 Wid.,
1931 1,000-DA-N 104 W. Baltimore Mid-South gm asst. m Vince Tapler, nd & sd Thes.
St. Branham Frank S. Proctor, m Douglas Maxwell, studio d Peggy McKinnie, wd AP
7-3316 RCA

WTJS-FM Ch. 264 (B) 100.7mc, 50kw
1947

JOHNSON CITY

WETB 790 Press Inc. Carl A. Jones, p U. G. Jones, ce Bill Miller, sd Pop.: 382,700 Wid.
1947 1,000-D Main St. City McGillvra Arthur M. Kelsey, gm (Mrs.) Sam Johnson, (Mrs.) Pat Jaggars, wd Rad. Hms.: 100,000 AP
2993 Berney Burleson, pd traffic m Ray.

WJHL 910 WJHL Inc. ABC W. H. Lancaster Sr., p W. K. Matthews, pmm Mike Blancard, nd Pop.: 636,958 L-W
1938 5,000-D 145 W. Main St. Pearson O. K. Garland, ce Raymond Rossen, fd Rad. Hms.: 140,000 AP, UP
WJHL-TV 1,000-N- 2780 gm Tom Lyons, sd Margaret Shurtz, wd Ret. Sls.: \$403,911,000 RCA
DA-N William Shell, pd Mary Nell Sharp, traffic m

WJHL-FM Ch. 264 (B) 100.7mc
1948 8.1kw

KINGSPORT

WKIN 1320 WKIN Inc. KBS Cy N. Bahakel, p James Hammond, ce Lottie Ferguson, Pop.: 150,000 Cap.
1951 1,000-D 338 E. Center St. L. J. Tackett, gm Charles Foster, sd traffic m Rad. Hms.: 50,000 AP
4175 Ret. Sls.: \$46,000,000 Col.

WKPT 1400 Kingsport Bestg. NBC C. P. Edwards Jr., p Martin Karant, pd & Thomas Phillips, ce Pop.: 107,138 Thes., Wid.
1940 250 Co. Howard Long, evp nd Ike Upchurch, fd Rad. Hms.: 26,849 AP
222 Commerce St. Circle 5-4161 Paul L. Overbay, gm James E. Davis, pmm Richard Ellis, sd Ret. Sls.: \$46,262,945 WE
Dora-Clayton

WKPT-FM Ch. 253 (B) 98.5mc, 10kw
1948

KNOXVILLE

WBIR 1240 Radio Station ABC John P. Hart, p, gm Ted W. Brosseau, pmm Jack F. Joyner, sd Thes.
1941 250 WBIR Bolling & cm J. Rex Horton, ce Ellie Morton, wd UP
618 S. Gay 4-3321 Neal W. Branch, pd & nd RCA

WBIR-FM Ch. 227 (B) 93.3mc, 2.85kw
1949

WIVK 860 Dick Bestg. Co. James M. Dick, co-o Marilyn M. Dick, co-o

WKGN 1340 Clarence Beaman MBS Clarence Beaman Jr., John Ward, pd & sd Emil V. Anderson, nd Pop.: 435,200 L-W
1947 250 Park Nat'l Bank o & gm Milton L. Jones, ce Rad. Hms.: 117,620 RCA
Bldg. 4-0766 J. Horton Davis, cm

WKXV 900 Knoxville Ra-Tel KBS Roy S. Carr, p Thomas W. Gamble, vp Ben Akerman, secy.-
1953 1,000-D Inc. treas.

WNOX 990 Scripps-Howard CBS Jack R. Howard, p Charles McMahon, pd Joe Long, nd St.
1921 10,000-DA-N Radio Inc. Branham R. B. Westergaard, gm Walter Corning, pmm Cliff Allen, fd UP
110 S. Gay St. 3-3171 O. L. Smith, cm Ray Evans, ce Bill Jay, sd WE
Howard Bowles, office m

WROL 620 Mountcastle NBC Paul Mountcastle, p J. H. Reese, pd Raleigh Powell, nd Pop.: 1,273,400 Wid.
1927 5,000-DA-2 Bcstg. Co. W. H. Linebaugh, gm H. W. Hudson, pmm Art Metzler, sd Rad. Hms.: 207,831 UP
WROL-TV 612 Gay St., S.W. Knodel & cm F. M. Andrews, ce Mary Walker, wd Ret. Sls.: \$808,678,000 RCA
2-7111

LaFOLLETTE

WLAF 1450 LaFollette Bestg. c/o William L. Sharp Jr.
(CP) 100 Co.

LAWRENCEBURG

WDXE 1370 Lawrenceburg MBS, Aaron B. Robinson, p Ken Marston, pd Phillip Kemper, ce SES.
1951 1,000-D Bestg. Co. KBS George K. Eubanks, Bud Sawyer, pmm Wid.
Locke Bldg. 4462 Dixie Vol-State UP
Burn- Smith GE


LEBANON

WCOR 900 Lebanon Bestg. KBS Theo. F. Ezell Jr., p & Jack Hendrickson, pd G. Paul Crowder, Pop.: 498,300
1949 250-D 106 1/2 S. Cumber- land St. gm & sd William Johnston, ce Lance Beard, nd & fd Rad. Hms.: 120,790 AP
1540 Michael R. Freeland, cm & pmm Ret. Sls.: \$451,923,000 Ray.

TENNESSEE

City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	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	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter		
LENOIR CITY									
WLIL	1950	730 1,000-D	WLIL Inc. Broadway at Grand 1095	Arthur Wilkerson, p & Thomas Tuck, cm gm		SES. UP G		
WLIL-FM	1950	Ch. 262 (B) 100.3mc 8.8kw							
LEWISBURG									
WJJM	1947	1490 250	Estate of James J. Murray Box 20 780	MBS, KBS	Louis D. Lingner, gm J. E. Sowell, ce	Perry Gillum, nd Wynona Clark, wd	Pop.: 25,547 Rad. Hms.: 8,516 Ret. Sls.: \$15,000,000 AP Col.	
LEXINGTON									
WDXL (CP)	1947	1490 250	Lexington Bcstg. Co.						
MARYVILLE									
WGAP	1947	1400 250	Aluminum Cities Bcstg. Co. Blount Natl. Bank Bldg. 2490	KBS	Frank H. Corbett, ptrn. & gm Harry C. Weaver, ptrn.	Horace McGill, cm Ken Kribbs, pd & nd Mark Murphy, ce Fran King, wd	Pop.: 55,000 Rad. Hms.: 15,000 Ret. Sls.: \$40,000,000	Thes. AP Ray.	
McKENZIE									
WHDM (CP)	1947	1440 250-D	The Tri-County Bcstg. Co.	Michael R. Freeland, p				
McMINNVILLE									
WMMT	1947	1230 250	McMinnville Bcstg. Co. N. Chancery St. 401	MBS	Sam J. Albritton, p Royce E. Richards, gm Charles Kuhn, cm	Roy Crocker, pd & sd Chris Alexander, pmm Hubert Beasley, ce	Joe Matyas, nd H. V. Massey, fd Anne Glassner, wd	Pop.: 65,000 Rad. Hms.: 14,000 Ret. Sls.: \$45,000,000	
MEMPHIS									
KWEM	1947	990 1,000-D	KWEM Inc.						
WCBR	1952	1480 1,000-D CP:730 250-D	Chickasaw Bcstg. Co. 1924 Exchange Bldg. 5-7545 Gill-Perna	Charles T. DeVois, gm	Ben L. Enochs, ce			
WDIA	1947	1070 50,000-D 5,000-N- DA-2	Bluff City Bcstg. Corp. 2074 Union Ave. Box 5125 36-2703 Pearson, Dora- Clayton	John R. Pepper, p Bert Ferguson, gm Harold F. Walker, cm	Don Kern, pmm & sd Henry N. Fones, ce David James, prod. d	Marie Wathen, nd Ernest Brazzle, fd Christine Spindel, wd	Pop.: 2,095,589 Rad. Hms.: 1,994,000	UP G
WHBQ	1925	560 5,000-D	Harding College Hotel Chisca 8-6868	MBS Blair	Dr. George S. Benson, p John H. Cleghorn, gm Tom Ragland, loc. slm Frank B. Willis, natl. slm	L. O. Dobson, gen. sls d Lee N. McEachern, pd Hugh Murphy, pmm & fd	Welton M. Roy, ce W. O. Beeman, bus. m Gene Roper, nd & sd Barbara Walker Hum- mel, wd	Pop.: 4,000,000 Rad. Hms.: 450,000 Ret. Sls.: \$2,308,755,000	Assoc. UP RCA
WHBQ-TV		1,000-N- DA-2							

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from Lenoir City, Tennessee

WLIL - WLIL-FM

THE ARTHUR WILKERSON LUMBER COMPANY STATIONS

MAILING ADDRESS:

Wilkerson Building

Lenoir City, Tenn.

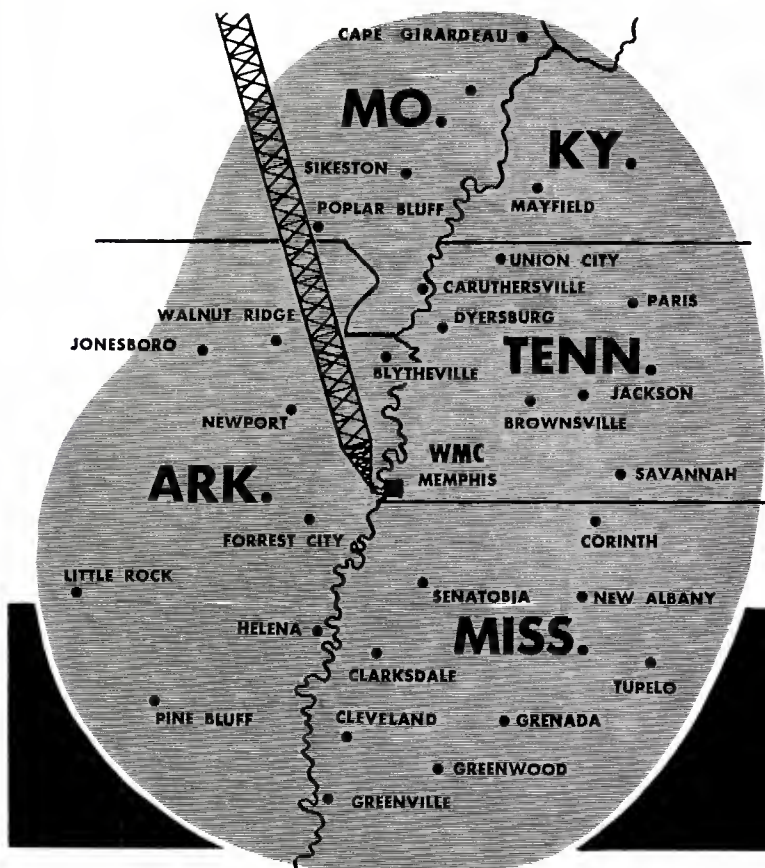
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WLIL Lenoir City, Tenn., 1,000 Watts, 730 AM 100.3 FM

WAEW AM-FM Crossville, Tenn.

WLIK Newport, Tenn. 1,000 Watts 1270

WHHM 1946	1340 250	Mid South Bestg. Co. 433 Sterick Bldg. 37-4422 Venard	Prentiss Furlow, p C. K. Beaver, gm	Allan Avery, cm Jay Black, pd, nd & sd	William Marsh, ce UP RCA
WMC 1923 WMCT(TV)	790 5,000-DA-N	Memphis Publ. Co. Goodwin Institute Bldg P.O. Box 311 8-7464 (WMC, Am affiliate)	NBC Branham	H. W. Slavick, gm Richard Voorhis, cm Otto Roush, pd	Walter E. Frase, pmm Charles Sullivan, sd E. C. Frase Jr., ce	Robert Pigue, nd Walter Durham, fd Olivia Brown, wd	Pop.: 3,681,500 Rad. Hms.: 1,010,000 Ret. Slis.: \$2,269,052,000 Thes., L-W UP RCA
WMC(FM) 1947	Ch. 259 (B) 99.7mc 260kw						
WMPS 1925	680 10,000-D 5,000-N- DA-N	WMPS Inc. Radio Center 5-2663	ABC Radio-TV Reps.	H. R. Krelstein, p & gm George B. Faulder, sm	W. E. Crump, pd F. B. Roper, pmm J. G. Deaderick, ce	Tys Terwey, nd Bob Neal, fd Dick Cook, sd	Pop.: 3,001,600 Rad. Hms.: 740,000 UP RCA
WREC 1922	600 5,000-DA-2	Hoyt B. Wooten WREC Bestg. Service Hotel Peabody Bldg. 5-1313	CBS Katz	Hoyt B. Wooten, o. p & gm	Hollis R. Wooten, cm Roy Wooten, pd	Wilson Raney, ce Russ Hodge, nd & sd Kitty Kelly, wd	SES., Wld. L-W UP
MORRISTOWN							
WCRK 1947	1450 250	Cherokee Bestg. Corp. Radio Center 1450	MBS Holman	Herbert S. Walters, p Howell Ashford Jr., gm	John Redwine, cm John Frank McCrary, pd	James R. Redden, ce Hugh Cate, nd	Pop.: 50,000 Rad. Hms.: 12,500 Ret. Slis.: \$24,000,000 L-W AP RCA
MURFREESBORO							
WGNS 1946	1450 250	WGNS Inc. Box 456 1450	KBS Holman	Cecil Elrod Jr., p & gm Bill Barry, cm John D. Hood, pd	Ruth Howell, pmm Paul Howell, ce Dick Hocker, nd	David Moore, fd Ray Duffy, sd Helene Ewing, wd	Pop.: 44,000 Rad. Hms.: 11,000 LW, Wld. AP, UP RCA
WMTS 1953	860 250-D	Murfreesboro Bestg. Co. 122 NW Broad	Arthur D. Smith Jr., p Virgil Trimm, gm	Charles Snoddy, cm Jim Edwards, pd, nd & fd	Eugene Covington, ce UP
NASHVILLE							
WKDA 1947	1240 250	Capitol Bestg. Co. First American Natl. Bank Bldg. 4-0511 Bolling	A. G. Beaman, ptrn. T. B. Baker Jr., ptrn. & gm	Ruth C. Holly, asst. to m John M. Savage, cm	A. G. Kenngott Jr., pd Oscar C. Griffin Jr., ce	Cap., St. AP Col.
WLAC 1926 WLAC-TV	1510 50,000-DA-N	WLAC Inc. Third Natl. Bank Bldg. 6-0161	CBS Katz	F. C. Sowell, gm E. G. Blackman, cm Paul Oliphant, pd	Frank Gonzales, pmm F. D. Binns, ce Jack Drake, nd	Herman Grizzard, sd Mary Manning, wd	Pop.: 1,066,183 Rad. Hms.: 278,660 Ret. Slis.: \$802,469,000 Thes. UP WE



*there's a new look in Memphis radio
to make listening better than ever*

**It's WMC's new
half-wave radio tower
producing 65% more efficiency**

*over the typical quarter-wave
antennas operated by other stations
in Memphis*

WMC MEMPHIS
NBC — 5000 Watts — 790 K. C.

National representatives, The Branham Company
WMCF 260 KW Simultaneously Duplicating AM Schedule
WMCT First TV Station In Memphis and the Mid-South
 Owned and Operated by The Commercial Appeal

FM day and night. Now 300,000 watts effective power, serving exclusively from Memphis over 70,000 FM sets in the Mid-South area with clear, high fidelity reception.

The station that "sets the standard" for finer radio reception in the Mid-South.

TENNESSEE

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	Owner o; Pres. p; Excc. 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	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter	
NASHVILLE—(Cont'd)								
WMAK 1948	1300 5,000-DA-N	Volunteer State Bcstg. Co. Inc. Maxwell House Hotel 4-3411	MBS Radio Reps.	Frank W. Mayborn, p Frank M. Farris, vp & treas. Robert E. Cooper, gm Dean Dunham, pd	Clarence L. Waggoner, pmm Charles W. Stokely, ce	Ruth W. Clinard, asst. m Bob Larimer, nd George B. Kelley, sd	UP WE	
WNAH 1949	1360 1,000-D	Hermitage Bcstg. Corp. James Robertson Hotel 4-7611	KBS Continental	Van T. Irwin Jr., p, gm & sd Herman Rippy, cm	Donn C. McInturff, pd Webber Parrish, pmm Howard Woodard, ce	Earl Edwards, nd Donn Clark, wd	Pop.: 501,608 Rad. Hms.: 128,715 Ret. Slis.: \$459,828,000	St. UP G
WSIX 1927 WSIX-TV	980 5,000-DA-N	WSIX Bcstg. Station Nashville Trust Bldg. 5-5431	ABC Holling- bery	Louis R. Draughon, o & gm	E. S. Tanner, cm & pmm	Jack M. Simpson, pd Charles R. Duke, ce	Wid. AP Col.	
WSM 1925 WSM-TV	650 50,000	WSM Inc. 301 Seventh Ave. N. 6-7181	NBC Petry	John H. DeWitt Jr., p Irving Waugh, exec. asst. & cm Jack Stapp, pd	William R. McDaniel, pub. rel. d George Reynolds, vp & tech. d	Harold Baker, nd John McDonald, fd Dick Shively, sd Marjorie Cooney, wd	Thes. AP, UP, INS	
WSOK 1951	1470 1,000-D	Nashville Bcstg. 400 Davidson St. 42-0489 Forjoe, Dora Clayton	H. C. Young Jr., p, gm & pd	Norman Stewart, cm & pmm Arthur Viaches, ce	Louise Fletcher, wd	Pop.: 445,000 Rad. Hms.: 123,250 Ret. Slis.: \$435,025,000	Col.
WSOK-FM (CP)	Ch. 290 (B) 105.9mc, 3.1kw					 GE	
NEWPORT								
WLIK (CP)	1270 1,000-D	Arthur Wilkerson Lumber Co.						
OAK RIDGE								
WATO 1948	1490 250	WATO Inc. Municipal Market Bldg. 5-3535	MBS	Ross Charles, evp & gm Samuel P. Thrower Jr., cm	Thearon O. Atkins, pd & sd Harold Tompkins, ce	Genevieve M. Long, office m William F. Hoopes, nd	Pop.: 32,000 Rad. Hms.: 9,800	
WOKE 1951	1290 1,000-D CP: 1,000-D 500-N DA-N	Air Mart Corp. P. O. Box 391 5-1333	KBS Continental	Harry C. Weaver, p & gm O. E. O'Brien, cm	William E. Sorrell, pd Henry McDonald, ce	Joe Buchanan, nd & fd	Pop.: 300,000 Rad. Hms.: 65,000 Ret. Slis.: \$250,000,000	AP G
PARIS								
WTPR 1947	710 250-D	Paris Bcstg. Co. Davis Bldg. 1700	MBS, KBS, Dixie Burn- Smith	Aaron B. Robinson, p J. M. Cecil, gm	E. C. Kilgore, cm William R. Balch, pd	William Hamby, pmm Don Somerville, ce	Pop.: 480,000 Rad. Hms.: 114,990 Ret. Slis.: \$230,000,000	Wid. AP G

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We Have the EAR of Southern Kentucky and Middle Tennessee Folks

LOTS, and LOTS and LOTS of Them!

And they are YOURS . . . to talk with, and sell to, through WSIX's solid 5000-watt, 980 an-the-dial coverage . . . the kind that delivers REGULAR messages. WSIX's primary signal covers an area containing 175,350 radio homes in the compact market of Middle Tennessee and Southern Kentucky . . . at such low cost we think you will be surprised when you check it.

WSIX 5000 W. 980 KC.
NASHVILLE, TENNESSEE

ABC NETWORK

Ask **GEORGE P. HOLLINGBERY COMPANY** for information.
NEW YORK • CHICAGO • ATLANTA • LOS ANGELES • SAN FRANCISCO

P.S.: We have the **EYE** of these folks, too . . . through **WSIX-TV** . . . which began telecasting in November, 1953, on Channel 8.



Music is Big Business

in Nashville . . . and

W S M

has made it so.

Where is Music City, U. S. A. today?

In the 20s—it was New York, pouring out Broadway tunes.

In the 30s—it was Hollywood, grinding out cinema musicals.

In the 40s—it was neck-and-neck between New York and Hollywood as the twin music capitals of America.

But today, the musical center of gravity has shifted to Nashville, Tennessee—the modern Music City, U. S. A.—thanks to Station WSM's formidable, unequaled talent pool.

You needn't take our word for it; we admit to a flair for colorful tall tales. So we'll spare you the typical Tin Pan Valley exaggeration, and refer you instead to a few conservative, highly respected journals whose reputation for impaling stark facts is unquestioned.

- Farm and Ranch** "It is a well known fact that the balance of power in the present day music industry has shifted from New York and Hollywood to Nashville, Tenn."
- Nation's Business** "What brought this music into great popularity nationally, and now internationally, was . . . Station WSM. It's country music glamour boys are as big—sometimes bigger—in record sales and juke box popularity as Bing Crosby or Frank Sinatra . . ."
- Collier's** "Nashville is the focal point . . . For years this form of show business flourished apart from the Hollywood-New York axis, but recently the balance has been suddenly and violently disrupted. The Nashville muse has won the entire nation . . . if the rest of the radio industry is in the doldrums, WSM has more business than it can handle . . ."
- Pathfinder** "Not all the gold in the South is in the vaults at Fort Knox. A sizeable chunk of it is found in Radio Station WSM, Nashville, Tennessee, capital of folk music . . . The reason is Grand Ole Opry, owned outright by WSM, the showcase of American folk music . . . All the major record companies do a land-office business in Nashville."
- Coronet** "Events occurring today in Nashville comprise a sociological phenomenon. 'Will it ever stop growing?' the newly-rich song publishers, record firms and performers keep asking."
- American** "This year income (is) prophesied to reach \$35 million. The top country singers, expected to gross at least \$7,500,000 from records, personal appearances, radio, and sheet music sales . . . give thanks to Radio Station WSM, a powerful clear-channeler which blankets 30-odd states."
- New York Times Magazine** "There's a revolution brewing in the music business . . . (and) the center of this activity is Nashville, home of the fabulous radio program called Grand Ole Opry."

[Similar reports have appeared in Time, Look, Billboard, Variety, Redbook, Wall Street Journal, Newsweek, Saturday Evening Post, and many other publications.]

TEXAS

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	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	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
AMARILLO							
KAMQ 1947	1010 1,000-D 500-N-DA-N	Top of Texas Bcstg. Co. 1301 Polk St. 2-6543	MBS Forjoe	R. D. Houck, co-o & gm Hoyt Houck, co-o B. M. Houck, co-o	Jess Richardson, cm & sd Webster Smith, pd Johnny Hathcock, pmm	Stewart Parsons, ce Bill Johns, nd Smokey Joe Barnes, fd AP Ray.
KFDA 1939 KFDA-TV	1440 5,000-D 1,000-N- DA-N	Amarillo Bcstg. Co. Broadway at Cherry Ave. 4-5343	ABC Branham	Wendell Mayes, p Stan Wilson, gm	Ed Moore, cm E. W. Spiller, ce	Bill Johns, nd Pop.: 494,500 Rad. Hms.: 32,727 Ret. Slis.: \$2,112,070	Wld. UP RCA
KGNC 1922 KGNC-TV	710 10,000-DA-2	Plains Radio Bcstg. Box 751 4-4601	NBC, Tex. Quality Net. Katz	B. E. Walker, p Tom Kritser, gm Bob Watson, sm & pd Dave Scribner, loc. slm	Marianne Johnson, pmm W. H. Torrey, ce Calvin Handy, bus. m	Wes Izzard, nd Hank Brown, sd J. Garland Smith, fd Pop.: 969,732 Rad. Hms.: 269,370 Ret. Slis.: \$1,407,000	L-W, Cole AP, UP RCA
KLYN 1949 KLYN-TV	940 1,000 DA-1	Plains Empire Bcstg. Co. 1014 W. 7th St. 2-9773	CBS Blair	R. G. Hughes, o Howard Roberson, gm & cm	Gene Fennimore, ce Mae Dorsey, publ. d Kelly West, nd	John Heetland, sd Alma Thomas, wd	ST UP
ATHENS							
KBUD 1948	1410 250-D	Henderson Co. Bcstg. Co. Box 309 2277	KBS	J. B. McNutt Jr., co-o, gm & ce	Merl Saxon, co-o	Pop.: 30,000 Rad. Hms.: 12,282 UP G
ATLANTA							
KALT 1950	900 1,000-D	Ark-La-Tex Bcstg. Co. 900 Best	Herman H. Wommack Jr., p David A. Wommack, gm	Alvis N. Dowd, cm William R. Bentley, pd	James Waites, ce Jeane Wommack, wd Pop.: 329,070 Rad. Hms.: 91,912	Cap. UP Col.
AUSTIN							
KNOW 1927	1490 250	Pioneer Bcstg. Co. Capital Natl. Bank Bldg. 2-6213	ABC, Tex. State Pearson	Wendell Mayes, p Louis Cook, gm	M. H. Coleman, cm Frank Bissett, pd & sd	J. E. Lewis, ce Warren Beaman, nd Pop.: 260,000 Rad. Hms.: 67,000	St. AP
KTBC 1939 KTBC-TV	590 5,000-D 1,000-N- DA-N	Texas Bcstg. Corp. P. O. Box 717 2-2424	CBS Taylor	Claudia T. Johnson, p J. C. Kellam, gm O. P. Bobbitt, slm	Richard Pryor, pd Harry Voelker, pmm Ben Hearn, ce	Paul Bolton, nd Barbara Robinson, wd Pop.: 610,500 Rad. Hms.: 119,646	Wld. UP WH
KTXN 1949	1370 1,000-D	Radio Station KTXN 1211 E. 6th 7-4476 Natl. Time Sales, Oakes	Ed C. James Sr., p Frank Stewart, gm & cm Lilia Guzman, pd	Larry Jones, pmm Paul Lindhorn, ce	Roberto V. Villanueva, nd Margarita Munoz, wd	Thes.
KVET 1946	1300 1,000 DA-N	Austin Bcstg. Co. 113 W. 8th St. 8-8521	MBS Forjoe	John B. Connally, p Willard Deason, gm Charles Howell, cm	H. W. Dunlop, asst. m Dave Smith, pd & nd Willis Morter, ce	Glenn Brown, sd Linda Lee, wd Pop.: 650,000	L-W UP WE
BALLINGER							
KRUN 1947	1400 250	Runnels County Bcstrs. Box 351 3151	KBS Best, Melville	Walter G. Russell, p Robert F. McGarvey, gm, cm, pd, pmm, nd, sd & fd	W. C. Kelley, ce	Pop.: 16,700 Rad. Hms.: 5,000 Ret. Slis.: \$16,000,000 AP G
BAY CITY							
KIOX 1947	1270 1,000 DA-N	Bay City Bcstg. Co. 4642	MBS, KBS Best	J. G. Long, o Vernon L. Townsend, gm	Boyd Porter Jr., cm Sam Sitterle, pd & ce	Sie Schneider, pmm & wd Dan Keough, sd Rad. Hms.: 25,000 Ret. Slis.: \$18,131,000	Wld. UP WE
BAYTOWN							
KRCT 1947	650 250-D	Bay Bcstg. Co. Box 629 8251	KBS	W. D. Christmas, p & co-o	Dudley Sharp, co-o J. H. Touchstone, gm & cm	C. W. Zorn, pd Gus Grebe, sd M. J. Tavary, ce Pop.: 1,119,800 Rad. Hms.: 327,240 AP Col.
KREL 1947	1360 1,000-DA-2	Tri-Cities Bcstg. Co. P. O. Box 419 8211	Robert Matherne, p Patt McDonald, gm Don Lilly, cm	Jay Shepherd, pd Les Scott, pmm Mack Malpee, ce	Gus Grebe, sd Art. Bacca, nd Johnella Boynton, wd	Wld. UP G
KREL-FM 1949	Ch. 220 (A) 92.1mc 0.82kw						GE

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Yours for East Texas Sales

KFRO — 1370

ABC Network
AP News
TSN Network

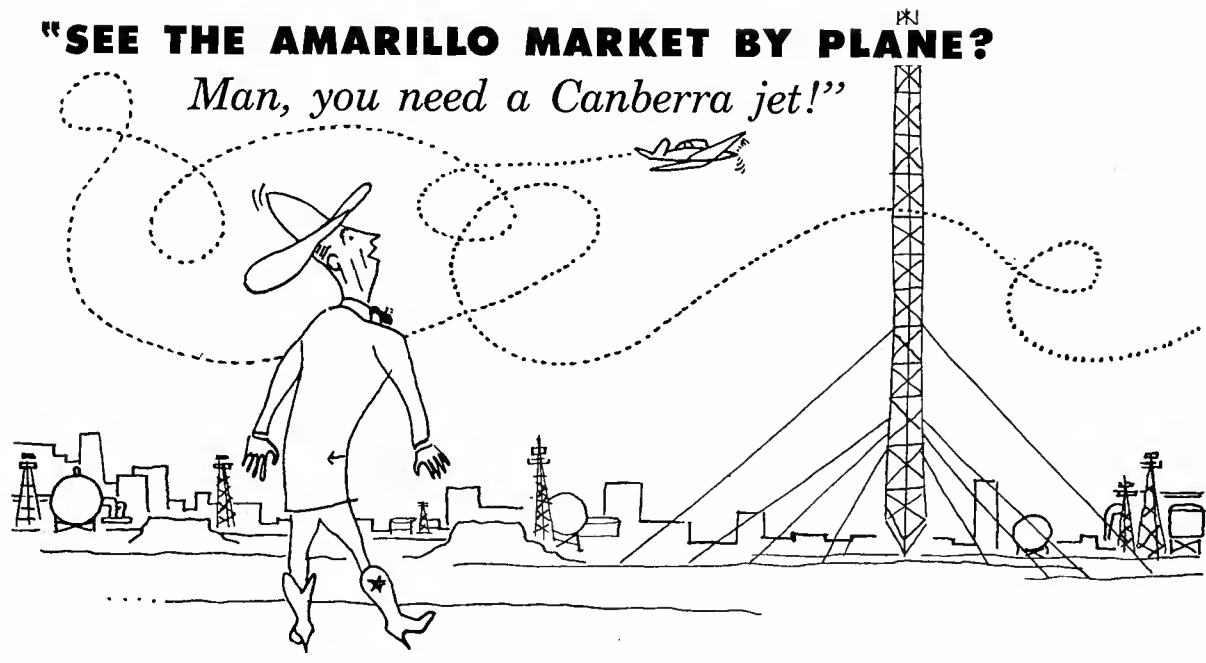
1000
WATTS
FULL TIME

JAMES R. CURTIS, PRESIDENT

Longview, Texas

"SEE THE AMARILLO MARKET BY PLANE?"

Man, you need a Canberra jet!"



A dude from our agency wanted to see the Amarillo market. We showed him part of it from a Beechcraft Bonanza. A jet would have been more appropriate for thorough coverage, but the BB was handy—and it flies on Texas Panhandle gasoline. These are his notes; footnotes ours.

"Buzzed big ditch.¹ Roosted in trees. Climbed above Panhandle, headed for a town. Guide said easier to count cattle from plane than horse; must use special technique; like reading proof 20 paces. Town was Pampa, complete with new Celanese plastic plant.² What think of next, plant of plastic; what guide said tho. Across hiway, big gun barrel factory.³ Up road, boys with Erector sets.⁴ Turned nw, over vast oil refinery.⁵ Another town, with kids fooling around space ships.⁶ Guide pointed out three carbon black plants with huge smokestacks, one not working.⁷ South, over scattered dozen lonesome structures.⁸ Thin cloud across horizon; closed in on zinc smelter,⁹ smoking like man in cigarette commercial. Passed old ordnance plant, guide said now used to mfg. anhydrous ammonia and nitric acid. This great boon to farmers—fertilizer you can get down wind of! Back above Amarillo; over acres of railroad yards and roundhouse; over KGNC's antennas.¹⁰ Panhandle big place, all buildings new. People great—speak to stranger on street."

¹Palo Duro Canyon, recreation spot. ²Raw natural gas becomes plastic bases here. ³Cabot Carbon's; pump units for oil wells also made here. ⁴The Texas Panhandle oil and gas field, with 8400 oil and 3500 gas wells (world's greatest gas production; world's only helium plant). ⁵Town of Phillips—entire pop. of 5,200 Phillips Oil personnel. ⁶Town of Borger, with butadiene plant; looks like something from another world. ⁷Wrong; working fine. New supersonic stack so efficient it's almost smokeless. 75-80% of world's carbon black (for tires, phones, ink, etc.) from Panhandle. ⁸Natural gas pumping stations, on pipelines supplying 27 states. ⁹The American Zinc Smelter, located near Dumas because of low gas rate. ¹⁰Whence, powered with 10,000 watts, our signal reaches 78 Texas, Colorado, Oklahoma, New Mexico and Kansas counties with gross cash farm income of \$925,000,000. See Katz for further information.



NBC and DuMONT AFFILIATE

AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the Katz Agency

TEXAS

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	Owner a; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter	
BEAUMONT								
KFDM 1924	560 5,000 DA-N	Beaumont Bcstg. Corp. 1420 Calder Ave. 2-7758	ABC Free & Peters	D. A. Cannan, p C. B. Locke, gm & cm	Dave Russell, pd, nd & sd H. F. Caldwell, pmm	Harold Bartlett, ce Richard McAdoo, fd	Pop.: 930,050 Rad. Hms.: 243,000 Ret. Sls.: \$776,902,000	L-W UP RCA
KJIM 1947	1380 1,000-D	KPBX Bcstg., Inc. 2295 Calder Ave. 2-0201	Texas Quality Forjoe	Joe B. Carrigan, trustee Les Ryder, sm, cm & pmm	Virginia W. Ryder, pd & wd Fred Reiner, ce	Ray Gordon, nd Joe Munroe, sd		Cap. AP G
KRIC 1938	1450 250	The Enterprise Co. 380 Walnut St. 4-3311 Branham	E. C. Davis, vp Charles G. Baskerville, gm	Gordon Clark, pd Jack Easterwood, ce	Ed Dittert, sd		Wld. AP RCA
KRIC-FM 1948	Ch. 258 (B) 99.5mc 14kw							
KTRM 1947	990 1,000 DA-1	KTRM Inc. 230 Orleans St. 2-8478 Young, Airwaves Assoc.	Jack Neil, p & nd Joseph S. Trum, gm Bill R. McRae, cm	Roy D. Shotts, pd Ben F. Hughes, ce Tommy O'Brien, sd	Charlie Schmucker, fd Virginia Moon, wd	Pop.: 576,800 Rad. Hms.: 115,150 UP G
BEEVILLE								
KIBL 1949	1490 250	Bee Bcstg. Co. P. O. Box 650 1490	John D. Rossi, ptrn. & gm V. L. Rossi, ptrn. Fred Strong, cm	James V. Rossi, asst. m Bill Bennett, pd James L. Egbert, ce	Gerald Mueller, nd & sd Paul Russell, fd	Pop.: 149,400 Rad. Hms.: 36,980 Ret. Sls.: \$148,223,000	Thes., Wld. AP Ray.
BIG SPRING								
KBST 1936	1490 250	Big Spring Bcstg. Co. 702 Johnson St. 4-6391	ABC, Tex. State Pearson, Assoc. Radio Stations	William J. Wallace, p & gm William L. Cox, cm	J. N. Young Jr., pd & pmm Andrew M. Jones, ce John West, nd	Larry Sanville, sd Bruce Frazier, fd Dorothy Henderson, wd	Pop.: 82,367 Rad. Hms.: 26,570 Ret. Sls.: \$91,862,000	St. AP WE
KTXC 1949	1400 100	Big State Bcstg. Corp. City Park 4-4201	MBS, KBS Best, Melville	V. T. Anderson, p & gm			Pop.: 93,200 Ret. Sls.: \$91,862,000	Wld. UP G
BONHAM								
KFYN 1948	1420 250-D	Bonham Pub. Co. Center St. 915	Clark Bass, gm Leon Patrick, cm	Faye Thornton, pd	Clifton G. Tomlinson, ce		Wld. UP Col.
BORGER								
KHUZ 1947	1490 250	Radio Station KHUZ Inc. Box 110 1600	MBS	R. G. Hughes, p Jack Roberts, m & pd H. W. Blymiller, co-cm	Louis W. Roberts, co-cm Jack Roberts, pd	H. E. Kreiger, ce Jake Saxton, nd & sd Janet Parker, wd	Pop.: 40,000 Rad. Hms.: 20,000 Ret. Sls.: \$45,000,000	Wld., SES. UP Ray.

Data corrected to Dec. 10, 1953. If executives or services for FM are same as AM affiliate names are not repeated. Market Data supplied by stations. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

YOURS IN ONE THROW!

BEAUMONT, PORT ARTHUR, ORANGE, and fabulous SABINE AREA

KFDM

STUDIOS IN BEAUMONT

A real market-coverage bargain! Because — seldom do you find such territorially-important and economically-active cities so close together (all within a radius of less than 20 miles) . . . PLUS — such wide diversification in sources of buyer-income. All the strategic industries shown below — in a compact area of 24 counties — mean STEADY PAYROLLS, strong demand, robust sales-performance. Some of the largest refineries and chemical plants in the nation are located in this area. Sell this market with KFDM's complete and concentrated coverage.

Concentrate on this Strong, Diversified-Income Market!



- ★ *930,050—Combined Population, including 12 Counties in Texas and 12 Parishes in Louisiana
- ★ \$776,902,000 — Retail Sales
- ★ \$1,125,803,000 — Net Effective Buying Income

*Figures compiled by Sales Management for 1953 Survey of Buying Power

5000 watts • 560 kilocycles

AFFILIATED WITH
American Broadcasting Company
Represented by
FREE & PETERS

BRADY

KNEL 1935	1490 250	G. L. Burns 7777 Best	G. L. Burns, o & gm J. S. Sloane, cm, pmm & nd	Gene Burns, pd Cecil Nelin, ce Pearly Samuelson, sd	J. W. Halcomb, fd Mary Kirklm, wd	Pop.: 123,527 Rad. Hms.: 24,150	AP
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BRECKENRIDGE

KSTB 1947	1430 1,000-D	Stephens County Bcstg. Co. Miller Bldg. 1430	KBS Best Melville	R. W. Chapman, p & gm	R. E. Smith, ce	Sid Foster, cm, pd, sd, nd			L-W AP G
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BRENHAM

KWHI 1947	1280 1,000-D	Tom S. Whitehead Sr. 108½ Main 3655	Tom S. Whitehead Sr. o & gm	J. C. Price, cm Don Dickson Jr., ce	Tommie Blake, sd			Wld., SES. UP G
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BROWNFIELD

KTFY 1949	1300 1,000-D	Terry County Bcstg. Co. P. O. Drawer 1032 2111	KBS	Mike A. Barrett, o, gm & cm	J. Richard Aker, pd & nd	E. Crawford Taylor, sd Ivan Andersen, ce & fd	Pop.: 186,100 Rad. Hms.: 46,525 Ret. Sls.: \$246,117,000	Wld., St., Cap. UP G
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BROWNSVILLE

KBOR 1948	1600 1,000-DA-2	Brownsville Bcstg. Co. P. O. Box 472 2-5677	ABC Best	Minor J. Wilson, gm & pd	Vance C. Wilson, cm Willis A. Wilson, ce	Manny Wright, nd & sd Connie Green, wd	Pop.: 350,000 Rad. Hms.: 66,000 Ret. Sls.: \$250,000,000	Thes., Wld. AP
XEO 1946	970 1,000	Mrs. Candelaria S. Gonzalez Sondock Bldg. Suite 110 6-6620	RCN Oakes, Nat'l. Times Sales, Stewart	Mrs. Candelaria S. Gonzalez, o	Robert N. Pinkerton, gm	Jane Pinkerton, cm Severo Garza, ce	

BROWNWOOD

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	Joe B. Foster, cm Wendell Mayes Jr., pd	Barbara Taylor, pmm A. W. Stewart, ce	Pop.: 121,453 Rad. Hms.: 35,921 Ret. Sls.: \$118,756,000 AP RCA
KEAN 1953	1240 100	Lyman Brown Enterprises						

BRYAN

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 Ruth Reid, traffic m	Charles Evans II, nd & fd	Pop.: 214,971 Rad. Hms.: 38,483 Ret. Sls.: \$139,085,000 Col.
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CENTER

KDET 1949	930 1,000-D	Center Bcstg. Co. 250 Austin St. 1199	KBS Best	Tom E. Foster, co-o & gm Tolbert Foster, co-o & pd	Harlan E. Riley, ce Jack Bell, sd	John Mossberg, fd	Pop.: 225,000 Rad. Hms.: 52,000 Ret. Sls.: \$105,000,000	Assoc. UP Col.
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CHILDRESS

KCTX 1947	1510 250-D	Golden West Bcstg. Co. 217½ Main St. 1085	MBS Best	R. M. Hagan, ptrn. & p	George D. Cowan, ptrn. & gm LeRoy Carter, pd & sd	Nelle Carter, pmm William V. Queen, ce	Pop.: 66,923 Rad. Hms.: 17,420 Ret. Sls.: \$62,734,000 AP Ray.
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CLARKSVILLE

KCAR (CP)	1350 500-D	Texo Bcstg. Co. c/o The Clarksville Times 96						
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CLEBURNE

KCLE 1947	1120 250-D	Marti Inc. 919 N. Main 5-6643 Best	George W. Marti, p & gm John Marti, cm	D'Voe Lee, pd Walter Lacy, ce	Monroe Coston, sd Dolores Farris, wd	Pop.: 50,000 Rad. Hms.: 17,000 Ret. Sls.: \$37,000,000 AP
-KCLE-FM 1949	Ch. 232 (A) 94.3mc 0.32kw						Pop.: 40,000 Rad. Hms.: 13,500 Ret. Sls.: \$31,900,000 AP Com.

CLEVELAND

KVLB (CP)	1410 500 DA-2	H. C. Bailes P. O. Box 843 692	H. C. Bailes, o & gm Claude C. McAdams, pd	A. W. Strong, ce			
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COLEMAN

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 Charley Scott, pd & sd	J. D. Larson, ce Joann Harriss, wd	Pop.: 165,872 Rad. Hms.: 43,224 Ret. Sls.: \$87,683,800	SES. UP Col.
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COLLEGE STATION

WTAW 1922	1150 1,000-D	A & M College of Tex. 6-6724	KBS	R. Henderson Shuffler, in chg. of sta. Richard L. Webb, sm	Elsie Patranello, cm John M. Scogin, pd Jerry D. Merryman, ce	Charles Parker, sd Dick Hickerson, fd	Pop.: 351,568 Rad. Hms.: 129,470 Col.
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COLORADO CITY

KVMC 1951	1320 500-D	John & Eldon Mahon Box 990 1320	KBS Best	John B. Mahon, co-o Eldon B. Mahon, co-o	Charles A. Diegel, gm Porter A. Richardson, ce	Myrla Humphreys, wd	Pop.: 101,122 Rad. Hms.: 10,000 Ret. Sls.: \$75,894,000	Thes., Cap. AP RCA
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COMMERCE

..... (CP)	1450 250	Memorial Bcstg. Co.						
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CONROE

KMCO 1951	900 500-D-DA	Montgomery County Bcstg. Co. 324½ N. Main St. 1190	Reagan Smith, p James C. Dorrell, sm David L. Oglesby, slm Hal H. Coley, pd & nd	James O. McCorquo- dale, pmm & sd John W. Neathery Jr., ce	Ed Williams, fd Mary McCoy, wd	Pop.: 80,000	St., Thes. UP Col.
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TEXAS

City Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	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	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
CORPUS CHRISTI							
KCCT (CP) 1941	1150 1,000-D DA	International Radio Co. 403 S. Staples St. 2-6263	Aroldo O. Lerma, ptrn. Gabriel Lozano, ptrn.	Hector de Pena, ptrn. Dr. Hector P. Garcia, ptrn.	Dr. J. A. Garcia, ptrn. Pop.: 1,120,866 Rad. Hms.: 294,960	
KEYS 1941	1440 1,000-D 500-N DA-N	Nueces Bcstg. Co. Centre Theatre Bldg. 2-7411	CBS Taylor	Aubrey Jackson, gm Allan Dale, cm, pd & pmm	Harold Griffith, ce Paul Young, nd Joseph Keith, sd	Bart Boyd, fd Ruth Delmar Sullivan, wd Pop.: 399,705 Rad. Hms.: 88,323	Wld. UP Col.
KRIS 1937	1360 1,000	Gulf Coast Bcstg. Co. P. O. Box 840 4-6354	NBC, Tex. Quality Net. Free & Peters	T. Frank Smith, p & gm W. M. Eikner, cm Charles Nethery, pd	Bill Crowds, pmm Don Morris, ce Hugh Gray, nd Bill Field, sd	Jack Lozier, fd Marjorie Hazelwood, wd Pop.: 378,700 Pop.: 92,840 Ret. Sis.: \$374,838,000	St. AP Col.
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 Forrest Moore, pmm W. K. Bridges, ce	J. K. Wright, nd Mary L. Kennedy, wd	
KUNO 1950	1400 250	KUNO Inc. Box 4286 4-5203	MBS Everett- McKinney	L. C. Smith, p & gm Herb Garrett, cm	H. E. Barrera, pd	J. H. Mayberry, ce UP Col.
KWBU 1944	1030 50,000-D	General Baptist Convention of Texas White-Plaza Hotel 4-5258 Branham	Carr P. Collins, p Harry H. Hayes, gm & cm	George A. Wilcox, pd & sd	Nestor Cuesta Jr., ce Liz Bailey, wd AP
CORSICANA							
KAND 1937	1340 250	Alto, Inc. State Nat'l. Bank Bldg. 2486	Branham	Luther A. Johnson Jr. p & gm	Perry Taylor, vp & pd		Wld., Thes. UP Col.
CROCKETT							
KIVY 1950	1570 250-D CP: 1290 500-D	Pioneer Bcstg. Co. Box 670 222	KBS	James H. Gibbs, o. m, pd, pmm & nd	Bill Carter, cm & ce Bob Hazlett, sd	Mabel Arledge, wd Pop.: 38,815 Rad. Hms.: 7,635 Ret. Sis.: \$18,740,000	L-W UP G
CUERO							
KCFH 1949	1600 500-D	A. M. Respondek 5-3430 Best	A. M. Respondek, p & gm	Frank Notzon, cm Robbie Nell, wd	Pop.: 100,100 Rad. Hms.: 7,000	
DALHART							
KXIT 1948	1410 500-D	Dalrad Associates P. O. Box 1350 740	KBS Best	Ed Bishop, p	Ken Bishop, gm	Bill Smith, ce	Wld. UP G
DALLAS							
KGKO 1953	1480 1,000-D 500-N-DA-1	Lakewood Bcstg. Co. Cliff Tower Hotel Westbrook 7594 McGillivra	Leonard Coe, gm Bill Morgan, cm	Bud Vincent, pd Henry Steele, pmm	Henderson Rogers, ce UP G
KIXL 1947	1040 1,000-D	Variety Bcstg. Co. Inc. 1401 S. Akard St. Riverside 4521	Good Music Bcstrs. Assoc. Pearson	Lee Segall, p Thomas W. Massey, gm Charles F. Payne, asst. m	Martin Gudenberg, mus. d Bob Tripp, ce	Shirley J. Harris, traffic m Don Robinson, nd Mrs. Tim Healy, wd Pop.: 1,558,724 Rad. Hms.: 364,200 Ret. Sis.: \$1,824,754,000	Wld., St., Cap., Mac. Thes., Assoc. AP WE
KIXL-FM 1947	Ch. 283 (B) 104.5mc 34kw						
KLIF 1947 KLIF-TV	1190 5,000-D 1,000-N- DA-N	Trinity Bcstg. Corp. 2104 Jackson St. Randolf 7121 H-R Reprs.	B. R. McLendon, p Gordon B. McLendon, exec. d & sd	Bill Weaver, gm Hal Bokke, pd & nd	Les Vaughn, pdm Glenn Callison, ce Pop.: 1,823,300 Rad. Hms.: 499,540 Ret. Sis.: \$2,027,081,000 UP WE, Ray.
KRLD 1926 KRLD-TV	1080 50,000-DA-N	KRLD Radio Corp. Herald Sq. Randolph 6811	CBS Branham	John W. Runyon, chmn. of bd. Clyde W. Rembert, p & gm J. W. Crocker, asst. gm William A. Roberts, asst. gm in chg of sls.	Ted Parrino, pd A. J. Putman, pmm E. B. Honeycutt, ce A. H. Plumlee, traffic m H. W. Giersdorf, mus. librarian	Paul James, record librarian Jay Hogan, nd Ves. Box, sd A. B. Jolley, fd	
KRLD-FM 1948	Ch. 223 (B) 92.5mc 40kw						SES., St., Thes. INS, UP GE
KSKY 1941	660 1,000-D	Sky Bcstg. Service 2927 Maple Randolph 6193	A. L. Chilton, p R. G. Terrill, gm & pmm	R. L. Kanatzar, cm Leonard Holland, pd, nd, sd & fd	Morris M. Ming, ce Mrs. L. H. Chilton, wd Pop.: 2,050,806 Rad. Hms.: 474,510 UP RCA

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 same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night.
 SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

A lesson to Remember

Yes, 68 Secondary Radio Stations dot the map within KRLD's 0.5 Mv line...an impossible number for most advertisers to cover the area. But then, fortunately they don't have to... They can saturate it completely at one low cost, with one great 50,000 watt station, KRLD.

30.8% of All Radio Homes in the Great State of Texas are regular listeners to KRLD, DALLAS
Exclusive outlet for CBS Network Programs in the Southwest's Largest Market
DALLAS and FORT WORTH
SAMS Report, Spring 1952

FOR DOWN IN TEXAS!

PRIMARY AREA OVERLAPS ADEQUATELY, BUT NOT EXCESSIVELY, OTHER SURROUNDING MAJOR MARKET STATIONS.

"THE MAKE SENSE BUY"

NO WASTE COST



KRLD

THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE

Dallas

Owners and Operators of
KRLD-TV Maximum Power Station
100,000 Watts Video and 50,000 Watts Audio

The **TIMES HERALD** Stations The **BRANHAM COMPANY**, Exclusive Representative

JOHN W. RUNYON, Chairman of the Board
CLYDE W. REMBERT, President

TEXAS

City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	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	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
DALLAS—(Cont'd)								
	¹ WFAA 1922	820 50,000	A. H. Belo Corp. 1122 Jackson St. Riverside 9631	ABC, NBC, Texas Quality Net.	E. M. Ted Dealey, p Alex Keese, gm George K. Utley, cm Karl Lambert, pd & Petry asst. m	Wynona Portwood, pmm Wm. C. Ellis, ce Sid Pietzsch, nd	Murray Cox, fd Ralph Widman, sd Carolyn Coker, wd	L-W AP, UP RCA
	WFAA-TV	570 5,000-DA-2 SH-WBAP						
	WRR 1920	1310 5,000-DA-N	City of Dallas, Tex. Municipal Radio Bldg. Tenison 6101	MBS, Texas State Net. Blair	Durward J. Tucker, mgng. d & ce Pete Teddlie, sis. coordinator Richard Workman, pd	Charles Frauman, cont. sup. Jack Caruth, co-trans. sup. John G. Owen, co-trans. sup.	Taylor Branch, nd Eddie Hill, sd Al Jones, fd Maxine Koelling, wd	Pop.: 2,061,564 Rad. Hms.: 620,150 Ret. Sls.: \$4,075,863,000 Assoc. AP WE
	WRR-FM 1948	Ch. 266 (B) 101.1mc 68kw						Pop.: 2,061,564 Rad. Hms.: 124,030 Ret. Sls.: \$4,075,863,000 Col.
DEL RIO								
	KDLK 1945	1230 250	Del Rio Bcstg. P. O. Box 1162 1745	KBS	Don R. Howard, gm & sd	Edward L. Williams, pd & nd	Pat Jeter, ce Mrs. H. K. Fawcett, wd	St. UP G
DENISON								
	KDSX 1948	950 500-DA-2	L. L. Hendrick & B. V. Hammond P. O. Box 263 3400 (See Sherman, Tex. listing)	B. V. Hammond, co-o & co-cm L. L. Hendrick, co-o & co-cm	Allen Hundley Jr., m, pd, pmm & nd Joseph D. Knight, ce	John Clift, sd Nick Owen, fd Elsie Boyd, wd	Pop.: 201,800 Rad. Hms.: 65,800 Ret. Sls.: \$160,500,000 L-W AP Ray.
	KRRV							
DENTON								
	KDNT 1938	1440 1,000-D 500-N-DA-N	Harwell V. Shepard Radio Center Central 4144	Harwell V. Shepard, o			Pop.: 1,250,000 Thes. UP
	KDNT-FM 1947	Ch. 292 (A) 106.3mc 0.76kw						
DUMAS								
	KDDD 1948	800 250-D	North Plains Bcstg. Corp. P. O. Box 337 2-5000 Best	Ken Duke, p & gm Al Tremble, cm, pmm & nd	Bill Lask, pd George Pepin, ce	Bill Cunningham, sd Jerry Duke, wd	Pop.: 150,000 Rad. Hms.: 39,000 Ret. Sls.: \$130,000,000 St. AP G
EAGLE PASS								
	XEMU	580 5,000-D 250-N	Radio Station XEMU P. O. Box 196 Eagle Pass	Natl. Time Sales	(Located in Piedras Negros, Coah., Mex.)			
EASTLAND								
	KERC 1953	1590 500-D	Tri-Cities Bcstg. Co. of Eastland Co.					
EDINBURG								
	KURV 1947	710 250-D	KURV Inc. P. O. Box 480 3-2777	KBS Forjoe	Rogers Kelley, p Albert C. Ryan, gm, secy. & sd	Don Mallory, pd, nd & fd Irvan D. Williams, ce	Elizabeth Collier, office m	Pop.: 149,985 Rad. Hms.: 35,000 Ret. Sls.: \$198,000,000 Mac. UP Ray.
EL CAMPO								
	KULP 1948	1390 500-D	Wharton County Bcstg. Co. P. O. Box 1390 1390	L. T. Culp Krueger, p Bob Hathaway, m William L. Burnell, cm	Jerry Werlla, pd & nd William Reading Jr., pmm & sd	Joe H. Miller, ce S. R. Hermansen, fd Helen Miller, wd	Pop.: 250,000 Rad. Hms.: 8,500 Ret. Sls.: \$180,000,000 L-W UP Col.
EL PASO								
	KELP 1947	920 1,000-D	Trinity Bcstg. Corp. 4530 Delta St. 3-3658 Everett- McKinney	B. R. McLendon, p Joe Roddy Jr., gm & cm	David Pringle, pd David L. Mott, ce	Al Cobb, nd UP Ray.
	KEPO 1948	690 10,000-DA-2	KEPO Inc. 2419 N. Piedras St. 5-2731	ABC Avery- Knodel	Miller C. Robertson, p & gm Willard L. Kline, sm & sis. d	Arthur B. Davis, pd & fd E. L. Gemoets, ce Charles J. Amador, nd	Jack McElrath, sd Charles J. Amador, rd Darlene Chaffee, wd	Pop.: 335,000 Rad. Hms.: 68,000 Ret. Sls.: \$270,000,000 L-W, St. UP RCA

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¹ Stations are assigned fulltime, but divide time between two channels; NBC rides 820 kc clear channel, ABC rides 570 kc regional channel. When WFAA operates on clear channel, WBAP operates on regional and vice versa. Both channels are for combined coverage of Dallas-Ft. Worth market areas.

BROADCASTING • TELECASTING

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More Texas Radio and Television Station Advertising

Than all other Journals Combined



Go BIG GAME HUNTING in Texas...

You'll bag the limit, sure as shootin', when you aim your sales story at the Southwest's largest, richest market with a sure-fire WFAA formulated program or adjacency. The Petry company will gladly provide a guide.

WFAA-820 MARKET based on 25%-100% coverage, SAMS Spring, 1952 Report **WFAA-570 MARKET**

Population	4,288,700
Families	1,263,200
Effective Buying Income	\$5,386,771,000
Retail Sales	4,438,038,000
Food Sales	996,408,000
General Merchandise	610,899,000
Furniture, Household, Radio.	223,263,000
Automotive Sales	971,442,000
Drug Sales	140,546,000

Population	2,303,500
Families	685,900
Effective Buying Income	\$3,167,857,000
Retail Sales	2,547,677,000
Food Sales	558,514,000
General Merchandise	412,762,000
Furniture, Household, Radio	125,106,000
Automotive Sales	510,777,000
Drug Sales	81,008,000

(Sales Management, May 10, 1953)



ALEX KEESE, Station Manager
EDWARD PETRY & COMPANY • National Representatives

RADIO SERVICE OF THE DALLAS MORNING NEWS

City	Call Letters Established	Chan. or Freq. Power	Licenses Headquarters Telephone	Network Representative	Executive Abbreviations	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter	
EL PASO—(Cont'd)								
KROD	1940	600 5,000-DA-N	El Paso Times Inc. 2201 Wyoming St. 2-6551	CBS, Southwest Branham	Dorrance D. Roderick, chmn. of bd. Val Lawrence, p, gm & cm	Ted R. Hunt, pd, nd & sd Tom Wiseheart, pmm	Edward P. Talbott, ce Paul Stevenson, fd Lenore Dilts, wd	Cap. AP RCA
KSET	1949	1340 250	Rio Grande Bcstg. Co. Inc. 904 Magoffin 326-93	MBS, Inter-mountain McGillvra	Fred Hervey, p George R. Thady, gm Don Brooks, cm	Juanita Wells, pd Sheldon Turner, pmm John Sheehan, ce	Fred Hayes, nd Wayne Johnston, fd Ed Sullivan, sd	Cap. AP RCA
KTSM	1929	1380 1,000-D	Tri State Bcstg. 801 N. Oregon 2-5423	NBC Hollingbery	Karl O. Wyler, p & gm Roy T. Chapman, vp & cm	Jack Chapman, pd Karl O. Wyler Jr., pmm	Ken Walton, ce John Phelan, nd & sd Conrey Bryson, fd	Pop.: 528,000 Thes., Wld. UP Rad. Hms.: 52,000 Ret. Slis.: \$280,103,000 RCA
XEJ	1929	970 10,000-D	Pedro Meneses H. P. O. Box 442 Juarez 111	Natl. Time Sls., Oakes	Pedro H. Meneses, p M. D. Heredia, gm Blanca-Rosa Meneses, cm	Roberto Soto, pd Ramon Hurtado, pmm Jose Luis DeLira, ce Froylan Rascon, nd	Francisco Herrera, sd Gilberto Nathal, fd Dora Portillo, wd	Pop.: 617,000 Thes., Wld. UP Rad. Hms.: 122,962 Ret. Slis.: \$569,431,000 RCA
FALFURRIAS								
KELP	(CP)	1260 500-D	Ben L. Parker					
FLOYDADA								
KFLD	1950	900 250-D	W. Tex. Bcstrs. Ralls Hwy. 900	KBS Continental	Ed Holmes, p Wayne Robison, gm, cm, pmm & fd	Carl Minor Jr., pd & sd	Joe Cole, ce Alma Holmes, wd	Pop.: 270,000 Thes., Wld. UP Rad. Hms.: 225,000 Ret. Slis.: \$291,500,000 G
FT. STOCKTON								
KFST	(CP)	860 250-D	Ft. Stockton Bcstg. Co. 860					
FT. WORTH								
KCNC	1947	870 250-D	Blue Bonnet Bcstg. Corp. P. O. Box 629 Fortune 7175		J. H. Speck, p & gm Herman Clark, cm	Walt Jones, pd & nd Chester Grubbs, asst. m & ce	Caroline Drew, wd	Pop.: 1,700,000 Thes., Wld. UP Ray.
KCUL	1949	1540 5,000-D 1,000-N-DA-2	East West Bcstg. 3607 Camp Bowie Sunset 6555	Burn-Smith	Jas. G. Ulmer, p & gm Hewel Jones, cm Dan Allison, pd & nd	Jack Reed, pmm R. L. McAlister, ce	Maydell Wallace, office m Tee Casper, sd	Pop.: 980,000 Thes., Wld. AP Rad. Hms.: 263,000 Ret. Slis.: \$810,000,000
KFJZ	1936	1270 5,000-DA-1	Tarrant Bcstg. 1201 W. Lancaster Edison 3473	MBS, Texas Blair	Gene L. Cagle, p & gm Charles B. Jordan, vp & asst. m D. C. Hornburg, secy.-treas. John Flood Jr., p Joe W. Evans, gm & cm	Clyde D. Pemberton, cm Hazel Riley, pd Forrest Clough, pmm Melvin Parsons, ce	James T. Peterson, ce Porter Randall, nd Dave Naugle, sd	Assoc. AP WE
KWBC	1946	970 1,000-D	Associated Bcstrs. Inc. 806 Taylor Fortune 8262	Rambeau	Earle Fletcher, p & gm Jerry Hahn, pd & sd	Jack Reed, pmm John R. Crouse, ce	Velma McEwen, wd	Pop.: 300,000 Thes., Wld. UP Rad. Hms.: 294,000 Ret. Slis.: \$3,500,000
KXOL	1922	1360 50,000	Ft. Worth Bcstg. 3004 W. Lancaster Edison 1448	ABC, NBC, Tex. Quality, Lone Star Free & Peters	Amon G. Carter, chmn. Amon G. Carter Jr., p Harold Hough, d George Cranston, m	Roy Bacus, cm Ed Lally, pd Howard Fisher, pmm R. C. Stinson, ce James A. Byron, nd	Neal Baird, nd Chandler Atkinson, fd Bud Sherman, sd W. A. "Doc" Ruhmann, fd Margret McDonald, wd	Pop.: 1,928,700 Thes., Wld. AP Assoc. Cole RCA Rad. Hms.: 97,6% Ret. Slis.: \$2,267,311,000
WBAP	1922	820 50,000	Carter Publications 3900 Barnett St. Lockwood 1981					
WBAP-TV		5,000-DA-2 ST-WFAA						
WBAP-FM	1949	Ch. 263 (B) 100.5mc 50kw						

* Stations are assigned fulltime, but divide time between two channels: NBC rides 820 kc clear channel, ABC rides 570 kc regional channel. When WFAA operates on clear channel, WBAP operates on regional and vice versa. Both channels are for combined coverage of Dallas-Ft. Worth market areas.

EL PASO -

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KROD -

A bright spot in El Paso

COVERAGE

24 County El Paso Trade Territory
plus 3 additional counties

GROWTH

488,244 Population,
38.8% increase since 1940

RADIO HOMES

119,650

RETAIL SALES

\$534,412,000

AUTOMOTIVE SALES - \$101,201,000


FOOD SALES \$120,633,000

CBS RADIO NETWORK IN EL PASO

KROD

600 KC 5,000 WATTS

Affiliated With KROD-TV • VHF 4 and the EL PASO TIMES



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- Courtesy Announcements
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- P.O.P. Displays
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TEXAS

City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Market Data For Primary Area (Supplied by station)	Library. News Serv. Transmitter	
FREDERICKSBURG									
	KNAF 1947	1340 250	Gillespie Bestg. Co. Box #347 311	MBS, KBS	Arthur Stehling, p Norbert A. Fritz, gm, cm & ce	Walter Fuhrmann, fd Alene Fritz, wd	Pop.: 21,000 Rad. Hms.: 3,500 AP G	
FREEMONT									
	KBRZ 1952	1460 500-D	Brazosport Bestg. Co. Box 1077 3-2655	Kelly Bell, p Rex Bodoin, gm Jack Howard, cm	Will Coker, pd & nd Charles Dunaway, pmm & sd Kenneth Ferguson, ce & fd Sarah Carlson, wd	Pop.: 75,000 Rad. Hms.: 87% Ret. Sls.: \$57,341,000	Wid. AP WE	
GAINESVILLE									
	KGAF 1947	1580 250-D	Gainesville Bestg. Co. Inc. 204 E. California St. 834	KBS Melville	Joe M. Leonard Sr., p & gm Earl Leonard, cm & nd	Frank Fancher, pd & sd Cordell Martin, ce	Pop.: 140,000 Rad. Hms.: 40,000	Cap. AP Ray.	
GALVESTON									
	KGBC 1947	1540 1,000-D 250-N DA-N	Galveston Bestg. Co. 815 Marine Lindale Addn. 3-5352 Pearson	James W. Bradner Jr., o & gm Roger Beane, asst. gm & pd	Orland O. Dodson Jr., cm & pmm Ken Gilmore, ce Alec Gifford, nd	Pop.: 751,964 Rad. Hms.: 182,991 Ret. Sls.: \$140,110,000 AP Ray.	
	KLUF 1922	1400 250	KLUF Bestg. Co. Haden Bldg. 5-6876 Rambeau	George Roy Clough, p & gm Lee D. Clough, vp, ce & nd	Braden E. Clough, asst. to p, cm & pd Helen D. Clough, treas.		Wid. UP RCA	
	KLUF-FM 1948	Ch. 295 (B) 98.7mc 3kw							
GLADEWATER									
	KSIJ 1949	1430 1,000-D	Gladewater Bestg. Co. T. W. Lee Bldg. 2181	Best	C. A. Lee, p Douglas Reeh, gm & sd Tom Perryman, cm & fd	Thomas Reeh, pd & nd Paul Rogers, pmm	Lloyd Johnson, ce Rebecca Russell, wd	Cap. AP G	
GONZALES									
	KCTI 1947	1450 250	Gonzales Bestg. Co. P. O. Box 158 770	KBS Grand, Cooke	Frank Wilson Jr., ptrn., cm & ce	Lawrence M. Walshak, ptrn. & gm	David Walshak, nd & sd Barbara Hausler, wd	Pop.: 115,000 Rad. Hms.: 31,382 Ret. Sls.: \$70,000,000	SES. AP
GRAHAM									
	KSWA 1948	1330 500-D	Southwestair Inc. P. O. Box 1050 1200 & 1330		Clay E. Thompson Jr., H. V. Newsom, gm, cm, nd & ce	Eugene Turner, pd & sd D. J. Chandler, fd	Alethea M. Albright, wd UP	
GREENVILLE									
	KGVL 1946	1400 250	Truett Kimzey P. O. Box 1015 2066	MBS, KBS, Tex. Net. Pearson	Truett Kimzey, p Leo Hackney, gm Paul D. Robinson, asst. m	James D. Jones, pd & sd Stafford E. Davis, ce	Bill Rust, sd Jackie Taylor, wd	Pop.: 50,000 Rad. Hms.: 35,000 Ret. Sls.: \$31,234,000 AP
HAMILTON									
	KCLW 1948 KANG(TV)	900 250-D	Hamilton Bestg. Co. 500	KBS	Clyde Weatherby, p J. H. Smith, gm	All Scott, cm & pd Carl Kennelly, ce		Thes. UP Col.	
HARLINGEN									
	KGBT 1941 KGBT-TV	1530 50,000-D 10,000-N- DA-N	Harbenito Bestg. Co. 1519 W. Harrison St. 2200	CBS Pearson	McHenry Tichenor, p & gm I. S. Roberts, natl. & reg. cm	Bob Burton, pd Pat Davis, pmm Harold Jones, ce	Jerry Fisher, nd Jim Lang, fd Mary Helen Guerra, wd	Pop.: 358,000 Rad. Hms.: 68,000	Assoc., St. UP WE
HENDERSON									
	KGRI 1947	1000 250-D	Henderson Bestg. Corp. Box 311 4528 Best	Roy B. Cannon, p W. C. Crawford, gm, cm & pmm	John T. Cauley, pd, nd & sd John M. Bolin, ce	Wesley Dean, fd JoAnne Kirkland, wd	Pop.: 175,000 Rad. Hms.: 68,000	Wid., SES. UP WE
HEREFORD									
	KPAN 1948	860 250-D	Marshall Formby Box 868 860 Best	Marshall Formby, o Clint Formby, gm	Tom Hulsey, cm Dennis Surber, ce	Kathleen Cayler, nd Louise Kalka, wd	Pop.: 224,940 Rad. Hms.: 56,446	Thes. UP RCA
HILLSBORO									
	KHBR 1948	1560 250-D	Hill County Bestg. Co. 594		Ray J. Williams, p				
HOUSTON									
	KATL 1947	1590 5,000-DA-N	Texas Bestrs. Inc. 412 Main St. Preston 3108 McGillivra	William Harry Talbot, p	King Howard Robin- son, gm & cm Webb Hunt, pd	Betty Mirau, pmm Ed Martin, ce Harry Grier, nd	Pop.: 1,165,000 Rad. Hms.: 356,000 Ret. Sls.: \$1,281,000,000	L-W UP G
	KCOH 1948	1430 1,000-D	Call of Houston Inc. 1 Main St. Charter 1888 Clark	William A. Smith, chmn. of bd. Robert C. Meeker, p & gm	Walter L. Rubens, asst. m & cm Vernon Chambers, pd & sd	Harrol Tillman, nd Harold Weinzal, ce Hatti Holmes, wd	Pop.: 352,584 Rad. Hms.: 114,086 Ret. Sls.: \$621,216,295	Assoc., Wid. UP G
	KLBS 1948	610 5,000 DA-2	Howard Bestg. Co. Milby Hotel Preston 1161 Everett- McKinney	Howard W. Davis, p Howard L. Burris, vp Glenn Douglas, gm	Bill Pelham, asst. m Bill Stewart, pd	Glenn Cook, ce	Pop.: 2,250,000 Rad. Hms.: 250,000 Ret. Sls.: \$1,000,000,000	Wid. UP WH
	KNUZ 1948 KNUZ-TV	1230 250	Veteran Bestg. P. O. Box 2135 Keystone 2581 Forjoe	Max H. Jacobs, p David H. Morris, gm Bill Lightfoot, cm	Ken Grant, pd George Johnson, pmm O. C. Crossland, ce	Bill Crawford, nd Jack Lee, sd	Pop.: 1,103,000 Rad. Hms.: 338,000	L-W UP G
	KPRC 1925 KPRC-TV	950 5,000-DA-N	The Houston Post Co. Box 1234 Madison 9271	NBC, Tex. Quality Net. Petry	W. P. Hobby, p Jack Harriss, vp & gm Jack McGraw, cm	Francis Sullivan, pd Kirt Harriss, pmm Harvey Wheeler, ce	Pat Flaherty, nd Bruce Layer, sd Bill McDougall, fd	Pop.: 1,490,400 Rad. Hms.: 698,080 Ret. Sls.: \$1,943,914,000	Thes. AP RCA
	KPRC-FM 1946	Ch. 275 (B) 102.9mc 57kw						Pop.: 1,423,000 Rad. Hms.: 458,040	

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In Houston, the South's FIRST market, KPRC continues conclusively FIRST. For 28 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.

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HOUSTON

First

- FIRST** in Circulation
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- FIRST** in Live Shows
- FIRST** in Merchandising and Promotion
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- 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 Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	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	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
HOUSTON—(Cont'd)							
KTHT 1944	790 5,000-DA-2	Texas Radio Corp. P. O. Box 3011 Keystone 5535	MBS, Texas Net. H-R Reps.	Robert Straus, p Bill Bennett, vp, gm & cm Tim Osborne, pd	Lauri Schutt, pmm O. B. Johnson, ce Ted Nabors, pub, rel. d & fd	Ray Conaway, nd Loel Passe, sd Katie Houston, wd	Pop.: 2,150,000 Rad. Hms.: 485,000 UP G
KTRH 1930	740 50,000-DA-1	KTRH Bcstg. Co Rice Hotel Preston 4361	CBS, Texas Bcstg., Texas State Net. Blair	B. F. Orr, p Ray Herndon, m Ray Bright, slm	Tom Jacobs, pd Helen Bender, prom. d Tom Hiner, tech. d	Lew Lowry, prod. d Bob Hart, nd George Roesner, fd	Wld. AP, UP, INS RCA
<i>KTRH-FM</i> 1947	Ch. 266 (B) 101.1mc 29.5kw						SES.
KXYZ 1941	1320 5,000	Shamrock Bcstg. Co. Gulf Bldg. Capitol 6151	ABC Free & Peters	Glenn H. McCarthy, p Fred Nahas, evp & gm Ted Hills, sm & cm Kenneth Bagwell, pd Alice Pugh, pmm Gerald R. Chinski, ce	Kenneth Duran, pdm Thomas Cavanagh, asst. cm Tharon Teage, bus. m m	Roland Baker, nd Guy Savage, sd Tim Nolan, fd Joy Mladenka, wd	Pop.: 1,200,000 Rad. Hms.: 362,000 St., Cap. UP RCA
KXYZ-TV	DA-N						
HUNTSVILLE							
KSAM 1938	1490 250	Huntsville Bcstg. Co. Box 312 30	MBS, KBS	M. E. Cauthen, p Ted Lott, gm & nd	Roy Greer, cm, pd & pmm	Jack Nichols, ce Wesley Sherrill, fd	Pop.: 34,000 Rad. Hms.: 6,300 Ret. Sls.: \$113,523,000 Cap., SES. AP G
JACKSONVILLE							
KEBE 1946	1400 250	Billy Averitte Laurie Box 1071 2211	KBS	Billy Averitte Laurie, p, gm & ce Mrs. B. A. Laurie, pd, pmm & office m	Jerry D. Spencer, cm Sam Albright, nd & sd	C. Metz Heald, fd Emo Laurie, wd	Pop.: 73,000 Rad. Hms.: 16,000 Ret. Sls.: \$7,936,000 L-W AP
JASPER							
KTXJ 1948	1240 250 CP: 1350 1,000-D	Jasper Bcstg. Co. Texas Theatre Bldg. 580		Joe L. Fisher, p Farrell M. Brooks, o & m			
JUNCTION							
KMBL 1951	1450 250	Kimble Co. Bcstg. Co. 70					
KERMIT							
KERB 1950	600 1,000-D- DA-1	Radio Station KERB Inc. 112 Hwy. 302 3481	G. H. Cook, p H. J. Porter, evp & gm J. E. Stanton, cm	Ray Boyd Kilman, pd & sd	Bobby Shackelford, ce Chas. E. McFarland, nd	Pop.: 193,648 Rad. Hms.: 67,150 Ret. Sls.: \$335,750,000 Thes., SES. UP Ray.
KERRVILLE							
KERV 1948	1230 250	Kerrville Bcstg. Co. P. O. Box 791 900 Best	W. Scott Schreiner, p William G. Field, gm & nd	Carol Woodard, pd Clyde Jones, ce Don Renavet, sd	Guy Powell, fd Virginia Ward, wd	Pop.: 52,000 Rad. Hms.: 10,021 Ret. Sls.: \$48,524,000 Cap. AP Ray.
KILGORE							
KOCA 1936	1240 250	Radio Station KOCA Inc. Box 989 2001	KBS	Roy G. Terry, p H. A. Degner, gm Wayne Douglas, cm & sd	John Andrews, pd & nd Britt Lamb, ce	Ray Beasley, fd Shirley Rae, wd	Pop.: 250,000 Rad. Hms.: 102,000 Ret. Sls.: \$89,241,242 AP Col.
KINGSVILLE							
KINE 1948	1330 1,000-D	Radio Station KINE Inc. 205 E. King St. 2-2822 Best	James H. Clement, p Ben A. Glusing, gm	Eston R. Pace, sm, cm & pmm	Jerry Fullerton, pd R. T. Whitaker, ce	Cap. UP Ray.
LAMESA							
KPET 1947	690 250	Lamesa Bcstg. Co. Box 30 2404	KBS	R. O. Parker, co Bob Bradbury, gm & nd	Clayton Barkhurst, cm Geneva Crutcher, pd	Roland Ouelette, ce Bob Harris, sd	Pop.: 96,811 Rad. Hms.: 24,178 Ret. Sls.: \$118,096,000 Wld. AP G
LAMPASAS							
KCYL 1952	1450 250	Lampasas Bcstg. Co. 1000 Best	V. Dean Turner, p, gm & cm Albert Mason Jr., pd, ce & sd	James E. Nugent, secy. Lester Pitts, nd Harrison Stevens, fd	Warahidine Wheeler, wd	Pop.: 50,000 Rad. Hms.: 3,987 Ret. Sls.: \$25,053,000
LAREDO							
KVOZ 1952	1490 250	Border Bcstrs. Inc. P. O. Box 1498 3-4396	MBS, KBS, Texas Coast Net. Pearson	E. J. Harpole, p Burney Jones, m	Robert Oden, cm Evelyn Jones, pd	Frank Manuel, ce	Pop.: 59,000 Rad. Hms.: 11,474 Ret. Sls.: \$42,768,000 UP RCA
LEVELLAND							
KLVT 1949	1230 250	Forrest Weimhold Farm-Market Highway. 1030 Melville	Forrest Weimhold, p Victor King, gm Bobby Garrison, cm	James Boultinghouse, pd & nd Gilbert W. Patschke, ce	Gerald H. Sanders, sd Artie Forehand, fd Mildred Hopkins, wd	Pop.: 200,000 Rad. Hms.: 55,000 Ret. Sls.: \$275,000,000 Wld., Thes. AP RCA
LITTLEFIELD							
KVOW 1947	1490 250	Southwestern Bcstrs. Box 192 400	KBS	J. C. Rothwell, p & pmm J. B. McShan, gm & cm	Othell Whitson, pd & wd Wilton Highfill, ce	Archie Gray, nd Lloyd Spencer, sd Emil Macha, fd	Pop.: 153,909 Rad. Hms.: 51,203 Ret. Sls.: \$162,000,000 SES. AP G

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LONE STAR

KLST 1300 Lone Star Bcstg. c/o Pierce P.
(CP) 500-D Co. Brooks
Nat'l. Bankers
Life Ins. Corp.
Dallas

LONGVIEW

KFRO 1370 Voice of ABC, KBS, James R. Curtis, p John Allen, cm Howard Kuhn, pd Pop.: 142,200 L-W
1935 1,000-DA-N Longview Tex. State Cooke Rad. Hms.: 40,600 AP
Curtis Bldg. Ret. Sl.: \$149,630,000 RCA
411

KLTI 1280 LeTourneau R. G. LeTourneau, p Allen E. Vinson, cm Kenneth Maxwell, ce Pop.: 174,400 St. Cap.
1948 1,000-D Radio Corp. Arthur L. Greene, gm Ruby Cooper, pd Jack Brush, nd Rad. Hms.: 43,600 UP
P. O. Box 1866 Pearson Ret. Sl.: \$96,052,000 Ray.
4331

KLTI-FM Ch. 290 (B) Assoc., St.
1948 105.9mc 9.81cw UP
9.81cw GE

LUBBOCK

KCBD 1590 Caprock Bcstg. NBS, Tex. Joe H. Bryant, p & gm Jack Tippit, pmm Choc Hutcheson, nd & Pop.: 250,600 Wld., Assoc.
1947 1,000 Co. Quality George Tarter, cm Frank Lee, ce sd Rad. Hms.: 72,133 AP
KCBD-TV DA-2 5600 Avenue A Net. John Devine, pd Robert L. Snyder, bus. m Ret. Sl.: \$343,248,000 WE
5-6348 Pearson

KDAV 580 Western Bcstg. D. P. Pinkston, p, gm Tom Moss, continuity Corwin Riddell, nd Pop.: 500,000
1953 500-D- Co. W. J. Duncan, pd & cm d Dorothy Kissinger, Corwin Riddell, nd Rad. Hms.: 170,000
DA 4-4567 Walter Lawson, ce traffic m Tom Moss Jr., sd

KDUB 1340 Texas Telecasting W. D. Rogers Jr., p.
(CP) 250 Inc. 7400 College Ave. 5-9388
KDUB-TV

KFYO 790 Plains Radio ABC W. B. Walker, p Leon E. Harris, cm & Dan Tarpley, nd Pop.: 648,100 Cap., St.
1927 5,000-D Bcstg. Katz Parker F. Prouty, vp W. J. Dale, sd Jack Dale, sd Rad. Hms.: 174,155 Thes.
KFYO-TV 1,000-N- 914 Ave. J Gordon Thompson, gm Robert Nash, pd Jack Creel, fd Ret. Sl.: \$784,404,000 AP, UP
DA-2 5-5567 W. S. Bledsoe, ce Peggy Bell, wd RCA

KSEL 950 Lubbock Bcstg. MBS Walter G. Russell, co Wes Youngblood, pd & H. I. Kiefer, nd Pop.: 370,000 L-W
1946 1,000-D Co. Rambeau M. M. Rochester, gm & sd E. J. Watkins, fd Rad. Hms.: 105,230 AP
500-N- Box 1524 pmm Roger V. Hively, ce Ret. Sl.: \$479,048,000 Col.
DA-N 3-0484 W. H. Kyle, cm

KVSP 1460 Hub Bcstg. Co. Wayne D. Tibbs Jr., gm Randall Abernathy, Charles Ferry, nd & pd
1953 500-D 52nd & Magnolia Indie, James G. Jarrett, asst. pmm Don Edwards, ce
4-1460 G. Grant Hal Ragan, cm

LUFKIN

KRBA 1340 Darrell E. Yates ABC, KBS Darrell E. Yates, o Thomas Lubke, pmm Woodrow Behannon, L-W, Cole
1938 250 P. O. First Continental gm & cm Ambrose Maxim, ce sd Morris Blades, fd UP
250 P. O. Box 755 Virginia Fenley, pd & Lewis Sundquist, nd Ret. Sl.: \$149,630,000 Col.
3-6661 wd

KFYO

Lubbock, Texas

790 KC

5,000-Day

1,000-Night

ABC

**LUBBOCK'S TOP STATION
AND BEST BUY BECAUSE . . .**

- 27 years of making friends—and sales
- Strongest voice on the South Plains of Texas
- Covers retail trading area of 174,155 Radio Homes
- Selected most often by local and national advertisers
- Favorite of the economically—potent farm audience
- Listeners' choice in high ranked per-capita income market
- Most complete news coverage: AP-UP-Lubbock
Avalanche-Journal

Represented By The Katz Agency, Inc.

TEXAS

City	Call Letters Established	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. 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	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter	
LUFKIN—(Cont'd)									
KTRF	1420	1,000-DA-N	Forest Capital Bcstg. Co. P. O. Box 701 3-7771	MBS, Tex. State Net. Venard	R. W. Wortham Jr., p Richman G. Lewin, gm Murphy Martin, cm	Royce Christenson, pd Carl King, pmm Fred Clinton Hill, ce	Pop.: 95,500 Rad. Hrs.: 26,000 Ret. Sls.: \$97,000,000	Wld. AP Ray.	
MARLIN									
KMLW	1010	250-D	Falls County Public Service P. O. Box 335 6-2551	Hugh M. McBeath, gm & ce	Duane W. Ramsey, cm Jerry S. Hughes, pd & nd	Pop.: 275,901 AP G	
MARSHALL									
KMHT	1450	250	Marshall Bcstg. Co. 109 W. Rusk St. 5-7826	MBS, Tex. State Net.	Earle Fletcher, p Myrl Stein, gm	John Strength Jr., cm George Warwick, pd	Pop.: 45,000 Rad. Hrs.: 12,250 Ret. Sls.: \$35,953,000	L-W AP Col.	
McALLEN									
KRIO	910	1,000-DA-1	Frontier Bcstg. Co. Inc. P. O. Box 1551 6-5454	ABC, Tex. State Net. Weed	Gene L. Cagle, p Charles B. Jordan, vp George C. Breeding Jr., gm	Normand Mann, pd William H. Meiners, ce	Pop.: 23,000 Rad. Hrs.: 68% Ret. Sls.: \$29,717,000 AP WE	
XEOR	1390	1,000	Mrs. Candelaria S. Gonzalez Nassar Bldg. 6-8112	RCN Natl. Time Sis., Oakes, Stewart	Mrs. Candelaria S. Gonzalez, p Robert N. Pinkerton, gm	Jane Pinkerton, cm Severo Garza, ce			
McCAMEY									
KCMR (CP)	1450	250	Sprayberry Bcstg. Co.	Jack W. Hawkins, p	Gene Hendryx, gm	Pop.: 32,000 Rad. Hrs.: 8,600 Ret. Sls.: \$18,000,000		
McKINNEY									
KMAE	1600	1,000-D	McKinney Air Enterprises Inc. 218 E. Va. St. 2-2851	George W. Smith Jr., p, gm & ce	Melvin Belew, cm & pmm Denise Smith, pd & wd	Pop.: 1,500,000 Rad. Hrs.: 377,401 Ret. Sls.: \$1,580,837	L-W, Wld. AP	
MIDLAND									
KCRS	550	5,000-D 1,000-N-DA-2	Clarence Scharbauer Jr., & Ruth Scharbauer P. O. Box 1072 2-4393	ABC, Tex. State Net. Pearson	Clarence Scharbauer Jr., co-o Ruth Scharbauer, co-o Wallace R. Jackson, gm	Eleanor McDonald, cm Dean Baker, pd & pmm	Pop.: 600,000 Rad. Hrs.: 9,460 Ret. Sls.: \$38,056,000	Thes. UP Ray.	
KJBC	1150	1,000-D	Jack Cecil 1 1/2 SE Center of Midland 4-5152	KBS	Jack Cecil, o, gm & ce Naomi Boswell, cm	Keith Ward, pd Roth Burr, pmm	Pop.: 115,000	Wld., St. UP Ray.	
MINERAL WELLS									
KORC	1140	250-D	J. Elroy McCaw 608 N. Oak 319 & 203	Best	J. Elroy McCaw, o Harry Riley, cm & sd	Ada Moore, pd Ed Roberts, ce	 AP Ray.	
MONAHANS									
KVKM	1340	250	Monahans Bcstrs. Inc. P. O. Box 1118 438 & 439	MBS, KBS, Cactus Southwest Best	(Mrs.) Doris D. King, p J. Ross Rucker, gm, nd & fd	Joe Collins, cm & pmm John Rosenberger, ce	Don Bassman, sd Edith Bray, wd	Wld. G UP	
MT. PLEASANT									
KIMP	960	1,000-D	Mt. Pleasant Bcstg. Co. Box 990 4-4726	Winston O. Ward, p & gm	Ruby Stanley, pd & wd Brad Redfearn, ce	Pop.: 188,203 Rad. Hrs.: 26,965 Ret. Sls.: \$27,500,000	L-W AP G	
NACOGDOCHES									
KOSF	1230	250	Kelly Bell P. O. Box 8 4-4633	ABC	Kelly Bell, p J. C. Stallings, gm R. C. Atherton, cm	Lyn Bentley, pd Frank Murray, ce	Pop.: 80,000	Wld. UP Col.	
KSFA	860	1,000-D	Nacogdoches Bcstg. Co. Inc. 2107 North St. 4-3723	W. C. Fouts, p, co, gm, pmm, cm, merc. m & fd	Sara Jane Moon, pd & wd T. C. Dobbs, ce	Pop.: 187,867 Rad. Hrs.: 49,500 Ret. Sls.: \$144,234,000	Thes. AP G	
NEW BRAUNFELS									
KGNB	1420	1,000-D	Comal Bcstg. Co. Inc. 184 S. Castwell 1612	KBS Schepps-Reiner	F. T. Wilson, vp, gm, cm & pmm	H. L. Edwards, pd & nd	Bob Stewart, ce Arlon Moeller, sd	Pop.: 829,216 Rad. Hrs.: 240,970 Ret. Sls.: \$700,000,000	Thes. AP RCA
ODESSA									
KECK	920	1,000-D 500-N DA-N	Ector County Bcstg. Co. 120 W. 3d 6-5791 Forjoe	Ben Medow, o & gm Sol Scherman, cm Roy A. Elsner, pd & pmm	Dave Williams, ce T. A. Rollins, nd Bill Edwards, sd		St. AP Ray.	
KOSA	1230	250	Odessa Bcstg. Co. 115 W. 6th St. 6-4301	CBS, Southwest Taylor	Cecil L. Trigg, p & gm Jay H. Melaffey, cm John Vacca, prog. m	Ed Costello, pmm, nd & sd	James Simpson, ce Virginia Hefin, wd	Pop.: 286,300 Rad. Hrs.: 80,000 Ret. Sls.: \$330,122,000	Cap. AP RCA
KRIG	1410	1,000-DA-N	Oil Center Bcstg. Co. Crane Hwy. 6-6871	MBS, KBS, Cactus State Net. Best	R. O. Canon, p Jack Hawkins, gm & vp Marguerite Larue, sm	Cliff Allen, cm Gerry Grainger, pd & nd	Barney Hubbs, pmm Jody Singleton, ce Jane Pemberton, wd	Pop.: 205,620 Rad. Hrs.: 58,000 Ret. Sls.: \$100,000,000	Wld. UP WE
ORANGE									
KOGT	1600	1,000-DA-N	Sabine Area Bcstg. Co. Lucas Bldg. 8-9336	KBS Best	M. L. Jacobs, p Ed Lovelace, gm & evp	Frank Dusenbury, cm Dean Durham, pd, ce & sd	Walter Wagner, nd	Pop.: 35,100 Rad. Hrs.: 5,662 Ret. Sls.: \$27,493,000	Assoc. UP Col.

Data corrected to Dec. 10, 1953. If executives or services for FM are same as AM affiliate names are not repeated. Market Data supplied by stations. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

PALESTINE

KNET 1450 Palestine Bcstg. B. A. Laurie, p & gm Don Norton, pd & sd Betty Staines, wd Pop.: 115,000 SES.
1936 250 Corp. KBS Marvin Crain, cm, nd George Tubb, ce Rad. Hms.: 45,000 UP
Hotel O'Neil Ray.
8686 & fd

PAMPA

KPAT 1230 J. C. Daniels KBS J. C. Daniels, p Elbert Goodnight, pd Harry Kelly, fd Pop.: 254,550 Cap., St.
1951 250 Ent. Pearson Ed Murphree, gm & ce John Ross, nd Helene Madeva, wd Rad. Hms.: 64,557 UP, INS
4-2551 John Ross Babcock, Al Goodnight, sd Ret. Slis.: \$323,239,000 G
cm & pmm

KPDN 1340 Top O' Texas MBS Warren Hasse, co-o & Kay L. Fancher, cm Henry S. Gordon, nd Pop.: 150,000 Wld.
1936 250 Bcstg. Co. sd Gene Smith, ce Billie Pulliam, wd Rad. Hms.: 40,000 AP
Hughes Bldg. Coy Palmer, co-o Ret. Slis.: \$209,778,000 G
4-7461

PARIS

KFTV 1250 Lamar Bcstg. Co. D. W. Brawner, p Dallas Turner, pd & Travis Fodge, ce Pop.: 793,129 SES.
1950 500-D Inc. Jimmy Hendrix, gm, pd & pmm Rad. Hms.: 147,384 UP
210 First Natl. Bank Bldg. cm, nd & sd Ret. Slis.: \$93,981,642 Col.
4-6676

KPLT 1490 North Star Bcstg. ABC, Tex. Fred Kincaid, p & gm Ruby Riley, pmm Lloyd Neal, fd Pop.: 496,300
1953 250 Co. Inc. State Net. Boyd Kelley, vp Paul Daniels, ce Ann Marshall, wd Rad. Hms.: 142,010 AP
Hwy. 24 Pearson Robert Prichard, cm & Lewis Seibert, secy.- Ret. Slis.: \$377,078,000 RCA
3-3311 sd William Davis, pd & nd treas.

PASADENA

KLVL 1480 Felix H. Morales Oakes Felix H. Morales, o & Victor Lara Ortegon, Maria Del Carmen
1950 1,000-D Pasadena State CP-1,000-D Bank Bldg. gm pd & nd Aleman, wd Press News
500-N-500-N- Grand 21-361 Vicente Marquez, cm Eugene C. McNalley, ce Col.
DA-N

PECOS

KIUN 1400 Jack Hawkins & MBS, KBS, Jack W. Hawkins, David Martin, sm, cm Harry Boehnemann, ce Pop.: 37,000
1935 250 Barney Hubbs Cactus, ptr. & gm Jim Lundquist, sd Jim Lundquist, sd Ret. Slis.: 7,200 UP
316 S. Cedar St. Southwest Net. & Jack James, pd Louise Hawkins, wd Ret. Slis.: \$27,000,000 RCA
999 Best

PERRYTON

KEYE 1400 Great Plains MBS Irvin R. Buchanan, G. K. Rupprecht, pmm Mrs. Irvin R. Pop.: 15,000 L-W, Cap.
1948 250 Bcstg. Co. Kenneth Roller, pd, nd & sd Coy Thompson, ce Buchanan, wd Rad. Hms.: 4,000 AP
5771 & sd

PLAINVIEW

KVOP 1400 KVOP Inc. MBS, KBS W. J. Harpole, p Harold Henegar, cm Tut Tawwater, pmm
1944 250 1100 W. 24th Kermit Ashby, gm Doug Sewell, pd Hugh Smith, ce AP
4-2771 RCA

PLEASANTON

KBOP 1380 Ben L. Parker Ben L. Parker, o & gm Neal S. Merritt, pd & Mona Parker, ce & wd Pop.: 1,000,000 Wld., SES.
1951 1,000-D P. O. Box 247 Best A. Terrell, cm & fd nd Rad. Hms.: 250,000 INS
4871 G

PORT ARTHUR

KOLE 1340 Port Arthur Socs Vratiss, ptrn, gm, ce & sd
1947 250 Bcstg. Co. P. O. Box 1126 2-9436

KPAC 1250 Port Arthur MBS J. W. Williams, p Gordon Baxter Jr., cm Lester Ledet, sd Pop.: 482,250 St.
1934 5,000-D College Pearson college bd. of Corinne Enos, pd Letha Lee Capland, wd Rad. Hms.: 102,853
1,000-N-1,000-N- Dr. 1515 Lakeshore Marjorie R. Vickers, gm Mack Newberry, pmm Glenn Boatright, ce George Crouchet Jr., slm Ret. Slis.: \$407,814,000 RCA
DA-N 5-7458

QUANAH

KOLJ 1150 Orville L. Jenkins KBS Orville L. Jenkins, Bob Stabler, slm & Richard Newton, nd Pop.: 351,804
1951 500-D P. O. Box 566 o & gm & co-pd co-pd J. R. Chism, sd Rad. Hms.: 316,623 AP
654 ce Richard O. Dormier, Kay Dunn, wd Ret. Slis.: \$387,867,000 G

ROSENBERG

KFRD 980 Ft. Bend Bcstg. Mart Cole, p Frank Wood, ce Bill Sloan, nd & fd Pop.: 1,243,496 L-W
1948 1,000-D Co. Jim Hairgrove, gm & sd Rad. Hms.: 350,033 UP
Northfield 2-3776 Ret. Slis.: \$1,500,870,000 G

SAN ANGELO

KGKL 960 Angelo Bcstg.- ABC, Tex. Lewis O. Seibert, p Franklin Rainey, pd & William Poteet, ce Pop.: 239,714
1928 5,000-D Telecasting Inc. State Net. gm & pmm nd Bob Milburn, sd Rad. Hms.: 60,080 AP
1,000-N-1,000-N- 6715 Mark Cooper, cm Ret. Slis.: \$249,211,000 RCA
DA-N

KTXL 1340 Westex Bcstg. Co. A. D. Rust, p Jean Dobbins, traffic d Jerry Blair, pmm Wld.
1947 250 Inc. Venard Robt. L. McClellan, gm & wd John Line, fd John Line, fd UP
KTXL-TV 1901 W. Walton A. Foster, cm Robert Benson, ce Marcus Oquin, sd Ret. Slis.: WE
7183 cm & nd

SAN ANTONIO

KCOR 1350 KCOR Inc. R. A. Cortez Sr., p Elroy Placer, pd Roger Frias, nd Pop.: 687,622 Mac.
1946 5,000-D KCOR Bldg. R. O'Connel W. P. Smythe, vp R. A. Cortez Jr., pmm Fred Romero, fd & sd Lydia De Garay, wd UP
1,000-N-1,000-N- Cathedral 2-1301 K. R. Hyman, gm Marvin Fiedler, ce
DA-2 Wm. Lamar, cm

KEXX 1250 Manuel D. Leal Manuel D. Leal, o & Fidel Cuellar, pd J. Pepino, fd
1953 500-D 403 N. Flores St. McGillvra gm Charles Harris, ce O. Leal, wd
Garfield 6373 M. Davila, cm J. Barrios, nd Col.

KGBS 680 San Antonio CBS, Tex. George B. Storer, p Bill Joekel, cm Jim Wiggins, sd
1926 50,000-D Television Co. State, Tex. George B. Storer Jr., Art Forrest, pmm Bill Shonette, fd AP
KGBS-TV 10,000-N- Milam Bldg. Bcstg. Blair mng. d Bill Jackson, ce Monette Shaw, wd WH
DA-N Fannin 3126 Bill Michaels, sm Ford Mitchell, nd

KITE 930 Radio KITE Inc. Charles W. Balthrope, p Kelly Wofford, cm John Siercovich, ce Pop.: 800,000 L-W
1947 1,000-D Tower Pearson Alex Cole, sm Stanley Nelson, pd Coit Butler, nd Rad. Hms.: 213,860 AP, UP
Fannin 0335 Ret. Slis.: \$2,229,800,000 Col.

KITE-FM Ch. 247 (B)
1951 97.3mc 8.3kw INS
8.3kw GE

TEXAS

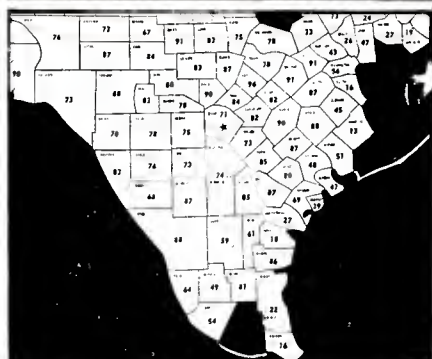
City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Market Data For Primary Area (Supplied by station)	Library. News Serv. Transmitter
SAN ANTONIO—(Cont'd)								
	KIWW 1949	1540 250-D	Good Neighbor Bcstg. Co. 518 W. Houston Fannin 5254	Natl. Time Sls., Grant	Joe Olivares, p Felipe Cantu, cm & pd	L. E. Richards, ce & sm	Ann Lincoln, wd Pop.: 300,000 Rad. Hms.: 75,000	UP Col.
	KMAC 1926	630 5,000-DA-2	Howard W. Davis KMAC Bldg. Belmont 3-6211 (KMAC, Am Affiliate)	MBS, Tex. State Net. Walker	Howard W. Davis, p gm & cm	Tony Bessan, pd & pmm Alfred Knight, ce	Ted Johnson, nd & sd Charlie Walker, fd	WE GE
	KISS(FM) 1946	Ch. 258 (B) 99.5mc 12.7kw						
	KONO 1927	860 5,000-D 1,000-N- DA-N	Mission Bcstg. Co. Inc. 317 Arden Grove Fannin 5171	Forjoe	Eugene J. Roth, p James M. Brown, gm Jack Roth, asst. m	Bob A. Roth, cm & pmm Robert F. Jenkins, pd	George W. Ing, ce Ray Hunt, nd Blake McCreless, fd	Pop.: 1,709,000 Rad. Hms.: 435,110 Cap. AP RCA
	KONO-FM 1948	Ch. 225 (B) 92.9mc, 4.4kw						
	KTSA 1928	550 5,000-DA-N	Sunshine Bcstg. Co. Ave. E at Third St. Garfield 1251	ABC Free & Peters	Frank E. Huntress Jr., p Charles D. Lutz, gm, cm & pmm	Harold H. Carr, pd W. G. Egerton, ce John W. Scott, nd	Gayle Hayes, sd John Rasco, fd Leona Bender, wd	Assoc., Mac. AP, UP GE
	KTSA-FM 1949	Ch. 268 (B) 101.5mc 15kw						
	WOAI 1922 WOAI-TV	1200 50,000	Southland Industries Inc. 1031 Navarro St. Garfield 4221	NBC, Tex. Quality Net. Petry	Hugh A. L. Halff, p James M. Gaines, vp & gm Rex Preis, cm	Perry W. Dickey, pd Morton E. Grossman, pmm	Charles L. Jeffers, ce Henry Howell, nd Bill McReynolds, fd	Pop.: 1,195,600 Rad. Hms.: 1,151,060 Ret. Sls.: \$2,500,000,000 Wld. AP UP INS RCA
SAN MARCOS								
	KCNY 1948	1470 250-D	Central Bcstg. P. O. Box 32 888	Best	Edward C. James, p Tom C. Fleet, gm, nd & sd	Princess J. Fleet, cm Fred Cook, Lockhart d Alfonso Aranda, Spanish m	Burt Johnson, fd Ernie Wood, ce Inez Patton, wd	Pop.: 60,000 Rad. Hms.: 17,000 Ret. Sls.: \$32,000,000 L-W Col.
SEMINOLE								
	KSML (CP)	1250 1,000-D	Marshall Formby KPAN Hereford, Tex.					
SEQUIN								
	KWED 1948	1580 1,000-D	Sequin Bcstg. Co. 200 S. Camp St. 1580	Best	Garfield Kiel, p & gm Stan McKenzie, sm, cm, pmm & fd	Henry Lehnhoff, pd & nd Louie Sowders, ce	John Traeger, sd Faye Chessher, wd	Pop.: 843,600 Rad. Hms.: 146,330 Ret. Sls.: \$580,986,000 UP WE
SEYMOUR								
	KSEY 1950	1230 100	W. C. Moss Jr. Box 1191 2525	KBS	W. C. Moss Jr., p, gm & cm	Elizabeth Lynn Moss, pd & wd Hal Fees, pmm	Luke M. Stripling, ce, sd & fd Perry Nelson, nd	Pop.: 36,774 Rad. Hms.: 9,689 Ret. Sls.: \$31,201,424 L-W AP G
SHAMROCK								
	KEVA 1949	1580 250-D	Shamrock Tex. Bcstg. Co. P. O. Box 21 620	KBS Best	James D. Abbott, gm	Robert J. Beller, cm & ce	Joyce Abbott, pd	WE
SHERMAN								
	KRRV 1936	910 1,000-DA-1	Red River Valley Bcstg. Corp. P. O. Box 665 Sherman 201	MBS, Tex. State Pearson	T. B. Lanford, co Tom E. Spellman, gm George Myers, cm (Sherman)	R. W. Tamplen, cm (Denison) Earl Ellington, pd & nd	Don Traphagen, pmm Tom John, ce Dorothy Cox, wd	Assoc. UP WE
	KTAN 1947	1500 250-D	Howard L. Burris Box 661 2910	KBS Best	Howard L. Burris, co William A. Jaco, gm	James T. Shelton, asst. m, ce, nd & fd	Walter Vaughan Jr., pd & sd	Pop.: 81,000 Rad. Hms.: 21,810 Ret. Sls.: \$52,534,000 AP Ray.
SINTON								
	KSPC (CP)	1590 1,000-D	San Patricio Bcstg. Co. Hwy. 181		Tom C. Fleet, p & gm Princess J. Fleet, cm	Ernest C. Wood, ce & pd	Edward Winton, pmm	Wld. AP G
SNYDER								
	KSNY 1949	1450 250	Snyder Bcstg. Co. Box 1468 3-5451	MBS	J. T. Hughes, p & gm Wendell Mayes Sr., vp	Mel Z. Gilbert, cm & pmm Zeb Williams, pd & nd	Jim Pilant, ce J. M. Kayser, sd Dorette Stell, wd	Pop.: 46,940 Rad. Hms.: 17,030 Ret. Sls.: \$34,569,000 L-W UP RCA
STAMFORD								
	KDWT 1947	1400 250	David W. Ratliff 1400	MBS, KBS	Dave Ratliff, p, gm & pmm George Morey, cm & sd	Billy Gray, pd Erick Henske, ce Alan Secan, nd	Billy Watson, fd Glenna Giles, wd	Pop.: 80,296 Rad. Hms.: 28,432 Ret. Sls.: \$51,084,000 AP WE
STEPHENVILLE								
	KSTV 1947	1510 250-D	Stephenville Bcstg. Co. Box 102 L-3141	KBS	Galen O. Gilbert, p, gm & fd	Jack Reeves, cm & nd Jim Farr, pd	John Dyer, pmm & sd Floyd Jeter, ce	Pop.: 50,000 Rad. Hms.: 16,100 Ret. Sls.: \$22,000,000 St. UP Col.
SULPHUR SPRINGS								
	KSST 1947	1230 250	Hopkins County Bcstg. Co. Radio Rd. 1230	MBS, KBS	W. E. Bradford, p, gm & ce	Clovis Pinion, cm & pmm Lona Long, pd & wd	Margaret Thomas, nd Tom Brubaker, fd & sd	Pop.: 100,000 Rad. Hms.: 26,600 AP G
SWEETWATER								
	KXOX 1939	1240 250	Radio & News Inc. P. O. Box 570 4655	MBS, KBS Best	J. S. McBeath, p J. Harley Hubbard, gm	Elwood Fritsch, cm	J. T. Allen, ce	Rad. Hms.: 46,530 UP RCA
TAYLOR								
	KTAE 1948	1260 1,000-D	KTAE Inc. 121 E. 2d St. 1260		G. G. Conoley, p & gm John M. Wehby, cm	Fred S. Switzer, pd & nd	Karine Gilstrap, pmm Gordon Rainey, ce	Pop.: 300,000 Wld. UP Ray.
TEMPLE								
	KTEM 1936	1400 250	Bell Bcstg. Co. 17 S. 3d St. 3-5252	MBS	Frank W. Mayborn, p Burton Bishop, gm	Ralph Weedon, sm John O'Brien, pd	Curtis Casey, ce	Thes. UP RCA
	KTEM-FM 1948	Ch. 298 (B) 107.5mc, 1.9kw						

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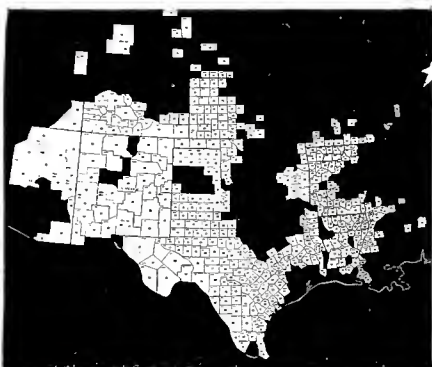
THE MUST MARKET *in the great Southwest*



★ **SAN ANTONIO . . .**
 more than
1/2 MILLION PEOPLE
RETAIL SALES . . .
 more than
1/2 BILLION DOLLARS



★ **SOUTH TEXAS . . .**
 nearly
1 1/2 MILLION PEOPLE
RETAIL SALES . . .
 more than
1 1/2 BILLION DOLLARS



★ **WOAI COVERAGE . . .**
 more than
2 1/2 MILLION PEOPLE
RETAIL SALES . . .
 nearly
2 1/2 BILLION DOLLARS

THE MUST STATION

in the great Southwest

THE MOST POWERFUL ADVERTISING INFLUENCE
 IN THE SOUTHWEST

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 AFFILIATE
TQN

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EDWARD PETRY & COMPANY, INC.
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 Dallas — San Francisco — Detroit



TEXAS

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	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.	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter		
TERRELL KTER 1950	1570 250-D	Terrell Bcstg. Corp. Walnut & State 44497	Paul A. Wnorowski, p, co & gm Bill Collins, cm & pmm	Dean Tiller, pd Martin Pitte, ce & fd R. J. Smith, sd Ruby Johnson, wd	Pop.: 58,000 Rad. Hms.: 15,000	Thes., SES. UP G	
TEXARKANA KCMC 1932 KCMC-TV KCMC-FM 1945	1230 250 Ch. 251 (B) 98.1mc 40icw	KCMC Inc. 315 Pine St. 3-6151	ABC, Tex. State Net. Venard	Frank O. Myers, gm	Harvey Robertson, ce	Pop.: 223,200 Rad. Hms.: 62,800 Ret. Slis.: \$145,127,000	L-W, Assoc. AP WE	
KOSY 1951	790 1,000-D 500-N-DA-N	Gateway Bcstg. Wadley Bldg. 22-3771	MBS. Razorback Pearson	Dr. W. Decker Smith, ptnr. A. L. Davis, ptnr.	Tom Dillahunty, gm Herman Cecil, cm Bill Mitchell, pd	Chas. Mathis Jr. ce Walt Richardson, sd Carol Nethery, wd	Pop.: 375,000 Rad. Hms.: 90,000	Thes., Cap. AP G
KTFS 1946	1400 250	KTFS Inc. 4325 N. Stateline 3-5123	KBS. Cotton Belt Devney, Melville	David M. Segal, gm Floyd Bell, bus. m Les Eugene, prog. m, sta. d & fd	John Harmon Craw- ford, ce	Lonnie Licata, nd George Dobson, sd	Pop.: 330,722 Rad. Hms.: 31,290 Ret. Slis.: \$84,000,000	Wld. UP Col.
TEXAS CITY KTLW 1948	920 1,000-D	J. G. Long Showboat Theater Bldg. 5-4418	KBS Best	J. G. Long, p Joe J. Brown, gm, cm & sd	Guy Popham Jr. pd, pmm & nd	John Surovik, ce	Pop.: 30,000	Thes. UP G
TULIA (CP)	1260 1,000-D	Tulia Bcstg. Co.						
TYLER KGKB 1930	1490 250	Lucille Ross Lansing 115 S. College 2-3874	MBS Pearson	Lucille Ross Lansing, p Gerry Lansing, gm & nd William Peart, cm	Edwin Smith, pd Sam Matthews, pmm Hudson Collins, ce	John Lenox, sd Ben Browning, fd Bonnie Lenox, wd	Pop.: 74,701 Rad. Hms.: 22,360 Ret. Slis.: \$72,150,000	Wld. AP RCA
KTBB 1947	600 500-D 1,000-N- DA-N	Blackstone Bcstg. Blackstone Hotel 4-7278	ABC. Tex. State Net. Venard	Mrs. C. N. Clyde, p M. E. Danbom, gm Oneil F. Inman, cm	Don Jackson Tausch, pd David Bothwell, pmm R. A. Wileman, ce	Al Mann, nd & sd Bob Murdoch, fd Valdia House, wd	Pop.: 345,000 Rad. Hms.: 87,100 Ret. Slis.: \$329,000,000	L-W UP WE
UVALDE KVOU 1947	1400 250	E. J. & W. J. Harpole Box 758 717	MBS	Edward J. Harpole, gm Bob Hicks, sm & nd	Joe Watson Jr. cm fd & sd Neil Gilligan, pd	Walter Herbort, ce Sally Adams, wd	Pop.: 47,525 Rad. Hms.: 10,382 Ret. Slis.: \$40,773,000 UP G
VERMON KVWC 1939	1490 250	N. Western Bcstg. 1813½ Wilbarger 2-6221	MBS Clark	James E. Doyle, p, co, gm & cm	James Risner, pd	George Hampton, ce		

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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.

Texas Listens...



as Texas Quality
Network

*delivers more homes-per-dollar
in the richest
Texas markets*

★ *In the cities* ★ *On the farms* ★ *En route in autos*

Coverage that blankets Texas... that reaches out into Oklahoma, Arkansas, New Mexico and Louisiana... to give the most economical coverage possible. Reaching over 1½ million families daytime... over 2 million families nighttime... TQN delivers most listeners for fewest dollars.

Here is your market of over 2 million families... spending over \$7,600,000 in retail sales, with over \$9,700,000 in effective buying income. Business is good in the booming Southwest... best for advertisers on TQN.

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WFAA

820-570 Dallas

WBAP

820-570 Fort Worth

KPRC

950 Houston

WOAI

1200 San Antonio

KCBD

1590 Lubbock

KRVG

1290 Weslaco

KGNC

710 Amarillo

KRIS

1360 Corpus Christi



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EDWARD PETRY & CO. • RAYMER & CO.

TEXAS

City	Call Letters Established	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. 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	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
VICTORIA								
KNAL 1949	1410 500-DA-N	Victoria Bcstg. Co. Box 642 1410	Best	A. B. Alkek, p James A. Traber, gm Warren Dentler, cm & nd	Bob Smith, pd Bob Nance, pmm Doug Smith, ce Jean Wilson, traffic m	Paul Rogers, fd Jimmy Traber, sd Vina Burris, wd		Thes., Cap. SES. UP Col.
KVIC 1939	1340 250	KVIC Bcstg. Co. P. O. Box 725 1106	MBS	John G. Long, p Wm. C. Burks, gm & cm	Bill Jackson, pd, nd & sd Hans Felix, pmm	Victor Boldt, ce Cliff Berkman, fd Sue Stone, wd	Pop.: 210,000 Rad. Hms.: 50,000 Ret. Slis.: \$245,000,000	Wld. UP
WACO								
KWTX 1946	1230 250	KWTX Bcstg. Co. 46th & Bosque 3-331	MBS Everett-McKinney	M. N. Bostick, gm J. M. Brinegar, cm Chuck Hinkle, pd	William Moore, ce Harry L. Gillam, pmm Bob Martin, nd	Johnny Watkins, fd Marvel Russel, wd Frank Fallon, sd Curtis B. Matties, traffic d		Wld. AP
WACO 1922	1460 1,000-DA-N	Texas State Net. P. O. Box 3066 Westview Station 2-6571	ABC, Tex. State Net. Weed	R. Lee Glasgow, gm Dan Hayslett, cm Doug Rains, pd & sd	Jesse Dove, ce Edwin George, nd	Clark Bolt, fd Mary Holliday, wd	Pop.: 450,000 Rad. Hms.: 149,600 Ret. Slis.: \$152,925,000	Wld. AP
WESLACO								
KRGV 1927	1290 5,000-DA-N	Taylor Radio & Tv Corp. 201 Border 375	NBC. Tex. Quality Net. Taylor	O. L. Taylor, p Byron W. Ogle, gm Allan Page, cm	James D. Cook, pd Maxine Bertling, pmm O. Lewis Hartwig, ce	Bob McDonald, nd, fd & sd Sallye Jones, wd	Pop.: 360,300 Rad. Hms.: 75,730 Ret. Slis.: \$286,322,000	Wld., SES. AP, UP RCA
WICHITA FALLS								
KFDX 1943	990 10,000-D	Wichtex Radio & Tv Co. City Nat'l. Bldg. 2-8668	ABC Taylor	Darroll A. Cannan, p Howard H. Fry, vp Mott M. Johnson, gm Raymond Dorsey, cm	Charles Howard, pd Wm. P. Hood, pmm John Adams, ce Don Owen, nd	"Chuck" Mizner, fd James Baker, sd Dorothy Dooley, wd	Pop.: 812,548 Rad. Hms.: 184,670 Ret. Slis.: \$923,350,000	Wld., SES. AP, UP RCA
KTRN 1949	1290 5,000-D 1,000-N-DA-N	Texoma Bcstg. Co. 917½ Scott 2-5214	MBS Pearson	Boyd Kelley, p & gm Bob Cain, cm Bill Edgar, pd & pmm	Bob Harmon, ce Mike Carpenter, nd	Glen Shelton, fd Jack Britton, sd	Pop.: 200,000	Wld. AP Col.
KWFT 1939	620 5,000-DA-N	Rowley-Brown Bcstg. Co. P. O. Box 420 3-4181	CBS, Tex. State Net. Blair	Kenyon Brown, p Charles E. Clough, gm & cm	Blaine Cornwell, pd A. L. Pierce, pmm Herbert T. Wiley, ce	Hugh Shaw, nd Sid Grayson, sd Gerry Wright, wd	Pop.: 3,435,000 Rad. Hms.: 907,000	L-W UP RCA

UTAH

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Automobile Ownership 1952	County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Automobile Ownership 1952
Beaver	4,856	1,150	\$ 3,931	\$ 742	\$ 161	408	Sevier	12,072	3,230	14,995	2,083	283	
Box Elder	19,734	5,230	22,850	3,915	408	408	Summit	6,745	1,760	4,655	1,189	140	
Cache	33,536	9,080	35,910	6,262	1,049	586	Tooele	14,636	5,030	13,967	3,906	586	
Carbon	24,901	6,690	27,323	5,636	532	532	Uintah	10,300	**2,500	10,288	1,140	305	
Daggett	364	*	101	48	Utah	81,912	22,100	80,730	18,428	2,156	
Davis	30,887	9,430	27,187	9,021	673	673	Wasatch	5,574	1,380	6,052	790	69	
Duchesne	8,134	1,890	8,027	1,528	81	81	Washington	9,836	2,470	8,549	1,471	186	
Emery	6,304	1,410	2,565	390	64	64	Wayne	2,205	****	1,137	148	31	
Garfield	4,151	840	2,425	276	36	36	Weber	83,319	25,580	101,870	22,313	3,081	
Grand	1,903	450	1,019	390	23	23	Total	688,862	196,230	\$752,707	\$157,866	\$21,973	273,313
Iron	9,642	2,560	15,321	2,484	437	437	* See Uintah.						
Jaub	5,981	1,550	6,118	1,482	166	166	** Wayne is included in Piute County figure.						
Kane	2,299	570	1,760	140	58	58	*** Daggett is included in Uintah County figure.						
Millard	9,387	2,510	9,901	1,046	255	255	**** See Piute.						
Morgan	2,519	590	2,590	266	68	68	Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1953, Sales Management; further reproduction unlicensed; automobiles supplied by state.						
Piute	1,911	**880	598	96							
Rich	1,673	500	966	307							
Salt Lake	274,895	82,600	329,406	70,194	10,746	10,746							
San Juan	5,315	710	1,676	322							
Sanpete	13,891	3,740	10,790	1,853	379	379							

DIRECTORY OF AM AND FM STATIONS

BRIGHAM								
KBUH 1948	800 250-D	Revella M. Bone 948 W. Forrest Rd. 948	KBS	Revella M. Bone, p Wade M. Ebeling, gm cm & fd	Mel Richardson, pd nd & sd	Sam Stephens, ce	Pop.: 100,000 Rad. Hms.: 25,000 Ret. Slis.: \$100,000,000	Wld. UP GE
CEDAR CITY								
KSUB 1937	590 1,000-DA-N	Southern Utah Bcstg. Co. Hotel El Escalante 590	CBS CBS Radio Spot Sales	Ivor Sharp, p Arthur L. Higbee, gm & pmm Walter V. Lowe, cm	E. Mauray Payne, pd & fd Richard N. Gunn, ce	Robert L. Heyborne, asst. m & nd Edwin L. Peterson, sd	Pop.: 79,000 Rad. Hms.: 20,240 Ret. Slis.: \$81,453,000	Wld. UP GE

Data corrected to Dec. 10, 1953. If executives or services for FM are same as AM affiliate names are not repeated. Market Data supplied by stations. FM's in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

LOGAN							
KVNU 1938	610 1,000-DA-N	Cache Valley Bcstg. Co. P. O. Box 264 1400	MBS, KBS, Inter- mountain Avery- Knodel	Herschel Bullen, p & d Reed Bullen, gm, secy- treas., d, pmm & fd	W. W. Kirland, cm Morgan White, pd W. L. Jones, ce	Lloyd Mecham, nd Phil Sorensen, sd Maye Meservey, wd	Wld. UP Col.
MURRAY							
KMUR 1948	1230 250	Oral J. Wilkinson 4646 S. State Murray 1360 Biddick	Oral J. Wilkenson, o Howard W. Pingree, gm	Ted Rogers, cm & nd Mitizi Bailey, pd, asst. m & wd	Ervin Green, ce	L-W UP G
OGDEN							
KLO 1925	1430 5,000-DA-1	Interstate Bcstg. Corp. Ben Lomond Hotel 4-5721	MBS, Inter- mountain Avery- Knodel	A. L. Glassmann, co Collin W. Lowder, m W. Kimball Ward, cm	Len Allen, pd Robert V. Beadles, ce	Augie Navarro, sd Paula McCune, wd	Wld. UP
KOPP 1947	730 1,000-D	KOPP Inc. W. 12th St. 3-3124	KBS	G. Stanley Brewer, p King Harmon, gm & sd	Larry Stepe, pd Wayne A. Moss, ce Walter A. Phillips, pmm	Warren Angwin, fd Verlene Steepe, wd	L-W
KVOG 1948	1490 250	United Bcstg. Co. 1438 Gibson Ave. 2-7535	Tri City Net. Webb, Biddick	Arch G. Webb, p & gm	D. B. Affleck, cm, nd & fd	Jay Livingood, pd & sd James M. Condrey, ce	Pop.: 135,000 Rad. Hms.: 35,000 Ret. Sls.: \$85,000,000 Cap. AP WE
PRICE							
KOAL 1936	1230 250	Eastern Utah Bcstg. Co. P. O. Box 591 Price 200	MBS, KBS, Inter- mountain Avery- Knodel	Jack Richards, p & gm	Carl P. Wolfrom, cm, pd & pmm	Leo E. Reid, ce UP
PROVO							
KCSU 1947	1400 250	Central Utah Bcstg. Co. P. O. Box 550 2802	ABC Rocky Mt. Holling- bery, Webb	Frank A. Van Wagenen, co-o, p & cm	Harold E. Van Wagenen, co-o, gm pd & pmm Dallin H. Oaks, ce	Robert Chambers, nd & fd Lee Brooks, sd JoAnn Moody, wd	Pop.: 88,000 Rad. Hms.: 8,212 Ret. Sls.: \$80,730,000 UP

when people listen

people buy! . . .



KSL Radio listeners buy and buy because they are pre-sold by such expert salesmen as Rolfe Peterson and Leonard Friendly. The entire family tunes

THE ROLFE PETERSON SHOW, 7:15 a.m. to 7:45 o.m. Monday thru Saturday, and the LATE ROLFE PETERSON, 10:15 p.m. to 11 p.m. Monday thru Friday.

Wives in the home and husbands on the road listen faithfully for FRIENDLY TIME at 8 a.m. and FRIENDLY AT THE HAMMOND, 2:05 p.m. to 2:30 p.m. Monday thru Friday.

And don't overlook this sales-effective gal: Housewives by the thousands dial MARGARET MASTERS' KITCHEN, Monday thru Friday, at 8:45 o.m., for new cooking ideas and recipes.

KSL Radio has many other "Personality Shows" with large and loyal audiences. Contact your nearest CBS Radio Spot Salesman today to find the right show for you.

... AND KSL RADIO HAS OVER 1 1/4* MILLION REGULAR LISTENERS



SALT LAKE CITY, UTAH
CBS Radio Network - 50,000 Watts
Represented by CBS Radio Spot Sales

* Source: Nielsen Coverage Service-1952

UTAH

City	Call Letters	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.	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter		
PROVO—(Cont'd)									
KEYY	1450		Mid-Utah Bestg. 307 S. 16th West 4060	KBS	D. Spencer Grow, p George R. Turpin, vp	Edwin A. Niehay, sm Ron Garn, Carter, cm	Hal Parkes, pd Ron Bailie, ce	Pop.: 81,912 Rad. Hms.: 20,159 Ret. Sls.: \$77,348,000	Thes.
KOVO	960		KOVO Bestg. Co. 103 W. Center 1680	MBS, Inter-mountain Avery-Knodel	Clifton A. Tolboe, p Arch L. Madsen, gm L. H. Curtis, cm James Lawrence, pd & sd	William Barth, pmm Lovell Killpack, ce Byron Jensen, mus. d	Wayne Carle, nd Athen Mendenhall, fd Donna Gosar, wd	Pop.: 410,000 Rad. Hms.: 102,000 Ret. Sls.: \$151,000,000	Wld. UP RCA
RICHFIELD									
K SVC	980		Sevier Valley Bestg. Co. 980 Tower Lane 620	Inter-mountain Avery-Knodel	Homer Bandley, p Frank Peacock, gm Art Tucker, cm	Hal Edwards, pd Ralph Ross, ce R. Harvey Dastrup, fd	George Staples, sd	Pop.: 54,671 Rad. Hms.: 16,340 Ret. Sls.: \$42,483,000	Wld. UP
SALT LAKE CITY									
KALL	910		Salt Lake City Bestg. Co. 146 S. Main St. 4-3561	MBS, Inter-mountain Avery-Knodel	George C. Hatch, p Thomas H. Anderson, gm & cm Kay Richins, pd	Florien W. Wineriter, pmm W. D'Orr Cozzens, ce Jim Petersen, nd	Stanley Farnsworth, fd Mal Wyman, sd Gordon Owen, wd	Pop.: 274,209 Rad. Hms.: 81,490 Ret. Sls.: \$322,800,000 AP
KDYL	1320		Intermountain Bestg. & Television Corp. 143 S. Main 5-2991	NBC, Great Western Blair	G. Bennett Larson, p & gm John N. Baldwin, vp George A. Provol, opers. m	Douglas R. Clawson, cm Alvin G. Pack, pd, fd & sd	Del Leeson, pmm Allen Gunderson, ce Jack Goodman, nd Reva Beck Bosone, wd	Pop.: 527,000 Rad. Hms.: 144,890 Ret. Sls.: \$481,916,000	Assoc., Thes. UP RCA
KDYL-FM	Ch. 254 (B)		98.7mc 1.2kw					Pop.: 735,100 Rad. Hms.: 179,300 Ret. Sls.: \$676,607,000	
KNAK	1280		Granite District Radio Bestg. Co. 1042 S. 6th West 4-3685	Forjoe	Howard D. Johnson, p Lee Walker, gm, cm & pmm Wayne Logan, pd	Jack Jeppson, ce	Ruth Bryant, wd	Pop.: 200,000 Ret. Sls.: \$513,113,000	
KSL	1160		Radio Service Corp. of Utah 10 S. Main St. 5-4641	CBS, Bonneville CBS Radio Spot Sales	Ivor Sharp, evp Eugene M. Halliday, radio vp Frank B. McLatchy, gen. sim	Paul S. Dixon, natl. spot sim Joseph A. Kjar, pd A. Wayne Baker, pmm	Vincent E. Clayton, ce Rulon Bradley, nd Elvon W. Orme, fd ElDean Bennett, sd	Pop.: 967,500 Rad. Hms.: 256,340 Ret. Sls.: \$1,017,062,000	Wld. AP, UP WE
KSL-FM	Ch. 262 (B)		700.3mc 5.9kw						SES. Col.
KUTA	570		Utah Bestg. & TV Co. 179 Moton Ave. 22-2505	ABC, Rocky Mt. Hollingbery	Frank C. Carman, p & gm Allan Thomas, cm & pmm	Ray Fadel, pd & sm Wendell Bell, ce Hal Zogg, nd	Hal Collipriest, fd Ted Elders, sd Ginny Barlow, wd	Pop.: 667,055 Rad. Hms.: 167,000 Ret. Sls.: \$650,000,000	
KUTF (FM) (CP)	Ch. 246 (B)		97.1mc 23.5kw						
VERNAL									
KJAM	1340		Uintah Bestg. Co. 120 E. Main 494	KBS	James C. Wallentine, p L. E. Walker, gm	Grant E. Parry, cm & pmm Buck Fulmore, pd	Wallace D. Raker, ce & sd Sam Price, nd & fd Lee Walker, wd	Pop.: 48,000 Rad. Hms.: 12,000 Ret. Sls.: \$50,000,000 UP

VERMONT

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Automobile Ownership 1952	County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Automobile Ownership 1952
Addison	19,442	4,910	\$ 16,205	\$ 4,733	\$ 365		Rutland	45,905	12,790	54,828	14,484	1,008	
Bennington	24,115	7,090	25,946	7,796	543		Washington	42,870	11,590	43,556	12,693	820	
Caledonia	24,049	6,780	26,906	6,353	508		Windham	28,749	8,040	32,170	9,104	703	
Chittenden	62,570	16,580	74,105	19,632	1,543		Windsor	40,865	11,760	42,337	11,571	892	
Essex	6,257	1,710	3,364	1,754	81								
Franklin	29,894	8,040	31,292	9,589	655		Total	377,747	102,930	\$396,984	\$108,864	\$8,182	125,875
Grand Isle	3,406	770	2,134	893			Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1953, Sales Management; further reproduction unlicensed; automobiles supplied by state.						
Lamoille	11,388	2,830	9,541	3,096	294								
Orange	17,027	4,530	14,144	2,983	372								
Orleans	21,190	5,510	20,456	4,183	398								

DIRECTORY OF AM AND FM STATIONS

BENNINGTON													
WBTN	1370		Catamount Bestrs. Inc. Harwood Hill 6321	J. Gordon Keyworth, co & treas.	Benjamin A. Hubley, sm				Pop.: 48,000 Rad. Hms.: 12,000 Ret. Sls.: \$50,000,000	UP
BRATTLEBORO													
W TSA	1450		Granite State Bestg. Corp. P. O. Box 819 1700	ABC, Granite State Rambeau, Bannan	Theodore Feinstein, p & o Phillips G. Terhune, gm & cm	Loren C. Smith, pd, nd & sd William Bigwood, pmm	Edward Somes, ce & fd Clara Antonetti, wd			Pop.: 26,650 Rad. Hms.: 9,430 Ret. Sls.: \$31,320,000	Col.
BURLINGTON													
WCAX	620		WCAX Bestg. Corp. 135 Main St. 3-3437	CBS Weed	C. P. Hasbrook, p & gm J. D. Swan, m & pmm	Louis J. Rocke, pd & James Tierney, ce	John A. Sullivan, nd Tony Adams, sd Carol King, wd			Pop.: 431,200 Rad. Hms.: 109,990 Ret. Sls.: \$428,878,000	Wld. UP G		
WJOY	1230		Vermont Bestg. Co. 633 Main St. 4-5774	ABC Rambeau, Bannan	David W. Howe, p A. E. Spokes, sm & cm	Richard H. Burt, pd & pmm Donald Wheatley, ce	Frank Balch, sd Wynne Casey, wd			Pop.: 104,050 Rad. Hms.: 27,420 Ret. Sls.: \$103,300,000	Thes. AP RCA		

Data corrected to Dec. 10, 1953. If executives or services for FM are same as AM, affiliate names are not repeated. Market Data supplied by stations. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

VERMONT

MONTPELIER

WSKI 1947	1240 250	Montpelier-Barre Bcstg. Co. Union Mutual Bldg. 1740	ABC Grant	Charles W. Grinnell, p, co-o, gm, cm & nd	Robert J. Bannon, pd Gerald Marcot, ce	Eliot Page, sd Martha Corker, wd	Pop.: 25,000 Rad. Hms.: 13,500 AP Col.
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NEWPORT

WIKE 1953	1490 250	Memphremagog Bcstg. Co. Farrant St. Box 536 832	North Country Stations McGillvra, Kettell-Carter	E. Dean Finney, p & gm	Donald A. Thurston, cm, pd & ce Donald J. Barry, nd	Helen K. Bowman, wd Morgan M. Brown, sd	Pop.: 126,600 Rad. Hms.: 32,400 Ret. Sis.: \$103,150,000	Wld. UP G
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RUTLAND

WHWB 1949	1,000 1,000-D	Central Vt. Bcstg. Corp. 24 1/2 Center St. Prospect 3-3200	Kettell-Carter	Vena M. Bates, p, co-o, gm, cm & pmm	Charles I. Bates, co & treas. Shirley Neilson, pd & wd	Kenneth Pockett, ce Tom Kibbe, nd Frank McCormack, sd	Pop.: 156,000 Rad. Hms.: 70,100 Ret. Sis.: \$275,000,000	Cap. AP Ray.
WSYB 1930	1380 1,000-DA-N	Phillip Weiss 35 Washington St. 1247	MBS, Yankee McGillvra	P. Weiss, p	J. H. Weiss, gm			

ST. ALBANS

WWSR 1941	1420 1,000-D	Vermont Radio Corp. 75 No. Main St. 1390	Walker	Lloyd E. Squier, p & gm	Raymond Turner, pd & pmm Theodore Boisvert, ce C. Stuart Perry, nd	Robert Leavitt, sd Cecile Fah, wd & traffic m		Wld. UP C
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ST. JOHNSBURY

WTWN 1949	1340 250	Twin State Bcstrs. Inc. Box 662 Pioneer 8-2344	North Country McGillvra, Kettell-Carter	E. Dean Finney, p, co & gm R. M. Adams, asst. m	Guy Austin, pd & ce Elby Stevens, nd	George Paterson, sd Marjorie Dow, wd	Pop.: 26,200 Rad. Hms.: 9,000 Ret. Sis.: \$30,000,000	Wld., Thes. UP Ray.
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SPRINGFIELD

WNIX (CP)	1480 1,000-D	Conn. Valley Bcstg. Co.						
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WATERBURY

WDEV 1931	550 1,000-DA-N	Lloyd E. Squier 9 Stowe St. 4-7321	MBS, Yankee Walker, Bannan	Lloyd E. Squier, p Craig S. Parker, pd	Warren C. Chase, ce Thomas Dodd, nd	Harold M. Grout, fd Polly Jenkins, wd	Pop.: 275,000 Rad. Hms.: 74,280 Ret. Sis.: \$250,748,000 UP G
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VIRGINIA

MARKET DATA BY COUNTIES

County	Population 1950	Radia Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Automobile Ownership 1952	County	Population 1950	Radia Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Automobile Ownership 1952
Accomack	33,832	8,820	\$ 27,847	\$ 7,777	\$ 543		Grayson	21,379	5,150	16,150	2,297	315	
Albemarle	26,662	12,350	54,769	11,731	1,776		Greene	4,745	900	1,174	525		
Alleghany	23,139	7,310	26,180	5,951	934		Greensville	16,319	3,250	12,888	2,869	438	
Amelia	7,908	1,390	3,107	348	66		Halifax	41,442	8,150	22,113	4,853	733	
Amherst	20,332	3,790	4,642	2,641	66		Hanover	21,985	5,090	9,458	2,927	110	
Appomattox	8,764	1,720	3,925	648	61		Henrico	57,340	80,230	387,807	82,289	13,810	
Arlington	136,449	65,210	256,372	80,484	14,182		Henry	31,219	11,360	41,435	9,601	857	
Augusta	34,154	16,230	55,255	13,068	1,838		Highland	4,069	830	983	329		
Bath	6,296	1,480	3,181	997	64		Isle of Wight	14,806	3,190	9,402	2,281	191	
Bedford	29,627	6,490	12,489	3,375	72		James City	6,317	2,470	12,394	2,904	41	
Bland	6,436	1,260	1,999	363	45		King and Queen	6,299	1,140	1,874	1,083		
Botetourt	15,766	3,670	4,948	2,128	133		King George	6,710	1,670	2,168	1,019		
Brunswick	20,136	3,770	11,343	1,899	160		King William	7,589	1,640	7,474	2,357	31	
Buchanan	35,748	6,620	15,181	2,525	69		Lancaster	8,640	2,020	7,485	1,724	167	
Buckingham	12,288	2,270	4,470	900	40		Lee	36,106	7,260	12,462	2,259	329	
Campbell	28,877	19,250	84,380	16,937	3,253		Louden	21,147	4,760	16,481	4,748	496	
Caroline	12,471	2,330	6,203	2,174	69		Louisa	12,826	2,670	6,363	1,808	129	
Carroll	26,695	6,170	7,068	1,708	32		Lunenburg	14,116	3,090	8,929	1,825	225	
Charles City	4,676	740	699	539			Madison	8,273	1,750	2,351	949	32	
Charlotte	14,057	2,730	4,603	923	82		Mathews	7,148	1,720	4,332	970	71	
Chesterfield	40,400	12,310	11,017	4,128	213		Mecklenburg	33,497	6,860	24,950	5,218	484	
Clarke	7,074	1,720	4,058	1,309	192		Middlesex	6,715	1,590	4,431	622	74	
Craig	3,452	830	1,255	253	29		Montgomery	29,780	9,440	35,278	8,361	1,149	
Culpeper	13,242	2,970	13,582	2,344	311		Nansemond	25,238	8,820	31,988	7,081	1,159	
Cumberland	7,252	1,370	1,454	291	68		Nelson	14,042	2,730	4,088	1,379	36	
Dickenson	23,393	4,330	8,155	1,632	106		New Kent	3,995	860	2,066	934		
Dinwiddie	18,839	12,060	50,611	12,178	1,862		Norfolk	99,937	116,000	434,563	108,604	14,634	
Elizabeth City	55,028						Northampton	17,300	4,080	12,213	4,020	266	
Essex	6,530	1,300	5,364	1,413	70		Northumberland	10,012	2,310	4,357	954	67	
Fairfax	98,557	28,620	44,023	15,257	1,366		Nottoway	15,479	3,910	14,331	3,128	582	
Fauquier	21,248	4,590	18,173	4,040	407		Orange	12,755	2,810	11,424	2,031	379	
Floyd	11,351	2,520	4,649	783	76		Page	15,152	3,600	9,178	1,879	276	
Fluvanna	7,121	1,610	2,663	1,200	71		Patrick	15,642	3,190	4,897	1,186	37	
Franklin	24,560	5,070	11,731	2,023	301		Pittsylvania	66,096	23,180	85,368	19,715	2,514	
Frederick	17,537	8,690	40,755	8,172	1,236		Powhatan	5,556	1,020	2,563	443		
Giles	18,956	4,500	17,172	4,494	603		Prince Edward	15,398	3,230	12,519	2,163	450	
Gloucester	10,343	2,560	7,175	1,448	74		Prince George	19,679	6,290	16,391	5,151	548	
Goochland	8,934	1,460	2,256	1,109			Prince William	22,612	4,790	17,372	4,280	580	

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MR.
TIME
BUYER

Join this impressive list of Na-
tional Advertisers using WJOY
during the Fall-Winter season

AMAZO ANACIN
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CHASE & SANBORN
SHELL OIL CO.
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HOOD'S MILK & ICE CREAM
FORD
NARRAGANSETT
SCHAEFER BEER
SUGAR JETS
AND OTHERS

BURLINGTON MARKET HAS NO TV . . .

For Full Details Check With William G. Rambeau Company

ABC

WJOY
BURLINGTON, VERMONT

DIAL
1230

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Automobile Ownership 1952	County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Automobile Ownership 1952
Princess Anne	42,277	11,070	29,058	9,947	994		Sussex	12,785	2,410	8,802	1,962	201	
Pulaski	27,758	6,760	18,472	4,954	627		Tazewell	47,512	10,530	35,559	8,294	984	
Rappahannock	6,112	1,270	1,397	175	...		Warren	14,801	3,970	15,256	4,140	516	
Richmond	6,189	1,290	4,344	768	31		Warwick	39,875	
Roanoke	41,486	36,590	157,964	36,992	4,452		Washington	37,536	12,340	46,256	9,462	1,465	
Rockbridge	23,359	6,470	19,390	5,096	1,320		Westmoreland	10,148	2,210	7,950	1,392	229	
Rockingham	35,079	11,410	44,128	5,083	1,012		Wise	56,336	12,170	45,696	10,192	1,075	
Russell	26,818	5,440	12,721	1,731	122		Wythe	23,327	5,280	20,004	3,865	443	
Scott	27,640	5,940	7,195	1,297	174		York	11,750	2,890	3,563	1,368	72	
Shenandoah	21,189	5,410	15,961	3,677	343		Total	3,318,680	828,510	\$2,868,538	\$693,655	\$92,802	1,034,011
Smyth	30,187	6,450	18,941	3,598	622		Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1953, Sales Management; further reproduction uncensored; automobiles supplied by state.						
Southampton	26,522	5,310	15,591	4,205	487								
Spotsylvania	11,920	5,780	32,523	6,691	954								
Stafford	11,902	2,820	3,543	1,920	40								
Surry	6,220	1,330	2,101	430	65								

DIRECTORY OF AM AND FM STATIONS

City	Call Letters	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	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
ALEXANDRIA								
	WFIK 1945	730 1,000-D	Potomac Bcstg. Co. Virginia Theatre Bldg. Overlook 3-3000	Metro-politan Webb	Carl L. Lindberg, p gm & ce Arthur Kellar, cm	Dick Lawrence, pmm Bill Johnson, nd	Bob Roth, sd Barbara Power, wd	Pop.: 2,000,000 AP G
ARLINGTON								
	WARL 1947	730 1,000-D	Northern Virginia Bcstrs. Inc. 5232 Lee Hwy. Jackson 7-7800	Lou Poller, p Cy Blumenthal, gm George Crump, cm	Ray Armand, pd & nd Millicent Vaunn, pmm & wd	Steve Hart, ce Connie E. Gay, fd Sam Brown, sd	Pop.: 2,000,000 Rad. Hms.: 1,800,000 UP G
	WARL-FM 1951	Ch. 286 (B) 105.1mc 2.05kw	Harold H. Thoms, p George E. Oleson, gm & cm	John Cooley, pd & nd Buddy Kling, pmm William Beresford, ce	Nat Allbright, sd Jeanne DeRamus, wd	Pop.: 3,315,000 Rad. Hms.: 479,000 Ret. Sis.: \$3,763,000 AP Col.
	WEAM 1947	1390 5,000-DA-1	Arlington-Fairfax Bcstg. Inc. 2030 N. 16th St. Jackson 7-7100
BEDFORD								
	WBLT 1950	1490 250	Bedford Bcstg. Corp. Box 406 8245	MBS Indie	A. P. Marsh Jr., p gm & fd R. A. Owen, cm & pmm	R. A. Scott, pd & nd W. A. Banton, ce James E. Synan, bus. m & sd	John P. Laughlin, traffic m	Pop.: 30,000 Rad. Hms.: 6,570 Ret. Sis.: \$15,000,000 Thes. AP G
BIG STONE GAP								
	WLSD 1953	1220 1,000-D	Gap Bcstg. Co. 960	W. H. Wren Jr., p gm & cm W. R. Holland Jr., pd & nd	James E. True Jr., pmm Andrew R. McMaster, ce	Ruth Jensen, co-wd Kathy Kirk, co-wd	Pop.: 200,000 Rad. Hms.: 45,000 Ret. Sis.: \$50,000,000
BLACKSTONE								
	WKLV 1947	1490 250	Blackstone Bcstg. Corp. Community Bldg. 478	MBS, KBS Colton	Harris L. Umstead, p & gm	Cosby A. Draper Jr., pd & ce	Pop.: 60,000 Rad. Hms.: 15,000 Ret. Sis.: \$24,000,000 L-W AP G
BRISTOL								
	WCYB 1946	690 10,000-D	Appalachian Bcstg. P. O. Box 3560 North 3560 Gill-Perna	Robt. H. Smith, p & gm J. Fey Rogers, vp & slm	James D. Thomas, pd Russell V. Robinson, ce Walter Crockett, nd	Frank Raymond, fd Ed Cowell, sd Alice F. Friberg, wd	Pop.: 1,099,500 Rad. Hms.: 222,570 Ret. Sis.: \$546,208,000 Wld., Assoc., Cole, AP, UP, Ray.
	WFHG 1947	980 1,000-DA-N	Bristol Bcstg. Co. Valley Dr. N-3620	MBS	W. C. Nininger, p & gm	Jack Martin, cm, nd & sd David Pursglove, pd	John Hughlett Jr., ce Verlin Mays, fd	Pop.: 202,754 Rad. Hms.: 44,576 Thes. UP G
	WOPI	(See Bristol, Tenn. listing)

Data corrected to Dec. 10, 1953. If executives or services for FM are same as AM affiliate names are not repeated. Market Data supplied by stations. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

BRISTOL, VA.-TENN.

10,000 WATTS WCYB 690 KILOCYCLES

Gets Results for the Tri-Cities Market

Bristol, Va.-Tenn, JohnsonCity, Tenn., Kingsport, Tenn.

Top POWER Top FREQUENCY Top PROGRAMS Top FEATURES Top PERSONALITIES

GIL-PERNA, INC. National Representatives

ask them for the Top story in the Virginia-Tennessee Market

CHARLOTTESVILLE

WCHV 1933 WCHV-TV	1240 250	Barham & Barham Rose Hill Dr. 2-5121	ABC Clark	Charles Barham, Jr., co Robert C. Walker, gm & cm	R. G. Sketchley, pd Charles Smith, pmm Walter Gray, ce William C. Gentry, continuity d	Norman Kelsey, fd Cris Cramer, sd Nancy Knight, wd	Pop.: 97,400 Rad. Hms.: 26,700 Ret. Sis.: \$79,300,000	AP Ray.
WINA 1949	1280 1,000-D	Charlottesville Bestg. Corp. 4th at E. Main St. 2-6177	MBS, KBS	Donald G. Heyne, p & Thomas M. Behrendt, cm	Edward M. Desmond, pd, nd & fd Hilda N. Schroetter, pmm Lawrence Kennedy, ce	Chas. W. Freeman, opers. m Ray Rushton, sd Barbara Brown, wd	Pop.: 37,000 Rad. Hms.: 35,000 Ret. Sis.: \$75,000,000	St. UP Ray.

CLIFTON FORGE

WCFV 1950	1230 250	Clifton Forge Bestg. Co. Fairview Hts. 2147	MBS	Cletus H. Lawler, p E. T. Nicely, treas.	Grover K. Fulk, gm & ce Larry L. Cooper, cm & pd	Barbara A. Johnson, secy.		St. AP WE
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COVINGTON

WKEY 1941	1340 250	Earl M. Key 217 W. Main St. 8351	ABC Devney	Earl M. Key, co & gm Kenneth Bryant, cm, pmm & sd	John Lee Davis, pd & nd	Everett G. Hemenway, ce	Pop.: 55,000 Rad. Hms.: 20,000	Thes. UP WE
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CREWE

WSVS 1947	800 1,000-D	Southern Va. Bestg. Corp. 800 Melody Lane 7811	C. S. Willis, p John E. Sadler, gm	Freeman H. Stewart, cm Frank Watkins, pd	C. E. Wilson, ce Don Greene, nd & sd	Pop.: 182,045	Wid. AP Ray.
WSVS-FM 1949	Ch. 284 (B) 104.7mc 14kw							

CULPEPER

WCVA 1949	1490 250	Culpeper Bestg. Corp. Hendricks Ave. 8338	MBS, KBS Indie	Ira C. Hopkins, p John T. Rogers, gm & cm	Woody Powell, pd, pmm, asst. m & nd Walter Wilkerson, ce	Marvin Bates, fd Jim Stover, sd Ann W. Rogers, wd	Pop.: 35,000 Rad. Hms.: 10,000 Ret. Sis.: \$31,750,220	St. UP G
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DANVILLE

WBTM 1930 WBTM-TV	1330 5,000-D 1,000-N- DA-N	Piedmont Bestg. Corp. 710 Grove St. 2350	ABC Holling- bery	L. N. Dibrell, p Edward G. Gardner, vp & gm John Holland III, cm	Milton N. Adams, pd Lyle C. Motley, ce Bill Sandefur, prod. d Leon Smith, nd	Charles Slate, fd George Reading, sd Betty Smith, wd	Pop.: 309,100 Rad. Hms.: 64,130 Ret. Sis.: \$205,737,000	Wid. AP RCA
WBTM-FM 1947	Ch. 250 (B) 97.9mc 3.89kw						Pop.: 939,000 Ret. Sis.: \$796,393,000	Wid. AP Fed.
WDVA 1947	1250 5,000-D 1,000-N- DA-N	Va.-Car. Bestg. Corp. American Natl. Bank Bldg. 5300	MBS Burn- Smith Dora Clay- ton	John D. Pruitt, p Emerson J. Pryor, gm & vp Stover J. Morris Jr., cm	Dick Campbell, pd Ralph Hess Jr., pmm Howard Clendenon, ce Charles Craig, nd	Frank Raymond, fd Earl Stogner, sd Milli Willeford, wd	Pop.: 276,150 Rad. Hms.: 68,540 Ret. Sis.: \$212,270,400	Assoc. UP Col.

EMPORIA

WEVA 1952	1400 250	Stone Bestg. Corp. Florida & Washington Sts. 2133	KBS	M. E. Stone, p & gm A. L. Drew, sm, pd, pmm, nd & fd	Sally J. Whitlock, cm Elton Short, ce	George Lee, sd Virginia Gay, wd	Pop.: 35,000 Rad. Hms.: 9,000 Ret. Sis.: \$16,000,000	Thes. AP G
WEVA-FM 1952	Ch. 261 (A) 100.1mc 0.79kw						Pop.: 313,000 Rad. Hms.: 26,110 Ret. Sis.: \$128,000,000	

FALLS CHURCH

WFAX 1948	1220 500-D	Lamar A. Newcomb P. O. Box L Jefferson 2-0900	KBS Metro- politan	Lamar A. Newcomb, p, gm & cm Genevieve Main, pd	Richard Fanning, ce Warren Orre, pmm & nd	Lee Barbash, sd Dorine Barbash, wd	 UP G
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FARMVILLE

WFLO 1947	870 1,000-D	Mrs. Carla B. Keys 118 W. 3d St. 870 Clark	Carla B. Keys, p John D. Wilson, gm & nd	John C. Calhoun, pd & sd Charles K. Chrismon, ce	Bill Reid, fd Garnette Jamerson, wd	Pop.: 100,190 Rad. Hms.: 14,512	Cap., Thes. UP Ray.
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FREDERICKSBURG

WFVA 1939	1230 250	Fredericksburg Bestg. Corp. 707 Princess Anne St. 1261	ABC, KBS	Richard F. Lewis Jr., evp	Walter F. Harris Tr., m		 UP WE
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FRONT ROYAL

WFTR 1948	1450 250	Sky-Park Bestg. Corp. Box 192 750	MBS	Edward H. Stokes, p Kenneth Gordon, gm & cm	Tom Gibson, pd & nd Claude Jones, ce	Drayton Norcom, wd	Pop.: 22,000 Rad. Hms.: 4,470 UP WE
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GALAX

WBOB 1947	1400 250	Carroll- Grayson Bestg. Corp. Poplar Knob Rd. 2921	MBS, KBS Indie	Robert V. Morris, p Joe P. Crockett, gm Brice J. Parks, cm	Muriel M. Bell, pd & wd Jewell E. Cullop, pmm	Edward W. Boyer, ce & fd David A. Lehman, nd & sd	Rad. Hms.: 24,745 AP Ray.
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GRUNDY

WNRG (CP)	1250 1,000-D	Va.-Ky. Bestg. Co.						
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HAMPTON

WVEC 1948 WVEC-TV	1490 250	Peninsula Bestg. Corp. Commonwealth Blvd. 6332	NBC Rambeau	Thomas P. Chisman, p Harrol A. Brauer Jr., vp & gm Charles L. Coker Jr., cm	L. W. Kliever, opers. m Bob Drill, pd Georgia McCarty, pmm	William C. King Jr., ce Lewis T. Jester, nd Art Brock, sd	Pop.: 614,000 Rad. Hms.: 165,400 Ret. Sis.: \$571,000,000	Assoc. AP Ray.
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HARRISONBURG

WSVA 1935 WSVA-TV	550 1,000-DA-N CP: 5,000-D 1,000-N DA-N	Shenandoah Valley Bestg. Corp. Rawley Pike 4-4431	NBC Devney	Frederick L. Allman, p & gm Robert B. Harrington, cm & pmm	Richard H. Johnson, pd & sd Warren L. Braun, ce Harold A. Wright, bus. m	Charles R. McGinley, nd Homer Quann, fd Virginia Lindamood, wd	Pop.: 349,340 Rad. Hms.: 85,580 Ret. Sis.: \$294,095,000	Wid. UP RCA
WSVA-FM 1945	Ch. 264 (B) 100.7mc 7.2kw							

VIRGINIA

City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	Owner o; Pres. p; Exec. vp cm; Sales Mgr. sm; Prog. Dir. pd; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. m; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
HOPEWELL								
WHAP 1949	1340 250	Hopewell Bcstg. P. O. Box 621 801	Mort Hendrickson, p & gm Vivian E. Hendrickson, vp & pd	Nancy Johnson, cm & pmm	Steve Wulchin, ce & nd Nancy Fowler, wd	Pop.: 150,000 Ret. Sls.: \$81,000,000	Thes. UP G
LEXINGTON								
WREL 1948	1450 250	Rockbridge Bcstg. Corp. 6000	NBC, KBS Cooke	Marshall L. Wilmer, p Milton B. Henson, gm & cm	Andrew P. Peterson, pd & sd James I. Bray Jr., ce	Jane P. Snider, office m Bob Bradford, nd	Pop.: 50,000 Rad. Hms.: 15,000 Ret. Sls.: \$40,000,000	Thes. AP G
LYNCHBURG								
WLVA 1930 WLVA-TV	590 1,000-DA-2	Lynchburg Bcstg. Corp. 925 Church St. 2-1242	ABC Holling- bery	Edward A. Allen, p Philip P. Allen, gm & vp John P. Read Jr., secy.-treas.	Joseph F. Wright Jr., cm Warren Uttal, pd & pmm	John T. Orth, ce Wayne Tyler, nd & sd Eric Lund, fd Betty Baldwin, wd	Pop.: 249,000 Rad. Hms.: 58,010	L-W AP RCA
WLVA-FM 1946	Ch. 248 (B) 97.5mc 3.7kw						Pop.: 500,000 Rad. Hms.: 75,000	L-W AP GE
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. Mailet, gm R. E. Gooch, cm	Forest J. Pinkerton, ce Joyce Fore, secy.- treas.	Wynn Alby, sd Betty Richardson, wd	Pop.: 159,000 Rad. Hms.: 34,745 Ret. Sls.: \$116,568,000	Wld. Thes. AP, UP Ray.
WWOD-FM 1948	Ch. 261 (A) 100.1mc 0.94kw							
MARION								
WMEV 1953 WMEV-TV	1010 1,000-D	Mt. Empire Bcstg. Corp. Park Blvd. 3-9001	ABC, KBS Cooke	Robert C. Wolfenden, evp, gm & cm Leon Beville, secy.- treas. Bob Wolfenden, pmm	Mrs. Robert C. Wolfenden, pd F. M. White Jr., ce Bryan McMurry, nd & fd	George Mizelle, sd Stella D. Wolfenden, wd	Pop.: 370,925 Rad. Hms.: 79,603 Ret. Sls.: \$187,500,850	Wld. AP WE
MARTINSVILLE								
WMVA 1941	1450 250	Martinsville Bcstg. Co. Chatham Hqts. 2152	NBC, KBS	S. S. Walker, p Judge Kennon C. Whittle, vp Maynard E. Dillaber, gm & nd Charles F. Adams, cm & pmm	Barbara Zimmerman, pd, secy.-treas. & wd B. Edward Boyer, ce	Paul E. Zimmerman, sd	Pop.: 76,207 Rad. Hms.: 17,269 Ret. Sls.: \$42,631,925 AP
WMVA-FM 1950	Ch. 242 (B) 96.3mc 2.7kw						Pop.: 753,400 Rad. Hms.: 221,128 Ret. Sls.: \$657,103,000 AP Rel.
MOUNT JACKSON								
WSIG (CP)	790 1,000-D	Richard Field Lewis Jr.						
NARROWS								
WNRV 1953	990 1,000-D	Giles Bcstg. Co. 2211	H. J. Romanus, p H. Tom Hicks, gm	R. J. Torquato, cm Albert A. Rich, pd	Washington Elitchko, ce	Pop.: 73,365 Rad. Hms.: 22,450 Ret. Sls.: \$58,893,000	
NEWPORT NEWS								
WGH 1928	1310 5,000-DA-1	Hampton Rds. Bcstg. Corp. 739 Boush St. 2-7031	ABC Free & Peters	Edward E. Bishop, vp & gm W. R. Van Buren Jr., asst. treas.	Clyde F. Meades, cm Amber Dail, pd William Rhyme, pmm Alois Braun Jr., ce	G. Edward Travis, nd William Diehl, sd	Pop.: 600,000 Rad. Hms.: 180,900 Ret. Sls.: \$371,574,000	Assoc. AP RCA
WGH-FM 1947	Ch. 243 (B) 96.5mc 36kw							
WHYU 1947 WACH(TV)	1270 1,000-D	Eastern Bcstg. Corp. 114 24th St. 3-1631	KBS Webb	John Doley, p Frederic F. Clair, gm & ce	Etoyce Patterson, cm & fd Thomas O. Bradshaw Jr., pd, pmm & nd	Ted Tatar, sd Mary Lou Adams, wd	Pop.: 688,058 Rad. Hms.: 166,685 Ret. Sls.: \$690,770,000	Cap. UP G
NORFOLK								
WCAV 1947	850 1,000-DA-2	Cavalier Bcstg. Corp. Helena Bldg. 2-3266	MBS Indie	Pauline Light, p William M. Manrov, gm & cm Jack Lynn, pd & nd	Sanford Willis, ce Erik Paige, sd	Kay Basnight, wd		Cap. UP WE
WNOR 1949	1230 250	Norfolk Bcstg. Corp. 1019 Boissevain Ave. 2-7071 Walker	Louis H. Peterson, p Earl Harper, gm & cm	Bill Montgomery, pd & pmm	Howard Sheets, ce Josh Barry, sd		L-W AP G
WRAP 1952	1050 1,000-D	Rollins Bcstg., Inc. 300 Portlock Bldg. 4-8307 Pearson	John W. Rollins, p O. Wayne Rollins, vp	Robert Lyons, gm & cm	Oliver Allen, pd Glen Frazier, ce	Pop.: 733,000 Rad. Hms.: 195,300 Ret. Sls.: \$630,000,000 AP
WRVC (FM) 1948	Ch. 273 (B) 102.5mc 8.7kw	Larus & Bros. 2712 Colley Ave. 4-1100	CBS Radio Sales	John B. Tansey, pd	S. T. Terry Jr., ce			
WTAR 1923 WTAR-TV	790 5,000 DA-N	WTAR Radio Corp. 720 Boush St. 5-6711	CBS	Campbell Arnoux, p & gm John C. Pepper, opers. m	Robert Lambe, gen. slm Jack Black, slm William Johnson, pd	Robert Davis, pmm Richard L. Lindell, ce Mildred Alexander, wd		St. AP RCA
WTAR-FM 1947	Ch. 247 (B) 97.3mc 50kw							
NORTON								
WNVA 1946	1450 250	Blanfox Radio Co. Inc. Harlan, Ky.	MBS, KBS	R. B. Helms, p Jack T. Helms, gm & pmm	Wally Douglass, cm & pd Gene Tommerdahl, ce & sd	Jack Darnell, nd Warren Jarvis, fd	Pop.: 84,854 Rad. Hms.: 20,776 Ret. Sls.: \$25,000,000	Wld. AP Tem.
ORANGE								
WJMA 1949	1340 250	James Madison Bcstg. Corp. Box 271 7263	MBS	Welford A. Sherman Jr., p Alfred W. Walthall, gm, cm & fd	James E. Simmons, pd, nd & sd	Charles E. Brown, ce Ann G. Butler, wd	Pop.: 55,000 Rad. Hms.: 30,000 Ret. Sls.: \$46,110,000	SES. UP G
PEARISBURG								
WNRN 1953		(See Narrows, Va. listing)						

Data corrected to Dec. 10, 1953. If executives or services for FM are same as AM affiliate names are not repeated. Market Data supplied by stations. FM's in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

PETERSBURG

WSSV 1945	1240 250	Southside Va. Bcstg. Corp. 112 West Tabb St. Regent 3-4567	MBS, KBS	Louis H. Peterson, p Raymond L. Moss, gm Edgar L. von Nordeck, cm	Nellie W. Andrews, pd Eleanor Schenk, pmm Donald W. Hall, ce & sd	Lyle C. Bradley, nd Fred J. Herman, fd Katherine M. Nunnally, wd	Pop.: 175,000 Rad. Hms.: 33,000 Ret. Sls.: \$45,120,000	Cap. AP
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PORTSMOUTH

WAVY 1943	1350 5,000-DA-2	Portsmouth Radio Corp. Professional Bldg. 7-3488	NBC Burn- Smith	Hunter C. Phelan, p. Carl Burkland, vp & gm Howard Stanley, cm & pmm Raymond Rich, pd Luther Horris, ce	Jim Woods, sd Alice Brewer White, wd		Rad. Hms.: 240,000	
WLOW 1946 WTOV (TV)	1400 250	Commonwealth Bcstg. Corp. 21st & Manteo 4-5678 Forjoe	Robert E. Wasdon, evp & gm John Gilmore, cm	Art Ross, pd Tom Matthews, pmm	Jack Siegel, tech. d & secy.-treas.	Pop.: 567,000 Rad. Hms.: 161,000 UP Col.

PULASKI

WPUV 1946	1230 250	Southwest Bcstg. Corp. P. O. Box 351 3-3931	NBC Sears & Ayer	Mason C. Deaver Jr., p & gm Mrs. Mason C. Deaver, Jr., vp	Larry Schoenfeld, cm John A. Columbus, ce Bob Kent, nd Dale Gallimore, fd	Bill Flint, sd Carl Shufflebrager, bus. m		Wid. AP Col.
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RADFORD

WRAD 1950	1340 250	Rollins Bcstg. Inc. P. O. Box 1007 2461 Pearson	John W. Rollins, p Wayne Rollins, vp Wendell H. Siler, gm & cm	Lee Mills, ce, asst. m & pd Ben Johnson, pmm	Leslie Esgate, wd	Pop.: 70,000 Rad. Hms.: 18,850 Ret. Sls.: \$29,750,000	Thes. AP G
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RICHLANDS

WRIC 1951	1050 1,000-D CP: 540 1,000-D	Clinch Valley Bcstg. Corp. Box 218 450	KBS	Max Minton Blakemore, gm & ce	Joe J. Webb, cm, pmm & sd	Lindy Mack Seamon, pd	Pop.: 89,000 Rad. Hms.: 21,000 Ret. Sls.: \$26,000,000	Thes., SES. AP G
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RICHMOND

WANT 1951	990 1,000-D	United Bcstg. Co. of Va. 513 E. Main St. 3-8368 Oakes	Richard Eaton, p Richard C. Scheele, gm & cm	Michael Novelle, pd William Gibbon, pmm Silas Bell, ce	Wilbur Lewis, nd Tom Mitchell, sd	Pop.: 245,182 G
*WBBL 1924	1480 5,000-DA-2- SH	Grace Covenant Presbyterian Church 1627 Monument Ave.						
WLEE 1945	1480 5,000-DA-2	Lee Bcstg. Corp. Broad-Grace Arcade 3-6741	MBS Forjoe	Thomas G. Tinsley Jr., p Irvin G. Abeloff, gm & cm	George McGuigan, ce Lud Stebling, nd	Joe Mason, sd Mrs. Betsy Slon, wd		L-W AP WE
WLEE-FM 1948	Ch. 275 (B) 102.9mc 21.5kw							

WANT RESULTS

Use **WANT** A UBC Station

RICHMOND'S LEADING INDEPENDENT, 1,000 Watts 990 KC

Average Daily Mail Count: 800 letters

65 new leads for TV sales for one advertiser in 10 days.
1000 pairs of nylons sold for a leading Richmond Department store with FIVE spots on WANT

More new advertisers in 1953 than other Richmond station.

WANT WANT!

Ask: BC Remedy, Stanback, Royal Crown, Richbrau, Rem, Pinex, Sulfur 8, Manishe-witz, Scotts Emulsion, Sinclair, Musterole, 666, Lydia Pinkham, S.S.S., 4-Way Cold Tablets, Apex.

WANT MORE CALL WANT COLLECT 38368 Richmond, Va.

VIRGINIA

City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	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.	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter		
RICHMOND—(Cont'd)									
	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 & pmm	John V. Shand, pd, nd & fd	James W. Kyle, ce Bob Grove, sd	Rad. Hms.: 127,710 Ret. Sis.: \$353,931,000	UP RCA
	WCOD(FM) 1946	Ch. 251 (B) 98.1mc 34kw	(WMBG, Am Affiliate)					Pop.: 446,885 Rad. Hms.: 121,324 Ret. Sis.: \$353,931,000	
	WRNL 1937	910 5,000-DA-N	Richmond Newspapers Inc. 111 N. 4th St. Richmond 3-3436	ABC Petry	D. Tennant Bryan, p E. S. Whitlock, m Joseph H. Siercr, slm	Howard Hamrick, pd & sd Grace Brauer, pmm	E. V. Wolstenholme Jr., ce Ira Hull, fd Polly Daffron, wd		St., Thes. AP WE
	WRNL-FM 1949	Ch. 271 (B) 102.1mc 50kw							
	WRVA 1925	1140 50,000 DA-1	Larus & Bros. Co. Hotel Richmond 3-6633	CBS Radio Spot Sales	C. T. Lucy, gm Barron Howard, bus. m	S. S. Carey, prog. serv. m J. L. Stone Jr., pmm D. C. Woods, ce	W. R. Bishop, pub. rel. m George Passage, nd & sd		L-W, Wld. UP WE
	WRVB (FM) 1950	Ch. 233 (B) 94.5mc 25kw	(WRVA, Am Affiliate)						
	WXGI 1947	950 1,000-D	Radio Virginia Inc. 100 W. Franklin St. 7-4684 Indie	Douglas H. Robertson, p	David M. Wilburn, gm & cm	Paul Kness, ce Newton Thomas, sd	Pop.: 600,000 Rad. Hms.: 127,820 AP WE
ROANOKE									
	WDBJ 1924	960 5,000-DA-N	Times-World Corp. 124 W. Kirk Ave. 8131	CBS Free & Peters	J. P. Fishburn, p Ray P. Jordan, gm John W. Harkrader, cm	Paul E. Reynolds, pd Joe B. Grant, prom. d J. E. Newman, ce	Charles A. Ballou, prod. d John W. Eure, nd Don F. Murray, sd	Pop.: 410,900 Rad. Hms.: 94,720 Ret. Sis.: \$651,078,000	Wld. AP, UP RCA
	WDBJ-FM 1948	Ch. 235 (B) 94.9mc 41kw							
	WRIS 1953	1410 5,000-D	Roanoke Independent Bcstrs. Inc. Pythian Bldg. 2-3131	Cy N. Bahakel, p Frank Tirico, m	Lorraine Lancaster, office m Herman Reavis, pd	Coleman Austin, pmm John Strong, ce		

Data corrected to Dec. 10, 1953. If executives or services for FM are same as AM affiliate names are not repeated. Market Data supplied by stations. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

RADIO RESULTS FORMULA FOR ROANOKE

USE

WDBJ's weekly SAMS-1952 audience is 124% greater than the second station's; on a 3-or-more days basis 192% greater. WDBJ's weekly night-time audience is 94% greater, and for 3-or-more days 125% greater.

The cost difference? WDBJ rates average less than 20% more.

Whether you have a staple or luxury commodity, consider ROANOKE's excellent INCOME DISTRIBUTION — its superior TEST-MARKET rating.

Compare as you like — then call Free & Peters!

WDBJ Established 1924 ROANOKE, VA.
 CBS Since 1929
 AM-5000 watts-960 kc.—FM-41,000 watts-94.9 mc.

28 YEARS



IN



WITH



FOR

VIRGINIA



WRVA

An institution, according to Mr. Webster, is "that which is established."

In the truest sense of the word, then, WRVA is a Virginia institution. For since its beginning nearly three decades ago, WRVA has been firmly and continuingly established in the Old Dominion . . . in its constantly growing culture, commerce and industry.

Its 50,000-watt voice is heard as that of a friend throughout the commonwealth . . . a voice that will speak well for your products, your services.

50,000 WATTS • RICHMOND

VIRGINIA

City Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
ROANOKE (Cont'd)						
WROV 1946	1240 250	Radio Roanoke Inc. 600 Mt. Trust Bldg. 3-4444	ABC, MBS Burn- Smith	Leo F. Henebry, p Frank E. Koehler, gm & cm	Lee Garrett, pd James W. Robertson, ce	L-W UP WE
WROV-FM 1948	Ch. 279 (B) 103.7mc 2.3kw					
WLSL 1940	610 1,000	Shenandoah Life Stations Inc. 301 1st St., SW 9227	NBC Avery- Knodel	Paul C. Buford, p James H. Moore, evp Horace Fitzpatrick, asst. & cm	Melvin L. Linkous, pd F. L. Corstaphney, pmm	J. P. Briggs, ce Glenwood Howell, fd
WLSL-TV 1947	DA-2					Pop.: 874,000 L-W, Thes., Rad. Hms.: 80,000 Assoc. Ret. Sis.: \$633,190,000 AP RCA
WLSL-FM 1947	Ch. 256 (B) 99.1mc 10.6kw					
SOUTH BOSTON						
WHLF 1947	1400 250	Halifax Bcstg. Co. Webster St. 2-9988	ABC, KBS	John L. Cole Jr., o, m & cm	Ella L. Poindexter, pd, pmm & wd	Arthur A. Moran Jr., ce Roy Marsh, nd
SOUTH HILL						
WJWS 1953	1370 1,000-D	Mecklenburg Bcstg. Corp. Box 669 230	John W. Shultz, p & gm	Phil Hedrick, vp & ce Ruth M. Schultz, secy.-treas.	W. Brown Hofer, cm
STAUNTON						
WAFC (CP)	900 1,000-D	American Home Bcstg. Co. P. O. Box 396	Willard F. Ganoe, p	Lloyd Gochenour, gm & pd	
WTON 1946	1400 250	Charles P. Blackley Morrison Bldg. 5-5555	ABC	Charles P. Blackley, p & gm	Charles E. Seebeck, cm & pmm	Fulton A. King, pd Rex C. Houser, ce
SUFFOLK						
WLPM 1940	1450 250	Suffolk Bcstg. Corp. Radio Bldg. 2394	ABC, KBS	Fred L. Hart, p & gm Earl Hundley, cm, nd & sd	Lee Williams, pmm Veryl W. Rupp, ce	L. E. Pettyjohn, fd
WARSAW						
WNNT 1949	690 250-D	Northern Neck & Tidewater Bcstg. Co. 690	KBS	Grayson Headley, p & gm Ruth R. Rouzie, cm	Ken Lueck, pd, ce, nd & fd Pat Parker, pmm, asst. cm & wd	Georgia Ferlazzo, adm. asst. Don Moyer, sd
WAYNESBORO						
WAYB 1947	1490 250	Waynesboro Bcstg. Corp. 526 W. Main St. 6066	MBS	Judson T. Phillips, p N. Wilbur Kidd, gm & cm	Albert C. Schmick, pd Donald D. Curtis, ce	Al Charles, sd Helen M. Huffman, wd
WINCHESTER						
WINC 1941	1400 250	Richard Field Lewis Jr. Drawer 605 4855	ABC, KBS	Richard Field Lewis Jr., p, gm & cm	John Carl Morgan, pd & nd James Holder, pmm	Philip B. Whitney, ce Marion Park, wd
-WRFL(FM) 1946	Ch. 223 (B) 92.5mc 13.4kw	(WINC, Am Affiliate)				Pop.: 153,000 Assoc. Rad. Hms.: 37,200 UP Ret. Sis.: \$110,000,000 WE
WYTHEVILLE						
WYVE 1949	1280 1,000-D	Wythe County Bcstg. Co. P. O. Box 534 840	MBS, KBS	Dr. A. M. Gates, co	Arthur M. Gates Jr., gm & cm	Jack Fleming, ce

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WROV

AM FM

ABC MBS

Mountain Trust Building

Roanoke Virginia

..... a long list of satisfied clients who have used WROV in Roanoke year after year will testify to the "result getting" ability of this efficient, economical radio station

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Automobile Ownership 1952	County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Automobile Ownership 1952
Adams	6,584	2,090	\$ 11,749	\$ 1,727	\$ 229	4,672	Mason	15,022	4,980	14,064	4,094	169	7,136
Asotin	10,878	3,610	5,486	2,009	87	5,013	Okanogan	29,131	8,570	22,066	6,176	794	13,184
Benton	51,370	19,990	62,146	17,424	3,374	22,961	Pacific	16,558	5,470	16,796	5,251	368	7,629
Chelan	39,301	12,490	68,556	16,647	2,332	20,407	Pend Oreille	7,413	2,130	4,566	1,501	214	3,173
Clallam	26,396	8,300	34,815	10,137	793	12,841	Pierce	275,876	86,560	273,392	68,093	7,422	101,972
Clark	85,307	29,660	78,948	22,117	2,013	39,924	San Juan	3,245	3,510	2,422	697	40	1,442
Columbia	4,860	1,570	4,743	1,074	71	3,050	Skagit	43,273	1,160	60,373	15,339	1,196	21,577
Cowlitz	53,369	17,010	63,831	14,727	1,658	25,030	Skamania	4,788	1,570	1,935	945	35	2,131
Douglas	10,617	3,240	6,421	1,537	44	5,517	Snohomish	111,580	37,010	116,866	31,053	2,663	50,351
Ferry	4,096	1,000	1,254	466	32	1,360	Spokane	221,561	73,150	279,221	56,772	8,242	96,259
Franklin	13,563	4,910	27,772	6,226	968	10,513	Stevens	18,580	5,180	13,976	3,439	359	8,418
Garfield	3,204	890	3,887	432	116	2,150	Thurston	44,884	14,870	48,748	12,488	1,159	14,644
Grant	24,346	7,550	19,312	5,760	594	11,873	Wahkiakum	3,835	1,060	1,753	709	32	1,490
Grays Harbor	53,644	16,790	68,841	17,595	1,567	24,170	Walla Walla	40,135	12,410	52,611	10,289	1,533	18,093
Island	11,079	3,810	7,764	2,487	210	5,253	Whatcom	66,733	21,440	77,134	16,533	1,733	29,457
Jefferson	11,618	3,500	8,945	3,183	121	4,334	Whitman	32,469	9,230	35,394	8,012	1,259	14,705
King	732,992	252,080	914,238	209,810	26,308	298,008	Yakima	135,723	42,140	156,986	36,899	4,293	62,029
Kitsap	75,724	26,400	81,385	25,225	2,930	33,171	Total	2,378,963	781,900	\$2,755,132	\$661,202	\$77,374	988,849
Kittitas	22,235	6,450	28,875	6,647	591	10,149	Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1953, Sales Management; further reproduction unlicensed; automobiles supplied by state.						
Klickitat	12,049	3,660	10,392	2,798	258	6,604							
Lewis	43,755	13,720	51,547	11,988	1,207	21,287							
Lincoln	10,970	3,180	15,912	2,686	360	7,292							

DIRECTORY OF AM AND FM STATIONS

ABERDEEN

KBKW 1948	1450 250	KBKW Inc. KBKW Bldg. 1015	ABC Forjoe	Archie Taft Jr., p L. H. Davis-court, gm Francis White, pd	Jack Fleming, ce Erma Fulton, traffic m	Don Bullock, nd, fd & sd Vernona Keaton, wd	Pop.: 60,000 Rad. Hms.: 18,000 Ret. Sls.: \$90,000,000	Assoc., Wld. AP Col.
KXRO 1928	1320 1,000-DA-N	KXRO Inc. 207 1/2 E. Market St. 4098	MBS, Don Lee Clark, Art Moore	Harry R. Spence, p Fred G. Goddard, gm Roy Johnson, cm	Phillip M. Wacker, pd Stanley Craft, pmm, nd & sd	Philip S. True, ce Heston Wyrick, fd Vivian Pinckney, wd	Pop.: 69,661 Rad. Hms.: 21,677 Ret. Sls.: \$592,590,000 UP Ray.

BELLINGHAM

KPUG 1948	1170 1,000-DA-1	KPUG Inc. P. O. Box 655 6-200	MBS, KBS, Evergreen, Don Lee Clark Moore & Lund	Jessica L. Longston, p Jim Hamstreet, gm Alex DeSchweinitz, cm	Jeanne Smith, pd & wd Dick Rapp, pmm Donald Pinney, ce John DiMeo, nd	Dick Thompson, fd Mal Alberts, sd	Pop.: 169,848 Rad. Hms.: 43,127 Ret. Sls.: \$150,163,000	L-W UP WE
KVOS 1927 KVOS-TV	790 1,000-DA-1	KVOS Inc. 1321 Commercial 790	ABC Forjoe	Rogan Jones, p Jack Clarke, gm Glen Beebe, cm Dave Mintz, pd	Mel McKee, pmm Ernest Harper, ce Fred Elsehagen, natl. slm	Bert Jackson, nd Hal Reeves, fd Haines Fay, sd Elaine Horn, wd	Pop.: 152,300 Rad. Hms.: 49,300 Ret. Sls.: \$182,508,000	Wld., Mac. UP WE

BREMERTON

KBRO 1947	1490 250	Bremerton Bcstg. Co. St. A Box 1803 7-3995	Bruce Bartley, o Loren B. Stone, gm Gil Jacobsen, slm	Al Stewart, pd & fd Bill Dore, ce	Jack Rogers, nd Linc Perry, sd	Pop.: 82,200 Rad. Hms.: 26,450 Ret. Sls.: \$81,385,000	St. AP WE
KGIB 1950	1540 1,000-D	Kitsap G. I. Bcstrs. Inc. 124 N. Callow St. 7-3757

CENTRALIA-CHEHALIS

KELA 1937	1470 1,000	Central Bcstg. Corp. P. O. Box 720 6-3321	MBS, KBS, Don Lee Clarke, O'Connell Moore & Lund, Western Radio	Elroy McCaw, p Mabel A. Gwin, secy.-treas.	Joe Chytil, gm & cm Joe Clement, pd William Tilton, pmm Lloyd Hannah, ce	Robert Cleland, nd, fd & sd Polly O'Conner, wd	Pop.: 78,000 Rad. Hms.: 17,500	Wld. UP RCA
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CHEHALIS

KGLM (CP) 1951	1420 1,000-D	J. W. Kendall 1200 Cascade Bldg. Portland, Ore.	Mid-State Bcstg. Co.
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COLFAX

KCLX 1951	1450 250	Whitman County Bcstrs. Box 710 780	KBS	E. Pournell, p & gm Ross Fellerin, cm & pmm	Ruth Pournelle, pd & wd	David L. Dodd, ce Bob Curtis, sd	Pop.: 60,000 Rad. Hms.: 97.2%	SES. AP RCA
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EDMONDS

KEDM (CP) 1949	630 1,000-D	King's Inc. Seattle Emerson 1617	A. B. Martin, p	Pop.: 1,000,000
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ELLENSBURG

KXLE 1946	1240 250	Central Wash. Broad Inc. Box 600 2-1488 McGillvra	Goodwin Chase Jr., p Joe Kendall, gm	Bill Chase, pd Bill Hanning, ce	Ron Forsell, nd & sd Phil Parker, fd	Pop.: 24,000 Rad. Hms.: 6,630 Ret. Sls.: \$23,800,000 UP RCA
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EPHRATA

KULE 1949	730 250-D	Columbia Basin Bcstg. Co. Box 548 4-3730	R. E. Billingsley, p Bob Moore, gm Bob Osland, cm & sd	Dorothy McCue, pd & wd Len Brown, mus. lib.	Bill McCoy, ce Jack Yearout, nd & fd	Pop.: 35,000 Rad. Hms.: 10,000 RCA
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EVERETT

KRKO 1920	1380 1,000-DA-N	Everett Bcstg. Co. Inc. P. O. 916 Cedar 1144	MBS, Don Lee McGillvra, Moore & Lund	William R. Taft, p & gm Dave Foley, ce	Warren Johnson, slm Nancy Spaeth, traffic & copy d	Shirley Bartholomew, nd Lloyd Rodstrom, sd	Pop.: 142,431 GE
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WASHINGTON

City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	Owner; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
GRAND COULEE								
KFDR 1950	1400 250	Columbia River Bcstrs. Inc. P. O. Box 395 140	KBS Moore & Lund	J. W. England, p & gm	Robert Anderson, pd	John Louden, ce	 UP
KELSO								
KLOG 1949	1490 250	Northwest Public Service Inc. P. O. Box 90 4900 Wm. Ayers, Feltis	Roscoe A. Day Jr., p John Carlson, gm	Lowell Gibson, pd & fd	Bill Vance, ce Warren Kemper, sd	Pop.: 75,000 Rad. Hms.: 97.9% Ret. Sls.: \$76,000,000 UP Ray.
KENNEWICK								
KWIE 1949	610 1,000-DA-N	KWIE Inc. 11 S. Cascade 6961	CBS Meeke, Moore & Lund	Harold A. Clark, p & gm C. J. McCredie, cm & ce	Marvin E. Johnston, pd & pmm Ben Weaver, nd	Holly Bishop, fd Jack Quinn, sd Mar Jean Matthews, wd	Pop.: 215,000 Rad. Hms.: 68,000 Ret. Sls.: \$380,140,000	Assoc. UP Col.
KIRKLAND								
KRKL 1948	1050 250-D	Eastside Bcstg. Co. Civic Center 22-1201 Continental	Lamar N. Ostrander, co-o W. O. Chamness, co-o	George A. Wilson, gm John G. Joachims, cm Rosanne, Coyle Lomen, pd	Robt. H. Waldron, ce Marguerite Warburton, wd	Pop.: 750,000 Rad. Hms.: 312,000 Ret. Sls.: \$1,000,000,000	Cap. Ray.
LONGVIEW								
KWLK 1938	1400 250	Twin City Bcstg. Corp. Natl. Bank of Commerce Bldg. 1500	MBS, Don Lee Grant	C. O. Chatterton, p Bob L. Moran, gm & nd	Ellen P. Hammond, pd Ralph I. Brown, ce	Frantzel Corman, wd		Wid. UP RCA
MOSES LAKE								
KSEM 1947	1450 250	KSEM Inc. P. O. Box 276 234	KBS Cooke, Moore	Jessica L. Longston, p Alan O. Miller, gm James Schroeder, cm	Roland Hooper, pd Earl Bayne, ce		Pop.: 25,000 Rad. Hms.: 9,000	Wid. UP WE
MOUNT VERNON								
KBRC 1946	1430 500-DA-N	Beckley Radio Co. P. O. Box 240 8955 Moore & Lund	Leo H. Beckley, p & gm Don Usher, cm	Tom Haveman, pd, pmm, nd & sd John Price, ce	Frank Snyder, fd Delores Healey, wd	Pop.: 69,100 Rad. Hms.: 21,168 Ret. Sls.: \$75,559,000	Wid. UP WE
OLYMPIA								
KGY 1922	1240 250	Tom Olsen Rockway-Leland Bldg. 6636	MBS, KBS, Don Lee	Tom Olsen, p & gm Elmer J. Holmberg, cm & pmm	Don Jones, pd & sd C. A. Roark, ce	Bob Cummings, nd Donna Murdock, wd	Pop.: 55,000 Rad. Hms.: 18,000	Wid., SES. UP WE
OMAK								
KOMW 1947	680 1,000-D	KOMW Inc. Box 151 00	R. L. McNett, p Dean C. Nichols, gm Grover D. Allen, cm	Mary Jane Robbins, pd Stan Pennington, nd	Burt A. Cast, sd Margaret Dunlap, wd		L-W AP WE
PASCO								
KALE 1950	(See Richland, Wash. listing)							
KPKW 1945	1340 250	Western Radio Corp. Chase & "A" Sts. 3337	ABC	V. Barney Kenworthy, p Wm. Hunt, sm & cm	Walter Mott, pd & nd Don Hays, pmm Robt. Rockne, ce	Della Perrault, wd William White, sd	Pop.: 80,000	Cap. UP
PORT ANGELES								
KONP 1945	1450 250	Radio Pacific Inc. 313 W. 1st St. 4200	KBS Keating	C. N. Webster, p & gm	Keith E. Patterson, sm James Frits, cm	Frederick Fields, ce	Pop.: 90,000 Rad. Hms.: 25,000	Wid. UP WE
PULLMAN								
KOFE 1950	1150 1,000-D	J. Ronald Bayton & Maynard F. Hicks P. O. Box 356 1-5251	J. Ronald Bayton, co-o, gm, pd & fd Maynard F. Hicks, co-o	John R. Puckett, cm Mrs. B. J. Bayton, pmm, ce & wd	Pearl Hall, record lib. Robert D. Adkins, nd Steven M. Buck, sd	Pop.: 130,000 Rad. Hms.: 34,000	L-W UP G
*KWSC 1922	1250 5,000 ST-KTW	State College of Wash. 9021	C. Clement French, p Allen Miller, gm Burt Harrison, pd & nd R. C. Norris, pdm	Robert E. Baird, ce Hugh A. Rundell, sp. events d	Dwight Fairbanks, fd Cal Watson, sd	Assoc., St., Wid.	Wid. AP, UP GE
PUYALLUP								
KPUY 1951	1450 250	Puyallup Valley Bcstg. Co. Linden Dr. 5-7711	KBS	Merrill E. Mael, gm & cm	Pete Hansen, pmm & sd	George Yeager, ce Goldie Hendry, wd	Pop.: 250,000	Assoc. UP G
RAYMOND								
KAPA 1950	1340 250	Pacific Bcstg. Corp. Box 626 1010	Evergreen Clark, McGavren, Moore & Lund	Joe Chytil, p Hugh MacPherson, gm & cm	Stan Witter, pd, pmm & nd	Robert McNamara, ce	Pop.: 16,600 Rad. Hms.: 5,700 Ret. Sls.: \$16,000,000 AP RCA
RENTON								
KLAN 1950	1230 250	Interlake Bcstg. Corp. P. O. Box 449 7th North & Park Ave. Renton 5-3424 ForJoe	Ralph J. Sanders, p George A. Edgar, pd	Frank C. Cook, ce	Rosemary Taylor, traffic m		Wid. UP RCA
RICHLAND								
KALE 1950	960 1,000-DA-N	KALE Inc. Box 367 4-3180 Clark	Robert S. McCaw, p L. G. Dix, gm, cm & pmm	Joseph Muench, pd & ce Wayne Kilmer, nd	Jerry Colkitt, sd Mary Ellen Boyd, wd	Pop.: 100,000 Rad. Hms.: 20,000 UP GE
KALE-FM 1950	Ch. 280 (A) 103.9mc 0.58kw						Pop.: 100,000 Rad. Hms.: 98,000	L-W Ray.

Data corrected to Dec. 10, 1953. If executives or services for FM are same as AM affiliate names are not repeated. Market Data supplied by stations. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

SEATTLE

KAYO 1926	1150 5,000-D 1,000-N	Washington Telecaster Inc. 2939 4th Ave. So. Eliot 2480	Clark	Jessica Longston, p Robert E. Pollock, gm Ted Bell, asst. m	Rodney McArdle, cm Ben Harkins, pd & pmm	Tad Jones, ce J. R. Engler, nd & sd Mary Talcott, wd	Pop.: 1,700,000 Rad. Hms.: 365,000 Ret. Sls.: \$960,000,000	L-W AP RCA
KING 1927 KING-TV	1090 50,000-DA-1	King Bestg. Co. 320 Aurora Mutual 3555	ABC Blair	Mrs. A. Scott Bullitt, p Henry B. Owen, evp Otto P. Brandt, gm John Eichhorn, cm Frederick von Hofen, slm Earl F. Reilly Jr., pd	Melvin A. Anderson, pmm Arthur A. Shultz, ce James L. Middle- brooks, eng. d	Robt. E. Priebe, asst. to gm Bob Ryan, nd Bill O'Mara, sd Beth Leonard, wd	Pop.: 1,600,200 Rad. Hms.: 502,940 Ret. Sls.: \$1,777,350,000	UP GE
KING-FM 1947	Ch. 251 (B) 98.1mc 15kw						Pop.: 1,290,400 Rad. Hms.: 402,740 Ret. Sls.: \$1,717,464,000 RCA
KIRO 1929	710 50,000- DA-N	Queen City Bestg. Co. 1530 Queen Anne Ave. Alder 9800	CBS	Saul Haas, p J. Archie Morton, exec. asst. to p. Lincoln W. Miller, asst. to p John Piper, natl. slm	William Tucker, cm Carroll Foster, pd Bill Ellison, pmm James B. Hatfield, ce	John King, community rel. Don Courtney, sd Helen Kimball, wd		Thes. UP
KISW(FM) 1950	Ch. 260 (B) 99.9mc 2.1kw	Ellwood W. Lippincott 9201 Roosevelt Way Plaza 6255	Ellwood W. Lippincott, p, gm & ce	Peter Tommie, cm	Carolee Waite, pd	Pop.: 750,000 Rad. Hms.: 30,000	Wld. UP Ray.
KJR 1922	950 5,000-DA-N	Mt. Rainier Radio & Tv Bestg. Corp. 7th Floor, Skinner Bldg. Elliott 5890 Avery- Knodel	Theodore R. Gamble, p Maitland Jordan, vp & gm	Homer Pope, pd Donald M. Anderson, ce	Warren Durham, asst. m Ann Sterling, wd	Pop.: 1,600,200 Rad. Hms.: 510,480 Ret. Sls.: \$1,777,349,000	Wld. UP RCA
KLAN		(See Renton listing)						
KLOQ (CP)	1590 5,000-D	W. Gordon Allen 260 Hansen Salem	W. Gordon Allen, p & gm	John Truhan, ce			
KOL 1925	1300 5,000-DA-1	Seattle Bestg. Co. 100 W. Florida Main 2312 Bolting	Archie Taft Sr., p Archie Taft Jr., gm Gil Bond, slm	Bill Simpson, asst. m Bob Harris, pd	Perry Lind, ce Rod Belcher, nd & sd	Pop.: 1,439,011 Rad. Hms.: 447,111 Ret. Sls.: \$1,135,470,000	Wld. UP RCA
KOMO 1926 KOMO-TV	1,000 50,000-DA-N	Fisher's Blend Station Inc. 100 4th Ave. No. Seneca 6000	NBC Holling- bery	O. W. Fisher, p W. W. Warren, vp & gm	Ray Baker, vp & cm Fred Patterson, pd King Mitchell, slm	F. J. Brott engrg. d Biss Moshier, fd Katherine Wise, wd	Pop.: 1,540,686 Rad. Hms.: 504,120 Ret. Sls.: \$1,659,479,000	L-W, Assoc. UP RCA
KTW 1920	1250 1,000 ST: KWSC	First Presby- terian Church of Seattle 7th Ave. & Spring St. Mutual 1250	James S. Ross, gm & ce	Don Bevilacqua, cm	A. G. Atworth Jr., pd, pmm & nd	Pop.: 750,000	

the friendly station

K I R O

listened to more often—in more places—by more people
than any other Pacific Northwest radio station

CBS 50,000 WATTS 710 kc

SEATTLE, WASHINGTON

WASHINGTON

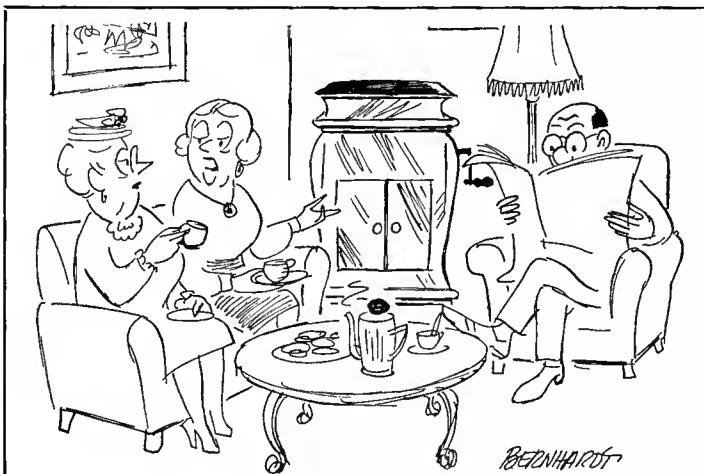
City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	Owner o; Pres. p; Exec. op evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter	
SEATTLE—(Cont'd)									
KVI	1928	570 5,000	Puget Sound Bcstg. Co. Inc. Camin Hotel 1619 9th Ave. Seneca 4848	MBS H-R Reps.	Laura M. Doern- becher, co	Vernice Irwin, p & gm Earl T. Irwin, cm	Harry Long, pd & nd D. M. McDonough, ce	Pop.: 1,403,393 Rad. Hms.: 540,230 Ret. Sis.: \$1,940,345,000 AP WE
KXA	1926	770 1,000-D L-WABC	KXA Inc. 320 2d Ave. W. Alder 8600 Rambeau	Cassius Gates, ch. Wesley I. Dumm, p Hugh A. Smoth, vp & gm	John W. Mowbray, cm John H. Dubuque, pd & cm	Robert J. Ackerley, nd	Pop.: 903,574 Rad. Hms.: 251,435 AP
SPOKANE									
KGA	1926	1510 50,000-DA-N	Bankers Life & Casualty Radio Central Bldg. MA-5383	ABC Clark	John MacArthur, p Kenneth Yeend, gm Irving N. Prell, cm	Rod Klise, pd Bernie Boardman, ce	John Fahey, nd Edna Storms, wd UP RCA	
KHQ	1922 KHQ-TV	590 5,000	KHQ Inc. Radio Central Bldg. MA-5131	NBC Katz	R. O. Dunning, p & gm Chas. E. Lohnes, cm M. O. Fritsch, asst. secy.-treas.	Dick Gordon, pd Birney Blair, pmm A. G. Sparling, ce Pat Cullen, nd	Glenn Lorang, fd Mary Frances Huffman, wd	Pop.: 883,000 Rad. Hms.: 272,000 Ret. Sis.: \$872,773,000	Wid. AP Col.
KNEW	1947	790 5,000 DA-2	Inland Empire Bcstg. Co. Sprague & Wall Riverside 8035	MBS, Don Lee Weed	Burl C. Hagadone, p & gm C. E. Rodell, sm & cm	Paul Crain, pd & mmm Vincent L. Hoffart, ce Robert Briley, nd	Kenneth Hutcheson, fd James McAdam, sd Lucille Petretees, wd	Pop.: 500,000 Ret. Sis.: \$500,000,000	Wid. AP
KREM	1947	970 5,000-D 1,000-N- DA-N	Louis Wasmer South 4103 Regal Keystone 0466 Bolling	Louis Wasmer, p Robert H. Temple, gm	Ed Mosley, pd Wm. Patterson, ce	Dick Hoover, nd Jack Hatch, sd	Pop.: 295,261 Rad. Hms.: 89,350 Ret. Sis.: \$346,591,000	Assoc. AP RCA
KREM-FM	(CP)	Ch. 225 (B) 92.9mc 6kw							
KSPO	1922	1340 250	D. Gene Williams & Delbert Bertholf Realty Bldg. Riverside 8033	D. Gene Williams, co-o, gm & cm Delbert Bertholf, co-o, pmm & fd	Edward Antosyn, ce Bob Concie, nd	Bob Fleming, sd Irmgard Buerger, wd	Pop.: 234,525 Rad. Hms.: 78,917 Ret. Sis.: \$227,939,000 UP
KXLY	1922 KXLY-TV	920 5,000	Symons Bcstg. Co. 315 W. Sprague Madison 1218	CBS Pacific Northwest Walker	Richard E. Jones, p Geo. Morgan, m & cm Gene Roth, pd Bob Moore, pmm	Geo. Langford, ce Ernie Jergenson, fd Knowles Robertson, nd	Marty Koschman, sd Adrain Scott, wd	Pop.: 893,178 Rad. Hms.: 229,020 Ret. Sis.: \$1,000,000,000	Mac., St. AP, UP
SUNNYSIDE									
KREW	1950	1230 250	Cole E. Wylie Outlook Rd. 7-2277 Forjoe	Cole E. Wylie, p Don G. Bennett, gm Clifford Nelson, cm	Jean Runyon, pd John Berg, ce Fulton Travis, nd & fd	Allen Bell, sd Lynn Brown, wd AP RCA	
TACOMA									
KMO	1926 KMO-TV	1360 5,000	KMO Inc. 914 1/2 Broadway Fulton 1581 Branham	Carl E. Haymond, p Jerry Geehan, gm R. T. McKenzie, cm Richard D. Weeks, pd	Gene Dryden, pmm John L. Boor, ce Paul F. Benton, secy.- treas.	Dan Seymour, nd R. H. Robertson, sd	Pop.: 1,166,500 Rad. Hms.: 1,143,170 Ret. Sis.: \$1,324,622,000	St., Thes. UP G
KTAC	1942	850 1,000-DA-N	Tacoma Bcstrs. Inc. P. O. Box 1522 Broadway 2241	Evergreen McGillvra, Moore	H. J. Quilliam, p Ted R. Knightlinger, gm & pd	Don Hopkins, cm Jim Faber, co-nd Dick Velo, ce	Murray Morgan, co-nd Clay Huntington, sd Lovee Mills, wd Wid. UP WE	
KTNT	1952 KTNT-TV	1400 250	Tribune Pub. Co. South 11th & Grant Sts. Fulton 2561 Weed	Frank S. Baker, p Len Higgins, gm	John Upham, cm Gless Connoy, pd & nd	Max Bice, ce Gail Clark, wd	Pop.: 264,290 Rad. Hms.: 88,000	Assoc., L-W AP Col.
KTNT-FM	1948	Ch. 247 (B) 97.3mc 10.2kw						Pop.: 840,309 Rad. Hms.: 88,000	Assoc. AP, UP GE
VANCOUVER									
KHFS	(CP)	1150 1,000-D	Western Bcstg. Co.					
KVAN	1939 KVAN-TV	910 1,000-DA-2	Vancouver Radio Corp. 707 Main St. TW7323	Evergreen Bolling	Sheldon F. Sackett, p Fred F. Chitty, gm Walter P. Rossmann, cm & pmm	George W. Conner, pd Leo Erickson, ce George Hopkins, nd & sd	Clarence Hecox, fd Fern Hayes, wd	Pop.: 945,625 Rad. Hms.: 300,000 Ret. Sis.: \$956,778,000 UP, AP Ray.
WALLA WALLA									
KTEL	1946	1490 250	Walla Walla Bcstg. Co. Book Nook Bldg. 4103	ABC Grant, Keating	Jack Keating, p & gm Harold C. Singleton, vp Donald W. Harris, cm	Wayne E. Murphy, pd, mmm & nd Bevin Roth, ce	Mrs. L. Bussard, fd & wd Vern Kinsinger, sd	Pop.: 86,900 Rad. Hms.: 24,759 Ret. Sis.: \$55,324,000	Wid. AP WE
KUJ	1928	1420 5,000-DA-N	KUJ Inc. 55 E. Main St. 1230	MBS, Don Lee Weed, Moore & Lund	H. E. Studebaker, p & gm Don Wike, sm, cm & sd	John Sherman, pd & nd M. L. MacLafferty, ce	LaVerne Russell, fd Denise Hart, wd	Pop.: 200,000 Rad. Hms.: 53,000 Ret. Sis.: \$230,000,000	Thes., Assoc. UP RCA
WENATCHEE									
KPQ	1929	560 5,000-DA-N	Wescoast Bcstg. Co. 2d & Columbia 2757	ABC, NBC Forjoe	Rogan Jones, p James W. Wallace, vp & gm Pat O'Halloran, cm & pmm	Emerson Elder, pd George Frese, ce Dorothy Lee, traffic m & wd	Paul Pugh, nd Tom Templeton, fd Bill Denton, sd	Pop.: 135,000 Rad. Hms.: 42,000 Ret. Sis.: \$116,355,000	Wid., Assoc. UP WE
KWNW	1948	1340 250	Wenatchee Bcstrs. Box 1510 2468	MBS McGillvra, Moore & Lund	Stuart S. Mavs, co-o & gm	Mark A. Sorley, co-o & cm	Carol Gaines, pd Warren Brown, ce	Pop.: 35,000	
YAKIMA									
KIMA	1944 KIMA-TV	1460 5,000 DA-N	Cascade Bcstg. Co. Inc. P. O. Box 702 6104	CBS Weed	A. W. Talbot, p Frank E. Mitchell, vp, treas. & radio m Thomas C. Bostic, gm	W. B. Hansen, cm James W. Nolan Jr., nd Helen Turnell, pmm	J. Barry Watkinson, ce A. J. Knievel, nd John G. Stenkamp, sd Maryalice Hines, wd	Pop.: 283,000 Rad. Hms.: 84,700 Ret. Sis.: \$260,095,000	Assoc. AP WE
KIT	1929 KIT-TV	1280 5,000-D 1,000-N	KIT Inc. 414 1/2 E. Yakima Ave. 8115	ABC, NBC Branham	Carl E. Haymond, p James A. Murphy, vp & gm	Jack H. Goetz, cm & mmm Vern Sawyer, pd H. B. Murphy, ce	Peder N. Wick, nd & fd Ray Litzinger, sd Catherine May, wd	Pop.: 160,500 Rad. Hms.: 54,600 Ret. Sis.: \$210,000,000	Cap. UP G
KYAK	1947	1390 1,000-D 500-N-DA-N	Yakima Bcstg. Corp. P. O. Box 172 2-7143	MBS Clark, L. O'Con- nell	R. S. McCaw, p W. W. Boone, gm Leroy T. Desilet, cm & sd	Gerald Webb, pd D. E. Gardner, ce Wey Simpson, nd	R. J. Passage, fd Helen Ruth Hoffman, wd	Pop.: 172,000 Rad. Hms.: 42,400 Ret. Sis.: \$138,159,630	Wid. UP RCA

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LOGAN—(Cont'd)

WVOW 1952	1290 5,000-D 1,000-N DA-2	The Logan Bestg. Corp. Bus Terminal Bldg. 2356	McGillvra	Chauncey M. Browning, p Henry V. Diefenbach, gm & cm	Audie Albright, pd & wd Lila Abrahams, pmm	Lew J. Frye, ce Bob Gaynor, nd Mike Wynn, sd	Pop.: 750,000 Rad. Hms.: 150,000	L-W UP
MARTINSBURG								
WEPM 1946	1340 250	Martinsburg Bestg. Co. Box 874 5252	MBS, KBS McGillvra	C. Leslie Golliday, ptrn. & gm	C. M. Zinn, ptrn. Eunice J. Schneider, pd & wd	Clinton Lewis, ce John Floyd, nd & sd		Wld. AP G
WEPM-FM 1948	Ch. 232 (A) 94.3mc 0.80kw							
MATEWAN								
WHJC 1951	1360 1,000-D	Three States Bestg. Co. Matewan 4771	KBS	Fred Morningstar, p Fred A. Staples, gm & sd	Leonard Dykema, ce Jack Collette, nd	Helen Pickering, wd	Pop.: 832,917 Rad. Hms.: 164,270 Ret. Sls.: \$385,737,000 UP G
MONTGOMERY								
WMON 1946	1340 250	Fayette Assoc. Inc. 1028 1st Ave. Hillside 2-2191	MBS	Arnold M. Vickers, p Andrew W. Vickers, gm, cm, pd & pmm	J. C. Craver, ce Jim Franklin, nd	Carl McAfee, sd Ann Elliott, wd	Pop.: 90,570 Rad. Hms.: 17,040 Ret. Sls.: \$43,000,000	Wld. AP Col.
MORGANTOWN								
WAJR 1940	1230 250	W. Va. Radio Corp. 446 Spruce 9488	MBS	Agnes J. Reeves Greer, p John W. Johns, gm	George J. Shean, cm Numa Fabre Jr., pd	Jack Fleming, pmm Al Novak, ce		Wld. UP RCA
WAJR-FM 1947	Ch. 257 (A) 99.3mc 1kw						Pop.: 69,680 Rad. Hms.: 15,613 Ret. Sls.: \$53,378,800	WE
MOUNDSVILLE								
WMOD 1950	1370 1,000-D	Robert W. Munn P. O. Box 308 Moundsville 1730	KBS, W. Va. Net.	Robert W. Munn, p John T. Taylor, gm & pmm	Leonard W. Zinck, cm George Wright, pd	James William Jones, ce Patrick J. Gaughan, sd	 UP
NEW MARINSVILLE								
WETZ 1953	1330 1,000-D	Magnolia Bestg. Co. 3rd St. Ext. 1000	ABC Gill-Perna	J. Patrick Beacom, p Owen Deitz Jr., gm Nelson Parks, cm & pmm	Larry Deitz, pd Eugene Vinson, ce	Connstance Osborn, wd		

From Plug-in Sets to Color TV



Drawn for BROADCASTING • TELECASTING by Glenn R. Bernhardt

"When radio came out we waited for plug-in sets, when plug-in sets came out we waited for superheterodyne, when they came out we waited for fm, then he decided to wait for television. Now he's decided to wait for color tv!"

Throughout 23 years, BROADCASTING • TELECASTING has increasingly earned the loyalty of the thousands who read it. A keen editorial awareness of radio's problems and potentials has evoked, from broadcaster, advertiser and advertising agency alike, a confidence rarely accorded any trade publication. B•T has diligently championed the growth and welfare of every desirable advance in the whole, vast phenomenon of radio/tv broadcasting.

WEST VIRGINIA

City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	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	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter	
OAK HILL									
WOAY	1947	860 10,000-D	Robert R. Thomas Jr. Oak Hill 651	Robert R. Thomas Jr. p & gm	Curtis Horton, ce Doug Ford, nd fd	Pop.: 425,000 Rad. Hms.: 230,000 Ret. Sls.: \$500,000,000	Cap., Thes. AP Col.	
WOAY-FM	1948	Ch. 231 (B) 94.1mc 20kw					Pop.: 300,000 Rad. Hms.: 100,000 Ret. Sls.: \$300,000,000		
PARKERSBURG									
WCEF (CP)		1050 250-D	Clarence E. Franklin						
WCOM	1947	1230 250	Parkersburg Bcstg. Co. 317 Ninth St. 7-4491	ABC McGillvra	Joseph M. Handian, p Aud N. Archer, gm, cm & pmm H. B. Kenny, loc. slm	William E. Collins, pd & ce		Wid. AP WE	
WPAR	1935	1450 250	Ohio Valley Bcstg. Corp. 211 1/2 5th St. 75-475	CBS Branham	Austin V. Wood, p George H. Clinton, evp, gm & cm Sherman Grimm, pd, nd & fd	Hazel N. Mercer, pmm V. G. Brooks, ce Laurence V. Murphy, Sonia E. Wilson, wd sls. pmm	J. Marshall McCarty, sd	Pop.: 123,000 Rad. Hms.: 36,510 Ret. Sls.: \$98,044,000	Thes. UP Col.
WPAR-FM	1948	Ch. 293 (B) 106.5mc 8.9kw					Pop.: 210,000 Rad. Hms.: 60,400 Ret. Sls.: \$141,000,000	WH	
PINEVILLE									
WWYO	1949	970 1,000-D	Wyoming Bcstg. Co. Box 184 2711	R. D. Bailey, p E. D. Hawley, gm & cm J. H. Frye, pd	Al Dougherty, pmm & sd William D. Stone, ce Jack K. Shipman, evp & treas.	William T. Lively, secy. Jack D. Mullens, nd Alberta Wyatt, fd Elaine Taylor, wd	L-W UP Col.	
PRINCETON									
WLOH	1947	1490 250	Mt. Bcstg. Service Box 1011 Lilly Grove 2151	ABC, W. Va. Net.	E. E. Bailey, p Melvin F. Barnett, gm	James M. Angel, cm Paul Osburn, pd	Betty Tabor, pmm Earl Graham, ce	L-W UP WE	
RONCEVERTE									
WRON	1947	1400 250	Blake Bcstg. Co. Shanklin Bldg. 300	NBC McGillvra	William E. Blake, p & gm	Ralph Shupe, cm, nd & fd Hugh Ike Shott III, ce	Gary Dent, sd Gladys Livesay, wd	L-W AP	
WEIRTON									
WEIR	1950	1430 1,000 DA-2	Tri State Bcstg. Co. Professional Bldg. Weirton 2814	Industrial Rambeau	Thomas Millsop, p E. J. Hirshberg, gm Robert E. Badger, sm	Marshall Fatkin, pd James Mark, ce Harry Cochran, nd	Bill Dowling, sd Margaret Cattell, wd	Pop.: 167,300 Rad. Hms.: 44,480 Ret. Sls.: \$111,005,000	Thes., Assoc. AP WE
WELCH									
WBRW	1940	1340 250	McDowell Service Co. 10 Riverside Dr. 818	MBS, KBS	Joseph G. Hunt, p Paul Wm. Marlowe, gm & cm	Willis Seaman, ce Michael Silagi Jr., office m	Pop.: 176,658 Rad. Hms.: 40,500 Ret. Sls.: \$220,115,000	Thes. AP G	
WELC	1950	1150 1,000-D	Pocahontas Bcstg. Co. Box 1032 Welch 1150 McGillvra	Sam Sidote, p D. C. Bradberry, secy.-treas.	John J. Villani, acting m, nd & sd Les Brech, cm J. Cullop, pd & pmm Howard R. King, ce	Jack Schammell, asst. sd George Branch, mus. librarian	Cap. UP G	
WESTON									
WHAW	1948	1450 250	Lewis Service Corp. Harrison Ave. Box 431 1555	MBS, KBS, W. Va. Cooke	Harold McWhorter, p George Yazell, gm & cm	Don McWhorter, pd James E. McEwuen, ce Robert J. Conley, nd	Charles Ballard, sd Jo Durham, wd	Pop.: 105,000 Rad. Hms.: 31,000 Ret. Sls.: \$110,000,000	Assoc. UP G
WHEELING									
WHLL	1949	1600 5,000-D	Wheeling Bcstg. Co. Box 989 Wheeling 6700 Gill-Perna	Kenneth H. Forney, gm	Paul N. Miles, cm James O. Smith, pd		Cap. UP G	
WKWK	1941	1400 250	Community Bcstg. Inc. 16th & Market Sts. Wheeling 5320	ABC Weed	John B. Reynolds, p & gm Elsie M. Cook, cm	Dale Schussler, pd, nd & sd Deen Brooks, pmm	Fred Baker, ce Evelyn Haden, wd UP RCA	
WKWK-FM	1948	Ch. 247 (B) 97.3mc 16kw							

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MARKET DATA BY COUNTIES

Table with 13 columns: County, Population 1950, Radio Families 1953, Retail Sales 1952(000), Food Sales 1952(000), Drug Sales 1952(000), Passenger Cars 1952, and corresponding data for another set of counties. Includes a total row and a note about 1950 Census data.

DIRECTORY OF AM AND FM STATIONS

Large directory table listing radio stations by county (Beckley, Bluefield, Charleston, Clarksburg, Elkins). Columns include call letters, frequency, power, location, station type, and ownership details.

WEST VIRGINIA

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	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	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter	
FAIRMONT								
WMMN 1928	920 5,000-DA-N	Peoples Bestg. Corp. 208 Adams St. 3100	CBS	Herbert Evans, p A. G. Ferrise, gm Frank J. Lee, asst. m & sd	Frank Lauzau, pd & fd Bob Leonard, pmm Harry Jackson, ce	Marv Boone, nd Helen Bidkel, wd	Pop.: 489,700 Rad. Hms.: 90,000 Ret. Sls.: \$274,291,000	St. UP
WVWV 1947 WJPB-TV	1490 250	Fairmont Bestg. Co. Radio-TV Centre Bldg. Fairmont 5000	ABC Gill-Perna	J. Patrick Beacom, p Robert M. Drummond, gm, vp & nd	R. E. Radcliff, cm Robert F. Mitchell, pd J. F. Watkins, pmm	Richard McBride, ce Harry Riley, sd Emily May Peed, wd	Pop.: 221,101 Rad. Hms.: 41,665 Ret. Sls.: \$201,109,000	Wid. AP G
WJPB (FM) 1949	Ch. 222 (B) 93.2mc 2.8kw	(WVWV, Am Affiliate)		Frank Watkins, cm Robert Hall, pd	Sheldon Loner, ce	Caroline Schroeder, mus. d	Pop.: 297,000 Rad. Hms.: 66,000 Ret. Sls.: \$341,600,000	WE
HUNTINGTON								
WHTN 1947	800 1,000-D	Greater Huntington Radio Corp. 1112½ 4th Ave. 3-3453	Indie	S. J. Hyman, vp & treas. John S. Phillips, gm & cm George Hutchinson, pd	Harold F. Sturm, ce Frances Reynolds, traffic m John Simpson, pub. service d	Dorothy Jeanne Schroeder, wd Karl Broadley, nd Ken Jones, sd	Pop.: 412,400 Rad. Hms.: 107,390 Ret. Sls.: \$287,980,000	Thes. UP RCA
WHTN-FM 1947	Ch. 263 (B) 100.5mc 53kw							
WPLH 1946	1450 250	Huntington Bestg. Corp. 1105 4th Ave. 3-3421	MBS Walker	F. J. Evans, p & gm Curtis Clark, cm Naseeb Tweel, pd	Charles Oppenheimer, pmm Alvin Jayne, ce	Bill Austin, nd Jim Thacker, sd	Pop.: 140,000 Rad. Hms.: 43,000	Cap. AP WE
WSAZ 1923 WSAZ-TV	930 5,000-D 1,000-N- DA-N	WSAZ Inc. 201 9th St. 3-8401	ABC Katz	Col. J. H. Long, p L. H. Rogers, gm C. T. Garten, sm Bos Johnson, pd Charles Dinkins, pmm	L. E. Kilpatrick, ce George Andrick, loc. slm Nick Basso, nd	Jack Bradley, sd W. D. Click, fd Mary E. Kercheval, wd	Pop.: 1,126,800 Rad. Hms.: 252,936 Ret. Sls.: \$789,613,000	L-W AP Col.
KEYSER								
WKYR 1953	1270 1,000-D	Potomac St. Bestg. Co. Radio Plaza 2-0741	KBS McGillvra	Glacus Merrill, p S. C. Bevins, gm	John J. Smith, pd & fd	Frank Aonett Swisher, ce Louise Westman, wd	Pop.: 98,053 Rad. Hms.: 51,496 Ret. Sls.: \$58,941,000	
LOGAN								
WLOG 1940	1230 250	Clarence H. Frey & Robt. O. Greever 445 Stratton St. 540	MBS	Clarence H. Frey, ptnr. & gm Robt. O. Greever, ptnr. & gm	Odetta Vickers, cm Lucille Gallion, pd Brooks Sweeney, pmm L. J. Frye, ce	Audie Albright, nd Mike Wynn, sd Linda Lane, wd		Wid. UP WE
WLOG-FM 1949	Ch. 277 (B) 103.3mc 2.7kw							

Data corrected to Dec. 10, 1953. If executives or services for FM are same as AM affiliate names are not repeated. Market Data supplied by stations. FM's in *italic*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

30 YEARS OF CONTINUOUS BROADCASTING

West Virginia's *first* station
in West Virginia's largest city . . . Huntington . . .
radio station WSAZ—930 on the dial—now
located in new-modern studios. . . .
For information on this rich market
contact C. Tom Garten, Manager.

MARKET DATA

DAYTIME

BMB COVERAGE AREA	
Population	931,800
Families	238,800
Radio Homes	235,020
Effective Buying Income	\$978,361,000
Retail Sales	\$609,170,000
Food Sales	\$156,007,000
Drug Sales	\$14,186,000
General Merchandise	\$86,964,000
Farm Income	\$66,887,000
Total Farms	51,665
Farm Radio Homes	55,670

Represented Nationally by:
The KATZ AGENCY, Inc.



FIGURES FROM
SALES MANAGEMENT
"SURVEY OF
BUYING POWER"
1953 and
CONSUMER MARKETS
1953

ABC NETWORK

RADIO STATION WSAZ



ME USE RADIO IN OAK HILL, W. VA.?

YES, YOU, IF 21¢ PER-THOUSAND-

FAMILIES IS YOUR KIND OF BUY!

26-time rate

STATION COVERAGE DETAIL BY NCS AREAS

Total Radio Homes in Area	STATE NCS Area County	No. of Counties	DAYTIME						
			4-Week Cum.		Weekly		Average Day		
			NCS Circ.	%*	NCS Circ.	%*	NCS Circ.	%*	
	WEST VIRGINIA								
20,370	FAYETTE	1	18,490	90	18,220	89	10,150	49	
18,190	GREENBRIER	3	15,490	85	15,130	83	6,720	36	
	MONROE								
66,940	SUMMERS	1	10,310	15	7,180	10	4,410	06	
14,570	KANAWHA	4	3,110	21	2,280	15	1,680	11	
	LEWIS								
	BRAXTON								
	OODORIOGE								
18,260	GILMER	1	2,780	15	1,960	10	1,020	05	
19,440	LOGAN	1	8,000	41	6,480	33	3,990	20	
14,290	MERCER	3	11,450	80	11,080	77	6,620	46	
	NICHOLAS								
	CLAY								
23,930	WEBSTER	1	20,220	84	19,610	81	8,540	35	
12,290	RALEIGH	4	2,720	22	1,990	16	1,460	11	
	ROANE								
	CALHOUN								
	JACKSON								
16,750	WIRT	2	9,630	57	8,610	51	6,730	40	
	WYOMING								
	BOONE								
225,030	10 TOTAL	21	102,200		92,540		51,320		

*=% of Radio Homes in Area

If you look it up, you'll find that West Virginia ranks 31st among the 48 States. Also that Oak Hill (population, 4600) ranks 18th among West Virginia's cities. Hardly top-drawer stuff! But if you're interested in *radio listeners*, please consider this: NCS credits us with 102,200 daytime families in 21 counties — all yours for a comfortable \$21.60 per quarter-hour!

We'd love to tell you more about WOAY, including some rather amazing facts about our national business. Address Robert R. Thomas, Jr., Manager, at:

WOAY

OAK HILL, WEST VIRGINIA

10,000 Watts AM
20,000 Watts FM

ASHLAND

WATW 1940	1400 250	Upper Mich.-Wis. Bcstg. Co. Northern State Bank 1680	MBS, KBS, Wis. Net. Walker	William L. Johnson, p Todd Hogan, m, cm & sd	Mary Jean Anno, pd & wd	Arnold Peterson, pmm, nd & fd Otto Link, ce	Pop.: 21,880 Rad. Hms.: 6,550 Ret. Sls.: \$23,820,000	Thes. G
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AUBURNDALE

*WLBL 1922	930 5,000-D	Wisc. State Radio Council Radio Hall, Madison Madison 5-2988		H. B. McCarty, gm	Wm. G. Harley, pd	Robert W. Hanson, ce		
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BEAVER DAM

WBEV 1951	1430 1,000-D	Beaver Dam Bcstg. Co. Inc. Radio Park 4444	William E. Walker, p Charles R. Dickoff, vp & gm William R. Walker, vp & cm	Alister Alexander, ce Joseph D. Mackin, secy.-treas.	Ray Pepoon, fd Redd Hall, sd Doris Bilke, wd		Thes. UP WE
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BELOIT

WBEL 1948	1380 5,000-D- DA	Beloit Bcstrs. Inc. 335 W. Gran College 1380 Holman	Lloyd Burlingham, p L. O. Fitzgibbons, gm Warren A. Anderson, asst. m & pmm	Joe Moen, cm Rex Rucker, pd & nd Leo Wilson, ce	Bob Scholz, fd Roger Burns, sd Christie Thomsen, wd	Pop.: 550,000 Ret. Sls.: \$350,000,000	Thes. AP G
WGEZ 1948	1490 250	Sidney H. Bliss Hotel Hilton College 6024	MBS, Wis. Net. Clark	Sidney H. Bliss, co Robert J. Bodden, gm	Eugene Steinhorst, cm Stanley Holmes, ce	Al Vinson, nd Tom Anderson, sd	Pop.: 175,000 Rad. Hms.: 78,000	Wld. AP WE

EAU CLAIRE

WBIZ 1947	1400 250	WBIZ Inc. 609 Cameron St. 5111	MBS McGillvra	J. J. Conroy, p Stan Torgerson, gm & sd Prevost Coulter, cm W. C. Bridges, p H. S. Hyett, gm Robert E. Nelson, cm	Dean Osmundson, pd & nd Don Roering, ce	Paul Albrecht, fd Pat Hartel, wd	Pop.: 110,000 Rad. Hms.: 28,000 UP RCA
WEAU 1937	790 5,000-DA-N	Central Bcstg. Co. 2415 S. Hastings Way 6149	NBC, Arrow- head Holling- bery	Thomas K. Werner, p & pd Jack Kelly, gm & nd	T. D. Jorgenson, ce Al Henry, nd	Jim Hill, fd Joe Tharton, sd	Pop.: 746,124 Rad. Hms.: 10,134 Ret. Sls.: \$289,100,000	L-W, Wld. UP
WEAU-FM 1947	Ch. 231 (B) 94.1mc 60kw							
WRFW 1948	1050 1,000-D	Chippewa Valley Radio & Tv Corp. Rudolph Rd. 2-1629 ForJoe		R. K. Werner, cm Wm. Hill, ce Willard Hamm, fd	Ralph Gooding, sd Elly Kelly, wd	Pop.: 214,000 Rad. Hms.: 55,449 Ret. Sls.: \$180,600,000	Cap. AP G

FOND DU LAC

KFIZ 1922	1450 250	KFIZ Bcstg. Co. 18 W. 13th St. 356	MBS, Wis. Net. Holman	A. H. Lange, p Emery Martin, evp Lynn N. Fairbanks, gm & cm	Lucille A. Fairbanks, pd & wd	Joe Goeser, traffic m & sd Wendell S. Meyers, ce	Pop.: 60,258 Rad. Hms.: 49,940	Wld. UP RCA
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GREEN BAY

WBAY 1922	1360 5,000 DA-N	Norbertine Fathers Bellin Bldg. Adams 1	CBS Weed	Rev. M. J. Beemster, mgng. d Haydn R. Evans, gm	Rodger Mueller, pd Lee Stinson, pmm W. E. Stangel, ce	Craighton Knau, fd Clair Stone, sd	 AP RCA
WDUZ 1947	1400 250	Green Bay Bcstg. Co. 225 N. Adams St. Howard 6300	ABC Pearson	Ben A. Laird, p & gm Robert A. Vandersteen, cm	Jack Kessenich, pd Don Arthur, sm & sd Leo Westerman, ce	Robert Brice, nd Joyce Sant Amour, wd		L-W, Wld. UP G
WJPG 1947	1440 1,000-D 500-N-DA-2	Green Bay Newspaper Co. P. O. Box 620 Hemlock 5-7575	MBS, Wis. Net. McGillvra	V. I. Minahan, p John M. Walter, gm Glenn R. Holznecht, cm	Jack Stelling, pd William McCarthy, pmm Elmo Reed, ce	James Bartelt, nd Les Sturmer, fd Tony Flynn, sd Mary Ann Bartelt, wd	Pop.: 200,000 Rad. Hms.: 50,000	St., Thes. AP RCA

HARTFORD

WTKM 1951	1540 500-D	Kettle-Moraine Bcstg. Co. RR #1 61		Walter Zastrow, p & gm Don Zastrow, sm & fd	Ron Fleissner, cm Redd Hall, pd & sd Herbert Jordan, ce	Jim Bichler, nd Donna Erdman, wd		SES. UP
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COMING SOON — CHANNEL 11

COVERING

A potential half million TV families in the rich Green Bay- Fox River Valley Area,
as well as Upper and Lower Peninsulas of Michigan.

for details, write:

J. D. Mackin, c/o Radio Station WMAM, Marinette, Wis.

WISCONSIN

City Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	Executive Abbreviations <i>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.</i>			For Primary Market Data Area (Supplied by station)	Library, News Serv. Transmitter
JANESVILLE								
WCLO 1930	1230 250	Southern Wis. Radio Inc. 200 E. Milwaukee St. 3316	MBS, Wis. Net. Clark	Sidney H. Bliss, p Vern W. Williams, sm & nd	Bill Bessire, cm Ralph Schroeder, pd & pmm	Wayne Clay, ce Don Boyd, sd	Pop.: 186,000 Rad. Hms.: 50,192 Ret. Sl.: \$197,837,000	Wld. AP RCA
WCLO-FM 1947	Ch. 260 (B) 99.9mc 15.5kw							
KENOSHA								
WLIP 1947	1050 250-D	William L. Lipman 625 57th St. 6162 Everett- McKinney	William L. Lipman, gm Hugh L. Gately, sm Steve Kelley, prog. sup.	Jerry Golden, pd Cass Lubinski, ce Ardith Simons, office m	V. Taylor, nd Irene Buri Nelson, wd		Wld. AP Ray.
LA CROSSE								
WKBH 1923	1410 5,000-DA-N	WKBH Inc. 409 Main St. 2-4678	NBC Taylor	Howard Dahl, p & gm Berneice Callaway, pd Howard Nestingen, pmm	Al Leeman, ce Leonard Andersen, pdm	Marion Brancato, nd		Wld. AP RCA
WKTY 1948	580 1,000 DA-1	La Crosse Bcstg. Co. 112 N. 4th 2-6042	ABC Everett- McKinney	Verl Bratton, evp, gm & cm John Bondeson, pd & pmm	George W. Egli, ce Richard L. Hansen, nd	Charlie Kearns, sd	Pop.: 707,100 Rad. Hms.: 192,500 Ret. Sl.: \$699,028,000	Thes. UP
WLCX 1947	1490 250	Bermac Radio Inc. State Bank Bldg. 44521	MBS, Upper Midwest McGillvra	James J. Conroy, p Milo G. Knutson, sm Roy Nicholson, cm Rosemary Castor, pd	Loren Kassera, pmm Phil Uehling, ce & sd Robert Mikkalson, nd	Catherine Guillaume, fd Clifford Lue, wd	Pop.: 102,715 Ret. Sl.: \$70,000,000 UP Col.
LADYSMITH								
WLDY 1948	1340 250	Flambeau Bcstg. Co. W. Lake Ave. 584	KBS, Clark, Upper Midwest	Charles H. Nelson, p A. T. Shields, gm & cm Joseph Dahlvig, pd	Corinne Kopp, pmm J. E. Evans, ce & sd Steve Evans, mus. d & nd	Ed Sirek, fd Wm. Harley, pd Lillian Klake, wd	Pop.: 134,100 Rad. Hms.: 33,535 Ret. Sl.: \$63,302,000 UP GE

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WCLO WGEZ

Janesville WISCONSIN Beloit

120 MILES OUTSIDE CHICAGO INFLUENCE

**EXCLUSIVE TWIN CITY—NETWORK—FULLTIME OUTLETS
SERVING 360,000 PEOPLE**

**PROOF OF EFFECTIVENESS
Is Volume Patronage at Card Rates**

**263 Area advertisers on long term contracts.
72 regional and network clients.**

Radio listings and consistent newspaper advertising promotion in the Janesville Daily Gazette ABC circulation 21,333 and the Beloit Daily News ABC circulation 19,241.

*Write for Market Data and Combination rates
Vern Williams Executive Office Janesville, Wis.*

MUTUAL BROADCASTING SYSTEM WISCONSIN NETWORK

GEORGE W. CLARK, INC., NATIONAL REPRESENTATIVE

MADISON

*WHA 1922 WHA-TV	970 5,000-D	U. of Wis. Radio Hall 5-2988	Wis. Net.	H. B. McCarty, gm William G. Harley, pd H. A. Engel, pmm	John Stiehl, ce Roy Vogelmann, nd Maurice White, fd	Lou Landman, sd Aline Hazard, wd UP WH
WIBA 1925	1310 5,000-DA-N	Badger Bcstg. Co. 3800 Regent St. 3-5311	NBC Avery- Knodel	William T. Evjue, p Kenneth F. Schmitt, gm Howard A. Johnson, bus. m	Robert N. Dick, pd Fern Noreen, pmm Norman Hahn, ce	Jack Newman, nd Frank Mayfield, fd Fred Gage, sd	Thes. AP WE
WIBA-FM 1948	Ch. 268 (B) 101.5mc 45kw						
WISC 1948	1480 1,000-DA-1	Radio Wis. Inc. Commercial State Bank Bldg. 7-2588	ABC, MBS, Arrow- head Holling- bery	Ralph M. Immell, p Ralph O'Connor, gm Richard Nickeson, cm Beverly White, pd	Le Roy Wesner, pdm W. M. Greely, ce Cliff Conahan, nd	Henry Buslee, fd Don Schmill, sd Barbara Lane, wd	Pop.: 225,000 Rad. Hms.: 75,000 Ret. Slis.: \$261,000,000 Wld. UP
WISC-FM 1948	Ch. 251 (B) 93.1mc 1kw						GE
WKOW 1948 WKOW-TV	1070 10,000-D 5,000-N- DA-2	Monona Bcstg. Co. 215 W. Washington Ave. 7-2261	CBS Headley- Reed	Stewart Watson, p Michael Henry, gm Paul Enright, sm Mrs. Lu Baitinger, pd	Robert Wickham, engrg. sup. Hale Blakely, engrg. sup.	Jack Davis, co-nd Ray Streeter, co-nd Roy Gumtow, fd Pat Herson, sd Luella Mortenson, wd	Pop.: 650,000 Rad Hms.: 250,000 Ret. Slis.: \$600,000,000 Cap. UP RCA
WMFM(FM) 1948	Ch. 281 (B) 104.1mc 7.5kw	Earl W. Fessler 2047 Winnebago St. 4-2847 Continental	Earl W. Fessler, p, gm & ce	Wilburt E. Leppien, cm	Audrey Powers, pd Bill McMahon, nd	Pop.: 100,000 Rad. Hms.: 97% London Col.
MANITOWOC							
WOMT 1926	1240 250	Francis M. Kadow Radio Bldg. 5015	MBS, Wis. Net. Holman	Francis M. Kadow, p & gm G. H. Todd, cm	George Erdman, pd & nd L. J. Splitt, pmm	Hubert Willis, ce Les Mangin, sd Donna Wodak, wd	Pop.: 300,000 Rad. Hms.: 69,000 Ret. Slis.: \$350,000,000 Wld. UP
WWOC 1952	980 1,000-D	Manitowoc Bcstg. Co. P. O. Box 101 7763	McGillvra	Edward Allen Jr., ptnr. & gm	Edward W. Jacker, ptnr. & ce	Fritz Van Duyse, sd	Thes. AP RCA

**WISCONSIN'S
BRIGHTEST SPOT . . .**

MADISON

**HIGH
INCOME
FAMILIES**

**dominated by
WIBA listening!**

WIBA has more listeners in Metropolitan Dane County among families listening 6 or 7 days or nights per week than all other Madison stations combined! For better results at lowest cost per family always use WIBA.

For complete market and station data, write WIBA, Radio Park, Madison 5, Wis.

NBC IN MADISON
AM WIBA FM

28th Anniversary Year

NATIONAL REPRESENTATIVE: Avery-Knodel, Inc.

**IN DENSITY OF
WIBA
COVERAGE**

**IN
LOW COST
COVERAGE**

*A Rich
RADIO AUDIENCE*



Daytime Listening Data

	Dane Cty.	City of Madison	16 Cty. SAMS
Radio homes	48,120	27,310	183,660
Weekly Audi- ence, Families	40,834 85%	22,471 82%	83,975
6-7 Days, Nights Families	29,758 62%	15,211 56%	53,942

WISCONSIN

City	Call Letters	Chan. or Freq.	Licensee Headquarters Telephone	Network Representative	Owner o; Pres. p; Exec. v; 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	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
MARINETTE								
WMAM	1939	570	M & M Bestg. Co. Inc.	NBC Clark	William E. Walker, p Joseph D. Mackin, gm Howard L. Emich, cm Patrick Kehoe, pd	Edward Maxwell, pmm Alister Alexander, ce Bob Macaulay, nd	John Bell, fd Bill Liegois, sd Ruthe Mensing, wd	Pop.: 200,000 UP RCA
WMGB-TV		100-N	Radio Park 2-6631					
MARSHFIELD								
WDLB	1947	1450	Dairyland's Bestg. Serv. Inc.	KBS	Lloyd L. Felker, p Robert W. Behling, gm Roger D. Thomsen, cm	Howard Sturtz Jr., pd Ronald Smith, pmm Gerald Boos, ce Jack Thornton, cont. d	Doris Langjahr, wd Don Nanning, nd Dean Lybeck, fd Russ Schallow, sd	Pop.: 100,000 Rad. Hms.: 33,300 Ret. Sls.: \$50,580,000 SES., Cap., Thes. UP Ray.
WDLB-FM	1948	Ch. 280 (A) 103.9mc 25kw						GE
MEDFORD								
WIGM	1941	1490	M & N Bctg. Co.	MBS, KBS Continental	Charles H. Nelson, p & gm Paul Alman, cm	Richard J. Johnson, pd Raymond Bohnert, ce	Harold R. Murphy, secy.-treas. Marlene Metz, nd	SES. UP RCA
MENOMONIE								
WMNE	1951	1360	Menomonie Bestg. Co.	KBS Lawson	Dr. Wendell Hansen, p, gm & cm Douglas Weikley, pd & pmm	Everette Lindgren Bruce Swedien, nd & sd	Howard Kuhn, fd Margaret Burg, wd	Pop.: 105,000 Rad. Hms.: 32,000 Ret. Sls.: \$175,000,000 L-W UP
MERRILL								
WLIN(FM)	1947	Ch. 264 (B) 100.7mc 9.35kw	(WOSA Wausau, Am Affiliate)					
MILWAUKEE								
WCAN	1948	1250	Midwest Bestg. Co.	Taylor	Lou Poller, p & gm Mort Rosenman, pd Kal Ross, adm. asst. & opers. d	Walter Wesley, ce Roger Mohr, sd	Alex Rosenman, N. Y. rep.	Pop.: 1,428,890 Rad. Hms.: 437,213 Ret. Sls.: \$1,714,881,000 UP Col.
WCAN-TV		5,000-DA-2	723 N. 3d St. Broadway 6-2154					
WEMP	1935	1340	Milwaukee Bestg. Co.	Wis. Net. Headley-Reed	A. M. Spheeris, p Hugh K. Boice Jr., gm John Gagliano, cm	Thomas Shanahan, pd Lou Riepenhoff, pmm Roland Paske, ce Donald O'Connor, nd	Earl Gillespie, sd Mary Lou Lenken, cont. d & wd	Pop.: 1,500,000 Rad. Hms.: 98% UP RCA
WEMP-FM	1948	Ch. 227 (B) 93.3mc 50kw 860						Pop.: 1,750,000
WFOX	1946	250-D	Wis. Bestg. System Inc.	Clark	Charles J. Lanphier, p, gm, cm & pmm Charles A. LaForce, pd	George Dodge, ce Viola E. Wilson, comp.	Art Jones, nd Neil K. Searles, sd	Pop.: 1,000,000 Rad. Hms.: 300,000 Ret. Sls.: \$3,000,000,000 AP WE

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THE NBC AFFILIATE WITH THE **BIG WALLOP!**

Affiliated with Channel 11 — on the air soon!

NBC AFFILIATE

WMAM

J. D. Mackin, General Manager

MARINETTE WISCONSIN **MENOMINEE MICHIGAN**

WISCONSIN

IRON MOUNTAIN
RHINELANDER
MENOMINEE
MARINETTE
OGONTO
GREEN BAY

MICHIGAN

ESCANABA
STURGEON BAY

WIS. POP. 246,230

TOTAL RADIO HOMES 112,590

W.M.A.M. MARKET FACTS

MICH. POP. 1,895,524

TOTAL POP. 428,868

ANNUAL RETAIL SALES \$132,304,000

Represented Nationally by George W. Clark*, Inc.


WISCONSIN

WISN 1922	1150 5,000-DA-1	Hearst Corp. 540 N. Flankinton Ave. Division 2-3000	CBS Katz	D. L. Provost, vp Harry D. Peck, vp & gm Joseph Sergio, bus. m Richard E. Shireman, cm	Leslie F. Biebl, pd J. D. Hill, pmm Donald A. Weller, ce John Saxe, nd	Frances X. Haggerty, fd Jack Raymond, sd Mary Ann Lemay, wd	Pop.: 2,471,900 Rad. Hms.: 685,090	Wid. UP, INS RCA	
WMIL 1947	1290 1,000-D	Cream City Bcstg. Co. 2625 W. Wis. Ave. West 3-1290	Gene Posner, p Jerome Sill, gm	Arthur Vogel, pd	Gino Monaco, ce	Pop.: 1,200,000 Rad. Hms.: 356,000 Ret. Sls.: \$1,355,991,000	SES., Cole UP Col.	
WOKY 1950 WOKY-TV	920 1,000-DA-1	Bartell Bcstrs. Inc. 704 W. Wis. Ave. Broadway 1-8428	ABC Pearson	Gerald A. Bartell, p Melvin Bartell, gm	Joseph Wolfman, cm	Ralph E. Evans, ce			
WTMJ 1927 WTMJ-TV	620 5,000-DA-N	The Journal Co. 720 E. Capitol Dr. Broadway 1-6000	NBC Christal	Walter J. Damm, vp & gm R. C. Winnie, asst. gm George Comte, sm Neale V. Bakke, slm George Nicoud, asst. m Frank Bignell, prog. m	Phillip B. Laeser, engng. m Bruce Wallace, pub. serv. m Jack Drueger, nd Bob Heiss, sd	Hig Murray, fd Esther Hottel, wd Maurice Kipen, mus. d William Hebal, ce Wendell Palmer, cont. m		SES. AP WE	
MONROE									
WEKZ 1953	1260 500-D	Green County Bcstg. Co. Monroe 1260	Kenneth Stuart, p Grant A. Ritter, gm, cm & fd	Stan Neuberger, pd Joseph Urban, pmm Rex Eyler, ce	Charles Booth, nd George McKeown, sd Dorothy Kundert, wd	Pop.: 97,837 Rad. Hms.: 27,700 Ret. Sls.: \$71,250,000	Cap. AF	
NEENAH-MENASHA									
WNAM 1947 WNAM-TV	1230 1,000-DA-N	Neenah-Menasha Bcstg. Town of Neenah 2-6471 Clark	Don C. Wirth, vp & gm W. C. Porsow, sm	Ted Moore, pd & sd Harry Hill, ce	Peg Spoor, wd	Pop.: 365,000 Rad. Hms.: 103,900 Ret. Sls.: \$363,055,000 UP	
OSHKOSH									
WOSH 1941 WOSH-TV	1490 250	Oshkosh Bcstg. Co. 1235 Bowen St. Stanley 4580	ABC Pearson	William Johns Jr., gm Robert J. Flynn, radio m	Noel Franzen, pd Donald Zuehlhe, ce Harry Rand, nd	L. Williams, fd William McDonald, sd Jessie Willer, wd	Pop.: 290,800,000 Rad. Hms.: 74,326 Ret. Sls.: \$317,300,000	Cap. UP RCA	
PARK FALLS									
WFFP 1953	1450 100	M & N Bcstg. Co. Inc. 262	KBS Continental	Charles H. Nelson, p & gm Albert J. Michela, sm	Paul Olson, pd Raymond Bohnert, ce Lois Hickey, nd	Richard Seehafer, sd Beverly Pinkerton, wd	Pop.: 23,152		
PORTAGE									
WFDR 1952	1350 1,000-D	Portage Bcstg. Co. Box 142 1200	William T. Comstock, p John Haerle, gm	Berwyn Ableman, cm & sd Keith Pettack, pd	Garth N. Bowker, ce & fd Jerry Bellman, nd	Pop.: 65,000 Rad. Hms.: 15,000	Cap. UP Col.	
POYNETTE									
WIBU 1925	1240 250	Wm. C. Forrest Poynette 98	KBS, Wisc. Net.	Wm. C. Forrest, p, g & cm	Sarah Forrest, pd	L. Stanley Sadler, ce		St., SES. UP	
WWCF (FM) 1947	Ch. 235 (B) 94.9mc 37kw							Col.	
PRAIRIE DU CHIEN									
WPRE 1952	1280 500-D	Prairie Bcstg. Co. P. O. Box 36 637	W. C. Schlaugat Jr., gm Thomas Multerer, cm & sd	Jack Hassebrook, pd & nd Willis Schultz, ce	Jerry Key, fd Mary Ellen, wd	 UP G	
RACINE									
WRAC 1950	1460 500-D	WRAC Inc. Arcade Bldg. 2-1627 Sears & Ayer	James S. Allen, p Bob Martin, gm, cm. pd & sd	Dick Fitzgerald, pmm Ray Doane, ce	Jake Erdmann, nd Julie Ruetz, wd	Pop.: 1,285,500 Rad. Hms.: 364,180 Ret. Sls.: \$1,740,316,000 UP GE	
WRJN 1926	1400 250	Racine Bcstg. Corp. American Bank Bldg. 4-3311	ABC, Wis. Net. Walker	Harry R. LePoidevin, gm Harold Newcomb, sm Jerry Nelson, cm	Lyman Merens, pd & nd Milly French, pmm	Lee DeChant, ce William Gumm, sd Larry Kaye, wd	Pop.: 114,000 Rad. Hms.: 32,000 Ret. Sls.: \$144,780,000 AP RCA	
WRJN-FM 1948	Ch. 264 (B) 100.7mc 15kw								
REEDSBURG									
WRDB 1953	1400 250	William C. Forrest P. O. Box 207 Reedsburg 400	Wis. Net.	William C. Forrest, o Wallace M. Morton, gm & ce William Christenson, cm	Charles Faulkner, pd Theresa Liegel, pmm Margurite Wacholz, nd & wd	Gordon Locke, sd Harry Dobson, fd	Pop.: 89,690 Rad. Hms.: 27,000 Ret. Sls.: \$86,700,000 RCA	

TWO

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clear channel



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IN THE KENOSHA MARKET AREA

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Owner & Gen. Mgr.

HUGH L. GATELY
Station Mgr.

WISCONSIN

City	Call Letters Established Tv Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
RHINELANDER								
WOBT 1947	1240 250	Oneida Bcstg. Co. Highway 8-East 1240	MBS, Wisc., Upper Midwest McGillvra	James Cleary, p Bruce G. Beichl, gm & pmm	Robert Frye, cm John Wadd, pd & nd Charles Marvin, ce	Clyde Downing, fd Howie Cox, sd Madeline Jewell, wd		Wld. UP G
RICE LAKE								
WJMC 1938	1240 250	WJMC Inc. Rt. 2 550	MBS, Arrow- head, Northwest Wis. Net. Holling- bery Bulmer & Johnson	Walter C. Bridges, p Russell J. Brown, gm Arthur A. Stolk, cm	Carl N. Klaus, pd & sd George Palo, pmm Robert P. Kolsky, ce	Richard Johnson, nd Betty Reich, wd Dick Swiler, fd	Pop.: 38,742 Rad. Hms.: 8,570	SES, Wld. UP RCA
WJMC-FM 1947	Ch. 242 (B) 96.3mc 9.3kw							
RICHLAND CENTER								
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	Pop.: 56,000	Thes., L-W, SES. UP RCA
SHAWANO								
WTCH 1948	960 1,000-DA-N	Shawano Co. Leader Pub. Co. 107-113 E. Green Bay St. 666 Lawson	Jeanne Donald, gm	Ray Gruetzmacher, sm			Cap. UP
SHEBOYGAN								
WHBL 1924	1330 1,000-D 250-N	WHBL Inc. Box 27 4844	ABC, Wis. Net.	Charles E. Broughton, p	Ben F. Hovel, gm John D. Harvey, cm	Glenn James, pd Herbert Mayer, ce	Pop.: 293,500 Rad. Hms.: 81,430 Ret. Sls.: \$319,644,000	Assoc. AP RCA Wld. RCA
WHBL-FM 1948	Ch. 262 (B) 100.3mc 15kw						Pop.: 295,000 Rad. Hms.: 81,000 Ret. Sls.: \$319,644,000	
SPARTA								
WKLJ 1951	990 250-D	Sparta-Tomah Bcstg. Co. 124 S. Water St. 3307	KBS Midwest	Jon F. Lohmer, p & gm	Orion Samuelson, pd Warner Stenslund, ce	John D. Rice, nd Andy Karsen, sd	Pop.: 160,000 Rad. Hms.: 32,000	SES., Assoc. UP G
STEVENS POINT								
WSPT 1948	1010 250-D	Stevens Point Bcstg. Co. 414½ Main St. 2744 Holman	William F. Johns Sr., p A. L. Mayer, gm	Peter Barnard, cm Jerry Bartosz, pd & nd	Robert Tellekson, ce David Silverman, sd Tom Lund, fd	Pop.: 187,211 Rad. Hms.: 62,404	SES. UP G
STURGEON BAY								
WDOR 1951	910 500-D	Door County Bcstg. Co. Inc. 15th & Utah Sturgeon Bay 593	Wis. Net.	Edward D. Allen Jr., p, gm & fd William O. Warnkey, cm	Dolores Allen, pd & wd	Joseph Genovese, ce & sd Vernille Haen, nd	Pop.: 122,000	Thes. AP Ray.
WOKW 1951	1050 250-D	Door County Radio Co. P. O. Box 538 1050	KBS	Chandler F. Harris, p Herbert H. Graefe, gm	Jack Schaefer, pd Robert Egeland, ce	Ilo Schultz, office m James Robertson, sd	Pop.: 10,000 UP G
SUPERIOR								
WDSM 1939 WDSM-TV	710 5,000-DA-N	WDSM Inc. 921 Tower Ave. 2-7234	ABC, MBS Free & Peters	Rodney A. Quick, gm Robert Rich, cm Lew Martin, pd	Carol Zimmerman, pmm Melvin Lasky, ce	James Payton, nd Dennis Murphy, sd	Pop.: 350,000 Rad. Hms.: 148,950 Ret. Sls.: \$489,167,000	St. UP RCA
TWO RIVERS								
WTRW 1951	1590 1,000-D	Two Rivers Bcstg. 1817 Washington St. 324	Wendel Hansen, p Howard J. Luebke, gm	Stanley Greene, cm	Kerm Stevens, pd & nd Elmer Johnson, ce Woody Stangel, sd	Pop.: 55,000 Rad. Hms.: 20,625	Cap. UP G
WATERTOWN								
WTTN 1950	1580 250-D	Watertown Radio Inc. 104 W. Main St. 2215	KBS	Carl V. Kolata, p & gm	Clifford Scott, cm Arnold Kaine, pd	Harold Winkenwerder, ce Wayne Simon, nd	Pop.: 125,000 Rad. Hms.: 23,540 Ret. Sls.: \$1,098,508	Thes. UP G
WAUKESHA								
WAUX 1947	1510 250-D	Waukesha Bcstg. Co. 319 W. Main St. 6636	KBS Holman	Norman E. Schley, p Mig Figl, gm Charles E. Williams, cm	Don Froehlich, pd Adin Randall, ce	Bill Roberts, nd	Pop.: 300,000	Thes. AP G
WAUSAU								
WHVF 1953	1230 250	Lakeland Bcstg. Corp. 1110 Wausau Ave. 2-1188	Hilding V. Foreen, p & ce	R. J. Topinka, gm, pd & sd	Edward Przybylski, cm O. M. Leverton, fd	Pop.: 190,000 Rad. Hms.: 60,125 Ret. Sls.: \$113,000,000	
WOSA 1948	550 5,000-DA-2	Alvin E. O'Konski Wausau 1444	MBS Rambeau	Alvin E. O'Konski, p & fd Harold Ladin, gm Danworth Turner, cm Jack Larkin, pd	Leon Gabriel, pmm Chris Zercher, ce Miriam Semling, bus. m	Steve Markstrom, nd Charles Summers, sd Carol Greene, wd		Cap., St., Cole AP, UP Col.
WSAU 1937	1400 250	WSAU Inc. 714 5th St. 6521	NBC, Wis. Net. Meeker	John R. Tomek, p O. Charles Lemke, vp Richard D. Dudley, gm	James W. Frey, cm George Bundner, pd & pmm Roland W. Richardts, ce	Don DeByle, nd & sd Mary Nellis, fd Louise Gohdes, wd	Pop.: 191,485 Rad. Hms.: 60,330 Ret. Sls.: \$173,000,000	Thes. AP GE
WEST BEND								
WBKV 1950	1470 500-D	West Bend Bcstg. Co. P. O. Box 59 1640 Upper Midwest	Carl Rohde, p August C. Berkholtz, secy-treas. Paul J. Mueller, cm	Roy Ambrose, pd, pmm & fd Paul J. Ripple, ce	Nancy Dymale, nd Bob Becker, sd Anne Kleckhafer, wd		Thes. UP G
WISCONSIN RAPIDS								
WFHR 1940	1340 250	William F. Huffman Radio Inc. 143 W. Grand Ave. 1340	MBS, Wis. Net. Devney	Louise F. Huffman, p George T. Frechette, vp, gm & pmm	L. J. Zurawski, cm George Tighe, pd & nd Gordon Miller, ce	Ed Hanson, sd Arnie Strobe, fd Bernardine Speltz, wd	Pop.: 125,000 Rad. Hms.: 30,000 Ret. Sls.: \$110,000,000	Wld. AP Col.
WFHR-FM 1948	Ch. 277 (B) 103.3mc 2.1kw							

Data corrected to Dec. 10, 1953. If executives or services for FM are same as AM affiliate names are not repeated. Market Data supplied by stations. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-I—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

MARKET DATA BY COUNTIES

County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Automobile Ownership 1952	County	Population 1950	Radio Families 1953	Retail Sales 1952(000)	Food Sales 1952(000)	Drug Sales 1952(000)	Automobile Ownership 1952
Albany	19,055	5,690	\$ 22,771	\$ 5,425	\$ 504		Sheridan	20,185	6,270	28,350	6,628	843	
Big Horn	13,176	3,530	13,556	2,861	550		Sublette	2,481	820	2,418	365	152	
Campbell	4,839	1,520	7,603	1,420	248		Sweetwater	22,017	6,200	30,333	5,998	891	
Carbon	15,742	4,620	18,549	3,753	590		Teton	2,593	750	4,831	927	58	
Converse	5,933	1,680	7,738	1,628	211		Uinta	7,331	1,770	9,954	1,950	237	
Crook	4,738	1,290	4,997	1,093	116		Washakie	7,252	1,940	12,927	2,575	343	
Freemont	19,580	5,530	26,055	5,657	860		Weston	6,733	2,110	7,445	1,663	350	
Goshen	12,634	3,540	18,261	3,370	430		Yellowstone		**	2,618	46	
Hot Springs	5,250	1,700	8,205	2,155	391		National Park	353					
Johnson	4,707	1,310	6,073	1,408	122		Total	76,868	85,970	\$413,239	\$83,782	\$12,039	290,529
Laramie	47,662	14,210	65,215	13,565	1,793		* Yellowstone Nat'l Park is included in Park County figure.						
Lincoln	9,023	2,330	9,534	2,299	325		** See Park County.						
Natrona	31,437	10,630	58,879	9,068	1,579		Note: Population 1950 Census; radio families Standard Audit & Measurement Services Inc.; food, drug and retail sales, copyright 1953, Sales Management; further reproduction unlicensed; automobiles supplied by state.						
Niobrara	4,701	1,300	7,003	1,061	153								
Park	15,182	*4,980	28,960	6,468	834								
Platte	7,925	2,250	10,764	2,379	449								

DIRECTORY OF AM AND FM STATIONS

CASPER													
KSPR	1470	Donald Lewis	MBS.	Donald Lewis	Marcus R. Nichols, pd	Jim Thompson, sd	Pop.: 55,000	Wld.					
1930	1,000	Hathaway	Inter-	Hathaway, p & gm	John Cheatham, ce	Jean Ann Dunn, wd	Rad. Hms.: 18,500	UP					
KSPR-TV		Box 930	mountain	Frederic W. Hufsmith,	Donn Driscoll, nd		Ret. Sls.: \$115,000,000	RCA					
		3-5777	Sears & Ayer	cm									
KVOC													
1946	250	KVOC Bestg. Co. Box 2090 2-4511	ABC, Wyo. Cowboy McGilvra	Duane W. Simons, co-o, p & ce William F. Shutts, co-o & gm	I. E. Shahan, co-o, & cm Jim Baker, pd	Warren Carlson, nd Mrs. W. H. Hileman, wd	Pop.: 41,000 Rad. Hms.: 13,229 Ret. Sls.: \$66,617,000	Thes. AP G					
CHEYENNE													
KFBC	1240	Frontier Bestg. Co.	ABC, Wyo. Cowboy McGilvra	William C. Grove, p & gm C. P. Cahill, cm Mae Sunada, pd	D. W. Young, pmm Robt. Pfannenschmid, ce Kirk Knox, nd	Larry Birleff, sd Margaret O'Brien, wd	Pop.: 60,000 Rad. Hms.: 15,000 Ret. Sls.: \$67,000,000	St. UP RCA					
1940	250	2923 E. Lincolnway 4-4461											
KFBC-TV													
KVWO													
1952	1,000-D	Great West Co. KVWO Bldg. 3000 W. Lincolnway 2-6433	MBS, Inter-mountaint Avery-Knodel	William T. Kemp, p Bill Harrell, vp, gm & sd Ruth Dorr, cm	Eugene Gelhaar, pd Peter Dunne, pmm Bert Godfrey, ce	Dick Long, pd Bruce Madsen, fd Lois Lee, wd	Pop.: 238,000 Rad. Hms.: 63,000	L-W AP G					
CODY													
KODI	1400	Absaroka Ecstg. Co. 1134 13th 444	ABC, Wyo. Cowboy McGilvra	Milward L. Simpson, p Charles Shaw, gm C. Owen Allen, sm	Shubert Fendrich, pd & continuity d Hal Bowen, ce	Florence Salzar, nd & wd Gabby Barrus, sd	Pop.: 5,000 Rad. Hms.: 1,360	Wld. AP RCA					

...specify **KVWO**
MUTUAL

CHEYENNE'S POWER-FUL STATION

INTERMOUNTAIN NETWORK
LYNN L. MEYER, PRESIDENT
146 SOUTH MAIN — 4-3561
SALT LAKE CITY

selling NORTHERN COLORADO
WESTERN NEBRASKA
and WONDERFUL WYOMING

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Sterling 1558

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The Most Popular Programs in Cheyenne

WYOMING

City	Call Letters Established TV Affiliate	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Represent- ative	Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
EVANSTON								
KLUK 1953	1240 250	Advertising Enterprises Ltd. P. O. Box 198 700	MBS, KBS, Inter- mountain Avery- Knodel	Edwin L. Bullis, o&gm	Bob Collins, pd C. W. Brokaw, ce	Lee Rex, sd Shauna Eyre, wd		Thes. UP G
LANDER								
KOVE 1948	1230 250 CP: 1330 1,000-DA-N	E. J. Breece Box 436 488	MBS, KBS, Inter- mountain Continental	Edward J. Breece, p Jack L. Breece, gm & pd	Dorothy L. Reed, cm Louise York, pmm Gary Fehlauer, ce	Marty Murphy, nd W. J. Luzmoor, sd Dorothy Scott, wd	Pop.: 22,420 Rad. Hms.: 5,900 Ret. Slis.: \$26,055,000 UP Col.
LARAMIE								
KOWB 1948	1340 250	Snowy Range Bcstg. Co. Inc. P. O. Box 972 4888	ABC, Wyo. Cowboy McGillvra	F. O. Rice, p C. S. Mohr, gm & cm L. O. Smith, pd, asst. m & ce	J. C. Steele, pmm & sd Ehtel Beagle, nd	Chuck Nichols, fd Kay Shelton, wd	Pop.: 15,500 Rad. Hms.: 4,650 Ret. Slis.: \$21,000,000 AP Col.
NEWCASTLE								
KASL 1953	1240 250	Newcastle Bcstg. Co. Newcastle 700	ABC, Wyo. Cowboy	Joe Aimonetto, p	Floyd L. Sparks, gm	C. E. Warford, ce	Pop.: 20,000 Rad. Hms.: 5,250 Ret. Slis.: \$21,124,000	
POWELL								
KPOW 1941	1260 5,000-D 1,000-N- DA-N	Albert J. Meyer Elder Bldg. 222	MBS, KBS, Inter- mountain Avery- Knodel	Albert J. Meyer, gm, ce & sup.	Agnes Fields, pd	Bink Meyer, sd	Pop.: 125,000 Rad. Hms.: 33,000	Assoc., Cole UP G
RAWLINS								
KRAL 1947	1240 250	Rawlings Bcstg. Co. W. Rawlings 1003	ABC, Wyo. McGillvra Cowboy	Tracy McCracken, p Jack C. Vagner, gm, cm & pmm	Anita Phisterer, pd Robert S. Williams, ce	Gene McMillen, nd Wanda Daley, wd	Pop.: 25,000 Rad. Hms.: 4,200 AP RCA
RIVERTON								
KWRL 1948	1450 250	Joseph P. Ernst Radio Station KWRL 789	ABC, Wyo. Cowboy McGillvra	Joseph P. Ernst, p Cleo Berry, gm, pd, pmm & wd	Bud Moore, cm & fd Mr. Lennert, ce	Bob Thorpe, nd & sd	Pop.: 20,000 Rad. Hms.: 5,500 Ret. Slis.: \$20,000,000 AP Col.
ROCK SPRINGS								
KVRS 1938	1360 1,000-D 500-DA-N	Wyoming Bcstg. Co. P. O. Box 1067 93	MBS, KBS, Inter- mountain Avery- Knodel	D. G. Richardson, p D. A. Fisher, gm & sd Laurel Mosbey, cm & fd	Imogene Parr, pd Roland Dubois, nd & fd Jerri Fisher, wd	Dave Wood, ce	Pop.: 25,000 Rad. Hms.: 7,000	St. AP Col.
SHERIDAN								
KWYO 1934	1410 1,000-D 500-N	Bighorn Bcstg. Co. 21 N. Main 601	MBS, Inter- mountain Avery- Knodel	Jim Carroll, p & gm Don Tannehill, cm	Bob Wilson, pd & nd Bob Crosthwaite, ce	Jim Spracklin, sd	Pop.: 50,000 Rad. Hms.: 13,660	L-W UP RCA
TORRINGTON								
KGOS 1950	1490 250	Joseph Ernst Box 271 567	ABC, Wyo. Cowboy McGillvra	J. P. Ernst, p Alice Grange, gm & cm	Lester R. Rash, ce Bob Verdon, sd	Helen Olson, nd Evelyn Foster, wd	Pop.: 50,000 Rad. Hms.: 32,000 UP Col.
WORLAND								
KWOR 1946	1490 250	Joseph P. Ernst Radio Station KWOR 733	ABC, Wyo. Cowboy McGillvra	Joseph P. Ernst, p, pmm, nd & fd Mildred V. Ernst, gm, cm & wd	Karl V. Kertson, pd Joe C. Henry, ce	Charles Harkins, sd	Pop.: 7,000 Rad. Hms.: 1,800 Ret. Slis.: \$10,000,000 AP Col.

ALASKA

DIRECTORY OF AM AND FM STATIONS

ANCHORAGE								
KBVR 1948	1240 250	Aleutian Bcstrs. P. O. Box 1960 3-4433						
KENI 1948	550 5,000	Midnight Sun Bcstg. Co. Box 879 2-0301	ABC, MBS, NBC, Don Lee	Mrs. Robert Kinsey, p Alvin O. Bramstedt, gm Claire O. Banks, sm William Stewart, cm Hal Knutson, pd	Phyllis Bock, pmm Ralph E. Walker, ce Gilbert A. Wellington, natl. slm James C. Fletcher, eastern slm	Walter Welch, nd William Murray, sd Ed Baldwin, fd Ruth Briggs, wd William Duck, ce	Pop.: 60,000 Rad. Hms.: 15,000	Assoc. AP, UP RCA
KFQD 1924	600 5,000	William J. Wagner 830 Securities Bldg. Seattle Seneca 6333	CBS, Alaska Bcstg. Alaska Radio Sales, Scott	William J. Wagner, p & gm George Ernst, sm	Don Kopf, cm Gerald Mathis, pd John Funk, pmm	Bob Lowrie, nd Gayle Bailey, wd	Pop.: 70,000 Rad. Hms.: 30,830	L-W AP RCA
FAIRBANKS								
KFAR 1939	660 10,000	Midnight Sun Bcstg. Co. Box 910 2125	ABC, NBC, MBS, Don Lee Wellington Fletcher	Mrs. Robert Kinsey, p Alvin O. Bramstedt, gm	Robert Wells, cm Richard Gruel, pd Vay Greuel, pmm & nd Richard Shoup, ce	Don McCune, sd Merlyn Lage, wd	Pop.: 25,000 Rad. Hms.: 7,000 AP, UP RCA
KFRB 1948	790 5,000	William J. Wagner 830 Securities Bldg. Seattle Seneca 6333	CBS, Alaska Bcstg. Alaska Radio Sales, Scott	William J. Wagner, p & gm Jack Hauser, sm	Henry Whitson, cm Dale Haviland, pd John Funk, pmm	Murray Durham, ce Doug Walker, nd Lorraine Tomme, wd	Pop.: 40,000 Rad. Hms.: 24,060	L-W AP RCA

Data corrected to Dec. 10, 1953. If executives or services for FM are same as AM affiliate names are not repeated. Market Data supplied by stations. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

ALASKA

JUNEAU

KINY 1935	1290 5,000	William J. Wagner 830 Securities Bldg. Seattle Seneca 6333	CBS, Alaska Bcstg. Alaska Radio Sales, Scott	William J. Wagner, p & gm James B. Lawson, sm	Richard L. Peter, pd & nd Helen Calman, wd	Gordon Burnett, ce John Funk, pmm Jolyon Boynton, sd	Pop.: 31,600 Rad. Hms.: 21,780	L-W AP
KJNO 1952	630 1,000-D 500-N	Aurora Bcstrs. Inc. 123 3d St. 508	ABC, MBS, NBC, Wellington Fletcher	Austin Cooley, p Delmer L. Day, gm Joe Mangan, cm	Ralph Seeley, pd Norma Weeks, pmm & wd	Royal O'Reilly, ce Steve Brody, nd & sd	Pop.: 9,500 Rad. Hms.: 3,000 Ret. Sls.: \$3,000,000	Assoc. AP RCA

KETCHIKAN

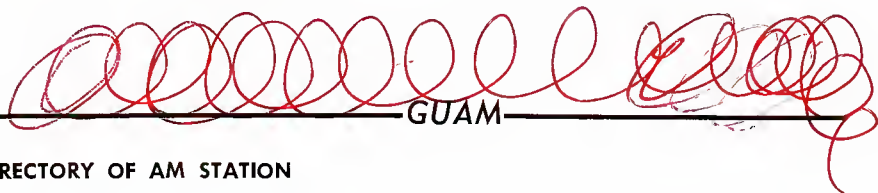
KABI 1952	580 1,000-D 500-N	Aurora Bcstrs. Inc. Box 1459 211 Heckman Bldg. 3124	ABC, MBS, NBC, Wellington, Fletcher	Austin Cooley, p Jack D. Ellison, gm	John C. Gunn, cm Tom Sawyer, pd	Dick Nicholas, ce Patricia North, wd	Pop.: 10,000	Assoc. AP RCA
KTKN 1942	930 1,000	William J. Wagner 830 Securities Bldg. Seattle Seneca 6333	CBS, Alaska Bcstg. Alaska Radio Sales, Scott	William J. Wagner, p & gm Bob Mehan, sm	Thelma Aiden, pd & wd John Funk, pmm	Jim Kemp, ce Roall Erickson, nd E. L. Vanderward, sd	Pop.: 25,000 Rad. Hms.: 19,600	L-W AP Col.

SEWARD

KIBH 1948	1340 250	William J. Wagner 830 Securities Bldg. Seattle Seneca 6333	CBS, Alaska Bcstg. Alaska Radio Sales, Scott	William J. Wagner, p & gm Joel Buffington, sm	Allen Hendricks, pd & nd	John Funk, pmm David Hassinger, ce	Pop.: 12,000 Rad. Hms.: 6,620	L-W AP RCA
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SITKA

KIFW 1949	1230 250	Wm. J. Wagner 830 Securities Bldg. Seattle Seneca 6333	CBS, Alaska Bcstg. Alaska Radio Sales, Scott	Wm. J. Wagner, p & gm	Harry Lanz, sm John Funk, pmm	De Wayne Sharp, ce	Pop.: 6,000 Rad. Hms.: 3,110	
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GUAM

DIRECTORY OF AM STATION

AGANA KUAM (CP)	610 1,000	Radio Guam P. O. Box 68 Young	Harry M. Engel Jr., p, gm & cm	Richard Stanton, pd Wally George, pmm	Donald Brown, ce	Pop.: 85,000 Rad. Hms.: 25,000 Ret. Sls.: \$75,000,000	
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HAWAII

DIRECTORY OF AM AND FM STATIONS

HILO KHBC 1936	970 1,000	Hawaiian Bcstg. System Ltd. P. O. Box 1476 4616	CBS, Hawaiian Free & Peters	J. Howard Worrall, p C. Richard Evans, vp & gm	C. T. Thrumston, sm Roger H. Coryell, pd Harold L. Marques, ce	Wayne L. Collins, nd Frank Valenti, sd Amy C. Izumi, wd	Pop.: 40,000 Rad. Hms.: 6,000	
KILA 1951	850 1,000	Island Bcstg. Co. Box 1595 5-4913	MBS, Inter- Island Holling- bery	J. Elroy McCaw, co-o John Keating, co-o	James E. Jaeger, gm	Rikio Doi, ce	Pop.: 40,000 Rad. Hms.: 9,000 Ret. Sls.: \$41,495,963 UP Col.
KIPA 1947	1110 1,000	Big Island Bcstg. Co., Ltd. 140 Taihi St. 2177		A. H. Green, p & m				
HONOLULU KAIM(FM) (CP)	Ch. 238 (B) 95.5mc 6kw	Christian Bcstg. Assn. 1136 12th Ave. 724-005	Theis Reynertson, p Cornelius Keur, gm	Charles R. Palmquist Jr., sm & cm	Edward C. Shane, ce Mary Yuen, traffic m	Pop.: 500,000 Rad. Hms.: 100,000	SES. UP WE
KGMB 1930 KGMB-TV	590 5,000	Hawaiian Bcstg. System Ltd. P. O. Box 581 Honolulu 9-0914	CBS Free & Peters	J. Howard Worrall, p K. C. Wong, treas. C. Richard Evans, gm Wayne Kearl, asst. gm in chg. of sls.	Arthur B. Hansen, pd Faye Johnson, pmm Dan Hunter, ce Melvin B. Wright, merc. m	Wayne Collins, nd Frank Valenti, sd Maed Carson, wd	Pop.: 500,000 Rad. Hms.: 110,044 Ret. Sls.: \$521,189,496	St. UP RCA
KGU 1922	760 2,500 L-WJR	Advertiser Pub. Co. South & Kapiolani Blvd. 5-2977	NBC, All Island NBC Spot Sls.	Lorin P. Thurston, p William O. Paine, gm Lee D. Hirshland, asst. m & pmm	George C. Mansfield, cm Sakae Kimata, ce George Dubie, traffic m	Joe Rose, co-sd Gene Good, co-sd Jo Biehl, wd	Pop.: 450,000 Rad. Hms.: 122,000	Thes. UP
KHON 1946	1380 5,000	Aloha Bcstg. Co. Ltd. P. O. Box 1380 9-5295	Aloha Grant	R. M. Fitkin, p Ira G. Mercer, sm & ce Hal Lewis, cm	Wright Esser, pd Buck Buchwack, pmm John D. Allison, nat'l. sls. d	John J. Jordan, nd Frank Valenti, sd Claire Justice, wd		L-W, Cap, UP RCA
KHTL(FM) (CP)	Ch. 222 92.3mc 6kw	Henry T. Lee 2998 Pacific Hghts.						
KIKI 1951	880 250 CP-810 1,000	KIKI Ltd. P. O. Box 692 6-3496 Rambau	Royal V. Howard, p & ce	William B. Meyers, vp Robert W. Denison, gm & cm	Edward Anderson, pd & nd	Pop.: 400,000 Rad. Hms.: 192,000	L-W AP GE
KPOA 1946	630 5,000	Island Bcstg. Co. 575 Kamoku St. 9-5326	MBS, Inter- Island Holling- bery	John D. Keating, co-o J. Elroy McCaw, co-o Fin Hollinger, gm & cm	Suzanne Snell, pd Robert Lang, ce Herbert Markall, nd	Carlos Rivas, sd Barbara Bishop, wd	Pop.: 400,000 Rad. Hms.: 120,000 Ret. Sls.: \$500,000,000 UP WE
KULA 1947 KULA-TV	690 10,000	Pacific Frontier Bcstg. Co. Ltd. P. O. Box 1479 3-2121	ABC Young	Herbert L. Pettey, p Jack A. Burnett, gm Hugh Ben LaRue, gen. slm	Ted Scott, d of opers. Paul Yamamoto, pmm Ronald Miyahira, ce	Gordon Burke, nd & sd Nancy Aea, wd	Pop.: 500,000 Rad. Hms.: 119,000 Ret. Sls.: \$445,000,000 UP RCA

HAWAII

City	Chan. or Freq. Power	Licensee Headquarters Telephone	Network Representative	Owner or Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Market Data For Primary Area (Supplied by station)	Library, News Serv. Transmitter
KANEHOE, OAHU							
KANI 1953	1150 1,000-DA-1	Windward Bestg. Co. Ltd. P. O. Box 227 243882	Judge Calvin C. McGregor, p	J. Robert Jensen, vp & gm Leonard E. Grothe, ce Merrill K. Riley, fd	Pop.: 31,000 Rad. Hms.: 8,000	
LIHUE, KAUAI							
KTOH 1940	1490 250	Garden Island Pub. Co. 361	NBC, All Island NBC Spot Sls.	Charles J. Fern, p Martin H. Sabastian Jr., m & sd	Raymond Sasaki, pd Katashi Nose, ce	Pop.: 29,000 Rad. Hms.: 7,600 Ret. Sls.: \$23,000,000	
WAILUKU, MAUI							
KMVI 1947	550 1,000	Maui Pub. Co. Ltd. Box 374 Wailuku 981	NBC, Inter-Island	J. Walter Cameron, p Ezra J. Crane, gm	Richard E. Mawson, sm Frank Kovacic, cm	Pop.: 48,000 Rad. Hms.: 10,000 Ret. Sls.: \$34,000,000	St. FN RCA
WAIPAHU							
KAHU 1950	920 1,000	Rural Bestg. Co. Ltd. P. O. Box 1007 Honolulu 41-2835 Devney	Timothy Wee, p Harry En Chu, gm	Curtis L. Butler, sm & nd Robert Pearson, ce	Pop.: 300,000 Rad. Hms.: 78,000 Ret. Sls.: \$315,000,000	

PUERTO RICO

DIRECTORY OF AM AND FM STATIONS

AGUADILLA								
WABA 1951	1240 250	Ledo, Hector Reichard P. O. Box 188 242	Ledo, Hector Reichard, p F. Bonnet Velez, gm	Wilfredo Almodovar, cm Ricardo Vega, pd Antolin Jimenez, ce	Pop.: 245,000 Rad. Hms.: 60,000	
ARECIBO								
WCMN 1947	1280 1,000	Caribbean Bestg. Corp. 1 Toribio Pagani 589	Kresto Denia, Cadena Azul	Aristides Santoni, p Nabal Barreto, gm Francisco Lopez Oronoz, cm	Digna Olivero Fabon, pd & wd Jose Soler, ce	Pop.: 75,000 Rad. Hms.: 5,000 Ret. Sls.: \$72,000,000 Ray.	
BAYAMON								
WENA 1947	1560 250	Bayamon Bestg. Corp. Box 157 161	Dr. A. Diaz Atilas, p	D. Diaz Alejandro, gm	Pop.: 80,000		
CAGUAS								
WJFR 1953	1240 250	Jorama Fer-Radio Corp. 17 Gautier Benitez St. 3240	José M. Fernandez, p & gm	Manuel Iglesias, cm & pdm José M. Carriles, ce			
WRIA 1947	1450 250	Inter American Radio Corp. Caguas 678					
WVJP 1947	1110 250	Borinquen Bestg. Co. P. O. Box 207 789					
FAJARDO								
WMDD 1947	1490 250	Madraza & Diaz P. O. Box 187 132					
GUAYAMA								
WXRF 1948	1590 1,000	Rafael Fuster Hostos No. 42 243	Rafael Fuster, p Charles Cordero, gm & cm	Jose Colon Melendez, pd Julius Conesa, ce	 G	
MAYAGUEZ								
WAEI 1948	1400 250	Mario Acosta 12 Iglesia St. 799	Mario Acosta, o, gm, cm & pmm Angel Ramos, pd Jesus M. Aviles Brunet, ce	Secundino Minguela, nd Gabriel Castro, sd Berta De Tamayo, wd		
WKJB 1946	710 1,000-D 500-N	Jose A. Bechara Jr. Minerva St. 54 983					
WORA 1946	1150 1,000	Radio Americas Corp. Box 43 1150	Blue Net. Melchor & Guzman	Alfredo R. De Arellano Jr., p Reinaldo M. Dupont, asst. m, cm & nd	Blanca L. De Martinez, pd & wd Francisco Ortiz, pmm	Santiago Rodriguez, ce Santiago Llorens, sd GE	
WPRA 1937	990 10,000-DA-1	WPRA Inc. Box 869 869	Andres Camara, p, gm & fd Virginia Di Cristina, cm	Esteban Rosado Baez, pd & nd Pedro Ojeda, pmm Jose A. Jimenez, ce	Santiago Llorens, sd Carmen Elbia Camara, wd	Pop.: 724,942 Rad. Hms.: 45,061 Ret. Sls.: \$49,290,722	
WTL 1950	1300 1,000	Mayaguez Radio Corp. Post & Palmer Sts. 1290	Alberto Sanabria, p Patricio R. Fermaintt, gm Gilbert Mamary, cm	Francis Feliu, pd Gabriel Castro, pmm & sd	Rafael R. Santiago, ce Yayi Mamary, wd G	
PONCE								
WISO 1953	1260 1,000	South P. R. Bestg. Corp. Box 2023 137	Luis E. Freyre, p, gm, ce & sd Jimmy Montanez, cm	Angel Ramos, pd & pmm	Milton Cott Quinones, nd Nilda P. Gonzalez, wd	Pop.: 160,000 Rad. Hms.: 100,000 Col.
WPAB 1940	550 5,000-D 1,000-N	Portorican American Bestg. Co. Inc. 164 Villa St. 783 Inter-American Pub.	A. Gimenez-Aguayo, p & gm	Radames Mayoral, cm	Eliseo Borrero, pd Pedro E. Conesa, ce	Pop.: 650,000 AP RCA
WPRP 1936	910 5,000-DA-1	Voice of Puerto Rico Inc. Salud St. Corner to Guadalupe 1752	Blue Net. Melchor & Guzman	Alfredo Ramirez de Arellano, p	Roberto Muniz, gm Antonio Miro, cm	Luis A. Diaz, pd Julio M. Conesa, ce	Pop.: 600,000 Rad. Hms.: 60,000 Ret. Sls.: \$50,000,000 UP G

Data corrected to Dec. 10, 1953. If executives or services for FM are same as AM affiliate names are not repeated. Market Data supplied by stations. FM's in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

RIO PIEDRAS

WRJO 1949	1320 1,000	The Master Bcstg. Corp. P. O. Box 335, Hato Rey 1096	Isidro Quinones Vidal, p Julio Morales Ortiz, vp, gm & ce	Jose R. Camacho Rabelo, cm Diego Acevedo, pd	Manuel Rivera Morales, pmm	Pop.: 980,000 Rad. Hms.: 250,000 Ret. Sls.: \$102,000,000
WVWW 1949	1520 250	Frank A. Gandia P. O. Box 935 1098		Frank A. Ganda, o			

SAN JUAN

WAPA 1947	680 10,000	Jose Ramon Quinones 357 Ponce de Leon Ave. 3-3000	ABC, MBS	Jose Ramon Quinones, p Ary R. Moll, gm	Segismundo Quinones, cm Jose E. Franco, pd & asst. gm	Jose Arzuaga, ce J. Arnaldo Meyners, nd Pedro Vazquez, sd Guillermo Atiles, fd Delia Q. Arnaldo Meyners, wd	Pop.: 250,000 Rad. Hms.: 80,000	Thes. UP RCA
WITA 1948	1400 250 CP: 1140 500	Electronic Enterprises Inc. Box 2692 2-4756 International News- paper Reps.	Antonio Ayuso Valdivieso, p Hector Cintron Ayuso, vp	Jose M. Perez, gm Jose L. Nunez, cm Antonio Davila Collazo, pd	Luis Prado Martorell, ce Pedro J. Burgos, nd Munez Monge, sd Julie Ledee, wd	Pop.: 400,000 Rad. Hms.: 79,323	
WFOA (CP)	1400 250	Continental Bcstg. Corp.		Angel Ramos, p Ventura Lamas Jr., cm	Esther Pales, pd & wd Rafael J. Acosta, trans. eng.	A. P. del Valle, studios eng. Turin Lamas, sd	Pop.: 500,000 Rad. Hms.: 80,000	Assoc. UP RCA
WKAQ 1922	580 5,000	El Mundo Bcstg. Corp. P. O. Box 9007 2-2023	CBS Inter- American Pub.					
WKVM 1951	1070 25,000-D 5,000-N CP: 810 25,000-DA-1	American Colonial Bcstg. 1000 Ponce de Leon Ave. 3-0840	Ralph Perez Perry, p			
WNEL 1934	860 5,000-DA-1 CP: 850 10,000 DA-1	WNEL Inc. 960 Ponce de Leon Ave.						
WIAC 1947	740 10,000 DA-1	Radio Station WIAC Box 4504 2-0014	Cadena Azul Melchor Guzman	Tomas Muniz, secy. & Jose A. Buitrago, sta. d Nestor Muniz, cm Roberto Perez Navarro, pd	Carmen Rosa Vidal, pmm Jose L. Milan, ce	Juan Maldonado, nd Jose R. Diaz, sd	Pop.: 500,000 Rad. Hms.: 250,000	
SANTURCE								
*WIPR 1949	940 10,000-DA-1	Department of Education Munoz Rivera Park 2-3218	Mariano Villaronga, p Jose A. Buitrago, sta. d Francisco Arrivi, pd	Pedro Luis Jimenez, ce Ismael Delgado, nd Carlos Gonzales, fd	Jose Seda, sd Catin Ballesteros, wd		Wid. WH

VIRGIN ISLANDS

DIRECTORY OF AM STATIONS

CHARLOTTE AMALIE (St. Thomas)

WIVI 1952	1230 250	Radio American West Indies		William N. Greer, p, gm & ce Nellie Greer, cm	Ron de Lugo, pd Seth Larrabee, pmm	Anselmo Kuntz, sd Donna Allen, wd	Pop.: 34,000 Rad. Hms.: 5,200	L-W
WSTA 1950	1340 250	William N. Greer P. O. Box 538 489 Young					

DIRECTORY OF BROADCASTING STATIONS IN CANADA

ALBERTA

CALGARY

CFAC, began 1922, 960 kc, 5,000 w-DA-N. Calgary Bcstg. Co., 1000 Greyhound Bldg.; ph. 6-1036; CBC, Trans-Canada, net.; All-Canada Radio Facilities, Weed, repr. Exec.: John D. Southam, p; A. M. Cairns, m; D. H. Hartford, cm; George Brown, pdm; Dick Tregillus, prom. d; E. C. Connor, ce; A. D. Pettersen, office m; Larry Heywood, nd; Joe Marks, sd; Don McLean, fd; Brenda Cordwell, wd. Lib. Wld., Thes. Assoc.; news ser. PN, PUB, CP. Market Data For Primary Area: Pop.: 351,400; Rad. Hms.: 94,260; Ret. Sls.: \$313,123,000.

CFCN, began 1922, 1060 kc, 10,000 w-DA-N. The Voice of the Prairies Inc., Toronto General Trust Bldg.; ph. 2-1161; CBC, net.; Radio Reps., Young, repr.; Exec.: H. G. Love, p & gm; E. H. McGuire, cm; Jas. A. Love, pd; G. L. Carter, pmm; R. W. Lamb, ce; Ross Henry, fd; Henry Viney, sd; Dora Dibney, ws. Lib., St., L-W, Cap.; news ser., PN, PUB, CP.

CKXL, began 1950, 1140 kc, 1,000 w-DA-N. The Albertan Bcstg. Co., 210 9th Ave. W.; ph. 6-3026; Stovin, repr.; Exec.: C. E. Chesher, p; F. R. Shaw, gm; B. D. Alloway, cm; J. R. Stewart, pd; R. L. Craig, ce; Guy Vaughan, nd; Ken Foss, sd. News Ser., CP, BUP; trans., RCA.

EDMONTON

CBX, began 1948, 1010 kc, 50,000 w. CBC, Macdonald Hotel; CBC, net. Exec.: J. A. Ouimet (CBC), gm; W. E. Powell (CBC), cm; Dane E. Cameron, m; Ron C. Fraser (CBC), press info. ser. d; D. C. McArthur (CBC), nd; Gordon W. Oliver (CBC), engr. d; A. K. Morrow (CBC), fd. News ser., BUP, CP, R.

CFRN, began 1934, 1260 kc, 5,000 w. Sunwapta Bcstg. Ltd., 109 CRP Bldg.; ph. 2-2101; CBC Dominion, net.; Radio Reps., Young, Oakes, repr. Exec.: G. R. A. Rice, p & gm; A. J. Hopps, cm; George A. Duffield, pd; Isobel McDonald, pmm; Frank Makepeace, ce; D. Atkinson, secy.-treas.; Laurie Graham, nd; Al Shaver, sd; Eve Henderson, wd. Lib. L-W; news ser. BUP; trans. RCA. Market Data For Primary Area: Pop.: 517,500; Rad. Hms.: 122,975; Ret. Sls.: \$360,176,000.

CHFA, began 1949, 680 kc, 5,000 w. Radio Edmonton Limitee, 10012 109 St.; ph. 4-2157; Renaud, repr. Exec.: Dr. O. L. Beauchemin, p; Leo Remillard, gm & cm; Robert Guy, ce; Tharcis Forestier, nd; Geralde Lachance, sd; Jacques Mayrol, fd; Lilliane Chatain, wd. News ser. UP; trans. RCA.

CJCA, began 1922, 930 kc, 5,000 w. Edmonton Bcstg. Co., 452 Birks Bldg.; ph. 4-4131; CBC, Trans-Canada, net.; Weed, repr. Exec.: Gerry Gaetz, m; Rolfe Barnes, asst. m; Joe McKenzie, cm; Dalt Elton, pdm; Win Sutton, pmm; Frank Hollingworth, ce; Russ Sheppard, nd; Walt Rutherford, sd; Don Clayton, fd; Shirley Higginson, wd. Lib. Thes., St.; news ser. PN, BUP; trans. Marc. Market Data For Primary Area: Pop.: 525,000; Rad. Hms.: 132,000; Ret. Sls.: \$489,587,000.

CJCA (FM), began 1949, Ch. 258 (A), 99.5 mc, 0.2 kw.
*CKUA, began 1927, 580 kc, 1,000 w. U. of Alberta, Provincial Bldg.; ph. 2-5161; Exec.: J. G. Langdon, gm; J. W. Hagerman, pd; William Pinko, ce; Earl Olson, nd; Art Ward, sd; Everett McCrimmon, fd; Virginia Lee Hardy, wd. Lib. Assoc.; news ser. PN, BUP; trans. RCA.

GRAND PRAIRIE

CFGP, began 1937, 1050, kc, 1,000 w. Northern Bcstg. Corp., 9910 99th St.; ph. 2311; CBC, Trans-Canada, net.; All-Canada Radio Facilities Ltd., Weed, reprs. Exec.: John Thomson, p; A. J. Balfour, gm; John Soars, cm; John Wilson, pd & nd; Gene Ross, pmm; James De Roaldes, ce; Phil Floyd, sd; Ken Dunstan, fd; Lillian Bowes, wd. Lib. Wld.; news ser. PN; trans. Marc. Market Data For Primary Area: Pop.: 91,000; Rad. Hms.: 33,000.

LETHBRIDGE

CJOC, began 1926, 1220 kc, 5,000 w-DA-N. Lethbridge Bcstg. Ltd., 1015 3d Ave. S; ph. 3161; CBC, Trans-Canada, nets.; All-Canada Radio Facilities Ltd., Weed, reprs. Exec.: H. R. Carson, p; Norman Botterill, gm; Joe Budd, cm; Robert Reagh, pd; Fran Hushagen, pmm; Douglas Card, ce; Ed Conville, continuity ed; Bill Skelton, nd; Frank Bird, sd; Omar Broughton, fd; Mary Conville, wd. Lib. Assoc., L-W, Thes.; news ser., BUP, CP, PN; trans., Marc. Market Data For Primary Area: Pop.: 140,900 Rad. Hms.: 41,480; Ret. Sls.: \$195,347,400.