

Directory of AM and FM STATIONS OF THE UNITED STATES

(For complete listing of TV Stations see TELECASTING Yearbook)

ALABAMA

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Transc. Li- brary, News Service Transmitter	
ALBERTVILLE						
WAVU 1948	630 500-D	Sand Mt. Bcstg. 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 1947	1050 1,000-D	Piedmont Service Corp. 12 Main St. 1050	KBS Sears & Ayer	James L. Coley, p Jim Whatley, gm, cm, ce & pmm.	Bob McKinnon, pd, nd & fd Bill Buchannon, sd Charlene Price, wd	Wld. UP Ray.
WRFS-FM 1949	Chan. 291 (B) 106.1mc 4.6kw					
ANDALUSIA						
WCTA 1946	1340 250	Andalusia Bcstg. Co. Sanford Rd. 1100	MBS, KBS Walker	J. Dige Bishop, exec. vp, gm, & cm Kristine Hardage, pd	Joe Osgatharp, ce & sd Don Cook, pmm Howell Pebworth, nd & fd Barbara Nicholson, wd	Wld. AP RCA Wld. AP Col.
WCTA-FM 1950	Chan. 251 (B) 98.1mc 10kw					
WLSA (CP)	920 1,000-D	Montezuma Bcstg. Co.				
ANNISTON						
WANA (CP)	1490 250	Anniston Radio Co. % Edwin Estes P. O. Box 937 Gadsden, Ala.				
WHMA 1938	1450 250	Anniston Bcstg. Co. Inc. Radio Bldg. 2380	ABC, Ala. Bcstg. Sears & Ayer	Harry M. Ayers, p Malcolm Street, gm & sd W. Hall Wray, cm	Rosamond Ponder, pd James A. Hudson, ce Frank Burgess, pmm	Wld. UP Col.
WHMA-FM 1947	Chan. 263 (B) 100.5mc 3.65kw					Wld. UP GE
WSFC 1949	1390 5,000-D 1,000-N-DA-N	Model City Bcstg. Co., Inc. Jefferson Davis Hotel 1850	MBS Walker Dora- Clayton	W. S. Weatherly, p & gm John M. Orrison, cm Rosebud Waldrop, pd Winfred B. Kennedy, ce	Joseph H. McLeskey Jr., pmm Bill Hagler, nd S. A. Matthews, fd Bill Mapes, sd Sara F. Jackson, wd	St. AP Col.
ATHENS						
WJMW 1948	1010 250-D	Athens Bcstg. Co. Inc. P. O. Box 386 563	South East, Ala. Net.	Homer F. Dunnivant, p gm & cm	Robert V. Dunnivant, pd, pmm, nd, fd & sd Wm. G. Mitchell, ce Marjorie Jones, wd	AP G
ATMORE						
WATM 1949	1580 250-D	Southland Bcstg. Co. 59 Post Office 50	South Eastern	Tom C. Miniard, co-o, gm, ce & fd	Gladys L. Ingram, co-o Lillian Miller, cm & wd Julia E. Miniard, pd Billy McGill, sd & nd	AP RCA
AUBURN						
WAUD 1947	1230 250	Auburn Bcstg. Co. Box 350 1240	ABC	Elmer G. Salter, p, g & cm & sd	Earl P. Andrews, pd, pmm & nd Ted Bellon, ce O'Neill Frost, fd Barbara Smith, wd	Assoc. AP G
BESSEMER						
WBCO 1950	1450 250	The Bessemer Bcstg. Co. Inc. 1720 Third Ave. 5-5241	For Joe, Dora- Clayton	J. E. Lanier, p & gm Hal Falter, cm	Bruce Payne Jr., pd Jack Warden, ce Kenneth Wood, pmm	L-W Ray.
BIRMINGHAM						
WAPI 1922	1070 10,000-D 5,750-N-DA-N	The Television Corp. 701 Protective Life Bldg. 3-8116	CBS CBS Radio Spot Sales	Ed Norton, chmn. of bd Thad Holt, p & treas. Ernest H. Mitchell Jr., bus. m Lionel Baxter, oper m, cm, pd & pmm	James L. Evans, ce Norman S. Hurlen, asst. ce Dave Campbell, nd Clint Blakely, fd Maury Farrell, sd Mimi Dennis, wd	Wld. UP RCA
WAFM (FM) 1947	Ch. 258 (B) 99.5mc 53kw	(WAPI, AM Affiliate)				WE
WAFM-TV 1949		The Television Corp. 701 Protective Life Bldg. 3-8116			(For full information see TELECASTING Yearbook)	
WBRC 1925	960 5,000 DA-N	Birmingham Bcstg. Co. 1727½ 2nd Ave., N. 4-7741	NBC Raymer	Eloise H. Hanna, p G. P. Hamann, gm & tech. dir. H. Callaway, cm	Bob Tambllyn, pd John Orr, pmm Don Norman, nd Jay Kirby, fd Joe Brewer, sd Mary Badham, wd	Cap. AP, INS. RCA
WBRC-TV 1949		Birmingham Bcstg. Co. 1727½ 2nd Ave. N. 4-7741			(For full information see TELECASTING Yearbook)	
WCRT (CP)	1260 1,000-D	Chapman Radio & TV Co.				
WEDR 1949	1220 1000-D	Magic City Bcstg. Co., Inc. 1417 4th Ave., N. 40925	McGillvra	J. L. Doss, p (Mrs.) Leah L. Doss, vp John A. Thompson, secy-treas., g & cm	(Mrs.) Carolyn Mardis, pd John F. Cram, ce Walter Anglin, nd Mrs. R. J. Pope, wd	UP Ray.
WILD 1946	1490 250 CP 850kc 5,000-D 1,000-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	Charles White McGehee, pd Ray Lowery, ce Vince Randolph, nd George Bell, sd Mary Sue McMillan, wd	

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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.

ALABAMA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
BIRMINGHAM (Cont'd)							
WJLD 1942	1400 250	Johnston Bcstg. Co. P. O. Box 5767 54-3466 (WJLD, AM affiliate)	Interstate United Newspapers	George Johnston Jr., p James E. Connolly, gm Bill Borthwick, cm	Jane Martindale, pd Faye Von Tress, pmm & wd	Maurice E. McKinney, ce Bob Umbach, n & sd Duke Rumore, fd	AP Col.
WJLN (FM) 1948	Ch. 284 (B) 104.7mc 23kw						AP RCA
WJLD-TV (CP)				(For full information see TELECASTING Yearbook)			
WLBS 1946	900 1,000-D	WLBS Inc. 216½ N. 21st St. 54-2541	Holman	B. F. J. Timm, p Ed Rayfield, gm	S. H. Strickland, tech. d	Jack Jackson, pd	Col.-G
WSGN 1926	610 5,000-D 1,000-N-DA-N	The Birmingham News Co. P. O. Box 2553 4-3434	ABC Alabama Blair Cummings	Henry P. Johnston, mgng, d B. W. Randa, m of gen. sales Herbert Martin Jr., slm	Ray A. Furr, m of sta. opers. Robert D. Williams, pd James Chenoweth, pmm	J. V. Sanderson, ce Gene Proctor, nd Boyd Evans, fd Bill Ward, sd	Thes. AP RCA
WSGN-FM 1947	Chan. 229 (B) 93.7mc 56kw						
WSGN-TV (CP)		The Birmingham News Co. P. O. Box 2553 4-3434		(For full information see TELECASTING Yearbook)			
WVOK 1947	690 50,000-D-DA	Voice of Dixie, Inc. P. O. Box 2468 6-2924	Radio Reps.	Iralee W. Bennis, p & gm C. M. Brennan, vp W. E. Bennis Jr., secy-treas.	Ira Leslie, natl slt, pd & pmm William J. Brennan, cm & ce	Dan Brennan, n. f & sd Ethel Dennis, wd	Cap. UP
(CP)	1260 1,000-D	Chapman Radio & TV Co. 725 S. 22nd St.					
BREWTON							
WEBJ 1947	1240 250	Brewton Bcstg. Co. P. O. Box 870 1000	MBS Alabama Dora-Clayton	W. Emmett Brooks, p, gm n & fd Wm. E. Brooks, Jr., vp & sd	Bolling Brooks, cm Charles E. Land, pd R. D. Craig, ce	Ruby M. Lanton, traffic m Mary Moore, wd	Cap., SES. AP G
CARROLLTON							
WRAG 1951	590 1,000-D	Pickins County Bcstg. Co. 2364	KBS	Roth E. Hook, co-o & ptrn. W. E. Farrar, co-o & ptrn.	Winton H. Beaver, g & cm & nd Herb Guthrie, ce	Carl Sauceman, fd Peggy Lowe, pd & wd	UP G
CLANTON							
WKLF 1947	980 1,000-D	Southeastern Bcstg. Co. Inc. 448	KBS Alabama	Dr. J. Kelly Robinson, p Robert B. Taber, gm, cm, pmm, nd & fd	Helen Parrish, pd & wd	Lester Carter, ce Leland Hudson, sd	Wld. AP G
WKLF-FM (CP)	Ch. 265(A) 100.9mc .37kw	(WKLF, AM Affiliate)					
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. 265 (A) 100.9mc 0.43kw						
WKUL 1946	1340 250	Cullman Bcstg. Co. Box 211 864	MBS, KBS	Hudson C. Millar Jr., p, g & cm	Ralph Mann, pd, pmm, n & sd Arthur Bachmann, ce	Leon Murphree, fd Ellie Miller, wd	UP WE
DECATUR							
WHOS 1948	800 1,000-D	North Alabama Bcstg. Co. 212 Jackson St. 991		Barrett C. Shelton, ptrn. John H. Jones, ptrn.	Louis C. Blizzard, gm, cm & nd Bill Williams, pd	Alvin Millwood, ce Jim Fouts, pmm & fd	Thes., Assoc. UP WE
WHOS-FM 1951	Chan. 223 (B) 92.5mc 7kw						
WMSL 1935	1400 250	Tennessee Valley Bcstg. Co. Bank St. 802	MBS, KBS	Frank Whisenant, p & gm Bob Gleason, pd & pmm	Garlan Sandlin, ce Wayne Sims, sd	Doris Mock, wd	RCA AP G
DEMOPOLIS							
WXAL 1947	1400 250	Demopolis Bcstg. Co. Box 261 400	MBS, KBS	W. M. Jordan, p, gm & ce Henry J. Bley, cm	A. A. Caldwell, pd, pmm & sd	Barry Collins, nd W. L. Mangham, fd Sarah Yarbrough, wd	Wld. AP RCA
DOTHAN							
WAGF 1932	1320 1,000 DA-N	Dothan Bcstg. Co. 204½ E. Main St. 2-9100	NBC McGillvra	Julian C. Smith, gm Fred C. Moseley, cm Arthur Creamer, pd & nd	Lamar Trammell, pmm & sd John T. Hubbard, ce Charles Lawshe, ce Wayne Moseley, nd	Pat Elliott, wd	Wld. AP G
WDIG 1947	1450 250	Houston Bcstrs. 107 E. Adams St. 3-4100	ABC Schepp- Reimer Cummings	Jess Swicegood, o, gm & cm Earl Hutto, pd & sd		Joe Holloway, fd Ethel Lawshe, wd	Thes. UP Ray.
WOOF 1948	560 5,000-D	R. A. Dowling Jr. 110 S. Foster St. 2-560-0	KBS Sears & Ayer	R. A. Dowling Jr., p & pmm	Agatha Barnes, gm Johnny LaCarter, cm	Arthur Gay, pd Royden L. Coss, ce	UP G
ENTERPRISE							
WIRB 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
EUFULA							
WULA 1948	1240 250	Alabama-Georgia Bcstrs. P. O. Box 301 744	MBS, KBS	E. B. Fussell, co-o & gm J. B. Fussell, co-o	Charles E. Gilmore, sta.m & sd Hugh G. Chastain, pd & ce	Walter E. Freeman, n & fd Sara Bush, wd	UP Col.
FAYETTE							
WWWF 1949	990 1,000-D	Bankhead Bcstg. Co. 23462	KBS Alabama	W. W. Bankhead, p James Reese, gm Hugh Hughes, office m	Jack Black, cm, pd, pmm & nd	Don Moore, ce & sd	UP Col.

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FLORENCE									
WJOI	1340	Florence Bcstg. Co., Inc.	ABC	Joe T. Van Sandt, p & gm	Tom York, nd & fd	Don Spry, pd, pmm & sd			
1945	250	850 S. Court St. 2608		Paul Shannon, ce					G
WJOI-FM	Chan. 252(A)								
1952	98.3mc .140kw								GE
WOWL	1240	Radio Muscule Shoals, Inc.	KBS	Richard E. Biddle, p, gm & nd	Charles Welsh, pd & sd	Ruth Biddle, pmm			AP
1945	250	Box 634 42	Alabama Rambreau Dora-Clayton	James L. Garrett, cm	Lawrence Rohling, ce	Eddie McDougal, fd			G
						Evelyn Littlepage, wd			
FORT PAYNE									
WFPA	1400	George A. Gothberg Jr.	Alabama	George A. Gothberg Jr.	Jerry Carr, pd	Mary Adams, wd			
1950	250	102 Gault Ave. 850	Continental	p, gm, pmm & nd	Edward Pierce, ce	Moon Mullins, sd			AP
				Freeman Samples, cm & fd					Col.
WZOB	1250	Glenn M. Gravitt		Glenn M. Gravitt, p & gm	Jess R. Moore, ce, n & fd	Olive A. Plunkett, wd			Thes.
1950	1,000-D	P. O. Box 255 1096		John B. Gravitt, cm	Ted Kirby, sd				UP
									WE
GADSDEN									
WETO	930	Gadsden Radio Co.		Edwin H. Estes, co-o & gm	Sam Benton, cm	C. C. Williamson, ce			Cap.
1950	1,000-D	722 S. 12th St. 6-9201	McGillvra Dora-Clayton	Cary L. Graham, co-o	Bill Giddens, pd	Mac M. Thomas, pmm			AP
									WE
WGAD	1350	Coosa Bcstg. Co. Inc.	ABC	Curtis DeLamar, p, gm, pmm & cm	June DeLamar, pd	Boyd Parsons, fd			
1947	5,000-D	Philpison Bldg. 5641		Sara D. DeLamar, secy-treas.	Ed Reilly, nd	Basil Gilchrist, sd			UP
	1,000-N			Halley D. Williams, ce	Betty McCluney, wd				WE
	DA-N			Oscar P. Covington, p					
WGWD	570	Etowah Bcstrs. Inc.		J. P. Kirby, gm	Curtis Blair, cm	Jerry Bleich, pmm			UP
1947	1,000-D	750 Forrest Ave. 6-8301			Francis Seale, pd	W. G. Anderson, ce			G.
WJBY	1240	Gadsden Bcstg. Co. Inc.	NBC	B. H. Hopson, p	Frank Aderholdt Jr., cm	D. W. Bearden, ce			INS
1927	250	108 Broad St. 6-3381	Sears & Ayer	Sterling Brewer, gm & pd					Col.
WJBY-FM	Chan. 279(B)								
1948	103.7mc 2.45kw								Fed.
WTVS (TV)	(CP)	Jacob A. Newborn Jr. P.O. Box 1592 Beaumont, Texas							
									(For full information see TELECASTING Yearbook)
GENEVA									
WGEA	1150	Geneva County Reaper		C. W. Scott, ptrn.	Orsen Spivey, gm	Gene Free, cm			Wld.
(CP)	1,000-D	c/o Orson Spivey The Geneva County Reaper		H. G. Scott, ptrn.	Robert Sidewell, sm & ce				Col.
				A. N. Scott, ptrn.					
GREENVILLE									
WGYY	1400	Greenville Bcstg. Box 227 565	ABC, KBS	W. H. Miller Jr., g & cm	Jim Bell, ce	Nelson Austin, pmm			Wld.
1948	250		Alabama	Lena S. Harrison, pd					AP
									G
GUNTERSVILLE									
WGSV	1270	Guntersville Bcstg. Co. Box 32 4131	KBS	H. E. Moore, p	Ray McClendon, p, n & sd	Lavelle Jackson, ce & fd			Thes.
1950	1000-D		Alabama	Edward Z. Carrell, g, c & pmm		Margaret Henderson, wd			UP
									Ray.
HALEYVILLE									
WJBB	1230	Haleyville Bcstg. Co. Highway 5, North 389	MBS	Cletus H. Quick, gm & cm	Jack McNutt, pd, pmm & nd	Bob Aderholt, fd			UP
1949	250		Indie	Paul Kelley, ce	Oscar Drake, sd	Boots Barber, wd			RCA
HAMILTON									
WERH	970	Marion County Bcstg. Co. 3481	McGillvra	Hugh J. Fite, p & gm	C. A. Christensen, ce	Johnie Lott, nd & sd			L-W
1950	1,000-D			Ray L. Hardin, cm, pd & pmm					AP
	CP: 5,000-D								Ray.
HOMEWOOD									
WBHM	1320	Voice of Homewood c/o D. E. Newman 3022 Prince St. Birmingham, Ala.							
(CP)	1,000-D								
HUNTSVILLE									
WBHP	1230	W. H. Pollard 5th Ave. 313	MBS, KBS	W. H. Pollard, p, o, gm & cm	James Potter, ce	Grady M. Reeves, pmm, nd & sd			UP
1937	250			Kathryn Moore, pd					G
WFUN	1450	Huntsville Bcstg. Co. Inc. 410 W. Holmes St. 2423	Dixie, Ala.	J. B. Falt Jr., p & gm	John Garrison, sec-treas, sm, ce & pd				AP
1946	250		Sears & Ayer						G
WHBS	1550	The Huntsville Times Co. Church St. 2345	ABC, Ala.	Henry P. Johnston, p	William Meeks, pd	Fred DiGesu, sd			AP
1947	5,000-D		Gill-Keefe & Perna Cummings	John F. Neal, gm	Victor Bankowski, ce	Lucia Lull, wd			RCA
WHBS-FM	Chan. 236(B)	P. O. Box 986							
1949	95.1mc 16kw								
JACKSON									
WPBB	1290	Jackson Bcstg. Co. P. O. Box 35	KBS	T. H. Gaillard Jr., p, g & cm					
1950	1,000-D								
JASPER									
WWWB	1240	Bankhead Bcstg. Co. Inc. Bankhead-Long Bldg. 23461	KBS	W. W. Bankhead, p	J. L. Sartain Jr., pd & sd	J. C. Bullington, fd			Cap.
1946	250			James E. Ruse, gm & nd	David J. Vansandt, ce	Jean Jones, wd			UP
				William C. Edgemon, cm	Dabney Ramseur Jr., pmm	Veneta Phillips, sec.			WE
WWWB-FM	Ch. 273 (B)								
(CP)	102.5 mc 17.5 kw								
LANETT									
WRLD	1490	Valley Bcstg. Co. Inc. 602 N. Cherry Dr. 2-2771	ABC, KBS	J. C. Henderson, p	Aileen H. Love, pd & pmm	Jay H. Lamb, ce			Thes.
1943	250		McGillvra	C. Jim Murphy, gm & cm					AP
WRLD-FM	Chan. 275(B)								WE
1947	102.9mc 10.2kw								

ALABAMA—(Continued)

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MARION							
WJAM 1951	1310 1,000-D	Kathleen W. Neeley & Estate of L. M. Neely Sr. 4881	Southeastern	L. M. Neely Jr., p & gm	Erle W. Hanna, cm	Julian A. Duncan, ce	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 Carl G. Haug, cm John A. Vroman, pd	Phil Forrest, pmm William H. Murphree, ce	Wid. UP WE
WABB-FM 1948	Ch. 271(B) 102.1mc 51kw						
WALA 1930	1410 5,000-DA-N	Pape Bcstg. Co. Inc. 210 Government St. 3-3756	NBC Headley- Reed	W. O. Pape, p H. K. Martin, gm Al Treadway, cm	Al Holman, pd R. B. Hurley, ce	W. B. Pape, pmm	St. AP RCA
WALA-TV (CP)		Pape Bcstg. Co.		(For full information see TELECASTING Yearbook)			
WKAB 1947	840 1,000-D	Pursley Bcstg. Serv. Box 1306 Riviere DuChien Rd. 7-6345	Forjoe	Louise P. Pursley, co-o Robt. H. Moore, gm J. H. Johnson, cm	M. L. Lemon, pd H. E. Miller, ce James Smith, pmm	Milt Flack, nd Betty Mitchell, wd	AP
WKAB-TV (CP)		Pursley Bcstg. Serv.		(For full information see TELECASTING Yearbook)			
WKRK 1946	710 1,000-D 500-N-DA-N	Giddens & Rester Telegraph Rd. P. O. Box 1184 2-6789	CBS Young	Kenneth R. Giddens, co-o T. J. Rester, co-o Frank Conwell, adm. asst.	F. E. Busby, cm E. K. Chapman, pd & fd Fred E. Couey, ce	Shirley Rester, pmm Dick McMullen, nd & sd Barbara Kaye, wd	L-W AP RCA
WKRK-FM 1947	Chan. 260(B) 99.9mc 3kw						L-W AP WE
WMOZ (CP)	960 1,000-D	St. Stephens Rd. The Gadsden Radio Co.	Pearson	Edwin H. Estes, ptrn. C. L. Graham, ptrn.	Edwin H. Estes, gm	Julius C. Vessels, ce	Col.
MONROEVILLE							
WMFC 1952	1220 250-D	Monroe Bcstg. Co. 1220	Alabama	William M. Stewart, co-o Jimmy Faulkner, co-o	George C. Shurden, g, c & pmm	Chuck Smith, ce & fd Jimmy Quinn, sd Betty Lee Gulsby, wd	Wid. AP RCA
MONTGOMERY							
WAPX 1947	1600 1,000-DA-N	United Bcstg. Co. 116 Catoma St. 3-7569	ABC Walker	T. E. Martin, p & gm Hoke S. Williford, c & pmm	Lonnie Thorpe, pd Owen A. Lehr, ce Art Schaefer, nd	Crawford Rice, fd Dave Manners, sd Mary Smith, wd	St. AP RCA
WBAM (CP)	740 50,000-D DA-1	Deep South Bcstg. Co. 2-3851		William E. Bennis Jr., p William J. Brennan, treas. & gm	Ira Leslie, sm (nati.) Cyril G. Brennan, ce	
WCOV 1938	1240 250	Capitol Bcstg. Co. Exchange Hotel 2-5781	CBS Taylor	Hugh M. Smith, gm Joe Petranka, cm Walter Spiro, pd & sd	W. D. Weatherly, ce O. M. Teate, pmm	Tom Doron, nd Dorothy Armand, wd	UP Col. GE
WCOV-FM 1948	Ch. 233 (B) 94.5mc 4.1kw					
WCOV-TV (CP)		Capitol Bcstg. Co. P. O. Box 1029 2-5781		(For full information see TELECASTING Yearbook)			

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WCOV

MONTGOMERY, ALABAMA

CBS Since 1940

Represented by
THE O. L. TAYLOR COMPANY



MORE LISTENERS

*WCOV HAS BEEN FIRST IN LISTENER RATINGS DURING DAYLITE HOURS IN EVERY SURVEY MADE DURING THE PAST THREE YEARS.

BETTER COVERAGE

WCOV AND WCOV-FM COMBINE TO OFFER THE BEST DAY & NITE COVERAGE OF THE CENTRAL ALABAMA MARKET.

LOWER COST

WCOV'S RATES ARE 25% TO 40% LOWER IN CLASS "A" TIME PERIODS AND 50% TO 65% LOWER IN CLASS "B" TIME PERIODS. WHY PAY MORE FOR LESS?

* CONLAN 1950, 1951, 1952

WJJB 1948	1170 10,000-LS 1,000-N DA-2	Southern Bcstg. Co. Inc. 115½ Commerce St. 3-4471	MBS Weed	Joseph G. Mathews, p				
WMGY 1946	800 1,000-D	Dixie Bcstg. Co. 4 S. Perry St. 2-5245	Forjoe Dora- Clayton	Dr. S. D. Suggs, p (Mrs.) Mary Frances Sewell, vp	Thomas W. Sewell, secy- treas., g & cm Dot Conway, pd John Lamar, ce	Hugh Webb, pmm & sd "Red" Ryan, nd Crawford Roquemore, fd	UP G	
WRMA (CP)	950 500-D	Southland Bcstg. Co. 30 N. Lawrence St. 2-1475		Grover Wise, co-o & p	Ralph M. Allgood, co-o, gm, cm & pd	Walter L. Stevenson, ce	Assoc. G	
WSFA 1930	1440 5,000-D 1,000-N DA-N	Montgomery Bcstg. Co., Inc. P. O. Box 1031 8361	NBC Headley- Reed	Howard E. Phil, p & gm David E. Dunn, asst. to p Wm. W. Hunt, loc. sim Julia Looney, natl sim	Lee Gooch, pd Cliff Shekofsky, ce Alice Mayfield, pmm John Allen Wolf, nd	Wilson Carnes, fd Dick Reid, sd Camille Brown, wd	Wid. AP Cont.	
MUSCLE SHOALS								
WLAY 1933	1450 250	Muscle Shoals Bcstg. Corp. P. O. Box 230 Sheffield, Ala. 1450	MBS Devney	Frank M. Farris Jr., p & o William A. Reeves Jr., gm	George Manush, pd Lynn V. McMoran, ce	James H. Sparks, sd	Wid. AP G	
NORTHPORT								
WNPT 1951	1280 1,000-D	W. Alabama Bcstg. Co., Inc. P. O. Box 181 Tuscaloosa, Ala. Tuscaloosa 3311	Alabama	W. P. Thielens, p T. H. Todd, gm & ce William G. Harris, asst. m & pd	(Mrs.) Ruth Harris, cm James A. Thomson Jr., pmm	Robert W. Jones, nd	L-W AP Col.	
ONEONTA								
WCRL 1952	1570 250-D	Blount County Bcstg. Service Oneonta, Ala. 4871	Alabama	E. Glenn Abercrombie, gm, cm & ce Annette Abercrombie, pd & wd	L. D. Bentley Jr., pmm & fd	Glenn Cornelius, sd	Cap. AP Col.	
OPELIKA								
WJHO 1940	1400 250	Opelika Auburn Bcstg. Co. 1400 Auburn Rd. 712	MBS, KBS Indie	John C. Cooper Jr., gm E. J. Turk, cm	Keith E. Barze, pd Jack Smollon, ce	G. E. Snyder, pmm	Wid., Thes., SES. UP Col.	
OPP								
WAMI (CP)	860 1,000-D	Opp Bcstg. Co., Inc.		H. N. Lee, p	Beri Moore, gm & cm	Robert Page, ce	UP Col.	
PHENIX CITY								
WPNX 1952	1270 1,000-D	Community Bcstg. Co., Inc. 1900 McCann St. 8-8787		Roy M. Greene, p Ted Leeper, evp & gm Lee Bullis, cm	Bob Mann, pd Bill Alford, ce Julian Silver, pmm & sd	Jack Robinson, nd V. R. Greene, fd Faye Bush, wd	AP WE	
PIEDMONT								
WPID (CP)	1280 1,000-D	Piedmont Radio Sta- tion 6222		C. L. Graham, p & gm Mac M. Thomas, cm	G. Prewitt, pd Gorman Davis, pmm	Col. Julius Vessels, ce	UP Col.	
ROANOKE								
WELR 1950	1360 1,000-D	Roanoke Bcstg. Co. 801 N. Main St. 3811-3821		J. W. Buttram, p, gm & cm	Dick Killebrew, pd, pmm, nd & fd	Leverne Foster, ce & sd	UP WE	
RUSSELLVILLE								
WWWR 1949	920 1,000-D	Bankhead Bcstg. Co., Inc. Underwood Rd. 647	KBS Tri-W	Walter W. Bankhead, p Hal Kirby, gm, cm & nd	James E. Reese, mng. opr. J. W. Elliott, pd, ce & sd	Robert High, fd Sarah F. Connor, wd	UP Col.	
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	Wid. AP G	
WROS 1952	1330 1,000-D	(Mrs.) Rose M. Kirby Scott St.		Rose M. Kirby, ptrn.	Hugh T. Kirby, ptrn.			
SELMA								
WGWC 1946	1340 250	Dallas Bestrs., Inc. P. O. Box 686 2746	CBS Holman	Oscar Covington, p	John F. Townshend, gm & cm	Calhoun Rutledge, ce	UP G	
WHBB 1935	1490 250	Selma Bcstg. Co., Inc. 209 Washington St. 1233	NBC, KBS	B. H. Hopson, p Julien Smith Jr., gm & cm	Mrs. Douglas Reynolds, pd	W. D. Powers Jr., ce	UP Col.	
SYLACAUGA								
WFEB 1945	1340 250	Alabama Bcstg. Co., Inc. 527 N. Broadway 2-3281	MBS, KBS Alabama	E. E. Forbes Sr., p George W. Carr, gm, cm, pd, pmm & sd	Maurice Estes, ce Conrad Pickren, nd & fd	Helen Carter, wd	UP	
WMLS 1948	1290 1,000-D	Marble City Bcstg. Co., Inc. 11½ W. 2nd St. 2-4354		Curtis O. Liles, p & gm M. W. McEwen, cm	Robert M. Duck, pd & pmm	John F. Norris, ce	AP Ray.	
TALLADEGA								
WHTB 1945	1230 250	Voice of Talladega Inc. P. O. Box 974 2205	MBS, KBS Alabama	R. A. Davidson, p & gm, sd Myron T. Snoddy, cm	Betty Holmes, pd	Frank Haynes Jr., nd & ce	Wid. AP Col.	
TROY								
WTBF 1947	1490 250	Troy Bcstg. Corp. College Dr. 980-981	MBS, KBS Alabama South- eastern	J. Roy Crow, p Jess L. Jordan, gm	Robert Tolbert, cm Joe Gilchrist, ce	Ace Dudley, sd	Wid. AP WE	
TUSCALOOSA								
WJRD 1936	1150 5,000-D 1,000-N-DA-N	Mrs. Wilhelmina Doss 2216½ Broad St. 4464	NBC Rambeau Dora- Clayton	(Mrs.) Wilhelmina Doss, o Gene Tibbett, sm	Roy McAllister, pd & sd Idalia Hollingsworth, traffic m	David Livingston, ce	Wid. UP G	
WTBC 1946	1230 250	Tuscaloosa Bcstg. Co. City Hall Bldg.	MBS Sears & Ayer	Bert Bank, ptrn. & gm Lamar Brouscumb, ptrn.				
WTBC-FM (CP)	Ch. 239 (B) 95.7 mc 17.5 kw							
TUSKEGEE								
WTUS 1952	580 500-D	Radio Tuskegee Inc. 580	KBS	J. L. Youngblood, p	J. A. Bowers, gm, cm & pmm	James P. Rodgers, pd, ce & nd	UP RCA	

ARIZONA

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.

Trans. Library, News Service Transmitter

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. 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	Trans. Library, News Service Transmitter	
BISBEE							
KSUN 1933	1230 250'	Carleton W. Morris Drawer C Lowell 9	MBS Don Lee Ariz. Net Blair	Carleton W. Morris, p & o Arlo Woolery, g & cm Ray Heigesen, pd	Louis Sabo, ce Leo Bernard, pmm	Lou Evans, nd John Harris, fd	Wld. SES. UP
CLIFTON							
KCLF 1950	1400 250	Saguaro Bcstg. Co. Box 528 320	ABC KBS Best	Chet Darwin, p & cm	Pat Goolsby, gm & pd, nd	Verne McKinley, ce	Assoc. Thes. UP Col.
COOLIDGE							
KCKY 1948	1150 1,000 DA-N	Gila Bcstg. Co. Inc. Roosevelt & Main Sts. 4451	Radio Net. of Ariz. CBS Forjoe	Louis F. Long, p William F. Parady, gm Jim Brookbank, cm, sd	Jim Murdock, pd, nd Earl Hickman, ce	Wallace Williams, pmm Bea Bryce, wd	SES., L-W UP WE
DOUGLAS							
KAWT 1946	1450 250	Carleton W. Morris Box 1118 173	NBC, Ariz. Bcstg. Raymer	Carleton W. Morris, p Glenn B. Webber, gm & cm	(Mrs.) Ann Huxtable, pd Sy Winch, ce	Rand Garret, sd Carole Beasley, wd	Cap., Mac. AP, UP WE
FLAGSTAFF							
KCLS 1950	1340 250	Saunders' Bcstg. Co. Hghwy. 89 S. 946 & 37	MBS, Don Lee, Ariz. Net.	Charles J. Saunders, o, gm & cm Charles L. McNeall, ce & nd	Dorothy Saunders, pd Carolee Ek, wd	Dave Brown, sd Bill Brechen, fd	Ray.
KGPH 1950	1230 250	Frontier Bcstg. Co. Inc Weatherford Hotel 51	ABC Forjoe	A. S. Holm, gm & nd E. C. Phillippi, cm	Mary Jane Phillippi, pmm, pd, & wd	A. J. Gardiner, ce Mark Sapp, sd	Cap. AP GE
GLOBE							
KWJB 1938	1240 250	Gila Bcstg. Co. Inc. Globe-Miami Highway 41	NBC Ariz. Bcstg. Raymer	Willard Shoecraft, gm & pmm	Eric L. Manola, cm & pd		Thes. AP
KINGMAN							
KGAN 1949	1230 250	J. J. Glancy Box 1208 Blue 462	ABC	J. J. Glancy, o & gm	William Hinkle, ce		RCA
MESA							
KTYL 1946	1310 1,000-D 500-N DA-N	Harkins Bcstg. Inc. P. O. Box 885 5737		Dwight Harkins, gm Lorenzo Lisonbee, cm Jack Harris, pd	Dick Gilbert, pmm Ben Smith, ce & nd Don Engler, sd	Don Lewis, fd Marg Curtis, wd	St. UP G.
KTYL-FM 1950	Ch. 284 (A) 104.7mc 50kw						St. UP Col.

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COVERING ARIZONA'S BILLION DOLLAR MARKET

KOY

Visitors and residents will spend more than \$1,000,000,000 in Arizona this year.

KOY with its 5,000 watts **non-directional** on **550 kc.** plus its affiliated Arizona Network stations can deliver this market more effectively and more economically than any other medium. Ask any John Blair man.



The Arizona Network
MUTUAL DON LEE

KTUC - PHOENIX - 550 kc.
KSUN - TUCSON - 1400 kc.
KYMA - BISBEE - 1230 kc.
 - YUMA - 1400 kc.

A NEW BILLION DOLLAR MARKET

ARIZONA RANKS 1st
 IN *Percentage* GAIN IN
 POPULATION IN THE U.S.A.

70% Increase in Population

1940 Census 499,261
 1952 Est. 850,000

ARIZONA RETAIL SALES CONTINUE UPWARD REACHING THE \$1,000,000,000 MARK THIS YEAR—A GAIN OF 10% OVER LAST YEAR!

Arizona is the GOLD SPOT of Western Markets

Estimates by Research Department of the Arizona Statewide Valley National Bank.



- KTAR ... Phoenix 5000 W
- KYOA ... Tucson 1000 W
- KYUM ... Yuma 1000 W
- KGLU ... Safford 1000 W
- KWJB ... Globe 250 W
- KYCA ... Prescott 250 W
- KAWT ... Douglas 250 W
- Phoenix 620 KC
- Tucson 1290 KC
- Yuma 560 KC
- Safford 1480 KC
- Globe 1240 KC
- Prescott 1490 KC
- Douglas 1450 KC

Affiliated Stations of the
NATIONAL BROADCASTING Co. and the ARIZONA BROADCASTING SYSTEM

Representative
PAUL H. RAYMER CO. NEW YORK • CHICAGO • DETROIT • HOLLYWOOD • SAN FRANCISCO • BOSTON • MEMPHIS PHOENIX, ARIZONA

ARIZONANS' CHOICE FOR *Good* LISTENING!

ARIZONA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li-brary, News Service Transmitter
NOGALES						
KNOG 1948	1340 250	Border Bcstg. Co. Inc. 770	CBS O'Connell	Robert Marcus, p Samuel Marcus, vp & gm	Ben Greenhaw, ce	Wid. UP WE
PHOENIX						
KIFN 1949	860 250-D	Western Bcstg. Co. Inc 1975 S. Central Ave. Alpine 3-6155	Frank Redfield, gm John Redfield, cm	Joe Alvarado, pd Ed Pool, ce	SES. UP G.
KOOL 1947	960 5,000-DA-N	MariCopa Bcstg. Inc. Adams Hotel Alpine 8-6421	CBS Radio Net. of Ariz. Hollingbery	Gene Autry, p & o Charles Garland, gm William Connelly, cm Miles Reed, pd	Thomas Kelland, pmm Miles Shepherd, ce Homer Lane, fd	Frank Pollack, nd Warren Chandler, sd Dee Junker, wd
KOY 1922	550 5,000-D 1,000-N	KOY Bcstg. Co. 840 N. Central Ave. Alpine 4-4144	MBS, Don Lee Ariz. Net. Blair	John L. Hogg, p & cm Albert Johnson, m, pmm Jack Williams, pd	William Lester, pdm Cliff Miller, ce Bill Close, sd	Wid. UP WE
KPHO 1943	910 5,000 DA-N	Meredith Eng. Co. 631 N. First Ave. Alpine 4-7367	ABC Petry	E. T. Meredith, p Payson Hall, radio-TV d Howard Stalaker, asst. radio-TV d Richard B. Rawls, gm	Chas. F. Montano, cm Francis (Bud) Murphy, pd	George L. McClanathan, ce Lee Kerry, pmm
KPHO-TV 1949		Meredith Eng. Co. 631 N. First Ave. Alpine 4-7367		(For full information see TELECASTING Yearbook)		
KRIZ 1950	1230 250	Howard M. Loeb 2345 Westward Blvd. Alpine 4-8436	Howard M. Loeb, p & gm Sheldon Engel, cm Bill Lewis, pd & nd	James Groll, ce Guy DiAngelis, pmm	Ray Odom, sd Madeline Wise, wd
KRUX 1947	1340 250	Radio Arizona Inc. 1441 N. First St.			UP GE
KTAR 1922	620 5000 DA-N	KTAR Bcstg. Co. 711 Heard Bldg. Alpine 4-4161	NBC Ariz. Bcstg. Raymer	John J. Louis, chmn. of bd. Richard O. Lewis, p & gm	E. W. (Bill) Harvey, vp & cm Rol Laughner, pd & fd Bob Pollard, pmm	A. C. Anderson, vp & ce Jenny Scott, wd John Snow, nd John Harrington, sd
PRESCOTT						
KYCA 1940	1490 250	Southwest Bcstg. Co. P. O. Box 1631 244	NBC, Ariz. Bcstg. Raymer	Harold Ritter, p, gm & cm Hollis Hill, pd George Eitel, ce	Larry Kent, pmm Wayne Rollins, sd & wd	Cap., Thes. AP RCA
SAFFORD						
KGLU 1938	1480 1,000	Gila Bcstg. Co. 520 Main St. 15	NBC Ariz. Bcstg. Raymer	Louis F. Long, p Paul Merrill, gm Edward E. Furman, cm & pmm	Lester McBride, pd & fd Russ Wonnacutt, nd	Jeff Lapping, ce Bob Godek, sp Bonita McBride, wd
TUCSON						
KCNA 1947	580 5,000-D 500-N-DA-N	Catalina Bcstg. Co. Box 2348 2-4664	ABC Hollingbery	Erskine Caldwell, p Wayne Sanders, gm Harry Chambers, cm	Bill Rider Jr., pd & sd Tom Epperson, ce R. O. Black, pmm	Jim Maize, fd Shirley Phillips, wd Wally Lindbergh, nd
KCNA-TV (CP)		Catalina Bcstg. Co. Box 2348 2-4664		(For full information see TELECASTING Yearbook)		
KOPO 1947	1450 250	Old Pueblo Bcstg. Co. 115 W. Drachman 4-0431	CBS Radio Net. of Ariz. Forjoe	Gene Autry, o E. S. Mittendorf, gm S. J. Kossack Jr., cm	Cliff Stillinger, pd Verne Cimmiyotti, ce Jane Abbott, pmm Richard Wheat, nd	Bernie Perlin, sd Joe Crystall, fd Virginia Benoit, wd Jerry O'Brien, asst. m
KOPO-TV (CP)		Old Pueblo Bcstg. Co. 115 W. Drachman 4-0431		(For full information see TELECASTING Yearbook)		
KTKT 1949	1490 250	Thomas J. Wallace 500 W. Elm 4-1777	Thomas J. Wallace, o	Thomas J. Wallace Jr., ce	Hilary Mienzer, wd
KTUC 1929	1400 250	Tucson Bcstg. Co. 900 E. Broadway 2-3344	MBS Ariz. Net. Blair	Lee Little, p, gm, & pmm Mac Matheson, cm Cliff Livingston, ce	Stan Norman, pd & sd George Bradley, slm	Fred Finney, nd Hilde Clark, wd
KVOA 1929	1290 1,000	Arizona Bcstg. Co. 48 E. Broadway P. O. Box 2911 3-2555	NBC Ariz. Bcstg. Raymer	R. B. Williams, p & gm Harper M. Phillips, bus. m John C. Underwood Jr., cm	Ben L. Slack Jr., pd Ray H. Holsclaw, ce George T. Callison, nd	Harold W. Gras Jr., sd Kathryn Kay, wd
KVOA-TV (CP)		Arizona Bcstg. Co. P. O. Box 2911 3-2555		(For full information see TELECASTING Yearbook)		
WINSLOW						
KVNC 1952	1010 1,000-D 500-N-DA-2	Gila Bcstg. Co. P. O. Box 373 1010	L. F. Long, p O. E. (Ed) Whelan, gm John R. Schooley, cm	Lew Lowry, pd Lyman Streeter, ce Nelson Weirick, pmm	Ralph Anderson, nd Guy Christian, sd Dee Richards, wd
YUMA						
KSWB 1952	1240 250	Southwestern Bcstg. Co. P. O. Box 1430 3-8341	CBS	James F. Cox, gm & cm	Don Peltz, ce
KYMA 1950	1400 250	KYMA Inc. P. O. Box 671 3-7841	MBS Ariz. Net. Blair	Bill Lindsey, p & gm Leo A. Newsome, cm Bob Vache, pd, nd & sd	Dave Roach, ce Gary Hays, pmm	Dixie Pate, wd Grant Lee, fd
KYUM 1940	560 1000 DA-N	Yuma Bcstg. Co. 1901 1st St. 3-3305	NBC Ariz. Bcstg. Raymer	R. N. Campbell, p Ray C. Smucker, gm Roy Jorgensen, cm Russ Siner, pd	Leavenworth Wheeler, ce Bob Hansen, pmm Glenn Edwards, nd	Pat Carrick, sd Matty Power, wd Fred Pelger, fd

ARKANSAS

ARKADELPHIA						
KVRC 1947	1240 250	Arkadelphia Bcstg. 506 Main St. 789	MBS, KBS Best	Cecil W. Cupp Sr, p John Moore, gm & cm	W. F. Deaton, pd & pmm Ray Burns, ce	John Riggle, nd, fd & sd
BATESVILLE						
KBTA 1950	1340 250	White River Valley Bcstg. Inc. P.O. Box 255 1112	MBS, KBS, Arkansas Razorback	Jared E. Trevathan, p W. A. West, vp J. F. Higginbottom, secy-treas.	Robt. R. Blair, cm, pmm & sd J. Andrew Wright, ce	Bill Clark, nd
BENTON						
KBBA (CP)	690 250-D	Benton Bcstg Service % W. R. Tuck Jr.	911 W. Main St. Magnolia, Ark.			

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BLYTHEVILLE

KLCN 1922	900 1,000-D CP: 910	Harold L. Sudbury Sudbury Bldg. 2093 Pearson	Harold L. Sudbury, p, g & cm Carl Frame, pd	Marion Skinner, ce J. T. Sudbury, pmm	Don Whitney, fd AP G
KLCN-FM 1948	Chan. 241(B) 96.1mc 21kw						

CAMDEN

KAMD 1946	1450 250	Camden Radio Inc. S. California St. 6-5091	MBS, KBS, Ark. & Razorback	Walter Hussman, p Frank O. Myers, gm Donald Cathey, cm	D. C. Hunter, ce Cal Carter, pd, pmm, nd & sd	Bill Bates, fd Freda Carter, wd	Assoc. AP RCA
KPLN (CP)	1370 1,000-D	Leo Howard					

CONWAY

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

KAGH 1951	1340 250	Julian Haas 900 Main St. 750	NBC, KBS	Julian Haas, p & gm Al Shirey, pd & nd	Harry Bohm, ce	Jim Horn, sd AP Ray.
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EL DORADO

KDMS 1950	1290 1,000-D	KDMS Inc. Randolph Hotel 3-9190	Cotton Belt Devney	David M. Segal, p	Virgil Stone, studio d & sd E. Perdue, pmm	E. C. Grensham, ce	L-W UP Col.
KELD 1935	1400 250	Radio Enterprises Inc. 208 N. Washington 3-6126	ABC, Razorback, Ark. Continental	W. N. McKinney, p & gm J. R. Duerson, c & pmm Dot Pondrom, pd	John Long, ce Ed Hall, nd Bill Darland, fd	Jim Elamon, sd Sarah McLarty, wd	Assoc. AP Col.

FAYETTEVILLE

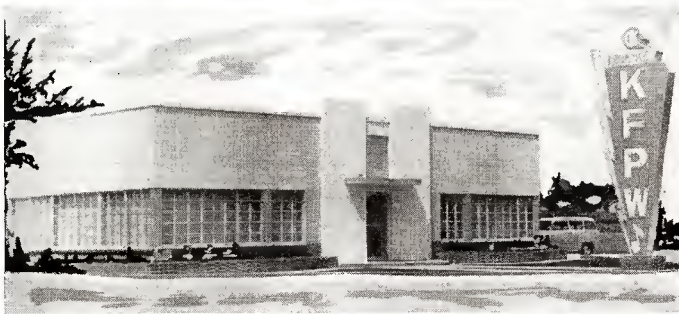
KGRH 1946	1450 250	Fayetteville Bcstg. Co. Inc. 922 N. Leverett 862	MBS, Ark. Razorback Walker	Hayden McIlroy, p Fred J. Stevenson, gm Edwin G. Gideon, c & pmm	Wallie Ingalls, pd & sd Harold R. Lindsey, ce	Richard W. Evans, nd Mary Ingalls, wd AP G.
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FORREST CITY

KXJK 1949	950 1,000-D	Forrest City Bcstg. Co. National Bank Bldg. 950	KBS, Ark., Razorback	William Fogg, p & gm James Pearson, cm	Lloyd Denney, pd & fd W. L. Smith Jr., ce	Larry Parker, nd	Wld. AP G.
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FORT SMITH

KFPW 1930	1230 250	Tulsa Bcstg. Co. 2321 N. Albert Pike Rd. 4105	CBS Avery- KnodeL	John Griffin, p John Esau, vp & gm James P. Walker, sm L. A. Blust, cm	Harlan Judkins, pd Paul McCaslin, ce George Ketcham, pmm	Pat Garner, nd Joe Roppolo, sd Dorothy Gibson, wd	L-W UP WE
KFPW-FM 1947	Chan. 235(B) 94.9mc 14kw						



Serving **YOU**

FROM OUR NEW, MODERN
RADIO CENTER

KFPW

The VOICE that SELLS in FORT SMITH

MULTIMILLION-DOLLAR SHOPPING CENTER of WESTERN ARKANSAS

- **AVERY-KNODEL, Inc.**
National Representative
JOHN ESAU—Vice Pres.—Gen. Mgr.
L. A. BLUST—Gen. Sales Mgr.
J. P. WALKER—Station Manager

THE KFPW MARKET	
POPULATION	202,000
RETAIL SALES	\$131,334,000
NET EFFECTIVE BUYING INCOME	\$150,072,000



KFPW

**CBS RADIO
IN
FORT SMITH**

AFFILIATED with KTUL, Tulsa—KOMA, Oklahoma City

ARKANSAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. vp & vp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. 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	Trans. Li- brary, News Service Transmitter
FORT SMITH (Cont'd)						
KFSA 1947	950 1,000-D 500-N-DA-N	Southwestern Pub. Co. 920 Rogers Ave. 2-9126	ABC, Ark., Razorback Pearson	Donald W. Reynolds, p H. Weldon Stamps, g & cm	Jerry Winner, pd, pmm & Pat Porta, fd wd Robt. W. Platt Jr., ce	AP Col.
KFSA-FM 1948	Ch. 296(A) 107.1mc 0.32kw					GE
KFSA-TV (CP)		Southwestern Pub. Co.			(For full information see TELECASTING Yearbook)	
KWHN 1947	1320 5,000-DA-N	KWHN Bcstg. Co. Inc. Radio Center 8967	MBS Western Rambeau	H. S. Nakdimen, secy- treas. Parkman R. Feezor, sta. d & cm	Glenn O'Neal, pd, pmm & Lumarion Sumner, wd nd Bruce Dennis, ce	AP WE
HARRISON						
KHOZ 1946	1240 250	Harrison Bcstg. Corp. Radio City Addition 1240	MBS, KBS	Bob Wheeler, chief o & gm Mel Lynn, cm Bruce Washburn, pd	Fred Ward, ce Leon Shaddox, nd, fd & sd	Lillian Bell, wd Thes. UP G.
HELENA						
KFFA 1941	1380 1,000 DA-N	Helena Bcstg. Co. 215 York St. 4-2361	MBS, KBS Razorback Ark. Continental	Sam W. Anderson, o & gm Byron Kearnby, Jr., cm Leon Little, pd	Earl Hodges, ce Marion Sherrod, pmm Bill Holland, nd	Cecil Scaife, sd Katherine Kiser, wd Wld. AP G.
HOPE						
KXAR 1947	1490 250	Hope Bcstg. Co. Highway 29, North 7-3601	MBS, KBS	A. H. Washburn, p L. B. Tooley, gm & ce	Wes Ninemire, cm Carroll Wynn, pd	Florence Tooley, wd AP Col.
HOT SPRINGS						
KBHS 1952	590 1,000-D	Resort Bcstg. Co. Inc. 113 Third St. 388		I. A. Cain, p Marvin Hull, gm & cm	Osmond Pence, pd Clint Norman, ce	Wld. UP G.
KBLO (CP)	1470 1,000-D	National Park Bcstg. Co. 1011 Central Ave.	Pearson	Robert S. Bieloh, gm & cm	Bill Bailey, pd & nd Robert G. King, ce	Ival Bieloh, wd SES. AP G.
KRCH (CP)	1270 1,000-D	Hot Springs Bcstg. Co. R. L. Harrison Radio Station KCRV Caruthersville, Mo.				
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. KBTM Bldg. 5597	MBS, KBS	Jay P. Beard, p & gm B. C. Hargreaves cm (local)	Veda Beard, pd Cecil Clark, ce	Dave Epstein, pmm Clarence Adams, nd & fd Hugh Frizzell, sd Wld. AP G.
KBTM-FM 1948	Chan. 270(B) 101.9mc 8kw					
KNEA 1950	970 1,000-D	Radio Jonesboro Inc. Hotel Noble 8381	Razorback Gill-Keefe & Perna	R. H. Halbert, p Dick Crane, vp & gm Harold Gregson, cm & fd	Neal Bunn, pd & nd Wesley Bell, ce Charles Quinton, pmm	Paul Barnett, sd Kay Norman, wd Assoc. UP RCA
LITTLE ROCK						
KARK 1928	920 5,000-DA-N	Arkansas Radio & Equip. Co. 112 E. Capital Ave. LD 99	NBC Arkansas South Central Petry	T. H. Barton, chmn. of bd. T. K. Barton, gm A. C. Dowden, cm & pmm	Dan L. Winn, ce Robert Kemp, nd Robert L. Bulce, fd	Wilson Hurst, sd Dorothy Sims, wd Wld. AP, UP RCA
KETV(TV) (CP)		Great Plains Televi- sion Properties Inc. 4 W. 85th St. New York 19, N. Y.			(For full information see TELECASTING Yearbook)	
KGHI 1927	1250 1,000-D 500-N-DA-N	KGHI Bcstg. Service 306½ W. Third 27-9166	ABC Hollingbery	A. L. Chilton, ptrn. L. H. Chilton, ptrn. S. C. Vinsonhaier, ptrn. & gm	Kerm't Richardson, cm (Mrs.) Barbara Amsler, pd & wd Al Pickworth, sd	V. O. Vandusen, ce Ray.
KLRA 1927	1010 10,000-D 5,000-N-DA-N	Arkansas Bcstg. Co. Inc. P. O. Box 550 2-5427	CBS Taylor	J. N. Heiskell, p W. V. Huff, gm Oscar Alagood, slm (local)	Harris Owen, pd K. F. Tracy, ce Robert Hicks, pmm	Mark Weaver, nd John R. Holmes, fd George Moore, sd St. AP, UP RCA
KRTV(TV) (CP)		Little Rock Tele- casters P. O. Box 420 Wichita Falls, Tex.			(For full information see TELECASTING Yearbook)	
KTHS 1924	1090 50,000-DA-N	Radio Bcstg. Inc. KTHS Bldg.	Branham	W. H. Bronson, p B. C. Robertson, gm	Jack Wolever, pd	Cecil Suitt, ce L-W RCA
KVLC 1948	1050 1,000-D	Southwestern Bcstg. Co. Southern Natl. Ins. Bldg. 5-5321	Radio Reps	R. M. Saxon, p Glen H. Robertson, gm James A. Gatens, cm	Fredrick H. Schmutz, pd & nd Dale Mahurin, ce Charles Simms, fd	Bob Lawrence, sd Dorothy Wimberly, wd Assoc. UP G.
KXLR 1946	1150 5,000-D 1,000-N-DA-N	Arkansas Airwaves Co. 217 E. Third St. 2-2155	MBS Razorback Pearson	John F. Wells, p Emil J. Pouzar, gm Melton Lancaster, cm	Roy Nichols, pd Earl Butler, ce Bobbie Forster, nd & wd	Bob Fulton, sd Thes. UP G.
MAGNOLIA						
KVMA 1948	630 1,000-D	Magnolia Bcstg. Co. 212 N. Jefferson 630	MBS, KBS Arkansas Razorback Pearson	Dr. Joe F. Rushton, p	William M. Bigley, gm	Ray Wells, ce Wld. AP Ray.
MALVERN						
KDAS 1951	1420 1,000-D	Malvern Bcstg. Co. Young Insurance Bldg. 1584		David M. Segal, p Robert Choate, sm Ed Niehay, cm, nd & sd	Pat Lightfoot, pd & wd John Williams, ce	Rex Parnell, fd Wld. UP G.
KGRO (CP)	1380 1,000-D	Malvern Bcstg. Co. 321 School St.				

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McGEHEE

KVSA 1220 S. E. Arkansas Bcstrs. Abbott F. Kinney, p & gm Capitol
(CP) 1,000-D Inc. P. O. Box 1220 AP
Gates

MENA

KENA 1450 R. B. Bell MBS, KBS R. B. Bell, p O. D. Frederick, ce Mary Lou Carter, wd St.
1950 250 S. Reene St. 878 Bernice Bell, pd Claud Hill, nd UP
Col.

MORRILTON

KVOM 800 Morrilton Bcstg. Co.
(CP) 250-D % C. R. Horne
Radio Station KXRJ
Russellville, Ark.

MOUNTAIN HOME

(CP) 1490 Mtn. Home Bcstg.
250 Corp.

NEWPORT

KNBY 1280 Newport Bcstg. Co. Arkansas Harold Sudbury, p Anson Clark, ce Mary Ellen McDonald, wd
1949 1,000-D P.O. Box 218 Razorback Ray Dexter, gm & sd Ted Porter, ce Charles Stark, sd UP
RCA

OSCEOLA

KOSE 860 Osceola Bcstg. Corp. KBS H. F. Ohlendorf, p Betty Woods, cm H. M. Jones, ce Wld.
1949 1,000-D P.O. Box 311 860 Ted Woods, gm Hobson Daws, pd RCA

PARAGOULD

KDRS 1490 Daily Press Inc. KES Ted Rand, p Wilma Wheelis, pd & wd George Kirby, fd
1947 250 P.O. Box 491 Razorback Doyme F. Bateman, m Ted Porter, ce Charles Stark, sd AP
G.

PINE BLUFF

KCLA 1400 Radio Eng. Service Ken Kesterson, gm Clyde Martin cm Charles Penix, pd L-W
1947 250 2900 W. 28th St. 1900 AP
G.

KOTN 1490 Universal Bcstg. Corp. MBS, KBS B. J. Parrish, p, gm, cm Lois Palmer, pd & wd Wendell Atchison, sd Thes.
1934 250 505½ Main St. 721 & ce R. W. Etter, pmm RCA

POCAHONTAS

KPOC 1420 Pocahontas Radio Inc. Adrian L. White, gm & Ken Kennedy, ce Roy Forrester, fd Wld.
1950 1,000-D P.O. Box 250 500 Hiram Mayo, cm Jack Wilson, nd & wd UP
G.

KPOC-FM Chan. 249
1952 97.7mc
0.390kw



● As a boy, James Watt noted the power of steam rising from a teakettle's spout and went on to become world-famous as an inventor. The term "Watt" to indicate power derives from his name.

Nobody Yet Ever Tuned In a Watt—

We should know . . . we have 10,000 of them going out every day . . . pushing our signal all over Arkansas.

The folks in Arkansas don't know one watt from another . . . but they do know what station brings them—

- CBS Radio programs
- Johnnie Holmes, Farm Reporter
- The Barnyard Frolic and other top Western entertainers
- Merry-Go-Round and other top-rated DJ shows
- and a host of other programs

They further know what station has the only full-time News Department, with Mark Weaver, Gene Goss and Randy Gover to keep them posted on events.

Local and national advertisers feel the same way about it. They bought more time in 1952 on KLRA than ever before in history!

●
For the complete
KLRA story, ask
any O. L. Taylor
office
●

10,000 WATTS DAYTIME
5,000 WATTS NIGHT
1010 KC · CBS RADIO

KLRA
LITTLE ROCK

ARKANSAS—(Continued)

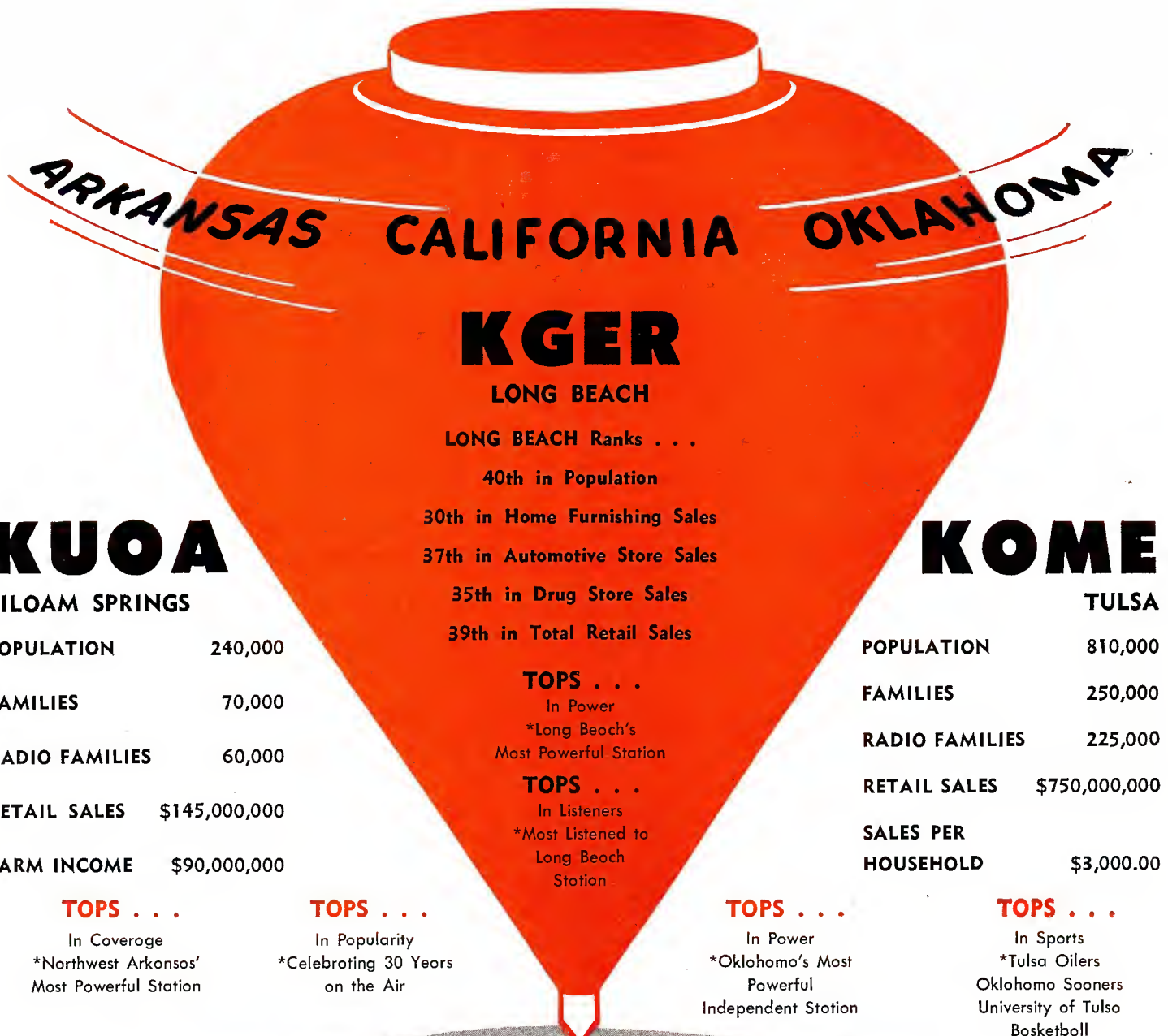
City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
RUSSELLVILLE							
KXRJ 1947	1490 250	Valley Bestrs. Inc. 299	MBS Razorback	C. R. Horne, p & gm L. L. Bryan, cm & sd	William C. McKenney, pd & ce Don Sammons, pmm	Morris Leming, nd & fd AP Ray.
SEARCY							
KSCY (CP)	1450 250	Edith Wood Sweezy % Arkansas Recorder 215 E. Third St. Little Rock, Ark.
KWCB 1951	1300 1,000-D	White County Bestg. Co. Inc. P.O. Box 95 1281	KBS	Carl N. Dodd, p & gm Homer M. Harris, pd & ce	Don P. Jones, slm	John Argo, sd	SES., Thes. AP G.
SILOAM SPRINGS							
KUOA 1923	1290 5,000-D	KUOA Inc. Siloam Springs, Ark. 777	MBS Arkansas Razorback Western	John E. Brown Sr., p Storm Whaley, gm, cm & nd	Ralph Kennedy, pd Cecil Smith, ce	Charles E. Hoke, fd Royce McKissick, sd	Thes. UP WE
KUOA-FM 1923	Chan. 239(B) 105.7mc 2.6kw GE
SPRINGDALE							
KBRS 1949	1340 250	Southwestern Pub. Co. 920 Rogers St. 2-2011	ABC Pearson	Donald W. Reynolds, p Roy J. Bowman, gm & cm Jerry D. Bidle, pd	R. L. Stocklos, ce Weldon Stamps, supv. d	Pete Harkins, nd AP G.
STUTTGART							
KWAK 1948	1240 250	Stuttgart Bestg. Co. 1818 S. Buerkle St.	MBS, KBS	Beloit Taylor, p Melvin P. Spann, gm	June Spann, pd	Frank Newbery, ce	St., Wld. UP G.
TEXARKANA							
KOSY 1951	790 1,000-D 500-DA-N	Gateway Bestg. Co. P.O. Box 1318 22-3771	MBS Pearson	Dr. W. Decker Smith, ptrn. A. L. Davis, ptrn. Tom Dillahunty, gm	Herman Cecil Peter C. Tripp, pd Charles Mathis, ce	Bill Mitchell, fd Tom Sansing, sd Carol Nethery, wd	Thes., Cap. AP G.
WALNUT RIDGE							
KRLW 1951	1320 1,000-D	Southern College P.O. Box 67 980 Best	Dr. H. E. Williams, p Jim Hall, cm	J. Paul Huddleston, pd & nd Leonard Ringle, ce	Bill Thornton, sd Bonnie Miles, wd
WEST MEMPHIS							
KWEM 1947	990 1,000-D	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 Matty Brescia, pmm & sd	Thomas Roane, nd Richard Stuart, fd Patricia Raymond, wd UP G.

CALIFORNIA

ALTURAS							
KCNO 1951	570 1,000-D	CONR Inc. P. O. Box 207 2531 Forjoe Biddick	Rowland H. Dow, p, pd & pmm	Philip N. Good, vp, gm, cm & fd Raiph W. Powers, ce	Margaret E. Miller, nd Bessie M. Dow, wd	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	John Poole 6540 Sunset Blvd. (Los Angeles) Hempstead 3205 Meeker	John H. Poole, o, gm & ce Donald Callen, m Robert J. McAndrews, cm & pmm	Alan Lisser, pd & nd Cliff Gill, oper. m Stu Wilson, pdm	Larry Burrell, sd Sam Margolin, e in chg. (Hollywood) Judson Edwards, e in chg. (Avalon)	Cap. UP G.
BAKERSFIELD							
KAFY 1946	550 1,000-DA-1	Bakersfield Bestg. Co. 2013 Chester Ave. 4-6421	MBS, Don Lee Grant	George B. Crome, p Sheldon Anderson, gm Naum Healy, cm & sm	Jim McBride, pd Ted Froming, ce Helen Smythe, pmm	Fred Percy, nd & sd Jim Garner, fd Mary Gregg, wd	Cap. UP Col.
KBIS 1950	970 1,000 DA-2	Marmat Bestg. Co. 937 Oak St. 4-6093 Oakes	Hal Brown, p & gm Franklin H. Wilbur, cm & pmm	Bob Elias, pd, nd & sd James L. Matly, ce Pat Patterson, fd	Grace Watkins, wd	Assoc., SES. AP Col.
KMAR(FM) 1950	Chan. 223 (B) 92.5mc 4.7kw	(KBIS, AM Affiliate)
KERN 1938	1410 1,000	McClatchy Bestg. Co. Elks Bldg. 8-8431	CBS McClatchy Raymer	Eleanor McClatchy, p Walter L. Baziuk, m	Verne Shatto, ce Phil Waterhouse, nd	Sidney Cox, fd	Cap. AP GE
KERN-FM 1948	Chan. 231 (B) 94.1mc 9.8kw
KERO 1946	1230 250	Kern County Bestrs. Inc. 1420 Truxton Ave. 4-4548	NBC Avery- Knodel	Gene DeYoung, p & gm Ed Urner, cm	Kenneth Croes, prog. m John Tomerlin, pmm	Clayton Nichols, nd Rod O'Hara, sd	Wld. UP RCA
KPMC 1933	1560 1,000	Pioneer Mercantile Co. 307 E. 21st St. 8-8157	ABC Hollingbery	Frank G. Schamblin, p Leo A. Schamblin, gm C. C. Sturm cm & pd	Leo P. Jarvis, ce Paul Biermann, pmm & nd	Art Mason, fd & sd Eleanor Strauss, wd	Thes. UP RCA

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THE TALE OF TOPS IN RADIO in



ARKANSAS

CALIFORNIA

OKLAHOMA

KGER

LONG BEACH

LONG BEACH Ranks . . .

40th in Population

30th in Home Furnishing Sales

37th in Automotive Store Sales

35th in Drug Store Sales

39th in Total Retail Sales

TOPS

In Power

*Long Beach's
Most Powerful Station

TOPS

In Listeners

*Most Listened to
Long Beach
Station

TOPS

In Popularity

*Celebrating 30 Years
on the Air

TOPS

In Power

*Oklohomo's Most
Powerful
Independent Station

TOPS

In Sports

*Tulsa Oilers
Oklohomo Sooners
University of Tulso
Basketball

KUOA

SILOAM SPRINGS

POPULATION 240,000

FAMILIES 70,000

RADIO FAMILIES 60,000

RETAIL SALES \$145,000,000

FARM INCOME \$90,000,000

KOME

TULSA

POPULATION 810,000

FAMILIES 250,000

RADIO FAMILIES 225,000

RETAIL SALES \$750,000,000

SALES PER
HOUSEHOLD \$3,000.00

5000 WATTS EACH

Greater Coverage of Three Great Markets

THE STATIONS OF THE AMERICAN HOME

CALIFORNIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter
BANNING						
KPAS 1947	1490 250	Pass Bcstg. Co. 4425 W. Ramsey St. 515	Porter	Kenneth C. Colburn, p H. W. Wilson, gm Jack Colon, cm & nd	Mary B. Wilson, pd William R. Biggs, ce Jim Faul, sd	Chris McAllister, wd Thes. AP Ray.
BARSTOW						
KWTC 1947	1230 250	Mojave Valley Bcstg. Inc. P. O. Box 697 4001	Cooke	W. T. Brown, p Harry White, gm & cm	James Harvey, pd, asst. m & nd	Don Alberts, ce Wld. UP WE
BERKELEY						
*KPFA(FM) 1949	Chan. 231 (B) 94.1mc 52kw	Pacifica Foundation 2207 Shattuck Ave. Ashberry 3-6767		Lewis Hill, exec. d Richard Moore, station d. William Triest, pd	Bruce Harris, ce Wallace Hamilton, pub. affairs	Americo Chiarito, mus. d INS GE
KRE 1923	1400 250	Central Calif. Bcstrs. Inc. 601 Ashby Ave. Ashberry 3-7715		Arthur Westlund, p & gm Don Hambly, cm Les Avery, pd		AP WE
KRE-FM 1949	Chan. 275 (B) 102.9mc 9.9kw					
BISHOP						
KIBS (CP) 1946	1230 250	Inyo Bcstg. Co. Route 1, Box 28 4411		James R. Oliver, co-o, gm, pd S. A. Cisler, co-o	R. S. Deming, cm & sd Evelyn Bandhauer, wd	John Ashworth, ce Russ Matthew, nd & pmm 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 Jaines, wd	
BRAWLEY						
KROP 1946	1300 1,000-D 500-N	Bcstg. Corp. of America P. O. Box 238 1300	ABC & Calif. Rural Pearson	W. B. Ross, trustee	Fred E. Carr gm Nuell Benton, pd	John Chandler, sm & cm
BURBANK						
KBLA 1952	1490 250	Bcstrs. of Burbank 11516 Oxnard St. N. Hollywood, Calif. Sunset 2-1195		Gordon A. Rogers, p & sd Robert S. Marshall, gm & pmm	Robert Skiles, pd, ce & nd	Mildred Carr, wd L-W UP WE
CALEXICO						
KICO 1947	1490 250	Charles R. Love P. O. Box 786 918	O'Connell Cooke	Charles R. Love, p W. A. Geddes, gm	Don Gillette, gm James Cain, ce	Bill Smith, sd AP Ray.
CHICO						
KHSL 1935	1290 5,000 DA-N	Golden Empire Bcstg. Co. 336 Broadway 237	MBS, Don Lee Grant	Mrs. Hugh McClung, p M. F. Woodling, gm J. A. Pero, cm	Ed Parker, pd Russell Pope, ce Martin Jacobson, pmm	Thomas Nelson, nd Boyd Crawford, fd Henry Hanna, sd Dottie Locke, wd St. UP RCA
KVCI(FM) 1947	Chan. 266 (A) 101.1mc 9.8kw	(KHSL, AM Affiliate)				
KXOC 1949	1150 5,000 DA-N	KXOC Inc. Radio Lane 1013	CBS Pearson, Western Radio	Lincoln Dellar, p Donald J. Quinn, vp, gm & cm	Neil McIntyre, pd, nd & fd E. W. Berger, ce	Wm. E. Pope, pmm & sd Marieanne Stutz, wd UP Col.

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KCNO LAND IS PROSPEROUS

The per family share in the whopping big retail sales is \$4,450.00. Half these folks are reached by no other doily advertising medio.

OREGON	CALIFORNIA	NEVADA
54,912 People	68,486 People	22,546, People
17,027 Families	21,202 Homes	6,790 Homes
16,553 Radio Homes	20,641 Radio Homes	6,491 Radio Homes
\$83,810,000 Retail Sales	\$80,576,000 Retail Sales	\$36,521,000 Retail Sales

KCNO's listeners ore first in medion income ... in California ... in Oregon ... in Nevado

This adds up to 145,944 people in 43,735 Radio homes with \$200,907,000 in annual retail sales.

(All Figures are for Primary area)

(Almost \$100,000,000 in form income in 1951). KCNO land leads the west in production of BEEF, POTATOES, ALSIKE and HENJCHEN BARLEY.

A mighty 1000 Watts on 570 kc daytime

KCNO
Alturas, California

Represented
Nationally
by
FORJOE

**93,531 PEOPLE IN
17 PACIFIC COAST
MARKETS WERE
ASKED...**



*Were you listening
to the radio when
the phone rang?*

What program, please?

What station, please?

They replied:

DAYTIME, 9 a.m. to 6 p.m., Mon. thru Fri.

DON LEE 32 firsts out of 36 quarter hours
 ABC 4 firsts
 CBS NO firsts
 NBC NO firsts

EVENING, Sunday thru Saturday, 6 to 10 p.m.

DON LEE 40 firsts out of 56 half hours
 ABC 5 firsts
 CBS 7 firsts
 NBC 5 firsts

SATURDAY, 12 noon to 6 p.m.

DON LEE 11 firsts out of 12 half hours
 ABC 1 first
 CBS NO firsts
 NBC NO firsts

SUNDAY, 12 noon to 6 p.m.

DON LEE 8 firsts out of 12 half hours
 ABC 1 first
 CBS 3 firsts
 NBC NO firsts

Before you buy *any* media on the Pacific Coast, be sure to read *all* of Don Lee's survey booklet, "Pacific Coast Ears Prefer LOCAL Voices."

If you do not have a copy, simply call or write your Don Lee or John Blair representative.

1313 North Vine Street
 Hollywood 28, California

1000 Van Ness Avenue
 San Francisco 9, California

Represented Nationally by **JOHN BLAIR & COMPANY**
 NEW YORK • CHICAGO • ST. LOUIS • DETROIT • DALLAS



CALIFORNIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
COALINGA KBMX 1950	1470 500-D	Pleasant Valley Radio Co. P. O. Box 715 136	Benjamin M. Bowman, p	Rea B. Bowman, gm	D. I. Daniels, ce Faye M. Bowman, wd	L-W, SES. UP G.
CORONA KBUC 1948	1370 1,000-D 500-N-DA-N	Radion Bcstg. Inc. Corona, Calif. 1370	McGillvra	E. J. Bucknum, p & gm Charles Eubanks, cm	Cliff Miller, pd George A. Farmer, ce	Charles Ferguson, pmm Mary A. Bucknum, asst. m Peg Hendrick, wd UP GE
CRESCENT CITY KCRE 1950	1400 250	Del Norte Bcstg. Co. P. O. Box 248 3061	Robt. E. Grey, p, co-o, gm & pd Bill Endicott, asst. m Dr. John K. Perry, co-o	Peggy Burke, cm & nd Howard E. Plaschka, ce	Jerry Clausen, fd & sd Dorothy Williams, wd	St., SES. AP GE
CULVER CITY KMG(M) FM 1948	Chan. 254 98.7mc 49kw	Metro-Goldwyn-Mayer Studios Inc. MGM Studios Texas 0331	Wm. F. McCrystall, gm			
DELANO KCHJ 1951	1010 1,000-D	Charles H. Johnes Cty. Line Rd. at Melcher 8676	Charles H. Johnes, p, gm & ce	Jean G. Johnes, pd		SES. UP
DINUBA KRDU 1946	1240 250	Radio Dinuba Co. P. O. Box 157 500	Egon Hofer, p & gm Dave Hofer, Jr., vp Harold Sparks, pd	Russell Friend, tech. d	Jim Bailey, sd AP
EL CENTRO KXO 1927	1230 250	Valradio Inc. P. O. Box 140 1100	MBS, Don Lee Raymer	Paul A. Jenkins, p Richard T. Sampson, gm & ce Belle Hovey, cm	Bob Weaver, pd, fd & sd Doug Fishel, pmm Norm Germani, nd	Mary Francisco, wd	Cap., SES. UP RCA
EUREKA KHUM 1947	1240 250	Carroll R. Hauser Vance Hotel Hillside 2-5744	ABC, CBS Pearson Western Radio	Carroll R. Hauser, p & gm Frank M. Smith, cm, fd & sd Verne Emmerson, pd & pmm	Dean Elliott, ce Lee Norton, nd	Winnie Shiphan, wd	Cap. AP Col.
KIEM 1933	1480 5,000 DA-1	Redwood Bcstg. Co. Inc. E at Sixth 3-1621	MBS, Don Lee Blair	Wm. B. Smullin, p & gm Don Telford, cm Paul Corbin, pd	Bob Stach, pmm Newton Steward, nd Eddie Arnold, fd	Harry Howard, sd Mary Lou Stuart, wd	Wld. UP WE
KRED(FM) 1947	Chan. 242 (B) 96.3mc 4.6kw	(KEIM, AM Affiliate)					
FORT BRAGG KDAC 1948	1230 250	Mendocino Coast Bcstg. Co. P. O. Box 616 3251	United Pacific Forjoe	Edward A. Mertle, o	Craig N. Smith, gm & ce	Charles R. Hemphill, cm AP Col.

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CAPTURED

Over 50%* of the total Radio Sets in use in fabulous Imperial Valley, "The Garden Spot of the Nation" with a total income last year of \$125 Million Dollars.

The Family
STATION
for Imperial Valley

K X O

EL CENTRO, CALIFORNIA

Paul H. Raymer Co., Inc.

*Based on
Conlan, Crossley
and Ward Surveys

FRESNO

KARM 1938	1430 5,000-DA-1	KARM, The George Harm Station 1333 Van Ness Ave. 4-2966	ABC Petry	Hattie Harm, p Clyde F. Coombs, gm	Edward Ropolo, pd Elbert Dean, ce	Eldora Roth Cooney, pmm Hap Haggard, nd	St. AP & INS RCA
KARM-FM 1948	Chan. 270 (B) 101.9mc 7.4kw						GE
KFRE 1938	940 50,000 DA-2	California Inland Bestg. Co. T. W. Patterson Bldg. 4-5001	CBS Avery- Knodel	Paul R. Bartlett, p & gm Keith L. Mealey, d of engrg. & asst. m	Frank D. Woody, cm	Ed. J. Frech, pd Wally Erickson, nd & fd	Wld. UP GE
KRFM(FM) 1947	Chan. 229 (B) 93.7mc 70kw	(KFRE, AM Affiliate)					
KGST 1949	1600 1,000-D	Delle Bestg. Co. Farmers Market 6-6526	Forjoe	Morris Mindel, cm & sd Jeanne Bachner, pd & wd	Bob Fisher, nd	Bob Love, fd	UP Col.
KMJ 1925	580 5,000	McClatchy Bestg. Co. 1515 Van Ness Ave. 3-6277	NBC Rayner	Eleanor McClatchy, p William S. Sanford, gm Coyle Chambers, cm	Joseph Tomes, pd Ramsey Elliot, pmm William Wallace, ce	Joseph Drilling, nd & sd Edward Sturgeon, fd	Assoc. AP, UP RCA
KMJ-FM 1949	Chan. 250 (B) 97.9mc 7.3kw						
KMJ-TV 1952		McClatchy Bestg. Co. 1515 Van Ness Ave. 3-6277		(For full information see TELECASTING Yearbook)			
KYNO 1947	1300 1,000 DA-2	Schuler, Chenault, Anderson and Williamson P. O. Box 407 2-4163	MBS, Don Lee Hollingbery	Robert S. Schuler, p Gene Chenault, gm Les Daggett, cm	Leo Goldman, pd Bert Williamson, ce	Ed Piston, nd	Thes. UP Ray.

GLENDALE

KIEV 1933	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) 1952	Chan. 270 (B) 101.9mc 11.6kw	Robert P. Adams P. O. Box 729 Citrus 4-1414		R. P. Adams, p & ce			Fed.

HANFORD

KNGS 1948	620 1,000 DA-N	Hanford Bestg. Co. P. O. Box 620 620	O'Connell	Samuel M. Beaubaire, p	Don C. Reeves, gm & ce	Lloyd Chappel, pd	St. UP, INS Ray.
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HOLLYWOOD (See Los Angeles Listing)

INDIO

KREO 1946	1400 250	Bestg. Corp. of America P. O. Box 707 7-3403	ABC Pearson	Lyle Shuman, gm Vicent Palmer, cm Norma Wilson, pd & wd	Clifford Lantz, ce Margaret Rogers, nd Dwight Drum, fd	Bill Williams, sd	Ray.
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KIEM KRED

5000 AM
WATTS
4600 FM

PROGRAMS — LISTENER PREFERENCE — POWER —

**CHANNEL 3—TV
APPLIED FOR!!**

... your client gets all three, plus solid promotional effort when you add KIEM-KRED FM to his schedule.

KIEM listeners (110,000 people) believe and trust the station which has served them since 1933.

Modern plant manned by 28 professional radio people to help your campaign make cash registers ring!!

**Write for your living souvenir
of the Redwoods—FREE**



"Voice of Redwoods"



AFFILIATED WITH MUTUAL DON LEE BROADCASTING SYSTEM

**SERVING
NORTHERN CALIFORNIA
and
SOUTHERN OREGON
SINCE 1933**

**PHONE HILLSIDE 3-1621,
EUREKA, CALIFORNIA
1480 KC**

**ASK
JOHN BLAIR!**

CALIFORNIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. sm; News, Farm, Sports or Women's Dir.	Pres. p; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; nd, fd, sd, wd.	Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm;	
LANCASTER							
KAVL 1950	1340 250	Antelope Bcstg. Co. Inc. P. O. Box 1192 1000	Western Radio	Whitford B. Carter, p & gm Herbert L. Comstock, cm	Jim Turner, pd James B. French, ce Robert Hawkins, nd	Ray Cloud, fd Ray McFarland, sd Wilma Lewis, wd	Wld., SES. UP RCA
LODI							
KCVR 1946	1570 1,000-D	Central Valley Radio P. O. Box 600 8-0628	Ayers	Herbert W. Brown, co-o, gm, pmm & nd David A. Brown, co-o Howard Berry, cm	Marlene Faszler, pd	George Sampson, ce	UP Ray.
LONG BEACH							
KFOX 1924	1280 1,000	Nichols & Warinner, Inc. 220 E. Anaheim 672-81	Burn-Smith	Hal G. Nichols, p, gm & pd	Lawrence W. McDowell, cm & ce	Robert Lamb, pmm	L-W, Wld. UP WE
<i>KFOX-FM</i> 1951	<i>Chan. 272 (A)</i> 102.3mc 1kw						
KGER 1926	1390 5,000-DA-N	John Brown Schools of Calif. 3745 Atlantic Ave. 40-7907		Dr. John E. Brown, p Storm Whaley, gm Clinton H. Fowler, cm & pd	Luther H. Crumbaugh, ce Finis Bell, nd Maj. Harry L. Bateson, fd	Robt. Klosterman, sd Irene Cook, wd	Thes. AP RCA
<i>KNOB(FM)</i> 1949	<i>Chan. 276 (A)</i> 103.1mc .32kw	<i>The Cerritos Bcstg. Co.</i> 1120 Pine Ave. 8-5519		<i>Ray Torian, gm, cm & pd</i>	<i>Andy Sorensen, asst. pd</i>	 Ray.
LOS ANGELES							
KECA 1929	790 5,000 DA-N	American Bcstg. Co. 1539 N. Vine St. Hudson 2-3141	ABC	William Philipson, d of W. div. (ABC) Amos Baron, gm Matt Barr, slm	Dresser Dahlstead, pd C. Merwin Travis, pmm	Phillip Caldwell, ce	L-W AP, UP RCA
<i>KECA-FM</i> 1948	<i>Chan. 238 (B)</i> 95.5mc 3.8kw						
KECA-TV 1949		American Bcstg. Co. 4151 Prospect St. Normandy 3-3311		(For full information see TELECASTING Yearbook)			
KFAC 1929	1330 5,000-DA-N	Los Angeles Bcstg. Co. Inc. 645 S. Mariposa Ave. Dunkirk 4-1231	Bolling	E. L. Cord, o Calvin J. Smith, p, gm & cm	Howard Rhines, pd Ron Oakley, ce	Morton Levine, pmm Dick Joy, nd	Assoc. AP RCA
<i>KFAC-FM</i> 1948	<i>Chan. 282 (B)</i> 104.3mc 8.8kw						
KFI 1922	640 50,000	Earle C. Anthony Inc. 141 N. Vermont Ave. Dunkirk 2-2121	NBC Christal	Earle C. Anthony, p & gm Charles E. Hamilton, sup. sls. & prog.	Pat Kelly, pd Ron Manders, pmm H. L. Blatterman, co-ce	Curtis W. Mason, co-ce Pat Bishop, nd Nelson McIninch, fd	Wld., Cap. AP, UP RCA

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated.

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

KARM

Fresno, California

ABC's Station for Central California

Represented Nationally by

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

*KFSG 1924	1150 2,500-D 1,000-N S-KRDK	Echo Park Evangelistic Assn. 1100 Glendale Blvd. Dunkirk 9-1141	Dr. Rolf K. McPherson, p M. D. Buchen, gm & pd	Donald K. Horton, ce	Oval Wylie, pmm	WE
KFVD 1925	1020 5,000 L-KDKA	Standard Bcstg. Co. 338 S. Western Ave. Dunkirk 8-2345	McGillvra	J. Frank Burke, p Frank Burke, Jr., gm Vern A. Lindblade, cm	Carl Brewster, pd - Leonard Reeves, ce George Sanders, nd	Violet Schram, wd AP, UP Ray.
KFWB 1925	980 5,000	KFWB Bcstg. Corp. 6419 Hollywood Blvd. Hempstead 6151	Branham	Harry Maizlish, o, p & gm Sydney Gaynor, cm Dan Russell, pd	Harry Myers, ce Sydney Yallen, pmm Al Gordon, nd	Mark Scott, sd AP, UP
KFWB-FM 1948		Union Bcstg. Corp. 6419 Hollywood Blvd. Hempstead 6151		Harry Maizlish, p & gm	Sydney Gaynor, cm Sydney Yallen, pd	Robert Brooking, ce
KGFJ 1926	1230 250	Ben S. McGlashan 6314 Sunset Blvd. Hillside 0201		Ben S. McGlashan, o Thelma Kirchner, gm & cm	Homer Obuchon, ce	Juanita Buresh, traf. m Assoc. UP WE
KHJ 1922	930 5,000	Don Lee Bcstg. System 1313 N. Vine St. Hudson 2-2133	MBS Don Lee Blair	Willet H. Brown, p Ward D. Ingram, evp. Norman Boggs, vp chg. sls.	A. J. LaFrano, pd H. H. Sonnenburg, pmm Robert E. Arne, ce	Bud Coulson, pub. rel. d Les MaWhinney, nd & fd Norma Young, wd Wld. AP, INS WE
KHJ-FM	Chan. 256 (B) 101.1mc, 16.8kw					
KHJ-TV 1951		General Teleradio Inc. 1313 Vine St. N. Hudson 2-2133		(For full information see TELECASTING Yearbook)		
KLAC 1946	570 5,000-D 1,000-N	KMTR Radio Corp. 1000 Cahuenga Hudson 2-7311	Young	(Mrs.) Dorothy Schiff, o M. W. Hall, p Don Fedderson, evp & gm	Jack Mulligan, slm Charles C. Craig, pd R. W. Conner, d of enrg.	Ed Lyon, nd Sam Balter, sd UP RCA
KLAC-TV 1948		KMTR Radio Corp. 1000 Cahuenga Hudson 2-7311		(See Culver City listing)		
KMGM(FM) 1948	Chan. 254 (B) 93.7mc, 49 kw					
KMPC 1927	710 50,000-D 10,000-N DA-N	KMPC, The Station of the Stars Inc. 5939 Sunset Blvd. Hollywood 9-5341	H-R Reps.	Robt. O. Reynolds, vp & gm Loyd C. Sigmon, vp, asst. gm, & ce	Mark L. Haas, vp & pd John E. Baird, pub. affairs d Charles H. Cowling, slm	James McCulla, nd Bob Kelley, sd Charles L. Stone, fd UP, AP RCA
KNBH(TV) 1949		National Bcstg. Co. Sunset & Vine Hollywood 9-6161		(For full information see TELECASTING Yearbook)		
KNX 1924	1070 50,000	Columbia Bcstg. System 6121 Hollywood Blvd. Hollywood 9-1212	CBS, Columbia Pacific Radio CBS Radio Spot Sales	William D. Shaw, gm Edwin W. Buckalew, asst. gm. chg. sls. Robert P. Sutton, pd	Les Bowman, ce Sherril W. Taylor, pmm Alan Axtell, asst. gen. slm	Jack Beck, nd Robert Wilson, fd Tom Harmon, sd UP, AP RCA
KNX-FM 1948	Chan. 226 (A) 93.1mc, 59kw					
KNXT(TV) 1951		Columbia Bcstg. System Inc. 1313 N. Vine St. Hollywood 9-1212		(For full information see TELECASTING Yearbook)		
KPIK (TV) (CP)		John Poole 6540 Sunset Blvd. Hempstead 3205		(For full information see TELECASTING Yearbook)		

Here's Our

CONCERT PITCH

A LOYAL, RESPONSIVE AUDIENCE

GOOD MUSIC

GOOD BUSINESS

Lowest Cost Per 1000 In Southern California

KfAC

Represented Nationally by
THE BOLLING CO.

The Music Station

645 S. MARIPOSA
LOS ANGELES 5, CALIFORNIA

CALIFORNIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
LOS ANGELES (Cont'd)							
KPOL 1952	1540 5,000-D	Coast Radio Bcstg. Corp. 5087 Huntington Drive N. Capitol 1-6101	Hugh R. Murchison, p Charles Hughes, gm & cm Larry Dysart, pd	Floyd W. Hall, ce Jack Stanley, nd	Lee Geroni, wd Al Johns, sd AP G.
KRKD 1927	1150 5,000-D 1,000-N S-KFSG	Radio Bcstrs. Inc. 541 S. Spring St. Tucker 7111	Ned Connor, gm & cm Charles A. Clifton, pd & sd	Willis O. Freitag, ce	Phil Brooks, nd	SES., Wld. AP, INS RCA
KRKD-FM 1949	Chan. 242 (B) 96.3mc 15kw	Radio Bcstrs. Inc. 312 Spring Arcade Bldg. Tucker 7111 WE
KSRT(FM) (CP)	Chan. 230(B) 89.9mc 6.4kw	Don C. Martin 1653 N. Cherokee Hudson 2-3281	Walter M. Bradish, ce Don C. Martin, p & gm	James L. Fitch, pd	Hal Kornell, nd	Ses. AP REL
KTLA(TV) 1947	Paramount Television Productions, Inc. 5451 Marathon St. Hollywood 9-3181	(For full information see TELECASTING Yearbook)			
KTTV(TV) 1949	KTTV Inc. 5746 Sunset Blvd. Hudson 2-7111	(For full information see TELECASTING Yearbook)			
*KUSC(FM) 1946	91.5mc 3.9kw	U. of So. Calif. 3515 University Ave. Richmond 2311	NAEB	William H. Sener, gm	Ivan Campbell, pd	John Newton, ce	McGregor UP WE
*KUSC (TV (CP)	University of S. California			
MARYSVILLE							
KMYC 1940	1410 1,000-DA-1	Marysville-Yuba City Bcstrs. Inc. P. O. Box 631 2-2396	MBS, Don Lee Grant	Horace E. Thomas, p Joe D. Carroll, gm, cm & sd Bill Stuckaloff, pd	Loyd McQueary, ce John Mayer, pmm & nd Al Powell, fd	Lois Carroll, wd	Wld. AP WE
KMYC-FM 1947	Chan. 261 (B) 99.9mc 4.9kw			
MERCED							
KYOS 1936	1490 5,000 DA-N	Merced Bcstg. Co. P. O. Box 717 1430	MBS, Don Lee Grant	Mrs. Hugh McClung, p Charles H. Kinsley Jr., sm & sd A. J. Krisik, cm	Hugh Murray, pd & fd Malcolm Beavers, ce E. M. Blakesley, pmm	Richard Watry, nd Joan Gould, wd	St. UP RCA
KVME(FM) 1948	Chan. 248 (B) 97.5mc 8.9kw	(KYOS, AM Affiliate)			
MODESTO							
KBEE(FM) 1948	Chan. 277 (B) 103.3mc 11.5kw	McClatchy Bcstg. Co. 14th & Eye Sts. 2-2061	Raymer	Eleanor McClatchy, p	J. B. Hancock, ce	Cap., Assoc. UP RCA
KBOX 1951	970 1,000 DA-2	Stanislaus County Bcstrs. Inc. 1507 Tenth St. 3-7756	Oakes	Milton L. Hibdon, p, gm & cm Roy Storey, pd & nd	Andy White, pmm Maurice Hill, fd	Beth West, wd	L-W AP Col.
KMOD 1950	1360 1,000 DA-N	Radio Modesto Inc. P. O. Box 941 2-1051	ABC Meeker, Moore, Western Radio	John H. Schacht, p & gm Judson Sturtevant, cm	Gene D'Accardo, pd, nd & sd	Ralph Herbert, pmm Charley Packard, fd Mary diFant, wd	Wld. AP GE
KTRB 1933	860 10,000-D 1,000-N-DA-2	KTRB Bcstg. Co. Inc. P. O. Box 593 3-0737	Grant	Wm. H. Bates Jr., p, gm & ce Lee Roddy, cm Don E. Lapan, pd & pmm	Chas. McEwen, nd Leonard Anderson, fd Phil Barber, sd	Hilda Higbee, wd	St., Cole UP, INS, GE
KTRB-FM 1949	Chan. 281 (B) 104.1mc 4.7kw			
MONTEREY							
KMBY 1949	1240 250	Monterey Radio-Tel. Co. Hotel San Carlos 2-4541	Grant	Kenyon Brown, p
KXXL 1952	630 500-D	S. A. Cisler P. O. Box 1070	S. A. Cisler, p	James Oliver, gm	Thes., St., Mac. AP Ray.
MT. SHASTA							
KWSD 1947	1340 250	Shasta Cascade Bcstg. Corp. E. Alma St. 2124	Western Radio Continental	Arthur Adler, co-o & gm David H. Rees, co-o & sm	Iola Huntingdon, pd	Donald F. Keys, ce	Thes. AP RCA
NAPA							
KVON 1947	1440 500 DA-1	Napa Bcstg. Co. P. O. Box 427 6-2023	Forjoe Western Radio	Luther E. Gibson, p Elmer Gibson, sm & cm Jack Daugherty, pd & nd	David Wortman, ce Dave Beronio, sd	Martha Walker, wd	Wld. UP Col.
NEEDLES							
KSFE 1952	1340 250	Needles Bcstg. Co. P. O. Box C-2 1234	KBS West Coast, Continental	B. J. Fitzpatrick, ptnr., co-m & cm	L. A. Newsome, Jr., ptnr., co-m & pd	Albert Lincoln, ce	Thes. INS RCA
OAKLAND							
KLX 1922	910 1,000 CP: 5,000-DA-1	Tribune Building Co. Tribune Tower Glencourt 1-0660	Burn-Smith, Scott	J. R. Knowland Jr., p Milton L. Levy, gm	Jerry Morton, pd Roswell S. Smith, ce	John K. Chapel, nd Anne Truax, wd	Thes., St. AP WE
KLX-FM(B) 1948	Chan. 267 (B) 101.3mc 20kw			
KROW 1925	960 1,000	KROW Inc. 464 19th St. Twinoaks 3-9600	Raymer	Sheldon F. Sackett, p J. G. Paltridge, gm Russ Coughlan, pd	Jack Grant, slm Harry Bartholomei, ce Ray A. Yeager, asst. pd	Don Arlett, publ. d Jim Young, nd & fd Vern Loudon, sd Wanda Ramey, wd	St. AP, UP Col.
KWBR 1921	1310 1,000	Warner Bros. 327 22nd St. Higate 4-1212	Forjoe	S. W. Warner, p & gm F. Wellington Morse, sm	Jeane Fisher, pd	Paul Gregg, ce UP RCA

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Automobile
for easy Radio Listening

★ IN AMERICA'S LARGEST
AUTOMOBILE RADIO MARKET
and
2nd LARGEST RETAIL MARKET

KFWB

leads

ALL INDEPENDENTS*

LOS ANGELES HAS MORE
AUTOMOBILE RADIOS
than the following cities have
radio homes:

DALLAS, MIAMI, NEW
HAVEN, OMAHA, SALT LAKE
CITY, PROVIDENCE, TREN-
TON, SYRACUSE, SPRING-
FIELD, ILL. . . .

. . . and the greatest num-
ber of them tune to . . .

KFWB

980 on your dial

* PULSE 1952 OUT-of-HOME LISTENING SURVEY

NATIONALLY REPRESENTED BY THE BRANHAM COMPANY

CALIFORNIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represent- ative	Executive Abbreviations			Transe. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. sm;	Pres. p; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dtr. nd,	Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Prom. Mgr. pmm; Prod. Mgr. pdm;	
ONTARIO							
KOCS 1947	1510 250-D	The Daily Report Co. 222 B St. E. 6-2754	O'Connell	Jerene A. Harnish, p Marjorie Rogers, sm	R. H. Rogers, ce	Joe Kinser, sd	Cap., SES UP GE
KEDO(FM)	Chan. 228 (A) 93.5mc 0.31kw	(KOCS, AM Affiliate)					
OROVILLE							
KMOR 1948	1340 250	Oroville Bcstrs. Inc. P. O. Box 1032 1340	Ayers	Herb D. Olson, gm & cm Larry Campen, opers. d	Bill Talbitzer, pmm & sd	Harry Grafe, nd	Thes. UP RCA
PALM SPRINGS							
KCMJ 1946	1340 250	Palm Springs Bcstg. Co. P. O. Box KK 2253	CBS O'Connell, Western Radio	Joseph E. Gamble, p & gm	James Hadlock, pd	Robert Harbison, ce (Miss) Phil Stone, nd	Thes. AP
KPAL (CP)	1450 250	Desert Radio & TV Co. 174 N. Palm Caynon Dr.					
PALO ALTO							
KIBE 1949	1220 250-D	J. B. Rhodes 498 University Ave. Davenport 2-5055		J. B. Rhodes, p Jay B. Rhodes, Jr., gm Arnold Vezzani, cm	Robert Seaman, pd Walter Coleman, ce	Don Klein, sd	St. AP
PASADENA							
KALI 1950	1430 1,000-D-DA	Consolidated Bcstg. Co 758 E. Colorado St. Ryan 1-7148	Oakes	Henry Fritzen, p, gm & pd	Chester Erickson, cm	Harvey Fritch, ce Ray Everhard, nd & sd	Assoc. UP RCA
*KPPC 1924	1240 100 SH	Pasadena Presbyterian Church 54 N. Madison Sycamore 3-2191		Dr. Ganse Little, p	Leon Hall, gm & pd	Fred W. Volken, ce	Col.
KWKW 1942	1300 1,000 DA-N	Southern Calif. Bcstg. Co. 800 Sierra Madre Villa Ryan 1-6744	Forjoe	Marshall S. Neal, p Wm. J. Beaton, gm & cm Bill Garr, pd & nd	Paul W. Spargo, ce Claire Hughes, pmm & wd Gordon Baker Lloyd, fd	Andy James, sd	UP RCA
KWKW-FM	Chan. 252 (A) 1947 98.3mc 0.33kw						GE
KXLA 1942	1110 10,000 DA-2	Pacific Coast Bcstg. Co 1401 S. Oak Knoll Ave. Ryan 1-6991		Loyal K. King, p & gm Carl Saunders, pd & nd	Dr. LeRoy Smith, fd Lou Stevens, sd	Marian Atkinson, wd	Wd. AP WE
PASO ROBLES							
KPRL 1946	1230 250	Bernard & Dale J. Schwartz 32nd & Oak Sts. 204	MBS, KBS, Don Lee Grant	Dale J. Schwartz, ptrnr., gm & ce Bernard Schwartz, ptrnr., cm, pd, nd & sd	Henry May, fd	Dorothy Schwartz, wd	AP RCA

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KROY

Sacramento, California

Columbia's Basic Station for California's Capital

Represented Nationally by

EVERY-KNODEL, Inc.

New York — Chicago — San Francisco — Los Angeles — Atlanta — Dallas

PETALUMA							
KAFP 1949	1490 250	Warner Bros. Hotel Petaluma 2-2729	Western Radio	S. W. Warner, co-o Eugene Warner, co-o Wellington Morse, gm	Howard Heggum, cm (Miss) Jackie Lane, pd & wd Ted Kennessey, sm & sd	John Spears, nd Jack Goforth, fd	Wld., Cap. UP G.
PITTSBURG							
KECC 1949	990 1,000 DA-N	KECC Inc. 235 Railroad Ave. 2-2964	Grant	Mel D. Marshall, gm J. C. MacFarland, cm	H. L. Markall, pd & sd M. R. Scott, ce	George Y. Spelvin, pmm L. S. Gilman, nd	Wld., L-W UP WE
POMONA							
KPMO 1947	1600 500	Valley Bcstg. Co. 1240 E. Holt Lycoming 2-1293		Dean H. Wickstrom, ptrn., gm, cm & ce	Warner J. Sorenson, ptrn.	Florence E. Wickstrom, pd	UP Ray.
PORTERVILLE							
KTIP 1947	1450 250	J. F. Tighe Necombe at Grand 1450	Cooke	Frank R. Brown, gm, cm & pd Allan Weaver, ce & sd Don Falconer, pmm	Ken Clifford, nd Bill Luddy, fd	Alta Corbin, wd	Thes. UP Ray.
RED BLUFF							
KBLF 1946	1490 250	Hal K. Shade Tremont Hotel 880	Moore	Hal K. Shade, o Bill Baumgarten, gm Gary Morano, cm & sd	Pat Krocow, pd Ned Hutchinson, pmm Paul Boer, ce	Don Reickling, ce Don Smith, fd Jane Harter, wd	Cap. UP G.
REDDING							
KVCV 1939	600 1,000 DA-1	Golden Empire Bcstg. Co. P. O. Box 511 1646 (KVCV, AM Affiliate)	MBS. Don Lee Grant	(Mrs.) Hugh McClung, p Fred M. Stuelpnagel, gm H. E. McCarty, cm	Lyle Mathys, pd Russell Pope, ce Robert Hoskins, pmm & fd	Charles Castor, nd Ted Dooley, sd Fran Bruce, wd	St. UP RCA
KVRE(FM) 1949	Chan. 280 (A) 103.9mc 1kw						
RIDGECREST							
KIWL (CP)	1240 250	Indian Wells Bcstg. Co P. O. Box 252					
RIVERSIDE							
KPRO 1941	1440 1,000	Bcstg. Corp. of America 3401 Russel St. 6290 (KPRO, AM Affiliate)	Calif. Net. Pearson	W. B. Ross, trustee Fred E. Carr, gm Richard B. Sprott, sm & cm	Virginia Blackman, pd & wd Eric Munro, ce Lyle Shuman, nd	Bill Tompkins, fd George Corneal, sd	AP Col.
KPOR (FM) 1946	Chan. 248 (B) 97.5mc 81.6kw						
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 Howard J. Smiley, sm John J. Kehoe, cm Bob Roberts, pd	W. Herbert Hartman, ce Irma Davis, pmm	Mal McIntyre, nd Bill Conlin, sd	Wld. UP WE
KCRA-FM 1947	Chan. 241 (B) 96.1mc 11kw						GE

KCRA NIGHTTIME CIRCULATION INCREASES 44⁴⁴/₁₀₀%

Dr. Baker's SAMS Survey credits KCRA with a Nighttime increase of 23,369 radio families, when compared with his 1949 BMB. Standard Audit says KCRA Daytime coverage increased by 14,985.

NIELSEN NIGHTTIME KCRA CIRCULATION 91,360?

If you are CONFUSED, how do you think the "Glib-Tongued" boys in the Sales Department feel? You might as well get ready for a "Field Day". There's a can of MID-NITE OIL for your new 1953 slide rule on the way.

Ask your Meeker Representative for your free supply of MID-NITE OIL.

	1949	1952	1952
Total Weekly Audience			Nielsen
BMB	49,830	64,815	84,090
SAMS	52,630	75,999	91,360
DAYTIME			
NIGHTTIME			

KCRA

LUCKY 13 Two-Oh!

SACRAMENTO, CALIFORNIA



CALIFORNIA—(Continued)

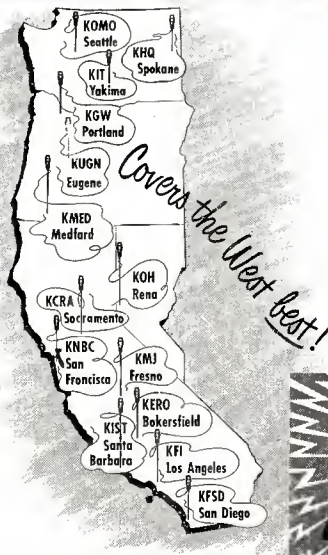
City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter
SACRAMENTO (Con't)						
KFBK 1922	1530 50,000-DA-1	McClatchy Bcstg. Co. 703 Eye St. Gilbert 3-1745	ABC Raymer	Eleanor McClatchy, o Keith B. Collins Ferry Nelson, cm Harry Warren, pd	Louise Schultz, ppm Stam Sronce, ce Victor Blanks, nd	Ray Rogers, fd Tony Koester, sd Jeanne De Vivier, wd Thes. AP, UP
KFBK-FM 1947	Chan. 245 (B) 96.9mc 3.2kw					
KGMS 1952	1380 1,000-D-DA	Capitol Radio Enterprises Hotel Senator Hudson 1-3133	Grant	Irving J. Schwartz, ptrn. & gm William S. George, ptrn. & cm	Jack F. Matranga, ptrn. & pd Richard Hinz, ce	Robert Dyer, nd Steve George, sd Cap. AP Col.
KROY 1937	1240 250	KROY Inc. Hotel Sacramento Gilbert 3-2525	CBS, Columbia Pacific Avery- Knodel	C. L. McCarthy, gm Joseph E. Hinman, cm & asst. m	John Z. Ickes, pd & fd William J. Karpisek, ce	Henry Thornley, nd & sd Assoc., UP INS RCA
KXOA 1945	1470 1,000 DA-1	Sacramento Bcstrs. Inc. P. O. Box 94 Hickory 9-3576	MBS, Don Lee Pearson	Lincoln Deller, p Robert W. Dumm, gm	Dean Seaton, pd & sd E. W. Berger, ce	Jules Housman, nd Beth Shelby, wd St. UP Ray. GE
KXOA-FM 1948	Chan. 300 (A) 107.9mc 13kw					
SALINAS						
KSBW 1947	1380 1,000 DA-1	Salinas Bcstg. Corp. P. O. Box 1651 8071	MBS, Don Lee Burn- Smith, Western Radio	John Cohan, p & gm W. M. Oates, cm Herb Hanes, ce	Jim Robinson, pmm Virgil Mitchell, nd	Don Wells, sd Cap. AP RCA
SAN BERNARDINO						
KCSB 1948	1390 500 DA-N	F. P. D'Angelo 770 Mill St. 8-2245 Forjoe	F. P. D'Angelo, o & gm Chuck Bennett, sm & sd Jim Tracewell, ce & asst. m	Ed Lytle, slm Ed Mundy Jr., pd, traf. & prod. m Bert Claudy, nd	Walt Abbott, fd 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 Donald Cummings, cm	Gene Lee, pd George Ewing, ce Paul H. Martin, pmm & natl. slm	Phil Stewart, nd Howard Baichly, fd Howard Bailey, sd Wid. UP RCA
KITO 1947	1290 5,000-DA-2	KITO Inc. 569 Fourth St. 7807	ABC Hollingbery	J. J. Flanagan, p & gm Arnold Benum, cm Fred Reinhardt, pd, pmm, fd & sd	Dick Klitzing, ce Bob Van Roy, nd	Marjorie Sharpe, wd Cap. UP RCA
KITO-TV (CP)		KITO Inc. 569 Fourth St. 7807		(For full information see TELECASTING Yearbook)		
KRNO 1948	1240 250	Western Empire Bcstrs. Inc. 990 Colton Ave. 8-2771 Cooke	Van C. Newkirk, p Norman H. Rogers, gm James W. Gerrard, cm	Charles Palmer, pd & nd George W. Brock, ce John Staples, pmm	Donald Fedigan, fd AP RCA
SAN BRUNO						
KSBR(FM) 1946	Chan. 263 (A) 100.5mc 250kw	Radio Diablo, Inc. 798 San Mateo Ave. June 8-1212	Orrin H. Brown, p & gm		St.
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 Hotel Manor P. O. Box 1629 Jackson 4101	ABC Avery- Knodel	Charles E. Salik, p & gm Graham H. Moore, cm Harry Mitchell, pd	Charles J. Sherburne, ce Billye Margaret Tomlin- son, pmm Lorena B. James, bus. m	John Halvorson, nd Howard Keddie, fd Bob Regan, sd Izetta Jewel, wd L-W UP RCA
KFMB 1941	550 1,000-DA-1	Kennedy Bcstg. Co. 1405 Fifth Ave. Main 2114	CBS Branham	John A. Kennedy, p Howard L. Chernoff, gm Hobby Myers, sm	Jerry Lee Pecht, pd Thornton W. Chew, ce Lisle F. Shoemaker, pmm	Ray Wilson, nd Molly Morse, wd Cap., SES. AP, UP GE
KFMB-TV 1949		Kennedy Bcstg. Co. 1405 Fifth Ave. Main 2114		(For full information see TELECASTING Yearbook)		
KFSD 1926	600 5,000-DA-1	Airfan Radio Corp. Ltd. 326 Broadway Franklin 6353	NBC Raymer	Thomas E. Sharp, p	John C. Merino, gm	Leroy Bellwood, ce Wid. INS RCA
KFSD-FM 1948	Chan. 231 (B) 94.1mc 33kw					
KGB 1927	1360 1,000	Don Lee Bcstg. Co. 1017 First Ave. Franklin 6151	MBS Blair	Willet H. Brown, p Marion R. Harris, gm Matt Long, pd	Joe Kline, ce	Johnnie Black, nd AP, UP Col.
KSDO 1947	1130 5,000-D 1,000-N-DA-2	San Diego Bcstg. Co. 1029 Second Ave. Main 2041 Stubbins, Bolling, Pearson	Jack Heintz, vp & gm Norman Kay, cm Wilson Edwards, asst. m	Vern Milton, pd & ce	Sonia Duzant, pmm AP, UP WH
KSON 1947	1240 250	Fred Rabell & Dorothy Johnson 630 F St. Franklin 5175 Forjoe	Fred Rabell, p & gm Dorothy Johnson, sm Richard Fanning, cm Frank Colpitts, pd & pmm	Norman Burwell, ce Seymour Francis, nd	Dorothy Puckner, wd Assoc. AP RCA
SAN FERNANDO						
KGIL 1947	1260 1,000 DA-1	San Fernando Valley Bcstg. Co. 4919 Van Nuys Blvd. Sherman Oaks, Calif. State 4-6291	F. J. Smalley, Jr., p & gm Howard P. Gray, cm	Gene Morgan, pd	Jay Rice, ce Cap. AP
SAN FRANCISCO						
KCBS 1912	740 50,000 DA-2	CBS Inc. of Calif. Palace Hotel Yukon 2-7000	CBS, Columbia Pacific 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	William Nietfeld, nd Gordon Roth, fd Carroll Hansen, sd Jane Todd, wd SES. AP, UP, INS GE
KCBS-FM 1948	Chan. 279 (B) 103.7mc 44kw					

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 SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



Top Coverage

...for bigger Western sales!



NBC's hard-hitting team of radio stations scores sales every time it carries the ball for you!

When your advertising message is put in play by the NBC Pacific Coast Network, it reaches a bigger western audience than any other network... or any other medium of advertising.

And at lower costs-per-thousand than any competitive network!

An estimated 30 billion dollars will be spent

by consumers on the Pacific Coast in 1953! Kick off your west coast advertising campaign on NBC Radio and get your share! NBC's extra lift will send your sales soaring over your 1953 goal.

Consult your local NBC Sales Office for full details on availabilities.



**WESTERN NETWORK
NATIONAL BROADCASTING COMPANY**

A Division of Radio Corporation of America

HOLLYWOOD • SAN FRANCISCO • CHICAGO • NEW YORK

CALIFORNIA—(Continued)

City Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. vp Sales Mgr. slm; Prog. Dir. pd; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm;	Transc. Lib- rary, News Service Transmitter
SAN FRANCISCO (Cont'd)						
KDFC(FM) 1948	Chan. 271 (B) 102.1mc 33kw	Sundial Bcstg. Corp. 369 Pine St. Yukon 2-6271	William R. Crocker, p Edward Davis, gm & pd	Peter A. Cuneo, cm Hartley J. Richards, ce	Wld. WE
KFRC 1926	610 5,000	General Teleradio Inc. 1000 Van Ness Ave. Prospect 6-0500	MBS, Don Lee Blair	William D. Pabst, gm Merwyn McCabe, cm Mel Venter, pd	Ernest G. Underwood, ce Robert Templeton, pmm & sd	Wld. AP, UP WE
KGO 1924	810 50,000-DA-1	American Bcstg. Co. 420 Taylor St. Graystone 4-6565	ABC Petry	Robert Kintner, (ABC) p Paul Scheiner, cm	Vic Reed, pd & nd A. E. Evans, ce	Assoc., Cap., St. AP, INS
KGO-FM 1947	Chan. 291 (A) 106.1mc 50kw	Vincent Francis, gm	David Sacks, cm	Bloyce Wright, pd
KGO-TV 1949	(For full information see TELECASTING Yearbook)		
KJBS 1924	1100 1,000 L-WTAM	KJBS Bcstrs. 1470 Pine St. Ordway 3-4148	H-R Reps.	E. P. Franklin, gm Stanley G. Breyer, cm Charles F. Pendleton, pd, pmm & nd	Roger Roberts, ce	Ruth Thompson, wd Mac. L-W, St., Assoc., Cap. UP, INS GE
KNBC 1922	680 50,000	National Bcstg. Co. 420 Taylor St. Graystone 4-8700	NBC NBC Spot Sales	Joseph H. McConnell, (NBC) p Lloyd E. Yoder, gm Alfred W. Crapsey, slm	George Greaves, asst. gm & pd Curtis D. Peck, radio tech. oper. m Dean Moxely, adv. & pm supr.	John H. Thompson, n, sp. events, press & tr m Henry Schacht, fd Ira Blue, sd Dorothy Rankin, wd
KNBC-FM 1949	Chan. 259 (B) 99.7mc 45kw	National Bcstg. Co. 420 Taylor St. Juniper 5-9393	Assoc., Thes. AP, UP, INS RCA
KPIX(TV) 1948	KPIX Inc. 2655 Van Ness Ave. Prospect 6-5100	(For full information see TELECASTING Yearbook)		
KPOO (CP)	1010 1,000-D	Grant R. Wrathall Rt. 2, Box 260 Aptos, Calif. 3352	Grant R. Wrathall, p	RCA
KRON(FM) 1948	Chan. 243 (A) 96.5mc 44kw	The Chronicle Publ. Co. 901 Mission St. Garfield 1-1100	Charles Thieriot, gm Norman Louvau, cm	Lansing Bailey, pd	R. A. Isberg, ce AP RCA
KRON-TV 1949	Chronicle Publ. Co. 901 Mission St. Garfield 1-1100	(For full information see TELECASTING Yearbook)		
KSAN 1929	1450 250	Golden Gate Bcstg. Corp. 1355 Market St. Market 1-8171	Western Radio	S. H. Patterson, p Lee Mikesell, gm & cm Clint Sherwood, pd & pmm	Norwood Patterson, ce Frank Arthur, nd & sd	Susan Alex, wd UP RCA
KSFO 1925	560 5,000-D 1,000-N	The Assoc. Bcstrs. Inc 2655 Van Ness Ave. Prospect 6-5100	Headley- Reed	Wesley I. Dumm, p Philip G. Lasky, evp Franklin Dumm, secy-treas.	Alan L. Torbet, gm Gary Garland, cm Robert Hansen, pd	A. E. Towne, d of e Gene DeAlessi, pmm Faye Stewart, wd
KXKK(FM) 1947	Chan. 247 (B) 97.3mc 10kw	Electronic Service Corp. 1000 27th Ave. Atwater 8-0510 (KEAR, AM Affiliate)	S. A. Cisler, p Ray Barnett, cm	Robert Bolby, pd	D. F. Mariska, ce Assoc. AP GE
KYA 1925	1260 5,000-D 1,000-N	Radio Station KYA Inc. Fairmont Hotel Douglas 2-2536	Clark	J. Elroy McCaw, p H. E. Fearnhead, gm Ken Hildebrandt, cm	Paul Beck, ce Harrison Wooley, pmm Les Keiter, sd	Katherine Kerry, wd UP RCA
SANGER						
KSJV 1947	900 1,000-D	John H. Poole P. O. Box 247 2501	O'Connell Ayres	John H. Poole, o David C. Camp, gm	Robert Klein, cm Walter K. Novell, pd	Russel C. Friend, ce Wld. UP Col.
SAN JOSE						
KEEN 1947	1370 1,000 DA-1	United Bcstg. Co. Hotel DeAnza Cypress 4-0344	Grant	George Mardikian, p Floyd Farr, vp & gm George Snell, sec-treas. & pd	Bob Blum, cm & sd Willis Green, ce Liv Lanning, pmm	Bill Chaney, nd Ken Wilhelm, fd Jean Martin, wd UP Ray.
KLOK 1946	1170 5,000-D 1,000-N DA-N	Valley Bcstg. Co. P. O. Box 967 Cypress 3-3445	Pearson	E. L. Barker, p & gm R. E. Ryan, cm Ruth Poindexter, pd	Billy G. Cunningham, ce Robert Custer, nd	Jane Towne, wd AP RCA
KSJO 1946	1590 1,000-D 500-N-DA-N	Santa Clara Bcstg. Co. P. O. Box 995 Cypress 3-8030	Young	Patrick H. Peabody, p Charles F. Mallory, vp & gm	Norman Paul, pd & nd Earle Russell, slm & pmm	Charles Ginsburg, ce Hal H. Hoffman, natl. slm Wld. UP WE GE
KSJO-FM 1947	Chan. 237 (A) 95.3mc 1kw
KXRX 1948	1500 1,000 DA-1	San Jose Bcstg. Co. P. O. Box 167 Cypress 2-5080	Western Moore	Joseph E. Levitt, p & o Gordon Graham, cm	Frank G. Kilpatrick, pd & nd	Frank Glass, ce Helen Conley, wd UP RCA
SAN LUIS OBISPO						
KATY 1949	1340 250	KATY, Sweetheart of San Luis Obispo P. O. Box 700 3171	ABC Western	John R. Rider, ptrn. Morden R. Buck, ptrn. Don Macleod, gm	R. J. Kircher, cm Chap Rollins, pd & sd S. G. Freshour, ce	R. W. Bailey, pmm D. T. Bowden, nd Marjorie Wildman, wd UP Ray.
KVEC 1937	920 1,000-D 500-N	The Valley Electric Co 851 Higuera St. 1100	MBS, KBS, Don Lee Grant	Christina M. Jacobson, p Les Hecker, gm Jack Wasson, cm	Ted Warner, pd & nd Oscar Wilson, ce Robert S. Wilton, pmm	William Mead, fd Hugh Harling, sd Jane Rust, wd St. AP RCA
SAN MATEO						
KEAR 1947	1550 1,000 DA-N	Bav Radio Inc. 3 W. 37th Ave. Fireside 5-4837	Good Music Bcstrs.	Stephen A. Cisler, p George C. Atkinson Jr., vp & gm Ray Barnett, cm	Douglas Pledger, pd	D. F. Mariska, ce Assoc., St., Mac. AP Ray.
KVSM 1946	1050 250-D CP: 1,000-D	Hugh H. Smith Jr. 279 Baldwin Ave. Diamond 4-2541	Walker	Hugh H. Smith, o	Gilbert L. Bond, gm	Merwyn F. Planting, ce Barbara Allen, wd Cole UP, INS Col.
SAN RAFAEL						
KTIM 1947	1510 1,000-D	Marin Bcstg. Co. Inc. 1117 Fifth Ave. Glenwood 3-6880	Roy A. Brown, p Hugh Turner, gm	Ralph DeWall, cm & sd David Bringham, pd, nd & fd	Paul Shapel, ce Kitty Oppenheimer, wd UP Ray.

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SANTA ANA

KVOE 1926	1480 1,000 DA-1	The Voice of the Orange Empire Inc., Ltd. 105 E. 5th St. Kimberley 3-8321	MBS, Don Lee Pearson	Ernest L. Spencer, p & gm Donn Spencer, cm Deane S. Long, sm	Stanley G. Guenther, ce Jack Boston, pmm & nd Marshall Dewey, pd	Bob Gleeson, sd	Mac., Cap. UP RCA
KVOE-FM 1949	Chan. 244 (B) 96.7mc 1kw					 GE

SANTA BARBARA

KDB 1921	1490 250	Lincoln Dellar Radio Square 4131	MBS Western, Pearson	Lincoln Dellar, p & o J. W. Benes, m Fred Hall, pd	Bob Carter, ce	Lou Stumpo, sd UP WE
KIST 1946	1340 250	Radio KIST Inc. Balboa Bldg. 3991	NBC Hollingbery	Harry C. Butcher, p & gm James Blomfield, cm Mary Ann Casey, pd & wd	Raymond Kubly, ce Michael J. McKeogh, pmm Roy Howard, nd	Bob Jones, sd	Thes. UP RCA
KTMS 1937	1250 1,000 DA-1	News Press Publ. Co. Box 1049 De LeGuerra Plaza 3911	ABC 101 Net Raymer	T. M. Storke, p C. A. Storke, vp Al Albinger, m & cm	E. A. Sprague, pd Leo DeConnick, ce Cliff Badger, pmm	Ford Warner, nd Tom Kleveland, fd Pat Dayton, wd	SES. AP RCA
KEYT(TV) (CP)		Santa Barbara Bcstg. & Television Corp. P.O. Box 157					(For full information see TELECASTING Yearbook)

SANTA CATALINA ISLAND

KBIG 1952	740 10,000-D DA	John H. Poole Bcstg. Co.	(See Avalon)
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SANTA CRUZ

KDON 1935	1460 5,000 DA-1	Charles Blackwood Grant P.O. Box 1490 Salinas, Calif. 2-0294 Forjoe	Charles Blackwood Grant, o & gm Ann E. Knowlton, cm Omer N. Wright, ce	Orel Phillips, pd & nd James H. Deering, sd	Irene Sweet, wd	Wld., Cap. UP
KSCO 1947	1080 1,000-D 500-N-DA-N	Radio Santa Cruz P. O. Box 1080 1080	Charles V. Berlin, mng. ptrn., cm pd & ce	Johnny Lamb, sd	Marge McKeon, wd	St., Thes. AP RCA

SANTA MARIA

KCOY 1947	1400 250	News-Press Publ. Co. 114 W. Cook St. 5-2644	ABC 101 Net Raymer	William A. Cook, gm Louise Haggood, pd	John D. Clowes Jr., ce Warren Quade, nd	Tom Nobles, sd & fd Mae Lapp, wd	SES. AP, PN Ray.
KSMA 1945	1240 250	John I. Groom- James Hagerman 510 W. Morrison 5-2582	O'Connell	John I. Groom, co-o James Hagerman, co-o	Anthony Kent, pd & fd Gale Brady, ce	Nancy Sando, wd	Wld. UP RCA

SANTA MONICA

KOWL 1947	1580 5,000-D	KOWL Inc. Pico at Ocean Exbrook 46761 Clark, Dodson	Arthur H. Croghan, p, gm & cm	Paul Snider, pd	Robert Dye, ce WE
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SAN FRANCISCO'S MOST AGGRESSIVE SALES TEAM

{ GEORGE RUGE, KYA KOFFEE KLUB "Gets 'em out of bed" }	{ BERT WINN CAR - TUNES "Gets Motorists Home Safely" }	{ MARK SHEELER SHOW "Tickles their Funny-bone" }
{ JIMMIE DOLAN SHOW "Their Western Friend" }	{ LES MALLOY YOUR MAN SUNDAY "Brings 'em Music They Love" }	{ LES KEITER "Takes 'em out to the ballgame" }
	{ HARRISON WOOLEY HERE'S SHOW BIZ "Takes 'em Back Stage" }	

KYA 1260 KC's **SAN FRANCISCO**
Covering Northern California's 3,000,000 People

CALIFORNIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li- brary, News Service Transmitter
SANTA PAULA						
KSPA 1948	1400 250	Santa Paula Bcstrs. Inc. 940	KBS 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. Box 570 110	Grant	Mrs. Ruth E. Finley, p Charles P. Scott, gm, cm & pmm Al Pearson, pd & nd	Verne Hasset, ce & asst. m Dan Galvin, sd	Harriet Barnes, wd RCA
SONORA						
KROG 1949	1450 250	Ken Randolph P. O. Box 996 426	KBS	Ken Randolph, o & gm Jack Kreutz, ce	William P. Keasbey, nd Kenneth Wing, sd	LaVerne Randolph, wd St., SES. AP Ray.
STOCKTON						
KGDM 1926	1140 5,000-DA-N	E. F. Peffer 519 E. Market 4-4551	CBS Blair	E. F. Peffer, p E. Smith, gm & cm M. Humphreys, pd	J. Tyron Kelley, ce Bill Hill, nd Bel Lange, fd	Irv Schwartz, sd Elsie Flower, wd A. Stover, pmm Wld. UP WH
KGDM-FM 1946	Chan. 225 (B) 92.9mc 1.4kw					
KSTN 1949	1420 1,000-DA-1	San Joaquin Bcstg. Co Clark Hotel 4-7338	Hollingbery	D. M. Greene, gm Ellis Lind, pd	Carl McGee, ce Al Allen, nd	Frank Marfin, sd UP, INS Col.
KWG 1921	1230 250	McClatchy Bcstg. Co. 612 E. Market St. 5-5728	ABC McClatchy Raymer	Eleanor McClatchy, p Dave Harris, gm	James E. Longe, pd	Frank Nesmith, ce Thes. AP
KXOB 1947	1280 1,000-DA-N	KXOB Inc. Hotel Stockton 47313	MBS, Don Lee Avery- Knodel Western	Clem J. Randau, p & gm Grant Pollock, sm & cm Homer Van Derwerker, pd	James Johnson, ce Ford Warner, nd	Robert O'Brien, sd UP Ray.
SUSANVILLE						
KSUE 1948	1240 250	Nolan Hollowell & James E. McKahan KSUE Bldg. 2020	Moore	Nolan Hollowell, ptrn., & gm James E. McKahan, ptrn. Leslie E. McLarrin, slm & sd	Dale M. Dwelley, pd Harold C. Houston, ce & fd	Carlton Currie, nd Gwen W. Waltz, wd St. Cap. UP
TAFT						
KTKR 1948	1310 500-D	Taft Bcstg. Co. P. O. Box WW 5-3101	KBS, United Pacific	Kenneth Aitken, p, gm, pd & ce	Earle Greer, cm Jack Smith, nd	George Tschumy Jr., sd UP
TULARE						
KCOK 1945	1270 1,000 DA-N	Herman Anderson Estate P. O. Box 119 6-2866	MBS, Don Lee Grant	Sheldon Anderson, gm Stanley S. Simpson, cm J. Alan Rinehart, sm	Bob Lee, pd & sd Don Ferguson, ce Jean Hixson, pmm	Guy Bryant, nd Dick Scudder, fd Lenore Rinehart, wd UP
TURLOCK						
KTUR 1949	1390 1,000-DA-N	Turlock Bcstg. Corp. Quiney Rd. 4-3430 & 4-5827	KBS O'Connell	W. N. Lindskoog, p H. Ansell McMillen, gm & cm	S. E. Simmons, pd	Maxon B. Sayre, ce UP Ray.
UKIAH						
KUKI 1950	1400 250	Bartley T. Sims P. O. Box 638 1400	Moore, Western	Bartley T. Sims, p & gm Louie DuMoulin, cm John Oliveira, pd	Marguerite Sims, pmm Stanley Ryno, ce Jack Hasling, nd	John Franklin, fd Phillip Trine, sd Ann Morgan, wd St. AP RCA
VALLEJO						
KGWV 1947	1190 250-D	Calif.-Nevada Bcstg. Co. 3267 Sonoma Blvd. 8-8944	Moore	H. Q. Joucken, ptrn. David McKay, ptrn. & gm Ralph W. Stillings, pd & cm	Wm. L. Roberts, ce Hal Engebretson, nd & sd	Olive Fowles, wd UP
VENTURA						
KVEN 1948	1450 250	Coast Ventura Co. P. O. Box 1611 646 San Pedro St. Miller 3-8675	Western	Harry M. Engel, p & gm Sid Held, cm Dana Marble, pd, nd & asst. m	Roy Winkelmann, slm Donald C. Brown, ce Ed Walden, fd	Bob Perry, sd Jane Smith, wd UP Col.
KVVC 1948	1590 1,000 DA-1	KVVC, The Voice of Ventura County P. O. Box 1411 Miller 3-6185	Grant	William H. Haupt, p Karl A. Rembel, gm Roy C. Winkelmann, cm & pmm	Richard Zook, pd Charles A. Farmer, ce Dave Sanders, sd	Ellen Winkelmann, wd INS RCA
VICTORVILLE						
KVRV (CP)	960 5,000-D	Francisco Rental Co.				
VISALIA						
KONG 1946	1400 250	Tulare County Bcstg. Co. P. O. Box 1589 45811	Forjoe	Knox LaRue, p & gm John Haslam, cm Mac Starkey, pd	Arnold C. Werner, ce	Mike Kermeyer, sd AP
WASCO						
KWSO 1950	1050 1,000-D	Maple Leaf Bcstg. Co. Box 366 2145		E. J. Peters, p Theo. G. Heinrichs, gm Bob Bann, pd	Elward Robertson, ce Norman Berg, nd	Don Rodewald, sd L-W, SES. UP Col.
WATSONVILLE						
KHUB 1937	1340 250	Patrick H. Peabody Atkinson Lane 4-5641	Hoffman	Patrick H. Peabody, p Hal E. Chase, gm Don Smith, pd & fd	James Howard, ce Ford Warner, nd	Dale Phillips, sd Mary L. Banovac, wd L-W AP GE

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 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.

YREKA

KSYC 1947	1490 250	Siskiyou County Bcstg. Co. Lawrence Lane 624 Moore	E. G. Millbourn, p D. C. Hofinger, gm	Jack A. Mitchell, sm William R. Maginnis, ce	Keith Vidler, slm	Wid. AP RCA
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YUBA CITY

KUBA 1947	1600 1,000-D 500-N DA-N	Peachbowl Bcstrs. Inc. Hotel Marysville Marysville, Calif. 3-7309 Ayres	C. V. Ullom, p Roger R. Hunt, gm Lloyd H. Klemp, cm	Ric Ryan, pd & wd John Rolih, ce Don Brown, pmm	Hedley Hall, nd Lonnie Simmons, sd	Thes. AP G.
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COLORADO

ALAMOSA

KGIW 1929	1450 250	E. L. Allen P.O. Box 179 26	Columbine Intermountain	E. L. Allen, p D. L. Allen, gm	Lola Ortega, pd & wd C. W. Brokaw, ce	C. L. Dynes, pmm Elbert Chapman, sd	Ses. UP G.
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BOULDER

KBOL 1947	1490 250	Boulder Radio KBOL Inc. 1617 Pearl St. 1490	Columbine Intermountain H-R Reprs.	Herb Hollister, p Russel Shaffer, gm & pd Gene Palm, cm	Ralph Miller, ce Bob Butz, nd	Earl Hicks, sd Mary Beth Padfield, wd	Thes., St. UP Col.
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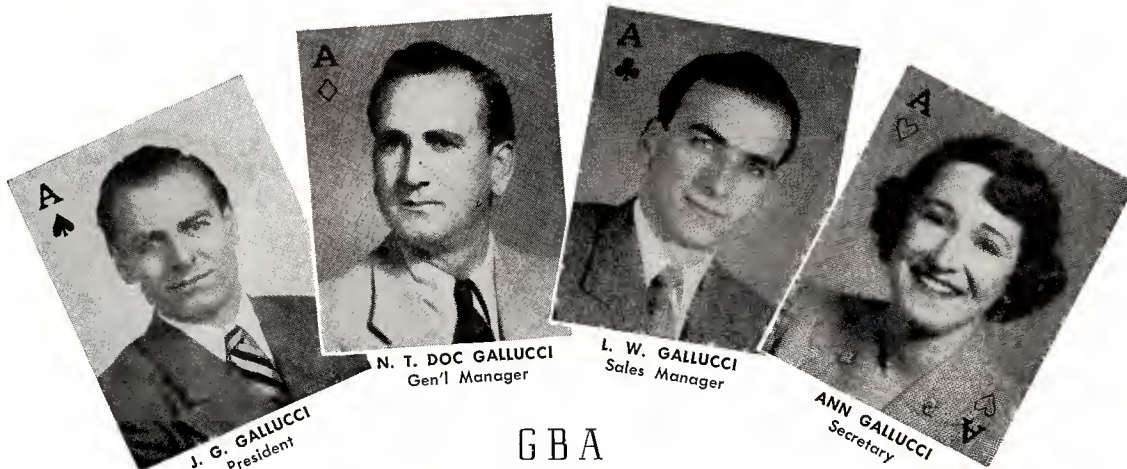
CANON CITY

KRLN 1947	1400 250	Royal Gorge Bcstrs. Inc. 1615 Central Ave. 1100	KBS Columbine Intermountain	Raymond M. Beckner, p & gm	Denver Wells, ce	 UP
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COLORADO SPRINGS

KKTV(TV) 1952		TV Colorado Inc. Exchange National Bank Bldg.		(For full information see TELECASTING Yearbook)				
KRDO 1947	1240 250	Pikes Peak Bcstg. Co. Alta Vista Hotel Main 1125	Columbine Intermountain McGillvra	Joe Rohrer, p & gm, pmm Harry Hoth, cm Paul Crozier, bus m	Jean Gitz, pd & wd Bob Fitzmorris, ce	Wes Bradley, nd Bob Burghart, sd	L-W, St., Thes. AP RCA	
KRDO-TV (CP)		Pikes Peak Bcstg. Co. Alta Vista Hotel 118 N. Cascade Ave.		(For full information see TELECASTING Yearbook)				
KVOR 1924	1300 1,000	Voice of the Rockies Inc. Exchange National Bank Bldg. Main 278	CBS Hollingbery	James D. Russell, p & gm Isabelle McClung, sm & pd	Cozine Strang, ce Ralph Conner, pmm Bob Smith, sd	Hal Bumpus, nd & fd Jo Ann Rowe, wd	Wid. Assoc. UP RCA	

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COLORADO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
CRAIG							
KRAI 1948	1230 250	Northwestern Colo. Bcstg. Co. 707	KBS Columbine Intermountain	George Cory, o, gm & ce Dale G. Moore, m & sd	Bill Finch, cm & pmm Elizabeth Conroy, pd	Glenda Davis, nd & wd	Cap. UP G.
DENVER							
KBTW(TV) 1952		Colorado TV Corp. 1100 California St. Taber 6836		(For full information see TELECASTING Yearbook)			
KDEN(TV) 1952		Empire Coil Co. % 85 Beechwood Ave. New Rochelle, N. Y.		(For full information see TELECASTING Yearbook)			
KFEL 1923	950 5,000-DA-1	Eugene P. O'Fallon Inc. Albany Hotel Alpine 4681	MBS Blair	Gene O'Fallon, m Frank Bishop, d John McEniry, nat. & local slm.	Dale Morgan, pd Eugene P. O'Fallon Jr., pmm	Rhean Cunningham, act. ce Jack Fitzpatrick, nd & sd Gus Swanson, fd	Assoc. INS WH
KFEL-FM 1951	Chan. 247(A) 97.3 mc 23.5 kw	Belmont 3-0777		(For full information see TELECASTING Yearbook)			
KFEL-TV 1952		Eugene P. O'Fallon 546 Lincoln St. Alpine 4681		(For full information see TELECASTING Yearbook)			
KGMC	1220 1,000-D	Radio Station KGMC 3355 S. Broadway, Englewood Sunset 1-4481		[See Englewood Listing]			
KIRV(TV) (CP)		Mountain States TV Co. 1520 Clarkson St.		(For full information see TELECASTING Yearbook)			
KLZ 1922	560 5,000-DA-1	Aladdin Radio & TV Inc. 17th & Lincoln Sts. Main 4271	CBS Katz	Hugh B. Terry, p Berry Long, cm Lee Fondren, nat. slm Charles Roberts, pd	Harvey Wehrman, ce Roger Rambeauz, pmm Sheldon Peterson, nd	Carl Herzman, fd Larry Varnell, sd Maxine Mulvey, wd	St., Cap., Wld. AP, INS RCA
KLZ-FM 1949	Chan. 231(B) 94.1 mc 5.2 kw			(For full information see TELECASTING Yearbook)			
KMYR 1941	1340 250	KMYR Bcstg. Co. 422 Security Life Bldg. Main 4161	Intermountain Columbine Forjoe	F. W. Meyer, p & gm Edwin Koepke, cm A. G. Meyer, sm	Lowell Switzer, pd Walter Wilson, ce	Gene Amole, pmm & nd Bill Reed, sd	WE Wld. AP WE
KOA 1924	850 50,000	Metropolitan TV Inc. 1625 California St. Main 6211	NBC Petry	William Grant, p Don Searle, vp & gm Duncan A. McColl, cm	Earle C. Ferguson, pd Robert H. Owen, ce C. M. Penley, pmm	William R. Day, nd & sd Don Peach, fd Lora Price, wd	Thes. AP, UP, INS. GE
KOA-FM 1948	Chan. 239(B) 95.7 mc 23.5 kw			(For full information see TELECASTING Yearbook)			
*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	RCA
KTLN 1948	1150 1,000-D	Radio Station KTLN Inc. Park Lane Hotel Race 4636	Radio Reps.	Leonard Coe, p John L. Buchanan, gm Dean Jarvis, cm	Jack Helling, pd O. E. Kelly, ce Jim Buchanan, pmm	Kaytee Ellen, wd Rich Froemke, nd & sd	Cap. UP G.
KVOD 1925	630 5,000 DA-1	Colorado Radio Corp. 1022 Midland Savings Bldg. Tabor 2291	ABC Free & Peter	W. D. Pyle, p & co-e T. C. Ekrem, gm & co-e	Con Hecker, cm V. W. Corbett, pd	B. H. Stanton, pmm	Assoc., L-W UP RCA
DURANGO							
KIUP 1935	930 1,000-DA-N	San Juan Bcstg. Co. P.O. Box 799 117	MBS, Western Intermountain Holman	M. L. Cummins, p R. E. O'Brien, gm Ken Gray, cm	Don Husted, pd & sd L. Vander Linden, ce Lee O'Brien, pmm & wd	Tracey Snelling, nd Lindsey Beckey, fd	Wld., Thes., SES. UP G.
ENGLEWOOD [Denver]							
KGMC 1951	1220 1,000-D	Radio Station KGMC 3355 S. Broadway Sunset 1-4481		Grady F. Maples, co-o, nd & sd	R. B. McAllister, co-o, pd & pmm J. Kenneth Brothers, cm	David F. White Jr., ce Cherrellyn Wood, wd	UP Gates
FORT COLLINS							
KCOL 1947	1410 1,000 DA-N	The Northern Colorado Bcstg. Co. 1600 La Porte 2600	Columbine Intermountain H-R Rep.	Herb Hollister, p Ellis Atteberry, gm Bob McClary, cm	Hollis Hoff, pd & nd Cecile Whitechurch, ce Solon Gray, fd	Bill Hansen, sd Mona Atteberry, wd	Thes. UP Col.
FORT MORGAN							
KFTM 1949	1260 500-D	Morgan County Bcstg. Co. Box 431 1000	KBS Columbine	Robert H. Dolph, p & gm Donnell K. Smith, cm	E. Joyce Repp, pd Richard Oldfield, ce	Helen Cudworth, nd & wd Mac McGraw, sd	Cap. UP G.
GLENWOOD SPRINGS							
KGLN 1950	1340 250	KGLN, Inc. Silver Spruce Lodge 777	MBS Western Slope Holman	Rex G. Howell, p Jerry Fitch, evp & gm	Gene Curtis, pd, pmm, fd & sd	Carl Q. Anderson, ce Marcia Fitch, wd	UP G.
GRAND JUNCTION							
KEXO 1948	1230 250	Voice of Western Colorado Inc. 2508 North Ave. 1230	Columbine Oakes	D. Spencer Grow, p Abbott Tesson, gm & cm Robert Collins, pd	Lloyd Wilson, ce Mildred Fuller, pmm Bill Orr, nd	Jim Eicher, fd Ward Goodrich, sd Connie Clark, wd	Thes., Wld. Cap. INS Ray.
KFXJ 1926	920 1,000-D 500-N	Western Slope Bcstg. Co. Inc. P.O. Box 30 1300	MBS Western Slope Holman	Rex Howell, p, o & gm E. Anson Thomas, sm & pmm	Peg Thomas, pd Bob Lebsock, ce Reed Hixson, nd	Bill Warner, fd Ed Lewis, sd June Lee, wd	L-W UP GE
GREELEY							
KFKA 1921	1310 1,000 DA-N	Midwestern Radio Corp. 620 8th Ave. 450	Holman	William G. Stewart, cm & pmm	Jack Redus, pd Harry Brewer, ce Joe Young, nd	H. E. Green, fd Sue Mosier, wd	Thes., SES, Cole UP WE
KYOU 1948	1450 250	Meroco Bcstg. Co. 2424 6th Ave. 3275	KBS Columbine McGillvra	Elwood H. Meyer, p & gm Glen Stutzman, pd	John T. Roscoe, ce	Reggie Shirk, office m	Wld. AP WE

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LaJUNTA

KBNZ 1937	1400 250	Otero Bcstg. Co. Radio Bldg. 42	MBS, KBS Intermountain Clark	R. D. Gerken, p, gm, cm	Jean C. Gerken, pd & wd Charles Barclay, ce	Jay Novak, sd UP G.
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LAMAR

KLMR 1949	1340 250	Southeast Col. Bcstg. Co. P.O. Box 632 804	MBS Columbine Continental	Ralph Eaton, p Everett Shupe, gm & pmm Dennis Behan, cm & sd	Kae Roe, pd Roy Nogrady, ce, nd & fd	Claire Behan, wd	Wld. AP GE
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LEADVILLE

KLVC 1952	1230 250	Leadville's Top of the Nation Station Inc. 520 W. 6th 70	KBS Columbine Clark	Vir N. James, p Don Stephens, gm	Flora Stephens, pd	Don Youmans, ce	Wld. UP G.
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LONGMONT

KLMO 1949	1050 250-D	Longmont Bcstg. Co. Inc. 301 Main St. 1050	KBS Continental	Jack P. Dubberly, p & gm Jack Stirling, cm	Richard Boyll, pd Walter Robinson, ce	Ed Collette, fd Mynra Miller, wd	L-W UP G.
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MONTROSE

KUBC 1947	1260 1,000-D 500-N DA-N	Uncompahgre Bcstg. Co. P.O. Box 279 199	KBS Intermountain Columbine	F. J. Hartman, p George Cory, gm Bob Hale, cm, pmm & sd	Laura Colliver, pd & nd Charles Chaney, ce	Lorraine Kretschman, wd	Cap. UP WE
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PUEBLO

KCSJ 1947	590 1,000 DA-N	Star Bcstg. Co. 211 W. 5th St. 8522	MBS Columbine Intermountain Avery-Knodel	Douglas D. Kahle, co-o & gm Robert L. Clinton, cm Larry Gordon, pd & pmm	Dale Redlingshafer, ce Cliff Hendrix, nd & fd Bill Paxton, sd	Esther Witt, wd	Thes. AP WE
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KCSJ-TV (CP) Star Bcstg. Co. 211 W. 5th St. 8522 (For full information see TELECASTING Yearbook)

KDZA 1947	1230 250	Pueblo Radio Co. Inc. 3011 Elizabeth St. 1255	Dee B. Crouch, p, gm, pd & pmm Barry Tucker, cm	Jack Lundquist, ce Charles Lerch, nd	Ted Payne, sd Mary Smith, wd	L-W AP G.
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KDZA-TV (CP) Pueblo Radio Co. Inc. 3011 Elizabeth (For full information see TELECASTING Yearbook)

KGHF 1928	1350 5,000-D 1,000-N DA-N	Colorado Bcstg. Co. Inc. P.O. Box 293 3877	ABC Gill-Keefe & Perna	Gifford Phillips, p Robert D. Ellis, gm William Mahoney, cm	Bill Bruce, pd & pmm Howard McGill, sm Willis Shanks, ce	Bob D. Thompson, nd Irwin M. Cunningham, fd	Wld., SES. UP G.
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SALIDA

KVRH 1948	1340 250	Vir N. James Salida, Colo. 30	KBS Columbine Intermountain Clark	Vir N. James, p, gm & cm Clo B. James, pd & wd	Philip H. Parmelee ce Jerry Sachs, nd & fd	Lee Shuford, sd 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	Alvin Ross, cm, pd, nd & sd		Mac., Cole UP G.
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TRINIDAD

KCRT 1949	1240 250	KCRT Inc. P.O. Box 772 338	MBS, KBS Columbine Intermountain Indie	Cal Perley, gm & cm Pete Runz, pd	Earnest M. Cooper, ce John O'Connor, nd & sd	Mildred Cooper, wd	Wld., L-W UP G.
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there isn't time to read them all

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CONNECTICUT

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. sm;	Pres. p; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm;	
BRIDGEPORT							
WICC 1926	660 1000-D-DA-1 500-N	Bridgeport Bcstg. 114 State St. 5-4144	MBS. Yankee Young	Philip Merryman, p & gm Manning Slater, cm & sd Bob Crane, pd	Ralph Winquist, ce Jay Hoffer, pmm		Thes. AP Ray.
WICC-TV (CP)	Chan. 43	So. Connecticut & Long Island Television Co. 114 State St.		(For full information see TELECASTING Yearbook)			
WNAB 1941	1450 250	WNAB, Inc. 991 Broad St. 3-3112	ABC. Conn. State Net. Rambeau Bannan	Harold Thomas, p, gm & ce Ray Colonari, cm	Jack Dahlby, pd & nd Grace Kaltenback, pmm	Bob Ritzert, sd	UP Col.
WSJL(TV) (CP)		Harry L. Liffitt 40 Platt St. Ansonia, Conn.		(For full information see TELECASTING Yearbook)			
BRISTOL							
WBIS 1948	1440 500-D	Bristol Bcstg. Corp. 183 Main St. 9265		Frederick W. Beach, p Cal B. Kolby, gm & cm	Bob Gillespie, pd & nd Richard L. Ricci, ce	Amleto Ciccarelli, pmm Sally Easton, wd	UP G.
DANBURY							
WLAD 1947	800 250-D	Berkshire Bcstg. Corp. 207 Main St. 8-3565	Rambeau	John F. Previdi, p Sol Robinson, gm, cm & pmm Ann Rundle, pd	H. Elizabeth Williams, Asst. m Rudolf Cehak, ce Paul Baker, sd	Frank Comer, nd LeRoy Chapman, fd Deanne Berry, wd	Wld., SES. AP
HARTFORD							
WCCC 1947	1290 500-D	Greater Hartford Bcstg. Co. 338 Asylum St. 5-6648	Indie Kettel- Carter	William Savitt, p & o Alex Buchan, sm Max Savitt, treas.	John Rameika, ce	Walt McGowan, nd	UP GE
WDRS 1922	1360 5,000-DA-1	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, prog. m & nd	Henry M. Broderick, Jr. ce Russ Naughton, fd	UP RCA

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COVERAGE

RATINGS

COST/1000

In the middle of the dial at 960 with power of 1000 watts. Established basic ABC network affiliation. Plus top local personalities combine to produce top ratings.

WELI is the dominant radio voice of New England's 3rd largest market with a metropolitan population of 556,200 and a total of 155,270 radio homes.

WELI delivers absolute top ratings over all stations in this market. Ask us for latest surveys.

In 40 rated daytime periods the WELI cost per thousand based on an open minute rate of \$10.00 broke down to \$.034.

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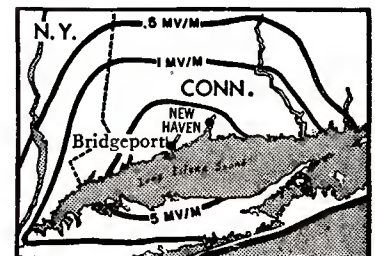
WELI NEW HAVEN, CONN. 1000W 960KC. ABC H-R REPRESENTED



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NEW HAVEN
MARKET*

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 Contest produced largest movie house for '52
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 Wallie Dunlap, (left) area's highest-rated afternoon deejay.
 (2:30-5, Mon.-Fri.)

 Bob Crane, (right) pulls 65% share of audience.
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* For confirmation of above claim, refer to New Haven Pulse, Jan. '52 and Bridgeport Hooper, March '52.

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CONNECTICUT—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter				
				Owner o;	Pres. p;	Exec. vp evp;		Gen. Mgr. gm;	Sis. Mgr. sm;	Coml. Mgr. cm;	Sales Mgr. slm;
HARTFORD—(Continued)											
WDRC-FM 1939	Ch. 229 (B) 93.7mc 7kw						REL				
WONS 1935	1410 5,000-DA-2	General Teleradio Inc. 54 Pratt St. 7-9131	MBS, Yankee H-R Reps.	Edward N. Palen, co-gm & pd	Frank McGivern, co-gm & cm Alan Henry, pd	Rogers B. Holt, ce Crean Patterson, nd Helen Morris, wd	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	Sereno Gammell, nd Una King, wd	AP RCA				
WTIC 1925	1080 50,000 DA-N	The Travelers Bcstg. Service Corp. 26 Grove St. 5-0801	NBC, New Eng. Weed	Paul Morency, vp & gm Walter Johnson, asst. gm & slm Irwin Cowper, asst. slm	Leonard J. Patricelli, pm Herman D. Taylor, ce Bernard Mullins, dir. pub. rel. Tom Eaton, nd	Frank Atwood, fd Bob Steele, sd Jean Colbert, wd	L-W, SES AP, INS WH				
WTIC-FM 1940	Chan. 243 (B) 96.5mc 8kw						REL				
MERIDEN											
WMMW 1947	1470 1,000-D	Silver City Crystal Co. 8½ W. Main St. 5-5747	Rambeau	Carl A. Schultz, p Gus Kruttschnitt, gm	Leo Finn, pd	John Roache, ce Dorothy Dunbar, wd	UP				
WMMW-FM 1947	Chan. 239 (B) 95.7mc 7kw						G.				
MIDDLETOWN											
WCNX 1948	1150 500-D	The Middlesex Bcstg. Co. 460 Main St. 7-2565	Devney	Richard J. O'Brien, p William J. O'Brien Jr., gm Harold R. Nelson, sta. m	Lan Gordon, cm Louis J. Brooks, pmm Kenneth Bishop, ce	John Drake, nd Phil Dean, fd William Glynn, sd Dorothy Coleman, wd	Thes. UP Ray.				
NEW BRITAIN											
WHAY 1949	910 5,000-DA-2	Central Conn. Bcstg. 22 Grove Hill Baldwin 3-2721	Conn. State Young Bannan	Aldo DeDominicis, p Leo Borin, gm Tom Meade, cm	Peter Stoner, pd Bill Turner, off. m Hillis Holt, ce	Dick Fague, nd George Ehrlich, sd Betty Kimball, wd	L-W UP RCA				
WKNB 1946	840 1,000-D	New Britain Bcstg. Co. 213 Main St. Baldwin 3-3603	Forjoe	Julian Gross, p Peter E. Kenney, gm Dave Scott, cm	Wm. H. Ray, sec. Robert Andrews, pd Erwin Needles, pmm	Sam Edsall, ce Robert Pease, nd Betty Pattee, wd	Wld. AP Ray				
WKNB-TV (CP)		New Britain Bcstg. Co. 213 Main St. Baldwin 3-3603		(For full information see TELECASTING Yearbook)							
NEW HAVEN											
WAVZ 1947	1260 1,000-D	The WAVZ Bcstg. Corp. 152 Temple St. Spruce 7-4761		Victor W. Knuth, p Daniel W. Kops, vp & gm Richard J. Monahan, cm	Richard Miller, pd Ralph Carrano, ce Jack Nelson, pmm	George Philips, nd Faith D. Clark, wd	AP Ray.				
WELI 1935	960 1,000 DA-N	Connecticut Radio Foundation Inc. 221 Orange St. University 5-1133	ABC H-R Reps.	Harry C. Wilder, p Richard W. Davis, gm Edwin H. Schweitzer, cm	Charles H. Wright, pd Fred King, ce Rudy Frank, pmm	Robert S. McKernan, nd Jeanne Porter, wd	L-W UP RCA				

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W C N X

M I D D L E T O W N , C O N N E C T I C U T

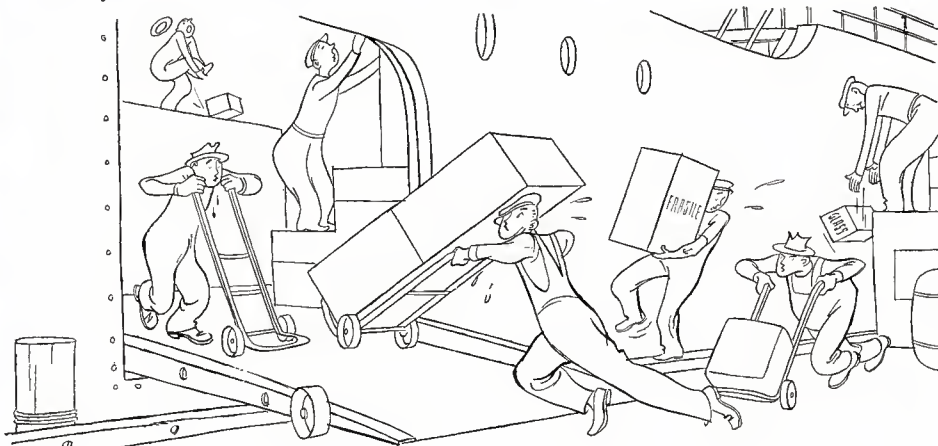
The Station that promotes the sponsor and saturates the rich Connecticut River Valley Market

**1150 KC
500
WATTS**

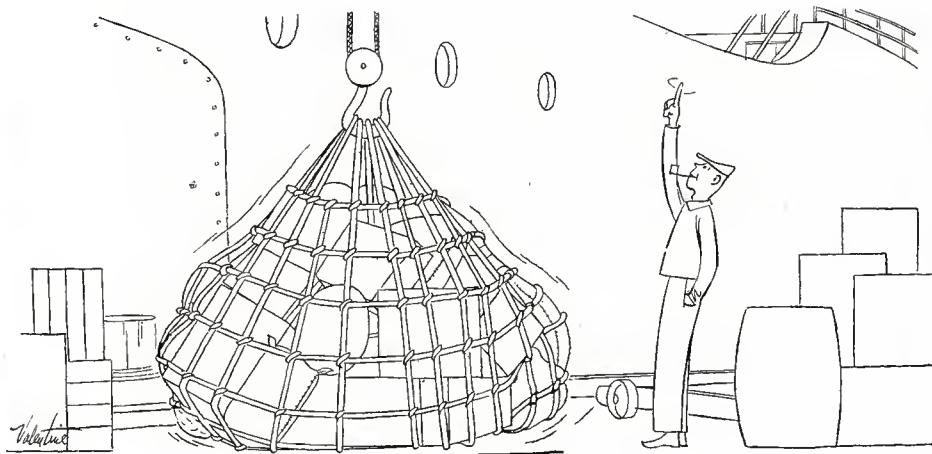
WCNX can help you sell your products to the hundreds of thousands of residents of this rich Central Connecticut Valley. A recent Conlan Survey of the listening habits of the residents of the area proves our point!

Telephone NOW for availabilities on WCNX, Middletown 7-2565 COLLECT!

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

CONNECTICUT—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Tran. Lib. Service Transmitter
NEW HAVEN—(Continued)						
WBIB(FM) 1947	Chan. 26 1/2 (B) 100.7mc 7.6kw	(WELI, AM affiliate)		Sol D. Chain, gm		Michael Leipner, pd & ce GE
WNHC 1944	1340 250	The Elm City Bcstg. Corp. 1110 Chapel St. Spruce 7-3611	NBC, Conn. State Katz	Patrick J. Goode, p Edward D. Taddei, exec. vp Aldo DeDominicis, secy.-treas. & gm	J. Vincent Callanan, cm Edward C. Obrist, m Walter A. Nielson, pd	Vincent DeLaurentis, ce James W. Evans, pmm W. Rockwell Clark, nd Wid. AP, INS Col.
WHNC-FM 1948	Chan. 256 (A) 99.1mc 19.5kw					GE
WNHC-TV 1948		The Elm City Bcstg. Corp. 1110 Chapel St. Spruce 7-3611		(For full information see TELECASTING Yearbook)		
NEW LONDON						
WNLC 1936	1490 250	Thames Bcstg. Corp. 281 State St. 2-4365	MBS, Yankee, Conn. Net.	Gerald J. Morey, p, gm & ce Leo B. Keegan, cm & pmm	Nelson Brown, asst. prog. m David Connors, nd	Patricia Killeen, fd James Mcenaney, sd Mary Jane Koebbe, wd
NORWALK						
WNLK 1948	1350 500-DA-N	Norwalk Bcstg. Co., Inc. Main & Wall St. 8-5566	Rambeau	James Stolcz, p, gm & cm John M. Naylor, pd & pmm	Nicholas Yeloway, ce John Ferguson, nd	James Kirwan, sd Beulah Bestor, wd Wid., SES. UP Ray.
NORWICH						
WICH 1946	1400 250	Eastern Conn. Bcstg. Co. Box 629 7-1613		John Deme, p & gm Richard Reed, loc. sm	Alexander Dubenetsky, ce	Ed Leonard, nd & sd Wid. UP Ray.
PUTNAM						
(CP)	1350 500-D	Israel Putnam Bcstg. Co. 42 Main St.		Roland A. Gayette, p		
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	Frank Delfino, pd Frederick W. Muckenhoupt, ce	Harry Downie, sd L-W UP RCA
WSTC-FM 1947	Chan. 244 (A) 96.7mc 0.65kw					
TORRINGTON						
WLCR 1947	990 1,000-D	Litchfield County Radio Corp. 23 Main St. 4173	Sears & Ayer	C. O. Scott, p & gm Hugh Franklin, pd	Alfred Palokat, ce Joe Storm, pmm	Ray Atherton, fd Tom Maxwell, sd Lillian Ludlum, wd Wid. UP
WTOR 1947	1490 250	Torrington Bcstg. Co. 93 Perkins St. 4181	ABC, Conn. State Rambeau	Harold Thomas, p Edmund Waller, gm	John J. Morris, cm Richard Kilbourn, pd & pmm	Arthur Marcus, ce Al Vestro, sd Gertrude Poniatoski, wd AP G.
WATERBURY						
WATR 1934	1320 1,000-DA-1	WATR Co., Inc. 440 Meadow St. 5-1121	ABC, Conn. State Rambeau	Harold Thomas, p S. F. Elman, gm & cm Wallace King, pd	Russell Jensen, ce Wallace F. Gordon, pmm Joseph C. Callan, nd	Al Vestro, sd Miriam Hurlburt, wd UP Col.
WATR-TV (CP)		WATR Co. Inc. 440 Meadow St. 5-1121		(For full information see TELECASTING Yearbook)		
WBRY 1934	1590 5,000 DA-1	American-Republican Inc. 136 Grand St. 3-1125	CBS, Nutmeg, North- eastern Avery- Knodel, Kettell- Carter	William J. Pape, p J. Maxim Ryder, gm Harry A. Devorken, cm	Walter O. Howard, pd Frank B. Hales, ce Bob Holczer, pmm	E. Christy Erk, nd Robert Stewart, fd John A. Cluney, sd Grace Galvin, wd Wid. AP RCA
WWCO 1946	1240 250	The Mattatuck Bcstg. Co. 119 W. Main St. 4-5141	MBS, Yankee McGillvra	William G. Wells, p Gustave Nathan, cm Robert C. Crager, pd	John Carragan, ce A. Phillip Corvo, pmm	Jake Rieger, sd Jane Webster, wd AP Col.
DELAWARE						
DOVER						
WDOV 1948	1410 1,000-D	Delaware State Capital Bcstg. Co. 5816		C. F. Freed, o & p William S. Freed, vp & cm	Mildred Carroll, gm & wd Bened Brownell, ce	Hank White, sd Wid. AP G.
GEORGETOWN						
WJWL 1951	900 1,000-D	Rollins Bcstg. Inc. DuPont Highway 2567	KBS	John W. Rollins, p O. Wayne Rollins, vp Norman Glenn, gm	Bill Jaeger, pd Edward Marzoa, ce	Kenneth Shelton, sd Thes. AP GE
WJWL-FM 1951	Chan. 268 (B) 101.5mc 8.2kw					
MILFORD						
WKSB (CP)	1280 250-D	Kent-Sussex Bcstg. Co.				
WILMINGTON						
WAMS 1948	1380 1,000 DA-1	Wilmington Tri-State Bcstg. Co. Inc. 321 Delaware Ave. 4-8882	MBS Hollingbery	Frank S. Carrow, p Edwin A. McKeon, gm Wm S. Ewing, cm	Tim Crow, nd Henry Cook, pmm	Perley Tribou, ce Don Mathewson, nd & sd
WDEL 1923	1150 5,000-DA-2	WDEL, Inc. 10th & King Sts. 7268	NBC Mecker	Clair R. McCollough, Sta. Exec. J. Gorman Walsh, Sta. m.	J. Robt. Gulick, gen. sm Harvey C. Smith, pd Dick Aydelotte, pmm	J. E. Mathiot, tech. d. Wid. UP
WDEL-FM 1950	Chan. 227 (B) 93.7mc 20kw					
WDEL-TV 1949		WDEL Inc. 10th & King Sts. 7268		(For full information see TELECASTING Yearbook)		
WILM 1922	1450 250	Delaware Bcstg. Co. 320 King St. 4-7771	ABC Bolling	Ewing Hawkins, p, gm & cm Warren Keyser, pd	H. E. Kennedy, ce Margerie Price, pmm & wd	H. Themal, nd R. Kelley, sd R. Bair, fd Wid. UP WE
WTUX 1947	1290 500-D	Port Frere Bcstg. Co. 1326 Market St. 5-8821		Gordon K. MacIntosh, p Howard R. Robinson, gm Julian A. Todd, cm	William Gehlert, pd Wayne Neuhaus, ce Marvin Burak, pmm	Don Courtley, nd Roland Twigg, sd Justina Spagnolo, wd Thes. AP Ray.

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**MAKES EVERY
DOLLAR
RING THE BELL!**

WNHC

NBC in New Haven

AM - FM - TV

New England's first complete broadcasting service

In the compact, rich market of New Haven, Connecticut, the clear, crisp voice of WNHC-Radio is heard all over town. Snappy local programs of music, news and community events, and top NBC features keep New Haveners tuned to WNHC.

Low rates and high-gear merchandising make the advertising dollars ring the bell again and again in New Haven — *once* — when your message is aired, *again* — when your product is displayed, and *finally* when the cash registers chime the successful conclusion of a job well done.

represented nationally by Katz

DISTRICT OF COLUMBIA

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Trans. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. sm;	Pres. p; Prog. Dir. pd; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Exec. vp evp; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm;	
WASHINGTON							
WARL- AM-FM		(See Arlington, Va. listing)					
WASH(FM) 1945	Chan. 246 (B) 97.1mc 15kw	Everett L. Dillard 1319 F St., N.W. District 7-1356	MBS, Con- tinental	Everett L. Dillard, o James Gustafson, slm	William R. Cerri, pd Eugene Juraskinski, ce	Doris Kepner, prog. sec. R. E. Best, traf. m & pmm RCA
WBUZ(FM) 1948	Ch. 244(A) 98.7mc 0.44kw	Chesapeake Bcstg. Co. Inc. 4421 Southern Ave. S.E. Jordan 8-1300	L. L. Altmann, p & gm	Walter C. Ward, sm & ce	 G.
WCFM(FM) 1948	Chan. 258 (B) 99.5mc 20kw	Cooperative Bcstg. Assn. 1120-A Connecticut Ave. Republic 7-8688	Biddick Continental	Wallace J. Campbell, p	(Mrs.) Jean Putnam, actg. gm	David Garwin, cm	Assoc. Wld. Fed.
WEAM		(See Arlington, Va. listing)					
WFAX		(See Falls Church, Va. listing)					
WGAY- AM-FM		(See Silver Spring, Md. listing)					

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WGMS

the Good Music Station

"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
Vice Pres. Gen. Mgr.

WGMS Washington, D.C.
AM-FM
Member Good Music Broadcasters
% WQXR New York City

BROADCASTING
Magazine of the
TELECASTING

NATIONAL PRESS BLDG.
WASHINGTON 4 D C

October 27, 1952

SOL TAISHOFF
Editor & Publisher

Mr. M. Robert Rogers
Vice President—General Manager
Radio Station WGMS
Washington's Good Music Station*
Washington 5, D. C.

Dear Bob:

That was a wonderfully magnanimous note
on our end 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

WGMS 1947	570 1,000-D	The Good Music Station Inc. 1125 Vermont Ave. Executive 3-8676	Morris Rodman, p M: Robert Rogers, gm & cm	Pierson Underwood, pd Nick Chaconas, ce Norman Evans, pdm	Anne Blair, wd AP Col.
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WGMS-FM Chan. 278 (B)
1948 103.5mc
20kw

WINX (See Rockville, Md. listing)

WMAL 1925	630 5,000 DA-1	The Evening Star Bcstg. Co. 4461 Connecticut Ave. Kellogg 7-1100	ABC Katz	S. H. Kauffman, p K. H. Berkeley, vp & gm Charles L. Kelly, assist. gm	George Jonscher, slm Frank Harvey, ce William Neel, nd	James Gibbons, sd Ruth Crane, wd E. H. Meeks, pmm	SES. AP RCA
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WMAL-FM Chan. 297 (B)
1948 107.3mc
20kw

WMAL-TV 1947 The Evening Star Bcstg. Co. 4461 Connecticut Ave. Kellogg 7-1100 (For full information see TELECASTING Yearbook)

WOL 1924	1450 250	Peoples Bcstg. Corp. 1000 Connecticut Ave. Metropolitan 8-0010	Murray Lincoln, p Herbert E. Evans, gm Ben E. Wilbur, sm	Sidney W. Slappey, cm George W. Campbell, pd Harold Reed, ce	Sam Kaufman, sd Eugene Berger, nd	SES. AP, UP WE
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WOL-FM Chan. 266 (B)
1946 98.7mc
20kw

you get that

PERSONAL-ITY TOUCH...

... in Washington
the nation's 9th market
where
family income
tops U. S.
by 40%*

*SALES MANAGEMENT'S MAY 10, 1952 SURVEY OF BUYING POWER.

... and where WMAL-AM-FM-TV tops the city's average in spot participation programs featuring popular LOCAL personalities.

- Their personal endorsement gives you that BONUS acceptance your product needs for maximum sales results.
- Be sure to get your share of that extra \$1891.00 per annum* the average Washington family earns.
- Let WMAL's PERSONAL-ITY TOUCH "touch off" NEW SALES for YOU! Call or wire The Katz Agency, Inc. or WMAL SALES Department.

WMAL AM FM TV

THE EVENING STAR STATION IN WASHINGTON, D. C.

DISTRICT OF COLUMBIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li- brary, News Service Transmitter
WOOK 1940	1340 250	United Bcstg. Co. 8th & I Sts., N.W. Republic 7-8000		Richard Eaton, p, gm, & cm	Arthur A. Snowberger, ce, pd & sd	Eugene Miller, pmm & fd UP RCA
WFAN(FM) 1948	Chan. 262 (B) 100.3mc 20kw	(See Alexandria, Va. listing)				
WPIK 1923	980 5,000 DA-N	National Bcstg. Co. Wardman Park Hotel Adams 4-5400	NBC NBC Spot Sales	Joseph H. McConnell, p Frank M. Russell, vp in chg. of Wash. off. Eugene Juster, gm	James Hirsch, cm Kenneth French, pd John Rodgers, ce Arthur Barriault, nd	Fritz Balzer, music d Nancy Osgood, wd Arthur Bergman, sd Robert Adams, pmm AP, UP INS RCA
WRC-FM 1947	Chan. 230 (B) 93.9mc 20kw					
WNBW(TV) 1947		National Bcstg. Co. Inc. Wardman Park Hotel Adams 4-5400			(For full information see TELECASTING Yearbook)	
WTOP 1932	1500 50,000-DA-2	WTOP Inc. Warner Bldg. Metropolitan 8-3200	CBS CBS Radio Spot Sales	John S. Hayes, p & gm Larry Richardson, asst. to p George Hartford, cm	Lloyd Dennis, vp chg. prog. Clyde Hunt, vp chg. eng. Granville Klink, ce Ted Koop, nd	Cody Pfanstiehl, pmm Claude Mahoney, fd Arch MacDonald, sd Elinor Lee, wd Cap. AP, UP, INS WE
WTOP-FM 1942	Chan. 243 (B) 96.3mc 20kw					
WTOP-TV 1950		WTOP Inc. Warner Bldg. Metropolitan 8-3200			(For full information see TELECASTING Yearbook)	REL
WTG(TV) 1947		Allen B. DuMont Labs. Raleigh Hotel Sterling 3-5300			(For full information see TELECASTING Yearbook)	
WUST- AM-FM		(See Bethesda, Md. listing)				
WWDC 1941	1260 5,000-DA-1	Capital Bcstg. Co. 1627 K St., N.W. Sterling 3-3800	MBS Blair	Joseph Katz, p Ben Strouse, gm Herman M. Paris, cm	Norman Reed, pd Ross H. Beville, ce	Irving Lichtenstein, pmm Bob Wolff, sd Hazel Markel, wd St., L-W Thes. AP, UP WE
WWDC-FM 1946	Chan. 266 (B) 101.1mc 20kw		Forjoe			WH

FLORIDA

BARTOW						
WEAR (CP)	1460 1,000-D	William Avera Wynne, c/o WEED Rocky Mount, N. C.		Wm. A. Wynne, o		
BELLE GLADE						
WSWN 1947	900 1,000-D	Seminole Bcstg. Co. Box 8 2063 - 2064		Dr. Robert G. Nelson, p (Mrs.) Mary M. Foy, gm Marvin Smith, slm	Don Day, pd Eva Johnson, traffic m	S. S. Clemans, ce Bill Eggleston, fd Thes., Wld., SES UP G
BRADENTON						
WTRL 1947	1490 250	Trail Bcstg. Corp. Municipal Pier 31521	Best	H. D. McClelland, p Howard A. Donahoe, exec. vp	George M. Manning, cm Carl Van Sittert, pd	Marlen J. Hager, Sr., ce & sd Wld. AP G
CHATTAHOOCHEE						
WKDO (CP)	1380 500-D	Tiger River Corp. c/o Harold E. Bergman Chamber of Commerce Chattahoochee, Fla.		Le Roy Lowder, p August F. Reincke, gm	Nicholas Virgilio, pd	J. W. Bauknight, ce L-W INS RCA

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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 key daytime periods.

WOOK has more listeners during the entire afternoon period than the AVERAGE COMBINED LISTENING AUDIENCE OF TWO NETWORK STATIONS.

WOOK has more listeners during the key daytime periods selected than the COMBINED LISTENING AUDIENCE OF ANY TWO INDEPENDENT STATIONS.

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, has more listeners during the key periods than the *combined* listening audience of any other two Independent stations in the Washington area! This report 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.

CLEARWATER

WTAN 1948	1340 250	Clearwater Radio Bcstrs. Inc. Box 1109 3-3084	KBS McGillvra	Otis E. Pruitt, p H. Dennison Parker, gm Frank L. Parker, cm	L. H. Falconnier, pd John M. Callan, ce	Robt. Weatherly, sd	Wld. UP Col.
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COCOA

WKKO 1952	860 250-D	Brevard Bcstg. Co. Box 387		Emerson W. Browne, gm	Carl G. Collins, Jr., pd	Davis E. Wilson, ce	UP G
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CORAL GABLES

WTTT 1949	1490 250	Atlantic Shores Bcstg. Inc. 350 Aragon Ave. 83-4663		David H. Freedman, gm			
WVCG 1948	1070 1,000-D	Peninsular Bcstg. Corp. 223 Aragon Ave. 48-74-11		George W. Thorpe, p & gm T. H. McCallie, cm Robert S. Stevens, pd	Daniel McMillin, ce Bob Hildreth, nd	Mel Singer, sd Barbara Binns, wd	Assoc. AP RCA

CRESTVIEW

WCNU 1948	1010 1,000-D	Gulfshores Bcstg. Co. Box 518 3511	KBS, Florida Alabama	D. G. O'Neal, p & ptrn. H. French Brown, secy- treas. & ptrn. Sam F. Townsend, gm	Charles C. O'Neal, cm Vernon C. Cooper, pd James T. Whitaker, ce	Thomas E. Williford, sd Betty Kennedy, wd	Wld., SES AP 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	Perry	Jerry Stone, gm & pmm R. Y. Huffman, cm	Wm. R. Steadman, pd F. A. Scott, ce	Howard Kahn, nd Ross Hancock, sd	Wld. AP GE
WNDB-FM 1947	Chan. 233 (B) 94.5mc 8.5kw						
WROD 1947	1340 250	Daytona Beach Bcstg. Corp. Box 991 4626	NBC Best	E. J. Sperry, p, g & pmm Norman Lemstrom, cm	R. C. Fellows, pd	Lee Menard, ce	Cap. UP Col.

DeLAND

WJBS 1948	1490 250	Stetson University Box 808 1490	NBC	J. Ollie Edmunds, p C. L. Menser, gm & pd	Robert Walton, cm Donald Hall, ce	Sam Mansfield, sd	Thes. AP Col.
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FT. LAUDERDALE

WRD 1950	1580 250-D	Broward Bcstg. P. O. Box 78 22563	KBS Best	L. C. Judd, p Robert W. Standart, gm Charles Gravett, cm	Elliott McCauley, pd William Latham, ce Henry Kinney, nd	George Taylor, f & sd Winnie Kinney, wd	St. UP WE
WITV (TV) (CP)		Gerico Investment Co. c/o Radio Station WRD P. O. Box 78		(For full information see TELECASTING Yearbook)			
WFTL 1946	1400 250	Gore Publishing Co. P. O. Box 131 32511	Sears & Ayer	J. W. Dickey, p R. L. Bowles, g & cm	Jack Swart, pd Richard Nonthey, ce Orville Revelle, nd	Mack Ansbaugh, sd	L-W, Wld. AP Col.
WFTL-TV (CP)		Gore Publ. Co. P. O. Box 131 3-2511		(For full information see TELECASTING Yearbook)			

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—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represent- ative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp Sales Mgr. sm; Prog. Dir. pd; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm;	Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm;	
FT. MYERS							
WINK 1939	1240 250	Ft. Myers Bcstg. Co. P. O. Box 1072 4-1341	CBS, KBS Florida Cooke	Arthur McBride, ptnr. Daniel Sherby, ptnr. A. J. Bauer, gm, pd & nd	D. Harlacher, cm J. Lacy, ce	F. Nodine, sd A. Fuller, wd	AP RCA
WMYR 1952	1410 1,000-D	Robt. Hecksher 33 East Hanson St. 5-1175			Robert Hecksher, o	Kenneth M. Parke, cm	L-W UP G
FORT PIERCE							
WARN (CP)	1330 1,000-D	Hurricane Bcstg. Service			Murray Tillman, gm	Lee Lively, pd	
WIRA 1946	1400 250	Indian River Bcstg. Co. P. O. Box 1401 1400	MBS, NBC	Douglas Silver, p, gm & nd Kingsley Butt, cm	Marjorie B. Silver, pd & wd James Sowinski, ce	Anne Wilder, fd Bill Strickland, sd	Wld. UP G
FORT WALTON							
WFTW (CP)	1260 1,000-D	Vacationland Bcstg. Co. 121 W. Pine Ave. Crestview, Fla.		W. R. Powell, p	H. H. Harris Jr., vp	D. G. O'Neal Jr., sec., treas.	
GAINESVILLE							
WGGG 1948	1230 250	Alachua County Bcstg. Co. 1230 Waldo Rd. 5791	ABC, KBS Best	R. M. Chamberlin, p, gm & ce L. E. Mims, cm Pierre Bejano, pd Garland Powell, d	Scott Sutton, nd George Combs, fd	Stan Reich, sd Thelma Roberts, wd	Wld. AP
WRUF 1928	850 5,000 DA-N	University of Florida University Campus 3261, ext. 468	MBS Burn-Smith	Ray Dantzler, asst. d John Donovan, cm Roberts C. Smith, pd	Albert P. Schwarz, bus. m Jim Montgomery, pmm Garvin Combs, ce Bill Coleman, nd	Bob Leach, ch. announ. Clyde Beale, fd Otis Boggs, sd Odessa Eddy, wd	L-W AP RCA
WRUF-FM 1949	Chan. 281 (B) 104.5mc 12kw						
HOLLYWOOD							
WHWD (CP)	1320 500-D	Circle Bcstg. Co. U. S. Route 441 & 7th Ave.		R. G. Tanner, Jr., p Vernon McCarthy, g, cm & fd	Lee Under, treas. Buck Kinnaird, pd, pmm,	Martin Miller, ce	Cap. UP G
JACKSONVILLE							
WIVY 1948	1050 1,000-D	Edw. J. Oberle Springrove Ave. 4-7722	Clark	Edw. J. Oberle, p & gm Arman Reinke, cm Dick Webb, pd	James Stephens, ce & nd Stanley Beaton, pmm Earl McRae, fd	Fred Rahaim, sd Martha Hayes, wd	INS REL
WIVY-FM 1952	Chan. 229 (B) 93.7 mc 2.45kw						
WJAX 1925	930 5,000 DA-N	City of Jacksonville No. 1 Bcst. Place 4-1681	NBC Blair, Cummings	John T. Hopkins, III, gm & ce	J. W. Douglas, cm	Marion Trowell, pd & pmm	Thes. AP WE
WJAX-FM 1948	Chan. 236 (A) 95.1mc 11.5kw						

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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

W - J - A - X - F M

95.1 mc

JACKSONVILLE, FLORIDA'S MUNICIPAL STATIONS

J. D. Kennedy, Commissioner in Charge

John T. Hopkins III, Manager

AN **NBC** AFFILIATE

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



TOTAL
¼ HRS.

WMBR



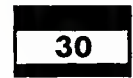
TOP RATED
¼ HRS.

STA. B



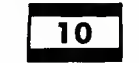
TOP RATED
¼ HRS.

STA. C



TOP RATED
¼ HRS.

STA. D



TOP RATED
¼ HRS.

The November Jacksonville Pulse rates WMBR FIRST in 240 quarter-hours from 6:00 AM to Midnight, Monday through Friday. Four times better than any competitor and twice as good as 7 competitors combined.

WMBR Leads Morning, Afternoon and Night.

*Jacksonville
Florida*

Represented By **VERY-KNODEL, Inc.**

WMBR

5,000 Watts • CBS

FLORIDA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. v; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter
JACKSONVILLE—(Continued)						
WJHP 1952	1320 5,000 DA-N	The Jacksonville Journal Co. 500 Laura St. 4-7711	MBS Perry	John H. Perry, Jr., p Milford A. Reynolds, gm	Beecher Hayford, ce Fred Schilling, sd	Alice Withee, wd L-W AP RCA
WJHP-FM 1948	Chan. 245 (B) 96.9mc 32kw					
WMBR 1934	1460 5,000-DA-N	Florida Bestg. Co. 605 S. Main St. 9-4475	CBS Avery-Knodel	Frank King, p, g & cm Jack Newsom, pd Charles M. Stone, Natl. sm	Larry Scarborough, pmm & nd Ernest B. Vordermark, ce	Harry I. Talbert, sd Wld. UP Col.
WMBR-FM 1949	Chan. 241 (B) 96.1mc 63kw					
WMBR-TV 1949		Florida Bestg. Co. 605 S. Main St. 9-4475		(For full information see TELECASTING Yearbook)		
WOBS 1948	1360 1,000-D	Southern Radio & Equipment Co. 1036 Mary St. 98-3411	Forjoe	E. D. Rivers, Sr., p Carmen Macri, secy-treas. John A. Boling, gm & sd	Riley McQuage, cm Jack L. Harrell, pd & nd Guy L. Crumpley, pmm & fd	William F. Askew, ce Wylene Rivers, wd G
WPDQ 1942	600 5,000 DA-N	Jacksonville Bestg. Corp. Gulf Life Bldg. 4-4421	ABC Taylor	James R. Stockton, p Robert R. Feagin, gm Kenneth E. Small, cm Charles Edwards, pd	Gordon Pierce, pmm James Donovan, ce Hugh Batey, nd	Howard Clark, fd Al Dunaway, sd Anne Daly, wd UP RCA
WRHC 1950	1400 250	WRHC, Inc. 247 Margaret St. 6-0461		Harold S. Cohn, p Willard Fraker, g & cm Freda Sanders, pd	Frank D. Thies, ce Harold S. Cohn Jr., pub ser. d Al Keirsey, nd	R. S. Jones, fd L. D. Morgan, sd Elsie J. Cohn, wd L-W RCA
JACKSONVILLE BEACH						
WJVB 1947	1010 250-D CP: 1,000-D	Jacksonville Beach Bestg. Co. P. O. Box 127 5-3674	KBS Best	J. Lyle Williams, Jr., p & gm James M. Bryant, cm	Ted Booth, pd Daniel M. Long, ce	Bill Williams, sd Mary Mason, wd AP Ray.
KEY WEST						
WKWF 1945	1600 500	John M. Spottswood P. O. Box 891 2-3333	MBS	John M. Spottswood, p, g & cm	Mary S. Spottswood, pd	Charles R. Lowe, ce St. RCA
LAKE CITY						
WDSR 1946	1340 250	Deep South Radio-ways 126 N. Marion St. 525		Alfred H. Temple, p, g, cm, n & fd Alma H. Temple, pd & wd	Richard E. Dyer, ce	George Douglas, sd Assoc. UP

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

THE **T O P** STATIONS

"Top of Peninsular"
FLORIDA

when—

THINKING
EST
ELL
RY

OF
UR
UR
UR

PRODUCTION
OWER
EOPLE
ACKAGE

WGGG (ABC)
Gainesville

WRHC (IND.)
Jacksonville

WJVB (IND.)
Jacksonville Beach

WDSR (IND.)
Lake City

WLBE (MBS)
Leesburg

WSBB (IND.)
New Smyrna Beach

WTMC (NBC)
Ocala

WWPF (ABC)
Palatka

WFOY (CBS)
St. Augustine

COVERAGE & MARKET DATA

POPULATION (1950 Census) 724,037

RADIO HOMES (Broadcasting) 176,294

RETAIL SALES (1951 Sales Management) \$688,135,000

SPOT ANNOUNCEMENT RATE

9 STATIONS	\$22.50	NO DISCOUNT
1 AFFADAVIT	1 BILLING	1 CLEARANCE

For further details write:

T-O-P

P. O. Box 2467
Jacksonville 3, Fla.

or contact any member station

BUY FLORIDA'S T O P GROUP FOR ONLY \$22.50 A SPOT

LAKELAND

WLAK 1936	1430 1,000	Lakeland Bcstg. Corp. P. O. Box 1211 2127	NBC Pearson	S. O. Ward, p, g & pmm Powell Adams, cm	Mary Whistle, pd	William P. Lee, asst. m & ce	Assoc. UP RCA Cap. AP G
WONN 1949	1230 250	Coastal Bcstg. Co. Lake Hunter Drive P. O. Box 2038 5117	MBS Cooke	Robert S. Taylor, p, g & pmm Thomas R. Barber, cm Ted Covington, pd & nd	Duane F. McConnell, bus. m & ce Graham S. Mela, fd	Bill Snyder, sd Gloria Revels, wd	

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 & ce	Dick Marsh, cm Joan Kimbrel, pd & wd	Jim Southern, nd Dick Hunt, fd	Wid. AP G
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LAKE WORTH

WEAT 1948	1490 250	(See West Palm Beach, Fla., listing.)					
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LEESBURG

WLBE 1949	790 1,000 DA-1	Paul A. & Wendell F. Husebo P. O. Box 297 552	MBS Best	Paul A. Husebo, p Wendell F. Husebo, g & cm	Richard R. Coleman, pd J. Allen Brimmer, ce	Wayne Scott, nd Bill Reedy, sd	Wid/ UP Col.
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LIVE OAK

WNER 1949	1450 250	Live Oak Bcstg. Co. P. O. Box 655 1450 - 499	KBS, Fla. State	Norman O. Protsman, g & cm Faith M. Protsman, pd	Clarence S. Parker, ce & sd	John Lee Alford, fd UP RCA
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MARIANNA

WTYS 1948	1340 250	John H. Phipps P. O. Box 565 650	KBS Cummings	John H. Phipps, p	L. Herschel Graves, gm Guy Hamilton, m	Berta Hamilton, pd Wm. A. Snowden, ce
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MELBOURNE

WMMB 1948	1240 250	Melbourne Bcstg. Corp. Front St. 574	MBS Best	Henry Dravneek, p A. V. Catterton, gm Victoria Martin, adv. m	Beverly Fleming, adv. m Barbara Bancroft, pd	Alan Mills, ce	SES UP Col.
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MIAMI

WFEC 1949	1220 250-D	David Haber 350 N.E. 71st St. 89-7534		David Haber, p Herbert Schorr, g & cm	Robert Lyons, sm & pd William Reeder, ce	Louise Sanford, wd UP WE
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WGWS 1939	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 & pmm Edward C. Lockwood, ce Robert Bingham, nd	George Chamberlin, fd Stan Ornest, sd Jane Butler, wd	L-W UP, INS WE
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WGWS-FM 1952	Chan. 242 (A) 96.3mc 1.5kw						
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WINZ 1946	940 50,000-D 10,000-N DA-2	Hollywood Bcstg. System Biscayne Terrace Hotel 82-6641	Raymer	Rex Rand, p & gm B. Neary, cm & pmm Denny Kirwin, pd & sd	James Sawyer, ce	Lyn Lockwood, wd AP, INS RCA
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WIOD 1926	610 5,000 DA-2	Isle of Dreams Bcstg. Corp. 600 Biscayne Blvd. 3-6444	NBC Hollingbery	Daniel J. Mahoney, p James M. LeGate, gm Robert L. Fidler, cm	Scott Bishop, pd Milton C. Scott, ce Martha Henriquez, pmm	Gene Strul, nd Morris McLemore, sd Billie O'Day, wd	Thes. AP, UP, INS WE RCA
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WIOD-FM 1946	Chan. 247 (A) 97.3mc 15kw						
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WMIE 1948	1140 10,000-D 5,000-N-DA-2	Sun Coast Bcstg. Corp. Everglades Hotel 3-5556	Pearson Dora- Clayton	E. D. Rivers, Sr., p Jim Macri, gm Kurt Meer, cm	Cy Russell, pd Russ Bennett, ce Ben Schreiber, pmm	Bill Cudabac, nd Ruth Vanderbusch, wd	Assoc. AP RCA
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WQAM 1920	560 5,000-D 1,000-N	Miami Bcstg. Co. DuPont Bldg. 2-6121	ABC Blair, Cummings	John S. Knight, p Owen F. Uridge, gm	Don Fischer, pd Gene Rider, ce	Gordon Shaw, nd Marshall Parsons, sd	Wid. AP GE
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WQAM-FM 1946	Chan. 235 (B) 94.9mc 8.2kw						
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WTVJ(TV) 1949		Southern Radio & Tele- vision Equipment Co. 316 N. Miami Ave. 82-6671		(For full information see TELECASTING Yearbook)			
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WWPB 1947	1450 250	Paul Brake 414 SW 2nd Ave. 3-7405	KBS Walker	Paul Brake, o & m M. L. Carter, asst. m & pd Bernie Neary, cm	Fred Brabrant, ce Bert Johnson, pmm Noah Tyler, nd	Cal Carter, fd Sunny Hirsch, sd Joan Barrett, wd AP WE WH
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WWPB-FM 1948	Chan. 268 (B) 101.5mc 8.5kw						
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MIAMI BEACH

WKAT 1937	1360 5,000-D 1,000-N	WKAT, Inc. 1759 Bay Rd. 5-5711	MBS Headley- Reed	A. Frank Katzentine, p & o John I. Prosser, gm & pd Walter Callahan, cm	Arthur P. Smith, Jr., ce John Price, nd	Robert Evans, sd	Cole, St. UP WE
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WKAT-FM 1947	Chan. 226 (B) 93.1mc 285kw						Wid. L-W
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WLRD-FM 1948	Chan. 230 (B) 93.9mc 13kw	Mercantile Bcstg. Co. 420 Lincoln Rd. 58-6334	Indie	Alan H. Rosenman, o, gm & ce	Marshall Jay Simmons, cm		WE
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WMBM 1947	800 1,000-D	Biscayne Bcstg. Co. MacArthur Causeway 5-5586		Kenneth S. Keyes, Sr., p Buddy E. Starcher, g & cm	Arnold C. Kaufman, pd, pmm & nd Charles Hartwick, ce	Charles Haley, fd Elenor Bingham, wd	St. UP Col.
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NEW SMYRNA BEACH

WSBB 1951	1230 100	Beach Bcstg. Co. New Smyrna Hotel 760		Walter T. Slattery, g & cm	James D. King, pd	Roland Jordan, ce	Thes. UP Tem.
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OCALA

WTMC 1939	1290 1,000 DA-N	Ocala Bcstg. Co. Inc. 14 S. Magnolia St. MArion 2-4127	NBC Perry	John H. Perry, Jr., p Thomas S. Gilchrist, Jr., g & cm	James B. Smith, pd, pmm, n & fd W. P. Callahan, ce	Ken Brown, sd Ruth Brumball, wd	L-W AP Col.
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FLORIDA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li-brary, News Service Transmitter
ORLANDO						
WDBO 1924	580 5,000 DA-N	Orlando Bestg. Co. Inc. 30 S. Ivanhoe Blvd. E. P. O. Box 3707 6181	CBS Blair, Cummings	Harold P. Danforth, p & gm W. G. McBride, sls. d Rosalind Boggs, pd	J. E. Yarbrough, ce Carter Scofield, n & fd Don McAllister, sd Bill Berry, wd	Assoc. Thes., Wid. AP, UP
WDBO-FM 1949	Chan. 222 (B) 92.3mc 34kw					WE
WHOO 1947	990 10,000-D 5,000-N DA-N	WHOO, Inc. Fort Gatlin Hotel Eldg. 2-0773	ABC Avery- Knodel	Edward Lamb, p Carl F. Hallberg, g & cm	Dan Daniel, pd, n & sd Don E. Compton, ce	St. AP RCA
WHOO-FM 1948	Chan. 243 (B) 96.5mc 59kw					Fed.
WLOF 1940	950 5,000 DA-N	Hazlewood, Inc. P. O. Box 1991	MBS	Wm. J. Sears, p John Thorwald, exec. vp & gm Walter C. Shea, secy-treas. Donn R. Colee, cm	John Hugh, pd Freda M. Hilton, prom. d W. Dodd Daniel, ce Forrest Clark, nd	John Freeman, nd Bob Kilgore, fd R. B. Smith, sd Mrs. Ruth Donahue, wd
WORZ 1947	740 1,000 DA-2	Central Fla. Bestg. Co. 790 N. Orange Ave. 2-2451	NBC Weed	Mrs. Naomi T. Murrell, p Eugene D. Hill, vp & gm Winston L. Clark, cm	Chas. Hunt, pd Wm. Miller, ce Georgia McCarty, pmm	Wm. Switzer, n & fd Chuck Fuller, sd Phoebe Miller, wd
WORZ-FM 1952	Chan. 262 (B) 100.3mc 16.5kw					RCA
PALATKA						
WWPF 1947	800 250-D	Palatka Bestg. Co. 900 River St. 354	ABC	J. E. Massey, ptrn. L. C. McCall, ptrn., gm & ce Herb Young, cm	Johnny W. Gillis, pd Bob James, pmm & sd	George Duck, fd Evelyn Longworth, wd
PALM BEACH						
WWPG 1941	1340 250	Palm Beach Bestg. Corp. 3000 S. Ocean Blvd. 2-1515		Charles E. Davis, o, g & cm	Florence Hicks, pd	Clyde Walkden, ce
WWPG-FM 1946	Chan. 250 (B) 97.9mc 22kw					Fed.
PANAMA CITY						
WDLF 1940	590 1,000 DA-N	Panama City Bestg. Co. West Beach Drive	MBS, KBS Florida Perry	John H. Perry Jr., p C. B. Kelley, gm Byron Hayford, asst. gm & cm	John Thomas, pd Calvin Howrigan, ce	Don Brookins, nd Frank Pericola, sd
WDLF-FM 1951	Chan. 255 (B) 98.9mc 5kw					L-W AP Ray
WPCF 1949	1400 250	Bay County Bestg. Co. 300 E. 15th St. 6176		E. L. DuKate, n & gm		

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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.

SERVING THE SUN EMPIRE Since 1924



WDBO

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

STILL WAY AHEAD! *Central Florida's Pioneer Radio Station*

1951 Retail Sales in the 21 WDBO counties totaled \$616,908,000*. WDBO has approximately 19,000 more daytime families and 17,000 more nighttime families who listen regularly (6 or 7 days or nights a week) than the other 3 Orlando stations combined**. Hooper Radio Audience index—morning 44.0, afternoon 48.9, evening 41.2***. No increase in WDBO rates since 1946.

* 1952 Sales Management ** Last BMB Report *** C. E. Hooper—Oct.-Nov. 1951

WDBO, ORLANDO, FLORIDA—National Representatives, BLAIR, CUMMINGS

PENSACOLA

WBSR 1946	1450 250	WBSR, Inc. WBSR Bldg. 6173	CBS Taylor	Patt McDonald, p Don Lynch, vp & gm	Boris Mitchell, cm & sd Jay Reagan, pd	Glenn Nichols, ce	Wld. AP
WCOA 1926	1370 5,000 DA-N	WCOA, Inc. 118 E. Interendencia 4111	NBC Perry	John H. Perry Jr., p J. Halliday Veal, gm & nd I. F. Welch, cm & fd	Russ. Hirsch, pd Winnie Smith, pmm H. L. Heath, ce	Dan Griffith, sd Clarine Porter, wd	L-W AP RCA
WEAR 1947	1230 250	Gulfport Bcstg. Co. Inc. 2nd & Hyer Sts. 8-4449	ABC, MBS Pearson	Mel Wheeler, p, g & cm Dick Darby, pd & nd	Jim Smith, ce Agnes Fisher, pmm	Dick Nickelson, sd Taris Savel, wd	Thes., Assoc. AP G
.....(TV) (CP)		Southland Television Inc.		(For full information see TELECASTING Yearbook)			

PLANT CITY

WPLA 1949	1570 250-D	W. A. Smith Hopewell Rd. 526	KBS Best	W. A. Smith, p George Friend, g & cm Frankie Blackwelder, pd	James Derrick, ce, sd & wd James M. Shumway, pmm	Joseph T. Wilson, nd Stan Hendricks, fd	Cole UP
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QUINCY

WCNH 1948	1230 250	Quincy Bcstg. Corp. 300	MBS Best	A. B. Letson, p, o, gm & ce Jerry Melvin, c & pmm	Dewey C. Newton, pd Lee Herbert, nd	Jim Kirk, f & sd Betty Barnes, wd	Thes. UP WE
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ST. AUGUSTINE

WFOY 1936	1240 250	Fountain of Youth Bcstg. Co. Magnolia Ave. 1622	CBS, Florida Avery- Knodel	Mrs. J. C. Bell, p John E. Bernhard, Jr. exec. vp, g & cm & nd	Frankie C. Walker, secy- treas., pd & pmm Ernest Raistrick, ce	Bob Herrington, fd Julian Fant, sd Alberta Dillin, wd	Wld. UP Col.
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ST. PETERSBURG

WPIN 1947	680 1,000-D	Fla. West Coast Bcstrs. Inc. Royal Palm Hotel 7-0511	Indie Sales	Dr. Charles L. Farrington, p Arthur Mundorff, g & cm James Carley, pd	Manly St. Jean, ce Bob Clayton, fd	Bill Wright, sd Syd Shrode, wd AP G
WSUN 1928	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
WSUN-TV (CP)		City of St. Petersburg P. O. Box 240		(For full information see TELECASTING Yearbook)			
WTSP 1939	1380 5,000 DA-N	Pinellas Bcstg. Co. Times Bldg. 7-8108	MBS H-R Reps	Nelson P. Poynter, p F. J. Kelley, vp & gm L. L. Wildman, cm	Jack Faulkner, pd & pmm W. D. Mangold, ce Bill Watts, nd	Bob Bonifay, sd Beth McNelly, wd	Wld., Cap. UP, INS RCA
WTSP-FM 1948	Chan. 273 (B) 102.5mc 37kw						WE

SANFORD

WTRR 1947	1400 250	Myron A. Reck P. O. Box 1541 999	KBS Best	Myron A. Reck, p, g & pmm Roy D. Green, cm	J. Marion Harman, Sr., pd, n & wd James S. Williamson, Jr., ce	Ralph Spotts, fd James W. Fields, sd UP Col.
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SARASOTA

WKXY 1949	1540 1,000-D	Sarasota Bcstg. Co. P. O. Box 2431 Ringling 66-651	KBS Best	A. G. Fernandez, p	Howard Ermisch, pd & sd	Robert Kohlmeyer, ce	L-W AP G
WSPB 1939	1450 250	WSPB, Inc. P. O. Box 1110 Ringling 6-8811	CBS Pearson	Robt. C. Jones, Jr., p John B. Browning, g & pmm J. McCarthy Miller, cm	David C. Hale, pd James E. Grant, ce	Dean Fleischman, sd Dottie Mead, wd	Wld., Thes. UP RCA

SEBRING

WJCM 1950	1340 250	Clearfield Bcstrs. Inc. Box 233 81-811	MBS, KBS	W. K. Ulerich, p W. J. Thomas, gm Jonas Termin, sm & pd	Al Frank, asst. m & sd Robert Goshorn, ce	Emma Lou Richards, n & wd	St. UP Ray.
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TALLAHASSEE

WTAL 1935	1270 5,000 DA-N	John H. Phipps P. O. Box 989 2-1270	CBS Blair	John H. Phipps, p L. Herschel Graves, gm	Joseph E. Hosford, pd William Snowden, ce	Bob Delaney, nd Peggy Flynn, wd	Wld. AP RCA
WTAL-FM	Chan. 280 (A) 103.9mc 0.72kw						
WTNT 1946	1450 250	Tallahassee Appliance Corp. Hotel Duval 2-1450	ABC Clark Dora- Clayton	Frank W. Pepper, p Frank W. Hazelton, vp, g & cm	Charles L. Clifton, ce Theo. E. Sommerkamp, nd	Jack Edger, sd Helen Hulick, wd	Thes. UP G



TAMPA

WALT 1946	1110 1,000-D	Tampa Bcstg. Co. 401 W. Tyler St. 2-7921	Pearson	W. Walter Tison, p, g, cm & pmm C. W. Geer, pd	J. B. Tison, ce Sandy Geer, nd Bob Martin, fd	Bill MacKechnie, sd June M. Tison, wd	L-W AP RCA
WDAE 1922	1250 5,000 DA-1	Tampa Times Co. 114 N. Franklin St. 2-2911	CBS Katz	David E. Smiley, p L. Spencer Mitchell, g & cm	Kenneth W. Skelton, pd, pmm & nd William Pharr Moore, ce	Mark E. Swingley, fd Sol J. Fleischman, sd Kay Dowst, wd	Assoc. AP GE
WDAE-FM 1947	Chan. 264 (B) 100.7mc 65kw						

FLORIDA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
TAMPA (Cont'd)							
WEBK 1950	1590 1,000-D	Hillsboro Bcstg. Co. 1521 E. Broadway Ave. 4-4177	KBS	E. P. Martin, ptrn. & p Elmo B. Kittis, ptrn. & ce	Alpha Martin, ptrn. & vp	James Willson, pd & nd	KBS INS Col.
WFLA 1941	970 5,000 DA-N	Tampa Tribune Co. 312 Morgan St. 2-4747	NBC Blair, Cummings	J. C. Council, p George W. Harvey, gm Paul Jones, pd	Tom Mathews, pmm Jo Mitchell, ce Sam Lattimer, nd	Mardi Liles, fd Milton Spencer, sd Emily Moody, wd	Thes., L-W UP RCA WH
WFLA-FM 1948	Chan. 227 (B) 93.3mc 53kw						
WBEO 1948	1050 250-D	Sulphur Springs Bcstrs. Inc. 11011 Fla. Ave. 33-2251		Harold A. Dunlap, p & gm Cyrus King, cm	Ellen Sauls, pd	Martin Bannister, ce AP G
TARPON SPRINGS							
WBOY (CP)	1470 5,000-D	WBOY, Inc. P. O. Box 868 WBOY Bldg. Route No. 19		Amherst H. Turner, g & pmm Roe Potter Turner, cm	Gail D. Griner, ce Ken Scott, pdm	Erie Parker, nd Harry Jack Pisapia, fd UP, AP G
WEST PALM BEACH							
WEAT 1948	1490 250	James Robert Meachem P. O. Box 791 Lake Worth L. W. 4422	NBC Walker	James Robert Meacham, p, g & pmm Clifford H. Glick, cm	Bill Gordon, pd & nd Andrew Keicher, ce	Aino Carlson, wd	Cap. AP Ray.
WIRK 1947	1290 1,000 DA-2 CP: 5,000-D 1,000-N-DA-N	Ken Sell, Inc. 715 South Flagler Dr. 21744	MBS, Fidelity Cooke	Joseph S. Field, Jr., p, g & cm James C. Steele, Jr., pd & pmm	William P. Heitzman, ce Pat McGuinness, nd Jack McCormack, fd	Rome J. Hartman, sd Bernadine Webster, wd	Assoc. INS Col.
WIRK-TV (CP)		Ken Sell Inc. 715 South Flagler Dr. 21744			(For full information see TELECASTING Yearbook)		
WJNO 1936	1230 250	WJNO, Inc. 1500 N. Flagler 2-3638	CBS, Fla., Liberty Meeker	George H. Buck, o Hustin V. McMillan, gm Vern Crawford, pd	Warren Spencer, ce Bob Hawkey, n & sd	Dave Webster, fd Ann Wharton, wd	Wld. UP RCA
WINTER HAVEN							
WSIR 1947	1490 250	Citrus Belt Bcstrs. Inc. 665 W. Lake Howard Dr. S.W. 31-313	MBS	Frederick L. Allman, p Lawrence A. Rollins, gm & nd	Earl E. Sturgeon, cm Richard Eyrich, pd	L. Orden Craig, ce UP Ray.

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Main Street? ...or the Market!

• Sure! WFLA covers "Main Street" — does a superb job in Tampa. But that's only a small percentage of its audience.

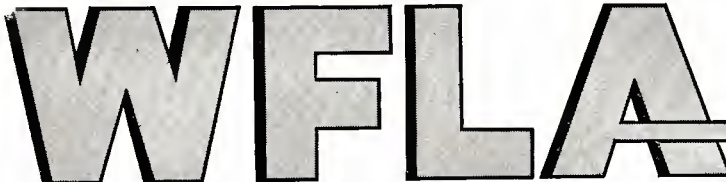
WFLA reaches out — into busy cities like St. Petersburg, into the resort communities along the Gulf Coast, and deep into Florida's richest, most heavily populated trade area.

Within a radius of 50 miles of WFLA are 29% of Florida's families, 26% of Florida's population, and

24% of Florida's retail sales. A total of 1,055,785 people live within 100 miles of Tampa.

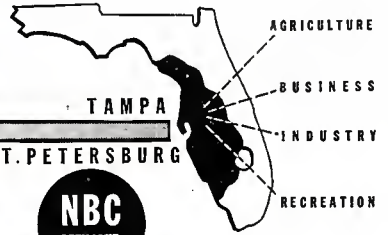

WFLA gives you big market coverage, as well as "Main Street" . . . provides a diversified audience of homemakers, farmers, citrus growers, cattle raisers, industrialists, and vacationists in one of America's fastest growing markets.

When you buy Tampa, buy the Tampa trade area. Buy WFLA!



The Tampa Tribune Stations • AM and FM

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

GEORGIA

ALBANY

WALB 1941	1590 1,000 DA-N	Herald Publ. Co. Leesburg Rd. 1590 & 1591	MBS Burn-Smith	James H. Gray, p Tommy R. Stillwagon, gm	Mildred N. Huie, cm Jack Mayer, pd Ben R. Wills, ce	William Bowick, Jr., pmm J. D. Davis, fd Arthur Magee, sd	Wid. AP Ray.
WGPC 1933	1450 250	Albany Bcstg. Co. New Albany Hotel 1370	CBS, Georgia Hollingbery	J. W. Woodruff, p & exec. m L. M. George, sm, cm & pmm	W. H. Flint, pd & sd	R. A. Carlton, ce Bill Fowler, fd	Assoc. UP WE
WJAZ 1952	1050 250-D	Southeastern Bcstg. System North Slappy Dr. 1870		James S. Rivers, p James O'Donald sm	George Burton Jr., cm Charlie Read, pd	James McGehee, ce Virginia Mizeck, wd UP G

AMERICUS

WDEC 1947	1230 250	Americus Bcstg. Co. Windsor Ave. 3681-2	MBS Continental Dora- Clayton	James R. Blair, p Charles C. Smith, gm, cm, pd & nd	John L. Rivard, ce Dewey Stone, fd	June E. Senecal, wd	Wid. AP Ray.
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ATHENS

WGAU 1938	1340 250	J. K. Patrick & Co. Bobbin Mill Rd. 1741	CBS, KBS	C. A. Rowland, p R. Lewis Doster, gm, cm & pmm	Mary L. Betts, pd	Bill Evans, ce & sd AP Col.
WG AU-FM 1948	Chan. 258 (B) 99.5mc 4.4kw					 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 Mary Anne Martin, pd & wd	L. D. Drewery, ce Ed Thilenius, pmm & sd	H. Randolph Holder, nd Ronnie Stephens, fd	Assoc. UP

ATLANTA

WAGA 1937	590 5,000 DA-N	Storer Bcstg. Co. 1018 W. Peachtree St., NW Vernon 3553	CBS Katz	George B. Storer, p Glenn C. Jackson, mng. d Claude Frazier, cm	Don Naylor, pd Hugo Bondy, ce Para Lee Brock, pmm	Dale Clark, nd & fd Jim Woods, sd Helen Parris, wd	Thes. AP WH
WAGA-FM 1948	Chan. 277 (B) 103.3mc 4.4kw						
WAGA-TV 1949		Storer Bcstg. Co. 1018 W. Peachtree St., NW Vernon 3553					

(For full information see TELECASTING Yearbook)



MR.
ATLANTA

YOU GET ALL 3
ON WGST

ABC
ATLANTA
5,000 Watts
920 KC

- C** —assures coverage of the 36 counties in Atlanta's retail trade zone.
- P** —means the best in locally produced and net programs from ABC. Shows geared to the likes of Atlanta listeners.
- M** —guarantees top drawer merchandising support to jobbers, chain and independent retail outlets.

WGST

National rep.
JOHN BLAIR
in southeast
JAMES S. AYERS

GEORGIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter
ATLANTA (Cont'd)						
WATL 1931	1380 5,000 DA-N	Atlanta Bestg. Co. Henry Grady Bldg. Alpine 1515		J. W. Woodruff Sr., p Stan Raymond, cm, pd & sd	G. C. Livingston Jr., ce Paul Wynn, nd	Beth Simmons, wd UP WE
WATL-FM 1948	Chan. 248 (B) 97.5mc 44kw					
WBGE 1947	1340 250	General Bestg. Co. Inc. Georgian Terrace Hotel Vernon 1194	Indie Sales, Oakes	Robt. N. Pinkerton, p & Harvey S. Langham, sm Rod Davidson, pd	Frank A. Browne, cm Robt. J. McGarity, pd Howard Parrish Jr., ce	Alice Bell, wd AP GE
WBGE-FM 1947	Chan. 238 (B) 95.5mc 1.85kw					
WEAS 1947	1010 10,000-D	(See Decatur listing)				
WERD 1949	860 1,000-D	Radio Atlanta Inc. 274½ Auburn Ave., NE Lamar 0666	Interstate United Newspapers	J. B. Blayton Sr., p J. B. Blayton Jr., gm	Robert H. Brisendine, pd & nd Wm. F. Kennedy, ce	Mrs. Freddye Henderson, wd WE
WGST 1923	920 5,000-D 1,000-N	Georgia Institute of Technology Forsyth Bldg. Walnut 8441	ABC Blair, Ayers	Frank M. Spratlin, chmn. John Fulton, gm & cm	Jack Kelley, pd, nd, sd & fd Ben Akerman, ce	Paul Sanford, pmm Dean Dickens, wd AP RCA
WGST-FM 1949	Chan. 236 (B) 94.1mc 68kw					
WLTW (TV) 1951		Broadcasting Inc. 15 Forsyth St., SW Cypress 6876				
WQXI 1948	790 5,000-D 1,000-N DA-N	Robt. W. Rounsaville Peachtree Rd. at Mathieson Dr., NE Cherokee 2196	MBS Hollingbery	Robt. W. Rounsaville, o Don Mitchell, cm & sm Robt. A. Corley, pd	Elton B. Chick, ce Paul B. Cram, tech d Herb Harris, nd	Guy Tiller, sd Barbara Candler, wd Cap. UP RCA
WSB 1922	750 50,000	Atlanta Newspapers Inc. 10 Forsyth St., NW Elgin 6711	NBC Petry	J. M. Cox Jr., vp Leonard Reinsch, mng. d. John M. Outler Jr., gm	Frank Gaither, m Elmo Ellis, nd Vincent Piano, pmm	C. F. Daugherty, ce Walter Paschall, nd Std., Wld. AP, UP WE
WSB-FM 1948	Chan. 253 (B) 98.5mc 52kw			Frank Gaither, cm & pd	R. A. Holbrook, asst. ce	
WSB-TV 1948		Atlanta Newspapers Inc. 10 Forsyth St., NW Elgin 6711				
AUGUSTA						
WAUG 1951	1050 250-D	Garden City Bestg. Co. Bon Air Hotel 3-4441		Melvin Purvis, ptrn. 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	Chan. 289 (B) 105.7mc 9.2kw					
WBWQ 1947	1340 250	Savannah Valley Bestg. Co. 515 15th St. 4-5441	MBS, Hickory Hill Net. GALS Walker	Geo. G. Weiss, p John W. Watkins, gm & cm Ed Dunbar, pd	Marvin Tarpley, ce Phil Harison, exec. asst. John Lyon, pmm & nd	Bill Riddle, sd Mickey Watkins, wd AP G
WGAC 1940	580 5,000-D 1,000-N-DA-N	Twin States Bestg. Co. 2,2692	ABC Avery- Knodel	A. D. Willard Jr., p & gm Donald MacDonald, vp Martin E. White, lcl, cm	Warren Hites, pd John P. Jopling, ce John L. Barnes, nd	J. W. Chambers, fd Jack Francis, sd Joyce Hayward, wd Thes. UP RCA
WJBF 1945	1230 250	Georgia-Carolina Bestg. Co. WJBF Bldg. 4-2421	NBC Hollingbery	J. B. Fuqua, p & gm D. M. Kelly Jr., sm Steve Manderson, cm	Fred Kea, pd & pmm	Ernest Swint, ce UP Ray.
WRDW 1930	1480 5,000 DA-N	Radio Augusta Inc. Eighth & Broad Sts. 2-8805		Grover C. Maxwell, p Allen M. Woodall, evp Harry L. Jernigan, vp	W. Ray Ringson, gm & pmm M. C. Gregory, cm Richard Warner, pd	Rabun F. Bobo, ce Richard Warner, nd Raymond Culpepper, fd Bob Ruckle, sd Wld. AP RCA
BAINBRIDGE						
WMGR 1946	1490 250	Decatur Bestg. Co. 777	MBS, KBS	Thomas R. Hanssen, gm, ce & sd Charles W. Dowdy, cm	Joe Hill, pd Toby Dowdy, pmm	Ray Read Jr., nd Marion Monk, fd Wld. AP G
BRUNSWICK						
WGIG 1949	1460 1,000 DA-N	Brunswick Bestg. Corp. 1514 Union St. 2714	ABC GALS McGillvra	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	Coastal Bestg. Co. Inc. P. O. Box 572 1500		(Mrs.) Alma King, p		
CAIRO						
WGRA 1950	1300 1,000-D CP: 790	Grady-Mitchell Bestg. Co. Bainbridge Rd. 439	ABC, KBS, GALS Indie Sales	Ed Stevens, p Jim Honey, gm & cm Sara Crew, pd	Ilmar Strang, ce Mary Ellen Schafer, pmm Glenn Pelham, nd	John Gilmore, sd Mrs. W. T. Schafer, wd St. UP Col.
CALHOUN						
WCGA (CP)	900 1,000-D	Gordon County Bestg. Co. P. O. Box 312 West Point, Georgia				
CARROLLTON						
WLBB 1947	1100 250-D	Carroll Bestg. Co. P. O. Box 116 980 & 981	KBS GALS	Thos. K. Vassy, p & gm Hiram Bray, cm & pmm	Charles M. Anglely, pd Chessley Hooper, ce	Dick Pettet, nd Wld. UP Ray.

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CARTERSVILLE							
WBHF 1946	1450 1460	W. R. Frier 1200	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. 777	Dora- Clayton	B. F. J. Timm, p George Lund, gm, cm & pmm	Fred Webb, pd & nd Ken McNaron, ce, fd & sd	Sue Stone, wd	Cap. AP RCA
COLUMBUS							
WDAK 1943	1340 250	Radio Columbus Inc. Martin Bldg. 5447	NBC Headley- Reed	Allen M. Woodall, p Miles H. Ferguson, sm & pmm W. S. Massie, cm	Joe Byars, pd Max F. Harper, ce Bill Henry, nd	Jim Harding, sd Louise Morris, wd	Wld. AP RCA
WGBA 1947	1460 1,000 DA-1	Georgia-Alabama Bcstg. Corp. 1213½ Broadway 3-3603	ABC, MBS Branham	A. H. Chapman, p Walter M. Windsor, gm & pmm Albert H. Haack Jr., asst. m & cm	William L. Gramer, pd William R. Atkinson, ce	Glen Broughman, nd Ralph Burgess, sd June Hardaway, wd	Thes. L-W UP RCA
WGBA-FM 1946	Chan. 236 (B) 95.1mc 15.5kw					 Col.
WRBL 1928	1420 5,000 DA-N	Columbus Bcstg. Co. 1350 13th Ave. 2-0601	CBS Hollingbery	J. W. Woodruff Jr., exec. m George A. Gingell, sm & prod. d	B. E. Johnson, cm Ridley Bell, pd & pmm Joseph A. Gamble, ce	George Theeringer, nd & sd Ronnie Evans, fd Nora Brennan, wd	Assoc. UP, INS WE
WRBL-FM 1946	Chan. 227 (B) 93.3mc 46.2kw						GE
CORDELE							
WMJM 1940	1490 250	Southeastern Bcstg. System 20 Ave. & B St. 666	MBS, KBS, GALS	James S. Rivers, p William E. Blizzard Jr., gm, pmm, sd, fd & wd	Bryant Lane, pd & nd Vernon Cameron, ce	O. G. Cooper Jr., slmn UP RCA
CORNELIA							
WCON (CP) 1940	1450 250	Habersham Bcstg. Co. c/o Herbert B. Kimzey	ABC	Herbert B. Kimzey, p	Jack Bradley, gm, pd & ce John Jacobs Jr., cm		AP G
COVINGTON							
WMOC 1946	1430 1,000-D	The Covington News Inc. 114-122 Pace St. 3401	GALS	A. Belmont Dennis, p W. Thomas Hay, gm Cliff Jenkins, cm & pd	S. G. Turner, pmm, nd & sd Wm. Dickson, ce	Leo Mallard, fd	Wld., SES UP Col.
DALTON							
WBLJ 1940	1230 250	Dalton Bcstg. Corp. 111 S. Pentz St. 1180	MBS, KBS, GALS	H. C. Kenemer, p William B. Davies, gm Olin H. Kenemer, cm	John S. Andrews, ce James I. Clark, nd	Hulon W. Coburn, sd	Thes. UP G

WRDW

AUGUSTA, GA.

Covers

GEORGIA'S 2ND MARKET

(Nation's 92nd!)

★ 208,200 population

★ \$137,813,000

RETAIL SALES

All Figures From Sales Management May 10, 1952

WRDW is the station that most Augusta people listen to most in this rich, rapidly growing market that has no television for 160 miles. These thousands of radio listeners are sold on the Hooper-high CBS and local programs of Augusta's first station . . . WRDW.

The Augusta Market is Growing!

It's growing, even as you read this. The increase of nearby Camp Gordon, the AEC's new H-Bomb plant, and many other varied industries and businesses this rich area is attracting have combined to make a pattern of spectacular, permanent growth. Population has increased 111% since January 1, 1948.

The figures tell the Augusta market story:

Population	208,200
Bank Deposits	\$341,821,278
Retail Sales	137,813,000
Food	32,312,000
Gen'l. Mdse.	21,450,000
Automotive	25,975,000
Home Furnishings	7,106,000
Drug	3,689,000

Represented by Headley-Reed Co.

WRDW

CBS Radio

5000 Watts

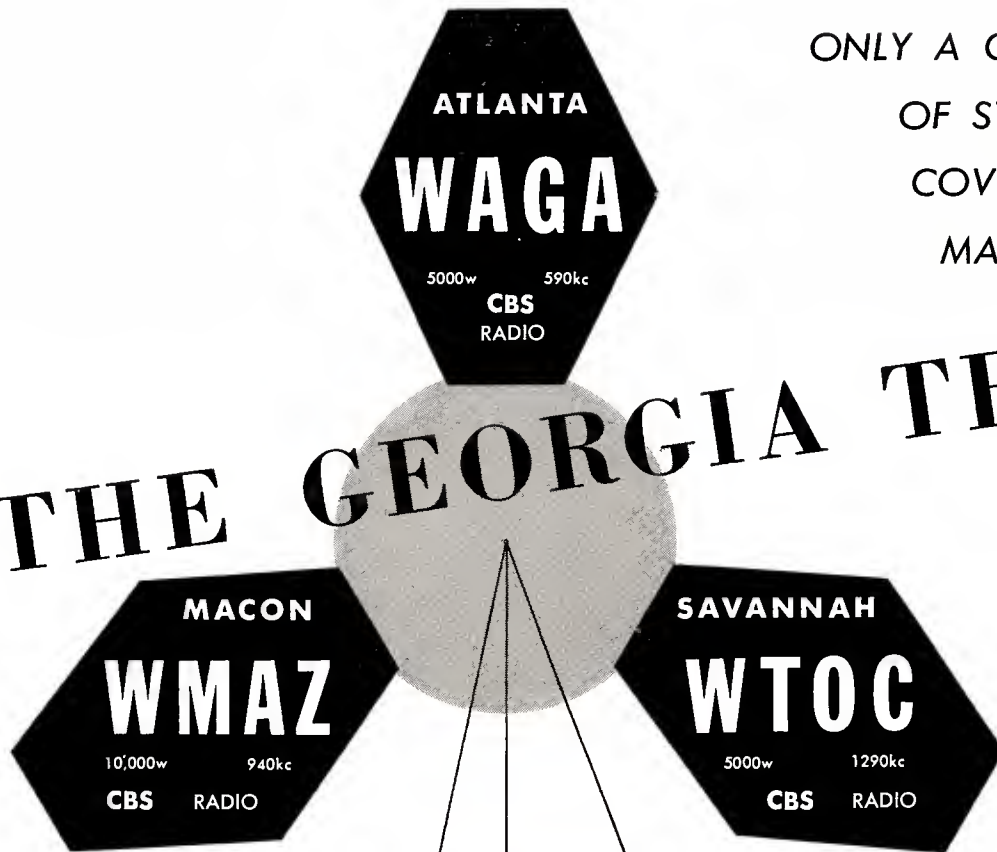
GEORGIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter
DAWSON						
WDWD 1948	990 1,000-D	Dawson Bcstg. Co. 416	ABC, KBS Indie Sales	Ed Stevens, p W. C. Woodall Jr., gm Owen Parnacott, cm	Mrs. Clyde Wall Jr., pd Joseph Stephens, ce	Wayne Foster, nd & sd Tex Beverly, fd UP Col. RCA
WDWD-FM 1951	Chan. 266 (B) 101.1mc 11.6kw					
DECATUR						
WEAS 1947	1010 10,000-D	WEAS Inc. 217 W. Ponce de Leon Ave. Dearborn 2521	Forjoe Stars Inc.	E. D. Rivers Jr., p W. H. Keller Jr., vp & gm Warren Roberts, sm John Barlett, cm	Ned Lukens, pd Les Gradick, Jr., ce Kurt Alexander, nd & sd	Jack Moore, pmm Channing Cope, fd Martha Johnson, wd INS RCA
WGLS 1949	970 1,000-D	DeKalb Bcstg. Co. Box 403 546 N. McDonough St. Crescent 6471		Guy W. Rutland Sr., p Sam W. Kane, gm Al Ciraldo, cm, pd, pmm & sd	Sam Dillard, act. ce Tom Nolan, nd	Jim Wesley, fd 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, pd	Stanley H. Strickland, ce Wld. UP
DUBLIN						
WMLT 1945	1340 250	Dublin Bcstg. Co. Franklin St. 871	MBS, KBS, GALS Continental	George T. Morris, p W. Newton Morris, gm	(Mrs.) Sarah Orr Williams, cm W. C. Courson, pd	Lawrence L. Henry, Sr., ce Wld. AP G
EAST POINT						
WTJH 1949	1260 5,000-D	James S. & Doris R. Rivers Dodson Drive Franklin 1473	KBS	James S. Rivers, p William B. Hill, gm Robert V. Rogers, cm	Thomas J. Loe, pd William J. Hill, III, ce	William P. Cooper, pmm Claude Jones, fd UP Ray.
ELBERTON						
WSGC 1946	1400 250	Elberton Bcstg. Co. Elberton		Melvin C. Gorman, m		
FITZGERALD						
WBHB 1946	1240 250	Ben Hill Bcstg. Corp. 601 W. Roanoke Dr. 2077	MBS, KBS	Otto Griner, p Al H. Evans, gm, cm & pmm	Charles E. Player, ce & pd	Ben Langella, sd Wld. AP G
FORT VALLEY						
WFPM 1951	1150 1,000-D	Peach Belt Bcstg. Co. Roberta Rd. 84	KBS	Ed Stevens, p Jim Honey, gm Hugh Birdsong, m & sd	Kenneth Flynt, cm Connie Hall, pd & wd Charlie Parrish, ce	Lee Matis, nd Joe Grayson, fd UP Col.
GAINESVILLE						
WDUN 1949	1400 250	Northeast Ga. Bcstg. Co. 217½ S. Main St. 2341	ABC, GALS Indie Sales	John W. Jacobs Jr., gm Doris Smith, cm	Joe Franklin, pd Les Brooks, ce	Jay Still, nd Wld. AP GE
WDUN-FM 1949	Chan. 280 (A) 103.9mc 0.3kw					
WGGA 1941	1240 250 5,000-D CP: 550 500 N DA-N	Blue Ridge Bcstg. Co. Times Bldg. 1600	MBS, KBS	Charles Smithgall, p & pmm James E. Bailey, gm & cm Billy Kinsey, pd	Keith Brown, ce James Hartley, prod. m Sylvan Meyer, nd	George Porter, fd Robert Schwab, sd Kay Alford, wd UP RCA
GRIFFIN						
WKEU 1933	1450 250	Radio Station WKEU P. O. Box 155 Macon Rd. 5507	MBS, KBS	A. W. Marshall Jr., p & gm John J. Wheeler, cm & pmm	James R. O'Donnell, pd	William F. Westmoreland, ce L-W AP G
WRHT (CP) 1949	1320 1,000-D	Griffin Bcstg. System 9451		R. H. Thompson Sr., p & gm	Jim Ricks, cm	Charles Tucker, ce Wld. UP G
HARTWELL						
WKLY 1947	980 1,000-D	Louie L. Morris P. O. Box 189 71		Louie L. Morris, p Max G. Pfaender, evp Burch T. Griffin, cm	Joe B. Wilder, asst. m, pmm, nd & fd Broadus McLane, ce	Georg Page, sd Virginia Bailey, wd Cap., Wld. UP G
HAWKINSVILLE						
WCEH 1952	610 500-D	Tri-County Bcstg. Co. P. O. Box 184		R. T. Ragan, p H. T. Griffin, vp	Dallam R. Jackson, secy.-treas.	Paul E. Reid, gm Wld. UP G
JESUP						
WBGR 1949	1370 1,000-D	W. Glenn Thomas Sr. P. O. Box 147 2444	KBS, GALS Dora-Clayton	W. Glenn Thomas Sr., p George Thompson, sm, cm & sd	Dennis Brown, pd, pmm & nd Arthur L. Manning, ce	James Clegg, fd (Mrs.) Pansy W. Surrency, wd Cap. UP Ray.
LaGRANGE						
WLAG 1941	1240 250	LaGrange Bcstg. Co. 305-307 E. Broome St. 3505	MBS, KBS Indie Sales Dora-Clayton	Roy C. Swank, p Edwin Mullinax, gm, cm & sd John Boggess, pd	J. M. McKay, ce Faye Scarborough, pmm & wd	Joe Hawkins, fd Henry East, nd Wld. UP G
WLAG-FM 1948	Chan. 281 (B) 104.1mc 2.45kw					Assoc.
WTRP (CP) 1949	620 500-D	Chattahoochee Bcstg. Co. Ltd. Hammett Bldg.		Byron H. Hurst, ptrn. & gm Ralph C. Freeman, ptrn. Cecil Crew, ptrn.	J. R. Oglesby, cm & fd Jim Martin, pd & sd Ray Relihan, ce	Frank Cordell, pmm George Pettett, nd Dorothy Johnston, wd Thes. AP G.

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ONLY A COMBINATION
OF STATIONS CAN
COVER GEORGIA'S
MAJOR MARKETS

THE GEORGIA TRIO



the **TRIO** offers
advertisers at
one low cost:

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

in **3** major markets

represented
individually and
as a group by

THE KATZ AGENCY, INC.

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

GEORGIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Trans. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
MACON							
WBML 1940	1240 250	Middle Georgia Bcstg. Co. 230 Second St. 3-5454	NBC	E. G. McKenzie, p Allen M. Woodall, evp E. F. MacLeod, gm	Geo. W. Patton, cm H. S. Goodrich, ce Otis Hughes Jr., nd	Bob Spiller, sd Jacki Dodge, wd	Wld. AP RCA
WBML-FM 1949	<i>Chan. 264 (B)</i> 100.7mc 15kw						
WIBB 1948	1280 1,000-D	Peach State Bcstg. Co. Inc. Professional Bldg. 2-2505	Walker CBS Katz	Thomas H. Maxwell, p, gm & ce	Donald C. Frost, cm	Gordon Price, pd	UP Ray.
WMAZ 1922	940 10,000 DA-2	Southeastern Bcstg. Co. Bankers Insurance Bldg. 2-7373		Geo. P. Rankin, p & ce Wilton E. Cobb, gm Frank Crowther, cm & pd	E. G. Pendleton, pmm Albert Sanders, sls. m Ben Chatfield, nd	Herb Johnson, fd Herb Kassner, sd Helen Farmer Popejoy, wd	L-W. UP RCA
WMAZ-FM 1946	<i>Chan. 256 (B)</i> 99.1mc 18.6kw						
WNEX 1946	1400 250	Macon Bcstg. Co. Bibb Bldg. 5-3301	ABC, MBS Branham	Edward M. Lowe, p Alfred Lowe, gm Marion Bragg, cm	Billie Edwards, pd Charles A. Walker, ce E. G. Stroberg, bus. m.	Robt. R. Savage, nd & sd Jack Owens, fd Margaret Stephens, wd	Thes. AP WE
WNEX-FM 1948	<i>Chan. 245 (B)</i> 96.9mc 41kw						
MARIETTA							
WFOM 1946	1230 250	Radio Sta. WFOM S. Cobb Dr. 8-3395		Fred B. Wilson, p Albert L. Jones, gm John Williams, cm & nd	Alice Bliss, pd & wd Chuck Strauss, ce	Channing Cope, fd Red Sparks, sd UP Ray.
MILLEDGEVILLE							
WMVG 1946	1450 250	Jere N. Moore 250	MBS, KBS, GALS	Jere N. Moore, p Michael T. Landy, gm	Josephine Ragsdale, pd Robbie O. Hattaway, ce	Bill Bloodworth, nd	Cap. UP G
MOULTRIE							
WMGA 1939	1400 250	John F. Pidcock 999	ABC, KBS, GALS Everett- McKinney	John F. Pidcock, o & gm	Roy F. Zess, cm	Homer Sloan, ce Bob Lenihan, fd UP RCA
NEWNAN							
WCOH 1947	1400 250	Newnan Bcstg. Co. P. O. Box 581 1400	MBS Hunter	D. T. Manget, p James O. Hardin, gm, cm, pd, nd & fd	Walter O. Welch, ce Johnny Brown, sd	Lillian Davis, wd	Wld. AP Col. RCA
WCOH-FM 1952	<i>Chan. 244 (B)</i> 96.7mc 0.33kw						
ROME							
WLAQ 1947	1410 1,000 DA-N	News Pub. Co. 209 Broad St. 7767	ABC	Mrs. Burgett H. Mooney Sr., p B. H. Mooney Jr., vp James F. Mann, vp	Lee Moury, gm & sd Martha Daniel, cm Dan Scott, ce	Elizabeth Hardin, pd Ivan Hoge, nd Delmas Franklin, fd	Wld. AP
WRGA 1929	1470 5,000-DA-N	Rome Bcstg. Corp. 501 Broad St. 2-2411	MBS, KBS Walker, Dora- Clayton	Charles Smithgall, o Mather Payne, p & gm Lamar B. Talley, cm	James Roberts, pd R. A. Starr, ce Cap Hicks, nd	Albert Kirby, fd Cecil Kerce, sd Kitty Alford, wd	L-W UP WH
WRGA-FM 1946	<i>Chan. 293 (B)</i> 106.5mc 1.15kw						
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 Jesse, prod. m & nd Avery Means, pmm	Clyde Varner, fd Dorothy McKay, wd GE AP Ray.

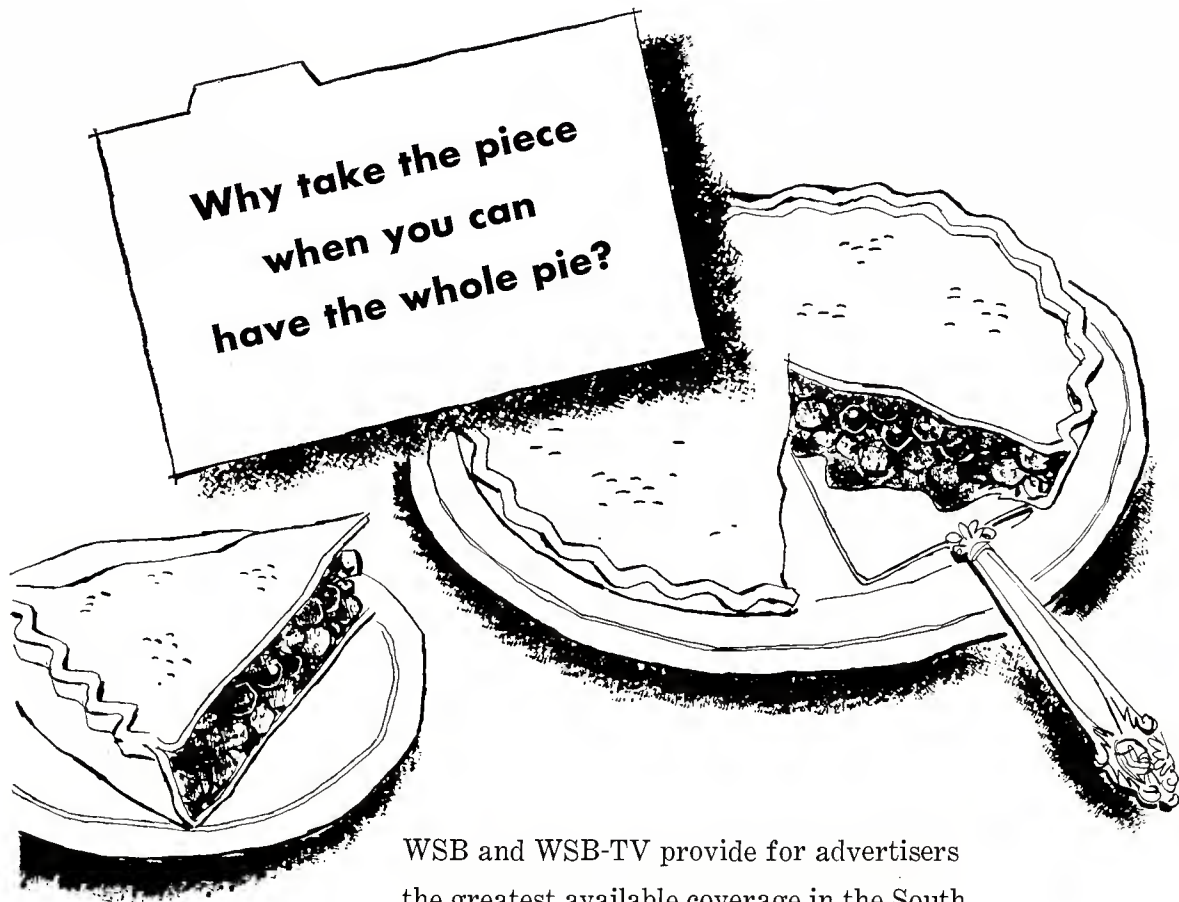
Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated.
 FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different 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.

STATION	SHARE OF AUDIENCE
WIBB	22.0
STATION "B"	7.4
STATION "C"	14.5
STATION "D"	55.2

Highest rating of any Independent Station in
 the United States in cities of equal or smaller
 size, both morning and afternoon, according
 to Hooper Unaffiliated Stations Index
 (March - April 1952)

According to HOOPER RATINGS for Macon
 April, 1952—12 Noon to 6:00 P.M.

Macon **WIBB** Georgia



WSB and WSB-TV provide for advertisers the greatest available coverage in the South. In every survey ever made in Atlanta by any recognized authority these stations have been dominant firsts. In this booming Southland prodigious sales appetites are being satisfied. If you are interested in big portions your effort warrants the strongest advertising support you can obtain.

wsb | **wsb-tv**

The Voice of the South | 50,000 Watts, Channel 2

Affiliated with The Atlanta Journal and Constitution. Represented by Edw. Petry & Co. Inc.

GEORGIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li- brary, News Service Transmitter	
SAVANNAH							
WCCP 1946	1450 250	Dixie Bestg. Co. P. O. Box 943 2-4182	MBS Walker	Carter C. Peterson, p & gm Weldon Herrin, sm & cm William E. Moats, ce	Charles Beresford, pd Charles J. Lipton, sis. pmm Jesse Mooney, publ. d	John Johnson, nd Chuck Ford, fd Al Jennings, sd	St. UP G
WDAR 1946	1400 250	WDAR Inc. 34 E. Bryan St. 3-8807		H. Blair Minick, p & gm			
WFRP 1946	1230 250	Georgia Bestg. Co. 219 E. Charlton St. 3-9642	ABC, GALS Everett- McKinney Ayers	John F. Pidcock, p, gm & pd John G. Williams, cm & pmm	James M. Wilder, ce & fd Larry Shields, nd	Dick Hull, sd Addine M. Leitch, wd	AP Ray.
WJIV 1950	900 1,000-D	WJIV Inc. 128 W. Taylor St. 47264	Forjoe, Stars	E. D. Rivers Jr., p W. H. Keller Jr., vp Jimmie Woods, gm Abram H. Eisenman, cm	Larry Picus, pd Robert Rivers, ce Frank Freeman, pmm	D. Nisbet Brown, nd Mel Mixon, fd Wm. Palote, sd Beth Angela Watson, 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 Robert Shipley, pd & nd	Meredith E. Thompson, ce Susan Perry, pmm Douglas Strohbehn, fd	Dorothy Harris, wd Clarence Garnes, sd	Thes. AP RCA
WSAV-FM 1947	Chan. 262 (E) 100.3mc 15.5kw						
WTOC 1929	1290 5,000 DA-N	Savannah Bestg. 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	Chan. 247 (E) 97.3mc 5kw						GE
STATESBORO							
WWNS 1947	1490 250	Statesboro Bestg. Co. P. O. Box 146 502	MBS, KBS, GALS	R. H. Thompson Sr., p & gm	Jim Watson, cm, pd, pmm, nd, fd & sd	Charles Tucker, ce Mrs. Ernest Brannen, wd	Wld. UP Ray.
SUMMERVILLE							
WGTA 1950	950 1,000-D	Tri-State Bestg. Co. Inc. Holland Rd. 296	GALS	E. C. Pesterfield, p & cc-o William B. Farrar, co-o secy.-treas., gm	Lawrence Keown, pd & nd	Charles M. Lowry Jr., ce	Cap. UP GE
SWAINSBORO							
WJAT 1950	800 1,000-D	Jack A. & Nancy M. Thompson P. O. Box 371 2011		Jack A. Thompson, gm Jack Wiseley, sm & ce Sai Beaumont, pd	Cliff Hunnicutt, nd Bill Polk, fd	Joe Beaumont, sd Jane Butler, wd	Cap. L-W UP G
WJAT-FM 1951	Chan. 269 (A) 101.7mc .97kw						Col.
THOMASTON							
WSFT 1947	1220 250-D	Thomaston Bestg. Co. P. O. Box 689 2187	MBS, KBS, GALS	J. B. Hardy, p S. J. Carswell, secy.- treas. & gm	C. D. Thames, cm Bill Heaule, pd R. D. Wharton, ce	Jeff Davis, nd & sd Johnny Williams, fd Lillian Turner, wd	Wld. AP GE
THOMASVILLE							
WKTG 1947	730 1,000-D	Southern Bestg. System Inc. Bank of Thomas Co. Bldg. 1501 & 1502	Clark	W. F. Scott Jr., p & gm L. F. Porter, cm Bruce Singleton, ce	Mrs. Ray Anderson, nd Roger Mansfield, sd	Mary Jean Chalkley, office m	Wld., Thes. AP Ray.
WPAX 1934	1240 250	H. Wimpy 117 Remington Ave. 909		H. Wimpy, p & gm	Al Feinberg, cm	James Poole, ce	Cap. UP G
THOMSON							
WTWA 1948	1240 250	Hickory Hill Bestg. Co. Inc. 215 Lumpkin St. 777	MBS, KBS Hickory Hill	Edgar Kobak, o Edgar H. Kobak, gm cm, pd, pmm, nd, fd & sd	Edward W. Williams Jr., ce	Joyce Hayward, wd	Wld. UP RCA
TIFTON							
WWGS 1947	1340 250	Tifton Bestg. Corp. Graham Bldg. 921	MBS, GALS Clark	W. A. Graham, p James E. Graham, vp, gm & cm	Carl Wendel, asst. m Ed Pebbles, pd	Wendell C. Roberts, ce	Cap. UP WE
TOCCOA							
WLET 1941	1420 1,000-D	R. G. LeTourneau 423 Prather Bridge Rd. 544	MBS, KBS Clark	R. G. LeTourneau, p Virgle E. Craig, gm	Roy E. Gaines, cm & nd	C. H. Sutton, ce Charles Gaines, pd, pmm & sd	Thes. UP GE
WLET-FM 1948	Chan. 291 (B) 106.1mc 7.3kw						
VALDOSTA							
WGAF 1951	910 5,000 DA-N	Valdosta Bestg. Co. 116 W. Hill Ave. 910	ABC Pearson	George B. Cook, p & gm N. U. Peiler, ce	Betty McCraney, nd Ernest Green, fd	Willard Belote, sd Anne McKay, wd	Thes. AP WH
WGOV 1940	950 5,000-D 1,000-N-DA-2	WGOV Inc. Daniel-Ashley Hotel 1420	MBS Forjoe, Stars	E. D. Rivers Jr., p William H. Keller Jr., vp A. B. Smith, gm & cm	Jack Jackson, pd Lester Q. Hall, ce Vince Randolph, pmm & sd	Ben Porter, nd Betty Friis, wd Channing Cope, fd	UP Ray.
WGOV-FM 1948	Chan. 223 (B) 92.5mc 7kw						

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VIDALIA

WVOP 1946	970 1,000-D	Vidalia Bestg. Co. P. O. Box 391 327	MBS, KBS Continental	H. Cleveland Gilreath, bus. m, gm & cm Bob Smith, pd	Loren Dorough, ce Baxter Morris, pmm & fd R. E. Ledford, nd	Ruby Bryant, office m & wd Charles Rollison, sd	UP Ray.
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WAYCROSS

WACL 1951	570 1,000-D	Teletronics Inc. Memorial Dr. 3068	Southeastern	James S. Rivers, p & gm Robert C. Lay, m J. Lamar Goldwire, cm	Lloyd E. McKinney, ce Paul T. Hayes, nd Ken Rogers, mus. d	Robert R. MacKey, sd Neil Bates Penland, wd	L-W AP Col.
WAYX 1936	1230 250	Jack Williams 1800 Carswell Ave. 965	MBS, KBS, GALS Holman	Jack Williams, o John J. Tobola, m & cm Charles Witt, pd	Curtis Frazier, ce Betty Davis, pmm Dean Bragg, nd	Malcolm Thomas, fd Tommy Edwards, sd Geraldine Fields, wd	Wid., Cap. UP RCA

WEST POINT

WRLD 1944	1490 250	(See Lanett, Ala. listing)					
WRLD-FM 1948	Chan. 27.5 (B) 102.9mc 10.2kw	(See Lanett, Ala. listing)					

WINDER

WIMO 1952	1300 1,000-D	Winder-Monroe Bestg. Co. 4831		W. C. Woodall Jr., p C. H. Grider, gm & cm	R. A. Jones, pd, pmm & nd W. R. Powell, ce & sd	Betty Jo Beckman, wd	UP G
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IDAHO

BLACKFOOT

KBLI 1951	1490 250	William I. Palmer Yellowstone Highway 780	William I. Palmer, p p & gm Carl A. Winther, gm Reed Monson, cm & sd	Evangeline R. Winther, pd & wd	Donald Clark, ce AP WE
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BOISE

KDSH 1947	950 5,000 DA-N	Boise Valley Broadcasters Inc. 311 N. 10th St. 3-2511	CBS, Beehive Free & Peters	Westerman Whillock, p & gm Earl Glade Jr., cm, pd & pmm	James A. Johntz, Jr., ce Charles Platt, nd Bill Gratton, fd	Al Bodney, sd Anne Schofield, wd	L-W UP WH
KGEM 1946	1140 10,000 DA-1	Idaho Bestg. & TV. Co. 5601 Cassia 4-3511	ABC, KBS Hollingbery	Frank C. Carman, p Milo J. Petersen, gm Lou Clemens, cm	Del Lundbom, pd Manson McClure, ce Harold Ford, pmm	Bill Taylor, nd Don Bish, fd Ted Randall, sd	Wid. UP
KIDO 1928	630 5,000 DA-2	KIDO, Inc. Chamber of Commerce Bldg. 709 Idaho St. 2-4611	NBC Blair	Georgia M. Davidson, p Walter E. Wagstaff, vp & gm	Hugh Shelley, cm Jack Link, pd, pmm & fd	Harold Toedtemeier, ce Wif Janssen, nd & sd	Thes. UP RCA
KIDO-TV (CP)		KIDO Inc.		(For full information see TELECASTING Yearbook)			

BURLEY

KBIO 1948	1230 250	KBIO Inc. P.O. Box 461 10	ABC, Rocky Mt. Cooke	Jessica L. Longston, p K. Clark, gm, nd & fd	George MacDonald, cm & sd Roy A. Lamont, pd & pmm	Donald R. Lockwood, ce Mitzie Grasteit, wd	Wid. UP WE
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CALDWELL

KCID 1947	1490 250	Caldwell Bestg. Co. Inc. P.O. Box 1052 9-7444	Clair E. Hull, p, cm, pmm & fd	F. H. Booton, gm, pd & nd Dick Lewis, ce	Don Quigley, sd Martha Hull, wd UP RCA
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COEUR D'ALENE

KVNI 1946	1240 250	Coeur d'Alene Bestg. Co. Blackwell Island 1250	MBS Wash.-Idaho	Burl C. Hagadone, p & gm Wayne E. Olsen, sm & cm	Bernard V. Merriman, pd, pmm, nd & fd Vince Hoffart, ce	Bob Hough, sd Barbara Earin, wd	Cap. RCA
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IDAHO FALLS

KID 1928	590 5,000-D 1,000-N DA-N	Idaho Radio Corp. Corner Park & C Sts. 4	CBS Bonneville	A. W. Schweider, p C. N. Layne, gm Leonard Wasden, cm	Roy Southwick, pd & pmm Carrroll Secrist, ce	Claude Cain, sd UP RCA
KIFI 1946	1400 250	Eastern Idaho Bestg. & TV Co. P.O. 581 N. Yellowstone Hwy. 1054	ABC, MBS Intermountain Avery- Knodel	J. M. Brady, p & gm John Taylor, sm Hal Simmons, pd & nd	George Stone, ce Wayne Davis, pmm & fd	Keith Clarke, sd Lynn Lee, wd	St. AP G.

LEWISTON

KLER (CP)	740 250-D	Cole E. Wylie					
KRLC 1935	1350 1,000 DA-N	H. E. Studebaker Lewis-Clark Hotel 3-1551	MBS Don Lee Weed	H. E. Studebaker, p Donald A. Thomas, gm	A. Thomas Decker, asst. m. William Dodel, pd Gene Wilson, ce	Jack Clifford, nd Al Wallace, sd Ann Tussing, wd	Thes., Assoc. UP RCA

MOSCOW

KRPL 1947	1400 250	Interstate Radio, Inc. P.O. Box 396 2283	KBS Interstate Biddick	T. R. Farrier, p Bert McAllister, gm W. L. Hopkins, cm	H. D. Young, ce Gale Mix, sd	Ruth McAllister, wd	SES. AP
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NAMPA

KFXD 1930	580 5,000 DA-I	Frank E. Hurt & Son Inc. Box 891 6-4611	MBS, Inter- mountain Avery- Knodel	Edward P. Hurt, p & gm E. E. Coleman, vp	Doyle H. Cain, cm & sd Shirl Black, pd	Gilbert M. Rose, ce	Cap. AP G.
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IDAHO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter
POCATELLO						
KJRL 1946	1240 250	Radio & Television Bcstg. Co. of Idaho 1140 Yellowstone Ave. 1240	CBS, Beehive Western Radio Sales Moore	Burl C. Hagadone, p & gm Roger L. Hagadone, sm, cm & pmm	Dick Wright, pd Julian Dennis, ce Bob Paulos, nd	Vinc Anselmo, sd Jo Overpeck, wd Cap. Col.
KSEI 1926	930 5,000 DA-N	Radio Service Corp. Hotel Whitman P.O. Box 31 4000	NBC Weed	O. P. Soule, p Henry H. Fletcher, gm & cm	Ruthe A. Fletcher, pd & wd Ellis W. Call, ce	Olive M. Leeney, pmm Jim Tyne, nd, fd & sd St., L-W., Thes. UP RCA
KSEI-FM 1947	Chan. 243 (B) 96.5 mc 1.8 kw					
KWIK 1946	1440 1,000 DA-1	Eastern Idaho Bcstg. & Television Co. Bannock Hotel 3400	ABC, MBS, Intermountain Avery-Knodel	James M. Brady, p Charles Crabtree, gm Don W. Burden, cm	Earl Bingham, pd & pmm Del Williams, ce Dave Thomas, nd	Steve Shepard, sd Norma Adamson, wd Wld. AP
PRESTON						
KPST 1948	1340 250	Voice of the Rockies, Inc. P.O. Box 192 600	KBS	R. Leon Smith, p Rulon Dunn, gm	M. S. Stocking, cm & wd D. A. Nash Jr., ce & sd	Leo Hawkes, treas. Assoc. Col.
REXBURG						
KRXX 1951	1230 250	Snake River Radio & TV Co. Inc. 455 S. 2nd St. E. P.O. Box 301 700		Dr. M. F. Rigby, p Howard R. Chapman, gm & ce	Merrill L. Skinner, cm & sd James G. Clawson, pd	Doris Chapman, wd Cap., Thes. AP G.
KRXX-FM 1951	Chan. 229 (B) 93.7 mc 16.5 kw					
SANDPOINT						
KSPT 1949	1400 250	Bauer Bcstg. Co. Sandpoint 555	KBS Biddick	Norman E. Bauer, p, gm, cm & sd	Bill Banks, pd & nd Wm. R. Frey, ce & fd	Ione Bauer, pmm & wd St. UP WE
TWIN FALLS						
KEEP 1946	1450 250	Radio Sales Corp. P.O. Box 511 3002	CBS Bonneville	Arch L. Madsen, co-o D. Spencer Grow, co-o George Nickson, vp & gm	Paul Droubay, pd pmm & nd Eugene Larson, ce Holly Houfburg, fd	Don Miller, sd Sandra Salmon, wd Wld. UP Col.
KLIX 1946	1310 1,000 DA-2	So. Idaho Bcstg. & TV Co. Elizabeth Blvd. 2820	ABC, MBS Avery-Knodel Moore	Frank C. McIntyre, vp & gm Juneau H. Shinn, cm Donald K. Allen, pd	Lloyd James, ce Robert Weggeland, pmm Bob Brashear, nd	Holland Houfburg, fd Joe Clements, sd Mary Lee Seidner, wd AP
KTFI 1928	1270 5,000-LS 1,000-N	Radio Bcstg. Corp. 241 Main Ave. W. 2400	NBC Weed Keating	O. P. Soule, p Florence M. Gardner, gm Kenneth W. Montgomery, cm	Lenore Parker, pd & pmm Marvin Hartley, ce	Bonnie Baird, nd Fred Maltz, sd L-W, St. UP RCA
KTFI-FM 1947	Ch. 259 (B) 99.7 mc 3 kw					
WALLACE (Kellogg)						
KWAL 1938	620 1,000 DA-N	Silver Bcstg. Co. Box 930, Wallace, Ida. 8-2111	MBS Holman	Dr. J. R. Binyon, p R. G. Binyon, gm & pmm	George Shreve, cm, nd & sd Camille Binyon, pd	Bert Daugherty, ce J. Cantrell, fd & wd Wld. AP GE
WEISER						
KWEI 1948	1240 250	Inland Bcstg. Co. Box 791 700	KBS	Frank S. Gwilliam, p Mervin V. Ling, gm & fd	Rosann Gibbs, pd & wd Ed C. Miller, ce & nd	S. B. Hale, sd Cap. WE
ILLINOIS						
ALTON						
WOKZ 1948	1570 1,000-D	WOKZ Inc. Hotel Stratford 35506	Sears & Ayer	Edward A. Wheeler, p Wm. R. Tedrick, gm & cm Clyde Wiseman, pd & sd	Cletus L. Kennedy, ce Allan Riehl, pmm & nd	Fern Randall, wd St. UP Col.
WOKZ-FM 1948	Ch. 260 (B) 99.9mc 9.1kw					
AURORA						
WMRO 1938	1280 250-D	Martin R. O'Brien 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
AVA						
WAVA 1951	1580 250-D	Leonard M. & Leonard F. Johnson P. O. Box 18 3311		Leonard M. Johnson, gm, cm Leonard F. Johnson, pd & fd	Julian Emlen, ce Art Smith, sd Phil Richardson, nd	Raymond J. Steele, pmm Catherine Johnson, wd SES. UP G
BELLEVILLE						
WIBV 1947	1060 250-D	Belleville Bcstg. Co. 2100 W. Main St. 5000	Holman	John Lewis, p Paul O. Godt, gm Clarence Keller, cm & pmm	William Bailey, pd Marvin Moelrring, ce Robert Husky, nd	Ted Beinert, fd Gene Hogan, sd AP G
WTVI (TV) (CP)		Signal Hill Telecasting Corp.		(For full information see TELECASTING Yearbook)		

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BLOOMINGTON								
WJBC 1924	1230 250	Bloomington Bestg. Corp. 209 E. Washington St. 5281	ABC Rambeau	Loring C. Merwin, p Warner C. Tidemann, gm Harry B. Swift, cm	John R. Carden, pd Fred L. Bailey, ce Joseph M. Bunting, secy.-treas.	Keith Bright, nd Gus Grebe, sd	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	Merrill C. Currier, gm & cm	E. Sandow Myers, nd Col.	
CANTON								
WBYS 1947	1560 250-D	Fulton Co. Bestg. Co. E. Linn Limits 1877	KBS	H. R. Winsor, p		Dale S. Phares, evp & o	Wld. AP G	
WBYS-FM 1948	Chan. 265 (A) 100.9mc 0.65kw							
CARBONDALE								
WCIL 1946	1020 1,000-D	So. Illinois Bestg. 219 W. Main St. 167		Paul F. McRoy, p, gm, pd & ce Walter C. Schafer, cm Bob Veach, nd	Roy Freeman, fd Ralph Wain, sd	Betty Caraway, wd	Thes. AP Col.	
CARMI								
WROY 1948	1460 1,000-D	Carmi Bestg. Co. 101 S. Walnut St. 4161	KBS Sears & Ayer	Roy Clippinger, p Roderick W. Cartier, gm	Bill Baker, pd & fd Gene McLin, ce Dick Berry, nd	Ellen Fernandes, wd	L-W, SES. UP Col.	
WROY-FM 1950	Ch. 247 (B) 97.3mc 11kw							
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. 5151	KBS	C. W. Rodgers, p Merle G. Rogers, gm & cm Ken Scott, pd	Dwight R. North, ce Jack K. Holt, nd Bill O'Donnell, sd	Shirley Bieser, wd	St. UP G	
WCNT-FM 1948	Ch. 243 (B) 96.5mc 3kw							
CHAMPAIGN								
WDWS 1937	1400 250	Champaign News Gazette Inc. 48 Main St. 61855	CBS Meeker	Helen M. Stevick, p J. A. McDermott, gm	Marc Howard, sm	Robert Schenke, ce	Wld. UP GE	
WDWS-FM 1949	Ch. 248 (B) 97.5mc 27kw							
CHICAGO								
WAAF 1922	950 1,000-D	Corn Belt Publishers Inc. (Drovers Journal Division) LaSalle-Wacker Bldg. Randolph 61932	Burn-Smith	Ward A. Neff, p W. E. Hutchinson, gm Thomas L. Davis, cm	Bill Bauer, pd Carl W. Ulrich, ce Donald Cronberg, pmm	Dick Winters, nd Ray Grandie, sd Margaret M. LeBeau, wd	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 20660	Young	Gene T. Dyer, p	Earl Withrow, gm	E. W. Jacker, ce	St. UP	
WBBM 1923	780 50,000	Columbia Bestg. System Inc. 410 N. Michigan Ave. Whitehall 4-6000	CBS CBS Radio Spot Sales	Frank Stanton, p CBS H. Leslie Atlass, vp & gm E. H. Shomo, asst. gm & slm. Kenneth B. Craig, exec. asst. to gm C. Gilman Johnston, cm	Al Bland, pd C. W. Doebler, pmm J. F. Novy, ce	Julian Bentley, nd Harry Campbell, fd John Harrington, sd	Assoc. AP, UP WH	
WBBM-FM 1940	Chan. 246 (B) 97.1mc 13kw							
WBIK (FM) 1947	Chan. 242 (B) 96.3mc 19.1kw	Balaban & Katz Corp. 190 N. State St. Randolph 6-8210		John H. Mitchell, gm	Harry Cocons, pd	Bill Kusak, ce	GE	

Springfield, Illinois

W C V S AND WCVS-FM

SPRINGFIELD'S FIRST IN PROMOTION AND MERCHANDISING

(Proven by 8 National Contest Awards)

Affiliated with ABC and MBS



Sears & Ayer - Nat'l. Reps.

ILLINOIS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Transc. Li- brary, News Service Transmitter
CHICAGO—(Cont'd)					
WBKB (TV) 1943		Balaban & Katz Corp. 130 N. State St. Randolph 6-8210 (See Zion listing)		(For full information see TELECASTING Yearbook)	
WCBD 1947	820 5,000-SH				
WCFB 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 7-6880		Clinton R. White, o & ce	J. A. White, gm Vince Garrity, sd
WEDC 1926	1240 250 SH	Emil Denemark, Inc. 3860 W. Ogden Ave. Crawford 74100		Emil Denemark, p Frank J. Kotnour, gm & cm Bill Mack, pd, pmm, nd & fd	Ansel Wayne Smith, ce Dick Harley, sd Nina Czuwara, wd UP RCA
WFMF (FM) 1940	Ch. 258(B) 99.5 mc 30kw	Zenith Radio Corp. 6001 Dickens Ave. Berkshire 7-7500		Cmdr. E. M. McDonald J., p Ted Leitzell, gm	Violet Kmety, pd Ross Utter, ce SES, The Zenith
WENR 1923	890 50,000 ST-WLS	American Bestg. Co. 20 N. Wacker Dr. Andover 3-0800	ABC Blair, Petry	John Norton, gm Edward J. Lynch, sm Burr Lee, pd	Jim Duffy, pmm Ed Horstman, ce Con O'Dea, nd & sd AP, UP RCA
WENR-FM 1948	Chan. 234 (B) 94.7mc 25kw				
WENR-TV 1948		American Bestg. Co. Inc. 20 N. Wacker Dr. Andover 3-0800		(For full information see TELECASTING Yearbook)	
WFJL (FM) 1949	Ch. 226 (B) 93.1mc 29kw	Lewis College of Science & Tech. 75 E. Wacker Dr. Financial 6-2121		Most Rev. B. J. Sheil, D.D., p	Jerry Keefe, gm & pd Dave Levine, ce UP, AP GE
WFMT (FM) 1951	Chan. 290 (B) 105.9mc 25kw	Gale Bestg. Inc. 4000 Washington Blvd. Nevada 2-2240		Bernard Jacobs, p & o	Rita Jacobs, pd GE
WGES 1924	1390 5,000 DA-2	Radio Station WGES 2703 Washington Blvd. Sacramento 2-1700		John A. Dyer, gm Elizabeth M. Hinzman, cm Herbert Rudolph, pd	William A. Shunk, ce K. P. Freda, pmm Assoc. UP WE
WGN 1924	720 50,000	WGN Inc. 441 N. Michigan Ave. Superior 7-0100	MBS Hollingbery	Col. Robt. R. McCormick, p Frank P. Schreiber, gm Wm. A. McGuineas, cm	Bruce Dennis, pd Carl J. Meyers, d of enrg. Charles A. Wilson, sls prom mgr. Robert F. Hurlleigh, nd Norman Kraeft, fd Jack Brickhouse, sd St. AP, UP

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WGN

**Radio reaches and sells more people at
far lower cost than any other medium.**

WGN

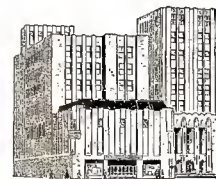
**... and WGN reaches more homes per week than any other Chicago
station* ... one reason why more grocery and drug advertisers buy WGN
than any other major station in the second largest market in the nation!**

*BMB ... Study No. 2

A Clear Channel Station ...
Serving the Middle West

WGN

Chicago 11
Illinois
50,000 Watts
720



On Your Dial

MBS

Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee
Eastern Sales Office: 220 E. 42nd Street, New York 17, N.Y. for New York City, Philadelphia and Boston

Geo. P. Hollingbery Co.

Advertising Solicitors for All Other Cities

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



WMAQ

Master Sales Station

Again and again, happy WMAQ clients report sales increases for their products and services through advertising on Chicago's master radio station. One of the more recent of these is Mr. Irvin Swartzberg, president of the REALEMON-PURITAN COMPANY of Chicago, who credits much of the 187 per cent increase in REALEMON sales during summer 1952 over summer 1951 to sponsorship of the GEORGE STONE-NEWS program on WMAQ.

Mr. Swartzberg says:

"It should be interesting for you to know that at the close of our summer season, when we terminated practically all other radio and TV commitments because of our temporary lack of raw fruit, the George Stone WMAQ Show was . . . continued, because we felt it had been doing such a good job in this market.

"The many favorable comments which we constantly receive from our customers and friends has made us feel that this is one of the best liked and most listened to news shows in Chicago radio."

Yes, Some Spots Are Better Than Others

and in Chicago radio those spots are on...



**NBC
RADIO**

REPRESENTED BY NBC SPOT SALES



WMAQ
CHICAGO

ILLINOIS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations Owner; Pres. p; Exec. vp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Transc. Li- brary, News Service Transmitter		
CHICAGO (Cont'd)							
WGNB(FM) 1941	Ch. 254 (B) 98.7mc 35kw	(WGN, AM affiliate)					
WGN-TV 1948		WGN Inc. 441 N. Michigan Ave. Superior 7-0100		(For full information see TELECASTING Yearbook)			
WHFC 1926	1450 250	WHFC Inc. 3350 S. Kedzie Townhall 3-6305					
WEHS(FM) 1941	Chan. 250 (A) 99.7mc 21kw	(WHFC, AM affiliate)					
WIND 1927	560 5,000 DA-2	Johnson-Kennedy Radio Corp. 400 N. Michigan Ave. Whitehall 4-2170	Avery- Knodel	Ralph L. Atlas, p & gm John T. Carey, cm H. Leslie Atlas, Jr., pd	Kenneth C. Shirk, ce Walter L. Rubens, Jr., pmm Bennet O. Scott, loc. slm	James Dale, nd Bert Wilson, sd	St. AP, UP RCA
WJJD 1934	1160 50,000 DA-1 L-KSL	WJJD Inc. 230 N. Michigan State 2-5466		Marshall Field, p Frederick G. Harm, gm Robert W. Ward, cm	Peter Moon, pd Walter F. Myers, ce Richard McNeeley, pmm & nd	Burt Sherwood, fd Bob Elson, sd Rosemary Wayne, nd	Thes., Wld. St., Cap. UP RCA
WFMF (FM) 1947	Ch. 262 (A) 100.3mc 33kw	(WJJD, AM affiliate)					
WLS 1924	890 50,000 ST-WENR	Agricultural Bcstg. Co. 1230 W. Washington Blvd. Monroe 6-9700	ABC Blair	James E. Edwards, p Glenn Snyder, gm Charles M. Freeman, cm	Harold Safford, pd & nd Thomas Rowe, ce Warren W. Middleton, pmm	Arthur C. Page, fd	WH St. AP, UP RCA
WMAQ 1922	670 50,000	National Bcstg. Co. Merchandise Mart. Superior 7-8300	NBC NBC Spot Sales	Joseph H. McConnell, [NBC] p Harry C. Kopf, vp & gm Rudi Neubauer, slm	Homer Heck, prog. m Howard C. Lutgens, ce John M. Keys, pmm	William Ray, nd Everett Mitchell, fd John Erp, sd	Thes. AP, UP, INS WH
WMAQ-FM 1948	Ch. 266 (B) 101.1mc 24kw						
*WMBI 1926	1110 5,000-D	The Moody Bible Institute of Chicago 153 Institute Pl. Michigan 2-1570		H. C. Crowell, evp R. L. Constable, gm Robert H. Parsons, pd	A. P. Frye, ce John Raymond, pmm	Walter Carlson, nd Mrs. Frances Youngren, wd	RCA Wld. UP RCA
WMBI 1949	Ch. 238 (A) 95.5mc 42kw						
WNBQ (TV) 1948		National Bcstg. Co. Merchandise Mart Superior 7-8300		(For full information see TELECASTING Yearbook)			
WSBC 1925	1240 250-SH	Radio Station WSBC 2400 W. Madison St. Monroe 6-9060	Forjoe	Robert O. Miller, gm & pd	Julius Miller, cm	Mary V. Baker, wd	SES. UP GE
CHICAGO HEIGHTS							
WCHI(FM) 1950	Ch. 240 (A) 95.9mc 0.255kw	C. H. Bcstg. Co. 164 E. 23 St. Skyline 5-7448		Anthony Santucci, p, gm & ce	Henry Bruns, cm & pd	 GE
CLINTON							
WHOW 1947	1520 1,000-D	Cornbelt Bcstg. Co. 401½ S. Side Square 305	Abe Lincoln Network Holman	F. R. Livesay, p Rolland O. Looper, vp, gm & ce Jim Williams, cm	Frank Jennings, secy.- treas. & pd Bill Ward, nd & sd	John Barton, fd RCA
DANVILLE							
WDAN 1938	1490 250	Northwestern Pub. Co. 1500 N. Washington Ave. 1700	CBS Everett- McKinney	Robert J. Burow, gm, cm & pmm Honore E. Ronan, pd, wd & nd	T. G. Magin, ce	Max Shaffer, fd & sd	Thes. AP RCA
WDAN-TV (CP)		Northwestern Pub. Co 1500 N. Washington Ave, 1700		(For full information see TELECASTING Yearbook)			
DECATUR							
WDZ 1921	1050 1,000-D	WDZ Bcstg. Co. 265 S. Park St. 3-9744	Free & Peters	Charles C. Caley, p Frank C. Schroeder, Jr., gm Howard G. Bill, cm	William F. Miller, pd A. James Ebel, ce Wick Evans, nd	Jack Wood, fd Mike Siman, sd Julia Boughter, wd	Wld., Thes. UP G

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 SA—Special Authorization. SH—Special Hours. ST—Share Time. Complete key to abbreviations, page 6.

NOW OVER 100,000 POPULATION*

ROCKFORD, ILLINOIS

Home of More Than 400 Manufacturing Plants
best test city in the mid-west

A SINGLE STATION MARKET

* Special census (Nov. 1952) reports 104,453 population

FOR DETAILS — ASK H-R REPS., INC., — OR CALL, WIRE OR WRITE — BETTY THRO — WROK



WSOY 1925	1340 250	Ill. Bcstg. Co. Rt. 48 at N. Jasper St. 5371	CBS Weed	F. W. Schaub, p Merrill Lindsay, gm Charles F. Bruce, cm & pmm	Jay H. Giles, pd & sd Allan Doyle, ce Al Rowe, nd	Jack Carson, fd Carol Tuschoff, wd	L-W, Cap. AP G
WSOY-FM 1946	Ch. 271 (B) 102.1mc 31.2kw					 RCA
WTVP(TV) (CP)		Prairie TV Co. 250 N. Water St.		(For full information see TELECASTING Yearbook)			
DEKALB WLBK 1947	1360 500-D	DeKalb Radio Studios Inc. 153½ N. 3rd St. 2677		George Spitz, p R. C. Brown, gm & fd Ted Beauchamp, pd	Robert Senne, ce Don Ulery, sd	Lois Montgomery Still, wd	Cap. AP
DIXON WSDR 1949	1240 100	(See Sterling listing)					
EAST ST. LOUIS WTMV 1935	1490 250	On the Air Inc. Hotel Broadview 5th & Broadway Upton 4-4390	Sears & Ayer	Frank J. Prendergast, gm & cm Elmer Willrich, slm	Dan Stengel, pd Erle White, ce Edwin League, bus. m	Gene Clayton, nd Neil Norman, sd	SES. UP RCA
WTMV-FM 1949	Ch. 273 (B) 102.5mc 55kw						
EFFINGHAM WCRA 1947	1090 250-D	Effingham Bcstg. Co. 110 N. Banker St. 1090	KBS	Joseph McNaughton, p Jack Armel, gm, cm, pmm & fd Curt Bradley, pd	Geo. Kregotis, ce	Zona B. Davis, nd	Cap. UP G
ELGIN WEMN 1949	1410 500-D	Elgin Bcstg. Co. 157 Division St. 7700 & 7701	McGillvra	Joseph McNaughton, p & gm Dick Sutter, cm George J. Merker, pd, ce & fd	Phyllis Warner, nd Dave Nelson, sd	Fern Samples, wd	L-W UP
ELMWOOD PARK WLEY (FM) 1947	Chan. 296 (A) 107.1mc 0.95kw	Elmwood Park Bcstg. 2526 N. Harlem Ave. Tuxedo 9-1133		Zeb Zarnack, p & gm Bob Brandt, cm	Walter Corvine, pd John L. Lopatha, ce	Tony Rosso, asst. pd	SES GE
EVANSTON WEAW (FM) 1947	Ch. 286 (B) 105.1mc 36kw	Northshore Bcstg. Co. 2425 Main University 4-4606 & Ambassador 2-1128 (WOKZ Alton, Ill., AM affiliate)	Sears & Ayer	Edw. A. Wheeler, p, gm & cm	Jeanne Bertrand, pd	Jack Buckley, ce	Wid. Col.
WNMP 1947	1590 1,000-D	Evanston Bcstg. Co. 2201 Oakton St. Greenleaf 5-1590		Fred S. Newton, p Angus D. Pfaff, gm & cm	Albert Griffin, ce	Lee P. Mehlig, pdm	Cap. INS
FREEPORT WFIS (FM) (CP)	Chan. 273 102.5mc 9kw	Stephenson Corp. 217 W. Exchange					
WFRL 1947	1570 1,000-D	Freeport Bcstg. Co. 9 N. Chicago Ave. State 436 & 437	Sears & Ayer	Vincent S. Barker, p, gm & ce	Dave Taylor, cm	Ralph Reynolds, pd AP
GALESBURG WGIL 1936	1400 250	Galesburg Bcstg. Co. Hill Arcade Bldg. 4626	Midwest Rambeau	Mrs. O. N. Custer, p Robert W. Frudeger, gm Roger L. Hoffman, cm	Cy Nelson, pd Howard Frederick, ce George F. Thoma, dir. of advntg.	William Reitman, nd Arnold Kemp, fd	Cap. AP Col.
HARRISBURG WEBQ 1923	1240 250	Harrisburg Bcstg. Co. 100 E. Poplar St. 28	KBS	Inglis M. Taylor, gm & cm Dorice Turner, pd	Elmer Gladson, ce Ken Hamilton, pmm & sd Jack Wiedeman, nd	Eddie Wise, fd Norma Slaton, wd UP WE
WEBQ-FM 1947	Ch. 260 (B) 99.9mc 4.2kw					 Fed.
HERRIN WJPF 1940	1340 250	O. W. Lyerla P. O. Box 179 381 & 382	MBS, KBS Pearson	Orville W. Lyerla, p Chas. R. Cook, gm & cm Ben E. Orf, ce	Fred Simmons, lcl slm & pmm	Jack McCluskey, sd	L-W UP RCA
JACKSONVILLE WLDS 1941	1180 1,000-D	Jacksonville Radio & Television Bcstg. Corp., Illinois Theatre Bldg. 1180	Holman	Robert A. Fay, p R. Karl Baker, vp, gm, cm & pmm William L. Fay, secy.- treas.	T. J. Fairburn, pd & nd G. J. Cassens, ce E. H. Garlich, fd	Barney Lewis, sd Joan Caldwell, wd	Thes. AP G
WLDS-FM 1941	Ch. 263 (B) 100.5mc 9.0kw						
JOLIET WJOL 1929	1340 250	Joliet Bcstg. Co. 601 Walnut St. 4761	Holman	Calvin Wilson, p Joseph J. Garvey, gm & cm Eileen Caron, pd	Lester DeCosta, ce Marion Warner, pmm Glenn Logan, nd	Robert Philbin, sd Lois Zarley, wd	Thes. UP
KANKAKEE WKAN 1946	1320 1,000-D	Kankakee Daily Journal Co. 183 N. Schuyler Ave. 3-6633		Leslie C. Small, p Burrell L. Small, gm Bruce Brown, sm	Orren Allain, pd & sd Richard Eckels, ce	Ted Parker, nd	Wid. AP Ray.
KEWANEE WKEI 1952	1450 100	Kee Bcstg. Co. 207 Baker Bldg. 4471		E. D. Scandrett, p, gm & ce			L-W AP Col.
LA GRANGE WTAQ 1950	1300 500-D	LaGrange Bcstg. Co. Hi-Way No. 66 & East Ave. 8250		R. G. Salter, co-o, gm & ce C. F. Sebastian, co-o W. A. Murphy, co-o	Ralph Faucher, cm & sd	Larry Crail, nd Col.
LASALLE WLPO 1947	1220 250-D	LaSalle County Bcstg. Co. P. O. Box 215 3100		Peter Miller, p William Holm, gm & cm Dwight B. Olson, pd	Lawrence McCann, ce Laverne Waltman, nd James Bruns, fd	Frank Keyes, sd Betty Oberto, wd	Thes. AP G
LINCOLN WPRC 1951	1370 500-D	Prairie Radio Corp. P. O. Box 37 1370	KBS Rambeau	Ray F. Knochel, p & gm John H. Deal, vp & pmm Lee N. Hamm, vp	Saunders A. Devine, cm William Brady, pd Donald E. Thompson, ce	James E. Crowell, nd Earle Layman, fd & sd Marian A. Gordon, wd	L-W AP Col.
LITCHFIELD WSMI 1950	1540 1,000-D	Mid-Illinois Bcstg. Co. Box 72 100	KBS	Hayward L. Talley, p, gm & fd Ralph T. Day, Jr., ce Clark Whitman, pmm	Jack Funk, nd Ed Johnson, sd	Evelyn Smith, wd AP RCA

ILLINOIS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter
MACOMB WKAI 1947	1510 250-D	Macomb Bestg. Co. 113½ E. Carroll St. 1350		William E. Schons, p & gm Gene Larson, cm & fd M. L. Schulz, pd & pmm	Allan Kaplan, ce Caryl Carstens, nd	Phil Cole, sd Carol Kennedy, wd L-W UP G
MARION WGGH 1949	1150 500-D	Marion Bestg. Co. P. O. Box 288 824	Sears & Ayer	George W. Dodd, p Jim Duncan, gm & pd Warren J. Thompson, cm	Orville D. Jackson, ce Merle Emery, nd	Don Wesley, fd & sd Assoc. AP G
MATTOON WLBH 1946	1170 250-D	Mattoon Bestg. Co. 17th & Broadway Ave. 6464	Abe Lincoln Holman	J. R. Livesay, p & gm Ken Wooddell, cm & sd Bob Guess, pd & nd	Dwain Bower, pmm Ray Livesay, ce Al Pigg, fd	Phyllis Knight, wd St. AP Ray.
WLBH-FM 1949	Ch. 245 (B) 96.9mc 23kw				 G.
METROPOLIS WMOK 1951	920 500-D	Fort Massac Bestg. Co. Nat'l State Bank Bldg. 8421	KBS Indie	James H. Firmin, gm & cm James R. Wetherington, Jr., pd & pmm Stephen C. Wolf, ce	Odell Korte, nd Gilbert Webb, fd Skip Erwin, sd	Dixie Smith, wd Thes. UP G
MOLINE WQUA 1946	1230 250	Quad City Bestg. Corp. Radio Center 4-6727	CBS Hollingbery	Dalton LeMasurier, p G. La Verne Flambo, gm & cm	Benne Alter, pd Louise Murphy, pmm & wd Harold Higby, ce	William Mason, nd Gene Osborn, sd Cap. AP Col.
MT. CARMEL WVMC 1948	1360 500-D	James R. Brewer & Stephen P. Bellinger P. O. Box 184 1360	KBS	James R. Brewer, co-o Steve Bellinger, co-o, gm & sd Vernon R. Nunn, asst. m	Gil Wallace, pd Eugene D. Garrett, ce Evelyn Meier, nd & wd	Harold Richardson, fd UP G
MT. VERNON WMIX 1947	940 1,000-D	Mt. Vernon Radio & TV Co. 121 N. 9th St. 3500	Pearson	John R. Mitchell, p James E. Muse, gm, cm & pmm Jim Purser, pd & sd	Gerald L. Stout, ce	John E. Cramer, nd L-W AP WE
WMIX-FM 1946	Chan. 231 (B) 94.1mc 15.2kw				 GE
OAK PARK WOPA 1950	1490 250	Village Bestg. Co. 408 S. Oak Park Ave. Village 8-5760	McGillvra	William L. Klein, p Egmont Sonderling, gm Joseph Burkhardt, cm	Martin Bouhan, pd Bryan Wright, ce Paul Tee, nd	Wayne Osborne, sd Esther Kindness, wd Assoc. UP Ray. RCA
WOPA-FM 1950	Chan. 272 (A) 102.3mc 1kw				 RCA

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**DAYTIME
CIRCULATION
71,190 RADIO
FAMILIES***

WMAY

Springfield's NBC Station

**NIGHT-TIME
CIRCULATION
62,130 RADIO
FAMILIES***

**OFFERS THE MOST THOROUGH COVERAGE OF
THE SPRINGFIELD TRADING AREA
ILLINOIS' SECOND MARKET!**

**THE SALES ROUTE TO
25 CENTRAL AND SOUTHERN ILLINOIS COUNTIES**

* A. C. Nielsen Company 1952 study, based on 4-week cumulative coverage

AFFILIATE

WMAY

SPRINGFIELD, ILLINOIS

970 Kilocycles 1000 Watts Day 500 Watts Night

Represented by The John E. Pearson Company

AFFILIATE

OLNEY WVLN 1947	740 250-D	Olney Bcstg. Co. 302½ E. Main St. 935	KBS Holman	Marshall H. Poole, p & gm Albert L. McKelfresh, cm Albert J. DeBarr, pd, nd & sd	Paul Hartsey, ce Al Arthur, fd	Ellen Nelson, wd	SES., St. AP Col.
OTTAWA WCMY 1952	1430 500-D	Carl H. Meyer P. O. Box 687 551	Sears & Ayer	Carl H. Meyer, p & gm			SES. UP G
PARIS WPRS 1951	1440 500-D	Paris Bcstg. Corp. 3-1440	KBS	Adlai C. Ferguson Jr., p, gm, cm & pmm	Carl E. Sunkel, pd	William E. Hunt, ce AP G CAP RCA
WPRS-FM 1952	Chan. 252 (A) 98.3mc 1kw						
PEKIN WSIV 1946	1140 1,000-D	Pekin Bcstg. Co. Inc. 15 S. Capitol 3400		W. Kenneth Patterson, p, gm & ce James T. Butler, cm Robert R. Snow, pd	George C. Udry, pmm Phil Strand, nd Fearn Wilson, fd	Stu Armstrong, sd Lee Herrick, wd AP G
PEORIA WEEK 1947	1350 1,000 DA-2	W. Central Bcstg. Co. Commercial National Bank Bldg. 3-3688	NBC Headley- Reed	Sen. Robt. S. Kerr, p Fred C. Mueller, gm William Flynn, cm	Robert Burton, pd William Oakley, pmm Wayne Lovely, ce	Robert Arthur, nd Chick Hearn, sd	Wld. AP G
WEEK-TV (CP)		W. Central Bcstg. Co. Commercial National Bank Bldg. 3-3688		(For full information see TELECASTING Yearbook)			
WIRL 1948	1290 5,000 DA-2	Illinois Valley Bcstg. Co. 115 N. Jefferson 4-9239	ABC, MBS Avery- Knodel	Timothy Swain, p Tom Gavin, gm Joe Faulkner, cm	Paul C. Brines, pd Lloyd K. Harvey, pmm Rudy T. Luukinen, ce	Tom Connor, nd Phil Phillips, fd Bill King, sd	Assoc. UP WH
WMBD 1927	1470 5,000 DA-2	Peoria Bcstg. Co. 212 S. Jefferson St. 6-0711	CBS Free & Peters	Charles C. Caley, p & gm Marvin H. Hult, natl, slm John Leslie, pd	Robert M. Riley Jr., pmm A. James Ebel, ce R. Brooks Watson, nd	Emil Bill, fd Johnnye Rayburn, sd Florence Luedeke, wd	Thes. AP, UP Ray. WE
WMBD-FM 1947	Chan. 223 (B) 92.5 mc 16 kw					 UP G
WPEO 1950	1020 1,000-D	TV & Radio Peoria Inc. 225 Main St. 4-9249		William E. Ware, p John R. Livingston, gm Wally Engelhardt, cm	Gordon Joyner, pd Les Rau, pmm	Dick Herm, fd UP G
WTVH 1952	1590 1,000 DA-2	Hilltop Bcstg. Co. 406 Fayette Bldg. 6-8771	Sears & Ayer	Hugh R. Norman, p O. H. Duewall, gm Dorris Duewall, cm	George Norman, pd & pmm Walter F. Kean, ce Robert Maki, nd	William Gregory, fd Richard DeFay, sd Mrs. O. H. Duewall, wd	Cole INS Ray. RCA
WTVH-TV (CP)		Hilltop Bcstg. Co. 406 Fayette Bldg. 6-8771		(For full information see TELECASTING Yearbook)			
QUINCY WGEM 1948	1440 1,000 DA-2	Quincy Bcstg. Co. Hotel Quincy 6840	ABC Walker	T. C. Oakley, p Joseph S. Bonansinga, gm Glen Morton, cm	Paul J. McClelland, pd & sd Edmund J. Derhake, ce Robert Hoyt, nd	Lee Jones, fd Mary Harvey, wd	Wld. UP G
WQDI(FM) 1947	Chan. 286 (B) 105.1mc 3.9kw	(WGEM, AM affiliate)					
WTAD 1926	930 5,000-D 1,000-N DA-N	Lee Bcstg. Inc. W. C. U. Bldg. 6200	CBS Weed	Lee P. Loomis, p Walter Rothchild, gm Lloyd Loers, loc. cm	Merritt Milligan, pd John Phillips, pmm Urlin Whitman, ce	Don Nicholson, nd Dick Faler, fd Bill Crews, sd	St. AP, UP G RCA
WTAD-FM 1948	Chan. 253 (B) 99.5mc 53kw						
ROCKFORD WROK 1923	1440 1,000-D 500-N	Winnebago Newspapers Inc. Newstower 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	Thes. AP RCA
WROK-FM 1949	Chan. 243 (B) 97.5mc 16kw						
WTVO(TV) (CP)		Winnebago Television Corp. 190 N. State St. Chicago		(For full information see TELECASTING Yearbook)			

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

Use

1,000
watts

W K R S

1220
on your
dial

WAUKEGAN, ILLINOIS

Lake County's ONLY Radio Station

REPRESENTED BY

JOSEPH HERSHEY McGILLVRA

ILLINOIS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li-brary, News Service Transmitter
ROCK ISLAND						
WHBF 1925	1270 5,000 DA-N	Rock Island Bestg. Co. 231 18th St. Telco Bldg. 6-5441	ABC Avery-Knodel	Ben H. Potter, p Leslie C. Johnson, gm Maurice Corken, cm	Forest W. Cooke, pd (Miss) Fern Hawks, pmm Robert J. Sinnett, ce	Wm. Ellison, nd Wm. Lohmeier, sd
WHBF-FM 1950	Chan. 255 (B) 98.9 mc 37 kw					Wid. UP Col.
WHBF-TV 1950		Rock Island Bestg. Co. Telco Bldg. 6-5441		(For full information see TELECASTING Yearbook)		
ST. CHARLES						
WEXI (FM) 1949	Chan. 292 (A) 106.3mc 0.25kw	Greater Illinois Bestg. P. O. Box 269 2963				Wid. UP Col.
SPRINGFIELD						
WCVS 1926	1450 250	WCBS Inc. 523 E. Capitol Ave. 9855	ABC, MBS Sears & Ayer	Harold L. Dewing, p C. W. Neeld, gm, cm & pmm	John C. Geil, pd Richard L. Ashenfelter, ce James Mitchell, nd & sd	Kenneth Spengler, fd Mary Dilley, wd
WCVS-FM 1947	Chan. 275 (B) 102.9mc 25kw					Wid. AP RCA
WMAY 1950	970 1,000-D 500-N DA-2	Lincoln Bestg. Co. Inc. 711 Myers Bldg. 6963	NBC Pearson	Gordon Sherman, p, gm & cm Syl Binkin, pd Mel Feldman, ce	Mel Kampe, pmm Pat Fredericks, fd Bernie Waterman, sd	Peggy Irving, wd
WTAX 1930	1240 250	WTAX Inc. Hghwy. 66 & E. Cook 2-4441	CBS Weed	O. J. Keller, p & gm O. J. Keller Jr., cm John W. Midgley, pd	E. C. Swaringen, ce Bill Miller, pmm Glen Farrington, nd	Spizz Singer, fd Shelby Harbison, sd LaVerne Best, wd
WTAX-FM 1948	Chan. 279 (B) 103.7mc 6.7kw					Thes. UP RCA
STERLING						
WSDR 1949	1240 100	Blackhawk Bestg. Co. 218 1st Ave. Main 3400		Sam Bartlett, p, gm & fd Lillian Bartlett, cm Edward K. Fisher, ce	Johnny Rohwer, pd Eddie Dee, nd John Ferris, sd	Mary Ferris, wd
						L-W, Cap. UP G

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different 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.

THESE FACTUAL DATA* WILL HELP YOU BUY THE QUAD-CITY MARKET		A PREFERRED MARKET AMONG THE 162 STANDARD METROPOLITAN AREAS
82ND	IN POPULATION	<p>THE information presented here permits you to compare the Quad-City Market with the other (161) metropolitan areas—on a recognized reliable basis—Sales Management's Survey. Naturally, we are gratified that the Quad-Cities have earned such favorable ratings. (And that these cities frequently appear among the preferred-cities-of-the-month.)</p> <p>To take advantage of this desirable, active market your advertising must reach the majority of Quad-Cities' nearly one quarter million people. This you can achieve with time on WHBF Radio.</p>
74TH	IN RETAIL SALES	
67TH	IN BUYING POWER	
11TH	IN EFFECTIVE BUYING INCOME per CAPITA	

* Copyright 1952. Sales Management Survey of Buying Power.

Enter Quad-Citian homes through the Front Door with

Quad-Cities' favorite
WHBF AM
 FM
 TV
 TELCO BUILDING, ROCK ISLAND, ILLINOIS
 Represented by Avery-Knodel, Inc.

TAYLORVILLE

WTIM 1951	1410 1,000-D-DA	Moyer Bcstg. Co. 1410	Sears & Ayer	Russell Armentrout, co-o Roger Moyer, co-o Keith Moyer, gm, cm & pmm	James C. Hilderbrand, pd & sd Tom Mathis, ce	Jo Morton, wd	St., Thes. G
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URBANA

*WILL 1922	580 5,000-D DA	University of Illinois 1010 S. Wright 7-6611	NAEB Tape	George D. Stoddard, p Frank E. Schooley, gm Harold E. Hill, pd	Dee Sennett, pmm John R. Brugger, ce Don Brown, nd	Jack Murray, fd Elzer Marx, sd Jessie Heathman, wd	Assoc., Cap AP, UP RCA UP G
WKID 1948	1580 250-D	Sterling Bcstg. Co. P. O. Box 192 7-5431	McGillvra	Robert E. J. Snyder, ptrn. & cm Gene W. Phillippe, ptrn. & pd Jack R. Baum, ce	Dick Ingram, pmm Hal Nettleship, nd & sd Dick Williams, fd	Barbara Reidel, wd	
WKID-FM 1948	Chan. 277 (A) 103.3mc 2.4kw						

WAUKEGAN

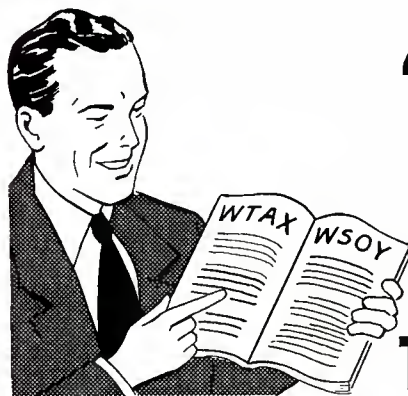
WKRS 1949	1220 1,000-D-DA	The News-Sun Bcstg. Co. P. O. Box 500 Delta 6-7900		F. Ward Just, p	Joseph B. Kirby, gm		Thes. AP G
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WEST FRANKFORT

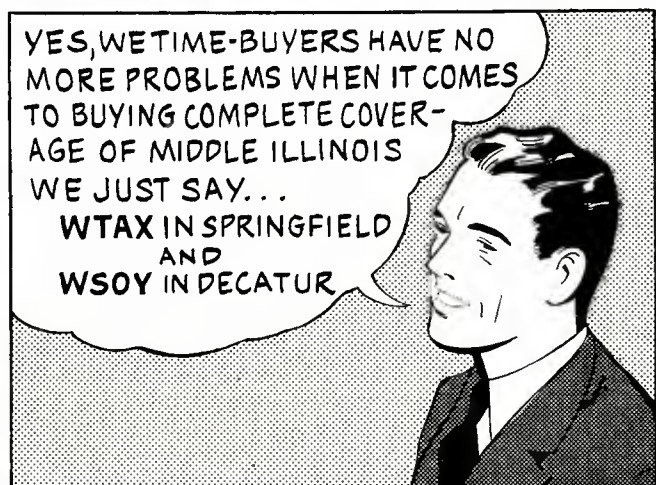
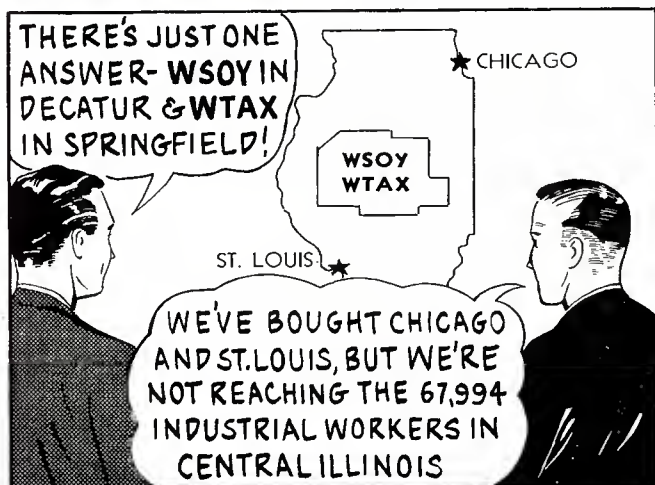
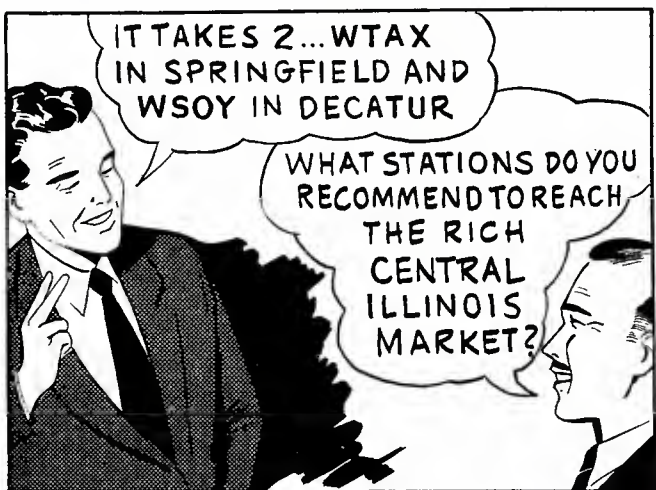
WFRX 1951	1300 1,000-D	Pyramid Radio Bcstg. & TV Co. Inc. 1300	Indie Sales	Dr. Guy W. Lambert, p Frank A. Browne, gm	Robert Peel, pd	Thomas E. Barnett, ce	Thes. UP G
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ZION

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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**No
More
"Problems"
for
Terence
the
Time Buyer!**



WTAX in Springfield and WSOY in Decatur cover the largest market in Illinois outside of Chicago. This market cannot be effectively reached by either Chicago or St. Louis stations — it requires WSOY and WTAX to sell this rich market. You have a popula-

tion of 875,200 with a total annual retail sales of \$912,925,000 48,160 farm families have an average annual income of \$13,701. You can reach this major market at APPROXIMATELY ONE-HALF the cost of any other major market in the U. S.

WTAX

CBS RADIO AFFILIATE
SPRINGFIELD

Represented by Weed & Co.

WSOY

CBS RADIO AFFILIATE
DECATUR

INDIANA

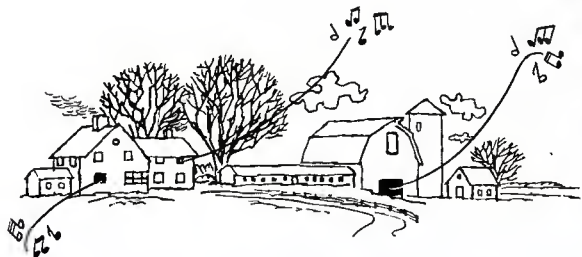
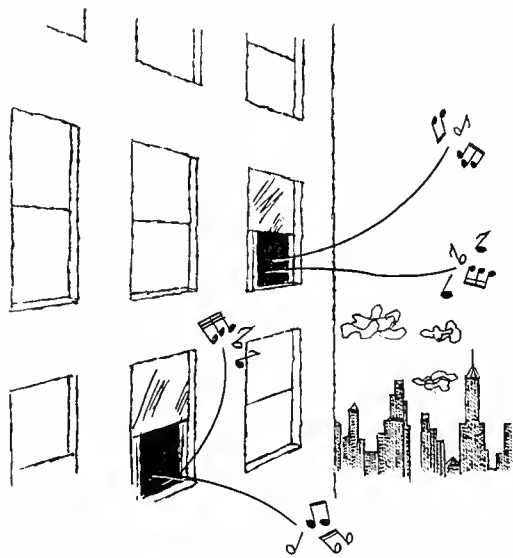
Executive Abbreviations

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

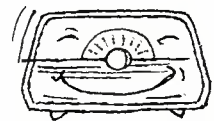
Transc. Li-
brary, News
Service
Transmitter

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	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	Transc. Li- brary, News Service Transmitter
ANDERSON						
WCBC 1947	1470 1,000-D	Civic Bestg. Corp. 204 Tower Bldg. 3-5321		Paul E. Billheimer, p Mel H. Krehbiel, gm & cm Cedric Harger, pd	Curtis Gordon, ce John J. Garrett Sr., treas. Jim Raines, nd & sd	Wild., Cole AP Col. Thes. AP G
WHBU 1923	1240 250	Anderson Bestg. Corp. 640 Citizens Bank Bldg. 7791	ABC, CBS Bolling	C. Bruce McConnell, p John R. Atkinson, gm	L. M. Shroyer, ce Maury Kirk, nd	Chuck Bailey, sd
BEDFORD						
WBIW 1948	1340 250	Radio Bedford Inc. P. O. Box 169 4421	MBS Grant	William C. Smith Jr., p & gm Louis E. Gaines, cm Claude Parsons, pd	Carl J. Finger, ce Noah Miller, nd John Naimo, sd	Abbie Heitger, wd L-W AP Col.
BLOOMINGTON						
WFIU (FM) 1950	Chan. 279 103.7mc 33kw	Trustees of Indiana U. Indiana U. 6811, ext. 240	NAEB	Elmer G. Sulzer, gm George Willeford, pd James Rolfe, ce	Jerrold Sandier, prod. d George C. Johnson, educ. d Mark D. Munn, continuity	Leo Loftus, nd Assoc., SES. UP GE
WTTS 1949	1370 5,000-D 500-N-DA-2	Sarkes Tarzian Inc. 535 S. Walnut St. 2-3366	ABC Meeker	Sarkes Tarzian, p Glenn Van Horn, gm Ray Bartlett, slm	George Fleetwood, pd Gerald Dyer, ce	Joe Trimboli, nd Maurice Latimer, sd Wild. AP Ray., RCA
WTVV (TV) 1949		Sarkes Tarzian Inc. E. Hillside Dr. 2-1407		(For full information see TELECASTING Yearbook)		
BOONVILLE						
WBNL 1950	1540 250-D	Boonville Bestg. Co. Lynville Rd. 980	KBS	H. C. Sanders, co-o, g & cm, ce Norman Hall, co-o, asst. m, pd, pmm & sd	C. K. Kleinlein, nd Leroy Drake, fd	Gerry Sanders, wd Owen Guthrie, slm Cole UP G
COLUMBUS						
WCSI 1950	1010 250-D	Syndicate Theatres Inc. 427 Third St. 3397	Rambeau	Joseph Fineran, p Dick Jewell, gm Ernie Kerns, pd	Philip Hurlbut, ce Bob Doll, pmm Charlie Powell, nd & fd	Bob Westermeyer, sd Gladys Nolting, wd Assoc., Thes. AP WE Fed.
WCSI-FM 1947	Chan. 229 93.7mc 71kw					
CONNERSVILLE						
WCNB 1948	1580 250-D	News-Examiner Co. 406 Central Ave. 1950	Gill-Keefe & Perna	George S. Tatman, p & secy. Emmett M. Jackson, gm & cm	Ralph T. Underwood, pd & sd James C. Wulliman, ce	Joanne Geis, wd Wild. UP GE
WCNB-FM 1948	Chan. 262 (B) 100.3mc 10kw					
ELKHART						
WTRC 1931	1340 250	Truth Pub. Co. 116 S. Second St. 3-1960	NBC Pearson	Donald McFall, gm Jerry Maloney, pd	Lester Zellmer, ce Mary Ann Whitman, pmm Phillip Haines, nd	Eldy Lundquist, sd Helen Carroll, wd UP RCA Fed.
WTRC-FM 1947	Chan. 264 (B) 100.7mc 33kw					
EVANSVILLE						
WEOA 1946	1400 250	WFBM Inc. 24 N. W. Third St. 4-9215	CBS Katz	Harry M. Bitner Jr., p Don Menke, gm & cm William Fall, pd	William Schultz, ce Carolyn Bosse, pmm & wd F. Courtney Smith, nd	Dick Anderson, sd 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 Erwin P. Schoeny, ce	Del Greenwood, pmm Fred Rollison, nd Marvin Bates, sd	Peggy Pressley, wd UP Col.
WMLL(FM) 1941	Chan. 233 (B) 94.5mc 25kw	(WGBF, AM affiliate)				
WIKY 1947	820 250-D	South Central Bestg. Corp. P. O. Box 148 4-8284	Pearson	John A. Engelbrecht, p, gm, cm, pd & pmm	George F. Stoltz, ce Don Sherwood, nd	Lynn Stone, sd Thes., Cap. AP Col. Fed.
WIKY-FM 1948	Chan. 281 (B) 104.1mc 19kw					
WJPS 1948	1330 5,000-D 1,000-N DA-2	WJPS Inc. 206 Main St. 5-2221	ABC Hollingbery	Robert S. Davis, p Robert J. McIntosh, gm Jack McLean, cm & sd	Verne Paule, pd James Jared, ce Clara Henry, bus. m	Geo. C. Compton, nd Charles L. Muller, fd Marilou Maddox, pmm & wd St., Wild. AP Fed.
FT. WAYNE						
WANE 1948	1450 250	Radio Ft. Wayne Inc. 1205 Ft. Wayne Bank Bldg. Anthony 6212	CBS Bolling	C. Bruce McConnell, p Charles E. Kennedy, sm Merlin Smith, loc. cm	Robert Hill, pd & sd Wm. Wallace Warren, ce Glenn Elliott, pmm	Doug Hadley, nd Jan Hendryks, wd St. AP
WGL 1924	1250 1,000-DA-2	News-Sentinel Bestg. Co. 201 W. Jefferson St. Eastbrook 3366	ABC Headley- Reed	Helene R. Foellinger, o Pierre Boucheron, gm, vp & secy. Henry Page, vp & treas.	Merrill C. Johnson, cm Norman Widenhofer, pd & fd Donald Holzapfel, ce	Richard Katt, pmm Len Davis, sd Mary McDonald, wd L-W UP RCA
WKJG 1947	1380 5,000-DA-2	Northeastern Ind. Bestg. Co. 220 E. Jefferson St. Anthony 2295	MBS Raymer	Clarence L. Schust, p Edward G. Thoms, gm Carl B. Evans, cm	Calo Mahlock, pd Hilliard Gates, asst. m & sd	Wayne Rothgeb, fd Wild. UP RCA
WKJG-FM 1948	Chan. 291 (B) 106.1mc 30kw					
WOWO 1926	1190 10,000	Westinghouse Radio Stations Inc. 124 W. Washington Blvd. 2136	NBC Free & Peters	J. E. Baudino, gm Carl W. Vandagriff, sm Paul E. Mills, cm	Bruce H. Ratts, ce Jess L. Hadsell, pmm	Bob Carlin, nd Jay Gould, fd Ernie Ashley, sd Thes. UP WH
WOWO-FM 1941	Chan. 241 (B) 96.1mc 16.5kw					
GARY						
WGRY 1950	1370 500-D	WGRY Inc. Lake Hotel 5-5151	Indie Sales	G. Melvin Whitney, p & ce Bob Ross Smith, gm, cm & pmm	Dan McHugh, pd & sd Bill Miller, nd & fd	Betty Baxter, wd SES. UP RCA
WWCA 1949	1270 1,000-DA-1	Lake Bestg. Co. 578 Broadway 9171		Dee O. Coe, p & gm Joe Fife, cm & pmm Todd Branson, pd & sd	Victor Voss, ce Ted Thorne, nd E. Huddleston, fd	Stacey Evans, wd AP Col.

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today
WFBM
Indianapolis
 delivers more
 for your money



today . . . more
city folks • suburbanites • farmers

have radios than ever before

7,350 MORE radio homes in one county only.

(Marion county in which Indianapolis is located)

*1949
165,950
 Radio Families

**1952
173,300
 Radio Families

All over WFBM's coverage area the radio-home figure has increased in county after county. BUT WFBM's rate has not increased. This means a PLUS—a BONUS in radio homes for you . . . a more-for-your-money buy in this rich Indiana market.

Put your advertising dollars to work where they can earn MORE. Include WFBM, Indianapolis, in your next schedule and get the PLUS-VALUE of Indiana's First Station.

*BMB STUDIO AUDIENCE REPORT
 **NIELSON COVERAGE SERVICE

INDIANA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
HAMMOND							
WJOB 1928	1230 250	South Shore Bcstg. Co. 449 State St. Sheffield 8400	McGillvra	R. C. Adair, p & gm Ed Rozhon, cm Bill Wobus, pd	Jess Peters, ce John Gibbs, nd Jerry Mitchell, fd	Hugh Hill, sd Leona Manis, wd	UP Ray.
WJIZ (FM) 1948	Chan. 222 92.3mc 10kw	(WJOB, AM affiliate)					
INDIANAPOLIS							
WFBM 1924	1260 5,000 DA-N	WFBM Inc. 1330 N. Meridian Lincoln 8506	CBS Katz	Harry W. Bitner Jr., p & gm William F. Kiley, cm Frank O. Sharp, pd	Harold Holland, ce David F. Milligan, pmm Gilbert Forbes, nd	Roger Gustafson, sd Harry Martin, fd	AP, INS
WFBM-TV 1949		WFBM Inc. 1330 N. Meridian St. Lincoln 8506		(For full information see TELECASTING Yearbook)			
WIBC 1938	1070 50,000-D 10,000-N-DA-2	WIBC Inc. 30 W. Washington St. Lincoln 2305	MBS Blair	R. M. Fairbanks, p & gm Gilbert I. Berry, cm William L. Dean, pd & pmm	Robert W. Minton, ce M. H. Geiger, secy.-treas. Gordon Graham, nd	Dix Harper, fd William F. Fox Jr., sd Alice Bayne, wd	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 Eugene E. Alden, ce Donald Bruce, day nd	Tom Carnegie, sd Paula Karr, wd Allen Jeffries, night nd	Wid. AP, UP RCA
WISH 1941	1310 5,000-D 1,000-N-DA-N	Universal Bcstg. Co. 1140 N. Meridian Plaza 4595	ABC Bolling	C. Bruce McConnell, p Robert B. McConnell, gm & evp William H. Spencer, cm & sm	William H. Frosch, pd Stokes Gresham Jr., ce Reid Chapman, pmm Gene Allison, fd	Luke Walton, sd Catherine Daniels, wd	Thes. AP RCA
WXLW 1948	1590 1,000-D	Radio Indianapolis Inc. 3003 Kessler Blvd. Hickery 6494	Pearson	Lyman S. Ayres, p Robert D. Enoch, gm & cm Greg Smith, pd	Bert Goetzing, ce John Randall, nd	Charles Brockman, sd	Cap. UP RCA
JASPER							
WITZ 1948	990 1,000-D	Jasper on the Air Inc. Hwy. 45 South 678		G. E. Metzger, p F. A. Higgins, gm	Dennis J. Keller, cm Pat Freson, pd	Joe Salvi, pmm James Young, ce	Wid. UP
KOKOMO							
WIOU 1948	1350 1,000 DA-2	N. Central Indiana Bcstg. Corp. Radio Center 6194	CBS Weed	Richard Blacklidge, p John Carl Jeffrey, vp, gm & cm William Randolph Cox, pd	Chester Rector, ce Robt. Bruner, nd Bill Hitt, fd	William Pipher sd	Thes. AP GE

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PEOPLE BUY...

THE THOUSANDS OF PRODUCTS
ADVERTISED ON **WIRE!**

WIRE doesn't want to sell time.

WIRE wants to sell your products to those thousands who buy—not only to its tremendous listening audience, year in and year out, but also to the 25,000 persons who annually attend "S'Prize Party" to see and sample the sponsor's products on display.



These are REAL LIVE PEOPLE—people who buy. They are just a few "thousands" of the EXTRAS you get when you buy **WIRE**.

No other station in the Indianapolis Market offers so many EXTRAS as **WIRE**—Indianapolis—5,000 Watts—Primary NBC

NATIONALLY REPRESENTED BY FREE and PETERS, Inc.

LAFAYETTE									
WASK	1450 1942 250	WFAM Inc. McCarty Lane Box 649 2-4300	MBS Rambeau	O. E. Richardson, p E. R. Herkner Richard W. Long, pd	Harry C. Garba, ce Harry Bradley, nd & sd	Jane Ransom, wd Earl Richardson, fd		UP Ray.	
WFAM(FM)	Chan. 236 (B) 1948 95.1mc 12kw	(WASK, AM affiliate)							
WFAM-TV	(CP)	WFAM Inc. McCarty Lane Box 649 2-4300		(For full information see TELECASTING Yearbook)					
LA PORTE									
WLOI	1540 1948 250-D	LaPorte Bcstg. Co. Rumely Hotel 3734		Hoyt Scott, p & sm				Cap. AP	
LEBANON									
WINL(FM)	Chan. 296 (A) 1951 107.1mc 0.59kw	Lebanon Bcstg. Co. 117 South Lebanon St. 17		Percy M. McGhee, p				Thes. INS RCA	
LINTON									
WETO	1600 (CP) 500-D	The Linton Bcstg. Co. c/o WBNL Boonville, Ind.		Henry C. Sanders, o					
LOGANSPOURT									
WSAL	1230 1949 250	Logansport Bcstg. Corp. P. O. Box 399 4261	MBS	John C. Cotner, p Raymond W. Baker, gm & cm	Ira G. MacCormack, Jr., pd, fd & pmm Earl Nelson, ce	Dick Jackson, sd		Assoc. AP RCA	
MADISON									
WORX(FM)	Chan. 244 (A) 1951 96.7mc 0.35kw	Knight-Cutler System R. R. 4, Telegraph Hill 962		Frances Knight, o & gm Charles N. Cutler, o & ce Dodd Gorman, cm	Earl Weis, pd Graham Taylor, nd Leo Waltz, fd	Bill Johnson, sd Nancy Cleveland, wd		SES., Thes. UP G	
MARION									
WBAT	1400 1947 250	Marion Radio Corp. Marion, Ind. 5500		John Henry Bone, p, g & cm					
WMRI(FM)	Chan. 295 (B) 1949 106.9mc 34kw	Chronicle Publ. Co. 610 S. Adams St. 4509		Gardner Thomas, p Robert A. Brennan, gm	Roscoe Johnson, cm Don McKellar, pd	Howard Mahoney, ce		Thes. WH	
MICHIGAN CITY									
WIMS	1420 1947 1,000-D 500-N-DA-N	Northern Ind. Bcstrs. Inc. 415 Franklin St. 5-5245	Rambeau	William N. Udell, p & gm Al Halus & Robt. K. Beel, cm	Richard S. Olson, pd Robert J. Schilling, ce Jean R. LaGrange, pmm	John H. Gleason, nd Stu McDonnell, fd Paul Schroeder & Howard Murdock, sd		UP Ray.	
WIMS-FM	Chan. 228 1949 93.5mc 1kw								
MUNCIE									
WLBC	1340 1926 250	Tri-City Radio Corp. Radio Center 4403	CBS Holman, Walker	D. A. Burton, p & sd W. F. Craig, vp, c & pmm	Lee Allerton, pd & fd M. M. Crain, ce	F. M. Hinshaw, nd Patricia Schaffer, wd		St. AP GE	
WLBC-TV	(CP)	Tri-City Radio Corp. P. O. Box 271 4403		(For full information see TELECASTING Yearbook)					
WMUN	Chan. 281 (B) (FM) 1947 104.1mc 7.4kw	(WLBC, AM affiliate)							
NEW ALBANY									
WLRP	1570 1949 1,000-D	Ohio Valley Bcstg. Inc. P. O. Box 285 1570 Clifton Ave. 4-2235		Roy L. Hickox, p & gm Milton Lamm, cm Keith L. Reising, pd	Eugene A. Fischer, ce Joe Gillum, pmm Joe Piggott, nd, sd & fd	Rita Loesch, wd		L-W UP Ray.	
NEW CASTLE									
WCTW(FM)	Chan. 273 (B) 1947 102.5mc 4kw	Courier-Times Inc. 202½ S. 14 St. 2600	Hoosier Scheerer	Scott B. Chambers, p & gm Howard White, cm Stanley Bock, pd	William P. Grant, ce	Ewin D. Ogborne, sm		Wld., Cap. AP GE	
PORTLAND									
WPGW	1440 1951 500-D DA	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		Wld., SES. UP G	
PRINCETON									
WRAY	1250 1950 1,000-D	M. R. Lankford P. O. Box 36 1250	KBS Indie Sales	M. R. Lankford, p Bryan Davidson, gm, pd & sd D. T. Critchfield, sls rep	Harold Bass, ce Ray Harry, pmm, nd & fd	Peggy Ingue, wd		St. AP G	
RICHMOND									
WKBV	1490 1926 250	Central Bcstg. Corp. 25 S. 9 St. 2-1156	ABC Meecker	Allan McCrea, p Lester G. Spencer, gm Roland L. Nusbaum, cm	C. L. Mitchell, pd Lou Duning, ce Spencer Danes, sd	Geneta Kern, wd Cedric & Mary Miller, fd		Thes., SES UP	
SALEM									
WSLM	1220 (CP) 250-D	Don H. Martin 306 Caleb St. 700	KBS	Don H. Martin, o, gm Kes Pollack, m Herb Adams, cm	George Fleetwood, pd Darrell Dixon, ce	Simon Spurgeon, nd B. L. Godfrey, sd Pauline Trotter, wd		Thes. Mac AP G	
SEYMOUR									
WJCD	1390 1949 500-D	Dr. A. C. Baker 1534 Ewing St. 1212	KBS	A. C. Baker, p & gm Bob Shippee, cm	Roger W. Bradley, pd Arnold Haun, ce	Johnny Otte, sd		Wld. AP G	
SHELBYVILLE									
WSRK(FM)	Chan. 267 (B) 1952 101.3mc 5kw	Bernard M. Dabney Jr. 125 E. Washington St. 1108		Bernard M. Dabney Jr., p, co, cm	Wayne Harris, pd Dale B. Blackwell, ce	Nicki Jordan, wd William Bernard, sd Blake Tabor, fd		Wld., SES. UP GE	
SOUTH BEND									
WHOT	1490 1944 250	South Bend Bcstg. Corp St. Joseph & Monroe Sts. 7-1566	ABC Bolling	C. Bruce McConnell, p Robt. B. McConnell, gm C. J. Pajakowski, cm	Jack Douglas, pd Ira D. Kealy, ce Jack Melloy, nd	Frank Crosiar, sm & sd Mrs. J. B. Riley, wd		Assoc. AP	
WJVA	1580 1947 250-D	St. Joseph Valley Bcstg. Corp. 206 S. Main Mishawaka, Ind. Mishawaka 5-8620	KBS Burn-Smith	F. R. Householder, p & gm Charlie Sharpless, cm & fd	Vince Doyle, pd, sd & nd Francis Bock, ce	Owen Lackey Jr., pmm Catherine Griffin, wd		UP Col.	
WSBT	960 1922 5,000 DA-2	South Bend Tribune 223 W. Colfax Ave. 3-6161	CBS Raymer	F. A. Miller, p R. H. Swintz, gm N. B. Welch, cm	R. J. Drain, pd W. A. Sweitzer, pmm Arthur O'Neal, ce Joe Boland, sd	G. R. Houser, nd Bill Johnson, fd Eleanor Moore, wd		St., Thes. UP RCA	
WSBT-TV	(CP)	South Bend Tribune 223 W. Colfax Ave. 3-6161		(For full information see TELECASTING Yearbook)					
TELL CITY									
WTCJ	1230 1948 250	James R. Brewer Tell City 740		James R. Brewer, o & m					

INDIANA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter
TERRE HAUTE						
WBOW 1927	1230 250	Banks of the Wabash Inc. 303 S. 6th St. Crawford 5034	NBC Weed	Alvin Eades, p Wm. F. Rippe toe, gm & cm Harry Frey, pd	Howard Stewart, ce Madeline Barry, pmm Howard Stevens, nd	Darl Wible, sd Wanda Campbell, wd Thes. AP, UP
WBOW-FM 1947	Chan. 266 (B) 101.1mc 20kw					
WTHI 1948	1480 1,000 DA-2	Wabash Valley Bcstg. Corp. 120 S. 7th St. Crawford 9481	CBS Bolling	Anton Hulman Jr., p Joseph M. Higgins, gm Richard M. Forbes, cm	Ben Falber Jr., pd Louis A. Froeb, pmm Don Petit, ce	Ed Gress, nd Gregg Callahan, fd Dave Martin, sd Helen Ryan, wd Wld., L-W UP RCA
WTHI-FM 1948	Chan. 260 (A) 99.9mc 7.2kw					
VINCENNES						
WAOV 1940	1450 250	Vincennes Sun Co. Grand Hotel 787	MBS Free & Peters	Eugene C. Pulliam, p Tom Peden, gm & cm Dick Shaughnessy, pd	Ralph Baldwin, chief tech. Roy Stanley, pmm Austin Edmondson Sr., nd	Hal Roche, sd Dorothy Wilkes, wd Wld. UP WE
WARSAW						
WKAM 1949	1220 250-D	Kosciusko Bcstg. Corp. Warsaw, Ind. 65	KBS Holman	J. W. Autenrieth Jr., p & gm	Howard Wheelock, ce	Doris Knight, wd AP
WRSW 1952	1480 500 DA-2	Reub Williams & Sons Inc. Times Bldg. 155	Hoosier	R. B. Williams, p C. Reuben Williams, gm & nd W. Mollenhour, cm & bus. m	Robt. Richmond, pd Fred Gresso, ce Jack Essenberg, pmm	Milo Clase, fd & sd L-W, Cap., Wld. UP Col. WE
WRSW-FM 1948	Chan. 297 (B) 107.3mc 36kw					
WASHINGTON						
WFML(FM) 1948	Chan. 293 (B) 106.5mc 14kw	Washington Radio Inc. 615 SE 11th St. 1810		Robert E. Williams, gm William Shilkett, cm	Joseph Edwards, pd Paul Davis, ce	Emily Osman, wd Bert Moore, fd Cap. AP GE
WEST LAFAYETTE						
*WBAA 1922	920 5,000-LS 1,000-N DA-N	Purdue University 92-2385		James S. Miles, gm John Henderson, act. m	John DeCamp, pdm & sd Ralph R. Townsley, ce	Horace Tyler, fd Mary Alice Crosson, wd Assoc., SES. UP Col.
IOWA						
AMES						
KASI 1948	1430 1,000-D	Ames Bcstg. Co. 328½ Main St. 3460	KBS Midwest Continental	W. S. Rupe, p A. A. Skinner, gm & cm R. B. Tillerson, pd	Doyle Kelso, ce Dean Albert, nd A. C. Anderson, fd	Ann Walters, wd Thes. UP Ray.
*WOI 1922	640 5,000-D	Iowa State College 2500, Ext. 281	NAEB Tape	Richard B. Hull, gm Richard Vogl, pd Ray Giese, oprs. m	Louie L. Lewis, ce James Schwartz, nd Dale Williams, fd & sd	Martha Wilkin, wd Wld. St. AP, UP RCA
WOI-TV 1950		Iowa State College 2500, Ext. 281		(For full information see TELECASTING Yearbook)		
ATLANTIC						
KJAN 1950	1220 250-D	Geo. Basil Anderson Atlantic 1717	KBS Biddick, Continental	Geo. Basil Anderson, p Ken Stobaugh, gm	Bob Falk, ce	H. A. Preston, nd & sd Wld. SES. AP G
BOONE						
*KFGQ 1927	1260 250-D	Boone Biblical College				
KFGQ-FM 1950	Ch. 237 (A) 99.3mc 0.31kw					
KWBG 1950	1590 1,000-LS 500-N-DA-N	Boone Bcstg. Co. P. O. Box 36 1590	Tall Corn Pearson	Harold L. Fisher, p Paul E. Millen, gm & pd	Bob Erickson, cm & sd Dan Garretson, ce	Signe Shaler, nd & wd Wld., Thes. UP, INS GE
BURLINGTON						
KBUR 1941	1490 250	Burlington Bcstg. Co. National Bank Bldg. 680	ABC, Missouri Taylor	G. B. McDermott, p & gm David H. Steinle, cm Dick Mosen, pd & nd	Jack Gallino, ce Grant Marshall, pmm & sd Carl Klauss, fd	Jane Brooks, wd St. AP RCA
CARROLL						
KCIM 1950	1380 1,000 DA-2	Collison Bros. 520 N. Adams 3586-7	Tall Corn Pearson	Lynn Bickett, gm Warren Stout, cm	Dale Barton, pd, fd & sd Gene Reiff, ce	Mrs. Dorothy Clark, nd L-W, Thes. INS RCA
CEDAR RAPIDS						
KCRG 1947	1600 5,000 DA-N	The Gazette Co. 104 First St. SW 4-4194	MBS Burn-Smith	Joseph F. Hladky Jr., vp & secy. Fred W. Wagenvoort, gm Wade S. Patterson, loc. slm	Ralph R. Willey, pd Kenneth Pendleton, ce Edna A. Herbst, pm & publ. d	Dick Yoakam, nd Rex Conn, fd Bob Brooks, sd Wld. AP, INS Col.
KCRK(FM) 1947	Chan. 245 (B) 96.9mc 50kw	(KCRG, AM affiliate)				
KPIG 1950	1450 250	Cedar Rapids Bcstg. Cedar Rapids 3-8265	Tall Corn Pearson	Allen H. Embury, o vp & sd Gene Carson, cm	Jordan Jacks, pd James Duryed, ce	Bob Davis, nd Cap. UP Col.
WMT 1922	600 5,000 DA-N	American Bcstg. Stations Inc. Paramount Theatre Bldg. 6127	CBS Katz	Mrs. Helen S. Mark, o & evp Wm. B. Dolph, o & evp Wm. B. Quarton, gm Lew Van Nostrand, cm	Douglas B. Grant, prog. m George P. Hixenbaugh, ce Leo F. Cole, pmm Dick Cheverton, nd	Chuck Worcester, fd Tait Cummins, sd Helen Roberts, wd L-W, Thes. AP, UP, INS RCA
CENTERVILLE						
KCOG 1949	1400 100	Centerville Bcstg. Co. 1910 S. Main 131 & 407	KBS McGillvra	Robert K. Beck, p Al M. Farber, gm & cm Margaret Ashby, pd & nd	Robert J. Reimers, ce & sd	Warren Langfitt, fd L-W AP RCA
CHARLES CITY						
KCHA 1949	1580 250-D	Inland Bcstg. Corp. 300½ North Main 787	KBS, Upper Midwest McGillvra	Dean Hollingsworth, p Charles E. Wright, gm & pmm Vern Harvey, cm	Doris La Bounty, pd Loren Koesling, ce Milford Reed, fd	Vern Bromberg, sd Dorothy McFarland, wd UP Col.

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To a time buyer
with
no
time
on
his
hands



Y

OUR CROWDED DAY

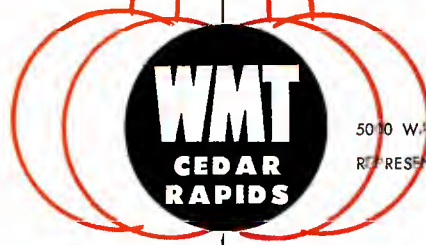
consists of crowded hours . . . and if the day isn't long enough you crowd some night hours. All day long you run into characters talking off the tops of their heads, throwing it on the table for what it's worth, willing to pool their brains, thinking out loud, but who won't buy it. When you get the bugs ironed out after suitable woodshedding, the ball is back in court, money-wise, and you're tuned in on the right antenna. But before plans are finalized, the thing comes unwrapped and, copy-wise, has to be updated. It figures.

No matter how many gimmicks there are in the hopper, you don't need a survey to prove that a day has only so many hours. That troubles us too—we also have little time on our hands.

But we don't overlook anybody who wants to listen—even the folks who work while you sleep. Without radio, life can be lonely for truckers, cops, firemen, milkmen, doctors—and scores of other all-night workers. For them we stay on the air from midnight to morning six days a week, broadcasting road reports, news, weather, music, commercials, and good will.

We figure night workers get lonely and lonely people *listen*. (Have to—to keep from getting lonelier.) Stands to reason they listen *closely*, too. No interruptions. That's why the small hours are choice hours for reaching a predominantly male audience in Eastern Iowa—just as all other hours are fine for reaching a third of a million families who listen to WMT every week.

Please spot-check us anytime. Or tune in on our antenna via our national reps, The Katz Agency.



5010 WATTS, 600 KC

REPRESENTED NATIONALLY BY THE KATZ AGENCY

BASIC CBS RADIO NETWORK

IOWA (Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transe. Library, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
CHEROKEE							
KCHE 1952	1440 500-D	Cherokee Bestg. Co. 219½ W. Main St. 51		Russell A. Hickmon, gm & cm	Charles Reznikov, pd & pmm	Sterling H. Heil, ce	Thes. AP Col.
CLINTON							
KROS 1941	1340 250	Clinton Bestg. Corp. 246 Fifth Ave. S. 448	MBS, Tall Corn Pearson	William S. Jacobsen, p Bernard M. Jacobsen, gm Darline Gordon, cm	Ralph Stoeckel, pd Gerald A. Parker, ce Lee White, nd	Don Ballinger, fd Henry Dihlmann, sd Gwen Johnson, wd	Thes. UP Col. RCA
KROS-FM 1948	Chan. 242 (B) 96.1mc 13kw						
COUNCIL BLUFFS							
KSWI 1947	1560 500-D	Nonpareil Bestg. Co. 120 Council Bluffs Savings Bank 4041		Robert R. O'Brien, p gm & cm	Harold Hughes, sm	Harry C. Stutzman, ce	Assoc. Thes. AP Col. GE
KSWI-FM 1947	Chan. 241 (B) 96.1mc 9.6kw						
CRESTON							
KSIB 1946	1520 1,000-D	Southwest Bestg. Co. Creston 55	KBS, Tall Corn Pearson	Arthur Horning, p E. M. Horning, gm & cm Jack Mills, pd & nd	Paul Ransom, slm Arnold E. Wilson, ce	Les Wright, fd Dutch Horning, sd Dorothy Lindley, wd	Thes. INS Ray.
DAVENPORT							
KFMA 1952	1580 250-D	KFMA Bestg. Co. 415 Perry St. 6-4407		A. D. Peirce, p & gm Frank Frost, cm	Wayne Mack, nd & fd Doris Hanner, pmm	L. W. Andrews, ce	Cap. UP RCA
KSTT 1946	1170 1,000 DA-2	Davenport Bestg. Co. Inc. 324 Main St. 6-2541	MBS Sears & Ayer	Hugh R. Norman, p Jerry Dunphy, gm Neil C. Conklin, cm	Warren Anderson, pdm A. M. McGregor, ce	Milo Hamilton, sd Lois Snively, wd	McG. UP Col.
WOC 1922	1420 5,000 DA-2	Tri-City Bestg. Co. 1002 Brady St. 3-3661	NBC Free & Peters	Col. E. J. Palmer, p Ernest Sanders, m D. D. Palmer, vp & treas.	Ralph Evans, evp Wm. D. Wagner, secy. Fred A. Reed, asst. m & sis. pmm	Chas. Freburg, pd Paul Arvidson, ce	L-W, Thes UP Col. RCA
WOC-FM 1948	Chan. 279 (B) 103.7mc 47kw						
WOC-TV 1949		Central Bestg. Co. 805 Brady St. 3-3661					
(For full information see TELECASTING Yearbook)							
DECORAH							
KDEC 1947	1240 250 S-KWLC	Scenic Bestg. Co. State Rd. 1240	MBS, Tall Corn Pearson	Verne Koenig, p, co-m & pd	Kenneth Bjerke, co-m, cm & sd	Arnold Zaruba, ce H. Erdmann, nd	Assoc. AP G G
*KWLC 1926	1240 250 S-KDEC	Luther College Decorah 687		Lee Eitzen, d	Dan Kvaase, nd	Anita Flint, wd	
DES MOINES							
KCBC 1947	1380 1,000 DA-1	Majestic Bestg. Co. 2323 Grand Ave. 4-3151	Forjoe	Karl Peters, p Rollo H. Bergeson, gm, cm & pmm	Robert W. Dawson, pd	Robert S. Brown, ce	INS
KIOA 1947	940 1,000-D 5,000-N DA-2	Independent Bestg. Co. 10th & Mulberry 2-9191	MBS AM Radio Sales	Ralph L. Atlass, p H. W. Cassill, gm Lee Harris, pd	Lloyd Amoo, ce R. J. Nash, fd Bob Elston, sd	Betty Wells, wd	Wid. UP, INS RCA
KRNT 1935	1350 5,000 DA-N	Cowles Bestg. Co. 715 Locust 3-2111	CBS Katz	Gardner Cowles, p Robert Dillon, sm Paul Elliott, cm	Richard Covey, pd Joe Hudgens, pmm Charles Quentin, ce	C. N. Duncan, asst. ce Russ VanDyke, nd Al Coupee, sd	Stan. AP, UP RCA Wh.
KRNT-FM 1952	Ch. 283 (B) 104.5mc 50kw						
KSO 1922	1460 5,000-DA-N	Murphy Bestg. Co. 800 Farm Bur. Bldg. 3-0571	ABC Petry	Kingsley H. Murphy, p S. H. McGovern, gm & cm	Bill C. Baldwin, pd & pmm F. E. Bartlett, ce	Gene Shumate, sd Maefloyd Shumate, wd Glenn Goodwin, nd	Cap. AP RCA
KSO-FM 1948	Chan. 247 97.3mc 15.5kw						
KWDM 1948	1150 1,000 DA-2	Des Moines Bestg. Corp. 407 5th Ave. 2-8363		George W. Webber, p & cm Robert L. Webber, gm Edith L. Webber, pd & wd	Al Triggs, pmm & sd Werner Schwarz, ce. Truman Walrod, nd		Assoc. Cole SES INS Ray. Wh.
WHO 1924	1040 50,000	Central Bestg. Co. 914 Walnut St. 3-7147	NBC Free & Peters	Col. B. J. Palmer, p D. D. Palmer, vp & treas. Ralph Evans, evp Paul A. Loyet, vp & res. m	Wilfred W. Wood, asst. res. m Wm. D. Wagner, secy. Harold Fulton, slm Jack Kerrigan, pd	Reed E. Snyder, ce Jack D. Shelley, nd	SES, Thes. AP, UP, INS WH
WHO-FM 1948	Chan. 262(B) 100.3mc 400kw						
DUBUQUE							
KDTH 1941	1370 1,000	Telegraph Herald 8th & Bluff Sts. 3-7351	NBC Tall Corn Pearson	F. W. Woodward, p K. S. Gordon, gm Al Newburg, h, cm	Arnie B. Stierman, pd G. McAleece, pmm & sd R. I. Hancock, ce	George Freund, nd J. N. Pierce, wd	Assoc. Wid. AP
KDTH-FM 1947	Chan. 263 (A) 100.5mc 45kw						
WDBQ 1933	1490 250	Dubuque Bestg. Co. 505 Main St. 3-8241	ABC, MBS Meeker	James D. Carpenter, p & gm Harry Hafzenbuehler, cm	Gleason Kistler, pd & fd Donald Heim, ce	Robert Carpenter, pmm John Husak, sd Vaughn Gayman, nd	Thes. UP RCA
WDBQ-FM 1948	Chan. 277 103.3mc 15kw						
ESTERVILLE							
KLLI 1952	1340 100	Esterville Bestg. Co. Box 173		Wm. E. Schons, p & gm Robert Sterenborg, cm & sd	Marvin Schuly, pd & pmm Gene Randolph, ce	Fatsey Mouritsen, nd Marion Fournier, wd	L-W, SES AP Col.

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RADIO—10.4 HOURS

Radio — 10.4 hrs. per day



Television — 2.6 hrs. per day



Daily Newspapers — 1.2 hrs. per day



Magazines — 0.79 hrs. per day



Weekly Newspapers — 0.17 hrs. per day

Iowa's 806,000 families spend more than **TWICE** as much time with **RADIO** as with all other media **COMBINED!**

and **WHO** continues to be Iowa's **BEST ADVERTISING BUY!**

Send for the **FACTS TODAY!**

These facts are taken from the 1952 Iowa Radio-Television Audience Survey conducted by Dr. F. L. Whan of Wichita University, and his staff. The new Survey again proves that radio is by all odds Iowa's best advertising value . . . and that *WHO* continues to be Iowa's best advertising buy!

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



FREE & PETERS, INC.
National Representatives

IOWA (Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
FORT DODGE							
KVFD 1939	1400 250	Northwest Bestg. Co. Warden Bldg. Walnut 3761	MBS Tall Corn Pearson	Edward E'reen, p & gm Lester E. Person, cm Drexel Peterson, pd & fd	David Sinclair, ce Johnny Green, sd Ken Peterson, nd	Mary Rankin, wd	L-W UP, INS RCA
<i>KFMY (FM)</i> 1947	<i>Chan. 274 (B)</i> 102.7mc 10kw						
FORT MADISON							
KXGI 1948	1360 500-D	KXGI, Inc. Marquette Bldg. 1360	Clark	Wm. E. Walker, p Greg Rouleau, gm Dick Moore, cm & pmm	Dick Lawrence, pd & sd Wallace Werz, ce Durward Early, nd	Ted Lan, fd Tish Cook, wd	L-W AP Ray.
IOWA CITY							
KXIC 1948	800 1,000-D DA	Johnson County Bestg. Corp. 108½ E. Washington St. 8-1181	KBS Rambeau	Gene Claussen, g, cm & sd F. M. Broders, pd Elliott Full, ce	Rex Whitesell, pmm Bob Shafer, nd	Irv Duddleson, fd Naomi Welty, wd	Wid., Cap. UP, INS Col.
*WSUI 1919	910 5,000 DA-1	State Univ. of Iowa Iowa City 8-0511		Carl H. Menzer, gm Richard Setterberg, pd	S. J. Ebert, ce	Arthur Barnes, nd	Thes. AP RCA
KEOKUK							
KOKX 1948	1310 1,000-D 500-N DA-2	Keokuk Bestg. 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	Wid., Cap. AP G
<i>KOKX-FM</i> 1948	<i>Chan. 274 (B)</i> 102.7mc 3.7kw						
MARSHALLTOWN							
KFJB 1923	1230 250	Marshall Electric Co. 133 E. Main St. 3361	MBS Tall Corn Pearson	John Norris, p Wm. P. White, gm Wm. C. Doll, cm	Allan N. Schrock, pd & pmm Herbert G. Anderson, ce Bob Billman, n & fd	Dales Smith, sd Virginia Knop, wd	Thes. UP RCA
MASON CITY							
KGLO 1937	1300 5000 DA-N	Lee Radio, Inc. 12½ 2nd St., N. E. 2800	CBS Weed	Lee P. Loomis, p Herbert R. Ohrt, evp & gm Charles D. Hilton, cm Walter Rothschild, natl. slm.	Roger Sawyer, ce Donald Harrer, pmm Wm. G. Suter, pd & sd	Ken Kew, nd Al Heinz, fd Ann Good, wd	Wid. AP, UP RCA
<i>KGLO-FM</i> 1948	<i>Chan. 266 (B)</i> 101.1mc 16kw						

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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 . . .
240,250 people with an annual effective buying income of \$451-Million . . . \$1,877 per capita . . . 31.9% above the national per capita. These people spend \$274-Million in Quint-City retail outlets annually . . . \$1,140 per capita . . . 17% above the national per capita average.

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 31-year old station . . . which has delivered the Quint-Cities' favorite radio listening since 1922 . . . SEE YOUR NEAREST F & P man.

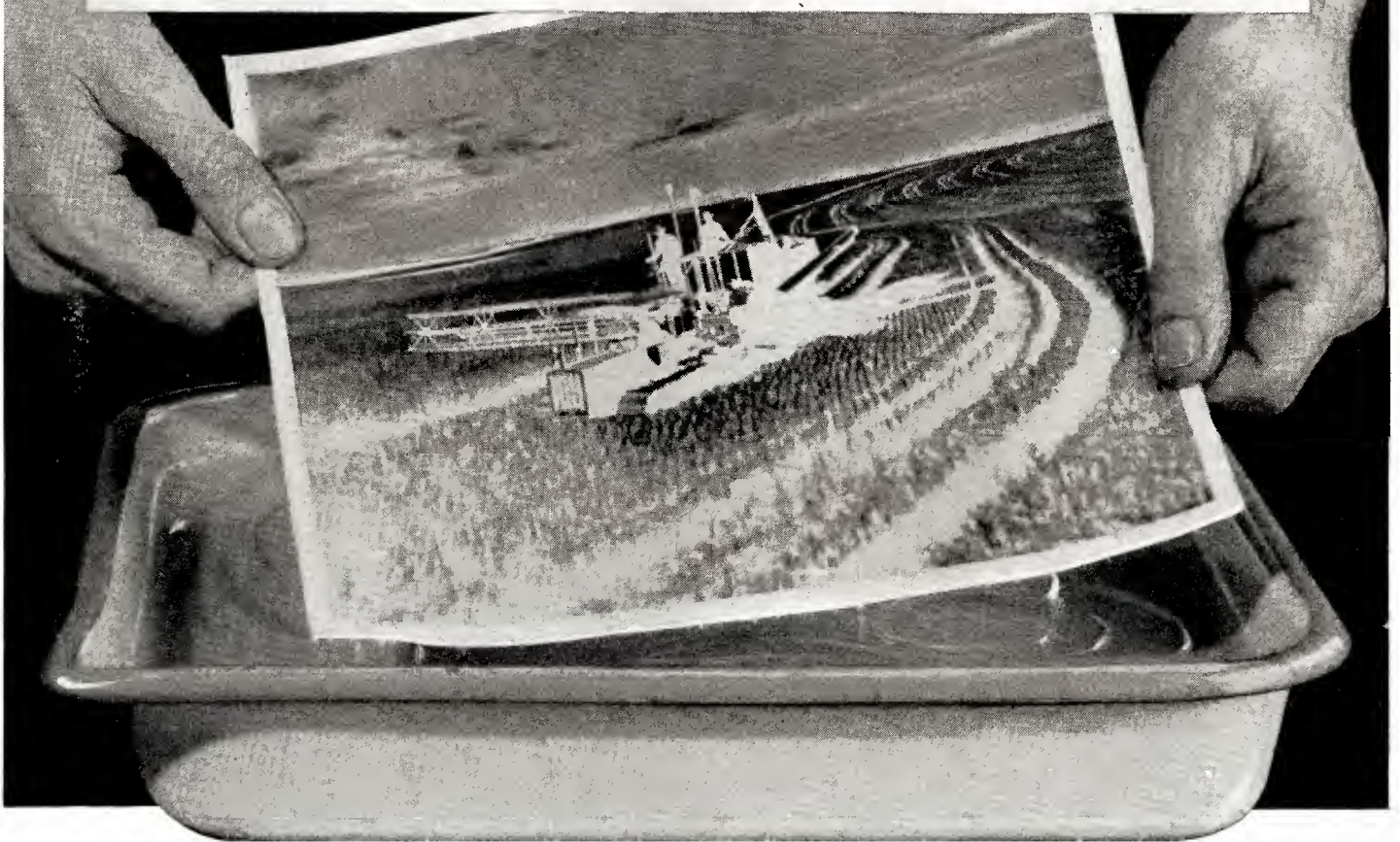
Col. B. J. Palmer, president
Ernest C. Sanders, manager

NBC Affiliate
5000W - 1420 KC
DAVENPORT,
IOWA

Free & Peters, Inc.
Exclusive National
Reps.



DEVELOP YOUR SALES IN KANSAS



FIRST



Remember that the economic life of Kansas revolves around the FARM. Directly or indirectly, the welfare of the majority of village, town, and even city dwellers, is dependent on AGRICULTURE.

All these people earn their bread and butter by supplying the FARMER'S needs or selling the distributing products of the FARM.

SECOND



Far peak sales you must reach the FARMER and his family. They're as important as the Detroit auto worker or the Pittsburgh steel worker. Your local dealers know this. They focus THEIR sales efforts on these First Families of Agriculture.

They'll move more merchandise for you if your advertising pre-sells the FARMER.

THIRD



You can do the fastest, most thorough job of selling the Kansas farmer by using the station he listens to most—WIBW.* We have the ear of the farmer and his family from sunrise to midnight

because WIBW is the FARM Station of Kansas and adjoining states. We always have been. We always will be.

MARKET FACTS YOU SHOULD KNOW

Last year, the gross income of each Kansas farm was \$8,313.00**

Ever since our founding in 1924, farm and small town listeners have depended on WIBW for market reports, crop conditions, weather, news, and the last word in advanced farming practices.

Ownership of power machinery hits all time high . . . helps jump Kansas farm income to \$1,069,775,000.00†

Person to person selling is the key to fast results for WIBW advertisers. Listeners in four states know our entertainers and announcers by their first names—flock to see them in personal appearances—act on their recommendations.

Last year, WIBW listeners sent us letters enclosing \$205,062.71 for direct purchases or premium redemption—averaging over \$1.00 for every piece of mail. That's confidence! THAT'S REAL ACTION!

Compare the sales potential of the WIBW market with any "high income" industrial area where most of the family income must be set aside for exorbitant rents and skyrocketing living costs. Most Kansas farm families pay no rent. They live off the land. They have a higher per-capita spendable income. These are our listeners. They buy WIBW-advertised merchandise in preference to other brands. Let us prove it for you . . . with INCREASED SALES FOR YOUR PRODUCT.

* Kansas Radio Audience '52

** Consumer Markets '52-3

† Sales Management '52

WIBW

Serving and Selling
"THE MAGIC CIRCLE"
Rep.: Copper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN



C
B
S
RADIO
TOWNS
KANSAS

Rep. Copper Publications, Inc. • Ben Ludy, Gen. Mgr. • WIBW • KCKN

KANSAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. sim;	Pres. p; Prog. Dir. pd;	Exec. up Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	
TOPEKA							
KJAY 1949	1440 5,000-D 1,000-N DA-2	S. H. Patterson 908 Kansas Ave. 3-1336	Forjoe	S. H. Patterson, p Norwood J. Patterson, sta. d	Wilber Upchurch, gm Roy Vernon, pd	Gale A. Totten, ce Jack Dale, sd INS G
KTOP 1947	1490 250	Charles B. Axton 214 W. 6th St. 4-3444	MBS Pearson	Bailey Axton, p & gm Allan Curnutt, cm	Jack W. Ostrode, pd Willard H. Peterson, ce	Bob Ballard, sd Marie McKinney, wd & asst. m	Assoc. AP Col.
WIBW 1926	580 5,000 DA-N ST-KSAC	Topeka Bcstg. Assn. 1035 Topeka Blvd. 4-2377	CBS Capper	H. S. Blake, p Ben Ludy, gm Hilton Hodges, cm	Maude Carlson, pd Allan Young, pmm	Lewis Dickensheets, ce Wes Seyler, fd	L-W, St. AP, UP RCA
WREN 1927	1250 5,000 DA-N ST-KFKU	WREN Bcstg. Co. 411 W. 10th St. 2-0505	ABC Weed	Alf M. Landon, p Fred L. Conger, cm & pmm	Max Falkenstein, prog. m & sd Frank Jones, nd & fd	Dottie Paige, wd	Wld. UP WH
WICHITA							
KAKE 1947	1240 250	KAKE Bcstg. Co. Inc. 420 W. Douglas 4-9369	MBS Radio Reps.	Jack Todd, vp & gm Martin Bass, cm	Graeme Fletcher, pd & nd Harold H. Newby, ce	Bill Young, sd	Wld. AP RCA
KANS 1936	1480 5,000-D 1,000-N DA-2	Taylor Radio & Television Corp. 1015 N. Broadway 4-2387	NBC Taylor	O. L. (Ted) Taylor, p Archie J. Taylor, gm Dudley Tichenor, cm	Justin Bradshaw, pd Russell L. Lowe, pmm Max Miller, ce	George Gow, nd Vernon Reed, fd Dave Wilson, sd	Assoc. AP, UP Col.
KFBI 1923	1070 10,000-D 1,000-N DA-N	KFBI Inc. 200 E. First St. 2-1447	ABC Avery- Knodel	Howard Lane, p Hale Bondurant, gm & cm Clarence Sewell, sim	George Wells, pd B. J. Price, pmm K. W. Pyle, ce	Bob Gadberry, nd Lester Weatherwax, fd Jack Campbell, sd	Wld. AP RCA
KFH 1922	1330 5,000-DA-N	The Radio Station KFH Co. KFH Bldg. 2-4491	CBS Petry	John Rigby, p M. M. Murdock, evp Frank V. Webb, vp & gm	Thomas P. Bashaw, pd Virgil G. Hinchshaw, ce Dick Gavitt, nd	Bruce Behymer, fd Hal O'Halloran, sd Ethel Jane King, wd	Cap. AP, UP WE
KFH-FM 1948	Chan. 262 (B) 100.3mc 10.5kw					 GE
KWBB 1951	1410 1,000 DA-2	Wichita Beacon Bcstg. P. O. Box 486 7-1265	Pearson	Louis Levand, p John M. Hall, gm John Merrell, cm	Chick Martin, pd & fd Ralph McClellan, ce Kern Trimble, nd	Bob Mays, sd Virginia Welch, wd	Cap. Thes. AP GE
KENTUCKY							
ASHLAND							
WCMI 1934	1340 250	Ashland Bcstg. Co. 120 20th St. P. O. Box 949 3010	CBS Pearson	Gilmore N. Nunn, p Charles C. Warren, gm W. R. Martin, asst. m & pmm	George Marshall, pd & nd Clarence W. Weaver, ce Rudy Perez, fd	Bettye Allen, wd Dick Martin, sd	Wld., Thes. SES. UP RCA
WCMI-FM 1948	Chan. 229 (B) 93.7mc 4.4kw					 WE
WPTV(TV) (CP)		Polan Industries 321 8th St. P. O. Box 1720 Huntington, W. Va.					(For full information see TELECASTING Yearbook)
BOWLING GREEN							
WKCT 1947	930 1,000-LS 500-N DA-N	Daily News Bcstg. Co. P. O. Box 727 4325	ABC McGillivra	J. Ray Gaines, p Alvis H. Temple, gm, cm & pmm Jack Eversole, pd	Haro Durham, co-eng. Jack Hendricks, co-eng. James Topmiller, nd	(Mrs.) Audrey Jackson, wd	Thes. UP G
WLBJ 1940	1410 5,000-D 1,000-N DA-2	Bowling Green Bcstg. Co. Fairview Ave. 3212-3	MBS Burn-Smith	Ken D. Given, p & gm Bob Proctor, cm & sd Bill Stamps, pd	Bill Kuznitsf, pmm Rondall Miller, ce Bartley Hagerman, nd	Jim Jones, fd Helen Griffin, wd Georgia Bates, secy.	Wld. AP G
WLBJ-FM 1948	Chan. 266 (B) 101.1mc 8.6kw						GE
CAMPBELLSVILLE							
WLCK 1951	1450 250	Taylor Bcstg. Co. Inc. P. O. Box 248 380		Redman Turner, p & gm Lindsey Harden, cm	Dean Harden, pd J. B. Crawley, ce & asst. m	Doris Holt, wd	Cole, L-W UP G
WTCO 1948	1150 1,000-D	So. Central Kentucky Bcstg. Co. 203 E. Main St. 250		H. T. Parrott, p James Shacklette, secy.- treas., gm & pd	Frank Hayden, cm & sd Howard Barrett, ce	Hank Murry, nd Elwanda Miller, wd	Wld., SES. UP G
COLUMBIA							
WAIN 1951	1270 1,000-D	Tri-County Radio Bcstg. 1270 Wain St. 4111	KBS	S. C. Bybee, p, gm & fd Lanier Burchett, cm & pmm Oris Gowen, pd	Lewis Owens, ce & sd Dishman C. Mullins, nd	Martha Tupman, wd	Thes., Mac. UP G
CORBIN							
WCTT 1947	680 1,000 DA-N	Corbin Times-Tribune Inc. Corbin 1071	MBS, KBS	J. Springer Robinson, p John L. Crawford, gm S. G. Hembree, cm & pmm	Kenneth Z. Turner, pd Russell Henson, ce & nd Archie Wyatt, sd	Ruth Mauney, wd	Wld. AP G
COVINGTON							
WZIP 1947	1050 250-D	WZIP Inc. 6th & Madison Juniper 5300	KBS	Arthur L. Eilerman, p, gm & cm Edwin C. Toleman, pd & ce Walter Rehbaum, nd	Ralph Lawson, sd Raymond L. Scott, fd	Carmen G. Eilerman, wd AP RCA
CUMBERLAND							
WCPM 1951	1490 250	Blanfox Radio Co. Inc. Brown St. 260	KBS, MBS	R. B. Helms, p Murry Woroner, sm, cm, ce & nd	Jay Barlow, asst. m, pd & sd	Jean Estep, wd	Thes. UP Col.
DANVILLE							
WHIR 1947	1230 250	Commonwealth Bcstg. P. O. Box 234 1230	KBS Holman	W. T. Isaac, p & cm	David B. Highbaugh, pd, nd & fd	Henry C. Lovell, ce	Wld. UP Col.
ELIZABETHTOWN							
WIEL 1950	1400 250	Elizabethtown Bcstg. Co. 5151-5152	KBS	Dee Huddleston, gm, nd fd & sd	Thomas Moore Baldwin, ce	Fran Hicks, wd	Assoc. UP Col.

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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 Beals, pd Chester Wallack, ce	Bill Jarvis, sd & slm Jim Heaton, nd Thes. AP Ray.
HAYS						
KAYS 1948	1400 250	KAYS Inc. 2450 Hall St. 4-2578	KBS	Frank Motz, p Bob Schmidt, gm & cm	Jim Ayres, pd & fd Glen Barnett, ce & nd	Bud Ryan, pmm Betty Schumaker, wd Bob Jenkins, sd Thes., L-W AP RCA
HUTCHINSON						
KWBW 1935	1450 250	Nations Center Bcstg. Co. P. O. Box 1026 5202	NBC, Kansas Walker (Weed in April)	Bess Marsh Wyse, p Harold E. King, gm & cm Jack Fallon, pd, fd & pmm	James Riley, ce Bob Evans, nd	Walter Spitz, sd Lois Mattison, wd Wld. AP Col.
KWBW-FM 1946	Chan. 226 (B) 93.1mc 1.5kw				 GE
KWHK 1946	1260 1,000-D 500-N DA-2	KWHK Bcstg. Co. Inc. 18 W. 5 St. 3100	Everett- McKinney	Vern Minor, gm	Gren Darling, cm	M. H. Clary, ce Jack Lynch, sd AP G
INDEPENDENCE						
KIND 1947	1010 250-D	Central Bcstg. Inc. Professional Bldg. 1010	KBS	J. Nelson Rupard, p	Grace Glass, cm	James L. Teats, ce AP GE
JUNCTION CITY						
KJCK 1949	1420 1,000-D	Ralph L. Weir Jr. 724 N. Washington St. 1477	KBS	Ralph L. Weir Jr., o & gm Jim Platt, cm & pmm	Ken Thomas, pm John Webb, ce Bob Snyder, nd	John Chaltas, fd Dean Curfman, sd Shirley Webster, wd World UP Col.
KANSAS CITY						
KCKN 1925	1340 250	KCKN Bcstg. Co. 300 Walfower Bldg. Victor 3864	Capper	W. A. Bailey, p Ben Ludy, gm Joe Story, cm	George Stump, pd Max Williams, tech. sup.	Eric Tainter, nd Lewis Dickensheets, ce St., L-W AP, UP RCA
LAWRENCE						
*KFKU 1924	1250 5,000 DA-N ST-WREN	University of Kansas 2700, Ext. 382	NAEB Tape	Franklin D. Murphy, p Edwin Browne, d	Mildred Seaman, pd R. P. Stringham, ce	Donnasue Boe, wd Merle Harmon, nd & sd L-W, Thes. UP WE
KLWN 1951	1320 500-D	Lawrence Bcstrs. Inc. 3431		Arden Booth, gm & fd Larry Cotton, cm	Ed. Hundley, pd & sd Hal Carlson, ce	Bette Booth, wd L-W, Thes. UP WE
LEAVENWORTH						
KCLO 1948	1410 500-D	Midwest Bcstg. System 418½ Cherokee 3620	Best	Cecil W. Roberts, p William Whitlock, gm & cm	Chet Kozak, pd & nd David L. Reed, ce	Francis Johnson, wd L-W UP Col.
LIBERAL						
KSCB 1948	1270 1,000-D	Seward County Bcstg. Co. Inc. E. 8th St. 3891		Alf M. Landon, p Leon S. Salathiel, gm	Roy Pearce, cm Larry Filkins, pd	Wayne Pash, ce Bill Scott, sd L-W UP Col.
MANHATTAN						
KMAN 1950	1350 500-D	Manhattan Bcstg. Co. 114 N. 4th St. 4451		Fred A. Seaton, p Ray L. Kozak, gm W. S. Friday, cm & pmm	Sam Blessing, pd & fd Herbert Lavin, ce	Marv Houtz, sd Ann Friday, wd RCA & SES. AP G
*KSAC 1924	580 5,000-D 500-N ST-WIBW	Kansas State College 5661, ext. 219	NAEB Tape	James A. McCain, p L. L. Longsdorf, gm	Bernard P. Holbert, ce Paul DeWeese, nd	Robert Hilgendorf, fd & sd AP RCA
KSAC-TV (CP)		Kansas State College 5661, ext. 219		(For full information see TELECASTING Yearbook)		
McPHERSON						
KNEK 1949	1540 250-D	K. R. Krehbiel 1540	KBS	Evart Mills, p Hank Dais, gm	Robert Perkins, cm Claude Hughes, ce	Chuck Gerber, nd Royce Baerg, sd Thes. AP G
NEWTON						
KJRG (CP)	950 500-D	Geo. B. Anderson P. O. Box 460 Columbus, Neb.		George B. Anderson, o & p Robert Kent, gm		
OTTAWA						
KOFO 1949	1220 250-D	Ottawa Bcstg. Co. 20th & S. Main 1045		James N. Jobs, ptrn & Herbert M. Jobs, ptrn, pmm, nd, fd & sd	Thomas F. Ruble, cm Daniel W. Coltrane, pd & ce	Jimmy Cameron, sd Cap., L-W UP G
PARSONS						
KLKC 1948	1540 250-D	Community Bcstg. Co. Inc. 1904 Broadway 4050	Magic Circle	Clyde M. Reed, Jr., p	Raeburn D. Drenner, gm, cm, pd, pmm, nd & sd	James Peters, ce Thes., Assoc. AP Col.
PITTSBURG						
KOAM 1937	860 10,000-D 5,000-N-DA-N	Pittsburgh Bcstg. Co. Inc. P. O. Box 603 2165	NBC Pearson	E. V. Baxter, p	R. E. Wade, gm	Leo Stafford, ce Louis Martin, nd AP WH
KSEK 1947	1340 250	KSEK Bcstg. Co. Inc. P. O. Box 610 742	Magic Circle Cooke	Oscar Stauffer, p Thad M. Sandstrom, gm Dale S. Helmers, cm	George Meese, pd Paul Winders, ce John Hendry, nd	Rush Evans, sd James Sturdevant, fd Joan White, wd Thes. AP GE
PRATT						
KWSK 1952	1570 250-D	Pratt Bcstg. Co. P. O. Box 385				
SALINA						
KSAL 1937	1150 5,000 DA-N	KSAL Inc. 201 W. Iron Ave. 3701	MBS Pearson	Robert J. Laubengayer, p Ray V. Jensen, m Alfred Thompson, pd	Donald Englehardt, ce U. D. Slater, fd DeVere Nelson, sd	L-W, St. AP WE

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KRIB 1948	1490 250	Mason City Bestg. 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, p, n & fd Richard J. Kelley, ce	Tom O'Connor, sd Mary Jane Anderson, wd	Thes. AP
KSMN 1948	1010 1,000-D	Mohawk Bestg. Co. 5 W. State 5420	Lawson	Robert M. Carson, p & gm Norman W. Rice, cm Milten H. Cohen, p & fd	Hubert J. Marshall, ce	Joe Cooper, nd	Assoc. UP G
MUSCATINE							
KWPC 1947	860 250-D	Muscataine Bestg. Co. Mulberry & Houser Sts. 360	KBS, Tall Corn Pearson	George J. Volger, g & cm Marian Templeman, pd & wd Earl Lewis, ce	Jim Ryan, n & sd	John Williamson, fd	Wld., Assoc. UP Col.
KWPC-FM 1948	Chan. 259 (B) 99.7mc 9.7kw						
OELWEIN							
KOEL 1950	950 500-DA-1	Northeast Iowa Radio Corp. 4½ W. Charles St. 120	Tall Corn Pearson	Art G. Schneider, p W. J. Teich, gm Don McKee, cm Ed Jenkins, pd	Burt Murphy, ce Len Bjella, pmm Dick Petrick, nd	Paul Ruse, fd Bob Zimmerman, sd Claire Miller, wd	Thes., SES L-W
OSKALOOSA							
KBOE 1950	740 250-D	Oskaloosa Bestg. Co., Inc. P. O. Box 273 301	McGillvra	E. G. Wenrick, p Ken Kilmer, gm Glen Stanley, cm	Robert Moore, ce Lew Hudson, nd	Roberta Burns, wd	Thes. AP Col.
OTTUMWA							
KBIZ 1941	1240 250	KBIZ, Inc. 2513 N. Court Rd. 5600	MBS	James J. Conroy, p Alice E. Fisher, secy.- treas. & nd Berg Allison, m Larry Shepard, pd & sd	Loyd Hanson, ce	Maxine Leidendeker, wd	Wld. AP Col.
RED OAK							
KRAO (CP)	1600 500-D	Red Oak Corp.					
SHENANDOAH							
KTNF 1924	920 1,000-D 500-N	Capital Bestg. Co. 1302	MBS Pearson	C. J. Abbott, p C. Earl Williams, gm Clair Gross, cm & sd	Earl Blakesley, pd Franz Cherney, ce	Wip Robinson, nd	Wld. SES. AP, INS Col.
KMA 1925	960 5,000 DA-N	May Bestg. Co. 192	ABC Avery- Knodel	Edward W. May, p Owen Saddler, evp & gm A. J. Koelker, asst. m Howard O. Peterson, vp chg. sls.	Warren Nielson, pd R. J. Schroeder, ce Harold Arkoff, pmm	Ralph Childs, n & sd Merrill Langfitt, fd Doris Murphy, wd	Cap., SES. Thes. AP, UP RCA
SIoux CITY							
KCOM 1949	620 1,000 DA-2	KCOM Bestg. Co. 620 Insurance Exchange Bldg. 8-0623	Tall Corn Pearson	Dietrich Dirks, p & gm Sheldon Singer, c & pmm Gene Bouchier, pd	Alvin Smith, ce Millar Miller, nd Hap Burgess, fd	Gene Sherman, sd Pat Lathrop, wd	St. UP Ray.
KSCJ 1927	1360 5,000 DA-N	Perkins Bros. Co. 415 Douglas St. 5-7993	ABC Hollingbery	W. R. Perkins, p Eugene Flaherty, m & cm Elizabeth Sammons, pd	Jean Harraday, pmm	Ernest Kruger, ce	Wld., L-W SES. AP G
KSCJ-FM 1947	Chan. 235 (A) 94.9mc 12kw						
KTRI 1938	1470 5,000 DA-2	Sioux City Bestg. Co. 212 Commerce Bldg. 8-0185	MBS Taylor	John C. Kelly, p E. J. Huber, g & cm Lennon Kelly, pmm Glendale Larsen, ce	Bob Hansen, pd & nd Verner Nelson, fd	Wayne Gentry, sd	Thes. UP RCA
KVTV(TV) (CP)		Cowles Bestg. Co. Frances Bldg.					
KWTV(TV) (CP)		Great Plains Television Properties 4 West 58th St. New York 19, N. Y.					
SPENCER							
KICD 1941	1240 250	Iowa Great Lakes Bestg. Co. P. O. Box 631 1240	MBS Pearson	Ben B. Sanders, p, g & cm	Mason Dixon, pd & sd	Eldon Kanago, ce	Assoc., St. AP, UP Col.
STORM LAKE							
KAYL 1948	990 250-D	Cornbelt Bestg. Co. 604½ Lake Ave. 1490	Lawson	O. J. Grau, p J. I. McCord, gm & cmm	Paul R. Benson, pd Howard Carlson, ce	Bob Graham, nd Ralph Vogel, fd Chuck Ney, sd	Stan., Cap., Wed. AP G
KAYL-FM 1950	Ch. 268 (B) 101.5mc 8.9kw						
WATERLOO							
KBOK 1946	1090 1,000-D	Waterloo Bestg. Co. 620½ Lafayette St. 8851	McGillvra	John M. Printup, gm	Archie Erickson, ce		UP
KWWL 1947	1330 5,000-D 1,000-N DA-2	Black Hawk Bestg. Co. Hotel Russell Lamson 4405	MBS Headley- Reed	Ralph J. McElroy, p & gm Donald E. Inman, cm Warren Mead, pd	Raymond C. Starr, pmm James H. Butts, ce Edwin L. Falk, n & fd	Clare Rampton, sd Ellen Moore, wd	AP Col.
KXEL 1942	1540 50,000 DA-N	Josh Higgins Bestg. Co. Insurance Bldg. 3-3371	ABC Avery- Knodel	Joe DuMond, p & gm A. J. DuMond, cm Emilyn Owen, pd	Donald E. Kassner, ce Grant Price, nd Dallas McGinnis, fd	Gene Osborn, sd Irene DuMond, wd	SES. INS WH
KXEL-FM 1947	Ch. 289 105.7mc 8.5kw						
WEBSTER CITY							
KJFJ 1950	1570 250-D	Land O'Corn Bestrs. 1500		C. V. Warren, p Wayne J. Hatchett, gm cm & pmm G. D. Warland, pd, nd & fd	Wayne Oleson, ce Rae Curtis, sd	Norma Mathews, wd	Cap., Thes. AP WE


KANSAS

ARKANSAS CITY							
KSOK 1947 (CP:1000-D) (100-N)	1280 1,000-D	The KSOK Bestg. Co. Inc. P. O. Box 455 2666		Oscar S. Stauffer, p C. Thompson, gm	C. E. Archer, cm Richard Moore, pd	Edward Howe, ce Richard Moore, nd	L-W AP Ray.
ATCHISON							
KARE 1939	1470 1,000-DA-1	Griffith-Buenning Bestg. Co. Fifth & Kansas 2477	KBS	James M. Griffith, ptrn. & fd Paul H. Buenning, ptrn. Robert S. Nelson, cm & nd	James R. Shaddock, ce	Bill Ervin, sd	St. AP Col.

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CHANUTE						
KCRB 1952	1460 1,000-D	Cecil W. Roberts Plummer & Beech Sts. 434	KBS Conwell	Cecil W. Roberts, o Jerrell Henry, gm & ce Les Brecht, sls m	Dorothy Henry, pd & wd	UP Col.
COFFEYVILLE						
KGGF 1930	690 10,000-D 5,000-N DA-2	The Midwest Bcstg. Co. Inc. 1843	ABC Weed	Richard M. Seaton, p Robert L. Pratt, gm & pmm E. B. Spoonamore, cm	Richard S. Embody, pd J. S. Jaminet, ce Victor Lindsey, nd	Wld. AP WH
COLBY						
KXXX 1947	790 5,000-D	Western Plains Bcstg. Co. Inc. 380 W. 4th St. 790	H-R Reps.	Don Searle, p Ed. Mason, vp & m Wm. A. Martin, cm	Q. McCredie, pmm V. L. Lynch, ce	Thes., SES. UP Col.
CONCORDIA						
KFRM 1948	550 5,000-D DA	Midland Bcstg. Co. KMBC Building Kansas City, Mo. Harrison 2650	CBS Free & Peters	Arthur B. Church, p George J. Higgins, vp & mngng. 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
DODGE CITY						
KGNO 1930	1370 5,000-D 1,000-N-DA-N	Dodge City Bcstg. Co. 705 Second 1370	Hagg	J. C. Denious, p Wendell Elliott, gm Herschel Holland, pd	Frank Miller, act. ce Stanley Gribble, nd & sd	Gail Hamilton, fd Frances Elliott, wd
EMPORIA						
KTSW 1939	1400 250	Emporia Bcstg. Co. Inc. Sodens Grove 3540	MBS, KBS Gill Keefe & Perna	G. F. Reed, co-o R. B. Reed, co-o Max B. Bicknell, gm & nd	John Wilks, cm Robert Krekelberg, pd Everett Thompkins, ce Morgan Kramm, fd	Robert Palmer, sd Lona McNutt, wd
GARDEN CITY						
KGAR 1949	1050 1,000-D	Ark-Valley Bcstg. Co. Inc. Box 878 3041	Holman	Dr. H. C. Sartorius, p E. D. Harvey, gm & cm	Marjorie M. Nickum, pd & pmm	Robert Breeding, ce
KIUL 1935	1240 250	Telegram Publishing Co. Inc. 4581	MBS, KBS	Robert B. Reed, p Robert Wells, gm Douglas Hough, cm	Tony Jewell, pd, fd & sd Ann Conrad, pmm & wd Gene Conjurske, ce	Wes Cook, nd
GOODLAND						
KWGB 1947	730 1,000-D	James E. Blair Goodland, Kans. 331		James E. Blair, o & gm	Bert Blair, cm	Lyle Fick, ce

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She spends more time with **KWBW** than she does with her husband....

The lady in question does spend more time with us than she does with her husband. That's what lady listeners think of radio and especially KWBW radio—where more people listen more often than listen to the next three stations combined.*

The fast growing market of Hutchinson has been one of "Sales Management's" 200 high spot cities during 1952. It's first in Kansas farm income. We'll do the farming in the area of 141,004 citizens—but you'll reap the harvest. And you'll cut quite a swath in the competition, too.

Just ask Weed.

* Conlan Survey, July 1952



KWBW

Owner BESS WYSE
Manager HAL KING

HUTCHINSON, KANSAS, REPRESENTED BY WEED & COMPANY

In Hutchinson, KWBW Has More Listeners Than the Next 3 Stations Combined

KENTUCKY—(Continued)

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FRANKFORT							
WKYK 1946	1490 250	Frankfort Bcstg. Co. Kentucky Ave. Ext. 4-8281	MBS, KBS Burn-Smith	Ken Hart, p, gm & cm Richard Goddard, ce, nd & sd	Bob Beasley, pd & fd Mary Flynn, wd	Wid. UP WE	
FULTON							
WFUL 1951	1270 1,000-D	Ken-Tenn Bcstg. Corp. P. O. Box 482 1270		Dr. R. W. Bushart, p Jack A. Dill, gm, pd & sd John Latham, cm	Eugene Moore, ce & fd Art Brauner, nd	Thes. UP G	
GLASGOW							
WKAY 1946	1490 250	Glasgow Bcstg. Co. 2141		Caroline Biggers, pd	C. H. Hulse Jr., ce Freeman Chery, fd	SES. UP WE	
HARLAN							
WHLN 1941	1230 250	Blanfox Radio Co., Inc. 625	MBS, KBS Burn-Smith	R. B. Helms, co-o & gm J. Francke Fox, co-o & ce	James Morgan, cm Neil Bradford, pd	Lois Barthell, traffic m Cawood Ledford, sd	Thes. UP G
HAZARD							
WKIC 1947	1340 250	BMG Bcstg. Corp. Peoples Bank Bldg. 720	MBS, KBS	Fred B. Bullard, p Richard H. Goodlette, secy.-treas. & gm	Chas. W. Metcalf, vp, pd & nd Bob Mansfield, cm & sd	Norma J. Strong, pmm Marvin E. Young, ce	Wid. AP Col.
HENDERSON							
WEHT(TV) (CP)		Ohio Valley Television Co. Route 3, Henderson		(For full information see TELECASTING Yearbook)			
WSON 1941	860 500-D	Henderson Bcstg. Co. Route No. 3 Zion Rd. 3923	MBS, KBS Meeker	H. S. Lackey, p, gm, cm & nd Martin E. Schaeffer, pd	Robt. M. Cleveland, ce & fd Dorothy McCormick, pmm & wd	Chas. A. Blake, sd	Wid. UP G
WSON-FM 1946	Chan. 258 99.5mc 20kw					 Fed.
HOPKINSVILLE							
WHOP 1940	1230 250	Hopkinsville Bcstg. Co. Cadiz Rd. 1025	CBS Meeker	F. Ernest Lackey, p & gm Katherine G. Peden, cm Margaret Wyatt, pd & pmm	Leo Y. Wilson, ce & sd James Pasteur, nd & fd	Bonnie B. Lackey, wd	Thes. UP
WHOP-FM 1948	Chan. 254 (B) 98.7mc 8.8kw						GE
LEXINGTON							
WLAP 1922	630 5,000-D	American Bcstg. Corp. Radio Bldg. 3-2727	ABC Pearson	Gilmore N. Nunn, p J. E. Willis, vp & gm Miller A. Welch, asst. m	Henry Allin, pd Joe C. DeLong, pmm Henry C. Locklar, ce	Sue Ann Fenimore, nd J. B. Faulconer, sd Bette Maxwell, wd	Wid. UP WE
WLAP-FM 1950	Chan. 233 (B) 94.5mc 4.6kw						
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. Inc. Phoenix Hotel 2-7177	MBS Burn-Smith	Garvice D. Kincaid, p Donald J. Horton, vp & gm Ted Grizzard, secy. & sta. d	Lynn E. Knox, cm O. C. Halyard Jr., pd & fd Paul Dunbar, ce	George T. Webb, pmm Charles R. Shueffett, nd Claude Sullivan, sd Mimi Chandler, wd	Thes. AP G
LOUISVILLE							
WAVE 1933	970 5,000 DA-1	WAVE Inc. 334 E. Broadway Wabash 2201	NBC Free & Peters	George W. Norton Jr., p Nathan Lord, gm LaVell Waltman, cm	James Caldwell, pd Charles W. Hill, pmm Wilbur Hudson, ce	Hugh Sutton, nd Ed Kallay, sd	St., Thes. AP
WAVE-TV 1948		WAVE Inc. 334 E. Broadway Wabash 2201		(For full information see TELECASTING Yearbook)			
WGRC 1936	790 5,000-LS	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, gm Neil Cline, asst. gm	Samuel H. Gifford, pd John Fouts, slm Orrin W. Towner, ce	Richard Oberlin, nd Burnis Arnold, fd Jim Finegan, sd	L-W AP WE
WHAS-TV 1950		WHAS Inc. 525 W. Broadway Wabash 2211		(For full information see TELECASTING Yearbook)			
WINN 1940	1240 250	Kentucky Bcstg. Corp. Earle Hotel Wabash 5148	KBS Taylor	Harry McTigue, p & gm Glenn Snyder, vp Oldham Clarke, secy.	Jesse Chambers, treas. Chas. Schacht, cm George Patridge, pd & nd	Melvin Scarsdale, ce Helen Roberts, pmm James McIntyre, sd UP Col.
WKLO 1948	1080 5,000-D	Mid-America Bcstg. Corp. Henry Clay Hotel Clay 4441	ABC Blair	Emanuel Levi, p Joe Eaton, gm Russell J. Pirkey, cm	Mary Louise Moore, pd D. C. Summerford, ce Jean Clos, nd	Charles Farmer, fd Mark Halleck, sd Kay Lowe, wd UP WE
WKLO-TV (CP)		Mid-America Bcstg. Corp. Henry Clay Hotel Clay 4441		(For full information see TELECASTING Yearbook)			
WKYW 1947	900 1,000-D	Radio Kentucky Inc. 431 W. Jefferson St. Clay 4811	Burn-Smith	F. Eugene Sandford, p & treas. E. E. S. Weldon, vp & sm	H. Parker Smith, cm Harry Lockhart, pd	Clovis Sadler, ce S. A. Cislser Jr., vp opers.	Cap., St. AP WE
WLOU 1948	1350 1,000-D	Robert W. Rounsaville 3149 S. Third St. Calhoun 3680	Forjoe Dora-Clayton	Robert W. Rounsaville, o & gm William R. Wagner, sm Johnny Martin, pd	Lee Smith, cm Paul B. Cram, tech. d Steve Dawson, ce	Arthur McCoo, nd Jack Gibson, fd Helen Stout, wd AP
MADISONVILLE							
WFMW 1950	730 250-D	Messenger Bcstg. Co. Inc. Main & Center Sts. 1885	KBS Continental	Edgar Arnold Sr., p H. W. Wells, gm & fd Elmer L. Kelley, cm, sd & pmm	Richard T. Harris, pd Evers Mick, ce Edgar Arnold Jr., nd	Helen Murphey, wd Carl L. Merredith, mus. d	Cap., St. Thes. UP G RCA
WFMW-FM 1948	Chan. 230 (B) 93.9mc 2.85kw						
MAYFIELD							
WKTM 1946	1050 1,000-D	Mayfield Bcstg. Co. Inc. W. Broadway 46	KBS Sears & Ayer	Wayne R. Morgan, gm	Joe H. McNeilly, pd, nd & sd	Jos. M. Hargrove, ce Hallie Vandergriff, wd	Thes. UP G
WNGO 1947	1320 1,000-D	West Kentucky Bcstg. Co. 1597		H. M. Suthard, p T. E. Brewer, gm Carl Leigh, cm	Otis L. Davis, pd & fd Ben Dixon, ce Bob Lee, pmm, nd & sd	Betty Steinfield, wd	Cap. AP G

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**"Take a memo about
RADIO in KENTUCKY!"**

The Louisville trading area is still by far the most important market in Kentucky. By far. With 5,000 watts, WAVE covers this area *thoroughly*—without competing with dozens of other Kentucky and Indiana radio stations which are naturally popular in their own cities.

Result: WAVE gives you top-notch coverage—at lowest cost.

55.3% of Kentucky's retail sales are made in WAVE's daytime area—and you need *several* other

stations to get the remaining 44.7%.

In addition to the Kentucky area, WAVE gets an important chunk of Southern Indiana, with another quarter billion dollars in effective buying income.

WAVE-area audience in "family-hour-per-week" gives the amazing total of 5,142,000 hours a week devoted to radio! That's many more hours than are devoted to TV—310.7% more hours than to newspapers.

5000 WATTS

• **NBC**

**WAVE
LOUISVILLE**



Free & Peters, Inc., *Exclusive National Representatives*

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

WHAS-Radio, with its 50,000 watt, 1A clear-channel signal, serves all of Kentuckiana . . . one of America's fastest growing markets. The WHAS audience is unmatched by any station or group of stations in the entire area.*

**Benson & Benson Diary Study*



Represented nationally by
Henry I. Christal Co., New York, Chicago.



Represented nationally by
Harrington, Righter & Parsons, Inc.
New York, Chicago, San Francisco.

*Associated with the
COURIER-JOURNAL & LOUISVILLE TIMES*

*VICTOR A. SHOLIS, Director
NEIL D. CLINE, Assistant Director*

**AND NOW A NEW
TELEVISION
MARKET . . .**

A whole new television market has been opened up for WHAS-TV advertisers. As the first in Kentucky to go to maximum power, WHAS-TV brings a great new market within the reach of television.

KENTUCKY—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter	
MAYSVILLE							
WFTM 1948	1240 250	Standard Tobacco Co. Inc. 626 Forest Ave. 1400	MBS	Charles P. Larke, co-o J. M. Finch Jr., co-o John W. Betts, gm	Horace Simpson, cm Gen. A. Waters, pd Harvey L. Cross, ce	Wayne Bell, pd J. Scott True, fd Earl D. Jones, sd Dorothy Wood, wd	Wld. UP G
MIDDLESBORO							
WMK 1948	560 500-D	Cumberland Gap Bcstg. Co. N. 19th St. 980	KBS Holman	Dr. U. G. Brummett, p H. Webster Taylor, gm Maurice K. Henry, cm	William H. Baker, pd & nd Talmadge England, ce	Halene Green, wd	Thes. 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	Tri-City Bcstg. Co. 606 Monmouth St. Juniper 7100		James G. Lang, p Ann Rolfe Lang, gm Ralph D. Nunn, pd & nd	Joshua Bortz, ce Robert Weis, sd	Rosemary Martin, wd 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, pmm & nd	Cliffordean Potter, pd & wd Harold I. Peters, ce	William Armstrong, sd	Thes. AP RCA
WOMI-FM 1948	Chan. 223 (B) 92.5mc 60kw						GE
WVJS 1947	1420 1,000-DA-2	Owensboro on the Air Inc. 324 Allen St. 3-3521	Rambeau	Vincent J. Steele, p Malcolm Greep, vp & gm John T. Rutledge, asst. gm & cm	Lawrence W. Adams, pd & nd Leola C. Hayden, pmm Earl Jagoe, ce	Chas. C. Steele, prod. d Irene May, wd LeRoy Woodward, sd	Wld. UP GE
WVJS-FM 1948	Chan. 241 96.1mc 45kw						
PADUCAH							
WKYB 1946	570 1,000-D 500-N-DA-2	WKYB Inc. 504 Kentucky Ave. 2-1678	NBC Pearson	E. J. Paxton Jr., p & gm Sam Livingston, cm	Joe Knight, pd, nd & fd C. G. Sims, ce	Pat Paxton, wd	Wld. AP RCA
WKYC(FM) 1947	Chan. 227 (B) 93.3mc 31kw	(WKYB, AM affiliate)					
WPAD 1930	1450 250	Paducah Bcstg. Co. Inc. 4th & Broadway 2-8231	CBS Meeker	Pierce E. Lackey, p Prewitt Lackey, gm Linn Wolff, cm	Ray Mofield, asst. gm, pmm, nd, fd & sd U. C. Morris, ce	Martha Ward, wd	L-W UP G
WPAD-FM 1946	Chan. 245 (B) 96.9mc 17kw					 Fed.
PAINTSVILLE							
WSIP 1949	1490 250	Big Sandy Bcstg. Co. Meade Bldg. 1196	MBS	Ted Arnold Silvert, ptrn. & gm Escom Chandler, ptrn.	Eugene Baldrige, ce Robert L. Marsh, nd	Bill Barker, fd	Thes. UP Ray.
PIKEVILLE							
WLSI 1949	900 1,000-D	Cumberland Pub. Co. 456		W. J. Ward, p Roy E. Alexander, gm, cm, & pmm	Stewart O'dell, pd & nd Guy Ferrell, ce	Harry Ladas, fd & sd Edna Mae Aders, wd	L-W UP G
WPKE 1949	1240 250	East Kentucky Bcstg. Corp. 1280	MBS, KBS Continental	Clyde Childers Jr., p C. Edward Damron, gm & cm	Al Kahn, pd, pmm & sd Edwin Meek, ce	George Hale, nd Imogene Owens, wd	SES. AP RCA
PRESTONSBURG							
WPRT 1952	960 1,000-D	Kentucky Mt. Bcstg. Co. 1270		D. C. Stephens, p Rex Osborne, gm & pmm	Edwin P. Healy, ce	Mrs. D. C. Stephens, wd	Mac. UP Col.
WKRF (CP)	1270 1,000-D	Elkhorn Bcstg. Corp.					
PRINCETON							
WPKY 1950	1580 250-D	Princeton Bcstg. Co. U. S. Hgwy. No. 62 2072	MBS, KBS	Leslie Goodaker, o & m James H. Johnson, cm	Mrs. Leslie Goodaker, pd Marvin Mahoney, ce	Gid S. Poole, sd AP G
SOMERSET							
WSFC 1947	1240 250	Southeastern Bcstg. Co. P. O. Box 526 1240	MBS Colton	Mike Layman, p & gm Don Orwin, cm	John A. Hartnett, pd Ralph F. Denton, ce	Robert J. Haney, sd	Wld. UP G
VANCLEVE							
WMTC 1948	730 1,000-D	Kentucky Mountain Holiness Assn. Vancleve 3		Dr. Lela G. McConnell, p Wilfred Fisher, gm & cm	Violet Pearson, pd & wd Kenneth Ampaugh, ce	Louis Bouck, pdm & nd Arlyn Moore, fd & sd	Wld. AP Ray.
WHITESBURG							
WTCW (CP)	920 1,000-D	Ky.-Va. Bcstg. Corp. 2742		Charles F. Trivette, p	Kenneth J. Crosthwait, vp, gm, pd & pmm	 UP G
LOUISIANA							
ABBEVILLE							
KROF 1948	960 1,000-D	Abbeville Bcstg. Service Inc. P. O. Box 620 960		George P. Martin, secy.- treas., gm & ce	Ebba Lou Martin, pd		Wld. WE
ALEXANDRIA							
KALB 1935	580 5,000-D 1,000-N-DA-N	Alex. Bcstg. Co. Inc. 6th at Washington 3-2543	ABC Louisiana Weed	Walter H. Allen, p Willard L. Cobb, gm Walter Melson, cm T. B. Lanford, secy.-treas.	Alex Marchand, pd Vivian Close, pmm & wd Jesse R. Sexton, ce (Mrs.) Zulma O'Quinn, nd	Eugene Miller, fd Dave Chapman, sd	Wld., Mac. AP, UP RCA
KALB-FM 1948	Ch. 245 (A) 96.9mc 11kw						
KSYL 1947	970 1,000 DA-N	KSYL Inc. Hiway 71 at Bolton Ave. 6611	NBC Everett- McKinney	Milton Fox, p & co-o, cm Harold Wheelahan, vp & co-o Virgil G. Evans, gm	Bruce Rainey, pd Terrie Shute Raye, pmm & wd Thomas Marhefka, ce	Tom Journeay, n & fd Dick Biondi, sd	L-W AP G

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BASTROP KTRY 1948	730 250-D	Morehouse Bcstg. Co. 217 S. Washington 1400	KBS	Nathan Bolton, ptrn. A. R. McCleary, ptrn. Bill Davis, gm	G. I. Johnson, cm Carl Livingston, p & nd S. E. Eckhardt, ce	Bettye Beasley, wd	Wld., Assoc UP G
BATON ROUGE WAFB 1948	1460 5,000-D 1,000-N-DA-N	Modern Bcstg. Co. Guaranty Income Life Bldg. 4-8571	MBS	Tom E. Gibbens, vp & gm Dick Cousins, pmm	Don Allan, ce John Ferguson, n & sd	Gordon London, fd	AP RCA Thes. AP
WAFB-FM 1948	Ch. 282 (B) 104.3mc 3kw	Modern Bcstg. Co. of Baton Rouge Inc. Guaranty Income Life Bldg. 4-8571					
WAFB-TV (CP)							
WIBR 1948	1300 1,000-DA-2	Community Bcstg. Co. P. O. Box 1226 4-9493	Walker	G. T. Owen, co-o Owen W. Ware, co-o Robert Earle, gm	Roger Davison, cm Scott W. Erwin, pd	E. E. Case, ce John Coburn, sd	L-W, St. UP Col.
WJBO 1934	1150 5,000 DA-1	Baton Rouge Bcstg. 444 Florida St. 2-5271	NBC Louisiana Hollingbery	Douglas L. Manship, p J. Roy Dabadie, vp & gm Charles C. Garvey, slm	Ralph Sims, pd & pmm Vernon E. Dudley, ce Charles P. Manship Jr., secy.-treas.	Robert H. Searce, n & sd Margaret Welsh, wd	Wld. AP, UP RCA WE
WBRL(FM) 1941	Ch. 251 (A) 98.1mc 7.6kw	(WJBO, AM affiliate)					
WLCS 1946	910 1,000-DA-1	Air Waves Inc. 204 North St. 2-4411	ABC Rambeau	R. F. Cangelosi, p Earl H. Smith, vp & gm Lamar Simmons, cm	Mark O'Brien, pd Ed Van Valkenburg, ce Tony Billingham, nd	Jerry Breaux, sd Helen Macey Jennings, wd	Assoc. AP, INS G
WLCS-FM 1948	Ch. 266 (B) 101.1mc 9.65kw						
WXOK (CP)	1280 1,000-D	Capital City Bcstg. Co.		William C. Moss, co-o Dorothy Moss Siegelin, co-o	John H. Knight, cm Bernard Behrendt, pd	Donald Quave, ce	Wld. AP
---TV (CP)		Capital Television & Bcstg. Co. 204 E. 6th St. Erie, Pa.					
BOGALUSA WIKC 1947	1490 250	Enterprise Publ. Co. 605 N. Rio Grande St. 1490		Curt Siegelin, gm			
CROWLEY KSIG 1947	1450 250	Acadia Bcstg. Co. 101 N. Parkerson Ave. 1450	Louisiana	Maxwell J. Thomas, p E. Hillman Bailey, Jr., gm Edmond M. Keim, cm & sd	Louis M. Basso, Jr., co-pd Daniel E. Rogers, co-pd G. L. Newman Jr., ce	Alden C. Sonnier, nd Lee Sumner, fd Loycia Aguiard, wd	AP G
DeRIDDER KDLA 1951	1010 1,000-D	Sabine Bcstg. Co. P. O. Box 46 7600	KBS	Cyril W. Reddoch, p & co-o & gm John B. McCrary, co-o Ralph L. Hooks, cm	Ted Thompson, pd Klien Evans, ce Edmond Jones, traffic m & sd	William Lynch, nd Roy Burnett, fd	UP G
EUNICE KEUN 1952	1490 250	Tri-Parish Bcstg. Co. Box 789 3041		Vincent Riehl, p John A. Chauvin, gm	Chris Duplechain, cm Roger Duhon, pd	Billy Bland, ce Ella Granger, wd	Wld. AP Collins
HAMMOND WIHL 1947	730 250-D CP: 1400 250	Cefalu Radio Station 205½ E. Thomas St. 960	KBS	Nick Cefalu, p & co-o Anthony Cefalu, co-o J. K. Ferris, g & cm	George Bonnell, p, n & sd & pmm Jacob R. Webb, ce	(Mrs.) Alice Terry, traffic m	AP G

(For full information see TELECASTING Yearbook)

(For full information see TELECASTING Yearbook)

dynamic progress . . .

. . . that's what you like about the South's

Baton Rouge

The market's rapid growth is attested by these facts:

- Retail Sales: up 597% in the last decade
- Population: up 257% in the last decade
- Housing units: up 101% in the last 12 years
- Effective buying income, family (1951): \$6,079
- Value of industrial expansion now in progress: \$176,655,483.

Serving a retail trading zone of 316,539 persons, Baton Rouge typifies the South's industrial and agricultural growth. In addition to the concentration of petroleum, chemical, and 200 other diversified industries, Baton Rouge is the state capital, the home of Louisiana State University, and, although 240 miles inland, an important deep water port—the 16th in the nation.

To expand your sales in this expanding area, use WJBO, the powerhouse station of Baton Rouge.

NBC's 5,000 watt affiliate in Baton Rouge, La.

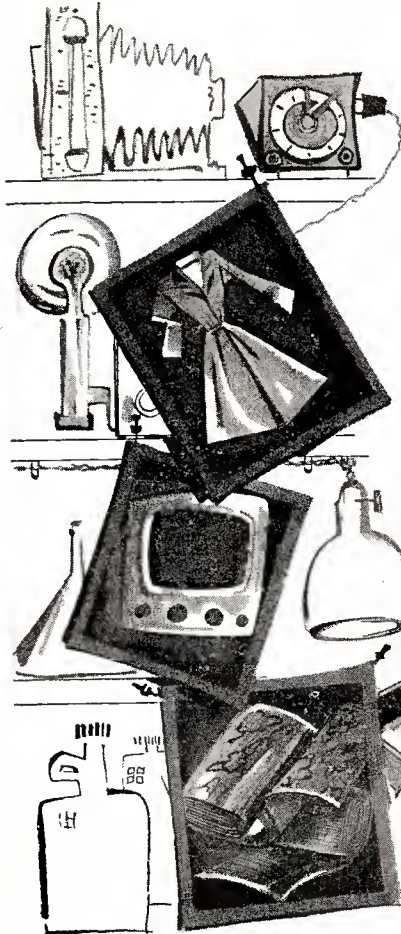


AFFILIATED WITH THE STATE-TIMES AND MORNING ADVOCATE
FURTHER DATA FROM OUR NATIONAL REPRESENTATIVES
GEORGE P. HOLLINGBERY CO.

LOUISIANA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Div. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter
HOUMA KCIL 1946	1490 250	Charles Wilbur Lamar Jr. P. O. Box 1031 6828	NBC	Charles Wilbur Lamar Jr., p Frank E. King, Jr., gm Raymond A. Saadi, cm	Phyllis R. Davis, pd Samuel A. Eaton, pmm Lee E. Emmons, ce	Earl Herron, nd Mack Russo, f & sd Fat Saadi, wd Wid., 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	Al Viguerie, pd Paul Lejeune, pmm Ed Barton, ce	Jackie Todd Bertrand, traffic & office m, wd Howard Hoag, sd UP G
LAFAYETTE KLFY 1950	1420 1,000-D 500-N-DA-N	Camellia Bcstg. Co. Inc. Simcoe & Bienville Sts. 8-9494	MBS Rambeau	Paul H. De Clouet, p W. A. Patton, gm & sd John H. Selleck, p & nd	J. W. Corcoran, pmm W. H. Bland, Jr., ce Garland Bonin, fd	(Mrs.) Mildred Bland, wd Cap., Wid. UP GE
KVOL 1935	1330 1,000-DA-N	Evangeline Bcstg. Co. P. O. Box 1070 5-6426	NBC Meeker	George H. Thomas, gm Evan H. Hughes, m, prog. m, & nd Donald E. Metz, p & sd	Tom Pears, cm Louis P. Pilcher, ce Al Terry, fd	Rowena Castille, wd L-W AP Col.
KVOL-FM 1949	Ch. 241 (B) 98.1mc 15kw					RCA
LAKE CHARLES KAOK 1947	1400 250	KAOK, Inc. P. O. Box 1399 6-7541	MBS Forjoe	Jules J. Paglin, p Tom Gresham, co-m & pmm Roy Rhodes, co-m & pd Sara M. Anderson, o & mngng. d John L. Vath, p & gm	Stanley W. Ray Jr., sta. d Levance Carson, ce Don Paevey, nd	Sam Tarleton, sd Rose Weimar, wd Assoc. UP Ray.
KLOU 1947	1580 1,000-DA-1	The Pelican Bcstg. Co. Inc. 203 W. Clarence St. 6-7277	CBS Louisiana Pearson	T. B. Lanford, p David Wilson, gm Peiham E. Mills Jr., cm	Sidney H. Morse, pd & sd Ernest J. Vincent, ce	Keith Rush, n & fd Annelle H. Bulechek, wd Thes. AP
KPLC 1935	1470 5,000-D 1,000-N DA-N	Calcasieu Bcstg. Co. Majestic Hotel 2713	NBC Louisiana Weed		Robert E. Weimar, pd Robert Thompson, pmm A. B. Craft, Jr., ce	Jim Cathey, nd John H. Allen, sd Eleanor Wagner, wd Wid. AP, UP RCA
(TV) (CP)		Southland Telecasters P. O. Box 30 Baton Rouge, La.				(For full information see TELECASTING Yearbook)
MINDEN KAPK 1952	1240 100	Parish Bcstg. Corp. Lakeshore Dr. 1985		Anita P. Kirsch, p Ven F. Marshall, gm, n & sd	Paul Howard, cm Laura Dial, pd & pmm	Joel E. Wharton, ce UP Col.
MONROE KLIC 1950	1230 250	Dr. Frank P. Cerniglia Strauss Bldg. 3-4617	MBS	Dr. Frank P. Cerniglia, p & gm Ray Whitworth, cm	John Lacy, pd Eddie Langill, pmm	Lonnie Licata, ce Cap. UP Col.

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WDSU DEVELOPS *More* OUTSTANDING SALES SUCCESSES!

- Yes . . . here in New Orleans, WDSU has once again demonstrated its power to produce greater sales for dollar wise clients.
- Here are the facts: to determine the advertising effectiveness of WDSU, completely separate and individual tests were conducted by four of New Orleans' leading retail stores.* Each store selected its own test item among which were brunch coats, television sets, cotta piece goods and women's hosiery. For the tests, an equal advertising budget was allotted to both WDSU and to a competing medium.
- In each store, an impartial survey group—Advertising Research Bureau, Inc.—interviewed customers who had been attracted by the advertising. Results of these individual surveys revealed that WDSU attracted from 12.5% to 27.4% more people to the stores than the competing medium. And in total dollar volume—WDSU's radio customers spent from 17.6% to 23.1% more than did customers of the competing medium.
- If your sales picture is in the "dark room"—dollar for dollar—WDSU can "develop" greater sales for you in the "Billion Dollar New Orleans Market".

*(We'll gladly send you complete details upon request.)



KMLB 1930	1440 5,000-D 1,000-DA-N	Liners Bcstg. Station P. O. Box 1723 7161	ABC Taylor	Mrs. Robert Gaston, p Charles Price, vp, g & cm, nd	James Plaisance, pd Charles Morn, pmm O. L. Morgan, ce	Dallas Wales, fd Laurence Gibbs, sd Ibbie Elliget, wd	Thes. AP G
KMLB-FM 1947	Ch. 281 (A) 104.1mc 17kw						G
KNOE 1944	1390 5,000-DA-N	James A. Noe Sr. Barnhardt Bldg. 8155	NBC H-R Reprs.	James A. Noe Sr., p Paul H. Goldman, gm & cm (Mrs.) Ann Bernhard, treas.	Irving Zeidman, asst. m, p n & sd Jack Ratliff, ce	Jack Smith, fd Beth Breeze, wd	L-W AP RCA
KNOE-TV (CP)		James A. Noe Sr. Barnhardt Bldg. 8155					(For full information see TELECASTING Yearbook)
---(TV) (CP)		Delta Television Inc. 3078 Desiard St.					(For full information see TELECASTING Yearbook)
NATCHITOCHES							
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. P. O. Box 383 965	ABC	Mrs. George H. Thomas ptrn. & gm Dierrell Hamm, m Johnny Stafford, cm	Donald Bonin, p, n & sd A. Hall Allen, pmm Merle Case, ce	Kearney Escagne, fd Harriet Prosper, wd	Cap. AP Col.
KVIM 1951	1360 1,000-D	Paul Cochran P. O. Box 50 2121		Paul Cochran, p John Coco, gm Alice Lee, pd	Jay Burnett, pmm Linton D. Hargreaves, ce Lynn Hargreaves, nd	Ned Guilbeau, fd Jim Wynn, sd	Assoc. UP WE
NEW ORLEANS							
WBOK 1951	800 1,000-D-DA	WBOK, Inc. 505 Baronne St. Tulane 5363	Forjoe	Jules J. Paglin, p Stanley W. Ray, Jr., gm Fred Schwarz, cm	Edward Prendergast, pd & asst. m Warren Gilpin, ce Earl Dauls, nd	Ed Bishop, fd Betty Lyons, wd	UP G
WDSU 1923	1280 5,000-DA-1	WDSU Bcstg. Corp. 520 Royal St. Tulane 4371	NBC Louisiana Blair	Edgar B. Stern Jr., p Robert D. Swezey, gm Lester E. Kabacoff, secy.- treas. Stanley Holiday, op, mgr	A. Louis Read, vp & cm William Ellwell, pd Tom Hicks, prog. m Guy Batson, nd	Lindsey Riddle, ce Marion Annenberg, pmm Joseph C. Beal, pdm Mel Leavitt, sd Mary Francis Morgan, wd	Wld., Cap. AP, UP RCA
WDSU-FM 1949	Ch. 287 (B) 105.3mc 17kw						(For full information see TELECASTING Yearbook)
WDSU-TV 1948							GE
WJBW 1926	1230 250	Louise C. Carlson Cigali Bldg. 3488	Rambeau	(Mrs.) Louise C. Carlson, p, o, & gm Edward C. Carlson, asst. m Jim Landry, pd Mary Lyle, secy.	Harry Nigocia, pmm F. J. Recely, ce John Nichols, nd	I. Delo, fd M. Mullins, sd J. Till, wd	AP GE
WJMR 1946	990 250-D	Supreme Bcstg. Co. Jung Hotel Canal 0356		Chester F. Owens, p James E. Gordon, vp & gm	George A. Mayoral, evp Patrick J. Shannon, sm	Tom Abbott, pd	
WRCM (FM) 1946	Chan. 246 (B) 97.1mc 61kw	(WJMR, AM Affiliate)					
WMRY 1950	600 500-D	Southland Bcstg. Co. 2107 Dryades St. Tulane 4841		Lester Kamin, p Mort Silverman, g & cm Larry McKinley, p, n & sd	Ruth Banks Hoffman, pmm Samuel Perkins, ce John Revisore, loc. slm	Laura Lane, wd June Carter, exec. asst.	UP Col.
WNOE 1922	1030 50,000-D 5,000-N DA-2	James A. Noe St. Charles Hotel Raymond 0423	MBS Headley- Reed	James A. Noe, p, o Benton Paschall, gm Paul Beville, cm N. L. Carter, p	Beverly Brown, pd Eldon Durand, pmm Ray Boyd, tech. d H. W. Wheelahan, gm	A. J. Bourgeois, ce Larry Wilson, nd Jimmy Steele, sd	St., SES AP RCA
WSMB 1925	1350 5,000 DA-N	WSMB Inc. Maison Blanche Bldg. Magnolia 5921					
WSMB-FM 1948	Chan. 274 (B) 102.7mc 17kw						
WTIX 1950	1450 250	Royal Bcstg. Corp. 624 Canal St. Canal 7259		Patrick J. Shannon, g & pmm	James Brown, p & nd	Morris E. Jones, ce	Cap. UP G
WTPS 1948	940 1,000-D 500-N DA-N	The Times-Picayune 615 Howard Ave. Canal 5561	Branham	John F. Tims, p H. F. Wehrmann, gm	J. R. O'Meallie, cm Robert Smith, pd	Martin Burke, pmm George W. DeBlieux, ce	Assoc. UP WE
WWEZ 1947	690 5,000 DA-2	WWEZ Radio Inc. New Orleans Hotel Canal 3521	Hollingbery	A. J. Chilton, p J. A. Oswald, gm	Ken Elliott, pd	Harrison C. Mondy, ce	UP WH
WWL 1922	870 50,000 DA-1	Loyola University Roosevelt Hotel Raymond 2194	CBS	Rev. W. Patrick Donnelly S. J., p W. H. Summerville, gm Larry Baird, cm	Ed Hoerner, pd Ray Luzzza, pmm J. D. Bloom, ce	Don Lewis, nd George Shannon, fd Bill Brangle, sd Jill Jackson, wd	AP, UP RCA
OAKDALE							
KREH (CP)	900 250-D	Louisiana Bcstg. P. O. Box 571		C. W. Reddick, co-o Klien Evans, co-o & ce	Ralph L. Hooks, gm	Ben Hallberg, n & sd	UP Gates
OPELOUSAS							
KSLO 1947	1230 250	KSLO Bcstg. Co. N. Court St. 2633	ABC, KBS Louisiana Sears & Ayer	W. E. Jones, p & gm J. R. Womack, cm	Wandell Allegood, pd Richard M. Cole, ce	Floyd J. Cormier, n & fd Jeffery David Jr., sd	Wld. UP WE
RUSTON							
KRUS 1947	1490 250	Clarence E. Faulk Jr. 105 East N. Railroad Ave. 1490	MBS, KBS	Clarence E. Faulk Jr., p Kenneth L. Whitaker, gm	William S. Carter, pd	James L. Span, ce	UP Col.
SHREVEPORT							
KCLJ 1950	980 5,000-D	Southland Bcstg. Co. 205 Milam St. 4-6681	Young	Lester Kamin, p John H. Pace, gm & cm	L. H. Brandao, pd, nd & sd Mitchell Hodges, pmm	N. L. Keys, ce	UP Col.
KENT 1947	1550 1,000-D 500-N-DA-N	Frank H. Ford 311 Milam Bldg. 3-3681	MBS Walker	Frank H. Ford, p & gm Frank H. Ford Jr., cm Michael A. Roppolo, p & nd	Bill Monroe, pmm L. J. Carlson, ce	Bill Rutledge, fd Al Donaldson, sd	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	Wld., Cap. St. AP
KRMD-FM 1951	Chan. 266 (B) 101.1mc 11.5kw						
KTBS 1922	710 10,000-D 5,000-N DA-2	KTBS Inc. 312 E. Kings Hghwy. 7-3644	NBC Petry	E. Newton Wray, p & gm George D. Wray Jr., vp & publ. rel. d Charles W. Wray, secy.- treas.	Charles F. Whitesides, Jr., cm Deane R. Flett, pd Carol Vinson, publ., pmm, merchdng. m C. H. Maddox, ce	Maurie Wayne, nd Jack Timmons, fd Jim Clitt, sd Mildred Tippett, wd	Assoc. AP, UP RCA
KTBS-FM (CP)	Ch. 243 (B) 96.5mc 14kw						
KWKH 1925	1130 50,000 DA-N	International Bcstg. Inc. Commercial Bldg. 2-8711	CBS Branham	William H. Bronson, p Henry B. Clay, evp & gm Fred A. Watkins Jr., cm	Horace Logan, pd James T. Briggs, pmm W. E. Antony, tech. dir O. S. Droke, ce	James S. vanSickle, nd Frank Page, pd Jack Timmons, fd	L-W AP, UP RCA
KWKH-FM	Ch. 233 (B) 94.5mc 13.5kw						WH

MAINE

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, id, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter
AUGUSTA						
WFAU 1946	1340 250	Twin City Bcstg. Co. Inc. 160 Bangor Street 3-3878	MBS, Yankee, Forjoe, Borgatti	Faust Couture, p Norman G. Gallant, gm Floyd F. Smiley, cm & sd	Willard H. Blaisdell, pd & ce Robert Andrews, nd	Catherine Rice, wd St., Wid. AP Ray.
WRDO 1932	1400 250	WRDO Inc. 175 Water St. 3-4735	NBC New England Maine Bcstg. Weed, Bannan	Adeline B. Rines, p Jack S. Atwood, gm & pmm	Donald K. Powers, cm & sd Leslie Hubley, pd Harold T. Dinsmore, ce	Dan Kelly, nd Linwood Brofee, fd Jean Murray, wd Thes. UP RCA
BANGOR						
WABI 1924	910 5,000 DA-N	Community Bcstg. Service 57 State St. 6446	ABC, MBS, Pine Tree Everett-McKinney Kettell-Carter	Horace Hildreth, p & co-op Murray Carpenter, gm, co-o & treas.	Lee Gorman, cm Dick Bronson, pd Walter Dickson, ce	Bob Patten, nd Paul Dugas, sd Wid. AP
WGUY 1947	1230 250	Guy Gannett Bcstg. Services P. O. Box 732 7354	CBS Avery-Knodel Foster	Guy P. Gannett, p C. E. Gatchell, vp & gm Laurence H. Stubbs, vp Roger C. Williams, vp	S. G. Henderson Jr., m Robt. Carrigan, slm Clifford E. Reynolds, pm & pmm	Lauris P. MacGowan, tech. sup. Roger W. Hodgkins, ce Elizabeth Kihlmire, wd SES. UP GE
WGUY-FM 1947	Chan. 226 (A) 93.1mc 10.8kw					
WLZ 1926	620 5,000 DA-N	Maine Bcstg. Co. 100 Main St. 6023	NBC New England Maine Bcstg. Weed, Bannan	Adeline Rines, p Edward E. Guernsey, gm Irving S. Hunter, pd	John Wibby, ce George Chapman, pmm Bill Mincher, nd	Eddie Owen, sd Jake Brofee, fd Thes. UP WE
BIDDEFORD						
WIDE 1948	1400 250	Biddeford Bcstg. Corp. 234 Main St. 4-4566	MBS Yankee Devney	Arthur A. Deters, p, gm & ce	Carl Swanson, sd	Chris Drivas, asst. m & wd UP Gates
HOULTON						
WABM 1950	1340 250	Aroostook Bcstg Corp. 1340 N. Rd. 2257-8	KBS, MBS Maine	Harry E. Umphrey, p Harold D. Glidden, gm Ted Coffin, sm, cm, pd & fd	R. W. MacIntosh, ce Eben Currie, nd	Dewey Dewitt, sd Rita Junkins, wd Thes. AP RCA
LEWISTON						
WCOU 1938	1240 250	Twin City Bcstg. Co. Inc. 223 Lisbon St. 4-6921	MBS, Yankee Forjoe	Faust Couture, p John Libby, gm, pmm, & sd	Oscar Normand, cm Herbert Fontaine, pd Donald Mason, ce	Jack Karmen, nd Harold Alberghini, fd Roselle Coury, wd St., SES., Wid. AP RCA
WCOU-FM 1948	Chan. 230 (B) 93.9mc 13.7kw					
WLAM 1947	1470 5,000 DA-N	Lewiston-Auburn Bcstg. Corp. 129 Lisbon St. 4-5401	ABC Everett-McKinney Kettell-Carter	Elden H. Shute Jr., p Frank S. Hoy, gm	Gerald T. Higgins, cm & pmm F. Parker Hoy, pd & nd	Leslie Hall, ce Norman McKinstry, traffic m Sonia Forgue, wd Thes. AP RCA

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If you want sales in Maine Buy LEWISTON-AUBURN

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BUY 5000 WATT

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<p>1st IN SHARE OF AUDIENCE</p>	<p>MORNINGS 8:00 a.m. to 12 Noon 43.1%</p>	<p>AFTERNOONS 12 Noon to 6:00 p.m. 43.0%</p>	<p>EVENINGS 6:00 p.m. to 8:00 p.m. 40.9%</p>
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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**

PORTLAND

WCSH 1925	970 5,000-DA-N	Congress Square Hotel Co. 157 High St. 2-0181	NBC, New England, Maine Bcstg. Weed, Bannan	Adeline B. Rines, p William H. Rines, mng. d Albert W. Smith, cm Arthur Owens, pd	Daniel H. Smith, tech. dir. Linwood T. Pitman, pmm & asst. m Philip N. Johnson, nd	Linwood H. Brofee, fd J. D. MacWilliams, sd Agnes Gibbs, wd	Thes. AP, UP RCA
WGAN 1938	560 5,000-DA-1	Guy Gannett Bcstg. Services 390 Congress St. P. O. Box 1731 2-7423	CBS Avery- Knodel Foster	Guy P. Gannett, p Laurence H. Stubbs, vp Roger C. Williams, vp	C. E. Gatchell, vp & gm Richard E. Bates, slm Francis H. Farnum Jr., pgm & pmm	Roger W. Hodgkins, ce Worthen C. Cornish, sd Jane Porter, wd	SES. AP, UP RCA
WPOR 1946	1490 250	Oliver Bcstg. Corp. Chapman Bldg. 3-8111	ABC, MBS Yankee Everett- McKinney	Harold H. Meyer, p & gm William J. Mullen, cm	Raymond Mercier, pd Roger Perry, ce	Blake Ellis, nd Ralph Fenno, sd Martha Standish, wd AP GE

PRESQUE ISLE

WAGM 1931	1450 250	Aroostook Bcstg. Corp. 180 State St. West 8821	MBS, KBS Yankee	Harry E. Umphrey, p Harold D. Glidden, gm F. J. Craig, cm	Dick Marshall, pd & fd Lester E. Hughes, ce	Dick Meyer, nd Dewey Dewitt, sd Virginia Rackliff, wd	Thes. AP
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ROCKLAND

WRKD 1952	1460 250	Knox Bcstg. Co. 496 Main St. 74-K	ABC, New England Everett- McKinney Kettell- Carter	Carleton D. Brown, p Paul R. Huber, gm & sd Sherman Rutter, cm	Frank Knight, pd & fd Don Winslow, ce	Robert Mayo, nd Margaret Hanks, wd UP Ray.
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RUMFORD

WRUM (CP)	1450 250	Rumford Pub. Co.					
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WATERVILLE

WTVL 1946	1490 250	Kennebec Bcstg. Co. 36 Silver St. 2700	ABC, New England Everett- McKinney Kettell- Carter	Carleton D. Brown, p & gm Harold L. Vigue, cm	Alvo Martin Jr., pd, pmm & nd Don Sutherland, ce	Hugh Rowlandson, sd Bette Leslie, wd Kendrick Chase, fd AP RCA
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AMERICAN BROADCASTING COMPANY
YANKEE NETWORK
MUTUAL BROADCASTING SYSTEM



Portland's
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ask
anyone!

REP. EVERETT-McKINNEY, INC.
HAL MEYER, PRESIDENT

MARYLAND

Executive Abbreviations

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

Transc. Li-
brary, News
Service
Transmitter

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li- brary, News Service Transmitter
ANNAPOLIS						
WANN 1947	1190 1,000-D	Annapolis Bestg. Corp. P. O. Box 749 2500		Morris H. Blum, p & gm	Arthur P. Dietz, ce Ray.
WASL 1946	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	Wid. AP Col.
WNAV 1949	1430 1,000-DA-N	Capital Bestg. Co. P. O. Box 829 2639	KBS McGillvra	Albert H. MacCarthy, p Earl L. Boyles, gm	Norman Bergholm, cm & nd	Thes. AP GE
WNAV-FM 1948	Chan. 256 (B) 99.1mc 16.6kw			Store Radio	 WH
BALTIMORE						
WAAM (TV)		WAAM, Inc. 3725 Malden Ave. Mohawk 7600		(For full information see TELECASTING Yearbook)		
WBAL 1925	1090 50,000-DA-N	The Hearst Corp. 2610 N. Charles St. Hopkins 3000	NBC Petry	Charles B. McCabe, vp & exec. dir. D. L. Provost, vp & gm John T. Wilner, vp in chg. eng. Leslie H. Peard, Jr., sm	Freeman W. Cardall, bus. m Arnold Wilkes, pub. affairs d Victor F. Campbell, pd William N. Rock, prog. m	J. M. Kennedy, slm Thomas J. White, Jr., n & pub. m William C. Bareham, ce Mollie Martin, wd Conway Robinson, fd
WBAL-TV		The Hearst Corp. 2610 N. Charles St. Hopkins 3000		(For full information see TELECASTING Yearbook)		AP, UP INS WE
WBMD 1947	750 1,000-D	Key Bestg. Corp. 879 Park Ave. Mulberry 7095	McGillvra	George E. Hull, p H. Shelton Earp, Jr., gm	Thomas O'Connor, pd & fd Russell H. Morgan, ce	Vince Bagli, sd Polly Dorsey, wd
WCAO 1922	600 5,000 DA-1	The Monumental Radio Co. 1102 N. Charles St. Mulberry 0600	CBS Raymer	L. Waters Milbourne, p & gm George L. Filling, pd	Robert M. Richmond, cm & pmm Martin L. Jones, ce	Wid. AP WH
WCAO-FM 1948	Chan. 274 (B) 102.7mc 20kw					
WCMB 1924	680 10,000-D 5,000-N-DA-2	Baltimore Bestg. Corp. North & Harford Aves. Belmont 8400	MBS Taylor	John Elmer, p & cm George H. Roeder, gm	Charles A. Roeder, pd & nd G. Porter Houston, ce	L-W AP, INS RCA
WFBR 1922	1300 5,000-DA-1	The Baltimore Radio Show Inc. 10 E. North Ave. Mulberry 1300	ABC Blair	Robt. S. Maslin, p John E. Surrick, vp & gm Robt. S. Maslin, Jr., vp, sec. & d of pub.	J. H. L. Trautfelter, vp & treas. William S. Pirie, Jr., sls. d	Wid. AP RCA
WITH 1941	1230 250	Maryland Bestg. Co. 7 E. Lexington St. Lexington 7808	Forjoe	Thomas G. Tinsley, Jr., p & gm	Robt. C. Embry, cm Nedra Berryman, pd	James S. Duff, ce Chuck Thompson, sd
WITH-FM 1943	Chan. 232 (A) 104.3mc 20kw					St. AP WE
WITH-TV (CP)		Maryland Bestg. Co. 7 E. Lexington St. Lexington 7808		(For full information see TELECASTING Yearbook)		
WMAR-TV		The A. S. Abell Co. Charles & Redwood Mulberry 5670		(For full information see TELECASTING Yearbook)		
WSID 1947	1010 1,000-D	The United Bestg. Co. 912 N. Charles St. Saratoga 8250		Richard Eaton, p & nd	Albert Lanphear, vp, gm & cm	Helen Wherley, pd Lee Reckling, ce
WWIN 1951	1400 250	Belvedere Bestg. Co. 5740 Reisterstown Rd. Mohawk 4400	Indie	Thomas F. McNulty, p Lenore Feldman, gm	Bentley Stecher, slm Chester Kiser, pd	Joseph Sporney, ce Ralph Pennewell, sd
WWIN-FM 1948	Chan. 234 (B) 94.7mc 20kw					UP Assoc. AP WE

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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.

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Hagerstown,

Capital of Western Maryland

2nd in sales in Md.

IT'S WARK-CBS that leads the entire area

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Auxiliary Studio, Waynesboro, Po.

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 8250
or 507 Fifth Ave., N. Y. City, Murray Hill 7-4758

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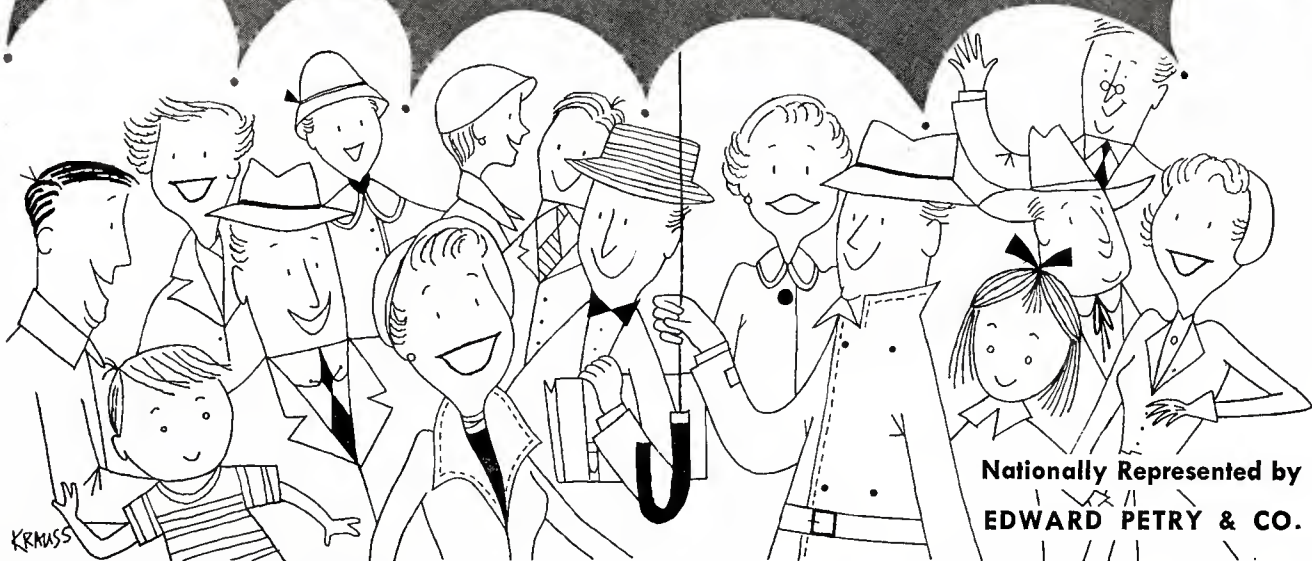
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RADIO BALTIMORE

WBAL

50,000 Watts • NBC in Maryland



**Nationally Represented by
EDWARD PETRY & CO.**

MARYLAND—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner; Pres. p; Exec. up evp; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Prom. Mgr. pmm; Prod. Mgr. pdm;		
BETHESDA							
WUST 1951	1120 250-D	Broadcast Management Inc. 1343 U St. N.W. Washington, D. C. Hobart 2-0011	Metropolitan	Harold E. Sheffers, p & gm Leslie Smith, cm Carl Robinson, pd & pmm	Roy Snyder, nd Tom Blanks, ce	Frances White, wd Hal Jackson, sd	UP Collins
WUST-FM 1951	Chan. 292 (A) 106.3mc 500w						
BRADBURY HEIGHTS							
WBUZ-FM 1948	Chan. 244 (A) 96.7mc 0.42kw	(See Washington D. C. Listing)					
CAMBRIDGE							
WCEM 1947	1240 100	The Shore Bcstg. Co. The Pines 1580	MBS Eastern Shore	John W. Downing, p Charles J. Truitt, vp W. L. Allen, vp	Thomas H. Maquire, gm & cm Avery W. Hall, secy.-treas.	Ed Brigham, pd Jerrold Merritt, ce	Wld. AP Col.
CUMBERLAND							
WCUM 1948	1490 250	The Tower Realty Co. Williams Rd. & City Line 5400	CBS Forjoe	Karl F. Steinmann, p Malcolm A. Campbell, Jr., gm & sd	Roy H. Knotts, cm Paul Custer, ce Eldred Steinmann, pmm	Bill Criswell, nd Russ Reynolds, fd	Thes. AP RCA
WCUM-FM 1948	Chan. 275 (A) 102.9mc 1kw						
WDYK 1949	1230 250	Western Md. Bcstg. Co. 450 Byrd Ave. 5001	ABC, MBS Radio Reps.	Richard A. Raese, p James M. Martinson, gm Floyd V. Cozad, cm	Robert R. Calvert, pd George Sokol, Jr., ce	Russell H. Ward, pmm & nd Loman B. Riley, sd	St. UP Col.
WTBO 1928	1450 250	Maryland Radio Corp. 31 Frederick St. 299	NBC Branham	Charles E. Smith, p & gm Don Jarvis, cm Michael Hurst, pd & sd	Malcolm Jones, pmm Phillip Melone, ce Robert Rosamond, fd	M. Virginia Rosenbaum, wd	Wld. UP WE
FREDERICK							
WFMD 1936	930 1,000 DA-N	Monocacy Bcstg. Co. 1626-1627	CBS	Laurence Leonard, p Alan W. Long, gm & cm Evelyn Leonard, vp	Howard C. Fisher, ce Lewis L. Carter, pd	Howard F. Streeter, sd Mary M. Long, wd	AP RCA
WFMD-FM 1947	Chan. 260 (B) 99.9 2kw						
WFMD-TV (CP)		Monocacy Bcstg. Co. 1626-1627					
HAGERSTOWN							
WARK 1946	1490 250	United Bcstg. Co. of Western Md. 128 S. Prospect St. 4500	CBS United	Richard Eaton, p & nd Albert R. Lanphear, vp	Samuel E. Phillips, Jr., g & cm Hunter Reams, pd & fd	Betty Bupp, pmm	UP

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TODAY, AS 10 YEARS AGO, INDUSTRY LEADERS SAY:

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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.

WJEJ 1932	1240 250	Hagerstown Bcstg. Co. Franklin Court 2323	ABC, MBS Walker	Grover C. Crilley, p, o & gm Wm. H. Paulsgrove, cm & pmm	Robt. F. Leshner, pd Geo. W. McIntire, ce D. Glenn Thomas, nd & sd	David Zedaker, fd Marie Whitcraft, wd	L-W AP GE
WJEJ-FM 1947	Chan. 284 (B) 104.7mc 9.4kw						
HAVRE DE GRACE							
WASA 1948	1330 1,000-D	The Chesapeake Bcstg. Corp. P. O. Box 97 800	KBS Schepp- Reiner	Jason T. Pate, p & gm Charles W. Irwin, cm	W. Edwin Baekey, Jr., pd & nd	Charles E. Veazie, ce Allen Anderson, sd Anita Lou Baekey, wd	Wld. UP Ray.
LEONARDTOWN							
WKIK (CP)	1370 1,000-D	Southern Maryland Bcstrs. Inc. Greenwood 5-2211	James L. Bittner, p & ce	Charles E. Springer, gm & pd	William C. Redd, cm & pmm Col.
LEXINGTON PARK							
WPTX (CP)	1570 1,000-D	Patuxent Radio Inc.					
ROCKVILLE							
WINX 1947	1600 1,000-D	The United Bcstg. Co. Route 240 4357		Richard Eaton, p Albert Lanphear, vp	Bruce Collier, gm Arthur A. Snowberger, ce	Robert Cossman, pd Gene Andrews, sd UP Col.
SALISBURY							
WBOC 1940	960 1,000-DA-N	The Peninsula Bcstg. Co. Radio Park 6131	MBS East Shore Burn-Smith	John W. Downing, p Charles J. Trullitt, gm, cm & pmm	John W. Downing, Jr., pd & nd Jack W. Ward, ce	Kitty Gray, wd	Wld., L-W AP RCA
WESN (FM) 1947	Chan. 248 (B) 97.5mc 12kw	(WBOC, AM Affiliate)					
SILVER SPRING							
WGAY 1947	1050 1,000-D	Tri-Suburban Bcstg. Corp. 11306 Kemp Mill Rd. Juniper 9-1050	Metropolitan Indie	John W. Kluge, p Joseph L. Brechner, gm James E. Crismond, cm	Ernie Tannen, pd & pmm Arthur McDougall, ce Chuck Dulane, nd & fd	Val Thomas, sd Beverly C. Costello, traffic m	Wld. AP Col.

MASSACHUSETTS

ATTLEBORO							
WARA 1950	1320 1,000-DA-2	Attleboro Radio Assn. Inc. Bronson Bldg. N. Main St. 1-1320	Bannan	Keith S. Field, gm William A. Dawson, Jr., cm	David P. Mohr, pd Melroy N. Conway, ce	Dorothy Davignon, traffic m Faye Dolan, office m UP RCA
BOSTON							
WBMS 1946	1090 1,000-D	WBMS Inc. Hotel Shelton 19 Bay State Rd. Copley 7-3005	Forjoe	John J. Laux, p Norman Furman, gm Leonard Meyers, cm	Ken Malden, pd Zangwell Lasker, pmm Don Snider, ce	Steve James, nd Marion Peterson, wd AP, UP
WBZ 1921	1030 50,000 DA-1	Westinghouse Radio Stations, Inc. 1170 Soldiers Field Rd. Algonquin 4-5670	NBS New England Free & Peters	J. E. Baudino, vp W. C. Swartley, sm C. M. Meehan, slm	Avner Rakov, prog. m John G. Stilli Jr., pmm W. H. Hauser, ce	C. S. Young, asst. sm F. Whitmarsh, nd Malcolm McCormack, fd	Assoc., Thes. AP, UP, INS WH
WBZ-FM 1948	Chan. 225 (B) 92.9mc 20kw						
WBZ-TV 1948							(For full information see TELECASTING Yearbook)
WCOP 1935	1150 5,000 DA-2	WCOP Bcstg. Co. 489 Boylston St. Copley 7-0123		T. B. Baker Jr., co-o Alvin Beaman, co-o Roy V. Whisnand, co-o & gm	Irvin E. Dierdorff Jr., pd Roland C. Hale, ce	A. N. Armstrong Jr., natl. slm	Wld. AP, INS
WCOP-FM 1948	Chan. 264 (B) 100.7mc 20kw						
WEEI 1924	590 5,000-DA-1	Columbia Bcstg. System 182 Tremont St. Hubbard 2-2323	CBS, New England CBS Radio Spot Sales	Adrian Murphy, p Harvey J. Struthers, gm Emmett J. Heerdt Jr., cm	Raymond G. Girardin, pd Charles B. H. Vall, pmm Harold A. Dorschug, ce	Arthur C. King, pdm & sd Charles Ashley, nd Louis T. Webster, fd	L-W AP, UP GE
WEEI-FM 1948	Chan. 277 (B) 103.3mc 20kw						
WHDH 1929	850 50,000-DA-2	Matheson Radio Co. Inc. 6 St. James Ave.	Blair	Robert B. Choate, p William B. McGrath, mgng. d Arthur T. Brush, cm	George M. Perkins, pd William E. Shea, pmm Philip K. Baldwin, ce	John Day, nd Joe Kelly, fd Curt Gowdy, sd AP WH
WHDH-FM 1949	Chan. 233 (B) 94.5mc 20kw	Hancock 6-5500				 WE
WLAW 1937	680 50,000 DA-1	Hildreth & Rogers Co. 275 Tremont St. Hancock 6-1122	ABC Taylor	Irving E. Rogers, p Lambert B. Beeuwkes, gm Fred A. Sullivan, pmp	George A. Hinckley, ce Frederick P. Laffey, pd Roderick MacLeish, nd	Arthur Flynn, sd Mildred Bailey, wd	Wld. UP, INS WE Ray.
WLAW-FM 1947	Chan. 229 (A) 93.7mc 20kw						
WMEX 1934	1510 5,000 DA-1	The Northern Corp. 70 Brooklyn Ave. Commonwealth 6-3900		John E. Reilly, p & pd William S. Pote, gm Lawrence J. Flynn, cm	Alfred J. Pote, tech. d George Kaplan, pmm William Ferruzzi, ce	Frank Fallon, sd Marie Mason, wd	L-W, SES. INS RCA

MASSACHUSETTS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter	
WNAC 1922	1260 5,000 DA-N	General Teleradio Inc. Yankee Division 21 Brookline Ave. Commonwealth 6-0800	MBS Yankee H-R Reps	Tom O'Neil, p Linus Travers, exec. vp & gm George Steffy, vp	Tom Bateson, cm Dave Cox, pd George Hallberg, sls. pmm Phyllis Doherty, pub. d	I. B. Robinson, ce Leland Bickford, nd Les Smith, sd Louise Morgan, wd	UP, INS Rev. WE
WNAC-FM 1948	Chan. 253 (B) 98.5mc 20kw						
WNAC-TV 1948							
WORLD 1950	950 5,000-D	Pilgrim Bcstg. Co. 92 State St. Lafayette 3-4000	Bolling	Joseph A. Dunn, p Arthur E. Haley, gm & cm Norm Prescott, pd	Pauline Haddad, pmm John Parker, ce Claire Crawford, asst. slm	Richard Jordan, nd & sd	AP Ray.
(For full information see TELECASTING Yearbook)							
BROCKTON							
WBET 1946	990 1,000-D CP: 1460 1,000 DA-N	Enterprise Publ. Co. 60 Main St. Brockton 7062	Colton, Bannan	Charles A. Fuller, gm & sm Earle G. Clement, cm Kenneth A. Wheeler, pd	Mark L. MacAdam, tech. d Kenneth G. Dalton, nd Freddie Dalton, wd	Walter Dunbar, sd Stanley Berry, fd	SES. & Thes. AP Col.
WBET-FM 1948	Chan. 249 (A) 97.7mc 0.8kw						GE
BROOKLINE							
WVOM 1948	1600 5,000 DA-1	The Boston Bcstg. Corp. 1 Harvard St. Beacon 2-5650	PolishRosary McGillvra	Benjamin Bartzoff, gm	Jerome Bartzoff, ce		UP Ray.
CAMBRIDGE							
WTAO 1948	740 250-D	Middlesex Bcstg. Corp. 439 Concord Ave. Eliot 4-0500		Frank Lyman Jr., p Frederic S. Bailey, gm	Ed Penney, pd Norman Graham, ce	Kay Bullard, traffic m	
WXHR (FM) 1947	Chan. 45 (B) 96.9mc 5kw	(WATO, AM affiliate)	Continental	John Thornton, gm & cm Mary Ann Bowles, pd			
FALL RIVER							
WALE 1948	1400 250	Narragansett Bcstg. Co. 374 Central St. 4-1400	MBS, Yankee Walker Kettell-Carter	George L. Sisson Jr., p & gm Madeleine Hamel, bus. m & wd	Ann Kenney, traffic m Roland Berube, ce	James Arkison, nd & sd Lincoln Pratt, fd	UP Ray.
WSAR 1921	1480 5,000 DA-2	The Fall River Bcstg. Corp. Academy Bldg. 7-9477	ABC Headley-Reed Bannan	Frank W. Miller, p Melvin Lahr, treas. & gm Neil Sullivan, cm	Angus Bailey, pd John Crowley, pmm John Pavao, ce	Bill O'Brien, sd Joe Welch, nd	Thes. UP WH
WSEE (TV) (CP)		New England TV Co. Inc. 514 Industrial Trust Bldg. Providence, R. I. Gaspee 1-1858					(For full information see TELECASTING Yearbook)

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the measure of a magazine

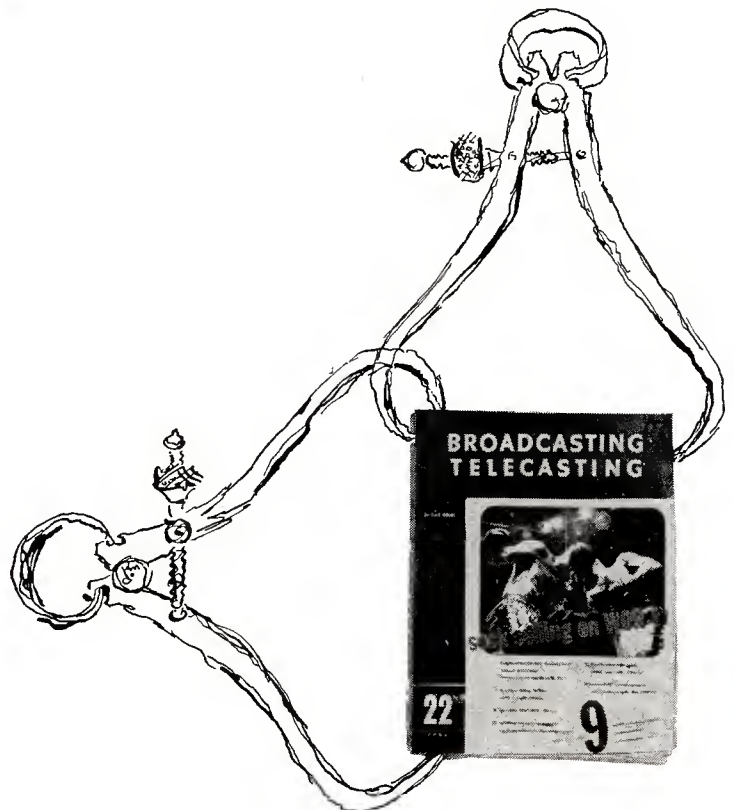
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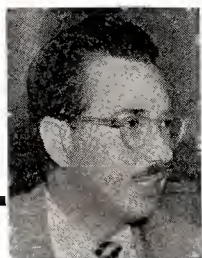
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delivers "right" readers (16,000 all paid)—including all of the nation's agencies and advertisers who control the bulk of the nation's network and national spot business.



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PORTLAND	CBS	WGAN
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WORCESTER	CBS	WTAG
SPRINGFIELD	ABC	WSPR
PROVIDENCE	ABC	WPJB
HARTFORD	ABC	WTHT

MERCHANDISING COVERAGE AREA—
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FOOD SALES—\$2,097,578,000

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MASSACHUSETTS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
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 Kallin, ce Leslie Levinson, nd	Walter Viewig, fd Dorothy McKittrick, wd	AP GE
WFGM 1952	1560 1,000-D	Wachusett Bestg. Corp. 455 Main St. 3-4897	Devney, Bannan	Ansel E. Gridley, p, gm & cm	Tal Hood, p	Donald L. Coleman, Jr., ce	INS Ray.
FRAMINGHAM							
WKOX 1947	1190 1,000-D	WKOX Inc. Mount Wayte Ave. 7409	Kettell- Carter	Richard E. Adams, gm	Wm. Sherman, pd Francis W. Bartol, ce	Jim Robbins, nd Bill Sherman, sd Nancy Anderson, wd	Wld. UP Ray.
GARDNER							
WHOB 1946	1490 250	Gardner Bestg. Green St. 1490	ABC, KBR Bolling	Wm. H. Rust, p Al Maffie, gm Gordon Wiley, ce	Ed Johnson, nd Joe Richard, fd Jack McDermott, sd	Connie Stackpole, wd	AP GE
GREENFIELD							
WHAI 1938	1240 250	John W. Haigis 354 Main St. 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 Woodridge B. Brown, fd (Mrs.) June Greene, wd	Wld AP Col. REL
WHAI-FM 1948	Chan. 252 (A) 98.3mc 1kw						
HAVERHILL							
WHAU 1947	1490 250	Haverhill Gazette Co. 30 How St. 4-4733	Kettell- Carter	John T. Russ, p & gm Robert I. Kimel, sm	John J. Kirby, cm Kenneth D. Ash, pd	Theodore Ferus, ce Eileen Kneeland, wd	UP Ray.
HOLYOKE							
WHYN 1941	560 1,000 DA-1	Hampden-Hampshire Corp. 180 High St. 8238	MBS, Yankee Branham, Bannan	Charles N. DeRose, gm	Patrick J. Montague, cm	A. Paley, ce	L-W UP RCA GE
WHYN-FM 1948	Chan. 261 (B) 93.1mc 3.2 kw						
WHYN-TV (CP)		Hampden-Hampshire Corp. 180 High St. 8238					
WREB 1950	930 500-D	Valley Bestg. Co. 232 High St. 2-3296		Sigward O. Holmes, p John J. Broderick, gm & cm Anthony DeMarco, treas.	Gerald Loughman, pd Arthur Beaton, ce	Charles West, nd Danny Moreau, fd Florence Warren, wd	Assoc. SES. AP G

(For full information see TELECASTING Yearbook)

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HOMETOWN, USA

1953 IS THE 200TH ANNIVERSARY YEAR OF THE INCORPORATION OF THE TOWN OF GREENFIELD. WHAI INVITES YOU TO THE CELEBRATION JUNE 10-14, 1953. YOU WILL NEVER SEE A BETTER.

IN 1953, WHAI CELEBRATES

ITS 15TH BIRTHDAY OF AM AND THE 5TH BIRTHDAY OF FM. COME TO SEE US, TOO, OR FIND OUT ABOUT US FROM BANNAN IN BOSTON, OR THE WALKER COMPANY IN NEW YORK. A FINE STATION IN A FINE COMMUNITY.

WHAI GREENFIELD,
MASSACHUSETTS

LAWRENCE

WCCM 1947	800 1,000-D	The Lawrence Bcstg. Co. 278 Essex St. 3-7171	Indie Sales	Geo. H. Jaspert, p, gm & ce Daniel B. Ruggles III, cm	Ernest H. LaBranche, pd & sd Jack Labrie, nd	William S. Morrissey, fd Christine Cartwright, wd	AP GE
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LOWELL

WCAP 1951	980 1,000-D	Northeast Radio Inc. 243 Central St. 4-0404	Rambeau, Kettell-Carter	Isreal Cohen, p Wm. J. Warren, gm	Gerald F. Cronin, sm & cm Ugo San Antonio, pd	Theodore Cohen, ce Reg Cox, nd John Carney, sd	UP Ray.
WLLH 1934	1400 250	Merrimac Bcstg. Co. Inc. Kearney Square 8715	MBS, Yankee	Gerald Harrison, p Dana W. Fitzgerald, gm Haskell Bloomberg, cm	Tom Clayton, pd & sd A. G. Michaels, ce	Fred Simmons, nd Ann Bradford, wd	Assoc. UP
WLLH-FM 1948	Chan. 258 (B) 99.5mc 12.2kw						WE

LYNN

WLYN 1947	1360 1000-D	Puritan Bcst. 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	Chan. 288 (A) 105.5mc 0.52kw						

MEDFORD

WHIL 1952	1430 500-D	Conant Bcstg. Co. Inc. 99 Revere Beach Pkwy. Mystic 8-2250		Sherwood J. Tarlow, p & gm Joseph Kruger, cm	Dave Maynard, pd & nd Sal Fulchino, ce	Arthur Stamler, sd Peg Stuart, wd	Thes. UP G
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NEW BEDFORD

WBSM 1949	1230 100	Bay State Bcstg. Co. Pope's Island 3-1767	Bolling	Joseph P. Duchaine, p Otto F. A. Arnold, gm Richard Evans, cm	Robert L. Adams, pd Brownell Brightman, ce Frederick Jerome, nd	Chris Clark, sd Harriet Hall, wd	UP RCA
WBSM-FM 1949	Chan. 247 (B) 97.3mc 2.5kw						
WNBH 1921	1340 250	E. Anthony & Sons, Inc. 432 County St. 8-5228	MBS, Yankee Walker, Bannan	Basil Brewer, vp & treas. J. Thomas Mathers, m	James E. Gleason, pd & sd David Dodd, ce	Robert Sayre, nd Betty Barton, wd	Wld. AP RCA
WFMR(FM) 1946	Chan. 251 (B) 94.1mc 20kw	(WNBH, AM affiliate)					
WNBH-TV (CP)		E. Anthony & Sons, Inc. 432 County St. 8-5228		(For full information see TELECASTING Yearbook)			

NORTH ADAMS

WMNB 1947	1230 250	Northern Berkshire Bcstg. Co. Inc. 466 Curran Hgwy. 1230	McGillvra	J. Gordon Keyworth, p, gm & cm William R. Lawson, pd Courtlandt Nicholl, n & gm	Irvin L. Littlefield, chief tech.	Bernard Bullett, sd	Wld. AP Ray.
WNAW 1949	860 250-D	Cecil F. Clifton 20 State St. 860		Mrs. Cecil F. Clifton, o	Carman S. Tubby, pd	Calvin Curtis, ce Dick Brown, fd	Assoc., Cole UP RCA

NORTHAMPTON

WHMP 1950	1400 250	Pioneer Valley Bcstg. Co. 78 Main St. 4275	Borgatti	John H. Williams, p Alexander W. Milne, gm & cm	Joseph Fennessey, pd	Harold Schumacher, ce	St. AP RCA
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PAXTON

WTGR (FM) 1949	Chan. 256 (B) 99.1mc 5kw	General Teleradio Inc. Yankee Division Star Route 4125 Worcester, Mass. Worcester 2-8713	Forjoe	William O'Neil, p	William R. Sweeney, gm	Robert A. Reynolds, ce	REL
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PITTSFIELD

WBEC 1947	1490 250	Western Mass. Bcstg. 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-FM 1948	Chan. 232 (A) 94.3mc 1kw						Ray.
WBRK 1938	1340 250	Greylock Bcstg. Co. 8 Bank Row 2-1553	MBS, Yankee Walker, Borgatti	Leou Podolsky, p John T. Parsons, gm Norman Simpson, cm	Richard Bolander, pd Ted Holmes, pmm & fd Leonard Lavendol, ce	Leon Beeler, nd Dan Healy, sd Isabel Parker, wd	Assoc. UP WH

QUINCY

WJDA 1947	1300 1,000-D	South Shore Bcstg. Co. 29 Brackett St. Mayflower 9-1300		Joseph H. Tobin, p & gm James D. Asher, treas. & cm	Charles Glass, pd Fred Lane, ce Bill Edwards, nd	Bob Gallagher, sd Ida Newman, wd	Wld. AP Col.
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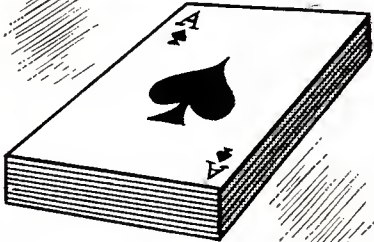

SALEM

WESX 1939	1230 250	N. Shore Bcstg. Co. 49 Washington St. 5670		William C. Asher, gm & cm Duane A. Hatch, pd	Harry L. Bixbee, Jr., ce Albert O. Belknap, nd	Tom Lester, sd Jane Taylor, wd	Wld. UP WE
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MASSACHUSETTS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter
SPRINGFIELD						
WACE 1946	730 1,000-D	Regional Bcstg. Co. Hotel Bridgway 6-1323	Kettell-Carter Indie Sales	Ralph J. Robinson, gm & cm	Chas. J. O'Malley, pd & sd Henry R. Glinka, ce	AP RCA
WBZA 1924	1030 1,000	Westinghouse Radio Stations Inc. Hotel Kimball 6-8336	NBC New England Free & Peters	J. E. Baudino, vp W. C. Swartley, sm C. M. Meehan, slm	Avner Rakov, pm W. H. Hauser, ce C. S. Young, asst. sm John G. Stilli Jr., pmm F. Whitmarsh, nd Malcolm McCormack, fd	WE
WBZA-FM 1942	Chan. 246 (B) 97.1mc 3.2kw					
WKJO 1949	1600 5,000-DA	Springfield Bcstg. Co. 137 State St. 2-7487	Gill, Keefe & Perna	E. G. Hewinson, Sr., p & cm	C. M. Manitsas, gm, pd & ce Joseph Dobbs, nd (Mrs.) G. Baacke, wd	UP
WJKO-FM 1948	Chan. 270 (B) 101.9mc 10kw					RCA
WMAS 1932	1450 250	WMAS Inc. 101 West St. 7-1414	CBS Petry	Gerard Harrison, p Robert Donahue, gm Robert M. Feldman, cm	Paul Peltier, pmm John Michnovez, ce Noah LaMountain, nd Zack Land, sd Mae Brown, wd	Assoc. UP RCA
WMAS-FM 1947	Chan. 234 (B) 94.7mc 3.2kw					WE
WSPR 1936	1270 1,000-DA-2	WSPR Inc. 63 Chestnut St. 6-2757	ABC Hollingbery, Bannan	Alan C. Tindal, p James H. Ferguson, Jr., cm Wayne H. Latham, pd & nd	Kristian Solberg, treas. George R. Townsend, ce Howard S. Keefe, pmm Herb Carneal, sd	L-W AP
WSPR-FM 1949	Chan. 250 (B) 97.9mc 13kw					RCA
WWLP(TV) (CP)		Springfield Television Bcstg. Corp. 1387 Main St.			(For full information see TELECASTING Yearbook)	
TAUNTON						
WPEP 1949	1570 1,000-D	Silver City Bcstg. 174 Broadway 4-7528		J. Marshall McGregor, ptrn., p & gm J. Milton Hammond, treas. & ptrn.	Joseph G. Quill, sm & pd Ed. Stawniak, cm Lawrence Prado, ce Edward Litchfield, nd & sd Jane Lawrence, wd	L-W G
WALTHAM						
WCRB 1948	1330 1,000-D	Charles River Bcstg. Co. 834 Main St. 5-7080	Bannan	Theodore Jones, p & gm	David B. Tucker, pd James Bonney, ce Martin Tall, nd	UP Ray.


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**ACE SETS
THE PACE IN
SPRINGFIELD**

TOP CARD

TOP CARD



7 3 0 K C

1000 WATTS

Regional Broadcasting Company
 SPRINGFIELD • CHICOPEE • HOLYOKE
 MASSACHUSETTS

WARE							
WARE 1948	1250 1,000-D	Central Bcstg. Co. East St. 1250	Radio Reps., Borgatti	John B. Poor, p Thomas M. Colton, gm & pd	Howard L. Chase, cm Joe Bigda, ce	Chuck Williams, nd Vern Jones, sd	L-W AP Ray.
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, pd & oper. m	Harry Robator, nd Harris Bond, sd	Wld. INS G
WEST YARMOUTH							
WOCB 1940	1240 250	E. Anthony & Sons, Inc. South Sea Ave. Hyannis 502	MBS, Yankee Walker, Bannan	Basil Brewer, p Paul W. Stiles, gm & cm	Joyce Johnson, pd Frank L. Lynch, ce	Edgar H. Semprini Jr., nd & sd Blanche Robinson, wd RCA
WOCB-FM 1948	Chan. 232 (A) 94.3mc 1kw						
WORCESTER							
WAAB 1931	1440 5,000 DA-1	WAAB Inc. 34 Mechanic St. 2-5611	ABC Everett- McKinney Bannan	George F. Wilson, p & gm George J. Kapel, cm Don C. Stevens, pd	Felix Bonvouloir, ce George Webber, pmm	Robert Nims, nd Mary Cahill, office m AP RCA
WGTR (FM) 1949	Ch. 256 (B) 99.1mc 5kw	General Teleradio Yankee Division					
WNEB 1946	1230 250	New England Bcstg. Co. Park Bldg. 507 Main St. 6-4672	Bolling	Paul C. Lytle, p & bus. m John J. Hurley, treas. & gm	Edward T. McCann, Jr., cm Vernon P. Wilson, ce Andrew F. Hickey Jr., nd	Jeanne Connelly, wd Bill Harrington, sd UP Ray.
WORC 1925	1310 1,000 DA-1	Radio Worcester Inc. 65 Elm St. 5-3101	MBS, Yankee Headley- Reed Kettell- Carter	C. Geo. Taylor, p Robt. T. Engles, vp Kenneth M. Cooper, gm	Thomas M. Donlin, cm Richard D. Smith, pd & sd Carroll Philbrook, ce	Gunnar Anderson, pmm Clark Slocum, nd Pappy Howard, fd AP RCA
WTAG 1924	580 5,000-DA-2	WTAG Inc. 18 Franklin St. 5-4321	CBS Raymer	Robert W. Booth, vp & gm Herbert L. Kruger, sm Bernie La Plante, sl, pm, d	Robert J. Brown, cm A. J. Brissette, pdm & prog. m	Andrew C. Fuller, publ. & pmm Elliot A. Browning, ce	Assoc. Wld. AP RCA GE
WTAG-FM 1940	Chan. 241 (B) 96.1mc 10kw						

IN THE DECK !

IN YOUR FILE !

NEW YORK
INDIE SALES, Inc.
BOSTON
KETTELL-CARTER

*Ace Voice of ...
Western Massachusetts*

MICHIGAN

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. prm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Transc. Li- brary, News Service Transmitter		
ADRIAN							
WABJ 1946	1500 250-D CP: 1490 250	James Gerity, Jr. Treat Rd. 9000	Holman	James Gerity, Jr., chief o O. W. Myers, gm David Norton, cm	Larry Payne, pd & nd Elwood Brown, ce Don Dean, fd	Keith Roper, sd Aileen Lindbert, wd	Cap. UP G
ALBION							
WALM 1952	1540 250-D	Calhoun Bcstg. Co. Hawes Bldg. 6120		J. C. Bedient, p M. H. Wirth, gm	Lewis Shroyer, m & pd	Clare Brown, ce	Thes. UP RCA
ALMA							
WFYC 1948	1280 1,000-D	WFYC Inc. Alma, Mich. 95	Great Lakes	L. R. Kamperman, p Robert W. Cessna, vp, gm & pmm Ray Beckwith, cm	Dave Sommerville, pd, nd & sd Harold Frisby, ce	Bruce Rigg, fd Lillian Curtiss, wd	Wid., L-W UP Ray.
ALPENA							
WATZ 1946	1450 250	Midwestern Bcstg. Co. 1049	MBS, KBS Bunyan Holman	Les Biederman, p	Drew McClay, gm	 AP WE
ANN ARBOR							
WHRV 1947	1600 1,000-DA-1	Huron Valley Bcstrs. Inc. P. O. Box 608 2-4573	ABC Walker	J. F. Hopkins, p S. J. Filipiak, gm J. H. Hopkins, cm	Richard Harner, pd J. W. Allen, ce Otis Hardy, nd	Bill Fleming, sd Cecelia Ward, wd	Wid., AP WE
WPAG 1945	1050 1,000-D	Washtenaw Bcstg. Co. Inc. 3rd Floor Hutzel Bldg. 2-5517	McGillvra	Arthur E. Greene, p & secy. Edward F. Baughn, vp & treas. Roger Shepard, pd	Kenneth MacDonald, cm Donald Bowdish, ce Peter W. Denzer, nd	Howard Heath, fd Robt. P. Ufer, sd	St. AP WE
WPAG-FM 1947	Chan. 254 (B) 98.7mc 2.2kw					 REL
WPAG-TV (CP)		Washtenaw Bcstg. Co. Hutzel Bldg. 2-5517		(For full information see TELECASTING Yearbook)			
BAD AXE							
WLEW 1950	1540 250-D	Port Huron Bcstg. Co. 935 S. Van Dyke Rd. 1010	Great Lakes Gill, Keefe & Perna	John F. Wismer, gm James Muehlenbeck, sm	Richard Estell, pd & nd	Donald Cloutier, ce	St. UP RCA
BATTLE CREEK							
WBCK 1948	930 1,000 DA-2	Mich. Bcstg. Co. Security Nat'l Bank Bldg. 3-5555	MBS Burn-Smith	Robert H. Holmes, p & gm F. K. Doyle, cm E. F. Cahill, pd	Robert A. Willbur, ce Robt. Merklein, nd Lyman Kiel, sd	Dorothy Abbanat, wd	Wid. UP RCA
WBCK-TV (CP)		Mich. Bcstg. Co. Security Nat'l Bank Bldg. 3-5555		(For full information see TELECASTING Yearbook)			
WBKZ (TV) (CP)		W. S. Butterfield Theatres Inc. 1492 Natl. Bank Bldg. Detroit 26, Mich.		(For full information see TELECASTING Yearbook)			
WELL 1925	1400 250	Federated Publications Inc. Mich. Natl. Bank Bldg. 7173	ABC McGillvra	D. E. Jayne, gm E. P. Mills Jr., cm	F. F. Owen, pd	Earl J. Stone, ce AP

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WELL

BATTLE CREEK

Battle Creek's top-rated station

and the best buy because . . .

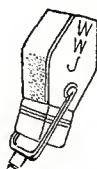
- 27 years of making friends — and sales
- Covers retail trading area of 198,299
- Affiliated with American Bcstg. Company

Represented nationally by

JOSEPH HERSHEY MCGILLVRA, INC. ★ 250W • 1400

WELL WELL-FM

*The
busiest
stations
in America's
automotive
center*



Today there are 1 1/2-million radio homes and 1/2-million auto radios in

the Detroit market. Best way to reach them, day and night, is through WWJ. For 32 years, it's the station Detroiters have looked to for the best in programs, and advertisers for the best in results. At lowest cost, too! WWJ costs less than the average cost-per-thousand for radio time in Detroit . . . 14.5% less according to *Pulse ratings!* To get your share of the 4-billion dollars retail business done in Detroit, employ Detroit's first radio station . . . WWJ.



Shortest distance between your visual sales message and the 800,000 TV-sets in Detroit is through WWJ-TV, first TV station in Michigan. *Proof?* Whenever Detroit's 3 TV stations telecast the same event . . . conventions, elections, speeches, sports . . . ratings give WWJ-TV a greater audience than both other stations combined! *More proof?* Throughout the year, WWJ-TV carries most of the top-rated weekly shows! *Still more proof?* WWJ-TV is the busiest station in television. Besides its 10 hours of NBC network shows, WWJ-TV often exceeds 19 live shows in 7 hours of local programming daily in its new building, containing the largest and finest facilities in America!

WWJ . . . AM . . . FM . . . TV

BASIC NBC Affiliate

AM—850 KC
5000 WATTS

FM—97.1 MC

CHANNEL 4

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

MICHIGAN—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Transc. Li- brary, News Service Transmitter	
BAY CITY						
WBCM 1925	1440 1,000-D 500-N	Bay Bestg. Co. Inc. 100 Center Ave. 7551	ABC Hollingbery	Harley D. Peet, p H. A. Giesel, gm & cm Charles E. Anthony, pd	Ralph H. Carpenter, ce Frank J. Walsh, nd & sd Edward Vallender, fd	JoAnn Bammel, wd Wld. UP WE
WBCM-FM 1946	Chan. 241 (B) 96.1mc 41kw					
WGRO 1949	1260 500-D	Gerity Bestg. Co. 4451 Wheeler Rd. 3-1260	Sears & Ayer	James Gerity Jr., p Harley M. West, Jr., m	Phil Sanford, pd Edward T. Dillon, ce	Melda Lynn, wd AP
BENTON HARBOR						
WHFB 1947	1060 1,000-D	Palladium Pub. Co. Benton Harbor 5-2113	Holman	Stanley R. Banyon, p Willard J. Banyon, vp J. P. Scherer, gm	Ted Vernasco, cm Munson Robinson, ce Ed Backus, nd	Ray Mittan, sd Peg Million, wd Wld. AP RCA
WHFB-FM 1947	Chan. 260 (B) 99.9mc 9.28kw					
BIG RAPIDS						
WBRN (CP)	1460 500-D	Paul A. Brandt 648		Paul A. Brandt, o	Spencer Denison, gm, cm	L-W, Ses. AP Gates
CADILLAC						
WATT 1945	1240 250	Midwestern Bestg. Co. P. O. Box 219 1270	KBS, MBS Bunyan Holman	Les Biederman, p Art Nyhus, m	Merritt L. Chandler, slm	Bill Kiker, ce Ses. AP
COLDWATER						
WTVB 1949	1590 5,000-D 500-N DA-2	Twin Valley Bcstrs. Inc. P. O. Box 32 1230	Southern Mich. McGillvra	George Hosek, p E. Harold Munn Jr., gm & ce Frank Tefft Jr., cm	James C. Maccklem, asst. m Martin Creel, fd Warren Franklin, sd	Peggy Knauss, wd Thes., Wld. AP G
WTVB-FM 1950	Ch. 252 (A) 98.3mc 0.31kw					RCA
DETROIT						
CKLW (Windsor, Ont.) 1932	800 50,000 DA-1	Western Ontario Bestg. Co. 3300 Guardian Bldg. Woodward 1-7200	MBS Young All-Canada	J. E. Campeau, p & gm E. W. Wardell, cm S. C. Ritchie, pd A. R. Gloster, pmm	W. J. Carter, ce C. E. Gunn, asst. slm Val Clare, nd Austin Grant, fd	Art Laing, sd Myrtle Labbitt & Mary Morgan, wd Thes. INS, BUP RCA
CKLW-FM 1949	Ch. 230 (A) 93.9mc 0.25kw			(see Pontiac listing)		
WCAR 1939	1130 1,000-D (CP) 50,000-LS 10,000-N DA-2					
*WDET (FM) 1952	Chan. 270 (B) 101.9mc 52kw	Wayne University 5063 Cass St. Temple 1-4441	NAEB Tape	Dr. Paul D. Rickard, gm	Lee S. Dreyfus, pd	Robert F. Schlorff, ce Cap. GE

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CKLW

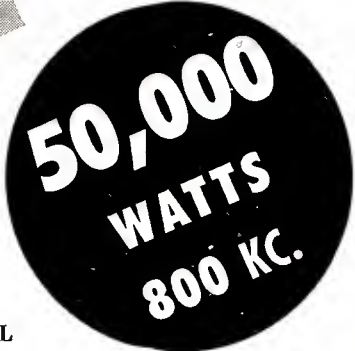
Gives Advertisers the

LOWEST RATE

GREATEST COVERAGE at **the**

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



**THE
NEW**

WJBK

is ON ITS WAY

10,000 WATTS IN '53!

Biggest year ever in 1953! Biggest in power . . . 10,000 watts days, 5,000 watts nights! Biggest in audience . . . a million new listeners added to WJBK's loyal following. Biggest in results . . . greater sales pull in an even larger segment of the dynamic Detroit market. Get more sales . . . greatest return per radio dollar spent on the New WJBK, "The Station With a Million Friends".

**THE
NEW**

WJBK *Detroit*

A STORER STATION

TOPS in MUSIC, NEWS and SPORTS

National Sales Mgr., TOM HARKER, 488 Madison, New York 22, ELDORADO 5-7690

Represented Nationally by THE KATZ AGENCY

MICHIGAN—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, id, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter	
WJBK 1926	1490 250 CP: 1500 10,000-D 5,000-N-DA-2	Storer Bestg. Co. 500 Temple Ave. 3-7900	Katz	George B. Storer, p Gayle V. Grubb, vp & gm Harry Lipson, cm	Richard Fischer, pd Peter Storer, pmm Paul Frincke, ce	Al Nagler, sd AP, INS RCA	
WJBK-FM 1947	Ch. 226 (B) 93.1mc 30kw					WE	
WJBK-TV 1948		Storer Bestg. Co. 500 Temple Ave. Temple 3-7900		(For full information see TELECASTING Yearbook)			
WJLB 1925	1400 250	Booth Radio & TV Stations Inc. 3100 Broderick Tower Woodward 5-2000	Forjoe	John L. Booth, mngn. d E. E. Nyy, m E. V. Hay, cm	Geo. R. Kendall, pd E. H. Clark, ce Richard Pavey, nd	Bill Carnett, sd Leontine Keane, wd Wld. AP	
WBRI (FM) 1941	Chan. 250 (E) 97.9mc 3.3kw	(WJLB, AM affiliate)					
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 Wm. G. Siebert, secy.- treas.	George F. Leydorf, vp & ce George Cushing, vp Elmer O. Wayne, slm	Franklin Mitchell, pd James H. Quello, pub. rel. & adv. d Norman White, prod. d Wld., Thes. AP, UP, INS WE	
WJR-FM 1948	Chan. 242 (B) 96.3mc 24kw						
WKMH 1946	1310 5,000-D 1,000-N-DA-2	WKMH Inc. WKMH Bldg. Tiffany 6-8500	Mich. Bestg. Headley- Reed	Fred A. Knorr, p & gm George M. Miller, vp & cm Jerrold Martin, vp & ce	Verna Borsodi, pd Clare Linn, prod. chief Richard Buller, nd	Terry Washburn, fd Frank Sims, sd L-W UP, INS RCA	
WKMH-FM 1950	Ch. 262 (B) 100.3mc 7.7kw						
WLDM (FM) 1949	Chan. 238 (E) 95.5mc 20kw	Lincoln Bestg. Co. 15401 W. Ten Mile Rd. Jordan 4-5835		Harold I. Tanner, p & gm John A. Ross, secy.-treas.	Russell H. Matson, cm Frank Gaal, pd	Jerome F. Steadley, ce Thes., Wld., St., Assoc. REL	
WWJ 1920	950 5,000 DA-N	The Evening News 615 W. Lafayette Woodward 2-2000	NBC Hollingbery	Edwin K. Wheeler, gm Don DeGroot, sm	Charles Penman, pdm & prog. m Jim Eberle, d. pub. affairs Edgar J. Love, gm. of engrg.	Wendell Parmelee, nat. sim Tom MacMahon, nd John Merrifield, fd Thes., L-W AP, UP WE	
WWJ-FM 1941	Ch. 246 (B) 97.1mc 48kw					REL	
WWJ-TV 1947		The Evening News 622 W. Lafayette Woodward 2-2000		(For full information see TELECASTING Yearbook)			
WXYZ 1925	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 1948	Chan. 266 (B) 101.1mc 30kw					GE	
WXYZ-TV 1948		WXYZ Inc. 1700 Mutual Bldg. Woodward 3-8321		(For full information see TELECASTING Yearbook)			
EAST LANSING							
*WKAR 1922	870 5,000-D	Mich. State College 8-1511, ext. 488	NAEB Tape	Robert J. Coleman, gm Lawrence Frymire, pd Norris E. Grover, ce	James Adams, nd Howard Haas, fd	Robert Shakleton, sd Mary Collopy, wd Thes., SES. AP WE	
WKAR-TV 1952		Mich. State College 8-1511, ext. 488		(For full information see TELECASTING Yearbook)			
ESCANABA							
WDBC 1941	680 1,000 DA-2	Delta Bestg. Co. P. O. Box 419 3190 & 3191	MBS Walker	George D. Lindenthal, gm Frank J. Lindenthal, bus. m Robert E. Wagner, pd, pmm & sd	Jack Foster, ce J. W. Hagerman, nd	M. W. Strasser, fd Thes. UP RCA	
WESK (CP)	1490 250	M & M Bestg. Co. Radio Park Marinette, Wisc.					
FLINT							
WBBC 1947	1330 1,000 DA-2	Booth Radio & TV Stations Inc. 3076 E. Bristol Rd. 9-8686	MBS Weed	John L. Booth, p W. Gerald Schroeder, gm & cm G. E. Ryan, ce Alelaide L. Carrell, o	J. Rush, nd & fd Ed Berryman, sd	Maude Beagle, wd Wld. AP Col.	
WCLC 1952	1470 1,000 DA-1	Adelaide L. Carrell 1623 Utica Ave. Tulsa, Okla.					
WCTV(TV) (CP)		Trans-American Tele- vision Corp.		(For full information see TELECASTING Yearbook)			
WFDF 1922	910 1,000 DA-1	Trebit Corp. Garland at First Ave. 2-7158	ABC Katz	Harry M. Bitner, p Lester W. Lindow, gm Elmer A. Knopf, pd & nd	Gerald Wolpert, ce Marvin Levey, sls pmm Jack Lewin, nd	Dan Hunter, sd Thelma Grinbarg, wd St., Thes. AP RCA	
WFUM (FM) (CP)	Ch. 296(A) 107.1mc 0.4kw	Regents of the U. of Michigan					
WMRP 1946	1510 250-D	Methodist Radio Parish 3217 Lapeer 3-5112	KBS Best	William H. Morford, gm Richard Carter, cm	Homer Blumerich, ce Clif Martin, nd	Ron Teuber, sd St. UP Tem. L-W UP RCA	
WTAC 1946	600 1,000-D 500-N-DA-1	Trendle-Campbell Bestg. Co. 740 S. Saginaw St. 2-1136	NBC Raymer	George W. Trendle, p H. Allen Campbell, gm J. R. McKinley, cm	Laurence Arnold, pd Frank Folsom, ce Betty Wilcox, pmm	Oscar Huff, nd Leon McNew, sd	
WTAC-TV (CP)		Trendle-Campbell Bestg. Co. 740 S. Saginaw St. 2-1136		(For full information see TELECASTING Yearbook)			
GAYLORD							
WATC 1950	900 1,000-D	Midwestern Bestg. Co. Paul Bunyan Bldg. Traverse City Traverse City 2700	Paul Bunyan Holman	Les Biederman, p Mitch Gordon, gm	Gerald Crittenden, cm Ken Haven, pd	Wm. Kiker, ce Bob Durrett, nd Dusty Rhodes, sd St. AP G	

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First in Flint



The largest General Motors plant city in the world . . . that's busy, bustling, "FABULOUS FLINT" . . . the home of Buick, Fisher Body, and AC Spark-plug Divisions of General Motors and with two of Chevrolet's largest plants as well.

But Flint is still growing! A \$30,000,000 civic expansion program is providing new schools, hospitals, water supply system, bridges, wider streets and an improved airport and park system. Thus Flint keeps in step with the expanding industrial program that is adding 5,400,000 MORE square feet of manufacturing space to Flint factories.

And WFDF IS FIRST IN FLINT . . . first in a GROWING market where 18.5% more people are spending three times more than they did ten years ago . . . FIRST in an ACTIVE market where more than \$315,000,000. changes hands every year . . . and FIRST in a RICH market where wages are 32.4% higher than the national average.

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

NBC IN FLINT

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—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li- brary, News Service Transmitter
GRAND RAPIDS						
<i>WFRS(FM)</i> 1949	Ch. 223(B) 92.5mc 10.5kw	Grand Rapids Bcstg.				
WFUR 1947	1570 1,000-D	Furniture City Bcstg. Corp. 399 Garfield Ave. SW Glendale 6-9541	Best	William Kuiper, p & gm Henry J. Swierenga, cm	Henry G. Bosch, pd John D. Timmer, ce	Roy W. Marsh, traffic m Gordon Kibby, nd Assoc. UP Ray.
WGRD 1947	1410 1,000-D	Music Bcstg. Co. 35 Lafayette N. E. 9-4111		Paul F. Eichhorn, p & gm R. Thompson Mabie, pd	Richard Groenevelt, ce Thomas Van Tol, nd & fd	John R. Speer, copy chief St. AP WE
WJEF 1945	1230 250	Fetzer Bcstg. Co. Fantlind Hotel Glendale 6-3512	CBS Avery- Knodel	John E. Fetzer, p & gm Carl E. Lee, adm. asst. Martin Giaimo, sm & slm	Bruce Glycadgis, tech. sup. Don Hoylman, nd Carleton W. Collin, fd	Boyd Harvey, sd Jane Ann Hoylman, wd Dr. Willis F. Dunbar, pub. affairs Thes. AP RCA
<i>WJEF-FM</i> 1951	Ch. 229 (B) 93.7mc 115kw					
WLAV 1940	1340 250	Versluis Radio & TV Corp. 6 Fountain St., NE Glendale 6-5461	ABC Pearson	Leonard A. Versluis, p Hy M. Steed, vp, g & cm Bob Kirby, pd & nd	Lee G. Stevens, ce Joanne Randall, traffic m & wd Gene Peterson, sd	C. L. Mullen, secy. St. UP RCA
<i>WLAV-FM</i> 1946	Chan. 245 (B) 96.9mc 3kw					
WOOD 1924	1300 5,000 DA-N	Grandwood Bcstg. Co. 1408 G. R. Natl. Bank Bldg. 9-4125	NBC Katz	H. M. Bitner, p Willard Schroeder, gm & cm Franklin G. Sisson, pd	David Hoyle, pmm Louis Bergerroth, ce Robert Runyon, nd	Dick Henry, fd Bob Smith, sd Carol Duvall, wd Fed. Wld. AP RCA
WOOD-TV 1951		Grandwood Bcstg. Co. 1408 G. R. Natl. Bank Bldg. 9-4125		(For full information see TELECASTING Yearbook)		
HOLLAND						
WHTC 1948	1450 250	Holland Bcstg. Co. 5 E. 8th St. 9482	Best	W. A. Butler, p Sandy Meek, gm & cm Larry Collins, pd & nd	John Klungle, ce Robt. S. Greenhoe, sd	Mary Emma Young, wd Thes., Wld. L-W AP Col.
HOUGHTON						
WHDF 1929	1400 250	Upper Michigan Bcstg. Co. Douglass Hotel one	MBS Walker	George L. Burgan, o & ce Albert W. Payne, gm & cm	Earl Norden, pd, nd & pmm	Peter Fausone, sd Wld. AP Cont.

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ROYAL OAK-DETROIT

*... where radio reaches just four-tenths
of 1% less than everybody**



Nowhere else in Michigan (and perhaps in the U.S.) can radio boast of 99.6% coverage . . . just 4/10ths of 1% less than everybody.

WEXL had more than a little to do with this record since the record was achieved in its domain. For 27 years WEXL has tested audience reactions and firmed up a programming of intense interest to the community of Royal Oak and Detroit.

WEXL's 856,640 radio homes are an important chunk of your Detroit and Michigan coverage. Underscore your sales by including WEXL. Gill-Keefe & Perna will gladly tell you more.

* Thanks to KNX Los Angeles, where radio reaches just 7% less than everybody.

Wayne
Oakland
Macomb
Counties
(WOMC . . . our FM affiliate)

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

FOR 27 YEARS MICHIGAN'S OLDEST INDEPENDENT SERVING 856,640 RADIO HOMES

GILL-KEEFE-PERNA, INC.
NATIONAL REPRESENTATIVES

IONIA								
WION (CP)	1430 500-D	Ionia Bestg. Co. 3529 Cumberland Rd. Berkeley, Mich.	Best	Monroe MacPherson, p Al LaGuire, gm	William M. MacPherson, pd	J. I. Grove, ce		Thes. AP
IRON MOUNTAIN								
WMIQ 1947	1450 250	Iron-Mountain- Kingsford Bestg. Co. 211 E. Ludington St. 2031		Frank J. Russell Jr., p			
IRON RIVER								
WIKB 1949	1230 250	WIKB Inc. 234 W. Genesee St. 102	MBS, KBS Upper Midwest Walker	Henry H. Frailing, p J. F. Kauper, gm, cm & pmm E. A. Kaari, ce	R. E. Sorensen, pd & nd Len Johnson, fd & sd	Ann Casioli, wd		Thes. 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 H. Hoover, gm	Laura Johnson, pd Arne Dahlbacka, ce	Bob Olson, nd & sd Rose Isaac, wd		Thes. UP Col.
ISHPEMING								
WJPD 1947	1240 250	Ishpeming Bestg. Co. Jenks Block 1892	KBS Bunyan Upper Midwest	James P. Deegan, p, gm & cm Paul C. Crowley, pd, fd & sd	Carl B. Tupala, pmm & nd Bernard R. Maloney, ce	Lois Ruth Holmgren, wd		Wid. AP Ray.
JACKSON								
WIBM 1927	1450 250	WIBM Inc. 2511 Kibby Rd. 6121	ABC Forjoe Holman	Herman Radner, o Roy Radner, p Wm. Cizek, sm	Jack Underwood, pd Bill Hall, pmm Charles Wirtanen, ce	Fred Sackrider, fd		L-W AP RCA
WIBM-FM 1948	Ch. 222 (B) 92.3mc 16kw							
WIBM-TV (CP)		WIBM Inc. 2511 Kibby Rd. 6121		(For full information see TELECASTING Yearbook)				
WKHM 1951	970 1,000-DA-2	Jackson Bestg. & TV Corp. 441 Wildwood 4-7181	MBS Michigan Headley- Reed	Fred A. Knorr, p Walter Patterson, mgng. d Robert Wright, cm	Robert Thaw, pd Paul Wright, ce Ron Milton, nd	Bess Wright, wd		Wid. UP WE
KALAMAZOO								
WKMI 1947	1360 1,000-DA-N	Howard Steere 301 State Theatre Bldg. 4-0111	ABC, NBC H-R Reps.	Howard D. Steere, p Emil J. Popke, Jr., gm	Carl Stephens, ce Lillian Breed, traffic m	Richard Stedman, sd Ann Lieberman, wd		St. UP Ray.
WKMI-TV (CP)		Howard Steere 301 State Theatre Bldg. 4-0111		(For full information see TELECASTING Yearbook)				
WKZO 1923	590 5,000 DA-N	Fetzer Bestg. Co. 124 W. Michigan Ave. 3-1223	CBS Avery- Knodel	John E. Fetzer, p & gm Carl E. Lee, adm. asst. Otis T. Gaston, acct. exec.	John W. O'Harrow, sls serv d Harry E. Travis, pd Arthur E. Covell, trans. tech. sup.	Francis L. Morse, studio Sup. Frank Benesh, nd Carleton W. Collin, fd		Thes. AP RCA
WKZO-TV 1950		Fetzer Bestg. Co. 124 W. Michigan Ave.		(For full information see TELECASTING Yearbook)				
LANSING								
WILS 1947	1320 5,000-D 1,000-N DA-2	Lansing Bestg. Co. 407-11 N. Washington Ave. 2-1655	Taylor	W. A. Pomeroy, p & gm John C. Pomeroy, asst. m & ce Walter Dennis, cm	Alex Dillingham, pd Walt Braeger, pmm John Maters, nd	Hap Hourigan, fd Dave Froh, sd Janet Allen, wd		L-W, Cap. AP RCA
WJIM 1934	1240 250	WJIM Inc. Bank of Lansing Bldg.	ABC, NBC Michigan H-R Reps.	Harold F. Gross, p Howard K. Finch, gm & pd	Charles Wallace, ce	Marion Stutes, nd		Wid., St. UP RCA
WJIM-TV		WJIM Inc. Bank of Lansing Bldg. 2-1333		(For full information see TELECASTING Yearbook)				
LAPEER								
*WMPC 1926	1230 250 SH	The Liberty Street Gospel Church of Lapeer 455J.		Frank S. Hemingway, p, gm	Hollis F. Hayes, ce			
LUDINGTON								
WKLA 1944	1450 250	Raymond A. Plank Ludington Bestg. Co. E. Ludington Ave. 842	ABC, KBS Burn-Smith	Raymond A. Plank, p, gm & ce Jerry Breen, cm & pmm	Tom Matthews, pd, nd & sd Don Hack, fd	Fay Hull, wd	 UP WH
MANISTEE								
WMTE 1951	1340 250	Manistee Radio Corp. Radio Rd. 1340	Best	E. J. Powell, vp & gm Edward Owens, cm	John A. Sullivan, pd Tony Carroll, ce	Cris Emunson, wd		L-W AP G
MARINE CITY								
WSDC 1951	1590 1,000-D-DA	Radio St. Clair 5300 Marine City Hgwy. 3471		Jerry W. Coughlin, p John Bell, gm & sd Irving H. Kempner, cm	Stanley Heinemann, pd & pmm Robert Burr, ce Jim Sullivan, nd	George Cowan, fd	 INS Ray.
MARQUETTE								
WDMJ 1931	1320 1,000 DA-N	Lake Superior Bestg. Mining Journal Bldg. 616	MBS, KBS Northern	Leo G. Brott, gm Robert J. Luke, cm Eldon W. Wallace, pd & nd	Howard E. Swanson, pmm & fd Gordon H. Brozek, ce	Robert Wallenstein, sd		Thes. UP G
MENOMINEE								
WMAW 1952	1340 100	Green Bay Bestg. Co. P. O. Box 148 Green Bay, Wisc.	ABC					
MIDLAND								
WMDN 1948	1490 250	Rich Publ. House Inc. Midland, Mich. 4000		Phil T. Rich, p	J. A. Sturgeon, gm	Peter Wolf, ce		L-W, Thes. AP G
MT. CLEMENS								
WMLN (FM) 1947	Chan. 292 (A) 106.3mc 0.34kw	Macomb Publ. Co. 67 Cas. Ave. 3-1501	Continental	Paul W. McKee, p	Mark T. McKee Jr., gm	Wilburn A. Schattler, ce	 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, p Bob Clayton, gm	James Bailey, pd & nd Ron Wilson, sd	Gilbert Roberts, ce Gertrude Dimpel, wd		St., SES. AP G

MICHIGAN—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter
MUSKEGON						
WKBZ 1926	850 1,000 DA-2 (CP) 5,000-D 1,000-N DA-2	Ashbacker Radio Corp. 432 Apple Ave. 26-051	ABC Meeker	Arch Shawd, p & gm Robert Johnson, pd	William Bennett, pmm George Krivitzky, ce	Martin Whalen, nd Jack Roach, sd Kenneth Pendleton, tech. d
WKBZ-FM 1948	Chan. 225 (B) 98.9mc 4.7kw					
WKNK 1949	1600 5,000 DA-N	Nicholas W. Kuris Federal Square 32-126	MBS Best	Nicholas W. Kuris, p & gm John S. Bell, gm, sd Dalton C. Hille, gm, cm, & nd	Henry Veenstra, cm, pmm Evelyn Johnson, pd	Perd Reynolds, ce Paul Elliott, nd, fd
WMUS 1946	1090 1,000-D	Greater Muskegon Bestg. Inc. 517 W. Giles Rd. 4-1672	Holman		William Wickstrom, pd & sd	Sam Lombardi, ce
.....TV (CP)		Versluis Radio & Television Inc.				
(For full information see TELECASTING Yearbook)						
OWOSSO						
WOAP 1948	1080 250-D	Owosso Bestg. Co. 2301 N. Shiawassee 980	McGillvra	J. E. Campbell, p M. H. Wirth, gm Merrill Walker, m, pd & nd	Clem Sellers, pmm Maynard Carson, ce Joe Kinosky, fd	Ray Smith, sd Jill Hightower, wd
WOAP-FM 1949	Chan. 276 (A) 103.1mc, 1kw					
PETOSKEY						
WMBN 1946	1340 250	Midwestern Bestg. Co.	MBS, KBS Bunyan Holman	Les Beiderman, p	Ralph Pierson, gm Merton Carter, slm	Johnny Cossens, pd
PONTIAC						
WCAR 1939	1130 1,000-D CP: Detroit 50,000-D 10,000-N DA-2	WCAR Inc. 2146 Telegraph Rd. Federal 3-7141		H. Y. Levinson, p & gm Wayne N. Cook, vp & ce	Frank F. Firnschild, vp & pd	William G. Lenhard, cm
WCAR-FM 1948	Chan. 258 (B) 99.5mc 20kw					
PORT HURON						
WHLS 1938	1450 250	Port Huron Bestg. Co. 932 Military St. 2-8536	MBS Gill, Keefe & Perna	John F. Wismer, gm & cm Ernest O. Ferriby, pd	George Carroll, ce R. A. Whitford, nd	L. A. Patterson, fd Ned S. Hubbell, sd
WTHH 1947	1380 1,000 DA-1	Times Herald Co. 903 Sixth St. 5171	ABC Weed	Louis A. Weil, p William L. Weil, gm Gaylord H. Forbes, cm	Richard Sommerville, pd & nd Walter Parry, co-c Kenneth Kunze, co-c	Alice M. Anderson, asst. m Ed Forbes, fd Ed Senyczko, sd
ROGERS CITY						
WHAK 1949	960 1,000-D CP: 5,000-D	Rogers City Bestg. Co. Rogers City 175		Harvey A. Klann, p, gm & ce Albert Klann, cm & pmm	Dick Welsch, nd Jack Brown, fd	Ward Mayrand, sd Dolores Klann, wd
ROYAL OAK						
WEXL 1926	1340 250	Royal Oak Bestg. Co. 212 W. Sixth St. Lincoln 4-2200	Gill, Keefe & Perna	J. B. Sparks, p & gm Gordon A. Sparks, cm pd & nd	Ernest Holder, slm Garnet G. Sparks, ce	Bob Terry, sd
WOMC(FM) 1948	Chan. 282 (B) 104.3mc 18kw	(WEXL, AM affiliate)				

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different 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.

SOLD

as a package
to cover all
Michigan's Thumb

A COMBINATION THAT PUTS POWER WHERE THE POPULATION IS

WHLS WHLS the Primary Voice of the Blue Water Area for Over 14 Years

	Radio Families	Retail Sales 1950
St Clair	30,500	100,584,000
Sanilac	9,105	20,465,250
Lapeer	7,875	21,935,250
Macomb	52,440	150,565,000
Oakland	59,000	190,687,500

WHLS The Only Primary Radio Signal in the Thumb

	Radio Families	Retail Sales 1950
Huron	11,790	32,642,000
Sanilac	12,140	27,287,000
Tuscola	39,600	33,377,000
Lapeer	2,625	7,311,750

WHLS
PORT HURON
250 watts-fulltime

WLEW BAD AXE

WLEW BAD AXE
250 watts-daytime

225,075 Radio Families *This Combination* \$584,855,750 in Retail Stores
1952 Pulse Survey, Available

GILL-KEEFE-PERNA, INC. — NATIONAL REPRESENTATIVES

New York Chicago Los Angeles San Francisco

MICHIGAN SPOT SALES — MICHIGAN STATE REPRESENTATIVE

Dearborn, Michigan — Tel: Tiffany 68500

SAGINAW

WKNX 1947	1210 1,000-D	Lake Huron Bcstg. Corp. 221 S. Washington Ave. 3-4471	Gill, Keefe & Perna	William J. Edwards, p & gm Alvin M. Bentley, vp Howard H. Wolfe, sm & fd	Robert Dyer, pd Henry Scott, pmm Max W. Thomas, ce	Britton Temby, nd Bill Seaman, sd Ida Clayton, wd	UP Ray.
WKNX-TV (CP)		Lake Huron Bcstg. Corp. 221 S. Washington Ave. 3-4471		(For full information see TELECASTING Yearbook)			
WSAM 1946	1400 250	Saginaw Bcstg. Co. 2435 Holland Ave. 2-8161	NBC Headley- Reed	Milton L. Greenebaum, p & gm	Raymond G. Ulbrich, asst. m, sd & pd	Harold McCullen, ce Harry Smith, nd	St. AP RCA
WSAM-FM 1947	Chan. 251 (B) 98.1mc 1.7kw						
WSGW 1950	790 1,000 DA-2	Booth Radio & TV Stations Inc. 400 Mason Bldg. 3-4456	MBS Pearson	John L. Booth, p Robert W. Phillips, gm & cm Frederick Krell, pd	Harold Volz Jr., ce Frank Wells, nd Don Andrews, fd	Dusty Rhodes, sd Marilyn Baldwin, wd	Thes. AP WE
SAULT STE. MARIE							
WSOO 1940	1230 250-D 100-N	Hiawathaland Bcstg. Co. 208 Ashmun St. 3000	ABC, Northern	Stanley R. Pratt, p & gm Richard Y. Burnett, sm & cm Edward L. Krieger, pd, pmm & fd	Wm. F. Morris, ce Bruce Martyn, nd	Homer W. Foster, sd Vera Hotton, wd	Thes., Ses. AP RCA
STURGIS							
WSTR 1951	1460 500-D	WSTR Inc. So. Nottawa Rd. 1199	KBS, So. Mich. McGillivra	E. Harold Munn, Jr., gm Charles R. Palmquist Jr., sm, cm & sd	Charles L. Jones, pd Jean Hart, asst. sm Paul M. Winchester, ce	William S. Miller, nd & fd Rama Pierson, wd	Thes., Wld. AP RCA
TRAVERSE CITY							
WTCM 1941	1400 250	Midwestern Bcstg. Co. Paul Bunyan Bldg. 2700	MBS, KBS Bunyan Holman	Les Beiderman, gm			

MINNESOTA

ALBANY

KASM 1950	1150 500-D	Stearns County Bcstg. Co. 1150	KBS Continental	W. H. Blattner, p Urban J. Keppers, gm Roland Lawnsbury, cm	Celestine Hanauska, pd & wd Clyde Weivoda, ce	John Nugent, pmm & sd Clifford Matzdorf, nd & fd	L-W UP G
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ALBERT LEA

KATE 1937	1450 250	Albert Lea-Austin Bcstg. Co. Inc. 332 S. Broadway 2338	ABC, Southern Minnesota Meeker	Bennett O. Knudson, p E. A. Van Alstyne Jr., gm Kenneth Peterson, cm	Robert Holt, ce Marie Prosser, n & wd	Cliff Cairns, fd Dave Pickard, sd	Thes., SES. UP Col.
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ALEXANDRIA

KXRA 1949	1490 250	Alexandria Bcstg. Corp. 1000	Lawson	R. C. Brown, gm Everette Walters, cm Kenneth Bechtel, pd	Kenneth Olson, ce Wayne Moody, n & sd	Kenneth Tessmer, fd Frances Anderson, nd	Thes. Col.
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AUSTIN

KAUS 1948	1480 1,000-DA-2	Cedar Valley Bcstg. Co. 405-A N. Main St. 8836	MBS Pearson	Harry Smith, p L. L. McCurnin, g & cm	T. T. Steensland, pd & nd Ken Soderberg, pmm	Glen Klein, ce Roland Dain, sd	Wld. AP GE
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IN ANSWER TO THE QUESTION: *
WHAT RADIO STATION DO YOU LISTEN TO MOST IN YOUR HOUSE?
 MORE PEOPLE IN SAGINAW-BAYCITY SAID

'' W S A M ''

THAN ANY OTHER STATION!

For the Best Programs—With The Most Listeners—At The Least Cost!

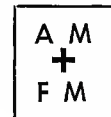
CHOOSE

WSAM

RADIO BUILDING

SAGINAW, MICHIGAN

NATIONAL REPRESENTATIVE—HEADLEY-REED



SAGINAW'S
FIRST
STATION!

NBC AFFILIATE
for
NORTHEASTERN
MICHIGAN

* Details of this survey, made by a prominent Detroit advertising agency, are available upon request.



MINNESOTA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representa- tive	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
BEMIDJI							
KBUN 1946	1450 250	Butler Bcstg. Co. Inc. 419½ Beltrami Ave. 1900	MBS, KBS Upper Minn. Lawson	Edward W. Butler, p, g, c & pmm & sd	Gwenyth Butler, pd & wd	Delwin Grage, ce	SES. UP RCA
BRAINERD							
KLIZ 1946	1400 250	Brainerd Bcstg. Co. 2700 E. Oak St. 2853-2854	MBS, Upper Midwest Walker	Ed Tom O'Brien, p & gm Earl R. Johnsen, s & cm Mrs. Lucille Grosse, pd	James Peterson, ce Mrs. Miriam Hylland, pmm & wd	Alver Leighton, nd & sd Charles Peterson, fd	Cap. AP G.
BRECKENRIDGE							
KBMW 1948	1450 250	Interstate Bcstg. Corp. P. O. Box 249 25567	Upper Midwest Lawson	Kline Bower, p Robert H. Printup, g & pmm	Geo. Kaufman, cm & sd Clayton Kulseth, pd Grant Unkenholz, ce	Dick Johnson, nd Harold Grant, fd Gerry Ralston, wd	St. UP Col.
CLOQUET							
WKLK 1950	1230 250	Cloquet Bcstg. 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 Carl Ash, fd Dean Cates & Nancy Anderson, fd	L-W UP Col.
CROOKSTON							
KROX 1948	1260 1,000-D 500-N DA-N	Crookston Bcstg. Co. Eagle's Bldg. 1050	KBS, Upper Midwest Cook, Grant, Lawson	Wm. J. Kiewel, p & gm Garfield Fox, vp & cm Jerome A. Dahlberg, pd & secy	Earl Handyside, ce Fred Norman, pmm Erling R. Melbye, sim	Cornelia Knocbar, nd Dean Cates & Nancy Evelyn Baustian, wd	Thes., Wid. UP Ray.
DETROIT LAKES							
KDLM 1951	1360 1,000-D	Detroit Lakes Bcstg. Corp. 1360 Richwood Rd. 1100 Lawson	R. C. Brown, p Gordon Hutton, gm	Phil Solberg, cm Charlotte Mansur, pd & wd	S. Rasmussen, ce Roger Awsumb, nd	Wid. AP G.
DULUTH							
WFTV(TV) (CP)		Great Plains TV Properties Inc. 4 W 58th St. New York 19, N. Y.					(For full information see TELECASTING Yearbook)
KDAL 1936	610 5,000-DA-N	Red River Bcstg. Co. 218 Bradley Bldg. 2-2628	CBS Avery- Knodel	Dalton Le Masurier, p & gm Odin S. Ramsland, cm Jack Gordon, pd	Robert Dettman, ce Dale Cowle, pmm William Krueger, nd	Mark Thompson, fd Don Dahl, sd Elezabeth Brown, wd	L-W AP RCA
WEBC 1924	1320 5,000-DA-N	Head of the Lakes Bcstg. Co. WEBC Bldg. 2-2873	NBC Arrowhead, Bulmer, Johnson Hollingbery	Morgan Murphy, p Walter C. Bridges, gm Clifford J. Lue, cm	Earl Henton, pd & pmm Norman F. Gill, ce Garth Germond, nd	D. T. Grussendorf, fd Hal Searls, sd Elgie Carter, wd	Wid., SES. UP
WEBC-FM (CP)	Ch. 222(B) 92.3mc 64kw						
WREX 1948	1080 10,000-D 5,000-N-DA-2	Lake Superior Bcstg. 213 E. Superior St. 7-2911	MBS Forjoe, Lawson	Herschel Fryberger, o Robert J. Rich, gm	Dennis Murphy, pd & sd Cliff Erkilla, ce	Elizabeth Smith, pmm Loren Paynter, nd UP RCA
EVELETH							
WEVE 1947	1340 250	Carl Bloomquist 1340	MBS, Upper Midwest Lawson	Carl Bloomquist, p Arthur F. Nelson, gm	Robert Daniels, pd Joe Cerar, ce	Al Williams, sd Celia Begich, wd	St. Col.
FAIRMONT							
KSUM 1948	1370 1,000 DA-2	Fairmont Bcstg. Co. 306 N. Park St. 1370	MBS Rambeau, Lawson	Leo J. Seifert, p Frank W. Endersbe, g & cm	Robert Colburn, pd Lawrence Lawson, ce Jack Vollrath, nd	Dick Mahar, sd Annabel Webb, wd	Thes. AP RCA
FARIBAULT							
KDHL 1948	920 1,000 DA-2	KDHL Bcstg. Co. 213 Central Ave. 2312	Independent, Upper Midwest Lawson	Herbert Lee, ptrn., gm & pd Palmer Dragsten, ptrn. & cm	John E. Hyde Jr., ptrn. & ce Francis Robbins, nd	Tom Bachrach, sd Mera Ballis Frydenlund, wd	Cap. AP Ray.

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<p style="font-size: 2em; font-weight: bold; margin: 0;">K R O C K A T E K Y S M</p>	<p style="font-size: 1.5em; font-style: italic; margin: 0;">Concentrated Coverage of the Fabulous Farmlands of SOUTHERN MINNESOTA</p>										
IN THIS 32-COUNTY MARKET:											
<p>One of America's finest agricultural regions, served best by the Southern Minnesota Network.</p>	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 2px;">POPULATION</td> <td style="text-align: right; padding: 2px;">774,100</td> </tr> <tr> <td style="padding: 2px;">RADIO HOMES</td> <td style="text-align: right; padding: 2px;">211,350</td> </tr> <tr> <td style="padding: 2px;">RETAIL SALES</td> <td style="text-align: right; padding: 2px;">\$856,245,000</td> </tr> <tr> <td style="padding: 2px;">FARM INCOME</td> <td style="text-align: right; padding: 2px;">\$772,032,000</td> </tr> <tr> <td style="padding: 2px;">INCOME PER FARM</td> <td style="text-align: right; padding: 2px;">\$ 11,705</td> </tr> </table>	POPULATION	774,100	RADIO HOMES	211,350	RETAIL SALES	\$856,245,000	FARM INCOME	\$772,032,000	INCOME PER FARM	\$ 11,705
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RADIO HOMES	211,350										
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Southern Minnesota Network											
KROC (NBC) ROCHESTER	KATE (ABC) ALBERT LEA	KYSM (NBC) MANKATO									
National Representatives: ROBERT MEEKER ASSOCIATES		Regional Representatives: BULMER & JOHNSON									

FERGUS FALLS

KGDE 1926	1250 1,000-D 500-N-DA-N	Fergus Radio Corp. Lincoln Ave. W. 3986	MBS, Great Northern Walker	Harold L. Dell, exec. dir. Don. L. Albertson, sm	Frederick T. Dell, asst. m Harold E. Allen, ce	Peggy Jo Albertson, wd	AP Col.
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GRAND RAPIDS

KBZY 1948	1490 250	Itasca Bcstg. Co. 198	MBS	Robert D. Kennedy, p, g & cm	Bud Germ, pd & pmm Ross Fesenmeyer, ce	Bill Lane, sd	Col.
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HIBBING

WMFG 1935	1240 250	Head of the Lakes Bcstg. Co. 3-7531	NBC Arrowhead, Hollingbery, Bulmer & Johnson	Morgan Murphy, p Walter C. Bridges, gm Oscar H. Peterson, cm	Ruth E. Coe, pd, pmm & wd Norman Gill, ce	G. W. Jonson, nd Bud Johnson, sd J. J. McCann, fd	Wld., SES. UP Col.
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HUTCHINSON

(CP)	1260 1,000-D	McLeod County Bcstg. Co. 741 E. Geranium St. St. Paul 6, Minn.		Victor J. Tedesco, p			
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LITTLE FALLS

KLTF 1950	960 500-D	Little Falls Bcstg. Co. 105½ E. Broadway 387	KBS	John H. Lemme, p & fd Wayne L. King, gm, n & sd	Sumner H. Sabean Jr., pd Gordon O. Lommen, ce	Jeanette Warner, wd	L-W UP Col.
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MANKATO

KTOE 1950	1420 5,000-D 1,000-N-DA-N	Minnesota Valley Bcstg. Co. 4537	ABC, Dairyland Pearson	H. W. Linder, p Don Linder, gm	Willard Smith, cm Wayne Will, pd & fd	Wayne Grant, n & sd	Cole UP G.
KYSM 1938	1230 250	F. B. Clements & Co. 101 N. Second St. 4873	NBC Northwest, Southern, Minn. Meeker, Bulmer & Johnson	John F. Meagher, g & cm Bob Gardner, pd Bob De Haven, pmm	Jim Houts, ce Don Hastings, nd Jim Hill, fd	Chuck Pasek, sd Mildred Flohr, wd	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	UP Ray.
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MINNEAPOLIS-ST. PAUL

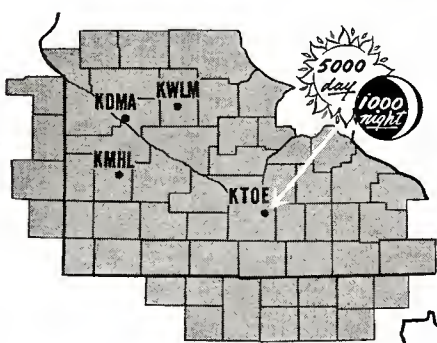
KEYD 1948	1440 5,000-D	Family Bcstg. Corp. 15 N. Ninth Lincoln 8451	Rambeau	Henry Klages, p Lee L. Whiting, gm	Ray Tenpenny, asst. gm Harry Zimmerman, pd	Harvey V. Headen, ce Fred Vant Hull, sd	St. AP RCA
KSTP 1928	1500 50,000-DA-2	KSTP Inc. 3415 University Ave. Prior 2717	NBC Northwest Petry	Stanley E. Hubbard, p & gm K. M. Hance, vp	Karl A. Plain, sim Joseph Kahnke, ce Joseph C. Cook, pmm	C. Brooks Henderson, pd Jack Horner, sd	Wld., Thes. AP, UP
KSTP-TV 1948		KSTP, Inc. 3415 University Ave. Prior 2717					

(For full information see TELECASTING Yearbook)

THE Linder STATIONS

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

reach more people.....cover more homes



REPRESENTED BY
JOHN E. PEARSON CO.

Countries Covered by Linder Stations	1,229,000	Countries 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



MINNESOTA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter				
				Owner o;	Pres. p;	Exec. up evp;		Gen. Mgr. gm;	Sta. Mgr. sm;	Coml. Mgr. cm;	Sales Mgr. slm;
MINNEAPOLIS-ST. PAUL—(Cont'd)											
*KTIS 1949	900 1,000-D	Northwestern Schools 50 Willow St. Lincoln 3244	Loren F. Bridges, gm	Clarence LaBonte, ce		SES UP WE				
*KTIS-FM 1949	Ch. 253 (B) 98.5mc 5.3kw										
*KUOM 1922	770 5,000-D	University of Minnesota Main 8177	James L. Morrill, p Burton Paulu, gm	Northrop Dawson Jr., pd Berten A. Holmberg, ce	Ray Christensen, nd Ray Wolf, fd UP RCA				
WCCO 1924	830 50,000	Midwest Radio- Television Inc. 625 2nd Ave. S. Main 1202	CBS CBS Radio Spot Sales	Larry Haeg, gm Phil Lewis, cm Bob McKinsey, pd	J. J. Beloungy, ce Fred Heywood, pmm	Jim Bormann, nd Maynard Speece, fd	L-W AP, UP, INS WE				
WCCO-TV 1949		Midwest Radio-Tele- vision Inc.		(For full information see TELECASTING Yearbook)							
WDGY 1923	1130 50,000-D 25,000-N DA-2	Twin Cities Bestg Co. Nicollet Hotel Bridgeport 2271 Avery- Knodel	Clarence T. Hagman, p & gm Samuel N. Nemer, cm	Don O'Brien, pd & sd Kenneth Olson & Kenneth Larson, supers.	Dean Sherman, fd Vera Keefe, wd AP WH				
WLOL 1940	1330 5,000 DA-1	Independent Bestg. Co 1730 Hennepin Ave. Atlantic 0406	MBS AM Radio Sales, Meeker	Ralph L. Atlass, p Marvin L. Rosene, gm Wayne Williams, cm	Boyd W. Lawlor, pd & pmm	Dick Enroth, sd Barbara Bayne, wd UP RCA				
WMIN 1936	1400 250	WMIN Bestg. Co. 538 Hamm Bldg. Garfield 1361 Forjoe	N. L. Bentson, p & cm Frank M. Devaney, gm	Norman Page, pd & nd Harry Settergren, pmm	Warren Fritze, ce Hal Newell, sd AP WE Fed.				
WMIN-FM 1948	Ch. 253 (B) 98.5mc 16kw										
WPBC 1949	980 500-D	People's Bestg. Co. 1133 Stinson Blvd. Granville 4356	William V. Stewart, p, g & pmm	Merle Forland, cm Becky Ann Stewart, pd & wd	Leroy C. Mhyre, ce Jack Hastings, nd	L-W UP Col.				
WTCN 1934	1280 5,000-D 1,000-N	Minnesota Television Public Service Corp. 50 S. 9th St. Lincoln 0552	ABC Free & Peters	Edward G. Smith, gm Kendall M. Light, cm Judy Bryson, pd & wd	Myron Fleming, ce Nancy Seibel, pmm	John Ford, nd Bill Daley, sd	Assoc. AP, UP WE				
WTCN-FM 1951	Ch. 246 (B) 97.1mc 11kw										

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 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.

MORE LOCAL ACCOUNTS THAN ANY OTHER TWIN CITY STATION!

and the reason is: results!

WCOW is a powerful new voice in the Twin Cities, specializing in Western and Old-Time music, news on the hour, and direct reports from the South St. Paul livestock market. Blanketing both the metropolitan area and a big share of the wealthy Southern Minnesota farm market, WCOW's big audiences have resulted in scores of "contented advertisers." One program alone—"Radio Ranch," pulls over 1,000 letters a month. Before you buy any Twin Cities station, get the full facts on low-cost, far-reaching WCOW—the new voice in the Twin Cities that will never give you a "bum steer!"



"The Twin Cities Exclusive
Western and
Old-Time Music Station"

WCOW

Phone or write
VIC TEDESCO Nat'l Sales Mgr.
8th & Wabasha, St. Paul . . . Werner Bldg., South St. Paul

ST. PAUL - SOUTH ST. PAUL - 5,000 WATTS

**Why did
WCCO Radio
get more
Advertising Dollars
from more
Advertisers
in 1952?**

**... because no
other medium or
combination of media
in the Northwest can
match WCCO's
low cost**

WCCO

CBS affiliate

MINNEAPOLIS - ST. PAUL

REPRESENTED BY CBS RADIO SPOT SALES

**Radio
830 KC**

MINNESOTA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. slm;	Pres. p; Prog. Dir. pd; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Exec. vp evp; Chief Eng. ce; Prom. Mgr. pmm;	
MONTEVIDEO							
KDMA 1951	1450 100	Midwest Bcstg. Corp. 125	ABC, Dairyland Pearson	Harry W. Linder, p & gm Dell McLachlan, pd	Richard Berkman, ce	James Wood, pmm
MOORHEAD							
KVOX 1937	1340 250	KVOX Bcstg. Co. Inc. Frederick Martin Hotel 3-1522	MBS, Great Northern Walker	E. J. McKellar, p Manny Marget, gm & sd	Dale Howard, pd Robert L. Owens, cm & nd	Don Geiken, ce Howard Gurney, pmm	Wld. UP WE
NEW ULM							
KNUJ 1949	860 1,000-D	KNUJ Inc. 304½ N. Minn. St. 905	Walter K. Mickelson, p Jack H. Duncan, gm & ce	Bernie Young, nd Bob Christianson, fd	Herb Schaper, sd	Wld., L-W AP G
NORTHFIELD							
*WCAL 1918	770 5,000-D ST-KUOM	St. Olaf College 500	Milford C. Jensen, gm & ce James V. Anderson, pd	Martin Hegland, pmm James Rannheim, nd Stan Satre, fd	Rolf Charlston, sd Evangeline Olson, wd
OWATONNA							
KOBK 1950	1390 500-D	Owatonna Bcstg. Co. P. O. Box 350 2359	KBS	Myles H. Johns, p, c & pmm	Ted Nelson, gm, pd & nd Dick Hoeksema, sd	Johnnie Jurgenson, wd	L-W UP Col.
RED WING							
KAAA 1949	1250 1,000-D	Red Wing Bcstg. Co. 3512	Fred C. Clarke, p & ce	Maxine Jacobs, gm	Peter Lyman, pd & nd	Assoc., Cap. AP G
ROCHESTER							
KROC 1935	1340 250	So. Minn Bcstg. Co. 100 1st Ave. Bldg. 3924	NBC, So. Minn., Northwest Meeker, Bulmer & Johnson	Mrs. Gregory Gentling, p G. David Gentling, g & cm Cal Smith, sm & pd	Robert Cross, ce Warren Miller, pmm Ray Thompson, nd	Jerry Boyum, fd Bernie Lusk, sd May Miller, wd 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	Chan. 284 (B) 104.7mc 50kw
WJON 1950	1240 250	Granite City Bcstg. Co. St. Cloud Hotel 1240	ABC, Indpdt. Rambeau, Bulmer & Johnson	Max H. Lavine, p W. C. Porsow, gm Paul T. Zahorik, cm	Wallace McBriar Jr., pd & nd Carl Wilford, ce	Herm Schneider, pmm Dick Stotz, sd	Wld. UP G.
SOUTH ST. PAUL							
WCOW 1951	1590 5,000-D	South St. Paul Bcstg. Co. 208 3rd Ave., N. LaSalle 1371 Upper Mississippi	Antonio Tedesco, o Albert Tedesco, gm John MacNight, cm Don Doty, pd	Bob Muchow, ce Jim Hobbins, pmm Ralph Smith, nd	Burt Olson, fd Arne Peterson, sd Faye Christenson, wd	SES. UP G.
STILLWATER							
WSHB 1949	1220 250 D-DA-N	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	Eimer Christenson, ce Dewey Campbell, pmm Anita Albrecht, wd	L-W UP GE
THIEF RIVER FALLS							
KTRF 1947	1230 250	Henry K. Arneson P. O. Box 69 13 & 14 Bulmer & Johnson	Henry K. Arneson, o Donald L. Olson, gm & nd Mrs. Alverda Noel, pd	Henry J. Bothman, ce John Dunicliff, fd	Doug Tegteimier, sd Lois Udstrand, wd	L-W, Wld. UP G.
VIRGINIA							
WHLB 1936	1400 250	Head of the Lakes Bcstg. Co. 2000	NBC, Ar- rowhead, Northwest Hollingbery	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. Inc. 1st Nat'l Bank Bldg. 920	MBS Bulmer & Johnson	C. V. Phillips, p Carl E. Holt, g & cm	Jim Buchan, pd, n & sd	Milton La Due, ce	Wld. UP G.
WILLMAR							
KWLM 1940	1340 250	Lakeland Bcstg. Co. 1340	Dairyland Pearson	Harry W. Linder, p & gm	John C. Lynch, cm James A. Martinson, pd	Francois Peterson, ce Irene Peters, wd
WINONA							
KWNO 1938	1230 250	Winona Radio Service 216 Center St. 3314	ABC, Dairyland Pearson	Maxwell H. White, p Ken Marsh, gm H. Rod Hurd, cm	Lewis Denes, ce David Moffit, pmm	Gordon Holte, nd Charles Williams, sd	St. AP RCA
KWNO-FM 1948	Ch. 248 (B) 97.5mc 18.5kw GE
WORTHINGTON							
KWOA 1947	730 1,000-D	Worthington Bcstg. Co. Hotel Thompson 2-7301 Bulmer & Johnson	R. W. Olson, p Ralph E. Shepard, gm Arne Karhu, cm	Ty Mack, pd & nd C. W. Knapp, ce Mervin Gardner, fd	Myron Heuer, sd Tiny Taylor, wd	L-W, Thes. UP Ray.

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MISSISSIPPI

ABERDEEN									
WMPA 1952	1240 250	Prairie Bcstg. Co. Darracott Rd. 1050	Mid South	T. A. Richardson, p Hal Benson, gm & sd J. M. Verges, pd & fd	Elizabeth Bradley, pmm A. R. Garrett, ce	Fred Faught, nd Lucille Peacock, wd		L-W UP G	
BATESVILLE									
WBTE (CP)	1290 1,000-D	Panola Bcstg. Co. P. O. Box 247		Travis A. Palmer, co-o	Harold B. McCarley, co-o & gm	James E. Hartness, co-o		Thes. AP G	
BILOXI									
WLOX 1948	1490 250	WLOX Bcstg. Co. Buena Vista Hotel 5581	MBS Rambeau	J. S. Love Jr., p Ray Butterfield, gm & sd Thomas E. Majure, cm & ce	Hugh Smith, pd Richard Kettering, pmm	Suzanne Lee, nd Susan Grant, wd		St. UP WE	
WVMI 1950	570 1,000-D	Radio Associates Inc. P. O. Box 152 6961	Natl. Time Sales, Dora- Clayton	Odes E. Robinson, p, gm & cm Chauncey T. Hinman, asst. m	Robert D. Campbell, pd, nd, fd, sd Sylvia Bentz, pmm, wd	Robert Bassett, ce		L-W, Thes. UP Col.	
BOONEVILLE									
WBIF 1950	1400 250	E. O. Roden Highway 45 So. 675	KBS Continental	E. O. Roden, p & gm Keith Wroten, cm, sm & ce	Betty Box, pd Nolan Walden, pmm & nd Jimmie Morgan, fd	Irwin Feldman, sd Wynz Gardner, wd		UP G	
BROOKHAVEN									
WJMB 1948	1340 250	Brookhaven Bcstg. Co. Inc. W. Chicasaw St. 1298	MBS Continental	Tullius Brady, p & gm	W. M. Jones, asst. m, cm & pd	Larry H. Young Jr., ce		Wld. AP G	
CANTON									
WDOB (CP)	1370 500-D	Madison County Bcstg. Co. 998-J		J. D. Bishop, co J. T. Ownery, co Anna Dee Davis, co	Robert L. Statham, gm & ce			Thes. UP RCA	
CENTREVILLE									
WGLC 1951	1580 250-D	Southern Bcstg. Co. 4001	KBS	Alvin Sansing, p & gm Paul Simpkins, cm, pd, pmm & nd	Aubrey Felder, ce, fd, sd Milton Plitt, acct. exec.	Clara Simpkins, wd		Cap. UP	
CLARKSDALE									
WROX 1943	1450 250	Birney Imes Jr. 257 Delta Ave. 1566	MBS, KBS Mid South	Birney Imes Jr., p P. E. Hinman, gm	Helen Sugg, cm & wd Sara Cowart, pmm & nd C. D. Graves, ce	Dorothy Harris, fd Jack Cristil, sd		Thes. AP RCA	
CLEVELAND									
WCLD 1949	1490 250	Cleveland Bcstg. Co. 990		Lowry Tims, p Fred T. Rand, gm	Raymond A. Curtis, p & nd Tetlow Johnson, sd	Richard Bullock, ce Willena McGarry, wd		AP Col.	
COLUMBIA									
WCJU 1946	1450 250	WCJU Inc. S. Main St. 755	MBS	Lester Williams, p Charles Newman, sm	Bill Barrett, pd	Ray Tolar, ce		Wld. AP G	
COLUMBUS									
WACR 1950	1050 250-D	Miss. Bcstg. Co. Inc. WACR Bldg. 768		Withers Gavin, p & gm				St. UP	
WCEI 1940	1340 250	Birney Imes Jr. Columbus 1430	Mid-South McGillvra	Birney Imes Jr., p Bob McRaney, gm	J. W. Estherton, cm Martha Puckett, pd	Tom McFerrin, ce Chris Everson, nd Dick Crago, sd		Thes. AP RCA	
CORINTH									
WCMA 1946	1230 250	Corinth Bcstg. Co. Inc. Ray Bldg. 5575	MBS Burn-Smith	Aaron E. Robinson, p & vp John E. Bell, gm	Joe P. VanDyke, cm Thomas T. Weaver, pd James D. Anderson, ce	Al Young, nd Fred L. Dillon, sd		Wld. UP WE	
GREENVILLE									
WGVM 1948	1260 1,000-D	Cotton Belt Bcstg. Corp. of Miss. 118 So. Broadway 4559	Cotton Belt Devney, Melville	David M. Segal, p & gm Edward M. Guss, sm & cm Wallace D. Hoy, pd, fd & sd	Jack Baruth, pmm, nd Welton H. Jetton, ce	Letitia R. Boyles, wd		L-W UP Col.	
WJPR 1939	1330 1,000-D 500-N-DA-N	Radio Services Co. 107 So. Poplar St. 9040	MBS, KBS Mississippi	Emmet H. McMurry, gm Frank W. Baldwin, cm	Thomas Tiller, pd Dorothy Brooke, pmm	Percy Kuhn, ce		Wld. AP G	
GREENWOOD									
WABG 1950	960 1,000-D 500-N-DA-N	Greenwood Bcstg. Co. Inc. P. O. Box 414 3010	ABC McGillvra	Cy N. Bahakel, p & gm	Tom Reardon, m & cm	Wayne A. Oliver, ce		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	
GRENADA									
WNAG 1949	1400 250	Birney Imes Jr. Barwin Hotel 1400	MBS, KBS Mid South	Birney Imes Jr., o	Bob McRaney, gm Monroe Looney, sm & cm	Bernard H. Loebe, ce		UP RCA	
GULFPORT									
WGCM 1929	1240 250	WGCM Bcstg. Co. Hewes-Martin Bldg. 1110	ABC, KBS Mississippi	Hugh O. Jones, p & gm C. E. Vann, asst. m, pd	(Mrs.) O. L. Owens, cm Jack Starr, pm & nd	Charles T. Hook, ce		Wld. AP RCA	
WGCM-FM 1943	Ch. 268 (B) 101.5mc 3kw							Wld. AP WE	
HATTIESBURG									
WFOR 1925	1400 250	Forrest Bcstg. Co. Inc. 302 Hemphill St. 1866	NBC, KBS Rebel Hollingbery	C. J. Wright, p Charles J. Wright Jr., gm	E. M. Jenkins, cm David L. Waite, pd, nd & sd	B. B. McLemore, ce		UP	
WRFM (FM) 1949	Ch. 250 (B) 97.9mc 2.5kw	(WFOR, AM affiliate)						UP RCA	
WHSY 1948	1230 250	Hub City Bcstg. Co. Inc. P. O. Box 1008 3180	ABC Rambeau	Charles W. Holt, p Connie I. Holt, sm William R. England, cm	Bob Pattillo, pd, nd Charles Sharpling, ce	Bruce Gilmore, fd Bill Veidt, sd		AP G	
HAZELHURST									
WMDC (CP)	1220 250-D	Southwestern Bcstg. Co. of Miss. P. O. Box 604 McComb, Miss.							
JACKSON									
WJDX 1929	620 5,000-D 1,000-N	Lamar Life Insurance Co. P. O. Box 2171 3-7476	NBC Rebel Hollingbery	Wiley P. Harris, gm	Frank Gentry, cm Howard Langfitt, pd	Percy G. Root, ce		Cap., Wld. UP	
WJDX-FM 1943	Ch. 275 (B) 102.9mc 50kw			Robert R. Smathers, cl				UP WE	

MISSISSIPPI—(Continued)

Executive Abbreviations

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

**Transc. Li-
brary, News
Service
Transmitter**

JACKSON—(Cont'd)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Transc. Li- brary, News Service Transmitter		
WJQS 1947	1400 250	Miss. Bcstg. Co. Inc. Edwards Hotel 3-9681		Withers Gavin, p, gm	St. UP		
WJTV (TV) (CP)		Miss. Publishers Assn. P. O. Box 427		(For full information see TELECASTING Yearbook)			
WJXN 1945	1450 250	Jackson Bcstg. Co. P. O. Box 786 2-6673	Forjoe	James T. Ownby, p & gm RCA		
WRBC 1947	1300 5,000-D 1,000-N-DA-N	Rebel Bcstg. Co. 125 S. Lamar St. 5-1562	MBS Branham	J. W. Carlier, gm & cm	Forrest Cox, pd, nd & fd G. G. Benson, ce	Percy Powers, Jr., sd Marjorie Lee, wd	Assoc. AP Ray.
WSLI 1938	930 5,000-DA-N	Standard Life Bcstg. Co. P. O. Box 1847 3-2788	ABC Weed	W. R. Newman, p L. M. Sepaugh, gm F. E. Wilkerson Jr., cm	B. K. Smith, pd & pmm C. R. Perkins, ce Jerry Kieth, nd	Jin Neal, fd Lyman Hellums, sd Dorothy Dawley, wd	Wid. AP RCA

KOSCIUSKO

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

WAML 1932	1340 250	New Laurel Radio Stations Inc. 442 6th Ave. 5601	NBC, KBS Rebel Hollingbery	Harold M. Mation, p Granville Walters, gm & pmm M. M. Caver, cm	Stan Walters, pd & sd Clyne Graves, ce Ed Breland, nd	Paul Carlisle, fd Patty Overstreet, wd	Wid. AP Ray.
WLAU 1946	1490 250	Southland Bcstg. Co. 437 N. Magnolia St. 7227	ABC, MBS McGillivra	Chalmers T. McCallum, p & co (Mrs.) Norma H. Leggett, secy.-treas., gm & co W. E. Jones, cm	Dave Kane, pd & nd James M. Hilbun, ce Joseph L. Williams, office m	Woodie Hosey, fd Carroll Jackson, sd Dorothy Hearne, wd	UP WE

LOUISVILLE

..... (CP)	1270 1,000-D	Louisville Bcstg. Corp. P. O. Box 111					
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MACON

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

WAPF 1948	1010 250-D	Southwestern Bcstg. Co. Hotel Pike 1884	KBS	Louis Alford, p Mace Smith, secy.-treas. Phillip Brady, sm & ce	Boyd Ridgway, cm Karl Austin, pd Otis Parker, pmm	James Hemphill, nd Aubrey Felder, fd Matt Goodall, sd	L-W, Wid. UP RCA
WAPF-FM 1952	Ch. 261 (A) 100.1mc .27kw					 GE
WSKB 1952	1250 5,000-D 500-N-DA-N	Lester Williams McColgan Hotel 2080	ABC	Lester Williams, p Jack Sanders, gm Wayne Walker, cm	Mel Bernam, pd, nd Herb Taylor, pmm & fd Robert Louis Sanders, ce	Bill Barrett, sd	Cap. AP

MERIDIAN

WCOC 1926	910 5,000-D 1000-N	Miss. Bcstg. Co. Inc. Threefoot Bldg. 7714	Mississippi	Withers Gavin, p, gm			St. UP
WCOC-TV (CP)		Miss. Bcstg. Co. Inc. Threefoot Bldg. 7714		(For full information see TELECASTING Yearbook)			
WMOX 1946	1240 250	Birney Imes Jr. 2-0171	MBS, KBS Mid South	Birney Imes Jr., p Bob McRaney, gm	Joseph W. Carson, sm Ed Holladay, cm & pd Robert K. Wall, ce	Donnie Evans, wd Ruth O'Steen, traffic m	Thes. AP RCA

WMOX-FM

WMOX-FM 1948	Ch. 253 (B) 98.5mc 3.4kw					 INS WE
WTOK 1946	1450 250	Meridian Bcstg. Co. Citizens Natl. Bank Bldg. 3-1441	ABC Rebel Headley- Reed	Robert F. Wright, p & gm William B. Crooks, cm	Cecil Germany, pd & pmm Joe H. Saxon, ce	George Shannon, nd & sd	SES. INS WE

NATCHEZ

WMIS 1941	1240 250	Natchez Bcstg. Co. P. O. Box 330 8211		P. K. Ewing, p		
WNAT 1949	1450 250	Old South Bcstg. Co. Inc. Eola Hotel 4621	ABC Mississippi	(Mrs.) Laurie Ratcliffe, p Paul Schilling, gm & cm Alice Rushing, office m & wd	Eddie Phelan, pd & fd Herb Taylor, pmm Jack Thornhill, ce	John Hollingsworth, nd Elwood Kresal, sd	UP GE

PASCAGOULA

WPMP 1951	1580 250-D	Crest Bcstg. Co. Inc. P. O. Box 348 83	KBS Mississippi	Wm. R. Guest Jr., p & pmm Felix Adams Jr., sm & cm	Donovan Murphy, ce & nd M. P. Lewis, fd	Lee C. Smith, sd Opal Adams, wd	Wid., Cap. UP WE
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PHILADELPHIA

WHOC 1948	1490 250	William Howard Cole Beacon St. Extension 740	KBS	William H. Cole, p, gm & cm	Mrs. W. H. Cole, pd & wd		Cap. UP Col.
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PICAYUNE

WRJW 1949	1320 5,000-D	Moseley Brothers Ritz Bldg. 510	KBS	W. L. Moseley, ptrn. R. E. Moseley, ptrn. Jimmie Willson, gm, cm & nd	Archie Rishing, pd & ce E. C. Mills, fd	Maxie Steavens, sd Louise Willson, wd AP RCA
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STARKVILLE

WSSO 1948	1230 250	Starkville Bcstg. Co. 1230	KBS Mid South	Joe Phillips, gm, cm, pmm & ce	Martha L. Pearson, pd, nd & wd	Leo Anderson, fd & sd	Cap. AP WE
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TUPELO

WELO 1944	1490 250	Tupelo Bcstg. Co. 212 S. Spring St. 1400	MBS, KBS Mid South	Birney Imes Jr., o Bob Evans, gm	Ernest Bowen Jr., cm Ed Cleary, pd & sd LeRoy Green, ce	Jim Craigen, nd Red Purnell, fd	Cap., Thes. AP RCA
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VICKSBURG

WQBC 1931	1420 1,000-D 500-N	Delta Bcstg. Co. Post-Herald Bldg. 312	MBS, KBS Sears & Ayer	L. P. Cashman, p Mary-Van Cashman, gm	L. L. Miller, cm Charlotte Kahn, pd & wd	Waverley Conway, ce	Cap. AP RCA
WVIM 1948	1490 250	Radio Mississippi Inc. Jefferson Davis Hotel 1920	Indie Sales Dora-Clayton	James T. Ownby, p Frank Holifield, gm & cm	Frank Hains, pd, pmm Harold Townsend, ce	Ted Lawrence, nd & sd	Thes. UP

WEST POINT

WROB 1947	1450 250	Bob McRaney Sr. WROB Bldg. 807		Bob McRaney Sr., p & gm	Hugh W. Shankle, cm & pd	George Corkren, ce WE
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YAZOO CITY

WAZF 1947	1230 250	WAZF Inc. 321½ S. Main St. 1300	MBS, KBS Mississippi	Guy Corley, p & gm Al Lyons, cm Fred Rand, pd & sd	John M. Walker, pmm Don Flinspach, ce Dave Corley, nd	Tom Roane, fd Margaret Reeves, wd	UP G
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 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.

MISSOURI

ALTON								
KALM (CP)	1290 1,000-D	Robert F. Neathery P. O. Box 446 West Plains, Mo.		Robert F. Neathery, o				
BOONVILLE								
KBVL (CP)	1370 1,000-D	William R. Tedrick		William R. Tedrick, o & p				
CAPE GIRARDEAU								
KFVS 1925	960 1,000-D 500-N DA-N	Hirsch Bcstg. Co. 5-5511	MBS Pearson	Oscar C. Hirsch, p & gm	Ralph L. Hirsch, cm	Dorothy March, pd	UP
KGMO 1952	1220 250-D	Cape County Bcstg. Co. 46 N. Henderson 3843		Richard C. Brandt, co-o & gm Wm. C. Brandt, co-o & pd	Robert L. Schultz, cm David Kaempfer, nd, fd	Wm. M. Bryan, co-o & ce John J. Parker, sd	
CARTHAGE								
KDMO 1947	1490 250	Carthage Bcstg. Co. 1201 E. Chestnut 2648	KBS Magic Circle, Southwest Mo.	L. C. McKenney, ptrn., gm & fd J. J. Daly, ptrn. & gen. slm	Leon Crocker, pd George Province, ce Robert Young, pmm & nd	Jim King, sd Edith Snyder, wd	Cap. AP G
KICK 1949	1340 250	Kickapoo Prairie Bcstg. Co., Inc. 610 College St. 4-1561	MBS, Southwest Mo. McGillvra	Floyd W. Jones, p L. C. McKenney, g & cm Welcome Stanton, asst. m & pd	Doris Henderson, pmm & wd Charles Grayston, ce	Richard Hainline, nd Bob Lee, sd	St. UP G
CARTHURSVILLE								
KCRV 1950	1370 1,000-D	Pemiscot Bcstg. Co. 106 W. 3rd St. 965		J. E. Taylor, ptrn. Harry Levin, ptrn. Robert L. Harrison, ptrn., g & pmm	Al Simmons, cm Harry Moreland, pd, fd & sd Earl Neal, ce	Jim Brasfield, nd Peggy Finger, wd	Wld., Thes. UP G
CHARLESTON								
KCHR (FM) 1951	Ch. 269(A) 101.7mc 45kw	So. Mo. Bcstg. Co.						
CHILLICOTHE								
KCHI 1950	1010 250-D	Cecil W. Roberts 1920	KBS Best, Conwell	Cecil W. Roberts, o Howard G. Rion, gm & nd	R. Wayne Cox, cm, pd & fd Don O'Brian, ce	Richard Irving, pmm Ray Saale, sd	UP G
CLAYTON								
*KFUO 1924	850 5,000-D	The Lutheran Church- Mo. Synod 210 N. Broadway St. Louis, Mo. Chestnut 8001		Herman H. Hohenstein, D. D., d The Rev. Elmer J. Knoernschild, pdm	E. F. Schoenleber, d of music Larry N. Strahan, office m	A. H. Wiese, ce	Assoc. UP WE
KFUO-FM 1947	Chan. 256 99.1mc 6.72kw							
CLINTON								
KDKD 1951	1280 1,000-D	Clinton Bcstg. Co., Inc. P. O. Box 113 233	KBS Devney	David M. Segal, p Lee E. Baker, gm	B. E. Brown, c & pmm J. C. Potts, pd, n, f & sd	M. Branson Landon, ce	Wld. UP Col.
COLUMBIA								
KFRU 1925	1400 250	KFRU, Inc. Hwy. 40E at Jct. 63 4141	ABC	H. J. Waters, Jr., p Mahlon R. Aldridge, g, pmm & sd	Felix J. LeGrand, cm Shirley Bauderer, pd	Robert Haigh, ce Shirley Mason, wd	L-W, Wld. AP GE



TOP INDEPENDENT IN



THE NATION'S 9th MARKET

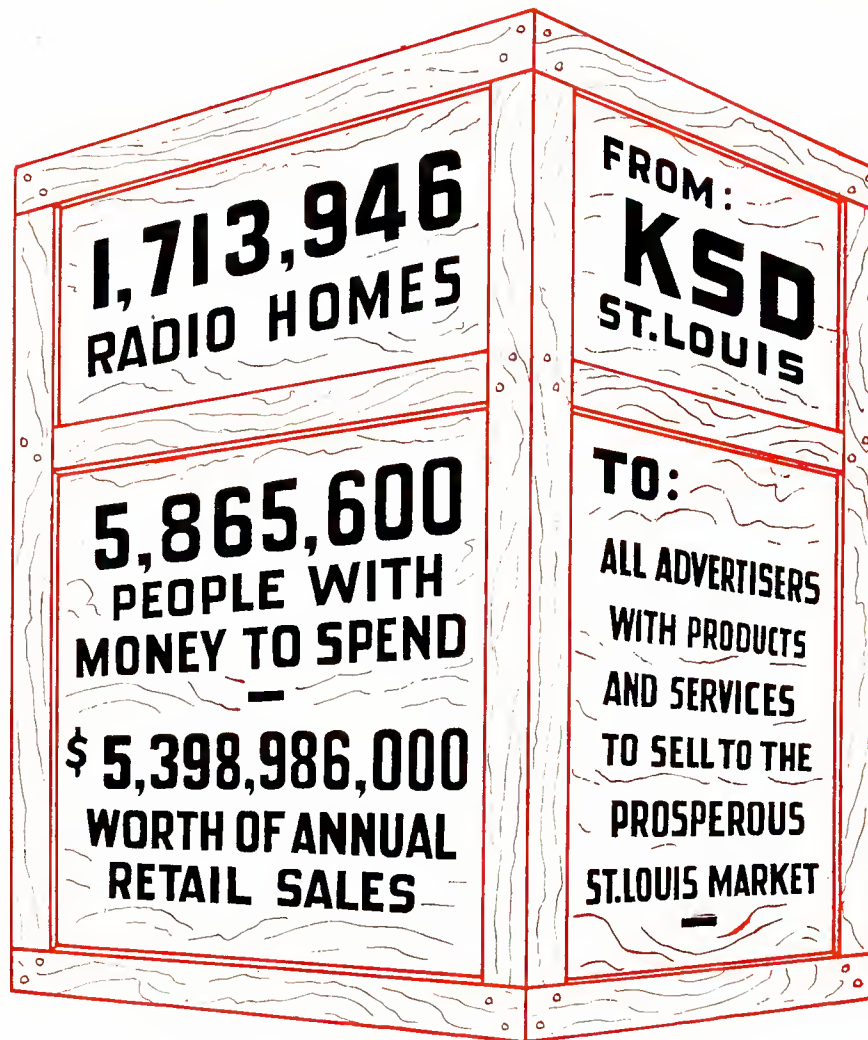
Represented by THE BOLLING COMPANY

MISSOURI—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations Owner or Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Transc. Li- brary, News Service Transmitter
FARMINGTON					
KREI 1947	1350 1,000-D	Cecil W. Roberts Burks & Webster Sts. 710	KBS Best	Cecil W. Roberts, p F. P. Graves, gm	James L. Strader, cm H. C. Halle, pd Wm. Westbrook, ce UP G
FESTUS					
KJCF 1951	1010 250-D	Jefferson County Radio & TV Co. North Mill St. 91	KBS	Donald M. Donze, p & gm	Russell Seals, Jr., ce RCA UP
FLAT RIVER					
KFMO 1947	1240 250	Lead Belt Bestg. Co. 1000	MBS Pearson	Oscar C. Hirsch, p James F. Collins, g, cm & nd	Gilbert Collins, ce Earl L. Whitener, pmm Virginia Collins, pd & wd UP Col.
FULTON					
KFAL 1950	900 1,000-D	Missouri Central Bcstrs. Palace Hotel 1400-1401		Robert W. Nickles, co-o, gm & ce Roger P. Fox, co-o & pd	L. Reed Holt, cm Brooks Ann Cole, nd Forrest Wallace, sd Orpha G. Nickles, wd St. UP Col.
HANNIBAL					
KHMO 1941	1070 5,000-D 1,000-N DA-2	Courier Post Publishing Co. 102½ S. Main 3450	MBS Pearson	E. L. Sparks, secy.-treas. Wayne W. Cribb, g & pmm P. H. Cunningham, cm	Gene Hoenes, pd Benjamin Parrish, ce William Stiles, nd Pat Harvey, fd Al Alexander, sd Thes. AP WE
INDEPENDENCE					
KIMO 1947	1510 1,000-D	Blue Valley Co. 310 N. Osage Clifton 9815		Craig Siegfried, ptr., g, cm & pmm Harry L. Becker, pd & sm	Eldon Ryan, ce Walter Burks, nd Harold Ensley, sd Mark Foster, sd Dorothy Flanders, wd AP G
JEFFERSON CITY					
KWOS 1937	1240 250	Capital Bestg. Co. 210 Monroe 6-3137	MBS, KBS Sears & Ayer	R. C. Goshorn, p Catherine Roer, g, c & pmm	Ralph Rose, pd Leroy Hackmann, ce Thes. AP
KWOS-FM 1948	Chan. 253 (A) 98.5mc, 9.2kw				
JOPLIN					
KFSE 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 Ed Johnson, pd	Ralph Meador, ce James Randall, nd Leonard Brown, fd Don Gross, sd Faye Seiller, wd Wid. UP G
KSWM 1946	1230 250	Air Time, Inc. 1928 W. 13th St. 7260	CBS Rambeau	Austin A. Harrison, p, gm & ce John D. Whitt, cm	Ronald R. Robson, pd, pmm & sd Kenneth Crowe, nd UP G
WMBH 1925	1450 250	Joplin Bestg. Co. Frisco Bldg. 330-33	MBS Sears & Ayer	D. J. Poyner, p & gm M. E. Dunn, cm Golda Shaunce, pd	Jack P. Langford, ce Lee George, nd W. W. Grigsby, sd Maxine DeVaney, wd Thes. AP Col.
WMBH-FM 1948	Chan. 241 (B) 96.1mc 70kw				
KANSAS CITY					
KCKN 1925	1340 250			(See Kansas City, Kans., listing)	
KCMO 1936	810 50,000-D 10,000-N DA-N	KCMO Bestg. Co. 125 E. 31st St. Jefferson 6789	ABC Katz	Tom L. Evans, p E. K. Hartenbower, gm C. E. Breazeal, asst. m R. W. Evans, cm	S. B. Tremble, pd Karl Troeglen, ce F. C. Strawn, pmm Jim Monroe, nd C. W. Jackson, fd Tony Williams, sd Anne Hayes, wd Thes., Assoc. AP RCA
KCMO-FM 1948	Chan. 235(B) 94.9mc, 56kw			(See Concordia, Kan., listing)	
KFRM 1947					
KMBC 1921	980 5,000 DA-N	Midland Bestg. Co. KMBC Bldg., 11th & Central Harrison 2650	CBS Free & Peters	Arthur B. Church, p George J. Higgins, mngng.d & vp in chg. sls. Arthur B. Church Jr., adm. asst. Roderick E. Cupp, pd Edward H. Pate, gm Richard Pitts, cm	Harold W. Storm, prom. d C. E. Moler, ce John Farmer, nd Phil Evans, fd Sam Molen, sd Bea Johnson, wd Wid. AP, UP WE
KPRS 1952	1590 1,000 D	Twin City Adv. Agency 2814 E. 23d St. Humbolt 3100		Edward H. Pate, gm Richard Pitts, cm	Eugenia Pate, pd Andrew R. Carter, ce Dave Butler, nd Tommy Berry, wd AP RCA
WDAF 1922	610 5,000	The Kansas City Star 3030 Summit St. Harrison 1200	NBC Christal	H. Dean Fitzer, mngng. d V. S. Batton, m E. Manne Russo, cm	Harry Kaufman, pd Julian J. Harris, asst. m Joseph A. Flaherty, ce Randall Jessee, n & sd Roderick Turnbull, fd Martha Spalding, wd St., Thes. AP RCA
WDAF-TV 1949		The Kansas City Star 3030 Summit St. Harrison 1200			(For full information see TELECASTING Yearbook)
WHB 1922	710 10,000-D 5,000-N DA-1	WHB Bestg. Co. 9th & Grand Harrison 1161	MBS Blair	Donald D. Davis, p & cm John F. Cash, vp John T. Schilling, gm	Dick Smith, pd & nd Henry Goldenberg, ce Dwight Davis, pmm Bruce Grant, fd Larry Ray, sd Sandra Lea, wd Assoc. AP RCA
(CP)	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, n & fd Suetta Ray, wd Cap. AP G
KBOA-FM 1948	Chan. 255 (B) 98.9mc, 6.9kw				
KIRKSVILLE					
KIRX 1947	1450 250	North Missouri Bestg. KIRX Bldg. 5-3781	KBS	Samuel R. Burk, p, g & cm Warren Hewitt, pd, f & sd	Charles Porter, ce Robert S. Herrin, nd Thes. AP G
LEBANON					
KLWT 1948	1230 250	Lebanon Bestg. Co. 221 East Commercial St. 1015	MBS	Robert C. Fields, p O. R. Wright, gm Jack Sellers, cm	Tom Miller, pd & nd Ken Corbett, pmm E. L. Hendry, ce L-W UP G
MARSHALL					
KMMO 1949	1300 1,000-D	KMMO, Inc. 40 and 41	KBS	J. M. Silvey, p Harold Douglas, g & cm Fred Linder, pd	Bill Williams, ce Roger Atkinson, nd Dud Cason, fd Austin Booth, sd Bettie Baldwin, wd Thes. UP G
MARYVILLE					
KNIM (CP)	1580 250-D	Maryville Radio & Television, Inc. P. O. Box 278 730	KBS	Dr. R. W. Wilson, p Jack Lloyd, gm, pd & nd	Skeet Preston, cm & sd Arnold Wilson, ce AP G
MEXICO					
KXEO 1948	1340 250	Audrain Bestg. Corp. 1725 E. Liberty 2340-41	MBS	John A. Badaracco, p W. Earl Dougherty, g, c, pmm, pd & fd	Robert B. Bruner, ce Margaret Hunt, n & wd Kirby Allen, sd Wid. AP WE
MOBERLY					
KNCM 1950	1230 250	Jerrell A. Shepherd Highway 63, S., Box 396 1600	Conwell	Jerrell A. Shepherd, p & gm John O. Conwell, cm	James M. Lipsey, pd T. J. Carr, ce Dale Low, nd John Peterson, sd Thes., L-W AP G

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**THE
PRIZE*
PACKAGE
OF THE
ST. LOUIS
MARKET**



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

KSD

**5000 WATTS ON 550 KC
DAY AND NIGHT**

THE ST. LOUIS POST-DISPATCH RADIO STATION

National Advertising Representative: FREE & PETERS, Inc.

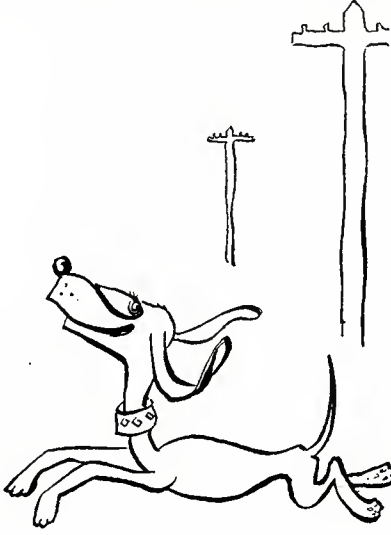
NBC NETWORK • AP NEWS • TELEVISION AFFILIATE: KSD-TV

MISSOURI—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transe. Library, News Service Transmitter
MONETT						
KRMO 1950	990 250-D	Carthage Bcstg. Co. 990	KBS, Magic Circle, Southwest Mo.	L. C. McKenney, ptrn. & gm J. J. Daly, ptrn. & gen. sim.	Floyd Stewart, m, pd & pmm Marion Pilant, cm George Province, ce	Victor Cox, n & sd Jack Allen, fd Caroyn Crane, wd AP G
NEVADA						
KNEM 1949	1240 250	Cecil W. Roberts 13	KBS, Magic Circle Conwell	Cecil W. Roberts, p Duane W. Hoisington, g, 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		Robert M. Smith, p Ed Gardiner, gm	Wally Clark, ce Hal Martin, nd	M. T. Gardiner, pd L-W AP Collins
POPLAR BLUFF						
KWOC 1938	930 1,000-LS 500-N DA-2	Poplar Bluff Bcstg. Co. Mac Building 3922	KBS Pearson	A. L. McCarthy, p Jerry Higley, gm & pd	Clarence O. Gray, cm Don M. Lindenton, ce	Ed Sandling, pmm E. E. Carr, sd Wld., SES. UP G.
KWOC-FM 1948	Chan. 233 (B) 94.5mc 16kw					
ROLLA						
KTTR 1947	1490 250	"Show-Me" Bcstg. Co. Box 557 380	KBS	Luther W. Martin, p, gm & nd	Wilson C. Burkhead, pd & fd Martin M. Mitchum, ce	Ken Wilkins, sd Roxy Rhodes, wd Wld. AP
SEDALIA						
KDRO 1939	1490 250	Milton J. Hinlein 2100 W. Broadway 4004	MBS, KBS Forjoe	Milton J. Hinlein, p Herbert W. Brandes, gm & nd	James F. Glenn, cm & sd Robert J. Smith, ce	Nola Witte, wd UP RCA
KDRO-FM 1949	Chan. 259 (B) 99.7mc 15kw					
(CP)	1050 1,000-D	Yates Bcstg. Co. 702 Rich St. Slater, Mo.				
SIKESTON						
KSIM 1948	1400 250	Sikeston Community Bcstg. Co. Highway 60 West 1		Richard Watkins, gm & cm	 AP Col.
STE. GENEVIEVE						
KSGM 1947	980 500 DA-N	Donze Enterprises, Inc. 410 Merchant St. 580	KBS	Elmo L. Donze, p, g, c & pmm, pd	Murel L. Rose, ce Jim Schott, fd	Betty J. Donze, wd UP Col.
ST. JOSEPH						
KFEQ 1923	680 5,000 DA-2	KFEQ, Inc. KFEQ Bldg. 3-2523	MBS Headley-Reed	Barton Pitts, o & gm Glenn G. Griswold, cm E. Carleton Schirmer, pd	J. Wesley Koch, ce J. Ted Branson, pmm Ralph Combs, nd	Harold J. Schmitz, fd Bob Russell, sd Wld. AP Col.
KFEQ-TV (CP)		KFEQ, Inc. KFEQ Bldg. 3-2528		(For full information see TELECASTING Yearbook)		
KRES 1946	1550 5,000 DA-N	Missouri Valley Bcstg. 113 So. 7th St. 4-6346	Forjoe	B. L. Kaufman, p Robert S. Hix, exec. vp & gm	Wm. A. Vaughn, pd Harry Teegarden, ce Joe Kramer, nd	Jack Gowing, fd Don Hanley, sd Thes. AP G
ST. LOUIS						
KMOX 1925	1120 50,000	Columbia Bcstg. System Inc. 401 South 12th Central 8240	CBS CBS Radio Spot Sales	Gene Wilkey, gm Robt. T. Hyland, Jr., cm Mark Russell, pd	John Curry, pmm Harry Harvey, ce Rex Davis, nd	Ted Mangner, fd Robt. Burnes, sd Assoc. AP, UP WH
KSD 1922	550 5,000 DA-N	Pulitzer Pub. Co. 1111 Olive St. Main 1111	NBC Free & Peters	Joseph Pulitzer, p George M. Burbach, gm Edward W. Hamlin, cm	Harold Grams, pd David Paternak, pmm J. E. Risk, co-ce	Pete Yarger, co-ce AP, UP RCA
KSD-TV 1947		Pulitzer Pub. Co. 1111 Olive St. Main 1111		(For full information see TELECASTING Yearbook)		
KSTL 1948	690 1,000-D	Radio St. Louis, Inc. 6 N. Seventh St. Main 0600		William E. Ware, p & gm William A. Knight, cm James D. Neiswander, slm	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.

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from
poll
to
poll



• • • The little men who conduct the nation's polls have had many busy days. They polled agencies and advertisers in 1936. And they polled every year right up to today.

• • • In every one—and the surveys were fathered by stations, representatives, transcription companies and networks—**BROADCASTING • TELECASTING** was first. First in every category . . . whether news, usefulness, accuracy or advertising dependability.

ask Procter & Gamble

and Ernie,
the Hamburger
King

Procter & Gamble is the biggest advertiser in America.

Last year they spent over \$18,000,000 in radio. Like the National Biscuit Company, Liggett & Myers and many other of America's largest advertisers, *they invested more money in radio than in any other medium.*

Ernie, the Hamburger King, of 118 Pike Street, Seattle, is one of the smaller advertisers in America. Last year Ernie spent approximately \$7,000 in radio. Like countless other local merchants from coast to coast, *he invested more money in radio than in any other medium.*

Sales results? P&G had the biggest year in its history. So did Ernie. (In fact, Ernie's sales climbed to an average of 1,200 hamburgers a day.)

The truth is that at both the national and local level, radio offers economy and flexibility that *no* other medium can touch. And do you realize how much the radio-listening population has *grown*? Today there are 105,300,000 radio sets in the U. S. A. Virtually *every* home is a *radio* home—and over half of them have *two or more sets*.

The average American now spends more time with radio than with magazines, TV and newspapers combined.

Beyond question, the smartest buys in all advertising are being made in radio. And they're being made *right now*.



**Broadcast
Advertising
Bureau, Inc.**

BAB is an organization supported by independent broadcasters, networks and station representatives all over America

270 PARK AVE., NEW YORK CITY

*A Sure Sign
of a
Good Thing...*

The KMBC-KFRM Leader in the GREAT



Today, the Heart of America farmer is the world's best informed farmer! The accompanying graphs forcefully portray one of the major reasons why this is true. The dependence and wide preference that rural and urban listeners have for KMBC-KFRM personalities and farm service programs are again revealed in the 1952 personal interview survey made at the State Fairs in Missouri and Kansas and at the American Royal in Kansas City. In this year's survey, 2478 interviews with listeners from 140 counties in the Kansas City Primary Trade Area were made to produce dramatic proof of KMBC-KFRM dominance.



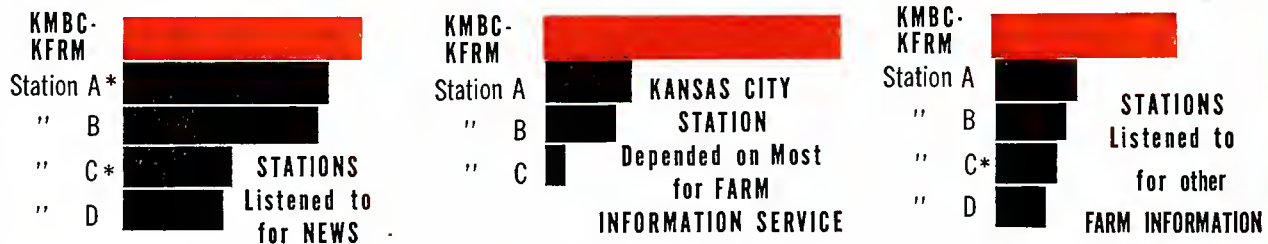
The **KMBC -**
of **KANSAS CITY**
CBS RADIO FOR THE

Team remains Undisputed KANSAS CITY Primary Trade Area!

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



The Team Leads the Field by a wide margin in all categories:



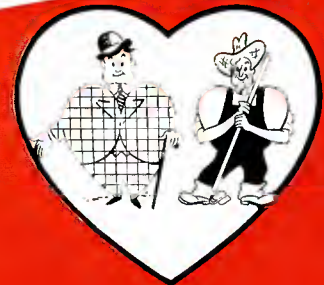
*Kansas City Stations

Year after year, the KMBC-KFRM Team shows up with the same outstanding record in all categories. Get in touch with KMBC-KFRM, Kansas City, or Free & Peters, for The Team's *entire* story. Ask for the complete breakdown of the 1952 Survey and for the "Kansas City Market Story"—facts about the rich Heart of America. KMBC-KFRM over-all programming, the finest in broadcast facilities and all-out promotion, each contributes to Team dominance. You will find

the details extremely interesting and a clear view of KMBC-KFRM as the most economical and successful sales medium for the Kansas City Primary Trade Area.

KMBC-KFRM leadership is a sure sign of a good thing, but more important, a *good* sign of a *sure* thing—and another confirmation of the fact that to sell the Whole Heart of America Wholeheartedly, it's the KMBC-KFRM Team!

KFRM *Team*
KANSAS FARM STATION
HEART OF AMERICA



MISSOURI—(Continued)

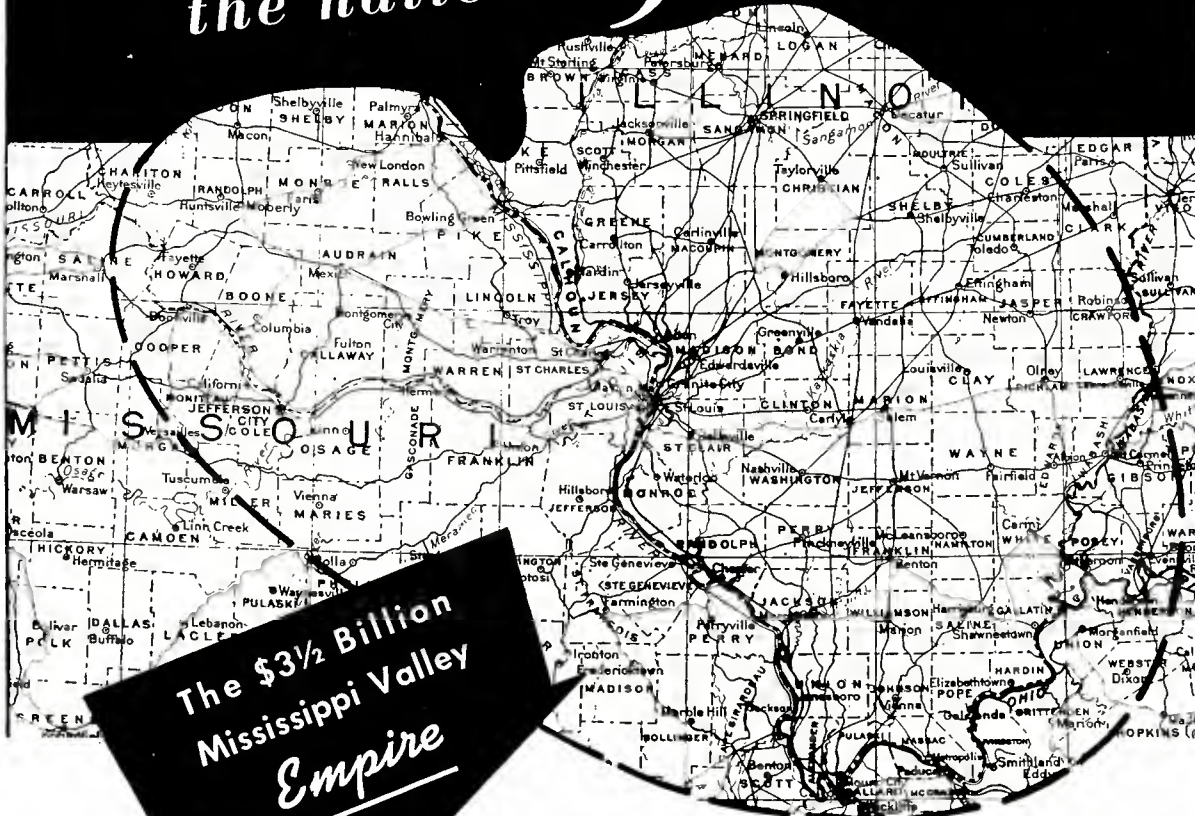
City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transe. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
ST. LOUIS—(Cont'd)							
KWK 1927	1380 5,000 DA-N	KWK Inc. 12th & Cole St. Main 9100	MBS Katz	Robert T. Convey, p & gm Ray E. Dady, vp & sta d V. E. Carmichael, vp & cm	John W. Tinnea, pd & asst. sta. d N. J. Zehr, ce	Fred J. Mueller, pmm Jack Griffin, nd	AP, Reuters WE
KXLW 1947	1320 1,000 DA-N	St. Louis County Bcstg. Co. 8135 Forsyth Blvd. Delmar 1320	Bolling	John W. Kluge, co-o Marcus Austad, co-o	Leslie P. Ware, sta d George R. Wood, pd	W. E. St. Vrain, ce	L-W AP G
KXOK 1938	630 5,000 DA-2	KXOK, Inc. 12th & Delmar St. Chestnut 6000	ABC Blair	Elzey Roberts, p C. L. Thomas, gm V. N. Springgate, cm	E. M. Muschany, prod d Arthur Rekart, ce Foster Brown, pmm	Bruce Barrington, nd Charlie Stookey, fd France Laux, sd	ST. AP, UP WE
KXOK-FM 1947	Chan. 229 (A) 93.7mc 7kw						
WEW 1920	770 1,000-D	St. Louis University 3642 Lindell Blvd. Franklin 5665	Gill-Keefe & Perna	George A. Volz, gm Ray Karpowicz, cm	Lambert Kaiman, pd Joseph A. Volk, ce	Louise Munsch, wd	Assoc. UP
WIL 1922	1430 5,000 DA-N	Missouri Bcstg. Corp. Hotel Chase Rosedale 6200	Pearson	L. A. Benson, p & gm R. M. Hetherington, cm Edward M. Galloway, pd Nick Pagliara, ntl sls m	Stephen Popp, asst. ce Marilyn Rohan, pmm John Carr, nd	Harry Caray, sd Geraldine Waldman, wd	L-W AP G
SPRINGFIELD							
KGBX 1926	1260 5,000	Springfield Bcstg. Co. 605 Boonville Ave. 42822	NBC Hollingbery	T. W. Duvall, p J. Gordon Wardell, gm Carl Fox, pd	Dennis White, ce Dudley Morris, pmm	Richard Stracke, nd John McNab, sd	AP
KTTS 1942	1400 250	Independent Bcstg. Co. Chamber of Commerce Bldg. 2-7474	CBS Sears & Ayer	J. H. G. Cooper, p G. Pearson Ward, gm	Wendel Smith, pd Wm. F. Curry, ce	Bill Bowers, nd Bill Maynard, sd	Wld. AP RCA
KTTS-FM 1948	Chan. 234 (B) 94.7mc 11.3kw						
KTTS-TV (CP)		Independent Bcstg. Co. Chamber of Commerce Bldg. 2-7474					(For full information see TELECASTING Yearbook)
KWTO 1933	560 5,000 DA-N	Ozarks Bcstg. Co. 606 St. Louis Street 2-4422	ABC Pearson	Ralph D. Foster, p & gm Leslie L. Kennon, asst. m C. Arthur Johnson, vp & treas. Lou Black, pd	Fritz Bauer, ce Bill Bailey, pmm Floyd M. Sullivan, nd	Loyd Evans, fd Vern Hawkins, sd	L-W UP RCA
WARRENSBURG							
(CP)	1450 250	Clinton Bcstg. Co. P. O. Box 1260 Texarkana, Tex.		David M. Segal, o			
WARRENTON							
KWRE 1949	730 500-D	W. T. Zimmerman 398	KBS Continental Conwell	W. T. Zimmerman, p & gm Leo Waters, cm Don Clem, pd	Robert Roberts, ce & sd Murray Phillips, nd	Fern Sands, wd King Engle, fd	Thes. UP G
WEST PLAINS							
KWFM 1947	1450 250	Robert F. Neathery Abe Taylor Blvd. 700-888		Robert F. Neathery, p, gm & ce Mrs. Fritze W. Dixon, cm	John Billingsley, pd Orville Barton, nd	A. Stricklen, sd	St. AP G
KWFM-FM 1951	Chan. 247 (B) 97.3mc 1.15kw						
MONTANA							
ANACONDA							
KANA 1946	1230 250 CP: 920 1,000 DA-N	Mosby's Inc. 136	Gill-Keefe & Perna	A. J. Mosby, p & gm	E. G. Rinn, cm & ce	Helen M. Ryan, pd T. K. Ryan, sd	L-W UP Ray.
BILLINGS							
KBMY 1946	1240 250	Billings Bcstg. Co. P. O. Box 2124 3-3838	MBS Intermountain	Rockwood Brown, p Ken Nybo, gm	Leroy Swecker, cm Charles G. duBois, pd & gm Ed Yocum, gm	T. A. Hildebrand, ce	Cap., Asso. AP G
KGHL 1928	790 5,000 DA-N	Northwestern Auto Supply Co. Fifth & N. Broadway 2-2222		Walter E. Schott, p Harrison O. Asch, vp			
KOOK 1951	970 5,000 DA-N	The Montana Network, Inc. 7002 S. Billings Blvd. 9-5970	CBS Hollingbery	C. L. Crist, p J. Carter Johnson, vp	V. V. Clark, gm Jerry Moen, cm Ed Peiss, pd & sd	Grant French, ce Cliff Ewing, nd Eileed Riedl, wd	Thes. AP
BOZEMAN							
KBMN 1950	1230 250	Penn Engineering Co. P. O. Box 691 2105	Gill-Keefe & Perna	Mrs. Lura B. Penwell, p G. Norman Penwell, gm	Dan Snyder, cm & pd Ed Kolman, ce	Ralph Evans, nd & fd Larry Binder, sd Gerry Snyder, wd	Assoc. UP WE
KXLQ 1939	1450 250	KREB Broadcasters, P. O. Box 345 1420	NBC Z-Net. Walker	Ed Craney, p Ernest A. Neath, gm	T. H. Peterson, cm Howard C. McDonald, pd	James M. Gidley, pmm Jack Provis, ce	L-W AP, UP RCA
BUTTE							
KBOW 1947	1490 250	Copper City Radio Co. 720 Yale Ave. 7429		Frank Reardon, p			
KOPR 1948	550 1,000 DA-N	Copper Bcstg. Co. Finlen Hotel 6546	ABC, MBS Intermountain Avery- Knodel	Frank C. Carman, p Ed Cooney, gm	George Chance, cm Jim Harrold, pd	James Foster, ce	Wld. UP G
KXLF 1929	1370 5,000	KGIR, Inc. 2-2344	NBC, Z-Net. Pacific Northwest Walker Moore	E. B. Craney, p Arne E. Anzjon, g & cm	Paul Hatton, pd & nd Vern Totten, pmm	W. J. Provis, ce	Mac. St. AP, UP Hilliard
GLENDIVE							
KXGN 1948	1400 250	Lewis Wiles Moore South Pearson Ave. 122		Lewis Wiles Moore, p Daniel C. Palen, gm	Maurice Martin, cm & sd Jacqueline Bartram, pd	Donald J. Powers, ce Betty Wetzel, wd	Cap. UP Col.
GREAT FALLS							
KFBB 1922	1310 5,000 DA-N	Buttreys Bcstg. Inc. First Nat'l. Bank Bldg. 4377	CBS Weed	J. P. Wilkins, p & gm	William H. Mathews, pd	Wilbur Myhre, ce	Wld. UP WE

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KXOK

Thoroughly **COVERS** and **SELLS**

the nation's **9th** market



**The \$3 1/2 Billion
Mississippi Valley
Empire**

DAYTIME 0.5 MV/M CONTOUR FOR
KXOK 630KC 5KW

MARKET STATISTICS

Total Population	4,058,744
Total Families	1,216,868
Total Radio Homes	1,162,418
Total Retail Sales	\$3,811,093,817
Total Food Sales	\$917,282,767
Total Drug Sales	\$120,370,500
Total Farm Population	664,594
Total Farm Homes	187,884
Total Farm Radio Homes	175,360

(Source: 1952-53 Consumer Markets)

KXOK delivers intense coverage of the rich Mississippi Valley Empire—a richly diversified industrial and agricultural area in Missouri and Southern Illinois where these millions live, earn and spend.

Families throughout the area go for KXOK programming, because KXOK programs are based on excellent ABC network features plus leading local personalities.

KXOK top programs and dominant coverage of the nation's 9th market assure the advertiser full audience penetration of the important St. Louis market.

PLUS a big KXOK "Plus"—merchandising and promotional aids that help sell your program and product, and insure result-getting impact for your messages on KXOK.

CHECK TODAY with your closest John Blair man or with KXOK for more details. Write, wire, phone for availabilities that can sell for you.

KXOK

ST. LOUIS' ABC STATION
12th and Delmar • Chestnut 6000

MONTANA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. v; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transe. Li- brary, News Service Transmitter	
GREAT FALLS—(Cont'd)							
KMON 1948	560 5,000 DA-N	Montana Farmer Bcstg. Tribune Bldg. 4382	ABC, MBS Intermountain Avery- Knodel	Alexander Warden, p Robert H. Warner, gm	Frank W. Kaul, cm Mel Hallock, pd, nd & fd	Gene B. Bunker, trans. sup. Herb Hunter, sd Shirlee Graybill, wd	L-W AP RCA
KXLK 1947	1400 250	Great Falls Bcstg. Co. Park Hotel 2-2453	NBC Z-Net. Pacific Northwest Walker	Barclay Craighead, p	L. L. Frayling, g & cm	Eugene Kukkola, pd, pmm & ce	UP G
HAVRE							
KOJM 1947	610 1,000 DA-2	North Montana Bcstg. Co. P. O. Box 70 1097	MBS Intermountain Avery- Knodel, Cooke	O. R. Rubie, p Charlotte H. Brader, gm Lyle Leeds, cm	James Saenger, pd & nd Carl Lawrence, pmm George Bauer, ce	Bruce Twirell, sd Maida McCartney, wd	Cap. UP WE
HELENA							
KCAP 1949	1340 250	Lewis & Clark Bcstg. Corp. 1705 Jerome Pl. 4030	MBS, KBS Intermountain 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	Peoples Forum of the Air 1306 Eleventh Ave. 1240	NBC Z-Net. Walker	A. T. Hibbard, p Barclay Craighead, gm & nd	Carl Argabrite, cm Gene Hogan, pd	Fred Clark, pmm Ralph Gassler, ce	AP, UP RCA
KALISPELL							
KGEZ 1927	600 1,000 DA-2	Donald C. Treloar 7 Main St. 4331		Donald C. Treloar, p, g & cm Norm Fisher, pd & nd Robert Bennett, pmm	Paul Johnson, ce Glenn Millhouse, fd	Larry Dietz, sd Jean Fitzwater, wd	St. Wld. UP Col.
LEWISTOWN							
KXLO 1947	1230 250	W. G. Kelly E. Main St. 1210	MBS Intermountain	W. G. Kelly, p	Marlin T. Obie, gm	David L. Sather, ce	Wld. UP WE
LIBBY							
KLCB 1950	1230 250	Lincoln County Bcstrs. Inc. P. O. Box 636 410		Oliver C. Coburn, p & gm Mary Elizabeth Coburn, pd & wd	William R. McCoy, ce	Daniel Combest, nd	Mac., SES. UP
LIVINGSTON							
KPRK 1947	1340 250	Yellowstone Amusement Co. P. O. Box 691 1000	MBS Intermountain Avery- Knodel	P. B. McAdam, p & gm Jack Hinman, cm, pmm & sd	Gerald Tyo, pd Ed Woods, ce	N. Kolence, nd Mim Skogestad, wd	Wld. UP G
MILES CITY							
KRJF 1941	1340 250	Star Printing Co. Inc. 13 N. 6th St. 1340	KBS, MBS Intermountain Avery- Knodel	Ian A. Elliot, p, ce & nd Fred B. Hunnes, cm	Earl L. Dahlstrom, pd Thomas Biedrzycki, pmm & sd	Kurt Forslund, fd Gayle Sweedland, wd	L-W UP RCA
MISSOULA							
KGVO 1931	1290 5,000 DA-1	Mosby's Inc. Radio Central Bldg. 2155	CBS Gill-Keefe & Perna	A. J. Mosby, p & gm Roy Vance, cm Don Bradley, pd	Robert Ritz, ce Cyrus Noe, nd M. E. Dixon, fd	Cletus Smith, sd Joan Haines, wd	L-W UP RCA
KXLL 1948	1450 250	Western Montana Assoc. P. O. Box 1503 4114	NBC Z-Net. Pacific Northwest Walker	Pat M. Goodover, p & gm	R. J. Gillis, cm W. J. Strothman, pd	John Campbell, pmm & sd	AP, UP RCA
SHELBY							
KIYI 1946	1230 250	Tri County Radio Corp. 560	MBS Intermountain Cooke	John J. Hurley, p John Lyon, g & cm Dick Brattin, pd	Georgia Knickerbocker, pmm George Potter, ce Ellis Sconyers, nd & sd	Ruth Larson, wd Robert Boocher, fd	UP WE
SIDNEY							
KGCX 1926	1480 5,000 DA-1	E. E. Krebsbach 109 S. Central 408	MBS Great Northern Lawson	E. E. Krebsbach, p & gm Keith Krebsbach, cm Clair Krebsbach, pd	O. H. Halvorson, ce Ken Dornan, nd	Gene Coombes, fd Rob Roderick, sd	Cap. AP, UP RCA

NEBRASKA

ALLIANCE							
KCOW 1949	1400 250	Sandhills Bcstg. Corp. P. O. Box 391 1300 McGillvra	Hans Jagers, p Gene Ackerley, gm & pd	James L. Thomas, cm Edward N. Davenport, ce Erving Jensen, prog. asst.	Frank Whitley, nd George Vogel, sd Martha Boyer, wd	Wld. UP G.
BEATRICE							
KWBE 1949	1450 250	Blue Valley Bcstg. Co. Inc. 112½ N. Sixth St. 1245	MBS, Nebraska Gill, Keefe & Perna	Merle Jones, p Gordon C. (Bud) Pentz, gm & slm Larry Pribyl, pd, bus. m, nd & fd	Wilbur Emerson, ce Marge McGavren, pmm & wd Bill Boyce, asst. slm	Glen Bohlen, sd Jim Robinson, sd	Thes., Cole AP WE
BROKEN BOW							
KCNI 1949	1280 1,000-D	Custer County Bcstg. Co. Box 561 611	Nebraska	Bud Crawford, p, gm & ce	Georgia A. Crawford, cm, pd & wd	Al Pyatt, pmm & sd Scott Inasley, nd UP Col.
COLUMBUS							
KJSK 1948	900 1,000-D	Geo. Basil Anderson P.O. Box 460 5154	KBS Continental & Biddick	Geo. Basil Anderson, p & gm Milo Kincaid, cm	Florence Anderson, pd	Max Reeves, ce, fd Bob Kent, nd & sd	Thes. Wld., SES. AP G.
FREMONT							
KFGT 1947	1340 100	Walker Newspapers Inc. 118 E. 5th St. 1060	MBS	Lester A. Walker, p & gm	Kenneth D. Headrick, sm & pd	Russel W. Weber, nd Ernestine Smiger, wd	Cap. AP G.

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GRAND ISLAND

KMMJ 1925	750 1,000-D	Town & Farm Co. Inc Division at Cedar 703	ABC H-R Reps.	Don Searle, p Bill Martin, vp & gm Rex Lathen, reg. sm	Ed Meyer, pd U. L. Lynch, ce Quinten McCredie, pmm	George Kister, nd & fd Nay Deines, sd Helen Clark, wd Don Campbell, ce	Thes. AP Col. AP G.
KRGI (CP)	1430 1,000 DA-N	Grand Island Bestg. Co. 315 S. Locust 5181		Wick M. Heath, gm	Ray L. Kozak, cm		

HASTINGS

KHAS 1940	1230 250	Nebraska Bestg. Co. Tribune Bldg. 2-5101	MBS Gill-Keefe & Perna	Fred A. Seaton, p Duane L. Watts, g & cm, ce	Lloyd Thomas, pd, pmm, n & fd Robert Morey, sd	Maurine Nelson, wd	Thes. INS RCA
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KEARNEY

KGFV 1930	1340 250	Central Nebr. Bestg. Corp. Federal Annex Bldg. 2-3541	MBS, KBS, Nebr. Holman	John W. Yaeger, Jr., p & gm Lyle Richardson, cm & sd	Ellen Selah, pd & wd Jack B. Lewis, ce	Don Sherrill, nd Bob Schnuelle, fd	Wld. UP Col.
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LEXINGTON

KRVN 1951	1010 25,000-D-DA	Nebr. Rural Radio Assoc. Inc. 104 W. 8th St. 716	Jay Person, p Max Brown, gm	Dan Bellus, cm Gary Schroeder, pd	Bob Bitner, ce Art Pendray, fd	St. AP RCA
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LINCOLN

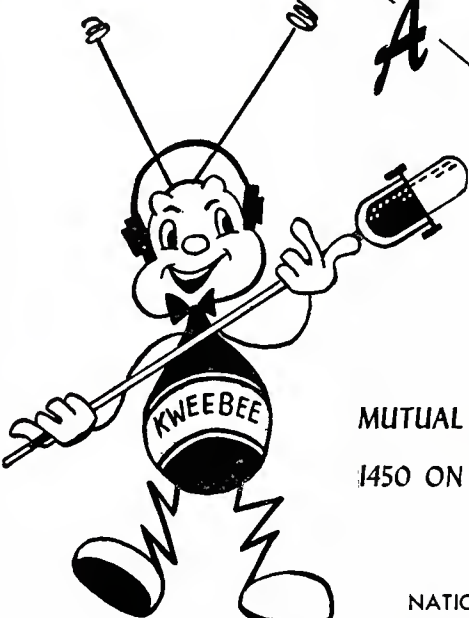
KFOR 1923	1240 250	Cornbelt Bestg. Corp. 636 Stuart Bldg. 2-6965	ABC Petry	James Stuart, p & o George X. Smith, vp, gm & cm	George T. Bastian, evp Ken Greenwood, pd, pmm & sd	Chas. W. Winkler, ce Ken Wayman, nd Lydia Nekuda, wd	St. & Cap. AP
KFOR-TV (CP)		Cornbelt Bestg. Co. 636 Stuart Bldg. 2-6965		(For full information see TELECASTING Yearbook)			
KLMS 1949	1480 1,000 DA-2	Lincoln Bestg. Corp. 130 N. 16th St. 2-7579 Indie Sales	Howard A. Shuman, p J. Russell Joynt, gm	Frank Stubbs, cm Charles Johnson, pd	H. D. Brandt, ce Robert Taylor, nd Jerry Granger, sd	Assoc. UP RCA
KOLN 1947	1400 250	Cornhusker Radio & TV Corp. P. O. Box 987 2-7218	MBS., Nebr. Pearson	E. M. O'Shea, p Harold E. Anderson, gm & vp Otis H. Segler, cm	William E. Lucas, pd Marvin Korinek, ce Paul Jensen, prod. d	William Morris, pmm Byron Krasne, nd Bud Shaner, sd Elsie Sanderson, wd	Wld. AP WE
KOLN-TV (CP)		Cornhusker Radio & Television Corp. P.O. Box 987 2-7218		(For full information see TELECASTING Yearbook)			

McCOOK

KBRL 1947	1450 250	The McCook Bestg. Co. HiWay 83 at "J" St. 1450	MBS., Nebr. Gill, Keefe & Perna	LeRoy W. Lenwell, p, gm & ce Gil Mitchell, pd	Bob Morris, sd	Ginny Trail, n ed. & wd AP G.
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NORFOLK

WJAG 1922	780 1,000-D L-WBBM	Huse Publ. Co. 6th & Norfolk Ave. 20 Walker	Gene Huse, p Robert E. Thomas, gm Fritz Asmus, cm	Vernon Stedry, sm Glen Hixson, pd & sd Frank Wiedenbach, ce	Evans Meier, pmm Wayne Wells, nd & fd	St. AP G.
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A "pitch" that hits "home" everytime

Hits the Farm and City Home
in the Rich Blue Valley. . .

MUTUAL BROADCASTING SYSTEM
1450 ON EVERYBODY'S DIAL. . .

NATIONAL REPRESENTATIVE—
GILL - KEEFE AND PERNA
654 MADISON AVE., NEW YORK, N. Y.

KWBE

BEATRICE,
NEBRASKA . . .

NEBRASKA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li-brary, News Service Transmitter
NORTH PLATTE						
KNBR 1952	970 1,000-D-DA	John Townsend 212 N. Jeffers 174	Indie Sales	John Townsend, o	Emil Odean, gm	Thes. SES. UP WE
KODY 1930	1240 250	Radio Station KODY 1521 W. 12th St. 382	NBC, KBS Meeker	John Alexander, p, gm & pmm Joseph Di Natale, cm & sd	William A. Wood, pd Jay Blakesley, ce Jerry Wing, office m & wd	Charles H. Craig, nd Edwin H. Launer, fd L-W, Wld. AP
OMAHA						
KBON 1942	1490 250	Inland Bcstg. Co. World Ins. Bldg. Jackson 8282	MBS Pearson	Paul R. Fry, p, gm & pd Ernest Priesman, cm Richard E. Welna, ce	Emory H. Dahlgard, bus. m Pat Rooney, pmm	Dick McCann, nd Ed Morgan, sd Mayme M. Allison, wd Thes. AP WE
KFAB 1924	1110 50,000 DA-N	KFAB Bcstg. Co. 620 Farnam Bldg. Jackson 3420	CBS Free & Peters	Joe W. Seacrest, chmn. of bd. Fred Sidles, p Harry Burke, gm	Harold Soderlund, cm Lyell Bremser, pd & sd Art Stewart, trans. engr.	Don Shoemaker, pmm Carl Uklarik, nd William Macdonald, fd Nancy Condon, wd L-W, SES. AP WH
KMTV(TV) 1949		May Bcstg. Co. 2615 Farnum St. Webster 9800				
KOIL 1925	1290 5,000 DA-N	Central States Bcstg. Co. 511 S. 17th St. Jackson 7626	ABC Petry	James Stuart, p Arden E. Swisher, gm & ntl. slm W. O. Talbot, pd	Margaret Croghan, loc. slm Charles Winkler, ce Henry R. Kelpie, pdm	John F. Keiner, pmm W. O. Talbot, pd Harry Hatcher, nd & fd Belle West, wd St. Cap. AP, INS RCA
KOWH 1922	660 500-D	Mid-Continent Bcstg. Co. 15th & Farnam Sts. Atlantic 2228	Bolling	Robert H. Storz, p Todd Storz, vp, g & cm Dale L. Moudy, ce	G. William Armstrong, pmm Virgil Sharpe, pd Frank Lester, studio sup.	John Pearson, prod. d James F. O'Neill, nd Lee Berg, fd Jack Sandler, sd Marian Crook, wd L-W AP, UP, INS RCA
WOW 1923	590 5,000	Meredith WOW, Inc. Insurance Building Webster 3400	NBC Blair	Fred Bohan, chmn. of bd. E. T. Meredith, Jr., p Payson Hall, d. of radio-TV Howard Stalnaker, asst. d of radio-TV Frank P. Fogarty, gm Lyle De Moss, asst. gm	Ray Olsen, pd William J. Kotera, ce	James McGaffin, nd Mal Hansen, fd Jack Payne, sd Martha Bohlsen, wd St. Wld. SES UP RCA
WOW-TV 1949		Meredith WOW, Inc. 3509 Farnam St. Webster 3400				
SCOTTSDUFF						
KNEB 1948	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 Walgren, fd Cap. L-W AP GE

(For full information see TELECASTING Yearbook)

(For full information see TELECASTING Yearbook)

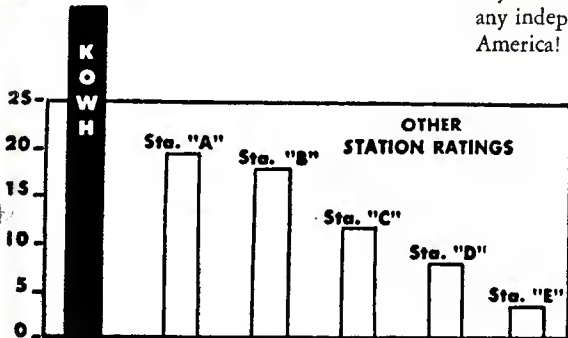
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We've Got the Omaha Market Tied Up ...

A glance at the below Hooper chart should prove it—especially when the chart depicts a fourteen-month average from October, 1951, to November, 1952. Ask Bolling Co. for practical proof; they've got scads of it!

There's Nothing Better Than First Place!

35.9%



- Largest total audience of any Omaha station, 8 A. M. to 6 P. M. Monday through Saturday! (Hooper, Oct., 1951, thru Nov., 1952.)
- Largest share of audience, in any individual time period, of any independent station in all America! (Nov., 1952.)



Kowh

O M A H A



"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

KOLT 1930	1320 5,000-D 1,000-N DA-2	Hilliard Co. 1517 Broadway 856	CBS Gill, Keefe & Perna	L. L. Hilliard, p & gm Tony Kehl, cm & sd Virl Davis, pd	Harland Morrison, ce William Walter, pmm	Wm. Brennan, nd Richard Ingwerson, fd Doris Barry, wd UP G.
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SIDNEY

KSID 1952	1340 250	Sidney Bcstg. Co. Legion Park 5503	ABC McGillvra	W. C. Grove, p & ce Max Young, gm & cm	Marilyn Harper, pd & wd	Glen Fairall, pmm & nd Art Westergard, sd UP
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NEVADA

ELKO

KELK 1948	1240 250	Elko Bcstg. Co. P. O. Box 790 260	MBS, Inter- mountain Avery- Knodel	Chris Sheerin, p John J. Gammick, g & cm, pmm	Bob Vizina, pd Roy L. Gallagher, ce Lynn Burns, sd	Viola Lynch, traffic d UP Ray.
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ELY

KELY 1950	1230 250	White Pine Bcstg. Co. P. O. Box 1088 2077	David I. Hansen, co-o	Dale V. Bradley, co-o	Frank R. Bradley, nd E. C. Chamberlain, fd Wld. INS Col.
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LAS VEGAS

KENO 1940	1460 1,000-DA-N	Nevada Bcstg. Co. The Strip 1400	ABC Grant	Maxwell Kelch, p & gm Thompson Magowan, cm	K. P. O'Connell, pd & pmm Ralph O. Dow, ce	Ed Oncken, nd Bob Clemens, sd INS Col.
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KENO-FM 1947	280 (A) 103.9mc .36kw INS GE
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KLAS 1948	1230 250	Las Vegas Bcstrs. Inc. Wilbur Clark's Desert Inn 4646	CBS Weed	Fred Stoye, p & gm Carl Paige, cm & sd	John Ryken, pd & nd Gregg Gelhart, ce	Flo Brummell, pmm Judie Allen, wd St. UP GE
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KORK 1951	1340 250	Vegas Valley Bcstg. Co. Hotel Thunderbird 6500	NBC Hollingbery	David McKay, p & gm Roland B. Valle, sm	Wm. Binford, ce	Bernadine Young, wd UP WE
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KRAM 1948	920 1,000-D 500-N-DA-N	Boulder City Bcstg. Co. P. O. Box 1712 920	MBS, Inter- mountain Avery- Knodel	Edward J. Jansen, p Truman B. Hinkle, gm	Lester Seiffer, cm Martin Black, pd, pmm & sd	Fred Young, ce Patricia Healy, traffic m Wld. UP Col.
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RENO

KATO 1946	1340 250	Sierra Bcstg. Co. Mapes Hotel P.O. Box 2231 2-4501	MBS, Don Lee Pearson	R. K. Wittenberg, p & ce	Robert Stoddard, gm Mac. GE
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KOH 1928	630 5,000-LS 1,000-N DA-N	McClatchy Bcstg. 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
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KOLO 1946	920 1,000-DA-1	Reno Bcstg. Co. 33 Sierra St. 2-4516	CBS Hollingbery	David McKay, p H. G. Wells, gm	Howard Doyle, Jr., cm Bill Ruff, pd & sd	Merle Peterson, ce Noble Crew, fd UP
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KWRN 1947	1230 250	KWRN, Inc. Riverside Hotel 3-6156	ABC	Franz J. Robischon, p & gm	Frank McLaurin, cm	Jack Mackey, sd Mary McGahan, wd UP RCA
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KWRN-TV (CP) Nevada Radio-TV Inc. (For full information see TELECASTING Yearbook)

.....(FM) Ch. 238(B)
(CP) 95.5 mc
Everett B. Cobb

NEW HAMPSHIRE

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 AP Ray.
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WMOU-FM (CP) Chan. 279
103.7mc
10kw

CLAREMONT

WTSV 1948	1230 250	Granite State Bcstg. Co. 155 Front St. Manchester, N. H. 4-4075	William J. Barkley, p	W. J. Rust Jr., gm	Fred C. Stearns Jr., sm & cm
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WTSV-FM (CP) Chan. 291
106.1mc
4.8kw

CONCORD

WKXL 1946	1450 250	Capitol Bcstg. Co. Inc. 98 N. Main St. 4180	CBS Young	Morris Silver, p Thomas F. Frank, gm, nd & pd	William C. Engel, pmm & cm Robert Wright, ce	Bud Wilson, fd & sd Vera K. Tovey, wd AP RCA
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KEENE

WKNE 1926	1290 5,000-DA-1	WKNE Corp. 17 Dunbar St. 2080	CBS, NE Bcstg. Meeker, Kettell- Carter	Joseph K. Close, p Frank B. Estes, asst. m & cm Ernest Robarge, ce	Howard E. Wheelock, pd & nd Ruth Redington, wd Don Roberts, sd	Stacey Cole, fd Edward B. Sawyer, pmm Wld. AP WH
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LACONIA

WLNH 1922	1340 250	Northern Bcstg. Corp. 653 Main St. 2300	MBS, KBS Yankee Grant, Kettell- Carter	Genevieve Wingate, p Arthur Rothafel, gm Sydney E. Clarke, cm	Irving W. Kaizer, pd & nd Walter Avery, ce Gig Henderson, sd	Joseph Sullivan, fd Lillian Walker, wd AP G
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LEBANON

WTSL 1950	1400 250	Granite State Bcstg. Co. Hanover 1040	ABC Bolling, Borgatti	William J. Barkley, p Henry E. Lewis, gm, cm & pmm	Malcolm Morse, pd, nd & sd	Wm. W. Heiser, ce UP
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NEW HAMPSHIRE—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li-brary, News Service Transmitter
MANCHESTER						
WFEA 1932	1370 5,000 DA-1	N. H. Bcstg. Inc. 286 Franklin St. 5-5491	CBS Kettell-Carter, Young	Morris Silver, p Warren H. Journay, gm Saul Gross, cm	Frank J. Finning, pd & pmm Reginald A. B. Schow, ce Julie Blake, wd	George J. Christie, sd L-W AP RCA
WKBR 1946	1240 250	Granite State Bcstg. Co. 155 Front St. 4-4075		William J. Barkley, p		
WKBK-FM 1947	Chan. 261 (A) 101.1mc 1kw					
WMUR 1941	610 5,000-D 1,000-N-DA-2	The Radio Voice of N. H., Inc. 1819 Elm St. 5-5788	ABC Weed	Francis P. Murphy, p Hervey Carter, gm & cm Bernie Mack, pd & pmm	Vincent H. Chandler, ce Gordon E. Moore, lcl, slm Tom Power, nd	George Geyer, sd Bob Webster, fd Esther Ayer, wd Wid. UP RCA
NASHUA						
WOTW 1947	900 1,000-D	Nashua Bcstg. Corp. Lund Road 5000	Walker, Bannan	Arthur A. Newcomb, p, gm & pmm Norman R. Delude, cm	Paul H. Keefe, sm, pd & fd Harry H. Handfield, ce	Ed Lecius, nd & sd Ruth Marsh, wd Wid. UP Ray.
WOTW-FM 1948	Chan. 292 (A) 106.3mc 1kw					Wid., SES.
PORTSMOUTH						
WHEB 1932	750 1,000-D	WHEB, Inc. N. H. Natl. Bank Bldg. 4080	MBS Walker Kettell-Carter	Charles M. Dale, p & gm Jack Kane, cm & sd Lucien Dumont, pd	Walter Emery, pmm Antonio Vaccaro, ce Win Blake, nd	Phyllis Dumont, wd Wid. AP Col.
ROCHESTER						
WWNH 1948	930 1,000-D	Strafford Bcstg. Corp. 1400	Granite Bolling, Borgatti	A. J. K. Malin, p & gm M. C. Ball, cm H. B. Martin, sd, sm & pmm	George Michael, pd & fd Frank DeFalco, ce Florence Dexter, nd	Martha Mallory, wd UP Col
NEW JERSEY						
ALPINE						
WFMN(FM) 1943	Chan. 226 (B) 93.1 mc. 6 kw	Edwin H. Armstrong Alpine, N. J. Closter 5-1038		Dr. Edwin H. Armstrong, o		
ASBURY PARK						
WCEE (TV) (CP)		Atlantic Video Corp. 1/2 Walter Reade Jr. 710 Mattison Ave.		(For full information see TELECASTING Yearbook)		
WJLK 1926	1310 250	Asbury Park Press, Inc. Press Plaza 2-3000	Garden State	Wayne D. McMurray, p Ernest Lass, gm Thomas B. Tighe, sm	(Mrs.) Margaret Curtis, cm Everett Rudloff, pd	Frank Huber, ce Tom Birkhead, nd Assoc. AP RCA
WJLK-FM 1947	Chan. 232 (A) 94.3 mc 1 kw					
ATLANTIC CITY						
WFPG 1940	1450 250	Neptune Bcstg. Corp. Steel Pier 5-2188	CBS Pearson, Kennedy	Fred Weber, p Blair K. Thron, tech. d Russell Truex, cm	Edward Davis, pd Earle Godfrey, ce Jessie Morris, pmm	Ed Walpert, sd Hazel Hartman, wd UP RCA
WFPG-TV 1952		Neptune Bcstg. Corp. Steel Pier 5-2188		(For full information see TELECASTING Yearbook)		

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

The
State
Station

★ Regularly reaches a **DAYTIME** audience of 58,390 radio families—in 8 of the 10 N. H. Counties.

★ Regularly reaches a **NIGHTTIME** audience of 46,200 radio families—in 6 of the 10 N. H. Counties. 46% more families **DAYTIME**, and 17% more families **NIGHTTIME** than any other New Hampshire station (1949 BMB Est.).

86% of the New Hampshire households are within the WMUR coverage area and do 87.6% of all the buying done in the state.

MARKET DATA

within the WMUR Daytime BMB Area:

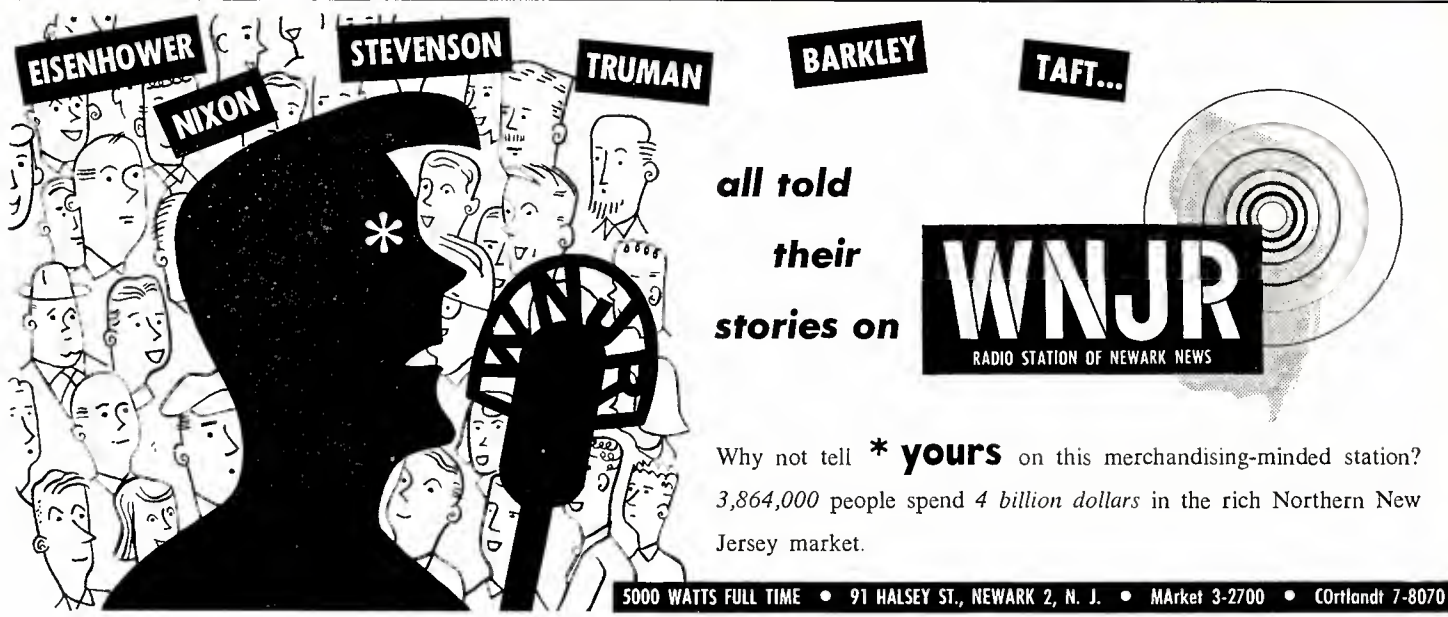
Population	462,100
Households	134,670
Radio Homes	130,250
1951 Retail Sales	\$488,713,000
Food	148,750,000
Gen'l mdse.	32,457,000
Apparel	32,115,000
Home furn.	26,104,000
Automotive	63,985,000
Filling station	26,486,000
Bldg. Mat.—Hardware	34,729,000
Eat-Drink	30,223,000
Drug	14,676,000

(1952-53 Consumer Markets)

**610 KC
BASIC ABC**

**MANCHESTER
NEW HAMPSHIRE**

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



all told
their
stories on

WNJR
RADIO STATION OF NEWARK NEWS

Why not tell * **yours** on this merchandising-minded station?
3,864,000 people spend 4 billion dollars in the rich Northern New Jersey market.

5000 WATTS FULL TIME • 91 HALSEY ST., NEWARK 2, N. J. • Market 3-2700 • Cortlandt 7-8070

WMID 1947	1340 250	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)			
BRIDGETON							
WSNJ 1937	1240 250	Eastern States Bcstg. Corp. Box 166 9-2930	Clark	Russell S. Henderson, p Paul Alger, gm & evp Jerry Alden, cm & sd	Joseph A. McCulley, pd Deane Eadie, pmm Edward L. Bold, ce	Don Hart, n & fd Louise Henderson, wd	Thes. UP RCA
WSNJ-FM 1947	Chan. 299 (B) 98.9 mc 9 kw						
CAMDEN							
WCAM 1926	1310 250	City of Camden City Hall Emerson 5-5600	Kennedy	Willard C. Schriver, d John Cleary, g & cm Jack La Mar, pd & sd	John Zander, ce Joseph Hale, nd	Jack Silin, fd Theresa Skolski, wd	St. UP RCA
WKDN 1948	800 1,000-D	South Jersey Bcstg. Co. 2881 Mt. Ephraim Ave. Emerson 5-7200	Garden State	Ranulf Compton, p Gordon Giffen, sm	Jerry Williams, pd Tex Easley, ce	Bob Ross, nd	Assoc. AP Ray.
ELIZABETH							
WPOE(FM) 1949	Chan. 244 (B) 96.7 mc 1 kw	Radio Elizabeth Inc. 1143 E. Jersey St. 2-3460		Seymour DeWitt, gm, cm, nd & ce	Marion E. Necson, adm. asst.	Johnny Whalen, sd	Assoc., SES. UP RCA
MORRISTOWN							
WMTR 1948	1250 1,000-D	Morristown Bcstg. Corp. Park Square Bldg. Box 345 4-5700		George S. Croy, p Kenneth A. Croy, gm Henry A. Behre, cm	Robert Vesel, pd Rudolph C. Prow, ce Merrill Morris, n & fd	Ned Ehlers, sd Mary Bradley, wd	Assoc. AP Ray.

A Local Station That Knows Its Audience

WJLK
WJLK
WJLK
WJLK

OWNED AND OPERATED BY
ASBURY PARK PRESS

Hourly local News, top ratings,
plus a local audience that can
afford to buy your product.

CALL ASBURY PARK 2-3000
COLLECT!

WJLK
WJLK
WJLK
WJLK

SERVING MONMOUTH AND OCEAN COUNTIES, NEW JERSEY'S FASTEST GROWING AREA

NEW JERSEY—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. slm;	Pres. p; Erec. vp evp; Prog. Dir. pd; Chief Eng. ce;	Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Prom. Mgr. pmm; Prod. Mgr. pdm;	
NEWARK							
WAAT 1922	970 5,000-D 1,000-N DA-N	Bremer Bcstg. Corp. 1020 Broad St. Mitchell 2-6400	Weed	Irving R. Rosenhaus, p & gm Edward H. Reeves, chief of AM oper.	Edmund S. Lennon, vp Frank V. Bremer, vp & ce	Nat Shoealter, pmm George Green, pd	AP Col.
WAAT-FM 1948	Chan. 234 (B) 94.7 mc 13.5 kw						
WATV(TV) 1948		Bremer Bcstg. Co. 1020 Broad St. Mitchell 2-6400		(For full information see TELECASTING Yearbook)			
WHBI 1921	1280 2,500-D 1,000-N S-WOV	May Radio Bcstg. Corp. 100 Shipman St. Mitchell 2-7354		James L. Shearer, p	Wm. A. Masi, c & pmm, pd.	Harold Michaels, ce	WE
WNJR 1947	1430 5,000-DA-N	North Jersey Radio, Inc. 91 Halsey St. Market 3-2700		Edward W. Scudder, Jr., p Harry D. Goodwin, g & cm Steven Van Gluck, pd	Arnold Snyder, pmm Peter Testan, ce	Tom Costigan, nd Louise Powers, wd	St. UP RCA
WNJR-FM 1949	Chan. 274 (B) 102.7 mc 20 kw						
WVNJ 1948	620 5,000 DA-2	Newark Bcstg. Corp. 45 Central Ave. Mitchell 3-7600	Hollingbery	Ivon B. Newman, vp, g & cm	Helen S. Sutton, pd	Bernard K. Kellom, ce	Wld. UP Fed.
NEW BRUNSWICK							
WCTC 1946	1450 250	Chanticleer Bcstg. Co. 385 George St. Charter 7-1450	Garden State	James L. Howe, p Robert L. Williams, sm Kenneth Leslie, cm	James M. Vogdes, asst. sm Barbara M. Bauer, pd	Victor Takach, ce Tony Marano, n & sd	Wld. AP RCA
WCTC-FM 1948	Chan. 252 (A) 98.3 mc 1 kw						
(TV) (CP)		New Jersey Dept. of Education		(For full information see TELECASTING Yearbook)			
PATERSON							
WPAT 1941	930 5,000 DA-2	North Jersey Bcstg. Co., Inc. 64 Hamilton St. Armory 4-3400		Richard Drukker, p D. J. Wright, exec. vp & gm	Charles W. Parker, bus. m Earl F. Lucas, ce	Charles G. Scully, pub. rel. d. Edward Pollack, nd	L-W. Assoc., Thes., SES, AP, UP Fed.
PLAINFIELD							
WXNJ(FM) 1947	Chan. 280 (A) 103.9 mc 1 kw	WXNJ Inc. 111 E. Front St. 6-1039		Lucien M. Merle, p			
PLEASANTVILLE (Atlantic City)							
WOND 1950	1400 250	Pioneer Bcstrs. Inc. Old Turnpike 3971	Rich	Charles E. Rupp, p John Struckell, gm & pd Milton Thurlow, ce	Larry Carle, pmm Bill Gregory, nd	Tom McCarthy, sd Peggy Lucca, wd	St., Thes. AP GE

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SOMERVILLE
PLAINFIELD
BOUND BROOK
S. PLAINFIELD
PERTH AMBOY
METUCHEN
HIGHLAND PARK
NEW BRUNSWICK
SAYREVILLE
SOUTH RIVER
SOUTH AMBOY
PRINCETON



WCTC SIGNAL COVERAGE AREA
Population 371,000

STRONG LOCAL NEWS
and good music keep local listeners
tuned to **WCTC**

You'll miss
most of this Central Jersey Population
unless your message is on WCTC

New Brunswick, 'Phone Charter 7-1450
(1952-53 Consumer Markets)

TRENTON

WBUD 1947	1260 1,000 DA-1	Morrisville Bcstg. Co. 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	Wld. AP G
WTNJ 1928	1300 250-D	WOAX Inc. 416 Bellevue Ave. 8149		Erling C. Olsen, p			
WTOA(FM) 1949	Chan. 248 (B) 97.5 mc 14.5 kw	Mercer Bcstg. Co. 558 Ingham Ave. 5-8541		Jerome P. McCarthy, m			
WTTM 1942	920 1,000 DA-1	Peoples Bcstg. Corp. 541-543 E. State St. 5-8515	NBC Garden State Forjoe	Herbert Evans, vp Fred L. Bernstein, gm Theodore R. Safford, pd	Katherine M. Weber, ex. secy. Harry W. Barnam, lcl slm Irving Gruper, cont. & traffic d	Fred E. Walker, pmm Theodore Kilmer, ce Joseph A. Ayares, nd	Thes. AP RCA

VINELAND

WWBZ 1946	1360 1,000 DA-N	Community Bcstg. Service, Inc. 633 Wood St. 7-1360	Gill-Keefe & Perna Kennedy	Joseph M. Bullock, p Fred M. Wood, g, pmm & fd	John Serra, cm Dorothy H. Carlson, pd	Charles Hughes, ce Ed Fisher, sd	Wld. UP Col.
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WILDWOOD

WCMC 1951	1230 100	Francis J. Matrangola Spicer & Susquehanna Aves. 2-7751		Francis J. Matrangola, o & gm George M. Hart, cm & pd	Carlton S. Owen, ce Charles V. Mathis, nd	Larry Shea, sd Kay Dougherty, wd	Cap. AP G
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ZAREPHATH

*WAWZ 1931	1380 5,000 DA-2 S-WBNX	Pillar of Fire Zarephath Bound Brook 9-0102		Arthur K. White, gm	Donald J. Wolfram, pd	Nathaniel Wilson, ce	
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NEW MEXICO

ALAMOGORDO

KALG 1950	1230 250	William Wayne Phelps P. O. Box 268 311	MBS, Intermt.	Wayne Phelps, o, gm, pd, pmm & nd	Bob Hoffman, cm & sd	Harry Albers, ce	Thes. UP G.
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ALBUQUERQUE

KDEF (CP)	1280 1,000-D	Frank Quinn					
KGGM 1927	610 5,000-DA-N	N. Mex. Bcstg. Co. P. O. Box 1294 Kimo Bldg. 3-4543	CBS Weed	A. R. Hebenstreit, p Bob Van Driel, pd Leonard Dodds, ce	Vergie Abeyta, traffic m & wd	Richard Colman, sd	Wld. AP, UP RCA
KOAT 1946	1240 250	Alvarado Bcstg. Co. 122 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 1920	770 SSA 50,000-D 25,000-N	Albuquerque Bcstg. Co. 234 Fifth St. SW 3-4411	NBC Branham	Wayne Coy, co-o, p & gm J. I. Meyerson, sm & cm Rolf Neilsen, pd	George S. Johnson, ce Bob Watson, pmm	Charlie Teas, sd Tom Doyle, nd	SES. AP, INS RCA
KOB-TV 1948		Albuquerque Bcstg. Co. 234 Fifth St. SW		(For full information see TELECASTING Yearbook)			
KVER 1947	1340 250	KVER Bcstg. Co. 317 N. Broadway P. O. Box 1388 3-1744	MBS, Intermt. Avery- Knodel, Natl. Time Sls.	Helen A. Price, p Bert Arnold, vp & gm Morton L. Payne, cm	Lowell T. Christison, pd Wilfred Smith, ce	Sue Little, pmm Jack Moran, sd	Thes. AP G.

In Atlantic City

9 OUT OF 10
FAMILIES IN
ATLANTIC COUNTY
LISTEN TO
WOND
(Advertest April)

The
WONDerful
MUSIC STATION

Brings Sensational Results
John Struckell, General Manager

NEWS EVERY HOUR
GOOD
MUSIC AND SPORTS

DON RICH, NEW YORK REPRESENTATIVE, SUITE 903, 1564 BROADWAY, JUDSON 6-5547

NEW MEXICO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp Sales Mgr. slm; Prog. Dir. pd; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Transc. Li- brary, News Service Transmitter
ARTESIA						
KSVF 1946	1450 250 (CP) 990 250-N 1,000-LS	Artesia Bcstg. Co. 1450 S. Roselawn 650	MBS, KBS	Martin Yates III, p Dave Button, gm & cm	Ronald Austin, ce Lucille Smith, traffic m	Goldie Goldstein, nd Bill Keys, sd UP G.
CARLSBAD						
KAWE 1936	1240 250	Carlsbad Bcstg. Corp. 601 N. Canal St.	CBS, Southwest Taylor	Val Lawrence, p Norman R. Loose, gm Alexander Pitcaithley, pd	Richard Doyle, assist. m	Harland Nifong, ce Hudley Crockett, sd AP G.
KPBM 1950	740 1,000-D	Coronado Bcstg. Co. 313 W. Mermod 5-5373	McGillvra	Maurice F. McEvoy, p & gm	Darrell A. Swayze, cm	Vic Daley, ce L-W AP G.
CLAYTON						
KLMM 1949	1450 250	Ari-Ne-Mex Bcstg. P. O. Box 7 616	Arthur Jernigan, p Ethan K. Stevens, vp H. E. Beckner, secy-treas.	Franklin E. Vale, gm, pd & pmm, nd, fd & sd	Robert D. Waters, ce Dorothy Alexander, wd Thes. UP G.
CLOVIS						
KCLV 1952	1240 250	New-Tex Bcstg. 2112 Thornton St. 4401	ABC Pearson	Wallace Simpson, p & gm Joe Collins, cm & sd Hank Harral, pd & nd	Clayton Fuchs, ce Opal Garret, pmm	Rudy Gaston, fd Cathrine Bomar, wd Cap. UP G.
KICA 1931	980 1,000-DA-N	Hugh DeWitt Landis & R. B. McAlister 520 Pile St. 5511	MBS, Intermt.	DeWitt Landis, p & gm C. O. Kendrick, cm	Harold Cook, pd & sd Vernon Hughes, ce	Jim Vinall, nd Assoc., Wld. AP RCA
FARMINGTON						
KVBC 1952	1240 250	Valley Bcstg. Co. 604 S. Miller Ave. 789	KBS Clark	Marvin Bowles, p, g & cm	Ann Wynn, p & wd L-W UP RCA
GALLUP						
KGAK 1946	1230 250	Thunderbird Bcstg. Co. East of Gallup 1300	KBS McGillvra	Merle H. Tucker, p & gm G. H. McKimmon, cm	Robert E. Adamson, ce & nd	Herb Schultz, sd L-W UP
HOBBS						
KWEW 1938	1490 250	KWEW Inc. P. O. Box 787 3-3137	MBS, KBS Southwest Taylor	Theresa Whitmore, p Harry McAdams, gm & sd Phil McGee, cm	Dorothy Montgomery, pd Roy Evans, ce Layne Hungerford, nd	Gil Haugen, fd Pamela Clark, wd L-W, Mac. UP RCA
LAS CRUCES						
KOBE 1947	1450 250	Mesilla Valley Bcstg. Co. 902 N. Main St. 1121	MBS, Intermt. Best	C. L. Knight, p Lydia S. Sleppy, gm & wd Robert O. Bradley, cm	Howard Maudlin, ce, sd Billee Toles, pmm Bruce Pedersen, nd	Cecil Herrell, fd UP Col.
LAS VEGAS						
KFUN 1941	1230 250	Southwest Bcstrs. Inc. P. O. Box 710 12	MBS, Intermt. Best	E. N. Thwaites, p, g & cm	Dorothy G. Thwaites, pd & wd	A. F. Shultz, ce St. UP G.
LOS ALAMOS						
KRSN 1949	1490 250	Alvarado Bcstg. Co. Inc. Community Center 2-4422	ABC Rambeau	Herbert W. Wimberly, p A. M. Caldwell, gm Robert Y. Porton, cm	William Spack Jr., pd & nd John Lockhart, ce	Jack McCormick, sd Marian Ostrom, wd Assoc. UP RCA
LOVINGTON						
KLEA (CP)	1050 250-D	Prosperity Land Bcstg. Co. 1700 S. Main St. 2146 Melville	David R. Worley, p & gm Gilbert Haugen, cm, pmm & sd Bobby Stone, pd & nd	John Fuselier, ce	Lynne Woolard, wd St. AP Col.
PORTALES						
KENM 1950	1450 250	Plains Bcstg. Co. Inc. 600	Theresa Whitmore, p Harry McAdams, vp W. E. Whitmore, sec. & treas.	G. F. Roberts, gm Ed Fitzpatrick, cm	William McCreery, sd & ce Patsy McCreery, wd L-W, Mac. UP G.
RATON						
KRTN 1948	1490 250	Southwest Bcstrs. Inc. Box 767 875	MBS, Intermt. Best	E. N. Thwaites, p & gm	Stanley K. Brown, sm, cm, pd & pmm	A. F. Shultz, ce St. UP G.
ROSWELL						
KBIM (CP)	910 1,000-D	Theo Rozzell & Wm. Paul Brown	Theresa Whitmore, p & gm G. F. Roberts, cm Almarie Oldfield, pd	Lucien Lindsey, pmm E. C. Rader, ce W. E. Whitmore Jr., secy-treas.	Jud Roberts, sd Lorraine Hewes, wd L-W, Wld. UP G.
KGFL 1927	1400 250	310 N. Richardson 2000	MBS, Intermt., Southwest Taylor	John A. Barnett, o Jack Shafer, cm & sd	Mary L. Jones, pd, fd & wd	Ray Summersgill, ce Owen Moore, pmm Assoc. AP Ray.
KSWs 1947	1230 250	John A. Barnett 4th & Richardson Sts. 2400	ABC McGillvra	John A. Barnett, o Jack Shafer, cm & sd	Mary L. Jones, pd, fd & wd	Ray Summersgill, ce Owen Moore, pmm Assoc. AP Ray.
SANTA FE						
KTRC 1946	1400 250	J. Gibbs & Bayne Spring 210 E. Marcy St. 3-6335	ABC Rambeau	J. Gibbs Spring, co-o, & cm Hugh M. Gray, g & pmm	Bayne Spring, pd	Acton Tillery, ce Claire Tremaine, wd Assoc. UP RCA
KVSF 1935	1260 1,000	Santa Fe Bcstg. Co. 759 Cerrillos Rd. 3-7319	CBS Weed	A. R. Hebenstreit, p Ivan R. Head, g, & cm, & sd	Arleen Davy, asst. m. & wd	Dick Herriott, pd, pmm & nd E. J. Vanderwood, ce Wld. AP, UP WE
SILVER CITY						
KSIL 1946	1340 250	Southwest New Mexico Broadcast Corp. 17th & Cactus Sts. 612	CBS, KBS, Southwest Taylor	Carl Dunbar, p & gm James H. Duncan, vp, sm & nd.	Priscilla C. Duncan, wd & traffic m	Harry Hausman Smith, ce AP Ray.
TRUTH OR CONSEQUENCES						
KCHS 1946	1400 250	Sierra Bcstg. Co. Inc. 401 Broadway Box 351 161	KBS Continental	Len Trainer, co-o Beulah Gemoets, co-o Russell A. Walz, gm, nd & fd	Dean Robinson, cm Peggy Flynn, pd & wd	Sam Bradley, ce & sd Cap. UP G.
TUCUMCARI						
KTNM 1941	1400 250	Quay County Bcstg. Co. E. Gaynell 100	MBS, Intermt.	Loyd Hawkins, co-o & gm Dick Fox cm	Jack Crandall, pd	Mrs. Millard Murphy, nd UP GE

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NEW YORK

ALBANY

WABY 1934	1400 250	Eastern N.Y. Bcstg. Co. 80 Braintree St. 2-3353	Rambeau	David Kyle, p Edward L. Trudeau, gm Alix Blake, cm	Toni Brady, pd & wd Bill Pope, pmm & sd	Tom Stapleton, ce Ernest Davis, nd	UP Col.
WOKO 1925	1460 5,000	Gov. Dongan Bcstg. Corp. 136 State St. 3-6638	Union McGillvra	Col. Jim Healey, p & gm James I. Walsh, cm F. Christopher Panny, pd	Al Sardi, ce Paul Dennis, pmm Paul Howard, nd	Johnny Lawrence, sd Trudy Lane, wd	AP Col.
WPTR 1948	1540 50,000 DA-1	Patron Bcstg. Co., Inc. Hotel Ten Eyck 5-3345	Empire State Weed	J. Myer Schine, p O. R. Bellamy, g & cm H. W. Maschmeier, pd & pmm	W. Russell David, Sr., ce Roger Stevens, nd	George Miller, sd Jane-Ann Diekman, wd	Wld., SES, Assoc. AP, INS GE
WROW 1947	590 5,000-D 1,000-N-DA-2	Hudson Valley Bcstg. Co., Inc. 112 State St. 3-2225	MBS Bolling	Dr. John J. Quinlan, p Harry L. Goldman, gm Harry Littler, c & pmm	Johnny Lee, sm Charles Heisler, ce Arnold Freedman, n & fd	Tom Ryan, sd Elaine Drooz, wd	Thes. UP RCA
WROW-FM 1948	Chan. 230 (B) 93.9mc 2.1kw						GE
*WRTV (TV) (CP)		U. of State of New York State Education Dept. Albany, N. Y.		(For full information see TELECASTING Yearbook)			
WXKW 1948	850 10,000 DA-1	Champlain Valley Bcstg. Corp. 444 Broadway 6-7676	ABC Katz	Stephen R. Rintoul, p & gm George Wetmore, dir. of opers. Eugene J. FitzPatrick, cm	Walter C. Neals, pd Walter J. Maxwell, pmm Paul C. Krutz, ce	Jack Barrett, nd Sherb Herrick, sd Betty Parry, wd	Cap. UP RCA

AMSTERDAM

WCSS 1948	1490 250	Community Service Bcstg. Corp. Upper Locust Ave. 4000	McGillvra	Frederick C. Aber, Jr., p Alex Sherwood, gm Raymond V. Mahoney, cm	Raymond Cheney, pd Guy Rauer, ce	John Page, sd	Wld. UP Col.
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AUBURN

WMBO 1927	1340 250	WMBO, Inc. 141 Genesee St. 2-3511	MBS Clark	Wm. O. Dapping, p Frederick L. Keese, g & cm	Robert Morgan, pd, pmm & sd	Herbert House, ce	Wld., SES AP RCA
WMBO-FM 1949	Chan. 241 (B) 96.1mc 18kw						GE

BATAVIA

WBTA 1941	1490 250	Batavia Bcstg. Corp. 90 Main St. 715	MBS	E. R. Gamble, p & gm Charles Snow, cm Harry Mason, pd	Fred Callendar, ce Bill Stokes, pmm Bill Brown, nd	Jim Gerrety, sd Jan Danielson, wd	Wld., L-W AP RCA
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BINGHAMPTON (Endicott)

WENE 1947	1430 5,000 DA-1	Ottaway Stations, Inc. 909 E. Main St. 5-3351	ABC Radio Reps.	James H. Ottaway, p Stephen W. Ryder, sm Francis H. Brinkley, mgng. d	Norman Flynn, cm Harold E. Graves, pd, pmm, s & wd	Sheldon W. Weyland, ce Harold Hancock, n & fd	Assoc. UP G
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BINGHAMTON

WINR 1946	680 1,000-D 500-N DA-2	Southern Tier Radio Service Inc. Court House Square 4-4318	NBC Hollingbery	Donald W. Kramer, p George J. O'Connor, gm	H. R. Nicholson, slm Charles Bishara, pd & pmm Adelbert A. Kelley, ce	Jan Costley, nd Bob Cullings, sd	L-W UP Col.
WKOP 1947	1360 1,000-D 500-N DA-N	The Binghamton Bestrs. Inc. 34 Chenango St. 2-3437	MBS Burn-Smith	Andrew Jarema, p & gm Samuel Hanshaw, cm Wallace Buman, pd & fd	Charles Hallinan, ce Frank Dolan, nd	Edwin Crawford, sd Cecelia Roland, wd	Wld. AP Ray.
WKOP-FM 1948	Ch. 237 (B) 95.3 mc 42 kw						
WNBF 1927	1290 5,000 DA-N	Clark Associates, Inc. P. O. Box 48 2-3461	CBS Bolling	John C. Clark, p L. L. Rogers, treas. C. D. Mastin, gm S. N. Heslop, cm	E. M. Scala, pd E. R. McCloskey, pmm L. H. Stantz, ce	Sam Page, fd Wm. Pryor, sd Sara Burbank, wd	Thes. UP WH


WNBF-TV

(For full information see TELECASTING Yearbook)

*WQTV
(TV)
(CP)

U. of State of N. Y.
State Education Dept.
Albany, N. Y.

(For full information see TELECASTING Yearbook)



1ST

... ON THE DIAL
... IN LOCAL SALES
... IN COMMUNITY SERVICE
... IN LOCAL NEWS
... IN RESULTS

SERVING SOUTHERN
NEW YORK AND
NORTHERN
PENNSYLVANIA



AFFILIATE

1,000 WATTS ON 680

IN BINGHAMTON, N. Y.
GEORGE P. HOLLINGBERY,
NATIONAL REPRESENTATIVES

NEW YORK—(Continued)

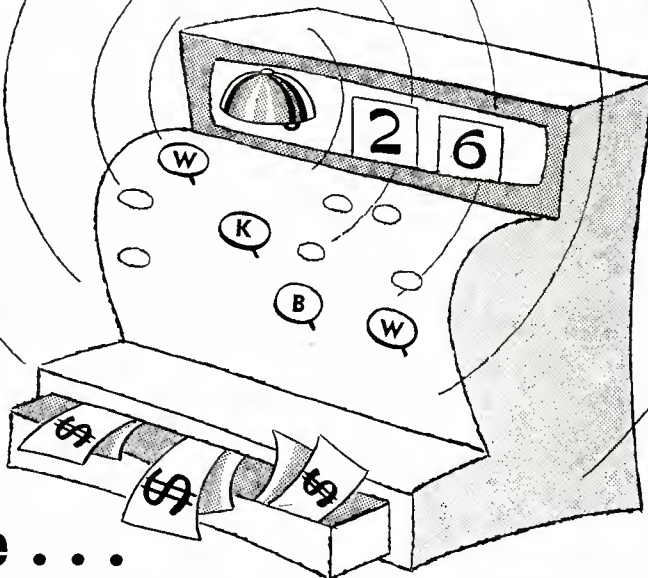
City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter
BRISTOL CENTER						
WVBT(FM) 1948	Chan. 238 (B) 95.1mc 5.4kw	Rural Radio Network 306 E. State St. Ithaca, N. Y. 4-6357	Gill, Keefe, Perna	Donald K. DeNeuf, gm Geo. B. Holland, Jr., controller	Merrill N. Knapp, pd Thomas R. Humphrey, ce	H. Stillwell Brown, slm Assoc. UP GE
BROOKLYN						
*WBRR 1924	1330 5,000 DA-1 ST-WEVD, WHAZ	Watchtower Bible & Tract Society, Inc. 124 Columbia Heights Main 5-1240		N. H. Knorr, p H. D. Kelly, gm	A. M. Cora, pd & nd R. H. Lefler, ce	J. Rainbow, fd Verda Hauenstein, wd Assoc. INS RCA
BUFFALO						
WBEN 1930	930 5,000 DA-N	WBEN, Inc. Hotel Statler Mohawk 0930	NBC Christal	Edward H. Butler, p Alfred H. Kirchhofer, vp Frank W. Kelly, sm C. E. Daly, cm	W. Robert Rich, pd Joseph A. Haefner, pmm Ralph J. Kingsley, ce Richard Burke, nd	Joe Wesp, fd Ralph Hubbell, sd Sally Work, wd Thes., L-W AP, UP, INS RCA
WBEN-FM 1946	Chan. 293 (A) 106.5mc 105kw					
WBEN-TV 1948		WBEN, Inc. Hotel Statler		(For full information see TELECASTING Yearbook)		
WBNY 1935	1400 250	Roy L. Albertson 485 Main St. Mohawk 1400		Roy L. Albertson, p		
WBNY-FM 1947	Chan. 225 (B) 92.9mc 48kw					
WEER 1924	970 5,000 DA-1	WEER, Inc. 23 North St. Lincoln 7133	MBS Katz	William Connors, III, p Bill Doerr, gm Carl Kirchhofer, cm	Bill Schweitzer, pd & pmm Frank Ridgeway, ce David Leopold, asst gm	Clare Allen, nd Charlie Bailey, sd Assoc. AP, UP, INS WE
WGR 1922	550 5,000 DA-N	WGR Bestg. Corp. Rand Bldg. Washington 3100	CBS Free & Peters	Leo J. Fitzpatrick, chmn. of bd. I. R. Lounsbury, p & gm F. Robert Greene, natl. slm. Nat. Cohen, loc. slm.	Robert J. Strigl, pd R. H. McPherson, pmm Karl B. Hoffman, ce	David Getman, fd Bill Mazer, sd Regina Keaton, wd Allan Lewis, nd UP
WKBW 1925	1520 50,000 DA-1	WKBW, Inc. 1430 Main Grant 5101	ABC Avery- Knodel	Clinton H. Churchill, p & gm Roger M. Baker, vp Alfred E. Ancombe, lcl slm	Leroy Fiedler, ce Hugh Shannon, nd	Walley Wagoner, fd Helen Neville, wd Wld. UP WH
*WTVF- TV (CP)		U. of State of New York State Dept. of Education Albany, N. Y.		(For full information see TELECASTING Yearbook)		
WWOL 1947	1120 1,000-D	Greater Erie Bestg. 315 Main St. Mohawk 1200	Forjoe	Leon Wyszatycki, p Ted Wyszatycki, gm Jack Greenfield, c & pmm	Joe Rico, pd Frank Saj, ce	Frank Fredries, n & sd Trudy Peeples, wd UP, INS GE
WWOL-FM 1948	Chan. 291 (B) 104.1mc 7.7kw					
WXRA 1948	1080 1,000-D	Western N.Y. Bestg. Co. Amherst 1160	Rambeau	T. Podbielniak, ptrn., g & cm E. R. Sanders, ptrn James J. Frieling, pd	Burton W. Flanders, pmm Roger Fleming, ce Jack McLean, nd	Chuck Burr, sd Hughene Bartlett, wd Assoc. AP, UP Col.
WXRC(FM) 1949	Chan. 277 (B) 103.3mc 4.6kw	(WXRA, AM affiliate)				
.....(TV) (CP)		Chautauqua Best. Corp 797 Seneca St.		(For full information see TELECASTING Yearbook)		
.....(TV) (CP)		Buffalo-Niagara Television Corp.		(For full information see TELECASTING Yearbook)		
CHERRY VALLEY						
WYCV(FM) 1948	Chan. 270 (B) 101.9mc 5.4kw	Rural Radio Network 306 E. State St. Ithaca, N. Y. 4-6357	Rural, Radio Gill, Keefe, Perna	Donald K. deNeuf, gm Geo. B. Holland, Jr., controller	Merrill M. Knapp, pd Thomas R. Humphrey, ce	H. Stillwell Brown, slm Assoc. UP GE
CORNING						
WCBA 1949	1350 1,000-D	Wellsboro Corning Best. Advertisers, Inc. Pine St. at Erie Ave. 65451	McGillvra	Paul L. Carpenter, p, g & Robert J. Vrzal, bus. m & pd	Charles Charnesky, ce Johnny Johnston, sd	Elaine Lawrence, wd Wld. UP G
WCLI 1950	1450 250	Elmira-Corning Bestg. Corp. 114 Walnut St. 6-4651	ABC Meeker	E. S. Underhill, Jr., p Walter Valerius, gm Jordon Jenkins, c & sm	George P. Droelle, Jr., pd & sd Allen N. Bell, ce	Richard Tobias, nd Joan Purcell, wd St. AP G
WCLI-FM 1947	Chan. 291 (B) 106.1mc 4.2kw					
CORTLAND						
WKRT 1947	920 1,000-D 500-N DA-N	Radio Cortland, Inc. 27 N. Main St. 2990	Gill, Keefe & Perna	Leighton A. Hope, p William L. Thompson, g & cm William J. Griffiths, pd & sd	William Barron, ce Herbert Koster, nd	Jack Oranch, fd Alan Milair, wd L-W, St. UP GE
WKRT-FM 1947	Chan. 260 (A) 99.9mc 14kw					
DE RUYTER						
WVCN (FM) 1948	Chan. 286 (B) 105.1mc 5.4kw	Rural Radio Network 306 E. State St. Ithaca, N. Y. 4-6357	Rural Radio Gill, Keefe, Perna	Donald K. deNeuf, gm Geo. B. Holland, controller	Merrill N. Knapp, pd Thomas R. Humphrey, ce	H. Stillwell Brown, slm Assoc. UP GE
DUNKIRK						
WFCE 1949	1410 500 DA-2	Dunkirk Bestg. Corp. 316 Main St. 7756	Walker	Alois A. Schmidt, p, gm & nd Bernard P. Goodrich, cm Robert W. Gifford, pd	Roger M. Waite, secy. & off. m George H. Smith, ce	Van C. Miller, f & sd Ruth E. O'Connor, wd L-W, Wld., Thes. UP Ray.

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

SATURATION

SELLS GOODS

IN BUFFALO and WESTERN NEW YORK



Pitch your sales message . . .

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

BUT 26 TIMES A WEEK!

adjacent to newscasts

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.

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.

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

WKBW

BUFFALO'S MOST POWERFUL STATION

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

NEW YORK—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. sim;	Pres. p; Prog. Dir. pd; Chief Eng. ce;	Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Prom. Mgr. pmm; Prod. Mgr. pdm;	
ELMIRA							
WTVE(TV) (CP)		Elmira Television Co. % Sayles & Evans 415 E. Water St.		(For full information see TELECASTING Yearbook)			
WELM 1947	1400 250	Elmira-Corning Bcstg. Corp. 222 E. Market St. 2-1400	CBS Meecker	E. S. Underhill, Jr., p Walter A. Valerius, gm Ross Beatty, cm & sd	Kenneth Powell, pd Allen N. Bell, ce	Gordon M. Ridenour, nd Edna Bartlett, wd	Thes. AP Ray.
WENY 1939	1230 250	Elmira Star-Gazette, Inc. Mark Twain Hotel 5181	MBS, NBC McKinney	Frank E. Gannett, p Dale L. Taylor, gm Phil Cameron, cm	Ted Hodge, pd Thurlow A. Greene, ce	Bill Pope, sd Connie Ellis, wd	L-W AP RCA
ENDICOTT							
WENE 1947	1430 5,000 DA-1	(See Binghamton, N.Y. listing)					
FREEPORT							
WGGB 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 Corp. Hotel Pontiac Oswego, N. Y. Oswego 3088	KBS Devney	A. L. Richardson, p, g & pmm	J. S. Burgess, cm, pd & sd	Robt. Blair, ce	Thes. UP GE
GENEVA							
WGVA 1947	1240 250	Star Bcstg. Co., Inc. Geneva Fed. Savings Bldg. 6691	ABC Cooke	M. R. Forman, p Thomas L. Brown, vp, g & cm	Alex Lamutis, pd & nd R. Carleton Greene, ce	Wilson Swasey, sd	L-W AP Col.
GLENS FALLS							
WWSC 1946	1340 250	Great Northern Radio Inc. 13 Warren St. 2-6518	ABC Union Rambeau	Martin R. Karig, II, p, g & cm Carl Mattison, pd Robert Krieger, pmm	Joseph Thomas, ce Victor Wiley, nd	Harry Fischer, fd Shel Nulty, sd	Thes. AP G
GLOVERSVILLE							
WENT 1947	1340 250	Sacandaga Bcstg. Corp. 8 W. Fulton St. 4-7175	CBS Gill, Keefe, Perna	George Bissell, p Jack Charles, g & cm	Robert Dingman, pd & nd Richard J. Stewart, ce	Tony Niemczyk, sd Vicki Kirk, wd	Thes. UP Col.
HEMPSTEAD							
WHLI 1947	1100 250-D	FM Bcstg. Corp. 245 Baldwin Rd. 2-8000	Rambeau	Paul Godofsky, p & gm Jos. A. Lenn, vp & cm M. N. Godofsky, pmm & wd	Jerry Carr, pd & nd Frank Knaack, vp & ce	H. Campbell, fd Geo. Ball, sd	Wld., Thes., Assoc. UP Col., RCA Fed.
WHLI-FM 1947	Chan. 252 (A) 98.3mc 1kw						
HORNELL							
WLEA 1951	1480 1,000-D	Hornell Bcstg. Corp. P. O. Box 60 1420	MBS, KBS Gill, Keefe, Perna	Maxwell V. McCarthy, p & gm Michael Ryan, pd & pmm G. W. Stridstone, ce	Bruce Jackson, nd Don Jones, fd	Art Lochner, sd Roberta, wd	Cap. UP G
WWHG 1949	1320 1,000-D	W. H. Greenhow Co. 85 Canisteo St. 2000	McGillvra	Louis G. Buisch, o & gm Sheffield Davis, cm Edward Spoo, pd	Donald J. Curran, s, pmm & fd James Gram, ce	Ed Murphy, n & sd Marion Gale, wd	Thes., Wld. AP GE
WWHG-FM 1946	Chan. 287 (B) 105.3mc 8.3kw						

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated.
 FM's in *italic*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different 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.

BROADCASTING • TELECASTING'S

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NEW YORK OFFICES

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ROOM 1903 - PLAZA 5-8354

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870 NATIONAL PRESS BLDG.

CHICAGO
360 N. Michigan Ave.

HOLLYWOOD
Taft Bldg., Hollywood & Vine

TORONTO
417 Harbour Commission

HUDSON

WHUC 1947	1230 250	The Colgren Bcstg. Co. Union Turnpike 8-3341	KBS McGillvra	John F. Kearney, ptrn & gm Robert P. Strakos, ptrn. & cm James Cranna, pd	Charles Weiler, ce James Courtice, nd	Charles Ogren, fd Louis Pierro, sd	Wld. UP Col.
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HUNTINGTON

WGSM 1951	740 1,000-D	Huntington-Montauk Bcstg. Co., Inc. 379 N. Y. Ave. 4-6740		Edward J. Fitzgerald, o, g & cm Byron T. Sammis, p Walter Neiman, pd	Don MacLachlen, pmm William Naramore, ce Tom Whittaker, nd	Dave Rosehill, f & sd Gwen Jones, wd	Wld., Thes. UP G
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ITHACA

WHCU 1921	870 1,000 L-WWL	Cornell University Sav. Bank Bldg. 46301	CBS	Michael R. Hanna, gm Earl S. Cobey, cm Joseph Short, asst. m	Sam Woodside, asst. m, nd & sd Norman Hoffman, ce	Louis W. Kaiser, fd Gertrude Grover, wd	Assoc. UP Ray.
WHCU-FM 1947	Chan. 247 (B) 97.3mc 40kw						WE

JAMESTOWN

WJOC 1948	1340 250	Air Waves, Inc. 415 W. 4th St. 5-108	MBS, KBS Gill, Keefe, Perna	Harold P. Kane, p, o, gm, & pmm William P. Osmer, cm William M. Winn, pd	Burton O. Waterman, ce John F. O'Keefe, Jr., nd Ned McGrath, fd	Jerry Lawson, sd Catherine L. Erickson, wd	AP WE
WJTN 1936	1240 250	James Bcstg. Co. Hotel Jamestown Bldg. 7-151	ABC Rambeau	Jay E. Mason, p Simon Goldman, g, c & pmm George Fleeger, pd	Harold J. Kratzert, ce Jess E. Price, nd Robert S. Webster, fd	Max Robinson, sd Connie Samuelson, wd	Assoc., Mac. UP G
WJTN-FM 1947	Chan. 227 (B) 93.3mc 9.3kw						GE

KINGSTON

WKNY 1939	1490 250	Kingston Bcstg. Corp. 601 Broadway 4500	MBS Meeker	Joseph K. Close, p Robert M. Peebles, g & cm Charles B. Scovill, pd	Richard McCarthy, pmm & sd Ernest T. Robarge, ce Robert Browning, nd	Edw. R. Eckert, fd Dorothy A. Narel, wd	Wld. UP RCA
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LIBERTY

WVOS 1947	1240 250	Sullivan County Bcstg. Corp. 1680		S. D. Lubin, p & gm H. G. Borwick, cm & pd	K. Foster, ce W. Orr, sd	P. Bergin, wd	UP WE
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LITTLE FALLS

WLFH 1952	1230 100	Rock City Bcstrs. 329 S. Second St. 654	MBS	Arthur Feldman, p Robert Earle, gm & pmm Tracy W. Cole, cm & pd	Edward Dumas, ce James E. Duke, n & sd	Doc Grann, fd Harriet Walker, wd	AP WE
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LOCKPORT

WUSJ 1949	1340 250	Union Sun & Journal, Inc. 320 Michigan St. 3-5944	Gill, Keefe, Perna	Egbert D. Corson, p John R. Gelzer, g & cm	Tommy Jolls, pd & fd Anthony Farina, ce	Bob Federspiel, sd Joanne Taylor, wd	Wld. AP GE
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MALONE

WICY 1946	1490 250	North Country Bcstg. Co., Inc. 65 Woodward St. 187	MBS, KBS Indie Sales	Mitchell C. Tackley, p & gm Alice M. Tackley, cm	Donald J. Paye, pd, pmm & fd Adolf Stromer, ce	John Flynn, n & sd Grey Gundermann, wd	Cap. UP G
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the **WHLI** *Long Island story* TO DELIVER **LONG ISLAND'S** MAJOR MARKET...

YOU NEED **WHLI**

SPECIALIZED LOCAL PROGRAMMING: Large local news bureau . . . National Award-Winning public service shows . . . Block programming of gaud music . . . Many local services.

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MORE PEOPLE LISTEN TO **WHLI** DURING THE DAY IN THE MAJOR LONG ISLAND MARKET THAN TO ANY OTHER STATION.

REPRESENTED BY RAMBEAU

BIG BONUS COVERAGE

(Nassau, Parts of Suffolk, Queens, Braaklyn)

Population	2,304,567
Net Income	\$4,140,000,000
Retail Sales	\$2,071,000,000

DATA SOURCES: Conlan Survey, 1952, Sales Management Survey, 1952, L. I. Lighting Co. Population Study.

WHLI AM 1100
FM 98.3

HEMPSTEAD *the voice of long island*
LONG ISLAND, N. Y.
PAUL GODOFSKY, President

NEW YORK—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Tranc. Li- brary, News Service Transmitter
				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.			
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 Tem.
WMSA-FM 1948	Chan. 287 (B) 105.3mc 13kw						RCA
MIDDLETOWN WALL 1942	1340 250	Community Bcstg. 26 North St. 3119		James M. Patt, p & gm William Swanwick, cm Jerry Wax, pd	Charles B. Lissner, ce Albert Larson, nd	Harold Shively, fd Joe Ryan, sd	Thes. AP G
NEWBURGH WGNY 1933	1220 1,000-D	Orange County Bcstg. 161 Broadway 4600		George W. Bingham, p Mabel S. Meurer, secy.-treas. Joseph W. Rake, cm & fd	John J. Kuhn, pd Harold Lane, pmm & sd	Marvin S. Seimes, ce Wm. Forrest, nd	St. UP WE
NEW ROCHELLE WGNR 1950	1460 500-D	New Rochelle Bcstg. Service, Inc. 524 North Ave. 6-1460		Julian H. Gins, p & gm			
WGNR-FM 1948	Chan. 228 (A) 93.5mc 1kw						
NEW YORK WABD(TV) 1944		Allen B. DuMont Labs. Inc. 515 Madison Ave.		(For full information see TELECASTING Yearbook)			
WABF(FM) 1942	Chan. 253 (B) 99.5mc 18kw	Metropolitan Bcstg. & Television, Inc. 645 Madison Ave. Templeton 8-5400		Ira A. Hirschmann, p			
WBNX 1927	1380 5,000 DA-1 ST-WAWZ	WBNX Bcstg. Co., Inc. 260 East 161st St. Melrose 5-0333		A. L. Haskell, p Wm. I. Moore, vp, g & cm	Edward Betchley, asst. cm Edward Ervin, pd	Frank Johnson, pd	SES. AP WE
WCBS 1924	880 50,000	Columbia Bcstg. System 485 Madison Ave. Plaza 5-2000	CBS CBS Radio Spot Sales	Frank Stanton, (CBS) p Carl Ward, gm William F. Miller, slm	Sam Slate, pd Donald Foley, pmm J. D. Gilbert, ce	D. G. Graham, d of prog. prod. & pub. affairs Richard L. Stahlberger, asst. pmm Mike Campbell, sls. service m	Cap. AP, UP, INS Fed.
WCBS-FM 1941	Chan. 266 (B) 101.1mc 1.5kw						WH
WCBS-TV 1941		Columbia Bcstg. System, Inc. 465 Madison Ave.		(For full information see TELECASTING Yearbook)			
WEVD 1927	1330 5,000 DA-2 ST-WBBR, WHAZ	Debs Memorial Radio Fund, Inc. 117 W. 46th St. Plaza 7-0880		A. Held, p Henry Greenfield, g & cm	George Field, pd	Charles W. Brown, ce	AP RCA

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TEST

YIELDS

PROOF

Year after year the foremost national and local advertisers of a large variety of quality products continue to use the facilities of WEVD to reach the Jewish population in the New York Metropolitan area.

They have tested and found proof of the vast buying power represented by the more than 600,000 families with a population approximating 3,000,000, who come within the radius of influence of the Yiddish spoken and written word.

Distinctive adult programming in the two dominant languages (English, Jewish) and a loyal responsive audience are the WEVD combination which national and local advertisers have found so effective and economical in maintaining a consistent position of dominance in the Jewish field.

All AM Programs are Broadcast on FM
Without Extra Charge

SEND FOR A COPY OF

"WHO'S WHO ON WEVD"

HENRY GREENFIELD, MANAGING DIRECTOR

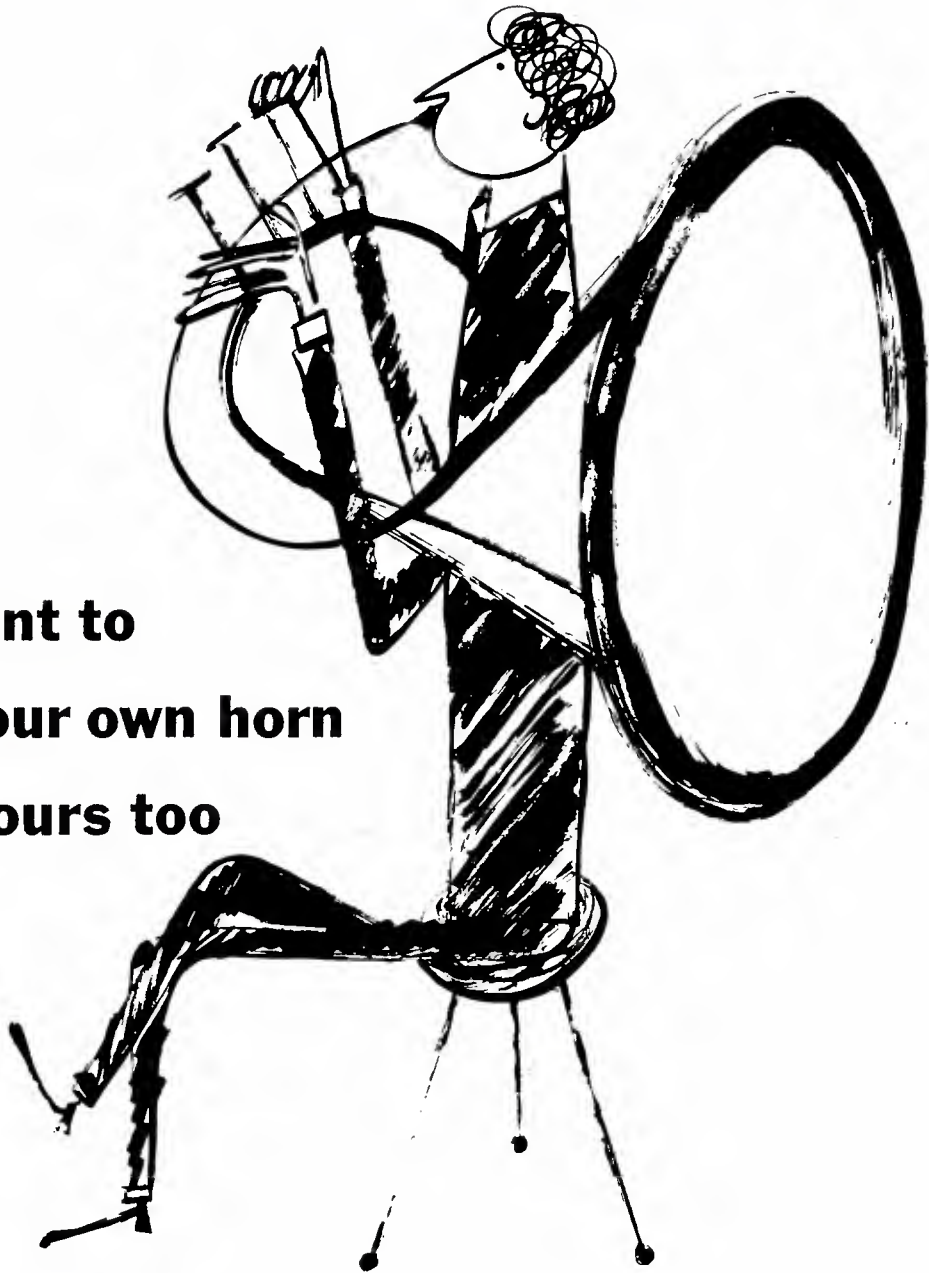
WEVD—117-119 West 46th Street, New York 19, N. Y.

WEVD

AM
1330 K.C.
5 K.W.

FM
107.5
20 K.W.

**we want to
blow our own horn
and yours too**



- 1 . . . WQXR is America's leading good music station.
 - 2 . . . WQXR gives its advertisers a half-million pre-selected homes in the nation's No. 1 market.
 - 3 . . . Nearly 300 advertisers found WQXR a profitable medium in 1952.
 - 4 . . . The good music of WQXR is so much in demand outside Metropolitan New York that 17 stations in Connecticut, Pennsylvania and up-state New York rebroadcast most of its programs.
- There's more to brag about—let us tell you how WQXR can blow your horn too.

WQXR 1560 on AM Dial—96.3 on FM Dial
The Radio Station of The New York Times

"always the best in music"

229 West 43rd Street • New York 36, New York • L.Ackawanna 4-1100

NEW YORK—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transe. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
NEW YORK (Cont'd)							
WEVD-FM 1951	Chan. 298 (B) 107.5mc 20kw						
WGHF(FM) 1946	Chan. 270 (B) 101.9mc 10.3kw	WGHF Inc. 10 E. 40th St. Lexington 2-4927		W. G. H. Finch, o & p	Gordon Myers, vp & gm	Fred Parsons, pd	SES UP WE
*WGTW(TV) (CP)		U. State of New York State Dept. of Education Albany, N. Y.		(For full information see TELECASTING Yearbook)			
WHOM 1930	1480 5,000	Atlantic Bcstg. Co. Inc. 28 W. 52nd St. Circle 6-3900		Fortune Pope, p Charles Baltin, vp & slm	Ralph Costantino, pd	George Steiger, ce	UP WE
WHOM-FM 1951	Chan. 222 (B) 92.3mc 11kw						UP WE
WINS 1931	1010 50,000 DA-1	Crosley Bcstg. Corp. 28 W. 44th St. Bryant 9-6000	WLW Sales Office	Robert E. Dunville, p Ward L. Quaal, vp Harry Foltz, gm Joe Besch, asst. gm Harry Kirwan, cm	Robert Criar, pd Richard Winters, publ. d Harold Deutsch, pmm Paul Von Kunits, ce	John Bosman, nd Jack Lightcap, sd Josephine Halpin, wd	SES., Assoc. UP, INS Cros.
WJZ 1921	770 50,000	American Bcstg. Co. Inc. 30 Rockefeller Plaza Susquehanna 7-5000	ABC Petry	Robert E. Kintner, (ABC) p Hartley L. Samuels, gm Michael A. Renault, cm Arthur Donegan, publ. d	William Berns, pd Phil Bernstein, pmm William Trevarthen, ce	John W. Pacey, d of pub. affairs Thomas Velotta, nd Phil Alampi, fd	AP, INS RCA
WJZ-FM 1948	Chan. 238 (B) 95.5mc 1.5kw			(For full information see TELECASTING Yearbook)			
WJZ-TV 1948		American Bcstg. Co., Inc. 7 W. 66th St. Susquehanna 7-5000					GE
WLIB 1942	1190 1,000-D L-WOWO	New Bcstg. Co. 207 E. 30th St. Oregon 9-2720	Forjoe	Morris Novik, p Harry Novik, gm Nathan M. Rudich, pd	John Bubbers, ce Mitchell Jablons, pmm & nd	Joe Bostic, sd Ruth Ellington James, wd	AP RCA
WMCA 1925	570 5,000 DA-1	WMCA, Inc. 1657 Broadway Circle 6-2200	AM Radio Sales	Nathan Straus, p M. M. Fleischl, vp & gm John J. McSweeney, slm	Leon Goldstein, vp, nd & pd William H. Youry, II, sis. prom. d	James McCafferty, ce Helen S. Straus, wd	Wld. AP RCA
WMGM 1922	1050 50,000 DA-1	Marcus Loew Booking Agency 711 Fifth Ave. Murray Hill 8-1000		Bertram Lebharr, Jr., d Frank Roehrenbeck, gm Art Tolchin, sim	Raymond Katz, pd Jo Ranson, publ. d	Paul Fuelling, ce Nat Ash, sd	AP, UP WE
WMGM-FM 1942	Chan. 262 (B) 100.3mc 18kw						

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WHOM

EFFECTIVELY REACHES NEW YORK'S HUGE SPECIALIZED
 MARKETS WITH MILLIONS OF IMPRESSIONS AT A FEW
 CENTS A THOUSAND!!!

WHOM

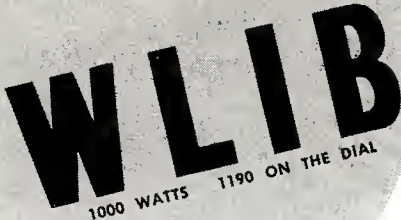
AM - FM

"THE IL PROGRESSO STATION"

136 West 52nd Street

New York 19, N. Y.

WNBC 1922	660 50,000 DA-1	National Bcstg. Co. 30 Rockefeller Plaza Circle 7-8300	NBC NBC Spot	Joseph H. McConnell (NBC) p Ted Cott, gm Richard Pack, cm	Steve White, pd Jay Smollin, pmm Frank Fitzgerald, asst gm	O. B. Hanson (NBC) ce Phil Dean, pub. d Thomas Phelan, ce	Thes. AP, UP, INS RCA
WNBC-FM 1944	Chan. 246 (B) 97.1mc 1.1kw						
WNBT(TV) 1939		National Bcstg. Co. 30 Rockefeller Plaza		(For full information see TELECASTING Yearbook)			
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 Max Weiner, ce Kenneth Klein, pmm	John Jaeger, nd Max Kase, sd WH
WNYC 1924	830 1,000 DA-2 L-WCCO	City of New York 2500 Municipal Bldg. Whitehall 3-3600		Vincent R. Impellitteri, Mayor, NYC Seymour N. Siegel, d Bernard Buck, pd	Al Levin, pmm William H. Pitkin, ce	Monroe Benton, nd Peter Gravina, wd	SES. AP, UP
WNYC-FM 1943	Chan. 230 (B) 93.9mc 18kw						
WOR 1922	710 50,000 DA-1	General Teleradio Inc. 1440 Broadway Longacre 4-8000	MBS H-R Reprs.	William H. Fineshriber, evp William Crawford, cm Julius F. Seebach, pd	E. M. Johnson, vp chg. of eng'g. Robert A. Schmid, vp chg. of adv. Robert Sullivan, pmm	Francis X. Zuzulo, pub. rel. d James S. Tyler, adv. d Harold M. Coulter, prom. d	Assoc. AP, UP WE
WOR-FM 1941	Chan. 254 (B) 98.7mc 3.4kw						
WOR-TV 1949		General Teleradio Inc. 1440 Broadway Longacre 4-8000		(For full information see TELECASTING Yearbook)			GE
WOV 1926	1280 5,000 DA-1 ST-WHBI	Wodaam Corp. 730 Fifth Ave. Circle 5-7979	Pearson	Richard O'Dea, p Ralph N. Weil, evp & gm Joseph N. Curl, cm	Arnold Hartley, vp & pd Emile Hill, ce Carroll B. Forbes, pmm	Thomas Morgan, nd Ruth Thompson, publ. d	St., Mac AP
WPIX (TV) 1948		WPIX, Inc. 220 E. 42nd St.		(For full information see TELECASTING Yearbook)			
WQXR 1936	1560 10,000	Interstate Bcstg. Co. 229 W. 43rd St. Lackawanna 4-1100	Raymer	Arthur Hays Sulzberger, p Elliott M. Sanger, evp Julius Ochs Adler, vp	Norman S. McGee, vp sls Eleanor N. Sanger, pd Louis J. Kleinklaus, ce	James E. Kovach, sm Eleanore P. Hurley, d press info.	Assoc., SES
WQXR-FM 1939	Chan. 242 (B) 96.3mc 11kw						
WWRL 1926	1600 5,000 DA-1	Long Island Bcstg. 41-30 58th St. Woodside Newtown 9-3300		William F. Reuman, p Edith Dick, sm	Selvin Donneson, slm Fred Barr, prog. m & nd	Benton R. Bartlett, ce Jocko Maxwell, sd	Assoc. AP WE
NIAGARA FALLS							
WHLA 1940	1270 5,000-D DA	The Niagara Falls Ga- zette Publishing Co. Hotel Niagara 8421	MBS Headley- Reed	Earl C. Hull, vp & gm Richard G. Robbins, cm	Tony Allen, pd Robert J. Wilson, ce	Raymond J. Sweeney, nd John Ruta, sd	Assoc., Wld., St. UP Ray.
WHLA-FM 1946	Chan. 253 (B) 98.5mc 46kw						
WJL 1947	1440 1,000-D	John J. Laux 129 Main St. 5796	Grant	John J. Laux, p Thomas W. Talbot, g & cm Skip Letcher, pd	Gus Czaplack, ce George Lorenz, pmm Jim Thompson, nd & sd	Lou Schriver, fd Grace Greenberg, wd	Fed. UP G
NORWICH							
WCHN 1952	970 500-D	Radio Norwich, Inc. 14 S. Broad St. 4-2218		William J. Hall, p & gm	William A. Bush, ce	Wes Adams, nd Eve Dennehy, wd	UP G



*"the Only Station
with Studios in Harlem"*

**New York's No. 1 Station in the
Metropolitan Negro Market***


**Originates the Walter White Show
now nationally syndicated**

**Also serving 700,000 English-Speaking
Jewish Families**

**You can reach 2,000,000 people for
as little as 7½ cents per 1000
listeners—PULSE**

Write or wire for availabilities

** Listened to by more of
New York's 1,012,883 Negroes
than any other station—PULSE*



WLIB
207 East 30th St.
New York 16, N. Y.
ORegion 9-2720

HARRY NOVIK—General Manager

NEW YORK—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Tran. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
OGDENSBURG							
WSLB 1952	1400 250	St. Lawrence Bcstg. Corp. 2315 Knox St. 500	MBS, KBS	Joseph R. Brandy, p & cm Harold J. Frank, secy-treas. Hal Gilman, pd	Ellsworth Hall, ce Ben Turnbull, pmm Jolly Bergeron, nd	Frank Mason, sd Flo Beach Rowe, wd UP RCA
WSLB-FM 1948	Chan. 291 (B) 106.1mc 13.7kw						Fed.
OLEAN							
WHDL 1928	1450 250	WHDL Inc. 3219 W. State Rd. 4149	ABC Everett- McKinney	E. B. Fitzpatrick, p John R. Henzel, gm	James F. Hastings, cm Donald W. Merriman, pd & sd	Otis L. Atherton, ce Robert C. Norman, fd	Assoc. AP Col.
WHDL-FM 1949	Chan. 239 (B) 95.7mc 43kw						WH
ONEONTA							
WDOS 1947	1400 250	Ottaway Stations, Inc. Chestnut & West Sts. 2470	MBS Radio Reps.	James H. Ottaway, p Francis H. Brinkley, mgng. d Ernest F. Oliver, sm	Howard Atwell, pd & nd Lee Hickling, pmm & fd Wiley Bates, ce	Sandy Squires, sd Esther Walling, wd	Assoc. UP GE
OYSTER BAY							
WKBS 1948	1520 250-D	The Key Bcstg. System, Inc. 6-2500		R. Lee Hollingsworth, p, gm & ce			Mac. UP G.
PATCHOGUE							
WALK 1952	1370 500-D	Suffolk Bcstg. Corp. P. O. Box 230 408		Nils E. Segerdahl, p & gm W. K. Macy, Jr., vp & cm Jack Ellsworth, pd	George Chandler, ce Douglas L. Way, nd Leon Fremault, fd	Arnold Lewis, sd Ailene Sybil, wd	Assoc., Cap. AP G
WALK-FM 1952	Chan. 278 (B) 97.5mc 15kw						
WPAC 1951	1580 250-D	Patchogue Bcstg. Co., Inc. 2 E. Main St. 4600		Lee Morrison, p, g & cm Herbert Morrison, oper. m Stan Allan, pd & sd	Morton Morrison, ce Dick Hodkin, pmm Bob Holmes, nd	Bill Hanson, fd Marion Tappe, wd	Wid. UP G
PEEKSKILL							
WLNA 1948	1420 1,000-D	Highland Bcstg. Corp. Radio Terrace 7-2454		Peter C. Houskeeper, p & ce Irving E. Cottrell, gm & pd	Francis V. Lough, cm & pmm	San D'Onofrio, nd & sd	Wid., SES UP Ray.
PLATTSBURG							
WEAV 1935	960 1,000 DA-2	Plattsburg Bcstg. Corp. 153 Margaret St. 1600	ABC Gill, Keefe & Perna	George F. Bissell, p & gm Jan King, cm	Lawrence Lapanne, ce	John Clute, fd	L-W UP Col.
WIRY 1950	1340 250	Clinton County Bcstg. 301-03 Cornelia St. 2800	MBS, KBS Grant	Joel H. Scheier, p, gm & cm Betty Kraus, pd & wd	Martin D. Mannix, pmm & nd John M. Nazak, ce	Chet. Bosworth, fd & sd	Assoc. AP G
PORT JERVIS							
WDLC (CP) 1949	1490 100	Port Jervis Bcstg. Co.					
POUGHKEEPSIE							
WEOK 1949	1390 1,000-D	Mid-Hudson Bcstrs. Inc 385 Main St. 8300	Everett- McKinney	Arthur J. Barry, Jr., p & gm Richard Craus, pd	John Burke, ce George Tomlinson, nd	William Robinson, fd	Thes. UP RCA
WEOK-TV (CP)		Mid-Hudson Bcstrs. Inc. 385 Main St. 8300		(For full information see TELECASTING Yearbook)			
WHVA(FM) 1947	Chan. 284 (B) 104.7mc 2.3kw	Rural Radio Network 306 E. State St. Ithaca, N. Y. 4-6357	Rural Radio Gill, Keefe, Perna	Donald K. deNeuf, gm Geo. B. Holland, controller	Merrill N. Knapp, pd Thomas R. Humphrey, ce	H. Stillwell Brown, slm	Assoc. UP GE
WKIP 1940	1450 250	Dutchess County Bcstg. Corp. Nelson House 6800	ABC	George W. Bingham, p Richard A. Dwellley, cm John J. Kuhn, pd & pmm	Mabel S. Maurer, secy.-treas. Marvin S. Seimes, ce	Jack Cutler, nd & sd Wm. Sutherland, fd	Assoc. AP RCA

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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 Gloversville-Johnstown and throughout the surrounding area.

Throughout the week, for more families in the Gloversville-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 Gloversville-Johnstown area for you.

WEAV

ABC
PLATTSBURG,
NEW YORK

GILL-KEEFE & PERNA, INC.
National Representative

CBS
GLOVERSVILLE,
JOHNSTOWN

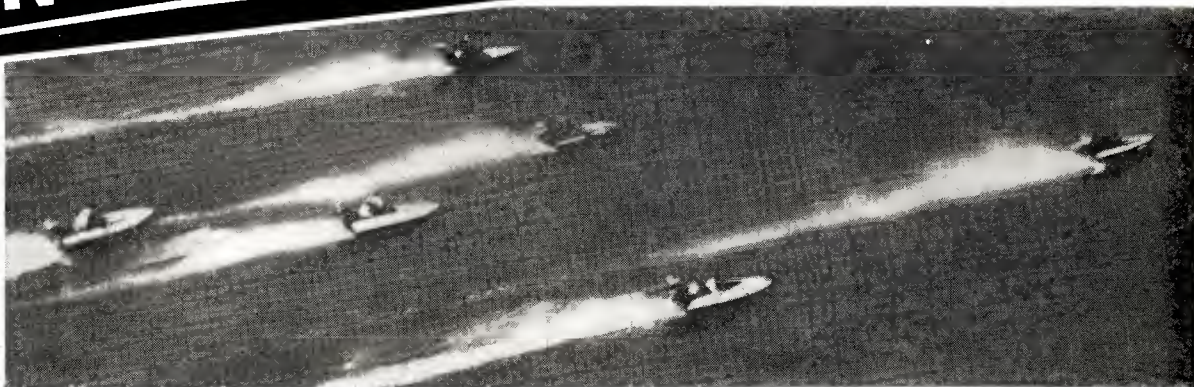
WENT



... FIRST BY LENGTHS!



... IN ROCHESTER!



IN ROCHESTER 432 weekly quarter hour periods are Pulse surveyed and rated. Here's the latest score, —

	STATION WHEC	STATION B	STATION C	STATION D	STATION E	STATION F
FIRSTS.....	254	147	22	2	0	0
TIES.....	7	5	1	1	0	0



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

WHEC carries nine of the "top ten" evening shows!

BUY WHERE THEY'RE LISTENING: —

WHEC has consistently led in Rochester audience ratings since they were first inaugurated in 1943.

Material in this advertisement is from the latest Pulse report before closing.



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

NEW YORK—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
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ROCHESTER							
WARC 1947	950 1,000 DA-2	WARC Inc. Sheraton Hotel Hamilton 8920	ABC Raymer	Samuel W. Townsend, p & gm Ralph Wallace, cm Edward L. Merritt, Jr. pd, nd & fd	Michael Anzalone, ce Bebe Grau, pmm	Carl Chamberlain, sd Blanche S. Scott, wd	AP
WHAM 1922	1180 50,000	Stromberg-Carlson Co. 201 Humboldt St. Culver 7240	NBC Hollingbery	William Fay, vp & gm John W. Kennedy, Jr., gen. slm. Arthur W. Kelly, slm	Charles W. Siverson, pd Sylvester Novelli, asst. pd Kenneth J. Gardner, d of engrg.	Armin Bender, pmm David E. Kessler, nd George Haefner, fd	Wid. UP WH
WHAM-TV		Stromberg-Carlson Co. 201 Humboldt St. (WHAM, AM affiliate)		(For full information see TELECASTING Yearbook)			
WHFM(FM) 1939	Chan. 255 (B) 98.9mc 20kw						WE
WHEC 1925	1480 5,000 DA-N	WHEC, Inc. 40 Franklin St. Baker 6740	CBS Everett- McKinney	Frank E. Gannett, p Clarence Wheeler, evp Gunnar O. Wiig, gm George B. Kelly, p	William J. Adams, pd, pmm & wd Bernard C. O'Brien, ce W. E. Huff, gm, cm & pd	Ralph Knox, nd & fd L. H. MacMillan, prod. d & sd Leo Halpin, ce	SES AP WE AP Ray.
WRNY 1947	680 250-D	Rochester Bcstg. Co. Inc. 191 East Ave. Hamilton 9775					AP Ray.
WRNY-FM 1948	Chan. 250 (B) 97.7mc 7.7kw						GE
*WROH(TV) (CP)		U. of State of New York State Dept. of Education Albany, N. Y.		(For full information see TELECASTING Yearbook)			
WSAY 1936	1370 1,000 DA-1 (CP 5,000 DA-N)	Federal Bcstg. System, Inc. 328 E. Main St. Baker 4870	Walker	Gordon P. Brown, p & gm	John Hill, sta. d & pd		INS RCA
WVET 1947	1280 5,000 DA-N	Veterans Bcstg. Co. Inc. 17 Clinton Ave. S. Hamilton 4820	MBS Bolling	Ervin F. Lyke, p, gm & ce Elmer J. Walz, cm Paul C. Louthier, pd	Arthur M. Murrellwright, pmm David Roberts, nd & fd	Ed Edwards, sd Robert Trebor, wd	Assoc. UP Col.
ROME							
WKAL 1946	1450 250	Copper City Bcstg. Corp. 3616	MBS Cooke	Myron J. Kallet, p Charles King, gm Joseph C. Trela, cm	Louis Barile, pd James Delaney, ce John Louthier, pmm	Malcolm Alama, nd George Bolton, fd Phillip Tosti, sd	L-W UP Col.
SARANAC LAKE							
WNBZ 1927	1450 250	Upstate Bcstg. Corp 88 Main St. 1320	ABC Rambeau	Jacques DeMattos, p, gm & cm Thomas Day, evp Jeanne M. DeMattos, secy.-treas.	H. Berwind Williams, ce A. C. Bagdasarian, nd	John Garwood, sd	L-W AP RCA
SARATOGA SPRINGS							
WSPN (CP)	900 250-D	Spa Bcstrs. Inc. 71 West Ave. Slate Hill Middletown 94-2661		Richard O'Connor, o & gm	Henry Worthing, ce	 Tem.
SCHENECTADY							
WBCA(FM) 1941	Chan. 266 (B) 101.1mc 1.55kw	Capitol Bcstg. Co., Inc. 403 State St. 3-1423		Leonard L. Asch, m			
WGY 1922	810 50,000	General Electric Co. 1 River Rd. 7-2261	NBC Christal	Chester H. Lang, vp (GE) Robert B. Hanna, Jr., m R. W. Weipott, sm	Robert F. Reid, slm George L. Peck, pmm Albert G. Zink, prog. m	Bernard S. Krause, pdm Willard J. Purcell, engrg. m L. J. Christma, nd	Wid., Thes. AP, UP GE

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W W R L

NEW YORK

*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

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

5,000 WATTS

NEwtown 9-3300

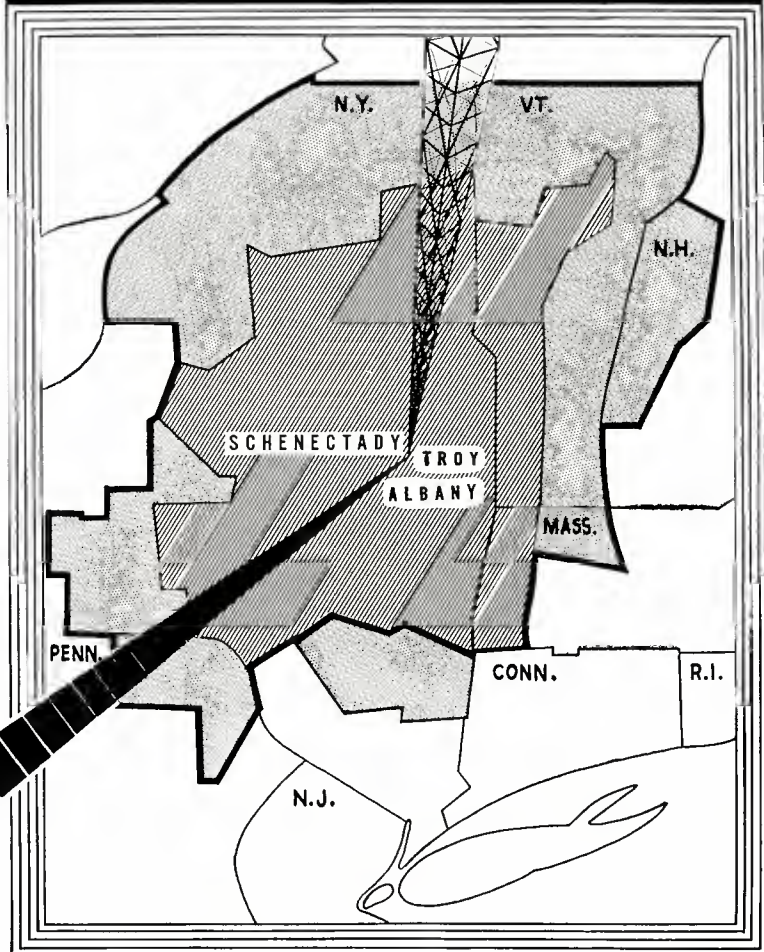
ONLY ONE STATION COVERS



The SEVENTEENTH STATE*

- 22 cities
- 458 towns
- 53 counties
- 2,846,300 citizens
- 878,130 radio families
- only NBC station
- more goods purchased than 36 states
- more spendable income than 32 states

1.1952 B.A.B.



*a compact market of 53 counties in Eastern New York and Western New England whose effective buying income is exceeded by only 16 states

WGY

A GENERAL ELECTRIC STATION

THE CAPITAL OF THE 17TH STATE

Studios in Schenectady, N. Y.

REPRESENTED NATIONALLY BY HENRY I. CHRISTAL
NEW YORK — CHICAGO — SAN FRANCISCO

NEW YORK—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Sales Mgr. 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	Tran. Li- brary, News Service Transmitter
SCHEENECTADY—(Cont'd)						
<i>*WGEM(FM)</i> 1940	Chan. 258 (B) 99.5mc 6.0kw	General Electric Co. 1 River Rd. 7-2261			(WGY, AM Affiliate)	
WRGB(TV) 1949		General Electric Co. 1 River Rd.		(For full information see TELECASTING Yearbook)		
WSNY 1942	1240 250	Western Gateway Bcstg. Corp. Plaza Theatre Bldg. 3-3622		Winslow Leighton, p, gm, pd & pmm Thomas Seeley, slm	Irving Beck, ce Thomas Ryan, nd	Stephen Fitz, sd 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 Taylor	Frank G. Revoir, p H. Douglas Johnson, Jr., gm	George D. Drisko, pd Donald F. Langham, ce H. D. Johnson, pmm	Joseph Cummisky, nd Carl Davis, sd Gretchen McCutcheon, wd St. AP WE
WFBL 1922	1390 5,000 DA-N	Onondaga Radio Bcstg. Corp. 433 S. Warren St. 2-1147	CBS Free & Peters	O. F. Soule, p Samuel Woodworth, vp & gm Chas. F. Phillips, vp & cm	Raymond F. Ganter, pd Robert G. Soule, vp & pmm James J. Kelley, ce	Ray Owens, nd Alvin Warner, fd Wm. Thorpe, sd UP WE
WHEN(TV) 1948		Meredith Syracuse TV Corp. 101 Court St.		(For full information see TELECASTING Yearbook)		
*WHTV(TV) (CP)		U. of State of New York State Education Dept. Albany, N. Y.		(For full information see TELECASTING Yearbook)		
WNDR 1947	1260 5,000 DA-N	Syracuse Bcstg. Corp. 306 S. Salina St. 2-6101		Franklin H. Small, vp & cm		
WNDR-FM 1948	Chan. 273 (B) 102.5mc 8.5kw					
WOLF 1940	1490 250	Civic Bcstg. Corp. Onondaga Hotel 2-7211	Walker	T. S. Marshall, p, gm, cm & pmm Hamilton Woodle, pd & nd	Donald Muir, ce Chas. Shaw, fd	Red Parton, sd St. AP Col.
WSYR 1922	570 5,000 DA-2	Central N. Y. Bcstg. Corp. Syracuse Kemper Bldg. 3-7111	NBC Headley- Reed	S. I. Newhouse, o E. R. Vadeboncoeur, p & gm W. R. Alford, Jr., d. of sales A. Inman Marshall Jr., slm	W. V. Rothrum, vp & pd Armand D. Belle Isle, vp & ce Caley Augustine, pmm	Fred Hillegas, nd R. F. Doubleday, fd Ernie Cuno, sd L-W UP RCA
WSYR-FM 1946	Chan. 233 (B) 94.5mc 10kw					
WSYR-TV 1950		Central N.Y. Bcstg. Corp. Syracuse Kemper Bldg.		(For full information see TELECASTING Yearbook)		G E

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WTRY

the
**ALBANY-TROY
SCHEENECTADY
market**

WTRY keeps the lead
on the 1952 Hooper.

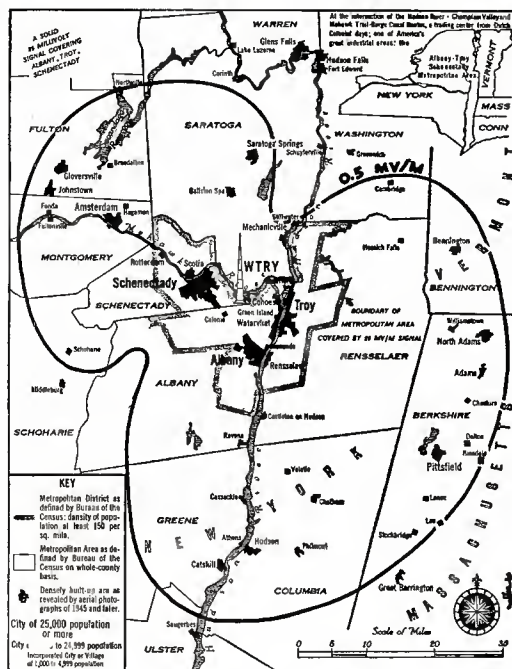
WTRY's rates are half
the No. 2 station's.

WTRY is a spectacular
"best buy".

CBS

**5000 WATTS
980 KC**

wraps up and
delivers . . .

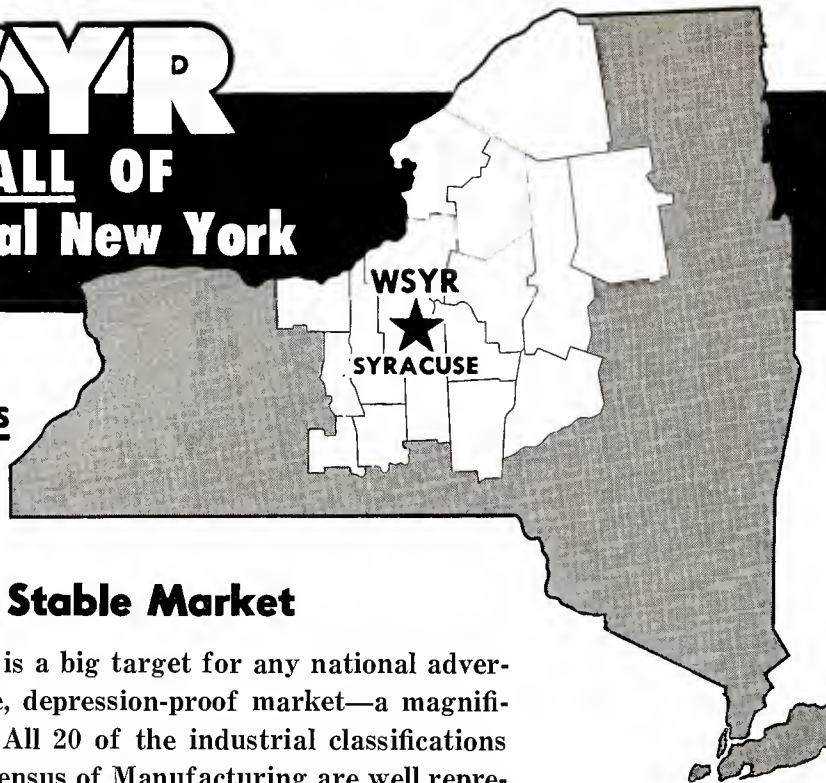


Represented by Headley-Reed Co.

WSYR

**COVERS ALL OF
Rich Central New York**

**BMB Nighttime
Audience Families
214,960**



A Stable Market

Central New York is a big target for any national advertiser. It is a stable, depression-proof market—a magnificent test market. All 20 of the industrial classifications listed in the U. S. Census of Manufacturing are well represented in the Syracuse metropolitan area. It is also the center of a rich agricultural area.

Distribution Center

Because it is literally the hub of New York State, with five transportation facilities, Syracuse has become a major distribution center. Many large consumer-goods companies have their division offices and warehouses here. Wholesaling is a big-volume business. The 1948 Census of Business shows 739 wholesalers doing an annual volume of \$547,000,000 and 147 manufacturers' sales branches with an annual volume of \$243,000,000. And there has been a substantial growth since then.

Skilled Labor

One of the factors that has made Syracuse an important manufacturing center is the vast pool of skilled labor available. An enlightened labor-management policy has kept this a peaceful labor area. But Syracuse is not merely an "industrial city." It is a center of higher education; a medical center; a tourist attraction—with people who live primarily in single dwellings—most of which are occupant-owned—who get out occasionally for their recreation but who can be reached in their homes with good radio programs—and sales messages. Syracusans are well off—booming department stores sales (Federal Reserve Board June, 1952 index, 107) are one indication. They are worth your best selling efforts, directed through their radio station—WSYR.

WSYR ACUSE
NBC AFFILIATE

**WSYR-AM • FM • TV—The Only Complete Broadcast Institution
in Central New York**

WRITE, WIRE, PHONE OR ASK HEADLEY-REED

NEW YORK—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter
TROY						
WFLY (FM) 1948	Chan. 222 (B) 92.3mc 5.4kw	Troy Record Co. Hotel Troy Ashley 2-7700	Rural Radio Gill, Keeffe, Perna	Frank L. York, o & gm Robert C. Goodrich, sm	Russell E. Wilde, cm Don G. Girard, pd	Karl H. Schabinger, ce Assoc. AP GE
*WHAZ 1922	1330 1,000 ST-WBRR WEVD	Rensselaer Polytechnic Institute 110 8th St. Ashley 2-3000		Livingston W. Houston, p Hiram D. Harris, gm	A. Olin Niles, pd & sd John T. Kunz, Jr., ce & nd	Mary M. McKeever, wd
WTRY 1940	980 5,000 DA-1	Troy Bestg. Co. Inc. 92 Fourth St. Ashley 4-1100	CBS Headley-Reed	H. C. Wilder, p W. W. Carter, Jr., gm E. M. Sleighel, cm	R. S. English, pd A. H. Chismark, ce John Givney, nd	Roy Shudt, sd Joyce Donovan, wd Cap. UP RCA
UTICA						
WGAT 1946	1310 1,000-D 500-N DA-N	Central Bestg. Co. Kellogg Rd. New Hartford, N. Y. 2-9231	Meeker	J. Eric Williams, p & gm C. D. Williams, pd	Jerry Benson, pmm Elbert Bailey, ce	Nick Dardano, nd Lloyd Walsh, sd AP G
WIBX 1925	950 5,000 DA-1	WIBX, Inc. First Nat'l Bank Bldg. 2-2101	CBS Colton, Clark, Bannan, Biddick	Margaret Bowen Stevens, p & gm Elliott Stewart, evp, sm & pd Nathan W. Cook, cm & pmm	Fred. C. Bowen, slm John T. Dowdell, ce Betty C. Griffin, prod. m	Robert Mahaney, nd Edwin Slusarczyk, fd Ellen T. Burt, wd Wld. UP RCA
WIBX-FM 1946	Chan. 245 (A) 96.9mc 9kw					GE
WKTU (TV) 1949		Cooper City Bestg. Corp. Smith Hill Rd. Rome Sentinel Co. 258 Genesee St. 2-5111			(For full information see TELECASTING Yearbook)	
WRUN 1947	1150 5,000-D 1,000-N DA-2		ABC Avery-Knodel	Bradley C. Barnard, p Fritz S. Updike, gm Richard A. Clark, cm	Edward N. Stemmler, pd, fd & sd Margaret E. Barnard, pmm George S. Wood, co-ce	C. F. Henry, co-ce Kenneth Thorpe, nd Assoc. AP RCA GE
WRUN-FM 1947	Chan. 289 (B) 105.7mc 4.3kw					GE
WALTON						
WDLA 1951	1270 1,000-D	Delaware County Bestg. Corp. 1270	Rural Radio	Dr. E. Ogden Bush, p Arthur Kyle, Jr., gm	Ernest C. Winkler, cm Gen Parker, pd	Gene Robinson, ce UP
WATERTOWN						
WATN 1941	1240 250	Watertown Bestg. 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 Saif, Jr., gm & cm	Earl R. Kelly, sm James W. Higgins, asst. sm	Maynard B. Davis, ce Wld., Assoc. UP RCA
WWNY-FM 1948	Chan. 263 (B) 100.5mc 14.4kw					
WWNY-TV (CP)		Brockway Co. Hotel Woodruff 4120			(For full information see TELECASTING Yearbook)	
WETHERSFIELD						
WFNF (FM) 1948	Chan. 299 (B) 107.7mc 5.4kw	Rural Radio Network 306 E. State St. Ithaca, N. Y. 4-6357	Rural Radio Gill, Keeffe, Perna	Donald K. deNeuf, gm Geo. B. Holland, controller	Merrill N. Knapp, pd Thomas R. Humphrey, ce	H. Stilwell Brown, slm Assoc. UP GE
WHITE PLAINS						
WFAS 1932	1230 250	Westchester Bestg. Corp. 8 Church St. 9-6400	Headley-Reed	Valentine E. Macy Jr., p Frank A. Seitz, ce, vp & mgng. d John E. Arens, cm	Randall Kaler, pd	John H. Hade, pmm Lenny Dillon, sd Assoc., Cap. AP WE
WFAS-FM 1947	Chan. 280 (A) 103.9mc 1kw					REL
NORTH CAROLINA						
AHOSKIE						
WRCS 1948	970 1,000-D	Roanoke-Chowman Bestg. Co. Inc. P. O. Box 89 333	Dora-Clayton	Charles H. Jenkins, p P. G. Sewell, gm & cm Johnny Palmer, pd & sd	(Mrs.) Emily Harris, pmm J. M. Sherwood Jr., ce Bert Derman, nd	Bob Harrell, fd Elva Creech, wd Wld. UP Ray.
ALBEMARLE						
WABZ 1947	1010 1,000-D	Radio Station WABZ Inc. Hotel Albemarle 1100	KBS	M. M. Palmer, p W. J. Page, gm C. H. Shankle, cm	Lee W. Kinard, pd	J. D. Brooks, ce Wld. AP Ray.
ASHEBORO						
WGWR 1947	1260 1,000-D	Asheboro Bestg. Co. Inc. 303 E. Salisbury St. 2187		Roy Cox, p J. R. Marlow, gm & cm	A. B. Brown, pd, nd & fd Ryan R. Neely, pmm C. C. Penny, ce	Dick Sweeney, sd Dorothy Lewallen, wd Thes. UP Ray. Ray.
WGWR-FM 1949	Ch. 222 (B) 92.3mc 10kw					
ASHEVILLE						
WISE 1939	1310 5,000-D 1,000-N-DA-N	WISE Inc. 100 College St. 3-5381	NBC Bolling	Harold H. Thoms, p & gm Loyd B. Leonard, cm Arthur Borgesen, pd	Floye Bowers, pmm & wd John Randolph, ce	Ed Storie, nd & sd AP Col.
WISE-TV (CP)		WISE Inc. 100 College St. 3-5381			(For full information see TELECASTING Yearbook)	
WLOS 1947	1380 5,000-D 1,000-N-DA-N	Skyway Bestg. Co. Battery Park Hotel 2-2431	ABC Taylor	Charles B. Britt, evp Charles E. Newcomb, gm George Roesler, cm	Bill Robertson, pd Herbert C. Turner, pmm William M. Chambers, ce	R. Fred Brown, nd & sd 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	Carl R. Bamford, p Zeb Lee, gm & sd Hal Edwards, cm	Frank Messer, pd & nd James W. Young, pmm	William Clements Jr., ce Harry Varner, fd AP Ray.

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**the
magnolias
are
marvelous
but**



COLOSSUS OF THE CAROLINAS



...the market is magnificent!

If you've slipped into thinking of the south in terms of magnolia and honeysuckle—take another look at the Carolinas-south. You'll see magnolias but you'll also see industry producing 1/2 of the nation's textiles, 1/3 of its hosiery and 1/7 of its household furniture. And take a long look at Charlotte, Capital of the Carolinas, where a 75-mile radius embraces more people than the same radius of Richmond, Birmingham, Atlanta or New Orleans. Don't be magnolia myopic—get the full Carolinas market story from WBT or CBS Radio Spot Sales.

WBT

CHARLOTTE, NORTH CAROLINA

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales

NORTH CAROLINA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li- brary, News Service Transmitter
ASHEVILLE—(Cont'd)						
WWNC 1927	570 5,000-DA-N	Asheville Citizen- Times Co. 14 O. Henry Ave. 5611	CBS, MBS H-R Reprs.	Don S. Elias, p Cecil B. Hoskins, gm	James A. Hagan, slm William F. Mella, pd & nd William H. Hamrick, ce	Tom Knight, sd (Mrs.) Ellen Callahan, wd Assoc. AP, UP RCA
BOONE						
WATA 1950	1450 250	Wilkes Bestg. Co. Depot St. 467	MBS	Doris B. Brown, p & gm W. Ralph Tugman, cm Roland B. Potter, secy- treas.	William R. Craig, pd, nd, fd & sd M. J. Corrington, pmm	Bill Phillips, ce AP RCA
BREVARD						
WPNF 1950	1240 250	Pisgah Bestg. Co. Inc. Brevard 3-2611	MBS	Ed M. Anderson, p M. L. Hammette, gm & cm	David Sherrill, pd & nd John Anderson, Jr., pmm William Pascal, ce & sd	Bob Lyons, fd Frances Walker, wd AP G
BURLINGTON						
WBBB 1941	920 5,000-D	Alamance Bestg. Co. Inc. 318 S. Main 6-6376	MBS, KBS McGillvra	E. Z. Jones, gm & co-nd Phil Eakin, cm Ed Brooks, pd, fd & co-nd	Ted Hanker, pmm Berry Tysor, ce	Bob Thompson, sd Doris Rickard, wd Assoc. AP G
WBBB-FM 1946	Ch. 267(B) 101.1mc 3.8kw					
WFNS 1946	1150 1,000-D	Burlington Graham Bestg. Co. 113 W. Andrews St. 4261	Tobacco Dora-Clayton	L. E. Neese, p G. C. Starnes, gm Wally Mack, cm	Leon Smith, pd & nd T. H. Mackintosh, pmm Charles Chandler, ce	Lee Cooper, fd Joe Sansone, sd Bob Neimyer, traffic m Wld. UP WE
WFNS-FM 1946	Ch. 230(B) 93.9mc 2.85kw					Wld. UP WH
CHAPEL HILL						
WCHL (CP)	1360 1,000-D	Village Bestg. Co. c/o L. T. Dark P. O. Box 44 Siler City, N. C.		Roland McClamroch Jr., co-o & gm Roy E. Fullen, co-o & ce	L. T. Dark, co-o	Harold Nall, cm L-W, SES. AP Col.
CHARLOTTE						
WAYS 1942	610 5,000-D 1,000-N DA-2	Inter-City Advertising Co. of Charlotte, N. C., Inc. 120 E. Third St. 3-7173	ABC Bolling	George W. Dowdy, p James P. Poston, gm J. B. Clark, pd, nd & sd	Kenneth McClure, pmm B. C. Stewart, ce	Gladys Lavitan, wd L-W, SES. UP Col.
WAYS-FM 1947	Ch. 299(B) 107.7mc 2kw					UP Fed.
WBT 1922	1110 50,000 DA-N	Jefferson Standard Bestg. Co. Wildier Bldg. 3-8833	CBS CBS Radio Sales	Joseph M. Bryan, p Chas. H. Crutchfield, vp & gm Larry Walker, vp & asst. gm	Bill Melson, act. pd Robert Covington, asst. vp of sls & pm Wallace J. Jorgenson, natl, slm M. J. Minor, ce	Kenneth Tredwell, asst. vp prof. & publ. rel. Lee Kirby, sd Grady Cole, fd Jack Knell, nd C. K. Spicer, bus. m Assoc., Wld AP, UP RCA
WBT-FM 1947	Ch. 260(B) 99.9mc 56kw					REL.
WBT(TV) 1949		Jefferson Standard Bestg. Co. Wildier Bldg. 3-8833				(For full information see TELECASTING Yearbook)
WGIV 1947	1600 1,000-D	Charlotte Radio & Television Corp. 3229 S. Blvd. 2-6669 & 5-4829	Forjoe	Francis M. Fitzgerald, p & gm Henry G. Grad, cm Charles E. Friar, pd & pmm	Sam K. Lineberger, ce Julian Barber, nd Alonzo Squires, fd	Eric C. Dehlin, sd Frances Crowell, wd Cap. AP GE
WIST 1952	930 5,000-D 1,000-N-DA-N	The Bestg. Co. of the South 104 Liberty Life Bldg. 6-3511	MBS Free & Peters	B. Calhoun Hipp, p Guy Vaughan Jr., mgng. d Everett T. Bemont, cm	Fred Vinroot, pd Foster M. Routh, pmm, nd & sd	John N. Parker Jr., ce Lee W. Saunders, wd Thes. AP G
WIST-FM 1952	Ch. 284(B) 104.7mc 5kw					WE
WSOC 1933	1240 250	WSOC Inc. 1925 N. Tryon St. 2-7138	NBC H-R Reprs.	E. J. Gluck, p & gm Bomar Lowrance, cm	Armand Bodie, pd, pmm & sd L. L. Caudle Jr., ce	Fred Dixon, nd & fd AP RCA
WSOC-FM 1948	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 J. R. H. Wilson, cm	W. E. Stone, pd J. L. McFarland, ce	Conrad Phillips, pdm Betsy Scarboro, traffic m St. AP GE
CLINTON						
WRRZ 1947	880 1,000-D	Radio Station WRRZ Inc. Butler Bldg. 2354		W. R. Roberson Sr., p		
CONCORD						
WEGO 1943	1410 1,000-D	The Cabarrus Bestg. P. O. Box 527 2-6000		A. W. Huckle, p	Elizabeth G. Huckle, gm	Howard McCurry, cm & pd James Wise, ce AP
DUNN						
WCKB 1946	780 1,000-D	N. C. Central Bcstrs. P. O. Box 431 3133 & 3134	KBS Continental	L. A. Tart Sr., p A. Lincoln Faulk, gm Carl E. Lamm, cm	E. L. Burwell, pd Polly Faulk, pmm & wd Joseph Kotlas, ce	Gene Purcell, nd Hershell Barbour, fd Al Compton, sd L-W UP G
DURHAM						
WDNC 1934	620 5,000-D 1,000-N-DA-2	Durham Radio Corp. 138 E. Chapel Hill St. 6-155	CBS Raymer	Carl C. Council, p J. Frank Jarman, vp & gm	Woody Woodhouse, cm & sd E. R. Higgins Jr., pd George Bartlett, ce	Sue Germino, office m Frances Jarman, wd Assoc. UP WE
WDNC-FM 1948	Ch. 286(A) 105.1mc 36kw					
WSSE 1948	1490 250	Public Information Corp. 211 Rigsbee Ave. 6919 & 6910	MBS	Thomas B. Sawyer, p Thomas O. McCaffrey, gm William R. Kirby, cm	Edwin J. Coles, pd & sd Harry Baum, pmm Edward Norman, ce	David Welborne, nd Charles Cook, fd Leslie Carroll, wd Cap. INS WE
WTIK 1946	1310 1,000-D 500-N-DA-N	Durham Bestg. Enter- prises 205½ W. Main St. 6101	ABC Pearson	Harmon L. Duncan, p Floyd Fletcher, vp Tom Mitchell, cm	Charlie Cash, pd Mike Thompson, pmm A. A. White, ce	Jack Watts, fd Jane Bullock, wd Cap., Wld. AP RCA

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EDENTON

WEDA 860 Tar Heel Bcstg.
(CP) 1,000-D 302 E. 9th St.
Scotland Neck, N. C.

ELIZABETH CITY

WCNC 1240 Albemarle Bcstg. Co. Jos. A. Gill, p
1939 250 E. Colonial Ave.
4370
WGAI 560 WGAI Radio Co. Inc. ABC Kate Ford Peele, p
1947 1,000-LS Kramer Bldg. C. Alden Baker, gm
500-N-DA-2 4372 Bob Thomas, cm Gene Marshall, pd & fd
Annie Blount, nd AP
G. F. Williams, ce Gretchen Voeth, wd Ray.

ELKIN

WIFM 1540 Yadkin Valley Bcstg. MBS Al Hinshaw, co & ce Claude White, cm Joe Foster, pd L-W
1951 250-D Co. Continental UP
1141 Elk Spur St. Ray.
739
WIFM-FM Ch. 265(A) 100.9mc 0.35kw
1949 Rel.

FAIRMONT

WFMO 860 Carolinas Bcstg. Co.
(CP) 1,000-D c/o W. V. Morgan
Raeford, N. C.

FAYETTEVILLE

WFAI 1230 Rollins Bcstg. Inc. CBS John W. Rollins, p Thomas D. Harrell, cm Dona Beachnau, wd
1948 250 P. O. Box 607 O. Wayne Rollins, evp Ted Austin, pd & nd Bill Erickson, ce
2-8131 & 2-8132 Wayne H. Mayes Jr., gm Covey Yarbrough, pmm Hugh Zachary, fd AP
WFLB 1490 Fayetteville Bcstrs. ABC L. W. Allen, gm Charles M. Gaylord, cm William D. Bailey, ce Wld.
1948 250 Inc. Burn-Smith William Farrior, pd, nd & sd Wes Wise, sd AP
2-7136 RCA
WFNC 1390 Cape Fear Bcstg. Co. MBS Victor W. Dawson, gm John J. Ikner, ce Vestal Taylor, nd & fd
1940 5,000-D 1,000-N-DA-2 2-4848 Tom Harrell, cm Mac Stamps, pd UP
WFNC-FM Ch. 251(B) 98.1mc 14kw
1947 UP
GE

FOREST CITY

WBBO 780 Rutherford County Ed M. Anderson, p & gm Jane Smith, pd, pmm & wd Lee Kanipe, nd & fd
1947 1,000-D Radio Co. Inc. Forest City Merton Iwerks, ce Moon Martin, sd Thes.
3205 AP
WBBO-FM Ch. 227(B) 93.3mc 1.5kw Johnson
1948 REL

FUQUAY SPRINGS

WFGV 1460 WFGV Bcstr. Co. KBS J. M. Stephenson, co Walt Pearson, pd William Peele, sls d
1948 1,000-D P. O. Box 416 Marshall T. Pack, gm Bill Pack, pmm & fd Mark Thomas, nd
333 A. C. Hayes, cm Harry Stephenson, ce Ray Godwin, sd Ruby L. Pack, wd UP
G

GASTONIA

WGNC 1450 (Mrs.) Catherine T. ABC (Mrs.) Catherine T. F. C. Abernethy, cm W. C. Groves Jr., ce L-W
1939 250 McSwain, p Continental McSwain, p Fred Gray, pd & sd UP
WGNC-FM Ch. 270(B) 101.9mc 11.1kw
1947 RCA
WLTC 1370 Gastonia Bcstg. Serv- Clark James B. Petty, p & gm Earl Holder, pd, nd & sd Naomi Edens, wd Wld.
1948 1,000-D ice Inc. B. C. Morrow, cm Don Voigt, ce & fd UP
5-1079 Ray.

GOLDSBORO

WFMC 730 Southern Radio & Tele- KBS Hayden Stuart, p Carroll J. Chambers, cm W. W. Bridges, ce UP
1951 1,000-D vision Corp. William R. Murray, gm Charles S. Carter, pd WE
WGBR 1150 Eastern Carolina ABC A. T. Hawkins, p Doyle Satterthwaite, pd & Jack Lee, sd Assoc.
1938 1,000-DA-2 Bcstg. Co. Vassie G. Balkcum, gm nd Daniel B. Trueblood, ce AP
WEQR(FM) Ch. 227(B) 93.3mc 35kw
1946 (WGBR, AM affiliate) REL

GREENSBORO

WBIG 1470 North Carolina Bcstg. CBS Allen Wannamaker, gm Virginia Neese, pmm Banner Shelton, fd Wld.,
1926 5,000-DA-N Co. Inc. Bill Mitchell, cm Jim Miller, ce Frances Santomauro, wd Thes.
O. Henry Hotel 6125 Add Penfield, nd & sd AP
WCOG 1320 Inter-City Adv. Co. ABC George W. Dowdy, p Jeri Gore, pmm John Parker, sd UP
1948 1,000-DA-1 314 S. Greene St. 3-6925 B. George Barber Jr., Ernest C. Pate Jr., ce Bob Williams, fd Ray
3-6925 g & cm
Robert W. Stroh, pd & nd
(For full information see TELECASTING Yearbook)
WCOG-TV Inter-City Adv. Co. 316 S. Greene St. 3-6925 E. B. Jeffress, p Virgil V. Evans, cm W. E. Neill, ce Assoc.
(CP) Greensboro News Co. 212 N. Davie St. 4-0114 Gaines Kelley, gm Gomer R. Lesch, pd UP
WFMY(FM) Ch. 247(B) 97.3mc 34kw
1948 WE
WFMY-TV Greensboro News Co. 212 N. Davie St. 4-0114 (For full information see TELECASTING Yearbook)
1949
WGBG 1400 Greensboro Bcstg. Co. MBS Ralph M. Lambeth, p, gm Fred S. Smith, ce Dick McAdoo, sd UP
1942 250 Inc. Burn-Smith H. Marie Craven, pd & wd Bob Jones, nd Bob Montgomery, fd G
3-3631 Earl O. Sullivan, pmm

GREENVILLE

WGTC 1590 Carolina Bcstg. System MBS Earl McD. Westbrook, p Margaret J. Laughinghouse, pd George Webb, nd & fd Wld.,
1940 5,000-D Inc. A. Hartwell Campbell, gm Carl J. McKinney, pmm Charles Whedbee, sd AP
1,000-N-DA-N Greenville 3182 Hank Tribley, ce UP

HENDERSON

WBID 1450 Nathan Frank Nathan Frank, p, gm & cm Allen McLellan, pd Sam Buffington, pmm
1952 250 219 S. Williams St. 4091
WHNC 890 Henderson Radio Corp. MBS S. S. Stevenson, p Tommy Powell, pd James Mayo, ce Thes., L-W
1945 1,000-D Norlina Rd. 7136 & 7137 Nathan Frank, gm & cm Virginia Frank, pmm Bob Harrison, nd & sd AP
WHNC-FM Ch. 223(B) 92.5mc 9kw
1948 AP
WH

MONROE

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

MOORESVILLE

WHIP 1350 Wayne M. Nelson KBS Wayne M. Nelson, p & gm E. M. Stanton Jr., ce
1950 1,000-D Mooresville 3-4301 Cap.
UP
WE

MOREHEAD CITY

WMBL 740 Carteret Bcstg. Co. Inc. McGillvra Grover C. Munden, p & gm Ray Cummins, pd, ce, sd Walder Niemi, nd & fd
1947 1,000-D P. O. Box 740 6-3188 Jimmy Wallace, cm & pmm & wd Wid.
UP
WE

MORGANTON

WMNC 1490 Nathan J. Cooper MBS Nathan J. Cooper, p Madelyn Y. Patton, pd & Douglas Smith, nd
1947 250 P. O. Box 698 1100 wd Frank A. Ballew, ce AP
Ray.

MOUNT AIRY

WPAQ 740 Ralph D. Epperson KBS Ralph D. Epperson, p & gm Bill Belton, pmm Neil Smith, fd
1948 1,000-D Springs Rd. 1400 Lucy E. Bowman, cm Bruce Fleming, ce Johnny Joyce, sd AP
WSYD 1240 Mount Airy Bcstrs. MBS Robert Hennis Epperson, Erastus F. Poore, cm Tom Stewart, nd Olive Epperson, wd Col.
1951 250 Inc. P. O. Box 216 581 James E. Harrelson, pd Lloyd Simmons, nd & fd
Col.

NEW BERN

WHIT 1450 Harmon L. Duncan MBS Harmon L. Duncan, p Stuart Hall, pd & ce Patsy Poole, wd L-W
1943 250 Highway 17 S. 4450 Roy Ingram, pmm & nd Charles Pugh, fd UP
WOOW 1490 Craven Bcstg. Co. WOOV (CP) 250 P. O. Box 902 Bruce Lee, asst. gm & sd Charles Pugh, fd

NEWTON

WNNC 1230 Newton-Conover MBS Charles C. Turner, o Moe Fox, pd Dennis C. Long, ce SES.
1948 250 Bcstg. Co. P. O. Box 148 930 George C. Yarbrough Jr., gm James W. Batts, cm & pmm Mrs. Cecile R. Bost, wd UP
Ray.

NORTH WILKESBORO

WKBC 810 Wilkes Bcstg. Co. KBS (Mrs.) Doris B. Brown, p Roland B. Potter, cm Anne Martin, wd Thes.
1947 1,000-D Radio Bldg. 633 & gm & nd Claude Ranev, pd & nd Walter Harrold, ce AP
Col.

OXFORD

WOXF 1340 Oxford Bcstg. Corp. Frank W. Hancock, p Bob Smith, pmm Hart Curl, fd Cao.
1949 250 P. O. Box 1111 4167 James F. Flanagan, gm Howard Harrell, ce Doris Dickerson, wd UP
Ray.

RALEIGH

WETV(TV) (CP) Sir Walter Television & Bcstg. Co. 204 W. 6th St. Erie, Pa. (For full information see TELECASTING Yearbook)

WNAO 850 News & Observer Pub. ABC Weed Frank A. Daniels, p A. F. Schroy, pd Fal Stanley, fd Wid.
1948 10,000-D Co. 219 S. McDowell St. 2-0321 G. F. Albright, gm Eugene J. Reopelle, ce Jim Simpson, sd UP
5,000-N-DA-N Guy Zwahlen, cm Bill Anthony, nd Ruth Justice, wd RCA

WNAO-FM Ch. 241(A) 96.1mc 47kw

WPTF 680 WPTF Radio Co. NBC Free & Peters S. B. Coley, p Graham P. Poyner, prog. J. Edgar Kirk, nd L-W
1924 50,000-DA-N Insurance Bldg. 8311 Richard H. Mason, vp & gm Buddy Vaden, pmm Bill Jackson, fd AP
UP
WH
R. W. Youngsteadt, slm. Henry Hulick, Jr., ce Harriet Pressly, wd

WPTF-FM Ch. 234(B) 94.7mc 15kw

WRAL 1240 Capitol Bcstg. Co. Inc. MBS Forjoe A. J. Fletcher, p Herbert Pearson, cm William Armstrong, nd
1939 250 130 S. Salisbury St. 6411 Fred Fletcher, gm George Hall, pd Ray Reeve, sd AP
WE

WRAL-FM Ch. 268(B) 101.5mc 54kw

REIDSVILLE

WFRC 1600 Piedmont Carolina ABC, KBS H. T. Williams, p Alfred Nelson, pd Paer Smith, nd & fd Thes.
1947 1,000-DA-N Bcstg. Co. P. O. Box 990 4361 Steve Woodson, gm James Mead, pmm Sam E. Sexton, ce AP
Ray.

WREV 1220 Reidsville Bcstg. Co. Southern Continental William M. Oliver, p, gm Gene Whitaker, pmm William M. Oliver Jr., ce St.
1950 250-D Inc. 114½ N. Scales St. 7051 & cm (Mrs.) Karye P. Oliver, pd Johnny O'Neill, sd UP
G

WREV-FM Ch. 271(B) 102.1mc 1.6kw

ROANOKE RAPIDS

WCBT 1230 WCRT Inc. MBS, KBS J. W. Crew Jr., p & gm Jerry Elliott, sm, pmm, nd Ed McLeod, ce L-W, SES.
1939 250 251 Roanoke Ave. 7-2545 & fd Al Joseph, sd UP
WE
Ref.

WKFM Ch. 254(B) 98.5mc 16kw

ROCKINGHAM

WAYN 900 WAYN Inc. Wayne M. Nelson, p & gm Wm. Futterer, cm William E. Henley, ce Cap.
1946 1,000-D 4041 UP
WE

ROCKY MOUNT

WCEC 810 Eastern Carolina Elec- KBS Josh L. Horne, p Ray Wilkinson, pd & nd Tal Pollard, fd Assoc.
1947 1,000-D tronics Inc. 115 N. Church St. 2-3109 Mel Warner, gm & pmm Grover Taylor, ce Buddy Primm, sd AP
Col.

WFMA Ch. 264(B) 100.7mc 33kw

WEED 1390 Wm. Avera Wynne ABC Wm. Avera Wynne, p & gm R. E. Horner, cm J. R. Morris, ce Thes.
1933 1,000-DA-2 Nashville Highway 8149 Burn-Smith E. Snipes, pd AP
Ray.

WEED-FM Ch. 221(A) 92.1mc 0.27kw

ROXBORO

WRXO 1430 Roxboro Bcstg. Co. Harold S. Taylor, gm & cm John Mauti, pd Lloyd Perkins, ce UP
1949 1,000-D P. O. Box 130 6013 WE

NORTH CAROLINA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter	
SALISBURY							
WSAT 1948	1290 1,000-DA-N	Mid Carolina Bestg. Co. Milford Hills Rd. 276	ABC Dora-Clayton	C. H. Wentz, p W. F. Fleming, gm R. M. Hunt, cm	G. F. Allen, pd E. L. Sherman, ce	G. M. Atkins, nd Grady Cole Jr., fd N. N. Sowers, wd	Wld. UP G
WSTP 1938	1490 250	Piedmont Bestg. Corp. Center Theatre Bldg. 2121	MBS Burn-Smith	Bryce P. Beard Sr., p Alex P. Beard, gm Katherine F. Murphy, cm	Russ McIntire, pd & pmm Jim Turner, nd & fd	Hal Frazier, sd Lib Snyder, wd AP WE AP REL
WSTP-FM 1947	<i>Ch. 293 (B)</i> 106.5mc 21.5kw						
SANFORD							
WEYE 1952	1290 1,000-D	Waldo W. Primm 519 Cross St. 1269		Waldo W. Primm, o & gm	W. M. Primm, pd & sd	Clint Long, nd	Assoc., SES. AP G
WWGP 1946	1050 1,000-D	Sandhills Bestg. Co. P. O. Box 651 860	KBS	J. R. McIver, p W. E. Horner, secy.-treas. Harry C. Barfield, gm & pmm	Del Carty, cm, pd & sd Ed O. Koprivier, ce	Les Williams, nd & fd Effe Covert, wd	Wld. UP G
WWGP-FM 1950	<i>Ch. 228 (A)</i> 105.5mc 0.49kw						
SHELBY							
WOHS 1946	730 250-D	Western Carolina Radio Corp. P. O. Box 1401 6313	MBS, KBS	Lee B. Weathers, p Robert M. Wallace, vp & gm Max P. Butler, cm & asst. m	Edwin A. Patterson, ce Hugh Dover, fd	Don McLain, sd Lillian Legrand, wd	SES. UP Ray.
WOHS-FM 1948	<i>Ch. 241 (B)</i> 96.1mc 2.6kw					 REL
SILER CITY							
WNCA 1952	1570 1,000-D	Chatham Bestg. Co. P. O. Box 212 617		H. Tom Morris, gm	Bob Bullington, cm	Earleen Bason, wd	L-W, SES. UP Col.
SMITHFIELD							
WMPM 1950	1270 1,000-D	Selma Smithfield Bestg. Co. Buffalo Rd. 2434		John S. Townsend, ptrn. & gm J. Fred Horton, ptrn. Charles I. Parrish, cm	Bill Kriby, pd & nd Tom Slade, pmm & sd Bill Burwell, ce	Mozelle Phillips, fd Louise Grimmer, wd	Cap. UP G
SOUTHERN PINES							
WEEB 1947	990 1,000-D	The Sandhill Com- munity Bcstrs. Inc. 113-115 Brono St. 2-2942	MBS	Jack S. Younts, p & gm Joseph Warren, cm Bub Ward, pd	Elizabeth Younts, pmm Melvin Kushner, ce	E. H. Garrison, fd Emily Scheipers, wd	Assoc. AP G
STATESVILLE							
WSIC 1949	1400 250	Statesville Bestg. Co. P. O. Box 1189 9078	MBS Continental	Chas. D. Melton, gm & cm	Bill Brown, pd, pmm & nd Ken. T. Abernathy, ce	Hadley Williamson, sd	Wld. AP Tem.
WSIC-FM 1949	<i>Ch. 239 (B)</i> 105.7mc 2.7kw					 REL
TARBORO							
WCPS 1947	760 1,000-D	Coastal Plain Bestg. Co. Edgecomb Bank Bldg. 2191		V. E. Fountain, p J. T. Snowden Jr., gm	J. Porter McNair, cm Ben F. Mayo, pd	G. Lee Hodges, ce	Wld. AP Ray
WCPS-FM 1952	<i>Ch. 282</i> 104.3mc 8kw					 WE
THOMASVILLE							
WTNC 1947	790 1,000-D	Thomasville Bestg. Co. P. O. Box 750 2701		George W. Lyles Sr., p Harold Harrison, gm & cm Frank Thomas, asst. cm	James McAden, ce Joe Long, nd	David Cockman, sd Neil Fouts, wd	SES. UP G
WTNC-FM 1949	<i>Ch. 252 (A)</i> 98.3mc 0.45kw					 RCA
WADESBORO							
WADE 1947	1210 1,000-D	R. P. & R. A. Lyon Radio Bldg. 620	KBS Walker	R. P. Lyon, p R. A. Lyon, secy.-treas. James A. Ballard, gm	Willard Billingsley, sm, nd Robert W. Jones, cm W. A. Kiker, pd	Ruth Austin, pmm Kenneth R. Read, ce Charles Stegall, fd	Cap. UP G
WADE-FM 1951	<i>Ch. 240 (A)</i> 95.9mc 0.285kw						
WALLACE							
WLSE (CP)	1400 250	Duplin Bestg. Co. Kramer's Dept. Store		Harry Kramer, o			
WASHINGTON							
WHED 1948	1340 250	Beaufort Bestg. Co. Inc. U. S. Highway 17 S 278	KBS Continental	Lee B. Wynne, p William R. Abeyollnfs, 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 & cm	Merrill Daniels, pd Gene Hodges, pmm	Bob West, nd & sd AP WE

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IN

NORTH CAROLINA

WSJS

DELIVERS

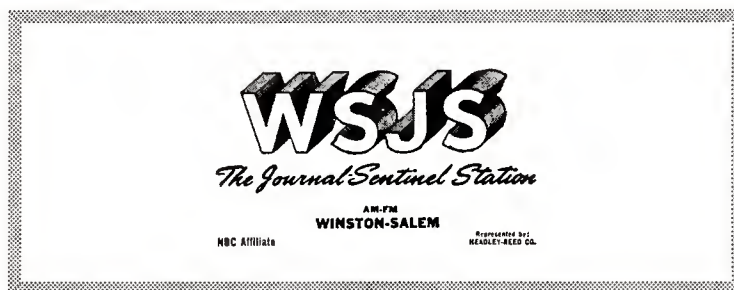
A 15-COUNTY MARKET

with

\$580,950,000* RETAIL SALES

* Sales Management 1952
Survey of Buying Power

MORE VALUE FOR YOUR ADVERTISING DOLLAR



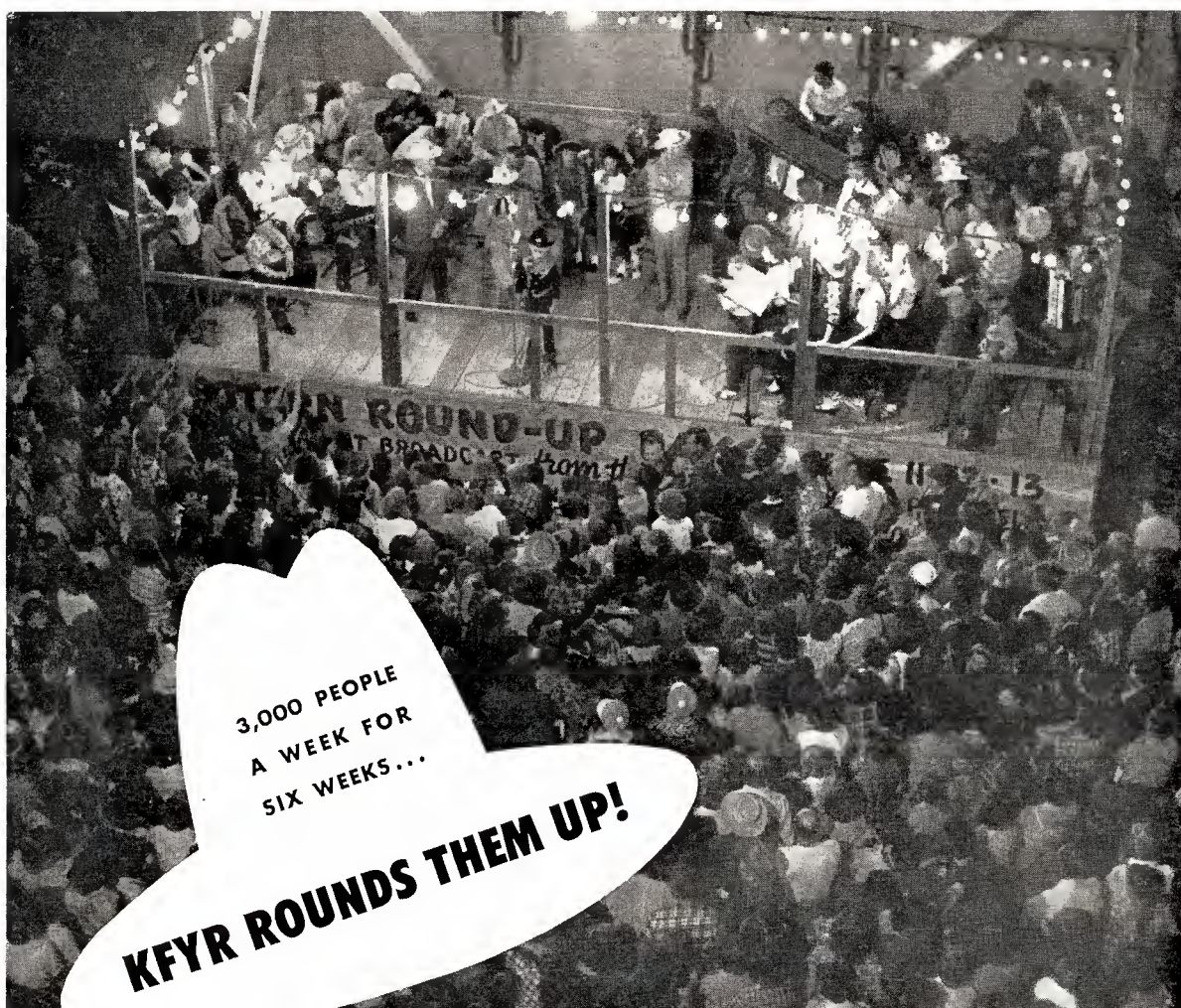
NORTH CAROLINA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li- brary, News Service Transmitter
WAYNESVILLE						
WHCC 1947	1400 250	WHCC Inc. Main St. 650	MBS Continental	Holt McPherson, p James B. Childress, vp, gm & cm Don Matney, pd & pmm	Frank Wilbur, ce Wayne Franklin, fd	Al Whitehead, sd Theatrice C. Childress, wd L-W Ray.
WHITEVILLE						
WENC 1946	1240 250	Whiteville Bcstg. Co. Inc. P. O. Box 700 2133	MBS Clark	J. A. Maulsby, p Ward A. Coleman, gm Jerry Honeycutt, cm	Dave Winslow, pd Steve Hart, ce	Martha Mendendall, traffic m Assoc., Thes., Cole, SES AP Ray.
WILLIAMSTON						
WIAM 1951	900 1,000-D	Martin County Bcstg. Co. 110 S. Smithwick St. 2478		James H. Gray Sr., co-o Charles R. Gray, co-o R. B. Armstrong, gm, cm & pmm	Carl B. Armstrong, pd & fd James Kitchengs, ce	Bill Smith, nd & sd Delores Beard, wd L-W UP G
WILMINGTON						
WGNI 1946	1340 250	New Hanover Bcstg. Co. 211 N. Second St. 2-2493	MBS Pearson	J. S. Brody, p Allen B. Jones, gm Tommy Thompson, cm	Paul Parker, pd & nd Lou Essick, pmm & sd	Art Madeley, ce Thes. UP WE
WMFD 1935	630 1,000-DA-2	Richard Austin Dunlea 225 Princess St. 4340	ABC, CBS Burn-Smith	Richard Austin Dunlea, p & gm Claud O'Shields, cm	Bruce Buchanan, pd & sd R. A. Dunlea Jr., pmm	Herb Adams, nd UP RCA
WMFD-FM 1949	Ch. 242(B) 96.3mc 11.5kw					
WILSON						
WGTM 1937	590 5,000-DA-2	Watson Industries Inc. Herring Ave. Ext. 2188	CBS Walker	P. T. Watson, p Henry Sullivan, gm Clint Farris, asst. m & sd	R. R. Brunson, cm C. A. Kincaid, pd & pmm W. H. Malone, ce	Mike Silver, nd Bill Glover, fd Clare Esty, wd Thes. UP Ray.
WVOT 1948	1420 1,000-D 500-N-DA-N	Wilson Radio Co. Inc. 5157	MBS	H. W. Anderson, p H. W. Severance, gm P. O. Barnes, cm	Joel Lawhon, pd (Mrs.) Lynda Thomas, pmm Dan Williams, ce	Wally Williams, fd AP RCA
WINSTON-SALEM						
WAAA 1950	980 1,000-D	Community Bcstg. Service Inc. Atlantic Bldg. 2-4121		Roger Page Jr., p		
WAIR 1937	1340 250	WAIR Bcstg. Co. Pepper Bldg. 2-1133	ABC Walker	George Walker, p & gm Pat Taylor, cm Joann Williams, pd	Lawrence Patrick II, pmm Lee King, ce	Bill Currie, sd Frances Denny, wd Wid., Cap. AP WE
WAIR-FM 1947	Ch. 226(B) 93.1mc 34kw				 RCA
WSJS 1930	600 5,000-DA-2	Piedmont Pub. Co. 419-21 N. Spruce St. 5-2311	NBC Headley- Reed	Gordon Gray, p Harold Essex, vp & gm Harry B. Shaw, slm	Robert C. Estes, prog. m Phil Hedrick, d of engrg. F. O. Carver Jr., nd	Harvey Dinkins, fd Max Ulrich, sd Assoc. UP WE
WSJS-FM 1947	Ch. 281(B) 104.1mc 48kw				 GE
WTOB 1947	1380 1,000-DA-1 CP: 5,000-D 1,000 DA-N	Winston-Salem Bcstg. Co. P. O. Box 2798 3-4353	CBS, MBS Taylor	James W. Coan, p John G. Johnson, gm Owen Spann, pd & sd	Jack Wiggins, pmm Ben Vogler, ce Robert St. Lawrence, nd & sp. events d	Johnny Miller, fd Avery Gibson, wd Thes. AP G

NORTH DAKOTA

BISMARCK						
KFYR 1925	550 5,000 DA-N	Meyer Bcstg. Co. 202½ 4th St. 468	NBC Northwest Blair	Mrs. Etta H. Meyer, p F. E. Fitzsimonds, exec. vp & sm	R. W. MacLeod, cm Cal Culver, pd	Ivar Nelson, ce Jack Swenson, nd Doug Anderson, sd Thes. UP RCA
DEVILS LAKE						
KDLR 1925	1240 250	KDLR, Inc. 1025 3rd St. 1090	MBS, KBS Great Northern Lawson	Bert Wick, p & gm Paul R. Lange, cm	Wilbur Clemenson, pd Richard Moritz, ce	Norman Buckner, nd Jack Miller, sd Ses., Wid. UP WE
DICKINSON						
KDIX 1947	1230 250	Dickinson Radio Assoc. 119 2nd Ave. W. 4113	KBS	P. J. Weir, p Orville F. Burda, gm & pmm E. A. Spear, cm	Lauren Haacke, pd Benjamin G. Lockerd, ce Dick Severson, nd	William Mason, sd Marguerite Graham, wd Wm. R. Rittman, fd Ses., St., Wid. AP G

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Out Where the West Begins . . .

KFYR...

★ . . . pays off extra dividends as the result of an intense listener loyalty built up by over 27 years of outstanding local programming.

★ . . . gives you the nation's largest area coverage in the heart of the rich Northwest farm market.

★ . . . the Number One station in the country's largest wheat producing state — the nation's fourth largest spending families.

Radio Has No Competition!

Who said Television? Out here it's live talent that counts—packed in by KFYR's always persuasive salesmanship! When Bismarck held its Western Roundup Days, KFYR sponsored an outdoor talent show every Tuesday night for six weeks . . . with between 2,000 and 3,000 people each week, jamming the pavement to see the entertainment. Thousands more listened over the air.

If you've got TV-jeebies, check on this terrific market where RADIO IS STILL KING . . . where you can be sure of PLUS ACTION for every RADIO advertising dollar.

**KEYD
KFYR**

5000 WATTS • BISMARCK, NO. DAK.

NBC AFFILIATE — REP. BY JOHN BLAIR

NORTH DAKOTA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
FARGO							
KFPG 1948	790 5,000 DA-N	Northern States Bcstg. Co. KFPG Bldg. 23291	ABC Bolling	W. R. Haggart, p Charles G. Burke, gm, cm, pd & pmm	Olaf Gabrielson, ce Jim Shirek, nd & sd	Barbara Horen, wd Joe McCarthy, fd	St. AP RCA
WDAY 1922	970 5,000 DA-N	WDAY Inc. Black Bldg. 5357	NBC Northwest Free & Peters	Earl Reineke, p & gm Jack Dunn, sm Tom Barnes, cm Ken Kennedy, pd	Julius Hetland, tech. d Juline Savold, ce Roy Pedersen, pmm Glenn Hanson, sd	Glenn Flint, nd Ernie Brevik, fd Georgie Arden, wd	Thes. AP, UP RCA
GRAND FORKS							
*KFJM 1923	1440 1,000-D S-KILO	University of North Dakota 4-6141	E. W. Olson, bus m	S. D. Robertson, d	Arnold Petrich, ce G
KILO 1941	1440 1000-D 500-N S-KFJM	Grand Forks Herald, Inc. 1st Natl. Bank Bldg. 4-5321	CBS Avery- Knodel	M. M. Oppegard, p Herman Livingston, cm	M. C. Gorham, pd & fd A. F. Petrich, ce	Rikk Riley, nd Ed Bohnhoff, sd	St. UP G
KNOX 1947	1400 250	Community Radio Corp. 4-4611	MBS, KBS Gt. Northern	Caroll Day, p Elmer Hanson, g & cm	Robert Whyte, pd & nd Cliff Thomeford, ce	Jack French, pmm & sd Evelyn Klindsworth, wd UP WE
JAMESTOWN							
KSJB 1937	600 5,000 DA-1	North Dakota Bcstg. Co. 1600	CBS Weed	John W. Boler, p Donald J. Kingsley, pd	Robert N. Ridgway, ce Judean M. Klundt, pmm	Chester M. Reiten, fd
MANDAN							
KGCU 1925	1270 1,000-D 250-N	Mandan Radio Assn. 200 3rd Ave. N.W. 561	MBS, Great Northern Walker, Lawson	Walton S. Russell, p Paul C. Gussner, g & cm, pmm Merritt Bushee, pd	Ray Barnett, ce Winston Hoehner, nd	Pat Phillips, sd Gienna Thompson, wd	L-W, Assoc. AP RCA
MINOT							
KCJB 1950	910 1,000 DA-N	North Dakota Bcstg. Co. 51-161	CBS Dakota Radio Net. Weed	John W. Boler, p & gm Charles Hinshaw, cm Arv Johnson, pd	Wm. L. Hurley, ntl. slm Joe Main, ce Wm. Johnson, nd	Jim Addelson, sd Chester Reiten, fd Cis Hadley, wd UP RCA
KLPM 1929	1390 5,000-D 1,000-N	Minot Bcstg. Co. 118-A S. Main 41-146	ABC Great Northern Walker, Lawson	John B. Cooley, o & gm C. W. Baker, sm & ce Leslie E. Maupin, cm & pmm Dean Thurow, pd	Ken Knutson, nd E. H. Cooley, fd	Rosella Kounovsky, wd Russ Smith, sd	Wld. AP, UP Col.
VALLEY CITY							
KOVC 1936	1490 250	KOVC, Inc. 408-W	MBS, KBS Great Northern Lawson	Robt. E. Ingstad, p, g & cm & nd Russ Kaber, pd & sd	Chas. Sjostrom, ce Bob Jensen, pmm	Fern Morsch, wd UP Col.
WAHPETON							
KBMW 1948	1450 250	(See Breckenridge, Minn. listing)					
WILLISTON							
KWEM 1948	1450 250	KWEM Bcstg. Co. Box 198 3-5371	KBS	Charles L. Scofield, ptrn., gm & ce James C. Carson, ptrn., cm & sd	Jack McGeehan, nd	Carol Thompson, wd	Wld. UP WE
OHIO							
AKRON							
WADC 1925	1350 5,000 DA-1	Allen T. Simmons WADC Bldg. Jefferson 6165	CBS Hollingsbery	Allen T. Simmons, o Robert Wilson, asst. m Secrest Williams, sls. & pmm	Harold Hageman, pd, n & fd E. A. Marchal, traffic & pdm Lawrence Hennigan, ce	Doc Williams, sd Nina Magno, wd	Wld., St. UP Col.
WAKR 1940	1590 5,000 DA-N	Summit Radio Corp. First Nat'l Tower Hemlock 6151	ABC Weed	S. Bernard Berk, p Roger G. Berk, gm O. Keith Baldwin, cm	A. R. Cooper, pd & pmm Irwin L. Knopp, ce J. Howard Absalom, nd	Torey Southwick, fd Bob Wylie, sd	Assoc. UP RCA
WAKR-FM	Ch. 248 (B) 97.5 mc 14.7kw						
WAKR-TV (CP)		Summit Radio Corp. 106 S. Main St.		(For full information see TELECASTING Yearbook)			
WCUE 1950	1150 1,000-D DA	Akron Bcstg. Corp. Palace Arcade 41 S. Main Franklin 7114	Forjoe	Tim Elliot, p & gm Jack Maurer, vp & slm Betty Barr, asst. treas.	Art Ross, pd & pmm George V. Paul, ce	Jim Smith, nd Dick Rosett, sd (Mrs.) Jean O'Neill, wd	Assoc. UP GE
WHKK 1944	640 1,000-DA-1 L-KFI	WHKK Bcstg. Co. 51 W. State St. Blackstone 7101	MBS Meeker	J. B. Maurer, co-o, co-gm, co-cm P. R. Herbert, co-o, co-gm, co-cm Bruce Blake, pd	Don O'Neil, pmm Bert Berg, ce Max Plaughter, nd	Rick Reighart, fd Bill Pierson, sd Fran Foster, wd	Thes. AP Cont.
ALLIANCE							
(CP)	1310 kc 1,000-D DA	Review Pub. Co.					
WFAH(FM) 1947	Ch. 269 (A) 101.7mc 1kw	Review Pub. Co. 2720 S. Union Ave. 1-5345		(Mrs.) Alice C. Hoiles, p Donald A. Peterson, gm	Frank LaBarba, cm Robert A. Gates, pd	Gene Peterman, ce J. Orville Stone, nd	Wld., L-W AP GE
ASHLAND							
WATG 1950	1340 250	Mahoning Valley Bcstg. Corp. Ashland-Mansfield Rd. 2-1573	MBS Buckeye McGillvra	John Cherpach Jr., p Gene Trace, vp Cecil Green, gm	Richard Leidy, pd Richard Matthes, ce Wayne Byers, n & sd	Don Coffman, fd Cathy Donges, wd	Thes. AP RCA
WATG-FM 1947	Ch. 267 (B) 101.3mc 10.2kw						

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WDAY

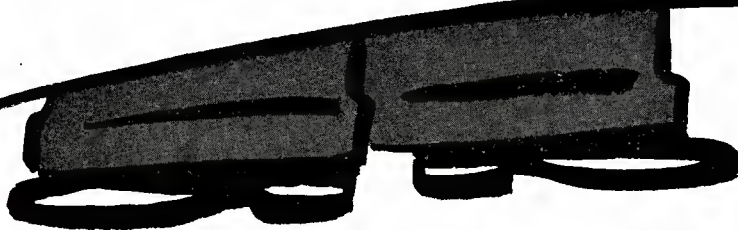
(FARGO, N. D.)

**IS ONE OF THE NATION'S
MOST POPULAR STATIONS!**

IN 1950 . . . WDAY was the *top* Hooperated station in the entire country!

IN 1951 . . . WDAY was the *top* Hooperated station on NBC!

IN 1952 . . . FOR THE THIRD YEAR IN A ROW, WDAY is the *top* Hooperated station on NBC!



**NBC • 5000 WATTS
970 KILOCYCLES**

FREE & PETERS, INC., Exclusive National Representatives

OHIO—(Continued)

Executive Abbreviations

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

Transc. Libr., News Service Transmitter

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, id, sd, wd.	Executive Abbreviations	Transc. Libr., News Service Transmitter	
ASHTABULA							
WICA 1937	970 5,000-D 1,000-N-DA-2	WICA Inc. 221 Center St. 27-181	McGillvra	D. C. Rowley, p & gm W. W. Walrath, m D. W. Fassett, cm	J. C. Strasen, pd & fd F. N. Bernato, ce G. H. Murray, traffic m	Ralston Smith, nd Andy Holecko, sd Joan Hart, wd	Wld. UP RCA
WICA-FM 1949	Ch. 279 (B) 103.7mc 52kw						REL
ATHENS							
WATH 1950	1540 1,000-D	A. H. Kovian & J. D. Sinyard P. O. Box 502 3-1360		Andrew H. Kovian, gm & ce James D. Sinyard, cm	Robert Carlisle, pd Don Kinker, nd	Ted Covert, fd James Wendling, sd Vivian Coates, wd	SES. UP
BELLAIRE							
WTRF 1947	1290 1,000-D	Tri-City Bcstg. Co. The Skyline 1515	MBS Walker	Thomas M. Bloch, p Robert W. Ferguson, evp & gm A. T. Fisher, cm	Frank Curtis, pd Helen Gaynor, pmm Howard Daubenmeyer, ce	George Diab, n & sd Paul Howard, fd Jo Dunn, wd	Assoc. AP GE
WTRF-FM 1947	Ch. 263 (B) 100.5mc 20kw						
BELLEFONTAINE							
WOHP 1952	1390 500-D	C. H. Chamberlain P. O. Box 344 6681		C. H. Chamberlain, p & gm Ray J. Klemme, pd	M. J. Lamb, ce Don Houk, nd	Ray James, fd	AP G
CAMBRIDGE							
WLE 1948	1270 1,000-D	Land O'Lakes Bcstg. Corp. 917 Beatty Ave. 4-5605	KBS	H. D. McClelland, p Howard A. Donahoe, evp & gm	Bruce Meighen, d of sls, & pmm David C. Lorimer, pd & nd	Albert G. Engle, ce & fd Joe Grimm, sd	Wld. AP Ray.
CANTON							
WAND 1947	900 500-D	Magic Wand Bcstg. Co. 106 High Ave. N.W. 6-8396	KBS Best	P. C. Wilson, p & cm James Wilson, gm Frank Grosjean, pd	Bill Jaeger, pmm Robert Van Dyke, ce Andy Doyle, prod m	Vic Avers, n & fd Ed Hawkins, sd Anita Lynch, wd	Cap. St. AP GE
WCMW 1946	1060 1,000-D	Stark Bcstg. Corp. Hills & Dales Rd. 5-9475	McGillvra	S. L. Huffman, p Clark L. Dozer, m Ronald Stranathan, cm	Fred Coukart, pd, nd & fd Jane Thomas, pmm William Waechter, ce	Gene Dillon, asst. pd & sd Carolyn Weintraub, wd	Wld., Thes. AP RCA
WHBC 1925	1480 5,000-DA-N	The Ohio Bcstg. Co. 550 S. Market St. 6-7166	ABC Taylor	Roy D. Moore, p Gordon Strong, gm Paul E. Gilmore, cm	Robert Breen, pd Joseph Gilmore, pmm Kenneth Sliker, ce	Al Frances, nd Robert Krahlung, fd Jim Muzzy, sd	Assoc. AP RCA
WHBC-FM 1948	Ch. 231 (A) 94.1mc 15kw						
CHILLICOTHE							
WBEX 1947	1490 250	Shawnee Bcstg. Co. 27 E. Second St. 3-2244	ABC, KBS Buckeye Grant	John Halliday, p Truman A. Morris, gm William Mnich, sm & pmm	James W. Tidd, pd Henry Dornhuber, ce	Ron Johnson, n, f & sd Connie Immell, wd	AP WE
CINCINNATI							
WCKY 1929	1530 50,000-DA-N	L. B. Wilson Inc. Hotel Sheraton Gibson Cherry 6565		L. B. Wilson, p & gm C. H. Topmiller, sm & ce Jeanette Heinze, traffic m	Robert Fleming, publ. & sls. pmm Norman Ponte, trans. sup. John Murphy, nd	Marty Roberts, fd Paul Sommerkamp, sd Virginia James, wd	Assoc., St. INS GE
WCPO 1928	1230 250	Scripps-Howard Radio Inc. 2345 Symmes St. Capitol 0777	MBS Branham	Jack R. Howard, p M. C. Watters, vp & gm W. Earl Corbett, sta. dir	Cliff Baker, pmm Paul Adams, ce Glenn Clark Miller, nat sls dir	Bob Otto, nd Waite Hoyt, sd	L-W UP WE
WCPO-FM 1949	Ch. 285 (A) 105.1mc 12.5kw						
WCPO-TV 1949		Scripps-Howard Radio Inc. 2345 Symmes St. Capitol 0777					(For full information see TELECASTING Yearbook)
WKRC 1924	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, gm Kenneth W. Church, cm	Hubbard Hood, loc. slm Paul Shumate, pd W. B. Hines, pmm	G. A. Wilson, ce Tom McCarthy, n & fd Ed Kennedy, sd	L-W AP WE
WKRC-FM 1947	Ch. 270 (B) 101.9mc 15.5kw	Radio Cincinnati, Inc. Times Star Bldg. Garfield 1331	Forjoe	Hulbert Taft Jr., evp David G. Taft, vp	Edwin Richter, g & cm Helen Nugent, pd		AP WE RCA
WKRC-TV 1949		Radio Cincinnati Inc. Times Star Bldg. Garfield 1331					(For full information see TELECASTING Yearbook)
WLW 1922	700 50,000	Crosley Bcstg. Co. 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. K. T. Murphy, vp & treas.	Norman Cash, gen. slm. W. F. Robinson, vp ch. prog. F. G. Feintheil, d of sls. pm R. J. Rockwell, vp ch. engrg.	Dallas DeWeese, nd John Butler, fd	Thes. UP, INS Cros.
WLWA (FM) 1946	Ch. 266 (B) 101.1mc 9kw						
WLWT (TV) 1948		The Crosley Bcstg. Corp. 140 W. Ninth St. Cherry 1822					(For full information see TELECASTING Yearbook)
*WRGD (CP) 1948	1480 1,000-D-DA	N. Y. Institute of Cincinnati 217 E. 8th St.					
WSAI 1923	1360 5,000-DA-N	Buckeye Bcstg. Co. 115 E. 4th St. Main 1068	ABC Avery-Knodel	George B. Storer, p J. Robert Kerns, mgng. d R. H. Boulware, cm	Charles Black, pd Vonne Monsell, pmm Jonas Heiser, ce	Bill Robbins, nd Dick Baker, sd Peggy Sherwood, wd	L-W WE
WSAI-FM (CP) 1948	Ch. 274 102.7mc 14.7kw						
CLEVELAND							
WDOK 1950	1260 5,000-DA-2	The Civic Bcstrs. Inc. 1515 Euclid Ave. Main 1-3370	McGillvra	R. Morris Pierce, p Frederick C. Wolf, asst. to p Harry Camp, vp & gm	Charles Hoover, pd Ralph Quay, ce Al Norosay, loc. slm	Kent Williams, sd Judy Sherrill, wd	Wld. SES UP, INS RCA
WERE 1949	1300 5,000-DA-1	Cleveland Bcstg. Inc. 1501 Euclid Ave. Superior 1-9600	Ohio Radio Taylor	Ray T. Miller, p Richard M. Klaus, gm	Ed Stevens, pd Harry Dennis, ce	Bob Wass, nd Jerry Bowman, fd Maggie Wuiff, wd	Wld. AP, INS RCA
WERE-FM 1948	Ch. 253 (B) 98.5mc 20kw						
WEWS (TV) 1947		Scripps-Howard Radio Inc. 1816 E. 13th St. Tower 1-5454					(For full information see TELECASTING Yearbook)

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NBC . . . NBC-TV . . . NBC . . . NBC-TV . . . NBC . . . NBC-TV

IRON and STEEL

turn into

GOLD

IN YOUNGSTOWN, OHIO

by advertising on

WFMJ

TV ★ ★ ★ AM ★ ★ ★ FM

These Stations Make Advertising PAY



YOUNGSTOWN STEEL MILLS ARE

OPERATING AT 106%



America's 3rd Largest Steel Center

America's 30th Population Area



Call

HEADLEY-REED CO.

National Representatives

or

WFMJ

101 W. Boardman St., Youngstown, Ohio

Telephone 3-4121

NBC AFFILIATE

Day and Night

RADIO

5000

WATTS

50,000 Watts FM

175 kw

TV TOWER

1000

FEET

by Aug. 1953

Interim Tower 300 ft.

ASSOCIATED PRESS AND UNITED PRESS NEWS WIRES

OHIO—(Continued)

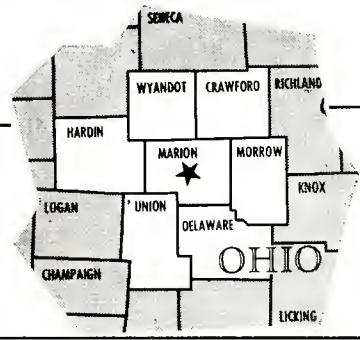
City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter
CLEVELAND (Cont'd)						
WGAR 1930	1220 50,000-DA-1	WGAR Bestg. Co. Hotel Statler Prospect 1-0200	CBS Christal, Radio Time Sales	John F. Patt, p Gordon Gray, vp (N.Y.) Carl E. George, gm John B. Garfield, cm	Reginald P. Merridew, pd Julius Glass, pmm Robert A. Fox, ce Robert C. Smith, publ. d	Robert Forker, loc. slm Charles Day, nd Bill McColgan, sd Esther Mullin, wd Wid. UP. INS RCA
WGAR-FM 1952	Ch. 258 (B) 99.5mc 31kw					
WHK 1921	1420 5,000-DA-N	United Bestg. Co. 5000 Euclid Ave. Express 1-5000	MBS Headley-Reed	Sterling E. Graham, p K. K. Hackathorn, gm W. K. Brusman, cm	C. M. Hunter, pd John Wyman, pmm R. H. DeLany, ce	Wayne Skakel, nd Eleanor Hanson, wd AP WH
WHK-FM 1947	Ch. 264 (B) 100.7mc 11.5kw					
WJMO 1947	1540 1,000-D	Friendly Bestg. Co. 2157 Euclid Ave. Superior 1-4424	United	Richard Eaton, p	Albert Lanphear, gm	C. C. Courtney, ce L-W UP Ray.
WJW 1932	850 5,000 DA-1	WJW Inc. 1375 Euclid Ave. Superior 1-0101	ABC H-R Reprs.	William M. O'Neil, p Lawrence Webb, vp & treas. William Lemmon, evp	Harold W. Waddell, cm Bruce MacDonald, pd Gerald G. Roberts, ce	Marvin Cade, nd Jim Graner, sd Jane Stevens, wd Assoc. UP WE
WJW-FM 1948	Ch. 281 (A) 104.1mc 19kw					
WNKB (TV) 1948		National Bestg. Co. Inc. 815 Superior Ave. Cherry 1-0942			(For full information see TELECASTING Yearbook)	
WTAM 1923	1100 50,000	National Bestg. Co. Inc. 815 Superior Ave. Cherry 1-0942	NBC NBC Spot Sales	Hamilton Shea, gm William P. Dix Jr., sim Charles F. Hutaff, adv., prom. & mchdng. d	Norman L. Cloutier, pd S. E. Leonard, engr. in chg. J. E. Hines, d of pub. affairs	Edward R. Wallace, n & sp. events d Tom Manning, sd Thes. AP, UP RCA
WTAM-FM 1948	Ch. 289 (B) 105.7mc 14kw					
WXEL (TV) 1949		Empire Coil Co. Inc. 1630 Euclid Ave. Tower 1-8989			(For full information see TELECASTING Yearbook)	
CLEVELAND HEIGHTS						
WSRS 1947	1490 250	WSRS Inc. 2156 Lee Rd. Erieview 1-2005	Ohio State Forjoe	Samuel R. Sague, p, gm & pd George P. Bickford, secy	J. D. Kelly, cm Richard E. Kaiser, opers. m	A. Robert Engel, nd L-W AP RCA
WSRS-FM 1947	Ch. 237 (B) 95.3mc 1kw					
COLUMBUS						
WBNS 1924	1460 5,000-D 1,000-N DA-N	RadiOhio Inc. 33 N. High St. Adams 9265	CBS Blair	Richard A. Borel, gm W. I. Orr, cm Geer Parkinson, pd	Jim Yerian, pmm Lester Nafzger, ce Marge Ruddock, asst. prom. d	Chet Long, nd Bill Zopf, fd Fern Sharp, wd AP

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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

Do Listeners Grow on Trees?



PROVES Listeners Loyal To Local Talent...



IRWIN JOHNSON
just completing his 4,620th broadcast, conducted word-contest with 1,151 entries. His offer of a plastic comb brought 2,190 requests.



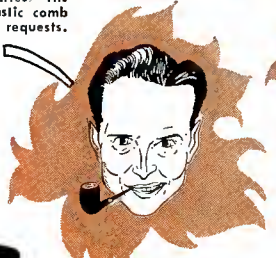
FERN SHARP
with loyal lady listeners pulled 1,469 requests for a plastic bookmark and magnifier.



GENE FULLEN
Latest addition to staff, offered Fudge Cake recipes . . . 2,067 eager women requested same.



SID GOLDEN
popular news announcer, pulled 1,084 requests for a measuring spoon.



CHET LONG
top-rated Central Ohio news commentator, offered portable radio for "Closing Thoughts". Mail showed 1,454 quotations.



BILL ZIPP
farm expert, distributed 618 handy telephone pencils.

We went out on a limb to learn how WBNS talent and our station rated locally. We called it the WBNS "Fall Festival." Through one week our personalities offered low-cost premiums . . . listeners were invited to write for them.

Response was terrific! It clearly showed what we knew and wanted to prove. Central Ohioans are listening and responding to WBNS. This one-week result confirms our consistent high ratings which show WBNS with more listeners than all local stations combined. Further, it shows loyalty to local talent — not just network programming.

You get a friendly audience for your sales messages on WBNS. When Central Ohio is your market . . . then WBNS Radio is a must!

Write today for the Happy Ending to this Story. A complete report on the Fall Festival.

WBNS RADIO
CENTRAL OHIO'S ONLY **CBS RADIO** OUTLET

ASK JOHN BLAIR
POWER
WBNS — 5,000
WELD-FM — 53,000
COLUMBUS, OHIO



11,029 REPLIES
62 COUNTIES
FROM ONE-WEEK PROMOTION

OHIO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Transc. Li- brary, News Service Transmitter		
COLUMBUS (Cont'd)							
WBNS-TV 1949		The Dispatch Printing Co. 495 Olentangy Blvd. Fletcher 2611		(For full information see TELECASTING Yearbook)			
WELD(FM) 1940	Chan. 246 (B) 91.1mc 100kw	(WBNS, AM affiliate)					
WCOL 1922	1230 250	Air Trails Inc. E. Broad at Young St. Main 4581	ABC Sawyer Net. H-R Reps.	Charles E. Sawyer, p & treas. J. Pattison Williams, evp. Adna H. Karns, vp & gm	William L. Belaney, pd Martha Hoskins, pmm Harold E. Beard, ce	Walter Furniss, nd Dean Boyer, sd	Wid. UP
WCOL-FM 1948	Ch. 222 (A) 92.3mc 33kw						
WHKC 1921	610 5,000-DA-N	United Bestg. Co. 22 E. Gay St. Adams 1101	MBS Raymer	Sterling Graham, p Carl M. Everson, gm Harry H. Hoessly, c & pmm	John B. Moses, pd William C. Minor, ce	Budd Sweeney, n & sd George Zeis, fd Ann Duffy, wd	Wid. UP WH L-W UP, INS RCA
WHKC-FM 1948	Ch. 254 (B) 98.7mc 15kw						
WLWF(FM) 1949	Ch. 242 (B) 96.3mc 15kw	Crosley Bestg. Co. 3165 Olentangy Jefferson 5441		James D. Shouse, chmn. of board Robert E. Dunville, p			
WLWC (TV) 1949		Crosley Bestg. Corp. 3165 Olentangy Jefferson 5441		(For full information see TELECASTING Yearbook)			
WOSU 1922	820 5,000 L-Dallas	The Ohio State Uni- versity University 3148	NAEB Tape	Howard L. Bevis, p Jacob B. Taylor, vp & bus. m Robert C. Higgy, d William H. Ewing, prog. sup.	Alphonseus J. Boggioni, ce Donald J. Erb, nd Larry Sarbaugh, fd	Marvin Homan, sd Cleoria M. Ewalt, wd	Thes. UP RCA
WTVN (TV) 1949		Picture Waves Inc. 753 Harmon Ave. Fletcher 4361		(For full information see TELECASTING Yearbook)			
WVVKO 1951	1580 1,000 D-DA	Skyway Bestg. Corp. 274 So. 3rd St. Main 5247	Standard, Buckeye Forjoe	Gustav Hirsch, p Bert Charles, gm & pd Bill Arthurs, cm	Rita Bender, pmm William Hammett, ce John Terry, nd	Bob Howard, sd Barbara Foley, wd	Assoc., Cap UP WE
WVVKO-FM 1951	Ch. 234 (A) 94.7mc 52kw						
COSHOCKTON							
WTNS 1947	1560 1,000-D	Coshockton Bestg. Co. 114 N. 6th St. 1560	Buckeye	Bruce Wallace, p & gm James T. Sigman, cm Michael Joseph, pd & nd	D. E. Wiggins, ce Ray Hayes, fd	Stan Robinson, sd Iris C. Latham, wd	Thes. UP Ray.

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WRFD Reaches "R.F.D. Ohio" At Much Less Cost!

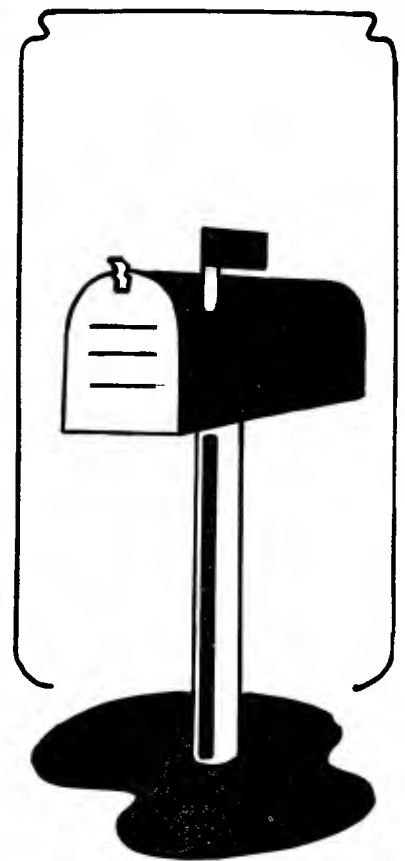
It was a great step forward when the United States Post Office instituted Rural Free Delivery. It meant that folks in the rural areas of America could be reached almost as easily as those living in the cities and towns! Yes, Rural Free Delivery was a great advance, but here's an even better, much less expensive way to reach buyers in Ohio's BILLION DOLLAR RURAL MARKET! Put your sales message on WRFD—the station that farmers depend upon and listen to for the best in farm features and programs plus well produced entertainment! WRFD gives you deeper penetration at LOWER COST than any other advertising medium! Ohio's Rural Radio Station SELLS Ohio's Rural Market! For the complete WRFD story, telephone the studios (Franklin 2-5342) or get in touch with our national representative.

WRFD — WORTHINGTON, OHIO — PEOPLES BROADCASTING CORP.


WRFD

5,000 WATTS AT 880 KC.

GEORGE W. CLARK, INC.—NATIONAL REP.



DAYTON									
WHIO 1935	1290 5,000-DA-N	Miami Valley Bcstg. Corp. 45 So. Ludlow St. Adams 2261	CBS Hollingbery	James M. Cox Jr., p Robert H. Moody, gm Wade H. Alley, natl. slm & pd	Chuck Gay, pmm Charles E. Wolaver, marching, m Ernest Adams, ce	Fred Brophy, nd Lou Emm, sd Madeline Wise, wd	St. AP, UP, INS WE		
WHIO-FM 1948	Ch. 256 (A) 99.1mc 19kw								
WHIO-TV 1949		Miami Valley Bcstg. Corp. 1414 Wilmington Ave. Kenmore 4143			(For full information see TELECASTING Yearbook)				
WING 1924	1410 5,000-DA-N	Great Trails Bcstg. Co. Inc. 121 N. Main St. Hemlock 3773	ABC Air Trails H-R Reprs.	Charles Sawyer, p J. P. Williams, evp Adna H. Karns, vp & gm Charles G. Reeder, pd R. E. Dunville, p H. P. Lasker, gm	James Bennett, pmm Howard Ryan, ce Jack Ziegler, nd Neal Van Ellis, pd	Peter Hansson, sd Betty Ann Horstman, wd	Wld. AP Col.		
WLWB 1949	Ch. 248 (A) 97.5mc 18kw	Crosley Bcstg. Corp. 140 W. 9th St. Cherry 1322			(For full information see TELECASTING Yearbook)				
WTWO 1949		Crosley Bcstg. Corp. 4595 S. Dixie Hgwy. Walnut 2101							
WONE 1949	980 5,000 DA-2	Skyland Bcstg. Corp. 5 S. Jefferson St. Michigan 6501 (WONE, AM Affiliate)	MBS Headley- Reed	Ronald B. Woodyard, gm	Louis G. Froelich, cm	Paul Sullivan, nd	Cap. AP RCA		
WTWO(FM) 1949	Ch. 284 (B) 104.7mc 43kw				(For full information see TELECASTING Yearbook)				
WONE-TV (CP)		Skyland Bcstg. Co. 5 S. Jefferson St. Michigan 6501							
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 1950	1450 250	Dover Bcstg. Co. Inc. 210 Blvd. 4-2126		Agnes J. Reeves Greer, p W. B. Steis, m John C. Needs, cm	Ed Paulin, pd & sd Don Graff, ce Lou Boda, fd & nd	Joye Beal, wd	Wld. UP Col.		
EAST LIVERPOOL									
WLIO 1948	1570 1,000-D	Pottery Bcstg. Co. Turk Motors Bldg. 5190							
WOHI 1949	1490 250	East Liverpool Bcstg. Co. P. O. Box 156 Main 1490	Grant	Richard V. Beatty, p Robert E. Metcalfe, g & pmm, pd George T. Farrall, cm & fd	Mike A. Battle, ce Andrew Coleman, nd	James Lowery Jr., sd Mary Jane Ready, wd	Wld. AP RCA		
ELYRIA-LORAIN									
WEOL 1948	930 1,000-DA-2	Elyria-Lorain Bcstg. Co. Elyria Savings & Trust Bldg. Elyria 2255	Buckeye	Roy W. Ammel, p Maurice J. Condon, gm & cm Donald C. Kirk, pd	Jack O'Brien, pmm Gerald McCasland, ce Douglas Lillico, traffic m	Jack Lavreha, nd Jess Stevens, sd	Wld. UP RCA		
WEOL-FM 1948	Ch. 297 (B) 107.3mc 15kw								
FINDLAY									
WFIN 1941	1330 1,000-D	Findlay Publ. Co. 500½ S. Main St. 1330	McGillvra	R. Lowell Heminger, p Harold H. Heminger, g & cm Jack E. Douglas, pd	Edgar Smith, ce Jim Corbett, nd	John Hutson, fd Dick Davis, sd	Thes. AP, UP, INS Col.		
WFIN-FM 1948	Ch. 263 (B) 100.5mc 8.2kw								AP, INS, UP GE



WFIN

THE ONLY
NON-METROPOLITAN
STATION SO HONORED

WFIN is one of but seven stations in the United States to win the much-respected 1952 distinguished achievement award of the National Association of Radio News Directors . . . for outstanding service in radio news. *WFIN is the one and only non-metropolitan station to be so honored.*

That is FACT . . . Fact upon which you can depend!

We submit our earning of this award in radio news as the best and most eloquent testimony as to the high standards of programming we insist upon at WFIN . . . Northwest Ohio's leader in news, music, sports, and farm programs.

If you are interested in getting your sales message to the people of Northwest Ohio, WFIN Stands ready and able to serve.

WFIN NATIONAL REPRESENTATIVES, JOSEPH HERSHEY MCGILLVRA INC.

OHIO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li- brary, News Service Transmitter	
FOSTORIA							
WFOB 1952	1430 1,000-DA-2	Seneca Radio Corp. P. O. Box 589 5666		Andrew Emerine, p L. R. Kranz, vp Mel Murray, secy., gm & sd	Robert Kuhn, pd, nd & fd Roger Wise, cm	Farrell Elsea, ce J. Waltermeyer, wd	Cap., SES. UP RCA GE
WFOB-FM 1946	Ch. 244 (A) 96.7mc 1kw						
FREMONT							
WFRO 1949	900 500-D-DA	Wolfe Bcstg. Co. 905 W. State St. Main 3401	Best	Robert F. Wolfe, p & gm J. Weddell Kerr, cm	Frank Swartz, pd & fd Allen Kaubel, ce	Arthur Smith, n & sd	Thes. INS Ray. GE
WFRO-FM 1946	Ch. 257 (A) 99.3mc 1kw						
GALLIPOLIS							
WJEH 1950	990 250-D	Ohio Valley on the Air P. O. Box 244 1160	KBS Grant	John E. Halliday, p Truman A. Morris, gm (Mrs.) Marianne B. Campbell, sm	Don W. Hughes, pd T. R. Cowie, pmm Charles Husson, ce	Parks Robinson, nd William Watterson, fd Tom D. Halliday, sd	Cap. UP G
HAMILTON							
WMOH 1944	1450 250	The Fort Hamilton Bcstg. Co. Second Nat'l. Bank Bldg. 4-6543	MBS, KBS Grant	Robert J. Briede, p Robert L. Odson, gm Raymond C. Motley, cm & sd	Norman E. Keller, pd Luther G. Bassett, pmm Gerard H. Caine, ce	Virginia R. Blevens, traffic m Milly Soule, f & wd	L-W UP Col.
WMOH-FM 1948	Ch. 278 (A) 103.5mc 8.7kw						
IRONTON							
WIRO 1951	1230 250	Iron City Bcstg. Co. 360	MBS, KBS McGillvra	Ted M. Nelson, p Clinton E. McElroy, gm	William P. Shannon, cm	Clarence A. Baker, ce AP G
LANCASTER							
WHOK 1948	1320 500-D	Hocking Valley Bcstg. N. Memorial Dr. 4500	McGillvra	Dr. Nelson Embrey, p Donald W. White, act. m & nd	Roy Stingley, pd & fd R. F. Roundhouse, ce	Allen C. Evans, sd Nancy H. Daugherty, wd	Thes. UP G
LIMA							
WIMA 1948	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 AP RCA WH
WIMA-FM 1948	Ch. 271 (B) 102.1mc 15.5kw						
WIMA-TV (CP)		N. W. Ohio Bcstg. Co. 223 N. Main St. 3-2660		(For full information see TELECASTING Yearbook)			
WLOK 1936	1240 250	WLOK Inc. 1108 Nat'l. Bank Bldg. 6-3411	NBC H-R Reps.	L. A. Pixley, p R. O. Runnerstrom, gm Lyle P. Lee, cm Dave Lee, pd	Pete Stanley, pmm Darrell Hunter, ce Joe Rex, nd	Perry Beaumont, fd Ed. Ulrick, sd Marian Fletcher, wd	Wld. UP RCA WE
WLOK-FM 1948	Ch. 277 (B) 103.3mc 0.34kw						
WLOK-TV (CP)		WLOK Inc. 1101 Nat'l. Bank Bldg. 6-3411		(For full information see TELECASTING Yearbook)			
MANSFIELD							
WMAN 1939	1400 250	Richland Inc. Ohio Theatre Bldg. 4235	ABC Taylor	Mrs. M. F. Rubin, o J. M. O'Hara, p, g & cm Robert A. James, pd	Carl C. Kindt, pmm William E. Morrison, ce William Kennedy, nd	Pres Roper, fd Richard Norman, sd	L-W AP RCA
MARIETTA							
WMOA 1946	1490 250	Marietta Bcstg. Co. P. O. Box 201 1690	MBS McGillvra	William G. Wells, p R. Sanford Guyer, gm Fred Reynolds, cm	Thomas B. Butscher, pd & nd Charles Clark, ce Hal Willard, fd	David R. Pyles, sd Leah R. Thorla, wd UP Col.
MARION							
WMRN 1940	1490 250	The Marion Bcstg. Co. N. Main St. 2-666	ABC	Robert T. Mason, p & gm Robert T. Mason, Jr., cm Marjorie Williams, pmm	Francis J. Peters, ce Joseph J. Ionne, nd	Robert E. Sullivan, sd Madge L. Cooper, wd	Thes. UP RCA
WMRN-FM 1952	Ch. 295 (B) 106.9mc 25kw						
MASSILION (Canton)							
WMAC(TV) 1953		Midwest TV Co. 500 Security Blvd. Toledo, O.		(For full information see TELECASTING Yearbook)			
MIDDLETOWN							
WPFB 1947	910 1,000-D 100-N	Paul F. Braden Central Ave. 2-3625		Paul F. Braden, p & gm Charles R. Daly, cm John R. Kistler, pd & pmm	Laurace Beckwith, ce Dan Humphreys, nd Homer Tingle, fd	Warren Johnson, sd Fern Troutvine, wd	L-W AP
MT VERNON							
WMVO (FM) 1951	Ch. 229 (B) 93.7mc 3.2kw	Mt. Vernon Bcstg. Co. P. O. Box 86 7-2626		D. T. Burnes, o & p			
NEWARK							
WCLT 1949	1430 500-D	Advocate Printing Co. 4007	Meeker	Thomas A. Rogers, gm Robert Pricer, cm	Richard Welsbacher, pd Ben Windle, ce Ned Stout, n & fd	Parnell Egan, sd Lorell Nelson, wd	Thes. AP G GE
WCLT-FM 1947	Ch. 262 (B) 100.3mc 8.5kw						
PIQUA							
WPTW 1947	1570 250-D	Miami County Bcstg. 1625 W. Covington Ave. 1420		Richard E. Hunt, p & gm Sam Collins, cm	Robert Bubb, pd, sd & pmm Bob Blaney, ce	Bill Fox, n & fd Rita Swob, wd	Wld. AP Col.
PORTSMOUTH							
WNXT 1951	1260 1,000-DA-1	Portsmouth Bcstg. Co. P. O. Box 1228 2-1961	ABC Everett- McKinney	Marshall Rosene, p, g & cm Dean Sturm, pd Bryson Prather, pmm	Russell Newman, ce John Thompson, nd George Wood, fd	Jack Hurst, sd Lucile Graham, wd	St. UP Ray.
WPAY 1935	1400 250	The Scioto Bcstg. Co. 1009 Gallia St. 3-2111	CBS Taylor	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						

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different 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.

SANDUSKY

WLEC 1450
1947 250

Lake Erie Bcstg. Co.
Cleveland Rd. &
Huntington Ave.
5170

MBS
Buckeye
Holman

Jay E. Wagner, p, gm &
sd
Louis E. Mahla, asst. m
Ralph Silver, cm

Bob Hinners, pd
Jay Leibach, ce
Ray Sherman, nd

Kathryn D. Heiser, pmm
Chuck Hruby, fd
Nancy Lake, wd

Wld. Thes.
UP
RCA

SPRINGFIELD

WIZE 1340
1940 250

Radio Voice of Spring-
field Inc.
117 W. High St.
3-4955

ABC
H-R Reps.

Charles Sawyer, p
J. P. Williams, evp
Arthur L. Martin, sm

John McEnaney, pd
Victor Bushong, ce
Joe Weckerle, n & sd

Norm Geron, fd
Alice Bahman, wd

Wld.
AP
RCA

WJEL 1600
1947 500-D

Champion City Bcstg.
Co.
120 S. Limestone St.
3-4676

McGillvra

George R. Walker, p
Chester R. Hinkle, treas. &
gm
Vince Shannon, cm & sd
Bradley Kincaid, p
R. K. Wood, vp & gm

Robert Jenkins, pd, fd &
pmm
Fred Eckhardt, ce
John Hezlep, nd
Ford Rush Jr., pd & nd
Vernon B. Yeich, ce

Joan Warren, wd

Thes.
INS
RCA

WWSO 1210
1947 250-D

Radio Springfield Inc.
Chamber of Commerce
Bldg.
3-6488

KBS
Gill-Keefe
& Perna

Jack N. Berkman, p
John J. Laux, evp & gm
Joseph M. Troesch, asst.
gm, cm & pmm

Roy Briscoe, pd
Charles S. Shepherd, ce
Scott McMurray, nd

Robert Yontz, sd

AP
Col.

STEUBENVILLE

WSTV 1340
1940 250

WSTV Inc.
Exchange Realty Bldg.
2-6265

MBS
Pearson

Jack N. Berkman, p
John J. Laux, evp & gm
Joseph M. Troesch, asst.
gm, cm & pmm

Roy Briscoe, pd
Charles S. Shepherd, ce
Scott McMurray, nd

Frank P. Taylor, fd
Charles Donley, sd

Wld.
UP
WE

WSTV-FM Ch. 27.8 (B)
1947 103.5mc
2kw

TOLEDO

WSPD 1370
1921 5,000 DA-N

Storer Bcstg. Co.
136 Huron St.
Adams 3175

NBC
Katz

George B. Storer, p
Allen L. Haid, gm
Westford F. Shannon, cm
& local slm

Emerson Kimble, pd
Richard H. Gourley, pmm
William Stringfellow, ce

James Uelbelhart, nd
Ken Lawrence, fd

L-W
UP, INS
WE

WSPD-FM Ch. 26.4 (B)
1947 101.5mc
20kw

WSPD-TV 1948

Storer Bcstg. Co.
136 Huron St.
Adams 3175

(For full information see TELECASTING Yearbook)

WTOD 1560
1946 1,000-D

Unity Corp.
515 Madison Ave.
Garfield 5551
(WTOD, AM affiliate)

Headley-
Reed

Edward Lamb, p
Sunne Miller, gm & cm
Doug Tabner, pd, nd, sd

Robert Sowers, ce
Bill Arnold, fd

Barbara Baker, wd

L-W
AP
Ray.

WTRT Ch. 26.0 (B)
(FM) 99.9mc
1947 8.8kw

WTOL 1230
1938 250

Community Bcstg. Co.
Bell Bldg.
Adams 3291

ABC
Raymer

Frazier Reams, p
Thomas S. Bretherton, gm
Morton Neipp, cm

Karl R. Nelson, pd
Robert Krieghoff, pmm
Harold Holmes, ce

Charles Baxter, nd
Joe Weaver, sd

St.
AP, UP
WE

WTOL-FM Ch. 28.4 (B)
1949 104.7mc
1.3kw

WARREN

WHHH 1440
1941 5,000-DA-2

Warren Tribune Radio
Station Inc.
108 Main St.
2212-9

MBS

Helen Hart Hurlbert, p
Carl J. Raymond, gm, cm,
pd

Lewis W. Sirigas, pmm
Robert E. Hardy, ce

George Raymor, nd
Danny Shaver, sd

Assoc.,
Ses.
AP
RCA

WHHH-TV
(CP)

Warren Tribune Radio
Station Inc.
108 Main St.
2212-9

(For full information see TELECASTING Yearbook)

**PARTNERS THREE
FOR '53**

It isn't necessary to come to Toledo for market, programing or availability information—because Toledo and WSPD are expertly represented right in the heart of the nation's time buying centers—New York and Chicago.

"Speedy's partner" in New York is Tom Harker, National Sales Manager of Storer Broadcasting Company—In Chicago, Bob Wood, Storer Broadcasting Midwest Sales Manager.

And in 1953 you'll find that Tom and Bob stand ready to provide information on WSPD and WSPD-TV. They bring Toledo and Northwestern Ohio—with its tremendous facts and figures of potential buying power, high retail sales, exceptional market statistics as close as your phone. So in '53' make a habit of contacting Tom and Bob—partners in Northwestern Ohio's Sales Stations—WSPD and WSPD-TV. It will make our wish—"A Happy New Year to you" come true.



AM-TV

Storer Broadcasting Company

TOM HARKER, NAT. SALES MGR., 488 MADISON AVE., NEW YORK

Represented Nationally
by KATZ



OHIO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Sales Mgr. slm; Prog. Dir. pd; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter
WASHINGTON COURT HOUSE						
WCHO 1952	1250 500-D	The Court House Bcstg. Co. 113½ S. Main St. 5-6211	KBS Schepp-Reiner	L. Morse Weimer, p & gm Art Layne, pd	Carl Ebbert, ce Robert Mayer, sm, sd	Perce Harlow, nd Doris Wipert, wd Thes. Ses. AP
WELLSTON						
WKOV 1952	1570 250-D	Stephen H. Kovalan P. O. Box 190 546		Stephen H. Kovalan, o & gm Jack R. Daniels, cm & pmm	Stan Ridge, pd & nd John J. Rupert, ce	Kenneth Williams, fd Betty Lucas, wd 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. 233 (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 Harry Bruce, cm	Robert Geis, pd Phil Sheridan, pmm Harold Schaaf, ce	Bill Arthurs, nd Jim Chapman, fd Dave Collins, sd Thes. AP RCA
YOUNGSTOWN						
WBBW 1949	1240 250	Mahoning Valley Bcstg. Corp. 260 W. Federal St. 4-4421	ABC Forjoe	John Cherpack Jr., p & ce Gene Trace, vp, gm & cm Tony Ross, pd, pmm	Dick O'Hara, nd George Michler, fd Maury Magill, sd	Betty Hanzel, wd Assoc., L-W AP RCA
WFMJ 1939	1390 5,000 DA-N	WFMJ Bcstg. Co. 101 W. Boardman St. 3-4121	NBC Headley-Reed	William F. Maag Jr., p, gm Leonard E. Nasman, cm, pmm Ronald Richards, pd	Frank A. Dieringer, ce William Crooks, nd Elden Groves, fd	Eddie Lane, sd Mrs. Marjorie Mariner, wd AP, UP RCA
WFMJ-FM 1947	Ch. 285 (B) 105.1mc 50kw					
WFMJ-TV (CP)		The Vindicator Printing Co.		(For full information see TELECASTING Yearbook)		
WKBN 1926	570 5,000 DA-N	WKBN Bcstg. Corp. 3930 Sunset Blvd. 2-1145	CBS Raymer	W. P. Williamson, Jr., p & gm J. L. Bowden, sta. d. Don Brice, prod. d & pd	Howard Rempes, pmm B. T. Wilkens, ce Gene Starn, nd	Stu Wilson, fd Don Gardner, sd Elaine Carroll, wd Wld., L-W AP, UP RCA
WKBN-FM 1947	Ch. 255 (B) 98.9mc 18.5kw					
WKBN-TV 1952		WKBN Bcstg. Corp. 3930 Sunset Blvd. 2-1145		(For full information see TELECASTING Yearbook)		
WUTV (TV) (CP)		Polan Industries 321 8th St. P. O. Box 1720 Huntington, W. Va.		(For full information see TELECASTING Yearbook)		
ZANESVILLE						
WHIZ 1924	1240 250	Southeastern Ohio Bcstg. Sys. Inc. Lind Arcade Bldg. 2-5431	NBC Pearson	Clay Littick, p Vernon A. Nolte, gm Nate Milder, sls. d	Robert D. Maley, pd Bill Eberle, pmm William Hunt, ce	Allan Land, nd, prog. m. Bob Wagner, sd Robert F. Hodous, slm AP, UP WE
WHIZ-TV (CP)		Southeastern Ohio Bcstg. Sys. Inc. Lind Arcade Bldg. 2-5431		(For full information see TELECASTING Yearbook)		
OKLAHOMA						
ADA						
KADA 1934	1230 250	KADA Bcstg., Inc. First Nat'l Bldg. 12, 13	ABC, KBS, Oklahoma Taylor	Dr. C. C. Morris, p Bill Hoover, vp & gm Brown Morris, secy-treas. & sm	Nadine Mullinax, pd George Miller, Jr., ce	Zelmadean Woods, pmm & wd Monte Bell, n, f & sd St. AP G
ALTUS						
KWHW 1947	1450 250	Altus Bcstg. Co., Inc. P. O. Box 468 1405	MBS, KBS Best	Frank E. Wimberly, p & gm	Ernest Baucum, ce	Rita Matthews, wd AP Ray.
ARDMORE						
KVSO 1935	1240 250	John F. Easley Ardmoreite Bldg. 3030	Oklahoma Taylor	John F. Easley, p Albert Riesen, gm Dolly Dutton, pd	Gaey Varnell, pmm Wm. E. Kolb, ce	Wm. McGalliard, fd Wld., Ses. AP Col.
BARTLESVILLE						
KWON 1941	1400 250	Bartlesville Bcstg. Co. Union Nat'l Bank Bldg. 1400	MBS	J. Fred Case, p & gm John Collins, cm	R. J. Burton, pd	James A. Wireman, ce AP WE
BLACKWELL						
KBWL 1952	1580 250-D	Star Bcstg. Co., Inc. 309		Randall L. McCarrell, gm	Charles Hobbs, ce	Thes. AP G
CHICKASHA						
KWCO 1946	1560 1,000-D 250-N-DA-N	Washita Valley Bcstg. Co. KWCO Bldg. 2899	MBS, KBS	Phil Jackson, p & gm Hoyt Caldwell, cm Lorene Null, pd	Neal Allen, ce & nd Reford Melton, pmm	Gene Cunningham, fd Jodie Sevier, wd AP G
CLINTON						
KWOE 1949	1320 1,000-D	Western Okla. Bcstg. Co. Box 706 617	Best	V. M. Preston, gm Leo A. Tremblay, slm	Lew Preston, pd, pmm & fd Hubert Gaston, ce	Max Mott, nd Evelyn Preston, wd SES UP Ray.
CUSHING						
KWHP 1952	1600 1,000-D	Wm. Howard Payne 203 N. Harrison 922		William Howard Payne, o & gm Jerry Watson, cm, sd Bing Hampton, asst. m, nd	DeWitt Waites, pd LoRena Payne, pmm Charles F. Hebard, ce	Lou Allard, fd Mary Louise Blood, wd Thes. AP G
DUNCAN						
KRHD 1947	1350 250-D 100-N	Duncan Bcstg. Co. 17th & Pine 1350	MBS	R. H. Drury, p Leo R. Morris, g, cm & sd	Henry Mattison, pd & nd Dale Bishop, ce	Bill Brubaker, fd Wld. UP WE

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Take another look at the 30th Market

In the 30th market, there's more than a half-million population with an unusually high effective buying income.

Radio tune-in is high in the 30th market, and WKBN is the station to which they tune.

In addition, WKBN reaches a large population in counties surrounding the 30th market.

YOUNGSTOWN METROPOLITAN AREA

POPULATION: 528,498 — 30th in U. S.—3rd in Ohio
RETAIL SALES: \$536,904,000
FOOD SALES: \$142,746,000
GENERAL MERCHANDISE SALES: \$61,740,000
FURNITURE SALES: \$27,038,000
AUTOMOTIVE SALES: \$97,082,000
DRUG SALES: \$12,199,000
EFFECTIVE BUYING INCOME: \$893,055,000
E.B.I. PER CAPITA: \$1,649
E.B.I. PER FAMILY: \$5,903

SOURCE: Sales Management Survey of Buying Power (Copyright 1952, further reproduction not licensed). 1950 Census of Population.

YOUNGSTOWN HOOPER REPORT

Radio sets-in-use figures are high in Youngstown.

Morning 19.5 Afternoon 24.3 Evening 28.1

WKBN has the greatest Share of Audience.

Morning 40.8 Afternoon 43.2 Evening 41.0

46 out of the top 60 Haaperated programs in Youngstown are an WKBN.

SOURCE: Report of C. E. Hooper, Inc. for Youngstown, Ohio, Dec. 1951 through March 1952.

WKBN BMB REPORT

Daytime: 21 counties 224,180 families 759,970 listeners.

Nighttime: 16 counties 214,450 families 726,985 listeners.

40% increase over 1946.

84% listen from 3-7 times per week.

SOURCE: BMB Station Audience Report, Study No. 2, Spring 1949. 1950 Census of Population.

CBS

WKBN

YOUNGSTOWN, OHIO

5000 watts

570 kc

represented by RAYMER

OKLAHOMA—(Continued)

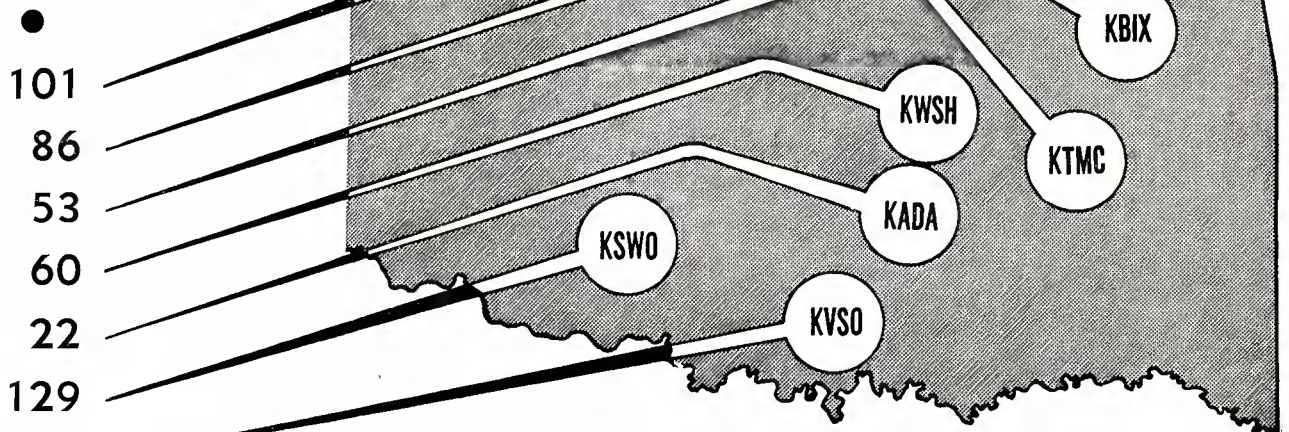
City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
DURANT							
KSEO 1947	750 250-D	Democrat Printing Co. Democrat Bldg. 2200		R. F. Story, co-o Bennett Story, co-o	Leroy W. Moses, g & cm	Leonard Brown, ce	St. AP GE
KSEO-FM 1947	Ch. 297(B) 107.3mc 2.9kw						
ELK CITY							
KASA 1932	1240 250	Southwest Bcstg. Co. 730	MBS	Lonnie J. Preston, p, gm & fd	Alice Howenstine, nd & wd		UP Ray.
ENID							
KCRC 1931	1380 1,000 DA-1	Enid Radiophone Co. Broadway Tower 447	ABC, Oklahoma Taylor	Milton B. Garber, p Guy E. Farnsworth, gm H. P. Hale, cm	Byron Napier, prog. m Murray D. Coleman, ce	Cecil E. Hill, nd Bill Orum, sd	L-W AP Col.
KGWA 1950	960 1,000 DA-1	Public Bcstg. Service, Inc. Box 949 4230	MBS Rambeau	Geo. Hutchison, p H. J. Godschalk, g & pmm Tom Belcher, cm	Lorraine Cansler, pd Wm. Teitzel, Jr., ce	Dick White, n & sd Blaine Smith, fd Helen Godschalk, wd	St. UP G
FREDERICK							
KTAT 1948	1570 250-D	Frederick Bcstg. Co. P. O. Drawer 920 1010	KBS Oklahoma Best	Ron Wheeler, co-o, gm, f & sd Dan Jones, co-o, ce & nd	Win Jones, co-o Mary Wheeler, pd & wd	Evelyn Jones, bus. m	Cap. UP G
GUYMON							
KGYN 1948	1220 1,000-D	Plains Bcstg. Co., Inc. 21st & Lelia Sts. 888	Best	T. M. Raburn, Jr., p & gm	Edward J. Slater, cm	Herbert L. Noyes, ce	Thes., Wid. UP G
HOBART							
KTJS 1947	1420 250-D	T. J. Shriner 315 E. 11th St. 1070	KBS	T. J. Shriner, p, ce, n & sd	Mary Jo Shriner, pd & wd	Tom Morris, fd	AP G
HOLDENVILLE							
KWSH 1948	1260 1,000 DA-2	(See Wewoka listing)					
HUGO							
KIHN 1948	1340 250	Little Dixie Bcstg. Co. East on Highway 70 1140	KBS	George L. Malone, p James F. Hendrix, gm	Elzie B. Parker, cm	Dalton E. Jones, ce	SES AP G
IDABEL							
KIDE (CP)	1240 250	Winston O. Ward					
LAWTON							
KSWO 1941	1380 1,000 DA-2	Oklahoma Quality Bcstg. Co. 406½ D Ave. 1380	ABC, Oklahoma Taylor	R. H. Drewry, p Allan Page, gm Neil Ashlock, cm	Morgan Roberts, pd William D. Buford, ce Bill McReynolds, pmm & nd	Paul Goode, bus. m Len Morton, sd Carol Carter, wd	L-W UP WE
(TV) (CP)		Oklahoma Quality Bcstg. Co.			(For full information see TELECASTING Yearbook)		
McALESTER							
KNED 1950	1150 1,000-D	Pittsburg County Bcstg. Co. Aldridge Hotel, Box 73 1460		Ray VanHooser, p & gm Phil Reed, cm Juanita VanHooser, pd	Lena Hopkins, office m & wd Dexter Ferry, ce	Berlon Hampton, nd Wayne Gunn, fd Jerry Watson, sd	Cap., Thes. UP G
KTMC 1946	1400 250	McAlester Bcstg. Co., Inc. Box 157 2411	ABC, Oklahoma Taylor	William E. Young, p Jim Wilson, gm & nd Bob Baggett, cm	Jay Harmon, pd Harold Duncan, ce	Geraldne Jones, pmm Bill Skeith, sd	AP G
MIAMI							
KGLC 1948	910 1,000 DA-1	Miami Bcstg. Co. Hotel Miami 3303	KBS Young	M. K. Hutts, p Kenyon Brown, exec. vp Charles L. Unger, Jr., gm	Bill York, pd Louis Stone, ce	Russ Martin, sd Opal Wright, wd	AP WE
MUSKOGEE							
KBIX 1936	1490 250	Oklahoma Press Pub. Co. 9th Floor Barnes Bldg. 302, 303	ABC, Oklahoma Taylor	Tams Bixby, Jr., p Wally Weber, gm	Howard Whiteley, pd Eugene O. Edwards, ce	Joe Hasler, nd	Thes. UP
KMUS 1948	1380 1,000-D 500-N-DA-N	Eastern Oklahoma Bcstg. Corp. 412½ Court St. 656	Eastern Oklahoma Pearson	R. M. Mountcastle, p Jimmie Barry, g & cm George Overton, pd & nd	Paul Weatherbee, pmm Jim Keitel, ce	Bill Mercer, sd Nancy Howard, wd	Wid., St. UP G
KMUS-FM 1947	Ch. 268 (B) 101.5mc 8.7kw						
NORMAN							
KNOR 1949	1400 250	Cleveland County Bcst. Co. Box 542 474		Tol Dickenson, o Wm. S. Morgan, ptrn.	Gene Stansberry, pd Gene Morris, ce	Dick Knowles, nd Jim Hughes, sd	Wid. UP Col.
*WNAD 1920	640 1,000-D	Univ. of Oklahoma Faculty Exchange 900		John W. Dunn, gm Hugh M. Mix, pd	Mima Smethers, pmm Remy M. Perot, ce	Glen Kezer, nd Curt Floyd, sd	WE

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THE 21ST MARKET

1st IN DRUG OUTLETS IN OKLAHOMA

RETAIL DRUG OUTLETS
IN HOME COUNTIES



529*

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.

**THAT'S 50% MORE
DRUG STORES
THAN THERE ARE IN
CINCINNATI, OHIO**

**ASK THE O. L. TAYLOR CO.
FOR FURTHER DETAILS**

*FROM THE 1952-53
CONSUMER MARKETS

OKLAHOMA NETWORK

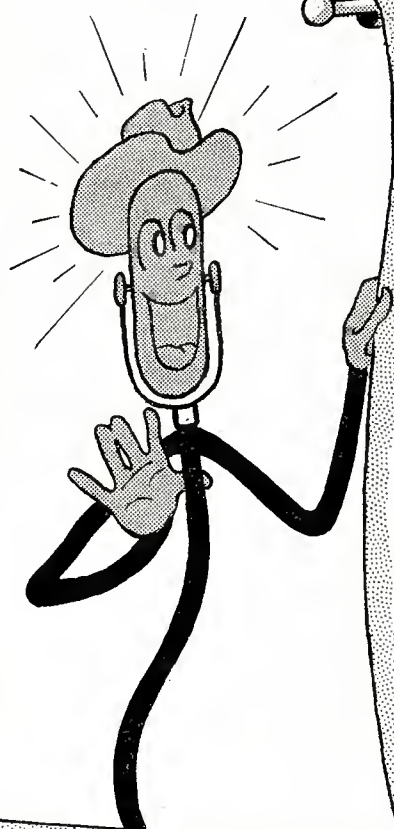
KBIX, Muskogee; KCRC, Enid; KADA, Ada; KWSH, Tri-Cities; KSWO, Lawton; KTMC, McAlester; KVSQ, Ardmore

OKLAHOMA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
OKLAHOMA CITY							
KBYE 1947	890 1,000-D	State Bcstg. Co. 9th & Broadway 3-2323		Kenyon Brown, p			
KLPR 1947	1140 1,000-D	Byrne Ross 128½ W. Commerce St. 3-6358		Byrne Ross, o & gm Fred Farha, cm Kathleen Burkett, pd	Jacob A. Davis, ce Robert R. Harrison, pmm Grant Ladd, nd	Douglas Carruth, fd L. H. Bengtson, sd Mary Dean Sanders, wd	AP Ray.
KOCY 1922	1340 250	Plaza Court Bcstg. Co. Plaza Court Bldg. 3-4333	MBS Walker	Matthew H. Bonebrake, p George R. Collisson, gm	John D. Harrison, pd Howard L. Hollars, ce	Bob Murphy, sd	St. AP Col.
KOMA 1927	1520 50,000 DA-N	KOMA, Inc. Box 983 8-6641	CBS Avery- Knodel	John Griffin, p J. J. Bernard, gm Raymond Ruff, loc. slm & pmm	Ben Holmes, nat'l slm Martin H. Fuller, pd Morris W. Thomas, ce	Bob Eastman, nd Harold Mock, fd Carroll Freeman, sd	L-W, St. UP WE
KTOK 1927	1000 5,000 DA-2	KTOK, Inc. 1800 W. Main 3-8352	ABC, Oklahoma Taylor	Wendell Mayes, p E. L. Colbourn, gm	Dick Kirchner, pd Clif Easum, ce	Harold Phillips, nd	Wid., Thes. AP, UP WE
KTOW 1948	800 250-D	Sooner Bcstg. Co. Liberty Bank Bldg. 2-6367		Ralph Ball, p Rex M. Lester, Jr., gm	Ross Baker, cm Bill Bryan, pd, n & sd	John Witt, ce Jean Hamilton, wd GE
WKY 1920	930 5,000 DA-N	WKY Radiophone Box 8668, Britton Station 88-2161	NBC Katz	E. K. Gaylord, p P. A. Sugg, m Hoyt Andres, asst. sm Eugene B. Dodson, adm. asst.	Robert E. Chapman, cm Paul O. Brawner, pd Ray Scales, pub. rel. m H. J. Lovell, ce	James Terrell, nd Sandy Saunders, fd Prissy Thomas, pub. serv. d	St. AP, UP RCA
WKY-TV 1949		WKY Radiophone Co. P. O. Box 8668 88-2161		(For full information see TELECASTING Yearbook)			
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 LeGrand, pd	John Brennerman, ce AP G
FAULS VALLEY							
KVLH 1947	1470 250-D	KVLH Bcstg. Co. Highway 77 N. 1470-1471	KBS Best	James T. Jackson, p Phil Crenshaw, gm	Jim Gray, cm & fd George Rountree, ce	Don Hughes, n & sd	Cap. UP Col.
PONCA CITY							
WBBZ 1928	1230 250	Ponca City Publishing Co. 1601 E. Oklahoma Ave. 6607	MBS Pearson	Clyde E. Muchmore, ptrn. Gareth B. Muchmore, ptrn. Allan W. Muchmore, ptrn Cy Casper, gm	Milton E. Sheid, cm William C. Maugans, pd, pmm, nd & fd Carrol Blewster, ce	Don Putman, fd Bill Platt, sd Lawanda Boles, wd	Wid. AP G
PRYOR							
KOLS 1950	1570 250-D	L. L. Gaffaney 5th & S. Mill Sts. 1263	Eastern Oklahoma	L. L. Gaffaney, p, gm & nd	Mrs. L. L. Gaffney, cm	R. L. Padgett, ce	SES. AP G.
SEMINOLE							
KWSH 1948	1260 1,000 DA-2	(See Wewoka listing)					
SHAWNEE							
KGFF 1930	1450 250	KGFF Bcstg. Co. Inc. Hotel Aldridge 4390	MBS	Oscar S. Stauffer, p Wilford C. Dickson, g & cm Jeral Ziegler, pd	Delbert Grady, ce Fred Davis, pmm & sd Bill Boren, nd	Dan Bridges, fd Helen Jones, wd	Wid. AP Col.
STILLWATER							
KSPI 1947	780 250-D	Stillwater Publishing Co. P. O. Box 231 311	MBS, Oklahoma Aggie	C. R. Bellatti, p L. F. Bellatti, gm	James R. Bellatti, pd Paul McCollom, ce	Jim Wells, fd	St. UP WE
KSPI-FM 1947	Ch. 230 (B) 93.5mc 3.9kw						

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KTUL Delivers
a Mighty Market... **Tulsa!**



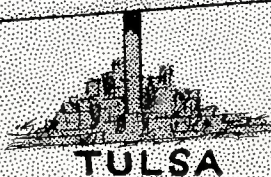
Tulsa's Metropolitan Area ranks 73rd in population
in the U.S. (258,000) . . .

But . . . it also ranks—

- 65th-in TOTAL RETAIL SALES
 - 47th-in RETAIL SALES PER CAPITA
 - 56th-in DRUG STORE SALES
 - 53rd-in WHOLESALE SALES
 - 54th-in AUTOMOTIVE STORE SALES
 - 46th-in FILLING STATION SALES
 - 54th-in BUILDING MATERIAL and HARDWARE STORE SALES
 - 56th-in APPAREL STORE SALES
 - 65th-in HOME FURNISHING STORE SALES
 - 68th-in FOOD STORE SALES
 - 62nd-in GENERAL MERCHANDISE STORE SALES
- ★ Tulsa Folks SPEND MORE, EAT MORE, DRIVE MORE, DRESS BETTER, LIVE BETTER than practically any other folks in the good old U.S.A. . . .

FROM 10% to 50% BETTER!

- KTUL serves the rich Tulsa trade area of Eastern Oklahoma BEST . . . with no waste coverage!
- CBS Radio . . . top local programing!
- Get the KTUL story from your nearest Avery-Knodel, Inc. office.



The "HAPPY MEDIUM" Station

KTUL Radio
TULSA

JOHN ESAU—Vice President—General Manager

AFFILIATED with KFPW, FORT SMITH, Ark., and KOMA, OKLAHOMA CITY

OKLAHOMA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
TULSA							
KAKC 1946	970 1,000-LS 500-N-DA-2	Public Radio Corp. Amer. Airlines Bldg. 4-2401	MBS Pearson	S. E. Avey, p James L. Neal, vp, g & cm	John B. Wheeler, pd Rusty Kirk, pmm M. M. Donley, ce	Jack Moore, nd Mack Creager, sd Marge McCartney, wd	AP Col.
KAKC-FM 1947	Ch. 238 (B) 95.5mc 9.5kw						
KFMJ 1946	1050 1,000-D	Fred Jones Bcstg. 1242 S. Boston 5-5555	Indie	Fred Jones, p Lawson Taylor, gm	Jack Betz, cm Carolyn Jenkins, pd	H. Hamilton, ce Jay Jones, nd	UP WE
KOME 1938	1300 5,000-D 1,000-N-DA-2	Oil Capital Sales Corp. 8th & Main 3-4121	Oklahoma, Arkoma, Magic Circle, Pearson	John E. Brown, Jr., p Storm Whaley, exec. vp Riley R. Gibson, g, cm & pd	Charles Grim, prod. d Roy Brown, ce Landon Young, nd	Tony George, sd Lee Grim, wd	Wld. AP WE
KOTV (TV) 1949		Wrather-Alvarez, Inc. 302 S. Frankfort		(For full information see TELECASTING Yearbook)			
KRMG 1949	740 50,000-D 25,000-N-DA-2	All Oklahoma Bcstg. Co. 311 S. Denver 5-3291	ABC Blair	Robert S. Kerr, p Robert B. Jones, Jr., vp & gm Dean A. McGee, vp	Frank S. Lane, sta. m & cm David E. Wilson, pd Wm. H. Bradley, ce Ann Fellows, pmm	Glenn Condon, nd John Martin, fd Mack Creager, sd	Cap. AP RCA
KTUL 1934	1430 5,000-DA-N	Tulsa Bcstg. Co. Boulder on the Park 2-3191	CBS Avery- Knodel	John Griffin, p John Essau, vp & gm L. A. Blust, asst. gm & cm Karl Janssen, pd	Robert E. Snider, ce George L. Ketcham, pmm Harry Abbott, pdm	Jack Morris, nd Jack Charvat, sd Elizabeth Dikeman, wd	L-W UP WE
KTUL-FM 1948	Ch. 246 (B) 97.1mc 1.25kw						
KVOO 1925	1170 50,000-DA-N	Southwestern Sales Corp. Philtower 23281	NBC Petry	W. G. Skelly, p Wm. B. Way, gm	Gus Branborg, cm Joe O'Neil, pd	L. W. Stinson, ce	St. Wld. UP, INS WE
WEWOKA							
KWSH 1948	1260 1,000 DA-2	Tri City Bcstg. Co. Inc. P. O. Box 1260 1260	ABC, Oklahoma, Taylor	Dr. C. C. Morris, p Bill Hoover, vp & gm Brown Morris, sec.-treas. Pat Murphy, sm & sd	Ray Judge, sls. & bus. mgr. Don Owen, pd & fd Warren W. Abbott, ce	Romaine Bailes, pmm David Cook, nd Barbara Brydia, cont. d	St. AP Col.
WOODWARD							
KSIW 1947	1450 250	Woodward Bcstg. Co. 22nd & Cedar Sts. 1450	MBS, KBS Continental	Edward A. Ryan, p & gm	Lenora Woods Ryan, pd	George L. Archer, ce	Cap., Thes. AP WE
OREGON							
ALBANY							
KWIL 1941	1240 250	Central Willamette Bcstg. Co. Queen Ave. and Elm St. 1234-5	MBS Don Lee Keating	R. R. Cronise, p Chet Wheeler, gm John Birrel, cm LeRoy Jolley, pd	Herb Davidson, ce & fd Mal Waltmon, pmm Warren Stoffer, asst. m	Ken McCoy, pdm, publ. m, nd Hal Eyer, sd Peggy Cooley, wd	Wld. UP RCA
KWIL-FM 1947	Chan. 269 (A) 101.7mc 0.71kw						
ASHLAND							
KWIN 1946	1400 250	Rogue Valley Bcstg. Co. 1160 Helman Rd. 2-1351		H. R. Morris, trustee			
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, g, cm & nd	Mary I. Ristola, pd, pmm & wd Bruce Whitwell, ce	Herman Robison, fd Warren Grimberg, sd	St. AP Ray.
KVAS 1950	1230 250	KVAS, Inc. 612 Commercial St. 41	Moore	L. E. Parsons, p E. W. Littlehales, gm	Marie Faircloth, pd & wd James Titus, ce	Harry Lipsit, n & fd	Wld. UP GE
BAKER							
KBKR 1939	1490 250	Inland Radio Inc. 2030 Auburn Ave. 140	KBS Oregon Trail	Lee W. Jacobs, p Kenneth B. Lockwood, g & cm	Kenneth F. Holden, pd & sd Walter A. Bobisud, ce	Richard R. Eardley, pmm & nd Lloyd O. McFee, fd Grace L. Baer, wd	UP RCA
BEND							
KEND 1938	1110 1,000 DA-N	Central Oreg. Bcstg. Co. Coble Bldg. 848	MBS Don Lee Grant	Frank H. Loggan, p, g & pmm Douglas Gaines, cm	Kessler Cannon, pd, f & sd Robert W. Dickinson, ce	Jack Thornton, nd	Wld. UP RCA
COOS BAY							
KOOS 1928	1230 250	KOOS, Inc. Hall Bldg. 4321	MBS Don Lee Keating Forjoe	Sheldon F. Sackett, p Fred Chitty, gm	Phil Waters, res. m John Tasnady, pd, pmm, n & sd	Nathan Olson, ce Lucy Johnson, wd	AP, UP RCA
COQUILLE							
KWRO 1949	1450 250	KWRO, Inc. Box 396 3961		William E. Walsh, p	George W. Stratton, gm	P. Barkwell, pd	Cole, Cap., Assoc. AP
CORVALLIS							
*KOAC 1922	550 5,000 DA-2	State Board of Higher Education Ore. State College 3-4351	NAEB Tape	James M. Morris, m, pd & sd	Grant S. Feikert, ce Bob Hinz, nd	Arnold Ebert, fd Gladys Chambers, wd	UP WE
KRUL 1947	1340 250	Pacific States Radio Co. 1221 S. 15th 3-3322	KBS Evergreen Keating	J. C. Haley, Sr., p C. W. Peck, gm, pd & sd Loyal Nickers, cm	Ben Hubbard, pmm & nd Don Gay, ce	John Hodge, fd Pat McHugh, wd	Cap. AP GE

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IN TULSA...

THE PULSE, INC.

100% YARDSTICK

THE PULSE OF TULSA

Radio Station Audiences by Time Periods

November, 1952

M O N D A Y - F R I D A Y

Station	6 AM - 12 Noon	12 Noon - 6 PM	6 PM - 8 PM
KVOO	34	40	42
"B"	20	22	27
"C"	19	16	15
"D"	13 ^a	8 ^a	*
"E"	7	6	6
"F"	5	5	4
Misc.	3	3	5
Total Percent	100	100	100
Average ¼ hour Home using radio	19.1	20.8	23.7

"a" Does not broadcast for complete six hour period and the share of audience is unadjusted for this situation.

* Not on air

These figures are percentages indicating the relative popularity of the stations during the day. The base, total station quarter hour mentions, is the sum of the number of stations listened to during the periods. This base, divided into the total mentions of each station gives the figures listed above.

★ ★ ★

KVOO leads substantially in *every* quarter hour covered by this Pulse Report save one, and in this quarter hour one other station merely equals the KVOO share of audience.

See your nearest Edward Petry & Company office for the complete data and for KVOO availabilities.

RADIO STATION KVOO

NBC AFFILIATE

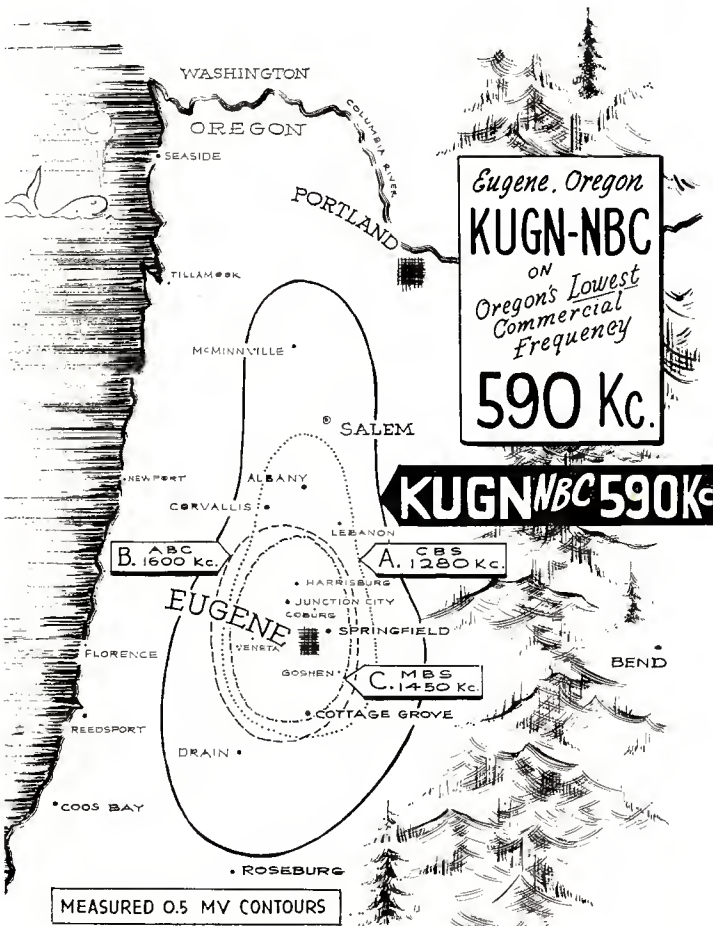
EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS
OKLAHOMA'S GREATEST STATION
TULSA, OKLA.

OREGON—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Tran. Li- brary, News Service Transmitter
COTTAGE GROVE						
KCTG (CP)	1400 250	Coast Fork Bestg. Co. P. O. Box 175 W. Oregon Ave. Creswell, Ore.	Oregon Beaver Forjoe	Gordon Allen, p Hal Davis, gm	Bob Bruce, cm Phillip Holt, ce	AP Col.
THE DALLES						
KODL 1940	1230 250-D 100-N	Western Radio Corp. P. O. Box 399 2300	KBS	V. B. Kenworthy, p Paul E. Walden, gm	Monte DeVon, pd Douglas Whipple, ce	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 Publishing Co. P. O. Box 506 5-4304	CBS Weed, Moore	Alton F. Baker, p L. W. Tromnitz, gm Herb Michael, cm	Robert Fulton, pd & pmm Calvert Applegate, ce Jack Craig, nd	Earl Britton, fd Clif Cole, sd Carol Kerr, wd ST. AP G.
KORE 1927	1450 250	Lane Bestg. Co. Box 1032 4-4214	MBS Don Lee McKinney, Keating	Glenn McCormick, d Lee Bishop, gm, pmm & sd Bob Eubanks, pd	Floyd Viken, ce Dolph Janes, nd	Evelyn Rohiffs, wd Wld. UP
KUGN 1946	590 1,000 DA-N	KUGN, Inc. P. O. Box 112 4-6216	NBC Meeker	C. H. Fisher, p S. W. McCready, gm E. W. Karl, cm	Reg Roos, pd George Hathaway, ce Bob Hilyer, pmm	Jack Billings, nd Woody Slater, sd Mimi Houghlum, wd L-W AP RCA
KUGN-FM 1947	Chan. 256 (B) 99.1mc 8kw					
FOREST GROVE						
KFGR 1950	1570 250-D	Irving V. Schmidtke P. O. Box 245 6091		Irving V. Schmidtke, o, g, cm, pd & ce Allen Hoffard, n & sd	Ralph Keyser, fd Eleanor Schmidtke, wd	St., SES AP Ray.
GRANTS PASS						
KUIN 1939	1340 250	Southern Oregon Bcstg. Co. P. O. Box 148 4477	MBS Don Lee Grant	A. E. Voorhies, p Edward A. Malone, gm Myron Ball, cm	Dave Allen, pd N. L. Williams, ce	Chris Hansen, nd Lee Boner, fd Wld., Mac. AP WE
KGPO(FM) 1947	Chan. 245 (A) 96.9mc 3.1kw	(KUIN AM affiliate)				

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**THE ONLY STATION COVERING THE
ENTIRE HEART OF THE
RICH WILLAMETTE VALLEY**

101,750 Radio Homes
\$330 Million market

KUGN ^{AM}/_{FM}

*Represented nationally by
Robert S. Meeker, Associates*



HOOD RIVER

KIHR 1950	1340 250	Oregon-Washington Bcstrs. P. O. Box 207 8561	Keating	C. H. Fisher, ptrn. & gm C. O. Fisher, ptrn.	Don M. McCutcheon, sm, f & sd Jack Burger, sls. rep.	James H. Platz, ce Lenore Merritt, wd	L-W AP Ray.
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KLAMATH FALLS

KFJI 1923	1150 5,000-D 1,000-N DA-N	KFJI Bcstrs. P. O. Box 692 2-2551	MBS Don Lee Grant Keating	W. D. Miller, p Dick Maguire, g & cm Bob McVay, pd, pmm & sd	William P. Grimes, ce John Barton, nd	Edward M. Boyd, fd Katie Lake, wd	Thes., Wld. UP Col.
KFLW 1946	1450 250	Herald Publishing Co. P. O. Box 941 8115	ABC, CBS McKinney	Frank Jenkins, p Bud Chandler, gm Aaron Boe, cm	Edith Pieruccini, pd & pmm Gilbert Walter, ce Chas. McFarlan, nd	Louis Gillespie, fd Floyd Wynne, sd Minnie Surles, wd	St. AP G.

LA GRANDE

KLBM 1938	1450 250	Inland Radio Inc. Old Oregon Trail 2201	Oregon Trail	Lee W. Jacobs, p Ken Lillard, g & cm	Herb Shields, pd	Danny Bridges, ce	UP RCA
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LEBANON

KGAL 1950	930 1,000-D	Linn County Bcstg. Co. 8631	Forjoe	W. Gordon Allen, p, o & gm Robert M. Bruce, c & pmm Nathan Bridges, pd	Keith Samples, ce & nd Madeline Allen, pub. rel. d	Alan Snowden, fd M. Stubblefield, wd	L-W AP G.
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McMINNVILLE

KMCM 1949	1260 1,000 DA-N	Yamhill Bcstrs., Inc. P. O. Box 207 3611	KBS	Jack E. Bladine, p Louis F. Gillette, gm Glasco P. Branson, cm	Ivan Smith, pd Milt Muir, ce	Homer Rohse, nd Dudley Gaylord, f & sd	L-W AP WE
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MEDFORD

KMED 1922	1440 5,000-D 1,000-N	Radio Medford, Inc. Ross Lane, Box 1306 2-4000	NBC Meeker	Vernon J. Robinson, p Jennings Pierce, gm Ray Johnson, asst. m & ce	William Hansen, cm Russell Jamison, pd & nd Bud Beachwood, pmm	Howard Hammond, fd Chuck Field, sd Helen Webster, wd	Thes., Mae. UP RCA
KYJC 1947	1230 250	Medford Printing Co. Barnett Road 2-5277	ABC, CBS Grant	R. W. Ruhl, p James J. Dunlevy, gm	Tom MacLeod, cm & sd John Ahern, pd & nd	Richard Woods, ce Betty Brugman, wd	UP RCA

NEWPORT

KNPT 1948	1310 1,000 DA-N	Yaquina Radio, Inc. P. O. Box 276 560-561	Keating	Thomas R. Becker, p & gm Dan Kirch, cm & sd	Ed Warmoth, pd, pmm & fd Tony Bryan, ce	Martin Woodward, nd Mo Dixon, wd	Wld. AP Col.
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NORTH BEND


KFIR 1951	1340 250	Bay Bcstg. Co. Inc. 1937 Union Ave. 5-7351	CBS Grant	Josephine Bjarnson, p Glenn E. Nickell, g & gm	Ruth Livingston, pd & wd Arthur Schuldt, ce	William Kraus, sd	St. AP G.
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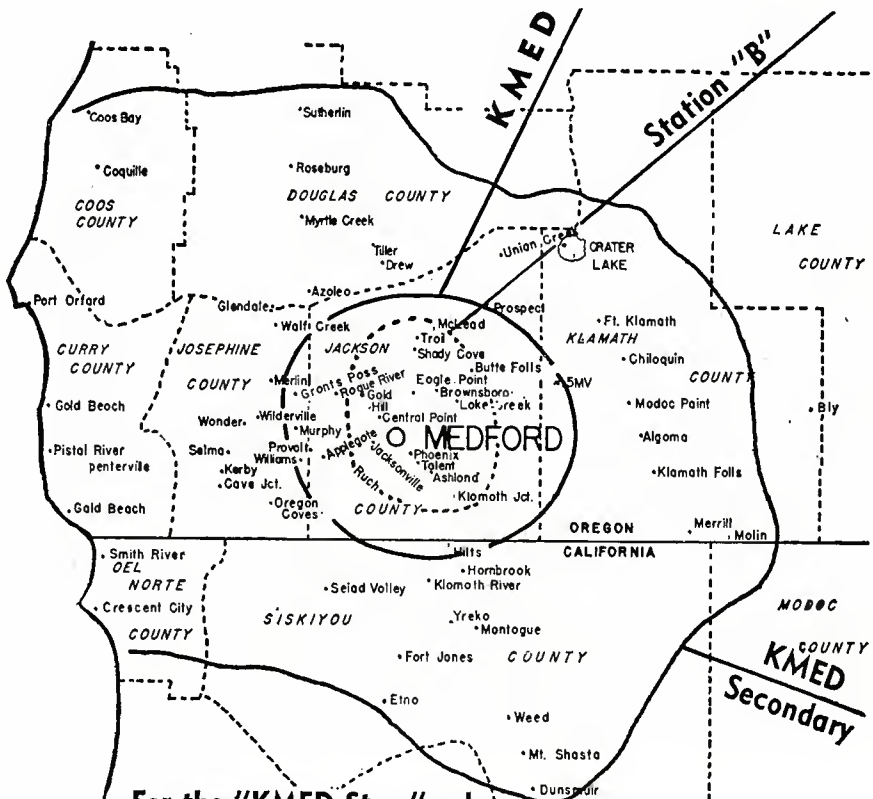
IN 1953

**KMED ENTERS INTO ITS
4th DECADE of BROADCASTING**

This 5000 watter continues to be the *only* regional NBC affiliate between San Francisco and Portland—serving the rich Rogue River Valley—six southwestern Oregon counties and three northern California counties.

KMED pledges our advertisers our fullest and continuing efforts in their behalf—as we enter our 31st year of broadcasting.





**For the "KMED Story" ask
Your nearest Robert Meeker man
or write K M E D - MEDFORD, OREGON**

KMED

OREGON—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Trans. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
ONTARIO							
KSRV 1946	1380 1,000 DA-N	Inland Radio Inc. P. O. Box 540 212	KBS Oregon Trail	Lee W. Jacobs, p Gordon L. Capps, vp & gm Robert Humphreys, cm	Ned Liebman, pd & sd Charles E. Harland, ce	Dick Barrett, nd Lucille McShane, wd	Wld., St. UP WE
OREGON CITY							
KGON 1947	1230 250	(See Portland listing)					
PENDLETON							
KWRC 1941	1240 250	Western Radio Corp. P. O. Box 178 1425		V. B. Kenworthy, p & gm Ted A. Smith, sm	Jack Webb, cm Denman K. Dayton, pd	Larry Lester, ce Doris Forsman, wd	UP RCA
PORTLAND							
*KBPS 1923	1450 250	Benson Poly. School 546 N. E. 12th Filmore 5469		Patricia L. Green, gm & pd			
KEX 1926	1190 50,000 DA-1	Westinghouse Radio Stations, Inc. 1230 S.W. Main St. Capital 1881	ABC Free & Peters	Joseph E. Baudino, vp J. B. Conley, sm Robert H. Prigmore, cm Mel Bailey, pd	Charles L. Burrow, pmm Thomas T. Ely, ce Bob Thomas, nd	Ivan Jones, fd Barney Keep, sd Kay West, wd	Assoc. UP, INS WE
KEX-FM 1948	Chan. 222 (A) 92.3mc 56.4kw						
KGON 1947	1230 250	Clackamas Bcstrs. Inc. P. O. Box 391 Oregon City 5249	Evergreen Meeker	Dr. John H. Fitzgibbon, p Irwin S. Adams, gm, co-o, cm & pmm	Sonora B. Hoffman, pd Edward G. Saxe, ce Frank Faro, nd	H. I. Jackson, sd Laurie Lauritzen, wd	Assoc., Wld AP G.
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	Donald F. Whitman, pd Harold C. Singleton, ce Frank H. Coffin, dir. of comm. serv.	Bob Franklin, pdm Rudy Lachenmeier, sd	L-W. Wld. AP, INS Ray.
KGW-FM 1952	Chan. 262 (B) 100.3mc 57kw						
KLIQ 1948	1290 1,000-D	Mercury Bestg. Co. 3908 N. E. Sandy Blvd. Webster 1290		Gordon E. Bambrick, p, gm & pd			

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KUIN-KGPO

250 AM
WATTS
3100 FM

SERVING SOUTHERN OREGON SINCE 1939

SOUTHERN OREGON BROADCASTING COMPANY • PHONE 4477 • GRANTS PASS, OREGON

E. A. MALONE, MANAGER

J. A. Ward, Inc.

RADIO LISTENING IN NON-TV AMERICA (1952)

Grants Pass, Oregon

SHARE OF AUDIENCE

KUIN	Morning 90.1%	Afternoon 80.3%	Evening 72.3%
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GOLD, CHROME, PLATINUM, "GLAD" BULBS, LADINO CLOVER SEED, FLUID MILK, TOURISTS, LUMBER, PLYWOOD, ROGUE RIVER SPORTS FISHING . . . THESE ARE THE PRODUCTS THAT MAKE A \$70,000,000 RETAIL SALES MARKET WHICH ONLY KUIN-KGPO CAN GIVE YOUR CLIENT.

91,000 People — 29,000 Families — \$70,000,000 Retail Sales

Ask W. S. Grant Company, National Representatives

Write KUIN now for your FREE living souvenir of beautiful Southern Oregon—TWO DOZEN GLADIOLUS BULBS, YOURS FREE!



THE People's Choice

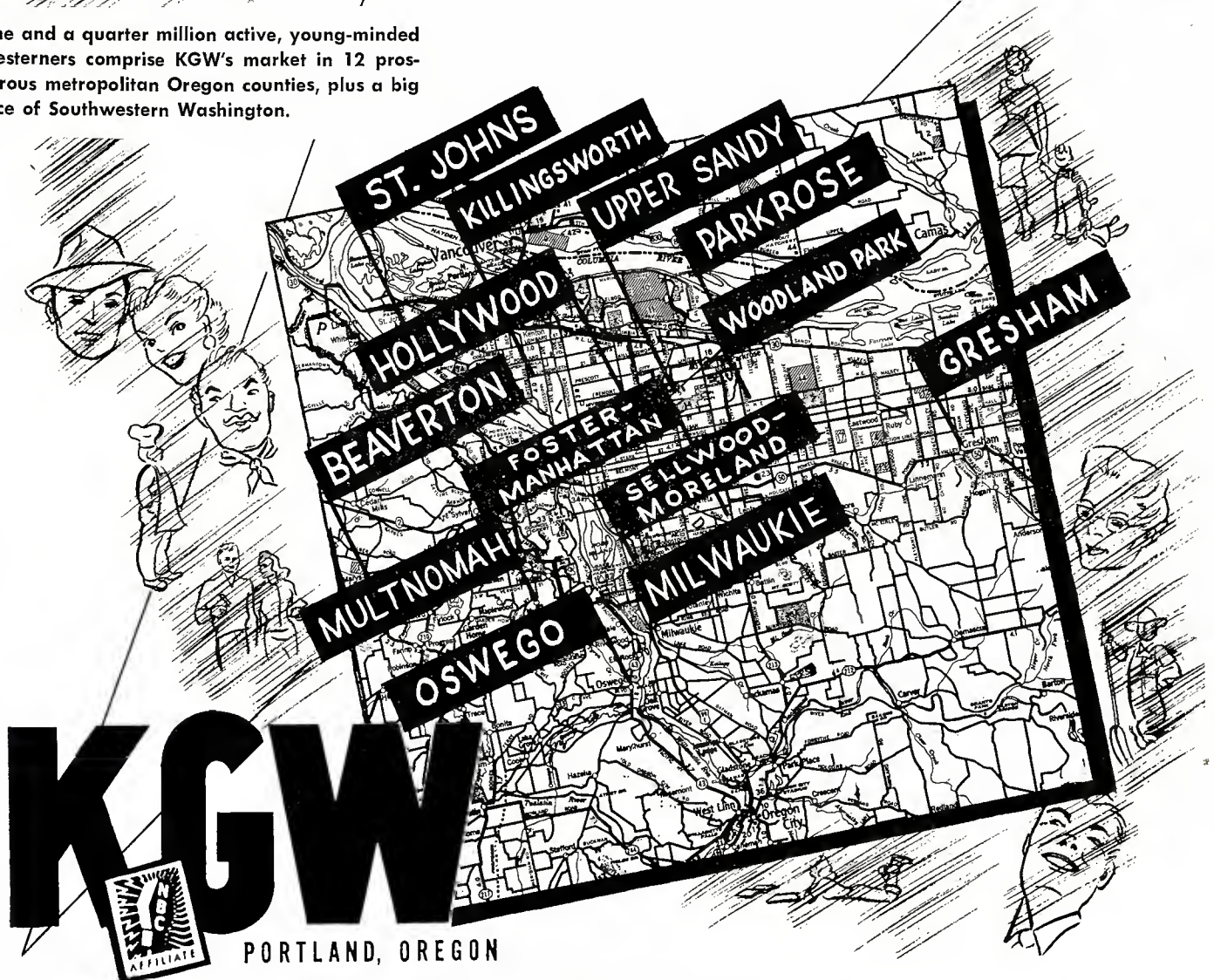
IN PORTLAND, OREGON

Grocers, druggists, civic leaders and customers representative of 13 major neighborhood shopping districts in and around Portland are now more certain than ever of KGW's interest in its home territory!

Thirteen times in the past year, KGW's popularity with its listeners was proved conclusively as merchant after merchant joined this great pioneer radio station in a series of *localized* community salutes! *Customer* response in each area reached proportions far beyond expectations.

For advertisers using KGW, this listener-loyalty proves again that radio—particularly KGW—is still going strong. The concentrated selling power of KGW is your best radio buy in the fast-growing Oregon market!

One and a quarter million active, young-minded Westerners comprise KGW's market in 12 prosperous metropolitan Oregon counties, plus a big slice of Southwestern Washington.



KGW

PORTLAND, OREGON

REPRESENTED Nationally by EDWARD PETRY & CO., INC.

OREGON—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter	
PORTLAND (Cont'd)							
KOIN 1952	970 5,000 DA-N	Mount Hood Radio & Television Bcstg. Corp. P. O. Box 1031 ATwater 3333	CBS Avery-Knodel	Howard Lane, p Harry H. Buckendahl, gm John L. Palmer, natl. adv. m	Ted W. Cooke, prog. m George Wann, pd L. S. Bookwalter, d of engr.	Lester Halpin, nd Duke L. Roberts, pub. affairs d	Thes. Wid. AP UP, INS
KOIN-FM 1948	Chan. 266 (B) 101.1mc 48.6kw						
KPAM 1951	1410 1,000-D	Broadcasters Oreg. Ltd. P. O. Box 1230 Atwater 0106		Stanley M. Goard, p, g & cm	Charles K. Dickson, ce		Assoc., Wid AP WE
KPFM(FM) 1946	Chan. 246 (B) 97.1mc 3.3kw	(KPAM, AM Affiliate)					
KPDQ 1947	800 1,000-D	John W. Davis P. O. Box 800 Capitol 9209		John W. Davis, o & m	David M. Jack, cm	Jack W. Adkins, ce	Assoc. AP Ray.
KPOJ 1952	1330 5,000 DA-1	KPOJ, Inc. 1019 S.W. 10th Ave. Broadway 3484	MBS Don Lee Blair	P. L. Jackson, p R. M. Brown, gm Robt. C. LaBonte, cm Joseph T. Hallock, pd	Robt. Whitely, pmm Richard Pooley, ce Vern Mueller, nd	Alvin D. Bauer, fd Chas. LaFranchise, sd Penny Robinson, wd	Thes. UP
KPOJ-FM 1948	Chan. 254 (B) 98.7mc 44kw						WE
KPTV (TV) 1952		Empire Coil Co. 85 Beechwood Ave. New Rochelle, N. Y.					
(For full information see TELECASTING Yearbook)							
KWJJ 1927	1080 10,000 DA-2	Rodney F. Johnson 1011 S.W. 6th Ave. Atwater 4393	Weed, Moore	Rodney F. Johnson, o & gm Ben T. Crosby, c & pmm	Jerry Speerstra, pd Dwight Loomis, ce	Ed Leahy, nd Bob MacAnulty, sd	UP WH
KXL 1926	750 10,000 DA-1 L-WSB	KXL Bcstrs. Orpheum Bldg. Broadway 6451	Walker	H. S. Jacobson, p, g & cm George Anthony, pd	Ralph Miffin, ce James Mount, sls m	Chuck Foster, nd Ben Buisman, fd	Assoc. AP, UP RCA
PRINEVILLE							
KRCCO 1950	690 1,000-D	Radio Central Oregon, Inc. P. O. Box 188 6239	Grant	N. A. Miksche, p, gm & nd Hal Newhouse, cm & sd	Elsie Stover, pd & wd Les McKay, pmm & fd	Curtis Burnside, ce C. R. Matheny, asst m	Thes. UP Col.
REDMOND							
KSGA 1952	1240 250	Redmond Bestg. Co. P. O. Box 1240 234	ABC Forjoe	Harold C. Singleton, ptrn. W. Gordon Allen, ptrn. F. Gilbert Lieser, gm & sd	Jack Leutjen, pd & slm Al Horton, ce	Mereline Lieser, n & wd	AP WE
ROSEBURG							
KRNR 1935	1490 250	News-Review Co. 134 N. Jackson 3-5551	CBS Don Lee Grant Keating	Frank Jenkins, p Leroy Hiatt, gm	Warren Ward, cm Lyle Fenner, pd, f & wd	Max Dick, ce Bob Grant, n & sd	St. AP G.
KRXL 1950	1240 250	Umpqua Bcstrs., Inc. P. O. Box 847 3-4464		Donn W. Radabaugh, p Iris Rice Helliwell, gm	Lon D. Hunt, cm Del McKay, pd & nd	Gerald A. Oliver, ce & sd May Mathews, wd	L-W, Wid. UP G.
SALEM							
KGAE 1952	1430 1,000-D	KGAE, Inc. P. O. Box 768 3-7121	Forjoe	W. Gordon Allen, p Hal Davis, g & pmm Chuck Wheeler, cm	Jack Till, pd John Truhan, ce	By Stephenson, n & sd Gloria Davis, wd	AP WE
KOCO 1947	1490 250	Loring Schmidt 1426 Edgewater 3-3108	Rambeau	Loring Schmidt, p & gm S. P. Smith, cm Carl Ritthie, pd	Robt. Suing, ce Ray Loter, nd	Gene Good, sd Dolores Gotfried, wd	Assoc., Cap. UP RCA
KSLM 1934	1390 1,000	Oregon Radio Inc. 519 Court St. 3-4831	MBS Don Lee McKinney	Glenn McCormick, p & gm Dave Hoss, c & sm	Ester Konantz, pd Clyde Carlton, ce	Bill Ross, pmm & sd Herb Smith, nd	Wid. UP GE
TILLAMOOK							
KTIL 1947	1590 250	Tillamook Bestg. Co. Star Route W. 1122	KBS Continental	F. H. Guyton, p Tom Hoover, gm, cm, pd, nd & sd	Larry Bruner, ce	Carl Karpstein, fd & wd	AP WE

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RAHALL STATIONS

JOE RAHALL, President

RADIO-WISE time buyers have been quick to recognize and benefit by RAHALL STATION'S "Personality Selling" technique. Hitched to programs of music, news and sports, geared to local tastes, RAHALL STATIONS cover radio's top audiences and markets . . . produce top results!

(a)

(b)

(b)

The "Independent" that tops all the networks in Pennsylvania's Lehigh Valley. The station everyone listens to in Montgomery County. And it reaches Mrs. Housewife in the Greater Philadelphia Market too.

Radio's top in the heart of West Virginia's rich coal and industrial area. MBS affiliate.

WKAP

Oggie Dovies, Mgr.
Weed & Co.

WNAR

John Banzhoff, Mgr.
Walker & Co.

WWR

Dick Booth, Mgr.
Walker & Co.

PENNSYLVANIA

ALLENTOWN

WAEB 1949	790 500 D 1,000 N DA-2	WAEB Inc. 7th & Hamilton Sts. 4-9384	ABC, MBS & Quaker Hollingbery	Howard Wasserman, p & gm S. Robert Ackley, cm Thomas A. Earley, pd & pmm	William Gottshall, ce Klem Waters, nd	Nedd Flemming, sd UP WE
WFMZ(FM) 1947	Chan. 264 (B) 100.7mc 20kw	Penn-Allen Bcstg. Co. 1524 Linden St. Hemlock 3-7521		Raymond F. Kohn, p, gm & pd Horace W. Gross, cm	Daniel Houck, ce	Assoc., SES Col.
WHOL 1948	1230 250	Allentown Bcstg. Corp. Colorado & Poplar Sts. Hemlock 4-4801	CBS Meeker	Charles G. Helwig, p James F. Chambers, gm, cm & pd	Gerald B. Werst, ce Mildred M. Hein, traffic d Syd Paul, nd & sd	Martin Musket, pmm & fd Lois Clader, wd	Thes. UP GE
WKAP 1947	1320 1,000 DA-N	WKAP Inc. N. 7th St. Pike Hemlock 3-3166	Weed	N. Joe Rahall, p Ogden R. Davies, gm, cm & pmm	Marshall S. Cleaver, pd C. Frank Cordaro, ce Alan D. Raber, nd & sd	Paul F. Galgon, fd Gladys E. Hersh, wd	Assoc. AP G
WSAN 1923	1470 5,000 DA-N	Lehigh Valley Bcstg. Co. 39 N. Tenth St. Hemlock 4-9511	NBC Headley- Reed	B. Bryan Musselman, gm Olivia P. Musselman, sm, cm & pmm George Y. Snyder, pd	Reuel H. Musselman, ce Richard Reed, nd John Van Sant, sd	Kay Allyn, wd	Wld. AP WE
WSAN-FM 1947	Ch. 260 (B) 99.9mc 8kw						

ALTOONA

WFBG 1924	1340 250	Gable Bcstg. Co. 6467	NBC, Quaker, Intra-City H-R Rep.	George P. Gable, p Jack Snyder, mgng. d, cm & nd James Gates, pd & sd Roy F. Thompson, p & gm	George Burgoon, ce Eugene Hammil, fd	Josephine Cooney, wd	Wld. AP WE
WRTA 1947	1240 250	Thompson Bcstg. Co. 1421 12th Ave. 6646					
WVAM 1948	1430 1,000 DA-2	General Bcstg. Corp. 1413 11th Ave. 8127	CBS Weed	E. S. Leopold, p Robert G. Walter, gm & pd Will Union, cm & pmm	Irvin Metzgar, ce John E. Rife, nd Charles Ritchey, fd	Paul Melanson, sd Jeanne N. Lindaman, wd	St. UP G
WVAM-FM (CP)	Ch. 261 (A) 100.1mc 14kw						

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	Silas West, pd H. Edgar Smith, ce	Carrey Bentley, nd	L-W, Cole, SES, UP G
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BARNESBORO

WNCC 1950	950 500-D	North Cambria Bcstrs. Inc. American Legion Home 1010	KBS	Harris G. Breth, p & pmm William J. Thomas, gm William R. Raihall, sm & pd	Dyle Miller, ce	Joanne Tibbett, wd	Thes, Wld. UP
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BEAVER FALLS

WBVP 1948	1230 250	WBVP Inc. 1216 7th Ave. P. O. Box 719 4100		Frank R. Smith, p & gm Thomas B. Price, vp & cm Charles H. Wilson, pd	Gerald F. Cushing, ce Jean E. Biggard, pmm Ernie Kline, nd	Chuck Wilson, sd Gertrude B. Trobe, wd	Wld., St. AP, UP WE
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measure this Value for Altoona

Try these for size

By length:

this 29 year old friend of the family has been a dialing habit since 1924.

By width:

The WFBG coverage is six counties wide and a half million people deep.

Buy WFBG:

It's the top-rated station in the Altoona area . . . first with listeners and first with merchants in the Altoona area.

Data *

	Within 0.1 MV/M Contour, Day	Within 0.5 MV/M Contour, Day
AUDIENCE		
Population	582,581	236,577
Urban	294,404	147,890
Rural	288,177	88,687
HOMES		
Radio Homes	155,653	65,156
	146,197	35,503
PERCENTAGE RADIO	93.3	93.3
RETAIL SALES	\$493,873,000	\$279,063,000
FARM INCOME	28,711,892	9,475,231
AUTOS	125,259	50,948

* 1952 BROADCASTING MARKETBOOK

Try this for sales . . .

Altoona,
Pennsylvania

WFBG

Jack Snyder
Managing Director

H-R National Representatives



PENNSYLVANIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li- brary, News Service Transmitter
BETHLEHEM						
WGPA 1947	1100 250-D	The Bethlehems' Globe Pub. Co. 426 Brodhead Ave. University 6-8074	Quaker	Rolland L. Adams, p Arthur McCracken, gm Frank L. Collie, cm & pmm	Stefan George, pd Edwin L. Rybak, ce John Daday, sd	Betty Fry, wd Cap., Thes. UP RCA
WGPA-FM 1947	Ch. 236 (B) 95.1mc 10kw					
WLEV(TV) (CP)		Associated Bcstrs. Inc. 516 Northampton St. Easton, Pa. Easton 6131		(For full information see TELECASTING Yearbook)		
BLOOMSBURG						
WCNR 1947	930 1,000-D	Columbia-Montour Bcstg. Corp. 38 W. Main St. 1700	Quaker	Robert R. Eyerly, p Ed Darlington, gm & cm Ellis Erdman, pd	Robert Fulton, ce	Max Williamson, nd AP Ray.
WHLM 1948	690 1,000-D-DA	Harry L. Magee Hotel Magee 1800		Harry L. Magee, p Robert R. Williams, gm James K. Stock, pd	Ray Calabrese, pmm Anthony F. Hogg, ce Edwin Jones, nd	Walter Lewis, fd John Haddon, sd Gloria Michaels, wd Wld., L-W UP G
BRADDOCK						
WLOA 1947	1550 1,000-D	Matta Bcstg. Co. 1233 Braddock Ave. Electric 1-1100		William G. Matta, p, gm & nd Ann Popovich, cm & wd	George C. Matta, pd Elmer L. Heess, ce	Russ Linhart, sd UP
BRADFORD						
WESB 1947	1490 250	Radio Station WESB 43 Main St. 3175	MBS Burn-Smith	Joseph M. Cleary, gm & pmm James F. Ponder, cm Lloyd P. Gordon, pd & fd	Dean Merry, ce John C. Laffin, sd	Mrs. Gertrude Curley, wd Mrs. Lillian Browning, wd Wld. AP Ray.
BUTLER						
WBUT 1949	1580 500-D	Eagle Printing Co. McQuiston Rd. 75-778		Philip B. Hirsch, gm & cm Vernon L. Wise, Jr., pmm Gerald D. Coleman, ce	Rick Hanna, nd John Turrel, fd Dick Kutan, sd	Jean Scott, wd AP RCA
WBUT-FM 1949	Ch. 280 (A) 103.9mc 0.72kw					WH
WISR 1941	680 250-D	Butler Bcstg. Co. 357 N. Main St. 4701		Joel W. Rosenblum, p Robert L. Kaufman, sm Warren Ihlenfeld, pd	Paul Rex, ce Dan Campbell, nd Richard Nicholson, sd	Margo Pitts, wd UP RCA
CARBONDALE						
WC DL 1950	1230 250	Carbondale Bcstg. Co. 127 Salem Rd. 1230	KBS Cooke	William H. Ware, p John R. Kreiger, gm Frank T. Bailey, cm	Anthony P. Perry, pd & nd Robert G. Adams, ce James McKeenan, fd	Paul Elbrecht, sd Wld., SES. UP G
CARLISLE						
WHYL 1948	1380 1,000-D	Richard Field Lewis Jr. WHYL Bldg. 1785	Quaker	Richard Field Lewis Jr., p Winslow T. Porter, gm, cm & nd	Clinton A. Morse, pd Jack Simmons, ce & sd	Irwin W. Galt, fd UP RCA
CHAMBERSBURG						
WCHA 1949	800 1,000-D	Chambersburg Bcstg. Co. Craft Press Bldg. 1110	Forjoe	John S. Booth, gm Earl P. Strine, cm Allen Saunders, pd	Jim McCurdy, ce Sam Taylor, pmm & nd	Pete Farrel, fd Jack Weitzel, sd Cap. UP G
WCHA-FM 1948	Ch. 240 (B) 95.9mc .733kw					
CHARLEROI						
WESA 1949	940 250-D	Monongahela Valley Bcstg. Corp. P. O. Box 584 3-6551	KBS, Quaker	Dr. A. S. Sickman, p Charles R. DuVall, gm & cm George D. Gailey, pd & pmm	Sylvio Garafola, ce Wm. Richards, nd & sd	Shirley McDonald, wd Thes. AP Ray.
CHESTER						
WPWA 1947	1590 1,000 DA-N	Lou Poller 3500 Edgmont Ave. 3-1641	Quaker Forjoe	Lou Poller, p & gm Cy Swingle, cm Jeff Scott, pd & nd	Harry Symington, ce Morty Rosenman, pmm Dick Graham, sd	Rhona Lloyd, wd St. AP Col.
WVCH 1948	740 250-D	James M. Tisdale Wolf Bldg. 2-8861		James M. Tisdale, p, gm & ce	Robert A. Hibbert, Jr., pd	UP RCA

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5000 WATTS
DAY
AND
NIGHT

W E R C

NBC
AFFILIATE
1260 KC

ERIE'S
LEADING REGIONAL STATION

PROOF CHECK THE SURVEYS FOR BEST \$ VALUE

ASK WEED & COMPANY **PHONE 46367**

CLEARFIELD

WCFA 1947	900 1,000-D	Clearfield Bcstrs. Inc. 215 Church St. 5-5541		W. K. Ulerich, p W. J. Thomas, gm & nd Joseph Milsop, sm & pd	Llewellyn Duck, ce Margaret Nemeth, asst. m & wd W. O. Mitchell, fd	Joe Grazzan, sd	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	William S. Halpern, p & gm Louis N. Seltzer, ptrn. & ce	Donald Kimes, pmm	Ellis Shook, pd & nd	SES. UP G
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CONNELLSVILLE

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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DOYLESTOWN

WBUX 1948	1570 250-D	Charles M. Meredith Hart Bldg. 220	Quaker Indie	Charles M. Meredith, p Lillian A. Lynch, gm, cm & pd Paul Fireman, ce	Raymond J. Ritz, pmm Robert Fretz, nd & sd Joseph Finegan, fd	Nonne Crawford, wd	Wld. AP GE
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DU BOIS

WCED 1941	1230 250	Tri-County Bcstg. Co. 80 N. Park Pl. 1700	CBS, Industrial McGillvra	H. T. Gray, p J. S. Gray, gm George Williams, cm	Ed Paull, pd & nd Bernard Guerwich, ce Ken Johnston, pmm	Marv Bloom, sd	SES. UP RCA Fed.
WCED-FM 1948	Ch. 271 (B) 102.1mc 9.5kw						

EASTON

WEEEX (FM) 1948	Ch. 252 (A) 98.3mc 1kw	Easton Publishing Co. Easton, Pa. 7171		J. L. Stackhouse, p	N. S. Rounsley, gm & cm	C. R. Thon, pd & ce	Fed. Assoc. AP RCA
WEEEX-TV (CP)		Easton Pub. Co. 7171		(For full information see TELECASTING Yearbook)			
WEST 1936	1400 250	Associated Bcstrs. Inc. 516 Northampton St. 6131	MBS, NBC Meeker	Clair R. McCollough, station exec. Elwood C. Anderson, sm J. Robert Gulick, slm	J. E. Mathiot, tech. d Eugene Bethman, pd	Betty Stewart, pmm	Wld. UP
WEST-FM 1948	Ch. 300 (B) 107.9mc 11kw						

ERIE

WERC 1941	1260 5,000 DA-2	Presque Isle Bcstg. Co. 121 W. 10 St. 4-6367	NBC, Quaker Avery- Knodel	J. A. Young, p Charles E. Denny, gm Arthur M. Ingram, cm	Ray Ward, pd Ken Hestor, ce Jim Dewart, nd	Jay Young, sd UP RCA
WERC-FM 1950	Ch. 260 (B) 99.9mc 9.7kw		NBC Weed				
WICU (TV) 1949		Dispatch Inc. 3515 State St. 4-6371		(For full information see TELECASTING Yearbook)			
WIKK 1948	1330 5,000 DA-2	Community Bcstg. Service 1021 State St. 23-248-9	ABC H-R Reps.	Edward Lamb, p Charles R. Kinney, gm & cm Gene Liggett, ce	Jack Schumaker, pmm Lou Zero, nd Frank Martin, fd	Jim Hurley, sd Virginia Boga, wd	Wld. AP Col.
WJET 1951	1570 250-D	JET Bcstg. Corp. 1635 Ash St. 4-6013	National Time Sales	Myron Jones, p & gm Lou Skelly, cm Harvey Shellito, ce	Shirley Hatfield, traffic m Cliff Oliver, nd	Lou Tullio, sd	SES. AP G
WLEU 1935	1450 250	Commodore Perry Bcstg. Service Commerce Bldg. 23-327	MBS, Quaker	Dr. Perry B. Cook Sr., p Hoyt H. Stout, vp & ce Robert Eaton, pd	Raymond Hall, nd Donald Evans, sd	Gail Bishop, wd AP RCA
WLEU-FM 1947	Chan. 250 (B) 97.9mc 9kw						

GETTYSBURG

WGET 1950	1450 250	Times & News Pub. Co. Harrisburg Rd. 850 & 851	KBS, Quaker	Henry M. Scharf, mgng. d Murray L. Goldsborough, gm, sm & cm Vic Schleider, pd	Les Blair, ce	Jack Nightengale, sd	Wld. AP GE
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GREENSBURG

WHJB 1934	620 1,000-D 500-N DA-2	Pittsburgh Radio Supply House 128 N. Penn. Ave. 3740 & 3741		K. Brennen, p George J. Podeyn, gm & cm	Glenn Grayson, pd Lyle Allen, ce	Tony Johnson, sd	L-W UP WE
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GROVE CITY

*WSAJ 1920	1340 100-SH	Grove City College 763		Weir C. Ketler, p	Dale O. Smock, ce	Stanley Seiple, pd GE
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HANOVER

WHVR 1949	1280 1,000-D 500-N DA-N	Radio Hanover Inc. Hanover Trust Bldg. 3831	MBS, Quaker, Penn. Kennedy	John D. Bare, p & gm H. Vernon Ferster, cm Mack Edwards, pd & nd	Philip Rohrbaugh, ce John Kratzert, fd Cap Grenier, sd	Helen Morrow, wd	Wld. UP RCA
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PENNSYLVANIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Erec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. 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	Tran. Li-brary, News Service Transmitter
HARRISBURG						
WHGB 1945	1400 250	Kendrick Bestg. Co. 112 Market St. 4-4988	ABC, Quaker Weed	Herbert Kendrick, p Roger W. Clipp, vp Jack Hooper, gm, pd & sd Allen P. Solada, cm	William Kuntz, ce Red McCarthy, pmm Lewis Doolittle, nd	Lillian Juditz, wd Cap. AP RCA
WHP 1924	580 5,000 DA-N	WHP, Inc. 216 Locust St. 4-3211	CBS Bolling	A. K. Redmond, vp, gm & cm Dick Redmond, pd E. Daniel Leibensperger, ce	Beatrice Potteiger, pmm John Price, nd George Wirt, fd	St., Assoc. AP, UP Ray. WH
WHP-FM 1946	Ch. 247 (B) 97.3mc 3.5kw					
WHP-TV (CP)		WHP Inc. 216 Locust St. 4-3211		(For full information see TELECASTING Yearbook)		
WKBO 1922	1230 250	Keystone Bestg. Corp. 31 N. 2nd St. 4-0191	NBC Meeker	Clair R. McCollough, station exec. Henry M. Traugh, sm J. Robert Gulick, slm	Donald Wear, pd J. E. Mathiot, tech. d	William Clise, pmm Wld. UP
HAZLETON						
WAZL 1932	1490 250	Hazleton Bestg. Co. 708 Haz. Nat'l Bank Bldg. 5400	MBS, NBC, Quaker, Atlantic Meeker	Victor C. Diehm, p & gm Thomas Tito, slm Kathryn Kahler, adm. asst.	Bill Graham, pd Betty Mulligan, pmm Elwood Tito, ce	Paul Cerula, nd Bob Sacco, sd Wld. AP WE
WAZL-FM 1948	Ch. 250 (B) 97.9mc 7.8kw					
WAZL-TV (CP)		Hazleton Bestg. Co. 708 Hazleton Nat'l Bank Bldg. 5400 & 5401		(For full information see TELECASTING Yearbook)		
HOMESTEAD						
WHOD 1948	860 250-D	Steel City Bestg. Corp. 105 E. 8th Ave. HOMestead 1-0172	Interstate	Anthony S. Ortale, p Roy Ferree, gm	Leonard Walk, sm & pd	James Herbert, ce UP WE
HUNTINGDON						
WHUN 1947	1400 250	The Joseph F. Biddle Pub. Co. 400 Washington St. 1291	MBS, KBS, Quaker Indie	John H. Biddle, p William E. Germann, gm & sq Darleen Frazer, pd	Ernest A. Craig, ce	Robert S. Clark, fd Wld., L-W, SES, UP G
INDIANA						
WDAD 1945	1450 250	Indiana Best. Inc. Indiana Theater Bldg. 5-5511	CBS, KBS, Quaker McGillvra	Thompson K. Cassel, p & gm Tony Rand, sm & sd Winsor Brown, cm & fd	Stanley Graziadio, ce Virginia Beatty, pd	Hazel Carnahan, wd UP WE


Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day, DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different 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.

HOOPER STATION LISTENING INDEX

MARCH 1952
HARRISBURG, PA.

TIME	STATION A	STATION B	STATION C
MON. THRU FRI. 8:00 AM-12:00 NOON	WHP 60.2	11.3	18.9
MON. THRU FRI. 12:00 NOON-6:00 PM	65.3	12.4	10.8
SUNDAY 12:00 NOON-6:00 PM	43.7	15.6	15.3
SUN. THRU-SAT. EVE 6:00 PM-10:30 PM	57.3	20.0	15.3
TOTAL RATED TIME PERIODS	59.6	15.7	14.7

TO TIMEBUYERS—
a 1953 Reminder
of 1952's top Hooperated
Station in Harrisburg



MR. 580
CBS
WHP

WHP
HARRISBURG, PA.

THE KEY STATION
OF THE KEYSTONE STATE

5000 W 580 KC
CBS RADIO NETWORK

Represented by BOLLING

It's a wonderful combination, says Mr. 580. CBS and WHP and the highest ratings . . . in the top quality market in Pennsylvania . . . with the highest per capita income . . . with retail sales 192% of average.

So if you want sales in Pennsylvania's Central South area—including Lancaster, York and Lebanon—WHP's got 'em. Get 'em today through Bolling!

JOHNSTOWN

WARD 1946	1490 250	Central Bcstg. 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	Wld. UP WE
WARD-FM 1948	Chan. 221 (A) 92.1mc 0.285kw						
WARD-TV (CP)		Rivoli Realty Co. Porch Bldg. 81-216	(For full information see TELECASTING Yearbook)				
WCRO 1947	1230 250	Century Bcstg. Corp. Fort Stanwix Hotel 9-8539	ABC, MBS, Quaker Radio Rep.	John Keel, p Stewart W. Phillips, vp Art Vrooman, ce	Clint Morse, fd Frank Toal, sd	Jane Smith, wd	INS WE
WJAC 1925	1400 250	WJAC Inc. 329 Main St. 4-1267	NBC, Quaker Young	W. W. Krebs, p John P. Foster, gm Park Claycomb, cm	N. L. Straub, vp eng Theodore Campbell, ce Ted Bunn, pmm	Ron Stephenson, nd Harold Scott, sd	L-W AF RCA
WJAC-FM 1948	Ch. 238 (A) 95.5mc 8.3kw						
WJAC-TV 1949		WJAC Inc. 329 Main St. 5-8251	(For full information see TELECASTING Yearbook)				

KITTANNING

WACB 1948	1380 1,000-D	Armstrong Co. Bcstg. Corp. 325 Market St. 43-1381		J. B. Moore, p E. J. Hirshberg, gm Albert Dame, cm	Chuck Moyer, pd Joseph Pelletier, ce Clyde Cranmer, sm	Ben Bowser, nd, fd & sd (Mrs.) Shirley Stull, wd	Thes. AP WE
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LANCASTER

WGAL 1922	1490 250	WGAL, Inc. 8 W. King St. 5251	MBS, NBC Meeker	Clair R. McCollough, p Maynard W. Thomas, sm J. Robert Gulick, sim	Kenneth Kreider, pd J. E. Mathiot, tech. d	Alice Groff, pmm	Wld. UP
WGAL-FM 1944	Ch. 267 (B) 101.3mc 3.8kw						
WGAL-TV 1949		WGAL Inc. 8 W. King St. 5251	(For full information see TELECASTING Yearbook)				
WLAN 1946	1390 1,000 DA-N	Peoples Bcstg. Co. 252 N. Queen St. 7261	ABC, Com- monwealth, Quaker Headley- Reed	Frank H. Altdoerffer, p, gm & ce Samuel M. Altdoerffer, vp & cm Ted Pollack, pd	John Rineman, pmm & sd Karl Scheying, nd Arthur J. Burks, fd	Dorothy Stevens, wd	L-W, Cap. AP RCA
WLAN-FM 1946	Ch. 245 (B) 96.9mc 6.7kw						

LANSFORD

WLSH 1952	1410 1,000-D	Miners Bcstg. Service Inc. P. O. Box D 1440	Everett- McKinney	Joseph L. Maguire, p John W. Angst, sm & pmm	Joseph C. Lendvay, cm Joe Greco, pd & sd	Milton W. Seltzer, ce Art Semigron, nd Sylvia White, wd	Assoc. UP Col.
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LATROBE

WAKU 1951	1570 250-D	Clearfield Bcstrs. Inc. 202 Depot St. 2348		W. K. Ulerich, p W. J. Thomas, gm L. W. Stauffer, m & cm	Mark Funk, asst, m & nd Bernard Guidos, ce	Lee Stauffer, sd Colleene Frichtel, wd	Thes., Wld. AP G
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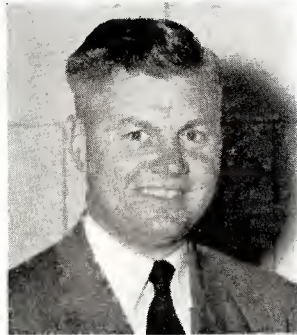


WHLM
BLOOMSBURG, PA.

The 1951 retail sales in the area serviced by WHLM amounted to \$147,346,000. Add to this \$21,847,900 of farming dollars and you get a pretty fair idea why we say, "Time Buyers, you can't afford to pass up the selling power of WHLM."

Located in WHLM's primary coverage area are the famous Magee Carpet Company, American Car & Foundry, Wise Potato Chips and Merck Drug Company, to mention just a few with good, big payrolls.

HARRY L. MAGEE
Owner and Operator



WIDE
BIDDEFORD-SACO, ME.
MBS-YANKEE

Since it went on the air November 6, 1948, it has been growing steadily in acceptance as a proven sales medium in this industrial-recreational marketing area. WIDE's proven daytime service area covers a population of 201,781 . . . During the spring and summer months the population increases enormously because WIDE is located in the heart of Maine's richest resort area . . . Old Orchard Beach, Kennebunk Beach, Pine Point and many others. Here, too, are located the famous textile plants of Pepperell, Bates and Saco-Lowell with large year-round payrolls.

ARTHUR A. DETERS
President and Gen. Mgr.



WHOL
ALLENTOWN, PA. CBS

Serving a progressive and prosperous area of diversified manufacturing plants; rich farms and splendid educational institutions; WHOL should definitely be your choice in the Allentown - Bethlehem market . . . 3rd in Pennsylvania . . . 42nd in the Nation.

The last census showed approximately 403,000 residents in the area served by WHOL. Retail sales in 1951 amounted to more than \$350,000,000 . . . and farm dollars exceeded \$28,000,000. You certainly want some of this business for your client's products, and WHOL can deliver it to you.

CHAS. G. HELWIG, Esq.
President



WAZL
HAZLETON, PA. NBC-MBS

WAZL is uniquely located at the southern end of Luzerne County and its coverage reaches into Carbon, Schuylkill and Columbia counties. This brings Hazleton's metropolitan buying population to 127,000.

Hazleton enjoys the rare distinction of having a higher effective buying income per family than the U. S. average . . . \$6,570.00 per family and they use it to buy the products advertised on WAZL. Here is a station that will deliver to you 70% of the radio listening audience from 8:00 in the morning until 10:30 at night.

VICTOR C. DIEHM
President and Gen. Mgr.

PENNSYLVANIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				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. pmd; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
LEBANON							
WLAB(FM) (CP)	Chan. 281 (B) 104.1mc 4.7kw	Radio Lebanon, FM & TV Inc. 1423 Elm St.					
WLBR 1946	1270 1,000 DA-N	Lebanon Bcstg. Co. Central Bldg. 8th & Cumberland Sts. 2-7651	Quaker Burn-Smith	Lester P. Etter, mgng. d Julian F. Skinnell, opr. m Philip J. Reilly, cm	Henry H. Homan, pd & nd M. Leonard Savage, ce Hyland White, fd	Howard VanVoorhis, sd Mary Ellen Kurtz, wd	Assoc., Wld. AP RCA
WLAB-FM 1948	Ch. 261 (A) 100.1mc 0.72kw						
LEMOYNE							
WCMB 1948	1460 5,000 DA-1	Rossmoyne Corp. Lemoyme Theater Bldg. Harrisburg 4-3005	MBS, Quaker Cooke	Edgar T. Shepard, Jr., p Ed K. Smith, vp & gm Rudy O. Marcoux, cm	John Archer, pd J. Howard Bair, ce Gilbert Brown, pmm	Pete Wambach, nd John A. Smith, fd Gordon Jones, sd	Thes. AP Ray.
LEWISTOWN							
WKVA 1949	920 1,000-D	Central Penn. Bcstg. Co. 7 N. Wayne St., Box 432 6771	ABC Gill-Keefe & Perna	Randall Leopold, p Robert L. Wilson, vp & gr J. Donald Raffensberger, cm	Lynn Bloom, pd & fd Robert Steltzer, ce Robert Hyle, pmm & sd	Peggy Beck, wd UP G
WMRF 1941	1490 250	Lewistown Bcstg. 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 Bcstg. Co. 132½ E. Main St. 4038	MBS Quaker McGillvra	Donald C. Welch, p Harris Lipez, gm, sd John Wynne, cm	Dave King, pd, pmm & nd Kenneth Caum, ce	John McCool, fd Marilyn Fakosh, wd	L-W, Wld. AP Ray
McKEESPORT							
WEDO 1946	810 1,000-D	Tri-City Bcstg. Co. P. O. Box 810 4-7167	Rambeau	Edward J. Hirshberg, p Robert E. Badger, sm Mike Lee, pd & sd	Wilkes Hurley, ce Al McDowell, nd	Mrs. Lucy Lee Jones, wd	Thes. AP Ray.
WMCK 1947	1360 1,000 DA-N	Mon-Yough Bcstg. Co. Elks Temple 8-8888	McGillvra	Robert M. Cox, p E. A. Kline, gm Sam Vidnovic, cm & sd	Francis Haley, pd Charles White, ce Steve Chontos, nd	Onnie Lynn, wd	Wld. UP Ray.
WMCK-FM 1947	Ch. 285 (B) 104.9mc 0.5kw						
MEADVILLE							
WMGW 1947	1490 250	Meadville Bcstg. Service First Nat'l Bank Bldg. 46-723	ABC, Quaker	H. C. Winslow, p Robert E. Trace, gm & sd Francis W. Richmond, cm	Evelyn Anderson, pd	Jack Harvey, ce	Wld. UP GE
WMGW-FM 1948	Ch. 262 (B) 100.3mc 10kw					 WH
MONTROSE							
WPEL (CP)	1250 1,000-D	Montrose Bcstg. Corp. Lake & Locust Aves. 397		W. Douglas Roe, p Loren F. Bridges, gm	Roy Almen, ce Paul Reynolds, nd	Margaret Bridges, wd 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 & nd	Joseph Berrish, chf op	Cap. UP Ray
NEW CASTLE							
WKST 1938	1280 1,000 DA-N	WKST, Inc. Cathedral Bldg. 5050	MBS, Quaker Meeker	S. W. Townsend, p Art Graham, sm & cm Harry Reith, pd & sd	Donald Dout, ce Joe Kilch, pmm	Bill Sommer, nd	Wld. UP RCA
WKST-TV (CP)		WKST, Inc. Cathedral Bldg. 5050		(For full information see TELECASTING Yearbook)			
NEW KENSINGTON							
WKPA 1940	1150 250-D	Allegheny-Kiski Bcstg. Co. 810 5th Ave. Edison 7-3588	Continental	C. R. Cooper, p Edward J. Kroen, gm & pd	Melvin Goldberg, cm	W. W. Neely, ce	L-W, Mac., SES., Cole UP RCA
NORRISTOWN							
WNAR 1946	1110 500-D	Norristown Bcstg. Co. 115 W. Main St. 8-7600	Walker	Farris E. Rahall, p Ogden R. Davies, gm Joseph A. Pace, slm	Buddy Brode, pd & sd Julius Kosik, ce	James M. Nellany, nd Eileen Stuart, wd	SES. AP G
OIL CITY							
WKRZ 1946	1340 250	WKRZ Inc. 201 Fair Bldg. 4-1260	MBS, KBS, Quaker	Kenneth E. Rennekamp, p & gm Catherine McLaughlin, cm Dick Thompson, pd & sd	Carl Lagota, ce Roland Phillips, pmm John Dunn, nd	Pat Nuhfer, fd Betty Lesko, wd	Wld. UP RCA
PHILADELPHIA							
KYW 1922	1060 50,000 DA-1	Westinghouse Radio Stations Inc. 1619 Walnut St. Locust 4-3700	NBC Free & Peters	Joseph E. Baudino, vp & gm (WH) Franklin A. Tooke, gm Robert H. Teter, cm	Gordon Davis, pd Paul I. Woodland, pmm I. N. Eney, ce	James Gantz, nd William Givens, fd Ruth Welles, wd	St., Thes. UP, INS WH
KYW-FM 1942	Chan. 223 (B) 92.5mc 20kw						
WCAU 1922	1210 50,000	WCAU Inc. City Ave. & Monument Ave. Greenwood 7-8300	CBS Radio Sales	Donald W. Thornburgh, p & gm Joseph L. Tinney, vp & asst. gm Jack DeRussy, cm	Jos. T. Connolly, vp & pd John G. Leitch, vp & d of engng. R. N. Pryor, vp & pmm	Charles Shaw, nd Amos Kirby, fd Bill Campbell, sd	L-W AP, UP
WCAU-FM 1941	Ch. 251 (B) 98.1mc 11kw						
WCAU-TV 1948		WCAU Inc. City Line & Monument Aves. Greenwood 7-8300		(For full information see TELECASTING Yearbook)			

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There's a reason why
more top National Advertisers
than ever before
used WIP in Philadelphia
last year...

RESULTS!

MUTUAL BROADCASTING SYSTEM



PHILADELPHIA'S PIONEER VOICE

5000 WATTS



National Representatives
EDWARD PETRY & CO., INC.

PENNSYLVANIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, id, sd, wd.	Executive Abbreviations	Transc. Li- brary, News Service Transmitter
PHILADELPHIA (Cont'd)						
WDAS 1931	1400 250	Max M. Leon Inc. 223 Arch St. Market 7-8484	Forjoe	Max M. Leon, p Robert A. Klein, gm & cm Fred Greene, pd	M. Leonard Matt, asst. gm & nd Frank Unterberger, ce AP RCA
WFIL 1922	560 3,000 DA-2	Triangle Publications Inc. 46th & Market Sts. Evergreen 2-4700	ABC, Quaker Katz	Walter H. Annenberg, p Roger W. Clipp, gm George A. Koehler, cm	Felix Meyer, pd Joe Zimmermann, pmm Henry Rhea, ce	Charles Harrison, nd Howard Jones, fd Tom Moorehead, sd Wid. UP RCA
WFIL-FM 1941	Ch. 271 (A) 102.1mc 10kw					
WFIL-TV 1947		Triangle Publications Inc. 46th & Market Sts. Evergreen 2-4700		(For full information see TELECASTING Yearbook)		
WFLN(FM) 1949	Ch. 239 (B) 95.7mc 20kw	Franklin Bcstg. Co. 8200 Ridge Ave. Ivyridge 2-6000	Good Music Bcstrs.	Laurence M. C. Smith, p Raymond S. Green, gm	William M. Davison, cm	John K. Thomas, ce Assoc. UP Col.
WHAT 1929	1340 250	Independence Bcstg. Co. 1505 Walnut St. Rittenhouse 6-2058	Indie	William A. Banks, p & cm Dolly A. Banks, gm & pmm Annette Oromaner, pd	Arnold Goldman, ce Len Stevens, nd Jerry Gains, sd	Ruby Edwards, wd AP RCA
WHAT-FM 1950	Ch. 287 (B) 105.3mc 20kw					
WIBG 1924	990 10,000 DA-2	Seaboard Radio Bcstg. Corp. 1425 Walnut St. Rittenhouse 6-2300	Radio Reps.	Paul F. Harron, p Joseph Lang, vp Edward D. Clery, gm & cm	Douglas Arthur, pd John H. Henninger, ce Rupe Werling, pmm	Ray Walton, nd Bob Knox, fd Tom Donahue, sd UP WE
WIBG-FM 1948	Ch. 231 (B) 94.1mc 20kw					
WIP 1922	610 5,000 DA-1	Pennsylvania Bcstg. Co. 35 S. 9th St. Walnut 2-6800	MBS Petry	Benedict Gimble Jr., p & gm Ralf Brent, dir sls Clyde Spitzner, lcl cm	Murray Arnold, pd Edward Wallis, dir pm & pub Clifford C. Harris, ce	Sam Ettinger, nd Jim Leaming, sd Mary Biddle, wd Wid. AP, UP WE
WIP-FM 1942	Chan. 227 (B) 93.3mc 20kw					
WIP-TV (CP)		Pennsylvania Bcstg. Co. 35 S. Ninth St. Walnut 2-6800		(For full information see TELECASTING Yearbook)		
WJMJ 1948	1540 1,000-D	Patrick J. Stanton 2043 Locust St. Locust 4-2300	McGillvra	Patrick J. Stanton, o & gm Charles Stahl, cm Michael Deegan, pd & pmm	Alec F. Iles, ce Doug Henson, nd & sd	Ruth Chilton, wd SES. AP RCA
WPEN 1929	950 5,000 DA-N	Wm. Penn Bcstg. Co. 2212 Walnut St. Locust 4-6000	Gill-Keefe & Perna	William H. Sytk, p Wm. B. Caskey, gm & cm Jules Rind, pd	Charles W. Burtis, ce Sam Elber, pmm & nd	Matt Goukas, sd Assoc. AP, UP WH
WPEN-FM 1942	Ch. 275 (B) 102.9mc 20kw					
WPTZ(TV) 1941		TV Bcstg. Div. of Philco Corp. 1600 Architects Bldg. Locust 4-5500		(For full information see TELECASTING Yearbook)		
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 Radio Stations, Inc. Grant Bldg. Grant 1-4200	NBC Free & Peters	Joseph E. Baudino, vp L. R. Rawlins, gm George D. Tons, cm	Robert E. White, pd Theodore C. Kenney, ce David N. Lewis, pmm	Homer H. Martz, fd Thes. AP, UP WH
KDKA-FM 1942	Ch. 225 92.9mc 9kw					
KQV 1919	1410 5,000 DA-2	Allegheny Bcstg. Corp. 800 Chamber of Commerce Bldg. Atlantic 1-9100	MBS, Tri- State Weed	Earl F. Reed, p James F. Murray, gm Chris Salmon, cm	Owen Simon, pd James Schultz, ce Bill Burns, nd	Pie Traynor, sd Jane Gibson, wd L-W, Wid. UP WE
WCAE 1922	1250 5,000 DA-N	WCAE Inc. Carlton House 550 Grant St. Atlantic 1-6900	ABC Katz	Leonard Kapner, p R. Clifton Daniel, sm & pd Carl Dozer, cm	Edward M. Brown, pmm James Greenwood, ce	Richard McCarthy, nd Charles Nuzum, sd Gloria Abdou, wd INS RCA
WCAE-FM 1948	Ch. 241 (B) 96.1mc 12kw					
WDTV(TV) 1949		Allen B. DuMont Labs. Inc. Chamber of Commerce Bldg. Express 1-1071		(For full information see TELECASTING Yearbook)		
WJAS 1922	1320 5,000 DA-N	Pittsburgh Radio Supply House Inc. 411 Seventh Ave. Grant 1-4860	CBS Hollingbery	H. K. Brennen, p & gm H. H. Stehman, vp & secy.	John H. Buchheit, cm & pmm James M. Hughes, pd & nd	Walter W. McCoy, ce Jane Ellen Ball, wd L-W UP WE
WJAS-FM 1948	Chan. 259 (A) 99.7mc 24kw					
WKJF(FM) 1948	Chan. 229 (B) 93.7mc 20kw	Agnes J. Reeves Greer 1715 Grandview Ave. Hubbard 1-2626	Forjoe	Agnes J. Reeves Greer, p F. G. Raese, gm & cm	Ralph Wiethorn, pd	Peter Pappas, ce Wid., L-W UP WE
WPGH 1947	1080 1,000-D	Pittsburgh Bcstg. 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. Pitt Bldg. Atlantic 1-1900	Forjoe	John J. Laux, p Don Ioset, vp, gm, cm & pmm	Michael Komichak, ce Kay Balfe, nd	Bob James, sd UP G
WWSW 1932	970 5,000-DA-2	WWSW Inc. Hotel Sheraton Grant 1-5200	Blair	Pete Schloss, p gm Ben Muros, sm	Harold Goldstein, pmm Henry Kaiser, ce	Raymond Schneider, nd Joe Tucker, sd UP WH
WWSW-FM 1941	Chan. 233 (B) 94.5mc 4.5mc					

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POTTSTOWN

WPAZ 1951	1370 1,000-D	Pottstown Bcstg. Co. 247 High St. 5000		Herbert Scott, p & gr. Clifford Chafey, cm	Ralph Mellon, ce Charles Kling, sd	Lynn George, wd	Thes. UP G
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POTTSVILLE

WPAM 1947	1450 250	Miners Bcstg. Service Inc. 106 S. Centre St. 5050	MBS, Quaker Everett- McKinney	Joseph L. Maguire, p Lou H. Murray, gm Frank Tamulonis, cm	Bud Angst, pd Milton Seltzer, ce Ray Mulligan, fd	John Samm, sd Romafne Scott, wd	Assoc. UP G
WPAM-FM 1947	Chan. 238 (B) 95.7mc 5.1kw						
WPPA 1946	1360 1,000-D 500-N-DA-N	Pottsville Bcstg. Co. 8 S. 2nd St. 4744		A. V. Tidmore, p & ce Ralph L. Price, cm	James Thompson, nd William P. Tidmore, pmm & fd	Ed Romance, sd Vivian Tidmore, wd	AP WE
WPPA-FM 1948	Chan. 270 (B) 101.9mc 2.8kw	Pottsville Bcstg. Co. Swarata Rd. Shenandoah, Penna. Shenandoah 2-0064		A. V. Tidmore, p Walter Jones, cm	Georgine Yanavage, pd	Robert D. Schnaufer, ce	Wld. AP RCA

PUNXSUTAWNEY

WPME (CP)	1540 1,000-D	Punxsutawney Bcstg. Co. 103 N. Gilpin P. O. Box 38		Sheridan W. Pruett, o	Charles M. Erhard, ptrn. & gm	J. A. Pelletier, ptrn. & ce
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READING

WEEU 1932	850 1,000 DA-N	Hawley Bcstg. Co. 433 Penn St. 6-7335	ABC, Quaker Headley- Reed	Hawley Quier, p Thomas E. Martin, gm K. Richard Creitz, cm	George Carroll, pd, nd & fd Jack Gounder, pmm Harold Schearer, ce	Ed Cammarota, sd Nan Heckman, wd	Assoc. UP RCA
WEEU-FM 1949	Chan. 225 (B) 92.9mc 9kw					 Fed.
WEEU-TV (CP)		Hawley Bcstg. Co. 433 Penn St. 6-7335		(For full information see TELECASTING Yearbook)			
WHUM 1946	1240 250	Eastern Radio Corp. Berkshire Hotel 4-4805	CBS H-R Reprs.	Humboldt J. Greig, p & gm Richard G. Fichthorn, vp & cm Alan Lane, pd	Arthur W. Heim, pmm Joseph E. McCormack, ce John Deegan, nd	Sam Black, fd James D. Lindemuth, sd & wd	AP Ray.
WHUM-TV 1952		Eastern Radio Corp. Berkshire Hotel 4-4805		(For full information see TELECASTING Yearbook)			
WRWA 1922	1340 250	Reading Bcstg. Co. Inc. 19 N. 5th St. 7173	MBS, NBC Meeker	Clair R. McCollough, sta. exec. Frank J. Voss, sm J. Robert Gulick, slm	Ben Varishone, pd Ben Vernon, pmm	J. E. Mathiot, tech. d Wld. 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	Clarke Wise, ce	Cap., SES. UP G
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SAYRE

WATS 1950	1470 1,000-D	T. K. Cassel 110 N. Elmer Ave. Tally 0961	Indie	Thompson K. Cassel, p Shaun F. Murphy, gm & cm	Dick Buzzerd, pd Gene Edwards, pmm, nd & sd	B. A. Franklin, ce D. Colborn, fd Barbara Russell, wd	Thes., Wld. AP Ray.
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SCRANTON

WARM 1940	590 5,000 DA-2	Union Bcstg. Co. Bowman Bldg. 4-1148	ABC, Quaker Hollingbery	Martin F. Memolo, p William M. Dawson, gm Sam M. Feigenbaum, cm	Joseph H. Salsburg, pd Mary Lynott, pmm R. J. Parker, ce	Jesse Landenberger, fd Dave Griffiths, sd Lynn Forman, wd	Thes. UP GE
WGBI 1925	910 1,000-D 500-N	Scranton Bcstrs., Inc. 1000 Wyoming Ave. 2-0296	CBS Blair	Mrs. M. E. Megargee, p George D. Coleman, gm, cm & pmm Mrs. Douglas Holcomb, vp	R. E. McDowell, sm Frank Monaghan, pd K. R. Cooke, ce	Thomas Powell, nd Kenneth Beghold, fd Ralph White, sd	Wld. AP RCA
WGBI-FM 1948	Chan. 267 (B) 101.3mc 1.8kw					 GE
WGBI-TV (CP)		Scranton Bcstrs. Inc. 1000 Wyoming Ave. 2-0296		(For full information see TELECASTING Yearbook)			
WQAN 1950	630 500-D	Edward J. & Elizabeth R. Lynett Scranton Times 5151	Bolling	Edward J. Lynett, co-o Elizabeth R. Lynett, co-o Cecil Woodland, gm	Frank McCaffery, cm Robert Flanagan, pd Bill Pierce, pmm	Gino Ricciardelli, ce William T. Cullen Jr., nd Hugh Connor, fd	Assoc., St. AP, UP RCA
WQAN-FM 1948	Chan. 222 (B) 92.3mc 1.8kw						GE
WSCR 1947	1320 1,000-D 500-N DA-N	Lackawanna Valley Bcstg. 116 Adams Ave. 5242	NBC Headley- Reed	David M. Baltimore, p, gm & cm Barry Sherman, asst. m, pmm & sd	Willard Shimsky, ce Robert McHaie, nd	Jess Landenberger, fd Ann Culkin, wd	L-W AP Ray.
WTVU (TV) 1952		Appalachian Co. 519 Mulberry St.		(For full information see TELECASTING Yearbook)			

SHAMOKIN

WISL 1948	1480 1,000 DA-N	Radio Anthracite Inc. Rock & Sunbury Sts. 8-6831	MBS, Quaker Forjoe	Henry W. Lark, p Charles R. Petrie, gm Stan Binkoski, cm	Dick Owens, pd Kenne Barber, pmm Ray Williard, ce	Dorothy Owens, wd	L-W AP RCA
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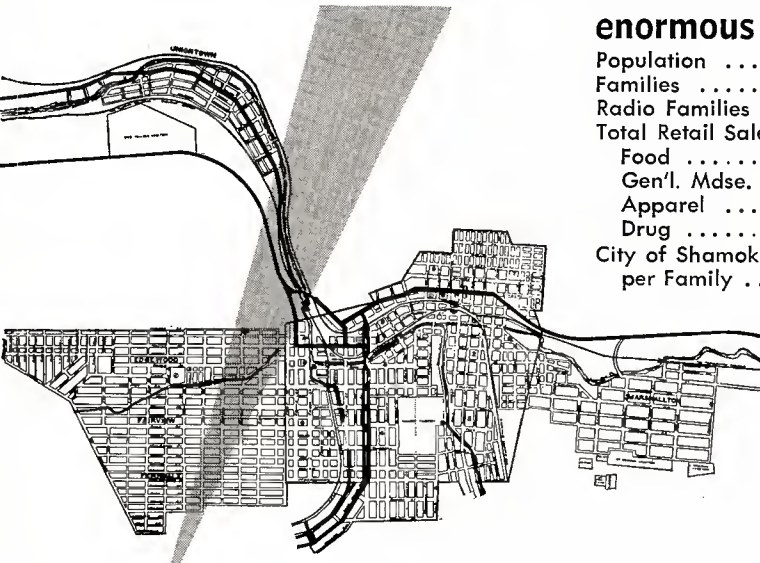
SHARON

WPIC 1938	790 1,000-D	Sharon Herald Bcstg. Co. P. O. Box 541 4113	Young	John Fahnlne Jr., p & gm Marc McCulloch, pd	A. C. Heck, ce Harold Smith, pd. d	Evelyn L. Keller, publ. d	Wld., Assoc. UP WE
WPIC-FM 1947	Chan. 275 (A) 102.9mc 26kw					 Fed.

PENNSYLVANIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. vp; evp; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter	
SOMERSET WVSC 1951	990 250-D	Somerset Bcstg. Co. P. O. Box 231 4186	Indie	T. H. Oppegard, gm & cm Carl R. Lee, ce & sm	Ernest E. Mark, pd, nd & sd	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	Wid. AP	
ST. MARYS WKBI 1950	1400 250	Elk-Cameron Bcstg. Co. 41 Erie Ave. 2321	MBS, KBS Quaker	Cary H. Simpson, ptrn. K. E. Rennkamp, ptrn. R. H. Knouse, slm John A. Fay, pd	Vesta B. Smith, pmm Kenneth H. Bowers, ce Gibby Hoffman, nd	Blair Shore, fd Herbert F. Martin, sd Bess A. Kallas, wd	St. AP G
STROUDSBURG WVPO 1948	840 250-D	Pocono Bcstg. Inc. 578 Main St. 1102	Radio Reps.	James H. Ottaway, p Francis H. Brinkley, mgng. d Elton Hall, sm	Chester S. Miller, cm Joseph Webster, pd & nd Ernest R. Transue, ce	Joseph Whalen, sd	Assoc. UP Col.
SUNBURY WKOK 1933	1240 250	Sunbury Bcstg. Corp. 1150 N. Front St. 1325 & 1326	ABC, CBS, Quaker, Wm. Penn Net	Harry H. Haddon, p Homer R. Smith, gm C. Donald Walther, cm	Michael J. Kane, pd & sd Nelson H. Futch, pmm & nd Basse A. Beck, secy.-treas.	John W. Keller Jr., ce AP Col.
<i>WKOK-FM</i> 1947	Chan. 231 (B) 94.1mc 4.4kw					 RCA
UNIONTOWN WMBS 1937	590 1,000 DA-N	Fayette Bcstg. Corp. Fayette Title & Trust, Bldg. 8-3900	CBS, Quaker Meeker	Joseph C. Burwell, p & gm Harry Burwell, cm Charles Underwood, pd	Edward Hamlyn, pmm & nd William Henzly, ce Rex Carter, fd	James Gismondi, sd Ann Kovar, wd	Thes. UP Col.
WARREN WNAE 1946	1310 1,000-D	Northern Allegheny Bcstg. Co. 3032		David Potter, p & gm James Potter, cm Leroy Schneck, pd	Chuck Tranter, sd Homer Haines, ce David Evans, nd	Ann Shulman, wd	Thes. AP Ray.
<i>WRRN(FM)</i> 1948	Chan. 222 (B) 92.3mc 2.2kw	(WNAE, AM affiliate)				 G

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1951-'52 Consumer Markets Estimates of WISL's enormous market:

Population	259,800	Active Industries in Shamokin and Vicinity:
Families	75,900	sheet metal products.....brewing
Radio Families	71,540	meat packing.....drug products
Total Retail Sales	\$161,194,000	paper products.....hosiery mills
Food	42,984,000	dress and shirt factories...cellulose
Gen'l. Mdse.	15,628,000	silk and cloth weaving...railroad shops
Apparel	12,611,000	mining...drugs...building materials
Drug	4,085,000	dyeing and processing.... furniture
City of Shamokin Retail Sales per Family	\$4,963	

ONE STREET in SHAMOKIN, PENNSYLVANIA divides almost 40,000 PEOPLE in TWO political sub-divisions

The growth shown by SRDS statistics in the WISL area of Pennsylvania (Where WISL dominates) is due to new or expanding industrial activity by such firms as Merck & Co., (drugs); Cluett-Peabody Co., (Arrow shirts); Westinghouse, (Radio & TV); Empire State Chair Co. (furniture); Sunbury Wire Rope Manufacturing Co.; Shomokin Woolens; Pur-O-lator, to name a few.

The eastern quarter of WISL's coverage is mainly onthropic mining, while the north, south, and west quarters cover widely diversified industry and rich farming territories.

The industrialization of this oreo is due to the favorable conditions found here—good industrial sites, ample power (electricity, coal, gas)—unlimited good water, available labor, fine shipping facilities, recreational and cultural opportunities and community cooperation.

Be sure your distribution and sales grow with the oreo. Cover this entire territory through WISL—The Station That Produces results.

SHAMOKIN, PENNSYLVANIA

... AND 4 RICH PENNSYLVANIA COUNTIES*

WITHIN WISL'S PRIMARY COVERAGE AREA.

REPRESENTED BY: FORJOE & CO.

WISL

A QUALITY STATION IN A QUALITY MARKET
SHAMOKIN, Pennsylvania
A MUTUAL OUTLET OF 1000 WATTS
\$4 MILLION RETAIL TRADE INCREASE
SHOWN IN WISL PRIMARY AREA

RHODE ISLAND—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. slm;	Pres. p; Prog. Dir. pd;	Exec. vp evp; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	
PROVIDENCE—(Continued)							
✓ WJAR-FM 1948	Chan. 238 (A) 95.5mc 14kw	Rehoboth, Mass. 186					
WJAR-TV 1949	Chan. 10 192-198mc	The Outlet Co. 176 Weybosset St. Gaspee 1-8255					
(For full information see TELECASTING Yearbook)							
WPJB 1941	1420 5,000 DA-1	Providence Journal Co. 75 Fountain St. Dexter 1-0600	ABC Taylor, Borgatti	G. P. Metcalf, p H. William Koster, gm	Harmon H. Hyde, pd George W. Sharpe, ce	Harry V. McKenna, nd Sue Bailey Reid, wd	Wld. AP, UP WE
✓ WPJB-FM 1948	Chan. 286 (B) 105.1mc 20kw						
WPRO 1924	630 5,000-DA-N	Cherry & Webb Bestg. Co. 24 Mason St. Plantation 1-9776	CBS Raymer	William S. Cherry Jr., p	Arnold F. Schoen Jr., gm & cm	John A. Owen Jr., pd John V. Ferri, ce	Thes. AP, UP RCA
✓ WPRO-FM 1948	Chan. 222 (B) 92.3mc 20kw					 WE
WRIB 1947	1220 1,000-D	R. I. Bestg. Co. Narragansett Hotel Union 1-4512	New England Forjoe	Frank Rao, p Nicholas Ruggieri, gm Antonio Pace, mng. d	Edward P. Galligan, cm Don Rogers, pd & sd	Frederick Weiss, ce Fabian Hume, nd	Assoc. UP GE
WESTERLY							
WERI 1949	1230 250	Radio Westerly, Inc. 34 Main St. 2263	KBS Walker, Bannan	R. G. Moore, p Warren M. Greenwood, gm & cm	A. W. "Brud" Warren, pd, pmm, nd Donald Siegel, ce	Lee S. Greenwood, treas. Vin Collie, sd Joan Platt, wd	L-W UP Ray.
WOONSOCKET							
WNRI (CP)	1380 1,000-D	Friendly Bestg. Co. 1 Social St. 5100		Raymond A. Mailloux, gm Roger A. Nault, exec. secy.	Jack A. Salera, pd		WE
WWON 1946	1240 250	Woonsocket Bestg. Co. 99 Main St. 1240	MBS, Yankee	Mrs. Andrew P. Palmer, p Mitchell F. Stanley, gm	Eugene Mailloux, cm Gene Rousseau, pd	Harold Belknap, ce Gene O'Neill, sd	Wld. AP Col.
✓ WWON-FM 1949	Chan. 238 (A) 105.5mc .39kw						

SOUTH CAROLINA

AIKEN

WAKN 1952	990 1,000-D	Aiken Electronics Adv. Corp. P. O. Box 811 Graniteville 187		B. T. Whitmire, p John Mare, gm Randy Davidson, sm & pd	Steve Thomas, pdm J. C. Atkinson, ce & fd	Bunny Johnson, wd	Cap. AP G
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ANDERSON

WAIM 1935	1230 250	Wilton E. Hall 1 Martin St. 3800	CBS, Palmetto Smith, Dora- Clayton	Wilton E. Hall, p Glenn P. Warnock, gm G. Paul Browne, cm	R. Barath, pd W. Saunders, ce E. Eve, pmm	R. Powell, sd	Wld. INS WE
WCAC(FM) 1945	Chan. 266 (B) 101.1mc 41kw						
WANS 1949	1280 1,000 DA-N	Carolina Bestrs. P. O. Box 211 3262	MBS, KBS Devney	C. R. Johnson Sr., p Robert E. Liverance, gm Robert S. Fant, cm	Carroll Lee, pd & pmm Al Pratt, ce Harry Carroll, nd	Ralph Bramlett, sd	St. UP WE

BARNWELL

WBAW (CP)	740 250-D	Blue Ridge Bestg. Co.					
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BENNETTSVILLE

WBSC 1947	1550 10,000-D 5,000-N DA-N	Bennettsville Bestg. Co. P. O. Box 639 1080 & 1081	MBS McGillvra	John W. Orvin, p Malcolm A. Young, gm & cm Ervin T. Melton, Jr., pd & nd	John S. Gronert, ce	George Peterson, sd AP G
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* * *

COVERAGE

5000 wotts (full time)
on 630 kc, blanketing
NEW ENGLAND'S SEC-
OND LARGEST MARKET,
and also covering the
rich Fall River - New
Bedford, Moss., mor-
keting oreo with a sig-
nal greater than 2 mv.

* * *

AUDIENCE

An active audience,
loyal to a BALANCED
schedule of TOP-RATED
CBS and local programs
—programs designed
for PRIMARY listening
attention. Important
because—listeners who
reolly LISTEN, ore buy-
ers who reolly BUY!

* * *

more

New Englanders

listen to WPRO

than any other

Rhode Island

station.

*to reach the
most buyers,*

BUY BASIC...



WPRO AM
& FM

PROVIDENCE • 630 KC • 5000 W

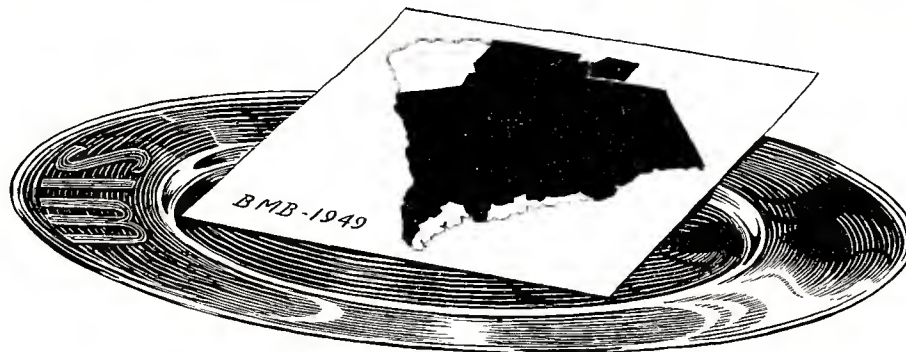
REPRESENTED BY RAYMER

SOUTH CAROLINA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. sm;	Pres. p; Exec. vp evp; Prog. Dir. pd; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Gen. Mgr. gm; Sta. Mgr. sm; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm;	
BISHOPVILLE							
WAGS (CP)	1380 1,000-D	Lee County Bestg. Co. Bishopville, S. C.		Howard L. Ginsberg, ptrn & gm		
CAMDEN							
WACA 1948	1590 1,000-D	Camden Bestg. Co. Camden, S. C. 80	Dora- Clayton	H. S. Bowden, p Tom Richards, gm & sd Charles Ballard, cm	Arthur Sheheen, pd Joe Toher, ce Paul Myhand, sm, nd & fd	Sally Brennison, wd	Wld. UP G
CHARLESTON							
WCSC 1930	1390 5,000 DA-N	WCSC Inc. Francis Marion Hotel 7611	CBS Free & Peters	John M. Rivers, p & gm Roland Weeks, cm Russell Long, pd	Wilbur R. Albee, ce Alma Davis, pmm Annie Laurie Quarterman, traffic m	Harry Ginaris, nd & sd Charles Hall, fd Sandra Lyon, wd	Wld. UP WH
WCSC-FM 1948	Chan. 245 (B) 96.9mc 36kw			(For full information see TELECASTING Yearbook)			
WCSC-TV (CP)		WCSC Inc. Francis Marion Hotel 7611					
WHAN 1945	1340 250	Charleston Bestg. Co. 152B Market St. 31644	ABC Burn-Smith	E. H. Keown, gm G. R. Connor, cm Wm. P. Birchfield, ce	P. A. Rice, nd Jim Bigelow, fd George Norwig, sd	Hilda Edwards, wd	Cap. UP RCA
WPAL 1947	730 1,000-D	Palmetto Bcstrs. Inc. 149 Wentworth St. 36428 & 36429	Dora- Clayton, For Joe	George G. Weiss, p Laurens P. Moore, gm Robert T. Chrystie, cm & sd	Louise B. Withrock, pd Charles E. Watkins, ce	Walter W. Hanna, pmm & fd Col.
WTMA 1939	1250 5,000-D 1,000-N DA-N	Atlantic Coast Bestg. Co. 133 Church St. 22961	NBC, Blair, Cummings	Edward Manigault, p Douglass M. Bradham, gm Grange C. Cuthbert, Jr., cm	Newton S. Smyth, pd Gordon Knight, ce	Henry Mann, pmm	Assoc. AP WH
WTMA-FM 1947	Ch. 236 (B) 95.1mc 49kw						
WUSN 1948	1450 250	Southern Bestg. Co. Inc. P. O. Box 154 2-2652	MBS	J. Drayton Hasite, gm & cm			
CHESTER							
WGCD 1948	1490 250	Craig Bestg. Co. 138 Main St. 1171	MBS, KBS McGillvra	A. B. Craig, p Morgan J. Craig, gm & ce Arthur Cornwall, cm, pd & nd	J. L. Kennedy, pmm & sd Roy Kirven, Jr., fd	Julia Dukes, wd	Wld. AP GE
CHERAW							
WCRE (CP)	1420 500-D	Chesterfield Brcdstrs.					
CLEMSON							
WTIG (FM) (CP)	Chan. 246 97.1 mc 53kw	Clemson Bestg. Co. 16-A Hunter St.					
COLUMBIA							
WCOS 1939	1400 250	Radio Columbia Cornell Arms Apt. Bldg. 2-2177	ABC Headley- Reed	Charles W. Pittman, p & gm Law Epps, dir. AM oper. & cm	John Rapp, pd Robert Lambert, ce	Wayne Poucher, sd Barbara Allen, wd	Wld. AP RCA
WCOS-FM 1951	Chan. 250 (B) 97.9mc 5.3kw			(For full information see TELECASTING Yearbook)			
WCOS-TV (CP)		Radio Columbia Cornell Arms Apt. Bldg. 2-2177					
WIS 1930	560 5,000 DA-N	The Bestg. Co. of the South 1111 Bull St. 36431	NBC Free & Peters	B. Calhoun Hipp, p G. Richard Shafto, vp & gm J. Dudley Saumenig, mgng. d	Frank Harden, pd Herbert G. Eidson, ce John H. Brock, pmm	W. D. Wolkman, Jr., nd John Evans, fd Ray Stanfield, sd Kay Collins, wd	Thes. UP WE
WIS-FM 1948	Ch. 233 (B) 94.5mc 1.3kw						
WMSC 1945	1320 1,000 DA-N	Marseco Bestg. Corp. 1127 Lady St. 28659	CBS H-R Reprs.	C. Wallace Martin, p, treas., gm & cm Grenville Seibels, pd & nd John C. Cosby, ce	Don Clark, pm Tom Burgess, fd Ed Osborne, sd	Ruth Gottlieb, wd	Assoc. & L-W UP Col.
WNOK 1947	1230 250	Palmetto Radio Corp. Hotel Jefferson 3-9401	MBS	H. Moody McElveen Jr., gm W. C. Bochman, cm David Campbell, pd	Donald Willoughby, ce Edward Jordan, pmm Pat Fitzgerald, nd	Jack Cook, fd Bob Fulton, sd Meta Miller, wd AP RCA
WNOK-TV (CP)		Palmetto Radio Corp. 1811 Main St. 3-9401		(For full information see TELECASTING Yearbook)			
CONWAY							
WLAT 1945	1490 250	Coastal Bestg. Co. P. O. Box 497 340	MBS McGillvra				

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DILLON WDSB 1946	800 1,000-D	Border Bcstg. Co. Highway 301 470 & 471	ABC Gill-Keefe & Perna, Dora- Clayton	L. E. Hyman, o Joseph Martin, p & gm Adelaide Monroe, cm	William J. Bunn, pd & fd M. J. Herring, ce Lee Lumpkin, pmm	Jim Murff, nd & sd Mrs. Ella Rauch, wd	Thes. UP G
WDSB-FM 1951	Chan. 226 (B) 92.9mc 10kw						
EASLEY WELP 1951	1360 1,000-D	Pickens County Bcstg. Co. P. O. Box 522 9388	KBC, Palmetto Indie Sales	J. Lake Williams, p Joel H. Hinton, vp Robert O. Moran, gm	Cleatus Brazzell, cm H. Otto McDonald, ce	Sue S. Shaw, wd & traffic m	UP RCA
FLORENCE WJMX 1951	970 5,000-LS 1,000-N DA-N	Atlantic Bcstg. Co. P. O. Box 1211 6351		E. E. Stone, o Paul H. Benson Jr., gm, cm, pd	Frank A. Jenne, ce Ervin T. Melton Jr., nd, fd	Dave Rogers, sd Marguerite M. Eaton, wd	Thes. UP WH
WOLS 1937	1230 250	Florence Bcstg. Co. 151 S. Dargan St. 3271	KBS	Melvin Purvis, p & gm A. P. Skinner, cm W. A. Pritchett, ce	Dick Jones, pmm Charles Sligh, nd Bill Peters, fd	A. E. Martin Jr., sd Mary Tatum, wd	SES. UP
GAFFNEY WFGN 1948	1570 250-D	Cherokee Radio Co. P. O. Box 759 4795	KBS	A. R. Godshall, p Morton E. Green, gm, cm & nd Billy Gibbons, pd & sd	Jesse Parker, ce Virginia Gertz, pmm Jo Hambright, fd	Josephine Hambright, wd	L-W UP Ray.
GEORGETOWN WGTV 1949	1400 250	Georgetown Bcstg. Co. Inc. 216 S. Fraser St. 621	MBS Cooke Carolina Palmetto	J. B. Delzell, p, gm Allen B. Wester, cm	Mamie Delzell, pd, wd Arthur D. Nix, ce	Allen Wester, sd	Ray.
GREENVILLE WAKE 1950	1490 250	Piedmont Bcstg. Co. 400 Mayberry St. 57406	CBS, MBS Pearson	V. D. Ramseur, p James F. McDonough, gm & pd H. A. Morris, ce	Inez Anders, pmm Carl Meeks, nd Elmer Snodgrass, fd	Jerry Mosteller, sd Doris Cabler, wd Queenie Kershaw, librarian	Assoc. INS G
WESC 1947	660 5,000-D	Greenville Bcstg. Co. 1 College St. 28241	Rambeau, Dora- Clayton	Mrs. Scott Russell, p W. Ennis Bray, vp, gm & cm David A. Moss, pd & pmm	Felton Bailey, ce J. Davenport, traffic m Fred Heckman, nd	Robert Way, fd W. A. Mullinax, sd	L-W AP G
WESC-FM 1948	Chan. 223 (A) 92.5mc 12.5kw						
WFBC 1932	1330 5,000 DA-N	Greenville News- Piedmont Co. News Bldg. 21511	NBC Avery- Knodel	B. H. Peace Jr., p Beverly T. Whitmire, gm Robert Q. Glass Jr., cm	Norvin C. Duncan, pd William E. Garrison, ce Paul Chapman, pmm	Harry Coggins, nd Ben Leonard, fd Verner Tate, sd Alice Wyman, wd	Thes. UP WH
WFBC-FM 1948	Chan. 229 (B) 93.7mc 3.7kw						
WMRC 1940	1440 5,000 DA-2	Textile Bcstg. Co. 3 College St. 32751	ABC Weed	Robert A. Jolley, p A. Kenneth Beachboard, gm & cm W. T. Arrington, pd	George Tate, ce Lidie Lee Walters, pmm Claude Freeman, nd	Paul Fisher, fd Bob Shelley, sd Debbie Bradley, wd	Wld. AP Col.
WMRC-FM 1947	Ch. 235 (B) 94.9mc 3.9kw						
WMUU 1949	1260 1,000-D	Bob Jones University Greenville, S. C. 76711		Dr. Bob Jones Jr., p R. K. Johnson, gm Glen Schunk, cm	Ben Cummings, pdm Paul Mathew, ce Joan Baehre, pmm	Elmer Rumminger, nd Jack Buttram, fd Fred Afman, sd	AP, INS Col.



South Carolina on a Silver Platter . . .

WIS with the lowest frequency in the state, 560 kilocycles, reaches 145,960 families in 40 of South Carolina's 46 counties. Of this total, 88,780 — or 60% — tune in WIS 6 or 7 days weekly.*

The 20-county retail trading area credited to Columbia (BBD&O) is the largest in the state in people — 886,700 — and in E.B.I. — \$742,567,000.** 67% of these people tune in WIS 6 or 7 days weekly.

For sales RESULTS, let WIS, an NBC affiliate for 22 of its 23 years, carry YOUR sales message to the growing, diversified, industrial and agricultural market it COVERS!

G. Richard Shafto, General Manager
J. Dudley Saumenig, Managing Director

*BMB, Spring 1949, Daytime

**Sales Management, 1952.

WIS 560 KC
5000 W
COLUMBIA, S. C.

Represented nationally by Free & Peters.

No Other Station Serves South Carolina Like This!

SOUTH CAROLINA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter
GREENWOOD						
WCRS 1941	1450 250	Greco, Inc. P. O. Box 868 4300	NBC Clark	Douglas Featherstone, p Dan Crosland, gm & pd Ralph Norman, cm & pmm	Charles M. Sparks, ce Randy Davidson, sd	Mary Harton, wd Thes., Assoc. AP RCA
<i>WCRS-FM</i> 1948	<i>Ch. 239 (B)</i> <i>95.7mc</i> <i>8.6kw</i>					
WGSW (CP)	1350 1,000-D	Radio Greenwood Inc. Edward Arms	MBS	W. C. Woodall Jr., p C. H. Grider, gm	Vernon McCarthy, cm	Olyn Gee, pd UP Gates
GREER						
WEAB 1949	800 250-D	Greer Bestg. Co. 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, ne	Perry Clinton, fd & sd L-W UP G
HARTSVILLE						
WHSC 1946	1450 250	Hartsville Bestg. Co. College Ave. 1450	MBS, KBS McGillvra	Charles H. Campbell, p Raymond Caddell, gm, pd & nd Donald A. Brienen, ce	Wilford Nelson, pmm & fd Gerald Quick, sd	Eleanor F. Williamson, wd Cap. AP Ray.
KINGSTREE						
WDKD 1949	1300 1,000-D	Palmetto Bestg. Co. 6761		E. G. Robinson Jr., co-o, gm & pmm M. L. Few, co-o Charles Green, cm	Carroll Gowdin, pd & nd Dan Owen, ce Glenn Frence, fd & sd	Tilla Robinson, wd Wld. AP G
LANCASTER						
WLCM 1951	1360 1,000-D	Royal Bestg. Co. 103 S. Catawba St. 1406	Southern Radio	Milton D. Scarboro, p & gm David Phillips, cm Joann McManus, pd & wd	Robert Shikerdjanski, ce Gary Cable, pmm James Marlowe, nd	F. W. Cannon, fd Allen Hill, sd Wld., Thes. AP Col.
LAURENS						
WLBG 1948	860 250-D	WLBG Inc. P. O. Box 642 22331	KBS, Palmetto	J. C. Todd, p Richards Todd, gm & cm Jack B. Anderson, pd	T. H. Stevenson Jr., pmm Jack H. Taylor, ce & nd Carroll Sexton, fd & sd	Betty J. Bishop, wd Wld. UP Ray.
MULLINS						
WJAY 1949	1280 1,000-D	Mullins & Marion Bestg. Co. Highway 76, Box 41 3901	KBS	W. G. Smith, p James F. Ramsey, gm & cm Bob Allen, pd, pmm & nd	George Magera, ce Kenneth Gasque, fd Dwight Snyder, sd	Annie Laurie Sawyer, wd L-W UP Ray.
MYRTLE BEACH						
WMRA 1948	1450 250	Elizabeth Evans Ocean Forest Hotel 5061		Elizabeth Evans, p & gm 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
NEWBERRY						
WKDK 1946	1240 250	Newberry Bestg. 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.
ORANGEBURG						
WRNO 1946	1450 250	WRNO Inc. Orangeburg, S. C. 1420	MBS	Charles S. Henerey, p Frank B. Best, gm & nd Frank B. Best Jr., pd & pmm	Gus Browning, ce Joe Phillips, fd Norman Mathews, sd	Betty Hydrick, wd Thes. AP RCA
WTND 1948	920 1,000-D	WTND, Inc. No. 1 Memorial Plaza 1600	Clark	J. I. Sims, p & gm L. Richard Rhame, pd	Larry Stiles, co-engr.	Perry Herrington, co-engr. Wld. UP RCA
<i>WTND-FM</i> (CP)	<i>Ch. 274 (B)</i> <i>102.7mc</i> <i>4.1kw</i>					
ROCK HILL						
WRHI 1944	1340 250	York County Bestg. 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 Wld. AP RCA
<i>WRHI-FM</i> 1949	<i>Chan. 248 (B)</i> <i>97.5mc</i> <i>9.4kw</i>					UP G
WTYC 1948	1150 1,000-D	Tri-County Bestg. Co. Inc. Robert Marshall Hotel 3175				UP G
SENECA						
WSNW 1949	1150 1,000-D	Blue Ridge Bestg. Co. 8234	KBS	J. A. Gallimore, p, gm & nd Charles Gwynn, cm	Mrs. J. A. Gallimore, pd	Herbert Hosea, ce L-W, Wld. UP G
<i>WSNW-FM</i> (CP)	<i>Chan. 251</i> <i>98.1mc</i> <i>6.5kw</i>	<i>Blue Ridge Bestg. Co.</i> <i>P. O. Box 443</i>				

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Your Best Buy (as always) in South Carolina's Leading Market is **WFBC** Greenville . . .

Here's NEW* proof

WFBC

With a daytime audience of 122,520 homes

Leads

Station "B" by 70%
Station "C" by 111%
Station "D" by 319%
Station "E" by 503%

WFBC

.. And with a nighttime audience of 86,670 homes

Leads

Station "B" by 79%
Station "C" by 230%

(Stations "D" and "E" do not broadcast at night)

WFBC

In audience growth from 1949 to 1952

Is Up

In Daytime 26.4%
In Nighttime 24.2%

Full NBC Service For the Greenville, Spartanburg and Anderson Markets

* New data given here is from the 1952 nation-wide Survey by A. C. Nielsen Co. Figures for 1949 were from BMB. Detailed information will be given gladly on request.



Represented Nationally by AVERY-KNODEL, INC.

SOUTH CAROLINA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li- brary, News Service Transmitter	
SPARTANBURG							
WJAN (CP) 1940	1400 250 910 1,000 DA-2	James C. Byrd, Jr. Spartan Radiocasting Co. 291 E. Main St. 32711 (WORD, AM affiliate)	NBC Hollingsbery	James C. Byrd Jr., p, gm & ce Walter J. Brown, p John Kirkpatrick, gm John C. Carrington, cm	Sterling W. Wright, pd Clyde J. Burdette, ce Richard R. Sanders, pmm & nd	Jack Davis, fd Bill Goodrich, sd Helen Beeley, wd	AP Thes. AP G
WDXY (FM) 1948	Ch. 263 (B) 100.5mc 9.2kw						
WSPA 1929	950 5,000 DA-N	The Bestg. Co. of the South 224 E. Main St. 33621	CBS Blair, Cummings	Roger A. Shaffer, mgng. d Ross M. Holmes, cm Ed McGrath, pd & sd	Harold R. Beckholt, ce Jane Dalton, pmm & wd Tom Fleming, nd	Clifford D. Gray, fd	St. UP WE
WSPA-FM 1946	Ch. 255 (B) 98.9mc 4.85kw						
SUMTER							
WFIG 1940	1340 250	Radio Station WFIG, Inc. Radio Center Bldg. 1340	MBS McGillvra	F. B. Creech Sr., p T. Doug Youngblood, gm Fulton B. Creech Jr., cm	Paul T. Reidy, pd James L. Williams, ce John Sherman, nd	T. O. Bowen, fd Tom Craig, sd Ann Withers, wd	Wld. AP RCA
WSSC (CP)	1240 250	Radio Sumter Sumter, S. C.					
UNION							
WBCU 1949	1460 1,000 DA-N	Union Carolina Bcstg. Co. 210 E. Main St. 1200	ABC, Palmetto Continental	E. H. Hughes, p Bill Stribling, sm, cm, nd, fd Ethel Lancaster, pd	Thomas W. Weathers, ce	Bud Hall, pmm & sd	Thes. UP RCA
WALTERBORO							
WALD 1947	1490 250	Walterboro Bcstg. Co. P. O. Box 12 3861	MBS	R. M. Jefferies, p Louis M. Neale Jr., gm & ce	Lanny Layton, cm	Louise Long, pd	Wld. AP Ray.
WALD-FM 1952	Chan. 292 106.3mc 0.59kw						

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WSPA Has The Strongest Pulsebeat In The Carolina-Piedmont (SPARTANBURG-GRENVILLE) Area!

This past April...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
John Blair & Co.

Harry E. Cummings
Southeastern Representative

First CBS Radio Station For
The Spartanburg-Greenville Market

Roger A. Shaffer
Managing Director

Ross Holmes
Sales Manager



WSPA

5,000 WATTS 950 KC
South Carolina's Oldest Station
SPARTANBURG, S. C.

SOUTH DAKOTA

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. sim;	Pres. p; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm;	Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm;	
ABERDEEN							
KABR 1952	1220 250-D	Aberdeen Bcstg. Service Highway No. 281 N 2686	Lawson	Delbert T. Hunt, p, gm & ce	Eddie Weeks, pd	John Chillson, pmm	St. UP Col.
KSDN 1948	930 1,000 DA-N	Aberdeen News Co. 12 3rd Ave S.E. 4573	ABC Weed	Henry Schmitt, p Byron J. McElligott, gm Russa Osborne, cm	E. C. Pieplow, pd George Crocker, ce Dean Matteson, nd	Russ Kruse, fd Chuck Beggs, sd Helen Holgate, wd AP WE
DEADWOOD							
KDSJ 1947	980 1,000 DA-N	Heart of the Black Hills Station P. O. Box 462 186	MBS, KBS, Inter- mountain & Upper Midwest Holman	John Daniels, p & co-o Eli Daniels, co-o, gm & ce Harry Daniels, co-o & cm	Bonnie Laughlin, pd	Tom Murphey, sd	Wld. UP Ray.
HURON							
KLJV 1947	1340 250	James Valley Bcstg. Co. 1726 Dakota Ave. S. 765	NBC, KBS Lawson	Max F. Staley, p, gm & ce Dwight Coursey, cm & pm Dale Larson, pd	Bill Tredway, sd	Rita Engel, wd	Thes AP Col.
MITCHELL							
KORN 1947	1490 250	Mitchell Bcstg. Assoc. 217-219 N. Main St. 621	MBS	Ray Eppel, p, gm & pd B. H. Ohde, cm & pmm	John Doherty, ce	Robert B. Wood, nd & sd	L-W UP WE
PIERRE							
KGFY 1916	630 200-D	Estate of Dana McNeil 203 W. Summit Ave. 2351	KBS, Upper Midwest Lawson	Ida A. McNeil, gm, cm, pd	Selwyn Ronning, ce	 UP RCA
RAPID CITY							
KOTA 1936	1380 5,000 DA-N	Black Hills Broadcast Co. of Rapid City 1819 W. St. Joe St. 2000	CBS Headley- Reed Bulmer & Johnson	Robert J. Dean, p Abner H. George, gm Stan Lieberman, sim	Harley Hanson, sd Jack A. Crowley, pmm A. E. Griffiths, ce	Norman Heffron, nd Gene Taylor, fd Polly Weedman, wd	Wld. & Cap UP RCA
KOZY(FM) 1949	Ch. 234 (A) 94.7 25kw	(KOTA, AM affiliate)					
KRSD (CP)	1340 250	Heart of the Black Hills Station		John Daniels, co-o	Eli Daniels, co-o, gm & ce	Harry Daniels, co-o & cm UP
SIOUX FALLS							
KELO 1937	1320 5,000	Midcontinent Bcstg. Co. 8th & Phillips Ave. 4-5841	NBC Taylor	Joe Floyd, p Evans A. Nord, gm & cm James Burt, pd & sd	Les Froke, ce Dave Dedrick, pmm Dean Montgomery, nd	Les Harding, fd Marie Horten, wd	St. & Cap. UP RCA
KELO-TV (CP)		Mid-Continent Bcstg. Co. 8th & Phillips Ave. 4-5841		(For full information see TELECASTING Yearbook)			
KIHO 1948	1270 1,000-DA-1	Big Sioux Bcstg. Co. 218 S. Main Ave. 4-7736	MBS Raymer	Dr. John D. Conner, p David J. Kempkes, gm Richard C. Morenus, cm	Frederic W. Schweikher, pd Clayton Holm, nd	Danny Olson, sd	Wld. UP WE

SOUTH DAKOTA—(Continued)

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SIoux FALLS—(Continued)						
KISD 1948	1230 250	KISD, Inc. 311 S. Phillips Ave. 4-5571	KBS Cooke	Howard Alton, p Verl Thomson, gm & fd Gabe Caffrey, cm & nd	Bud Bird, pd & sd Duane Decker, ce Richard Barlow, pmm	Helen Ackatz, wd AP RCA
KSOO 1926	1140 10,000-D 5,000-N, DA-N	Sioux Falls Broadcast Assoc. 317 S. Phillips Ave. 4-7545	ABC Avery- Knodel	Morton H. Henkin, p George R. Hahn, vp & gm George Rohn, m	Rollie R. Williams, gen. slm Raymond Loftness, pdm Max E. Pierce, ce	Red Stangland, pmm & fd Orrin Melton, nd Ken Guenther, sd Thes. AP RCA
VERMILLION						
*KUSD 1922	690 1,000-D DA	University of South Dakota Union Bldg. 601-J		Keith J. Nighbert, gm David Grover, pd James Prusha, ce	Russell Jolly, nd Rich Gereau, sd	Ruth Adkins, wd SES. AP WE
WATERTOWN						
KWAT 1926	950 1,000 DA-N	Midland National Life Ins. Co. Watertown 777	MBS Lawson, Wallcer	John Ehrstrom, p Thomas L. Young, gm & sd Ross Case, cm	Doug Marlowe, pd & nd Francis Alwin, ce Dick Schultz, fd	Audrey McCollum, wd St. UP Col.
YANKTON						
WNAX 1922	570 5,000 DA-N	Cowles Bcstg. Co. WNAX Bldg. 442	CBS Katz	Gardner Cowles, p Robert R. Tinscher, gm Donald D. Sullivan, cm	L. S. Howard, pd Clifton Todd, ce Richard Harris, pmm	Art Smith, nd Chris Mack, fd Les Davis, sd Wynn Speele, wd Cap. AP & UP GE
TENNESSEE						
ATHENS						
WLAR 1946	1450 250	Athens Bcstg. Co. N. Jackson St. 1450	MBS, KBS	Lowell F. Arterburn, p Buell J. Charles, gm	Leonard M. Dawson, cm & sd John Redwine, pd & nd	J. W. Turner, ce Thes. UP WE
BRISTOL						
WOPI 1929	1490 250	Radiophone Bcstg. Stn. WOPI, Inc. 310 State St. South 3730	NBC, Tennessee Burn-Smith	W. A. Wilson, Sr., p, gm & pd James C. Wilson, Jr., cm, pmm & fd	George Guertin, ce Harold Henley, nd	Rockey Stone, sd Judy Weston, wd L-W AP RCA
WOPI-FM 1946	Ch. 245 (B) 96.9mc 18.5kw					
CHATTANOOGA						
WAGC 1946	1450 250	Tennessee Valley Bcstg. Co. Hotel Patten 7-1128	MBS Rambeau	Vann Campbell, gm Clifford Bowers, Jr., cm	George McMurtrie, ce Frank Painter, nd & fd	Harry Thornton, sd Madelaine White, wd L-W AP Col.
WAPO 1936	1150 5,000-D 1,000-N DA-N	WAPO Bcstg. Service, Inc. Read House 6-6141	NBC Headley- Reed	R. G. Patterson, p & gm B. J. Bush, cm Frances Harley, pd	Helen Patterson, pmm B. B. Barnes, ce Bernard Brown, nd	J. D. Cliett, fd Steve Conrad, sd Thes. AP
WDEF 1941	1370 5,000 DA-N	WDEF Bcstg. Co. 420 Volunteer Bldg. 6-5664	ABC Branham	Carter M. Parham, p Ken Flenniken, gm & cm	Morris Quave, pd B. C. Baker, ce	Paul Wann, nd Gus Chamberlain, sd Cap. UP RCA
WDOD 1925	1310 5,000 DA-N	WDOD Bcstg. Corp. Hamilton Nat'l Bank Bldg. 6-5117	CBS Raymer	Earl W. Winger, p & gm Norman A. Thomas, vp & cm Frank Hubbs, pd	Gene A. Carr, pmm Roy Owens, ce	Lee Sheridan, sd Patty Hubbs, wd Wid., 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, ptrn. David E. Cohen, ptrn.	James M. Brown, ptrn., gm & pmm Luther Wilson, cm	Gaylord McPherson, pd Byron E. Fincher, ce AP Ray.
WMFS 1951	1260 1,000-D	WMFS Inc. 215 W. Ninth St. 5-3127	Pearson	B. F. J. Timm, p Russell E. Offhaus, gm	Dale Smith, cm Stanley H. Strickland, tech. d	Glenn Channels, ce
WOUC(TV) (CP)		Chattanooga TV Inc. 1024 James Bldg.		(For full information see TELECASTING Yearbook)		
WTVT(TV) (CP)		Tom Potter 1032 Life of America Bldg. Dallas, Tex.		(For full information see TELECASTING Yearbook)		
CLARKSVILLE						
WJZM 1941	1400 250	Campbell & Sheffall 411 Madison St. 6414	MBS, KBS	E. T. Campbell, p & gm J. P. Sheffall, cm	Clay Cline, Jr., pd, pmm, nd, fd & wd John Bailey, ce	Earl Walton, sd Cap. AP RCA
CLEVELAND						
WBAC 1945	1340 250	Robert W. Rounsaville P. O. Box 677 62	MBS	Robert W. Rounsaville, o Thad F. Fitch, sm Bland Sells, cm	Mike Dodd, nd & nd Wm. D. Stuart, ce	Paul B. Cram, tech. d Dorothy Pritchard, wd UP RCA
COLUMBIA						
WKRM 1946	1340 250	Middle Tennessee Bcstg. Co., Inc. P. O. Box 71 1340	MBS, KBS Indie Sales	R. M. McKay, Jr., p, gm & cm Al Knott, pd, pmm & fd	Cameron H. McKay, ce Bill Fraser, nd	Joe Cutter, sd Jaska Ruth Moore, wd Wid. AP RCA
COOKEVILLE						
WHUB 1940	1400 250	WHUB Inc. 315 E. Spring St. 789		M. L. Medley, gm		
CROSSVILLE						
WAEW (CP)	1340 100	Arthur Wilkerson Lumber Co. 10th & School Sts. 334		Arthur Wilkerson, p, gm		UP Gates
DYERSBURG						
WDSG 1946	1450 250	State Gazette Bcstg. Co. P. O. Box 58 77	MBS, KBS Mid-South	R. M. Bruce, p Frank Armstrong, gm	Tom Armistead, cm Bill Ward, pd	Shirley Jones, pmm Dave Ross, ce Wid. AP RCA
ELIZABETHTON						
WBEJ 1946	1240 250	Elizabethton Bcstg. Co. Elk Ave. 2-1241	MBS	Robert W. Rounsaville, sr. ptrn. & gm Frazier Cochrane, sm Wm. A. Selley, Jr., pd & sd	Sherman Pritchard, cm M. C. Bowers, Jr., ce	Paul B. Cram, tech. d Terry Sams, nd UP Ray.
FAYETTEVILLE						
WEKR 1948	1240 250	Fayetteville Bcstg. Co. P. O. Box 625 1240	MBS, KBS	John R. Crowder, ptrn. & gm James Porter Clark, ptrn. & sd	Jim Tate, sm Teddy Barnes, pd, fd	Bill Bernard, pmm & nd Ernest J. Tucker, ce Thes. AP Ray.

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FACTS OF VALUE TO ADVERTISERS ABOUT

Big Aggie Land, the WNAX Countryopolitan Market

IT'S A MARKET made cohesive by one radio station, reached by one station, sold by one station. One of the world's richest agricultural areas, Big Aggie Land's million radio families last year enjoyed an effective buying income of \$4.2 billion, spent \$3½ billion in purchases at retail. Only two areas spent more—metropolitan NYC and Chicago.

Big Aggie Land is the 267 counties in Minnesota, the Dakotas, Nebraska and Iowa, covered by WNAX. To the farmers and townspeople of Big Aggie Land radio is news, weather and farm data, entertainment and social life—and radio is WNAX. Radios are found in 97.3% of the homes; 80% listen to WNAX 3 to 7 times a week.

LATEST DIARY STUDY PROVES DOMINANCE

IN 1952, as in 1950, 1948, 1946 and 1945, Audience Surveys, Inc. conducted a listener diary study in 80 Big Aggie Land counties representing 5 states. Trends established in earlier studies continued in 1952. There are more radio homes (up 27%*); more sets in use (up 69.3% daytime, 32.6% night); higher WNAX ratings (up 50.7% daytime, 16.1% night); and bigger WNAX average audience (up 91% daytime, 47% night).

WNAX HAS THE TOP RATING in

97.3% of the 500 quarter-hours covered by the diary, up from 87.8% in 1950. On an overall share-of-audience basis, WNAX averages more than 3 times that of its nearest competitor. Locally produced shows account for 48% of the quarter-hours covered by the diary, with a 28%-average-share-of-audience, fantastically high in view of the fact that 52 stations received mention in the study.

THE DIARY STUDY** proves the unquestionable dominance of WNAX. Big Aggie Land is a rich, fertile area well worth your cultivation. One radio station, and only one station, delivers it—solidly. That's WNAX, where you belong to keep your sales up and your sales costs down. Further information from The Katz Agency.

* All % comparisons express 1952 increase over 1945.
**For a copy, write Dick Harris in Yankton, S. Dak.

WNAX - 570



YANKTON-SIOUX CITY

A Cowles Station

CBS Radio 570 KC 5000 WATTS

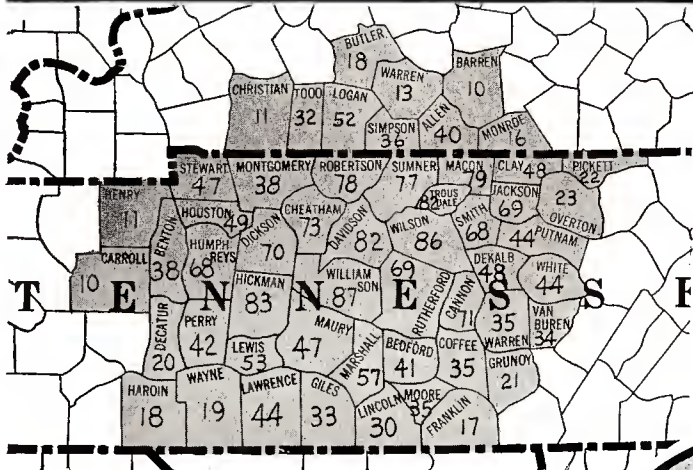


TENNESSEE—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd, Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Div. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li- brary, News Service Transmitter
FRANKLIN						
WAGG (CP)	950 1,000-D	The Williamson County Bcstg. Co.				
GALLATIN						
WHIN 1948	1010 1,000-D	Sumner County Bcstg. Co. Portland Rd. 1010	KBS Indie Sales	A. B. Perkins, p J. B. Thomas, gm & pd	Charles W. Brewer, cm & sd Maxwell R. Bennett, ce	William Sellers, fd Anna Lou Ford, wd UP WE
GREENEVILLE						
WGRV 1946	1340 250	Radio Greeneville Inc. P. O. Box 243 4147	MBS	Paul O. Metcalfe, p & gm Hugh Pickel, cm	Lynn Peters, pd Laile Hampton, ce	Glenn McCurry, sd Maxine Russell, wd Cap. UP Ray.
HARRIMAN						
WHBT 1947	1230 250	Harriman Bcstg. Co. 661	MBS, KBS Continental	F. L. Crowder, o & m Hugh Patton, cm & pmm	Carl Williams, pd	Gene Davidson, ce Wid. UP G
HUMBOLDT						
WIRJ 1949	740 250-D	Gibson County Bcstg. 210 N. 22nd Ave. 740	KBS	J. Frank Warmath, ptrn. Marion Warmath, ptrn. Howard E. Byrum, gm	Carroll Wilson, cm Bill Carter, pd	Irie Brown, ce Buck Byrum, sd Thes. UP Col.
JACKSON						
WDXI 1948	1310 5,000-D 1,000-N DA-N	Dixie Bcstg. Co. Williams Bldg. 7-9611	MBS, KBS, Dixie Burn-Smith	Aaron B. Robinson, p Bill Winsett, gm Jack Murphy, cm	Jim Hoppers, pd & nd Lawrence Dunne, pmm Herman Williams, ce	James Thomas, tech. d Tom Williams, fd Winkie Martindale, sd Charles Givens, sd Cap. UP Ray.
WPLI 1949	1490 250	George Arthur Smith 201½ N. Market St. 7-8541	McGillvra	George Arthur Smith, p H. O. Parish, Jr., gm & pd	David B. Jordan, ce	Cap. UP Col.
WTJS 1931	1390 1,000-DA-N	Sun Publishing Co. Jackson 7-3316	ABC, Mid- South Branham	A. A. Stone, vp & gm Frank S. Proctor, m L. R. Brooks, Jr., asst. m	S. D. Lollar, studio d Peggy McKinnie, pmm & wd	Robert M. Gordon, ce Vince Tapler, sd Wid., Thes. AP RCA
WTJS-FM 1947	Ch 264 (B) 100.7mc 50kw					

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Sell the Greater Nashville Market... ECONOMICALLY - EFFECTIVELY!!



Figures in counties indicate the percent of radio families that comprise the station's weekly audience in the county. Daytime — Spring, 1949.

5000 WATTS • 980 KC • ABC
and WSIX-FM • 71,000 W • 97.5 MC

26 years of Community Service

National Representative: George P. Hollingbery Co.

The 53 WSIX BMB counties closely parallel the counties of the Nashville Trading Area.

WSIX delivers bigger market coverage at lower cost!

There's more of everything in the Greater Nashville Market... more money spent, more buying income, more homes penetrated by WSIX programs... all at WSIX's pre-inflation rates! Better Buy WSIX!



BMB
Audience Map
based on
Study No. 2

JOHNSON CITY

WETB 1947	790 1,000-D	East Tenn. Bcstg. Co. 204 W. Main St. 2993	McGillvra	Carl A. Jones, p Arthur Kelsey, sm Berney Burleson, pd, asst. m & pmm	E. B. Jones, ce Charles Harrison, nd John Adkins, fd	Bill Miller, sd Jeanne Mursick, wd	Wld. AP Ray.
WJHL 1938	910 5,000-D 1,000-N DA-N	WJHL Inc. 145 W. Main St. 2780	ABC Pearson	W. H. Lancaster Sr., p W. H. Lancaster Jr., gm & cm Robert Walker, pd & nd	Ken Mathews, pmm O. K. Garland, ce Raymond Rosson, fd	Tom Lyons, sd Pat Smithdeal, wd	L-W AP, UP RCA
WJHL-FM 1948	Ch. 264 (B) 100.7mc 9.7kw						

KINGSPORT

WKIN 1951	1320 1,000-D	WKIN Inc. 338 E. Center St. 4175	KBS	Cy N. Bahakel, p & gm	John Z. Miller, m		Cap. AP Col.
WKPT 1940	1400 250	Kingsport Bcstg. Co., Inc. 222 Commerce St. 2870	NBC Cooke	C. P. Edwards, Jr., p Paul L. Overbay, gm Phil J. Weaver, cm	Martin Karant, pd & nd Jim Davis, pmm Thomas Phillips, ce	Ike Upchurch, fd Dick Ellis, sd	Thes., Wld. AP WE
WKPT-FM 1948	Ch. 253 (B) 98.5mc 4.8kw						

KNOXVILLE

WBIR 1941	1240 250	Radio Station WBIR, Inc. 618 S. Gay St. 4-3321	ABC Bolling	Gilmore N. Nunn, p John P. Hart, gm & cm	Neal W. Branch, pd J. Rex Horton, ce	Jack Joyner, sd	Thes. UP RCA
WBIR-FM 1949	Ch. 27 (B) 93.3mc 2.85kw						
WKGK 1947	1340 250	Clarence Beaman, Jr. Park Nat'l Bank Bldg. 4-0766	MBS Forjoe	Clarence Beaman, o & gm Guy L. Smith, III, cm	Roland C. Wolfe, pd, pmm, & nd Milton L. Jones, ce	Bob Smith, sd Joy C. Bush, wd	L-W AP RCA
WNOX 1921	990 10,000 DA-N	Scripps-Howard Radio, Inc. 110 S. Gay St. 3-3171	CBS Branham	Jack R. Howard, p R. B. Westergaard, gm O. L. Smith, cm	Charles McMahon, pd Walter Corning, pmm Ray Evans, ce	Cliff Allen, nd & fd Bill Jay, sd	St. UP WE
WROL 1930	620 5,000 DA-2	Mountcastle Bcstg. Co. 612 Gay St., S.W. 2-7111	NBC Avery- Knodel	Paul Mountcastle, Sr., p W. H. Linebaugh, vp & gm J. T. McCloud, cm	John Reese, pd Wayne Hudson, pmm Fred M. Andrews, ce	Arthur J. Metzler, nd & sd Mary Walker, wd	Wld. UP RCA
..... (CP)	860 1000-D	Dick Bcstg. Co.		James M. Dick, co-o	Marilyn M. Dick, co-o		
..... (CP)	900 1000-D	Knoxville Ra-Tel Inc.		Roy S. Carr, p	Thomas W. Gamble, vp	Ben Akerman, secy-treas.	

LaFOLLETTE

WLAF (CP)	1450 100	LaFollette Bcstg. Co. c/o William L. Sharp Jr.					
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LAWRENCEBURG

WDXE 1951	1370 1,000-D	Lawrenceburg Bcstg. Co. Locke Bldg. 4462	MBS KBS Dixie Vol-State Burn Smith	Aaron B. Robinson, p George K. Eubanks, gm	Ken Marston, pd Bud Sawyer, pmm	Phillip Kemper, ce	SES. Wld. UP GE
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LEBANON

WAMB (CP)	1340 100	William O. Barry P. O. Box 221 603		William O. Barry, o & gm John Rich, cm	Carl Vandervot, pd Harrienne Moore, pmm	Herman Eskew, nd & sd Marian Simpson, wd	Cap., Thes. AP Col.
WCOR 1949	900 250-D	The Lebanon Bcstg. Co. Inc. S. Cumberland Ave. 1540	KBS	Theo F. Ezell, Jr., p & gm Michael R. Freeland, vp & cm	Walt Dillard, pd & nd Jack Hendrickson, pmm & sd	William Johnston, ce AP Ray.

LENOIR CITY

WLIL 1950	730 1,000-D	Arthur Wilkerson Lumber Co. 406 E. Broadway 1095		Arthur Wilkerson, o & gm			SES. UP G
WLIL-FM 1950	Ch. 262 (B) 100.3mc 8.8kw						

LEWISBURG

WJJM 1947	1490 250	Estate of James J. Murray East Hill 780	MBS, KBS	Louis D. Lingner, gm & cm J. E. Sowell, ce	Perry Gillum, nd & sd Leon Harrison, fd	Wynona Clark, wd AP Col.
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MARYVILLE

WGAP 1947	1400 250	Aluminum Cities Bcstg. Co. Blount Natl. Bank Bldg. 2490	KBS	Frank H. Corbett, ptrn. & gm Harry C. Weaver, ptrn. Walter E. Moore, cm	Joe F. Wheeler, pd & sd Curtis LaMar, ce Kenneth Kribbs, nd & fd	Frances King, wd	Thes. AP Ray.
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McMINNVILLE

WMMT 1947	1230 250	McMinnville Bcstg. Co. Inc. 401		Dr. Sam J. Albritton, p			
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MEMPHIS

WDIA 1947	730 250-D	Bluff City Bcstg. Co. 2074 Union Ave. P. O. Box 5022 36-2703	Pearson Dora-Clayton	John R. Pepper, ptrn. Bert Ferguson, ptrn. & gm Harold F. Walker, cm	(Mrs.) Christine Spindel, pd Tom Batchelor, pmm Henry N. Fones, ce Ted Roney, pd Ben Enochs, ce	David James, pdm Marie Wathen, nd Ernest Brazzle, fd Willa Monroe, wd Fran Keegan, wd UP G
WFAK 1951	1480 1,000-D	Chickasaw Bcstg. Co. 215 Madison Ave. 37-8833		E. C. Krausnick Jr., p Charles DeVois, vp & gm Dick Palmere, cm			SES., L-W, INS RCA
WHBQ 1925	5,000-D 1,000-N DA-2	Harding College Hotel Gayoso 8-6868	MBS Weed	Dr. George S. Benson, p (Harding College) John H. Cleghorn, gm W. H. Grumbles, cm	Gorden Lawhead, pd Frank Willis, sis. prom. d Welton M. Roy, ce	Lee McEachern, nd Jack Britton, sd	Assoc UP RCA

TENNESSEE—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transe. Library, News Service Transmitter
MEMPHIS—(Continued)						
WHHM 1947	1340 250	Mid-South Bcstg. Corp. 433 Sterick Bldg. 37-4422	Forjoe	P. E. Furlow, p C. K. Beaver, gm, vp	Allen Avery, cm Jay Black, pd, sd	W. Marsh, ce Bob Jones, sd UP RCA
WMC 1923	790 5,000 DA-N	Memphis Publ. Co. Goodwyn Institute Bldg. 8-7464	NBC S. Central Branham	Enoch Brown, p H. W. Slavick, gm Earl Moreland, cm	Wilson Mount, exec. pd Ott Roush, prog. m Walter E. Frase, pmm Charles Sullivan, sd	E. C. Frase Jr., ce Robert Pigue, nd Walter Durham, fd Olivia Browne, wd Thes., L-W UP RCA
WMCF(FM) 1947	Ch. 259 (B) 99.7mc 260kw					
WMCT(TV) 1948		Memphis Publ. Co. Goodwyn Institute 8-7464		(For full information see TELECASTING Yearbook)		
WMPS 1925	680 10,000-D 5,000-N DA-N	WMPS Inc. Radio Center 5-2663	ABC Radio Reps.	Harold R. Krelstein, p & gm W. B. Rudner, vp & pmm J. G. Deaderick, ce	George B. Faulder, sm Tys Terwey, nd Bob Neal, fd	Larry Higgins, sd Jane Stanfield, wd St., SES. UP RCA
WREC 1922	600 5,000 DA-2	Hoyt B. Wooten WREC Bcstg. Service Hotel Peabody Bldg. 5-1313	CBS Katz	Hoyt B. Wooten, o, gm & p Hollis R. Wooten, cm	Roy Wooten, pd Jack Michael, pmm	Wilson Raney, ce SES., Wld., L-W UP
MORRISTOWN						
WCRK 1947	1450 250	Cherokee Bcstg. Corp. Radio Center 1450	MBS Holman	Herbert S. Walters, p Howell Ashford Jr., gm & cm	John McCrary, pd	James A. Redden, ce L-W AP RCA
MURFREESBORO						
WGNS 1947	1450 250	WGNS Inc. P. O. Box 456 1450	KBS Tenn. Valley Holman	Cecil Elrod Jr., p & gm Mrs. Cecil Elrod Sr., vp Cecil Elrod Sr., Secy.-treas.	Virgil Trimm, cm Margaret Stephens, pd John Hood, pmm Ray Duffy, sd	Will Dunn, ce David Drew, nd David Moore, fd Harrienne Moore, rd L-W, Wld. AP, UP RCA
NASHVILLE						
WKDA 1947	1240 250	Capitol Bcstg. Co. 1st American Natl. Bank Bldg. 4-0511	Bolling	A. G. Beaman, p T. B. Baker Jr., gm	A. G. Kengott Jr., pd Oscar G. Griffin Jr., ce	Roque Fajardo, nd Larry Munson, sd Cap., St. AP Col.
WLAC 1926	1510 50,000 DA-N	Life & Casualty Ins. Co. of Tennessee Third Natl. Bank Bldg. 6-0161	CBS Katz	F. C. Sowell, gm & cm Paul Oliphant, pd Frank Gonzales, pmm	F. D. Binns, ce Jack Drake, nd Gene Nobles, pd	Mary Manning, wd Thes. UP WE

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W M C
with **Maintain Contact**

over 800,000 radio homes in the Memphis and Mid-South area

and

70,000* Memphis automobile radios

Like we keep tellin' ya

to sell the great 2 billion dollar Memphis market, best you need

NBC — 5,000 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

W M C
M E M P H I S

* plus the many additional thousands of automobile radios in the Mid-South area.

BOB NEAL SELLS PEOPLE
(VOTED MEMPHIS' NO. 1 DISC JOCKEY)

-- AND BOB NEAL SELLS MERCHANDISE



**Any way you look
at him, Bob Neal has
the showmanship and
know-how to sell your
products or services**



RADIO MEMPHIS

WMPS

Represented by Radio Representatives, Inc.

A M E R I C A N B R O A D C A S T I N G C O M P A N Y



Now—**THE GREAT NEAL**, new* daily afternoon Show, 2:30 to 4 P.M., (spontaneous result of the popularity of Bob Neal's early morning Show, Monday through Sat-

urday, 5 to 8 A.M.) is almost sold out! A few availabilities are left—but only a few, so get on the bandwagon and sit in the driver's seat with **THE GREAT NEAL!**

**On the air only six weeks!*

TENNESSEE—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transe. Li- brary, News Service Transmitter	
NASHVILLE—(Continued)							
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 Duham, pd Clarence L. Waggoner, pmm Charles W. Stokely, ce	(Mrs.) Ruth W. Clinard, asst. m Bob Larimer, nd George B. Kelley, sd Ralph Emery, nd & sd	UP WE
WNAH 1949	1360 1,000-D	Hermitage Bcstg. Corp. James Robertson Hotel 4-7611	KBS	Van T. Irwin Jr., p, gm, cm & pmm Donn C. McInturff, pd	Howard Woodward, ce		St. UP G
WSIX 1927	980 5,000 DA-N	WSIX Bcstg. Station Nashville Trust Bldg. 5-5431	ABC Hollingbery	Louis R. Draughon, p & gm E. S. Tanner, cm	Jim McKinney, pd Chas. R. Duke, ce	Jack Simpson, nd & sd	Wld. AP Col.
WSIX-FM 1948	Ch. 248 (B) 97.5mc 71kw						
WSM 1925	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, tech. d & ce Harold Baker, nd	John McDonald, fd Dick Shively, sd Marjorie Cooney, wd	Thes. AP, UP, INS
WSM-TV 1950		WSM Inc. 301 Seventh Ave. N. 6-7181		(For full information see TELECASTING Yearbook)			
WSOK 1951	1470 1,000-D	Nashville Bcstg. Co. Inc. 410 N. Fourth Ave. 42-0489	Forjoe Dora-Clayton	H. C. Young Jr., p, gm & pmm Norman Stewart, cm	Larry Faulkner, pd Arthur Viaches, ce	Ed Cook, nd Mrs. M. A. Moore, wd	INS Col.
OAK RIDGE							
WATO 1948	1490 250	WATO Inc. Municipal Market Bldg. 5-3535		Marshall H. Pengra, p Ross Charles, gm Samuel P. Thrower, Jr., cm	Lionel Schwan, pd & nd David Jacobs, pmm Marvin L. Paul, ce	Tom Atkins, sd Genevieve M. Long, asst. treas.	AP Ray.
WOKE 1951	1430 1,000-D CP: 1290	Air Mart Corp. Grove Center P. O. Box 391 5-1333	KBS Continental	Harry C. Weaver, p & gm William E. Sorrell, pd & sd	Curtis Lamar, ce Emil Anderson, nd & fd	Sabelia Jackson, wd	Thes. AP G
PARIS							
WTPR 1947	710 250-D	Paris Bcstg. Co. Poplar St. 1700	KBS, Dixie Holman	A. B. Robinson, p J. M. Cecil, gm & fd B. C. Kilgore, cm & nd	Bill Blach, pd Virgil Lindner, pmm Don Somerville, ce	Kenny Clayton, sd Gertrude Cecil, wd	Wld. AP G
PULASKI							
WKSR 1947	1420 1,000 DA-N	Richland Bcstg. Co. Jones Bldg. S. First St. 1066	ABC	W. K. Jones, p Wallace L. Beecham, cm & nd	George Martin Jr., pd D. L. Hoover, pmm & sd	Richard Spruill, ce Terral Jackson, fd Allene Williams, wd	Wld., SES. UP G
SHELBYVILLE							
WHAL 1946	1400 250	Shelbyville Bcstg. Co. East Side Square 1400	MBS Tenn. Valley	Charles Christian, vp, gm, cm & sd Joyce Dixon, pmm & wd	Tim Marsh, ce Lewis Penuel, nd	Dan Smith, fd	UP Ray
SPARTA							
..... (CP)	1050 1000-D	Sparta Bcstg. Co.		Boyce E. Richards, p Sam J. Albritton, vp			
SPRINGFIELD							
WDBL 1950	1430 1,000-D	Springfield Bcstg. Co. P. O. Box 464 1287	KBS	Walter A. Duke, ptnr., gm & pmm William N. Locke, ptnr. Mrs. Hoyte Bell, ptnr.	Howard M. Peters, cm Lester Ketchersid, pd & nd Anna A. Duke, ce & wd	Charles Blankenship, fd	Wld. UP Col.
TULLAHOMA							
WJIG 1947	740 250-D	Raymond L. Prescott, Jr. West End Dr. 2607		Col. Raymond L. Prescott Jr., o & gm Mary Prescott, cm & wd	Jack Dalton, pd & nd Carl Spraggins, ce	Garth Freeze, fd Jack Bennett, sd	Wld. UP G
UNION CITY							
WENK 1946	1240 250	Union City Bcstg. Co. Inc. 1240	MBS, KBS Burn-Smith	Aaron B. Robinson, p Ed Kallenberg, cm	Louis C. Wrather, sm, nd & sd (Mrs.) Lee Smith, pd	James Thomas, ce Hank Huggins, fd	Wld. UP WE
WINCHESTER							
WCDT 1948	1340 250	Arthur D. Smith, Jr. P. O. Box 1103 2201	MBS	Arthur D. Smith Jr., p & gm Harry W. Sullivan, cm & sd	Jack Jones, pd & nd Bill Knight, pmm & fd	James F. Spencer, ce Mildred C. Crawford, wd	UP Ray.
TEXAS							
ABILENE							
KRBC 1936	1470 5,000-D 1,000-N DA-N	Reporter Bcstg. Co. Windsor Hotel 4-6255	ABC, Texas State Pearson	Eva May Hanks, p Howard Barrett, vp, gm, pd & pmm	John A. Mingus, cm John B. Casey, ce Harry Holt, fd	Ken Cariker, sd La Fawn Biddle, wd	Assoc. AP Col.
KWKC 1948	1340 250	Citizen Bcstg. Co. 25th & Butternut 2-3568	MBS Taylor	W. P. Wright, p A. C. Etter, gm & pmm Tyler Stewart, cm	Leonard L. Johnson, pd, nd & sd Forest Tipton, ce	Melba White, wd	Wld. AP, UP WE
ALICE							
KBKI 1947	1070 1,000 DA-N	Alice Bcstg. Co. P. O. Box 731 2070	MBS, Texas Coast Pearson	E. G. Lloyd Jr., p A. C. Lloyd Jr., gm Bob Grimes, cm	J. Allen Frye, pd & nd Gloria Sanchez, pmm S. L. Spencer, ce	Charles Farkas, sd Irma Salas, wd	Wld. AP Col.
ALPINE							
KVLF 1947	1240 250	Big Bend Bcstrs. P. O. Box 779 37	MBS, KBS, Texas State, Southwest, Cactus, Best	Barny Hubbs, p Jack Hawkins, vp Gene Hendryx, gm, cm, pmm & sd	Max Olson, pd Earl McCall, ce	John Newell, nd Bill Williams, fd	UP G
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 Hatcock, pmm	Stewart Parsons, ce Bill Johns, nd Smokey Joe Barnes, fd	AP Ray.
KFDA 1939	1440 5,000-D 1,000-N DA-N	Amarillo Bcstg. Co., Inc. 109 E. 5th St. 6-5343	ABC Branham	Wendell Mayes, p C. C. Woodson, vp Gene Cagle, vp	Leslie E. Smith, gm, cm & pmm Bill Fairley, pd & nd B. W. Spiller, ce	Dick Gifford, fd Elizabeth Merchant, wd	Wld. UP RCA
KFDA-TV (CP)		Amarillo Bcstg. Co. 109 E. 5th St. 6-5343		(For full information see TELECASTING Yearbook)			

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Never in history has a single radio station and a single program received national and international recognition like this.



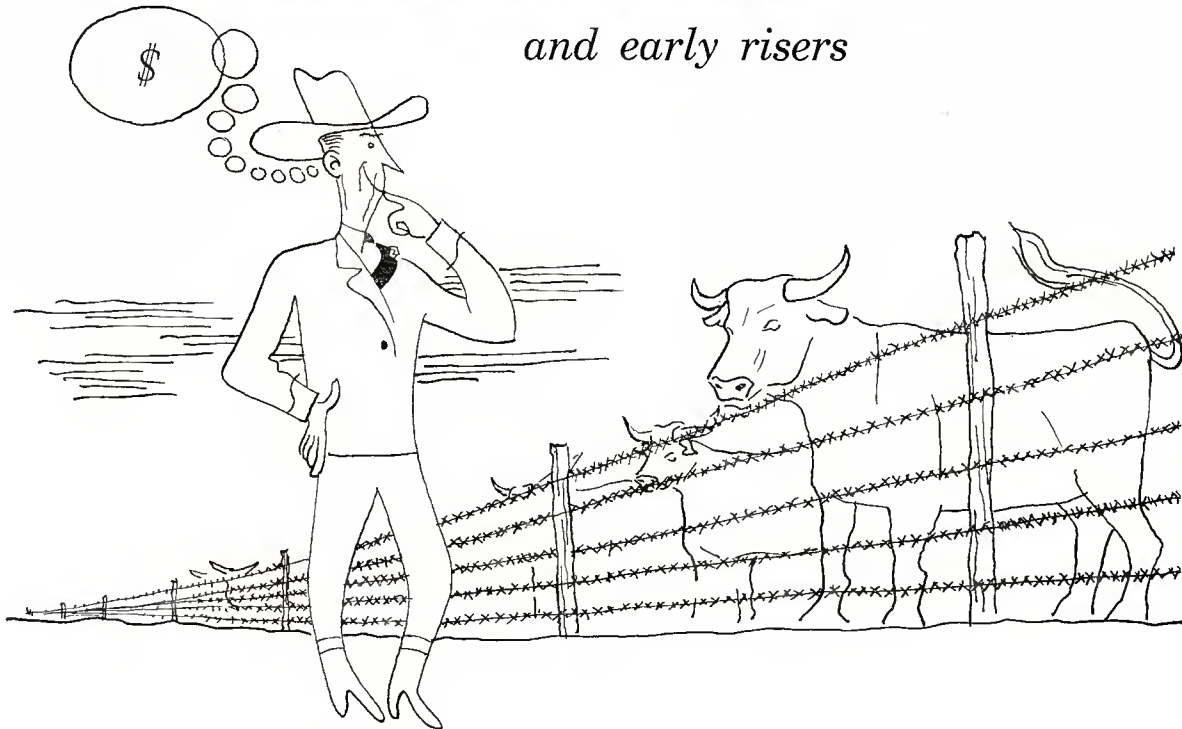
TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. slm;	Pres. p; Prog. Dir. pd;	Exec. vp evp; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	
AMARILLO—(Continued)							
KGNC 1922	710 10,000 DA-2	Plains Radio Bcstg. Co. Eighth & Harrison 3-4242	NBC Texas Quality Taylor	E. E. Walker, p Tom M. Kritser, gm Calvin Handy, bus. m	Bob Watson, asst. m & pd Beverly Smith, pmm W. H. Torrey, ce	Wes Izzard, nd J. Garland Smith, fd Bob Izzard, sd	L-W, Cole AP, UP RCA
KGNC-TV (CP)		Plains Radio Bcstg. Co. P. O. Box 751 3-4242		(For full information see TELECASTING Yearbook)			
KLYN 1949	940 1,000 DA-1	Plains Empire Bcstg. Co. 1014 W. 7th—Box 2387 2-6773	CBS Blair	R. G. Hughes, p Howard Roberson, gm	Eugene Fennimore, ce	Kelly West, nd	St. UP
ATHENS							
KBUD 1948	1410 250-D	Henderson County Bcstg. Co. P. O. Box 309 2277	KBS	J. B. McNutt, Jr., p, gm & ce		 UP G
ATLANTA							
KALT 1950	900 1,000-D	Ark-La-Tex Bcstg. Co. P. O. Box 289 681	Best	H. H. Wommack, Jr., p David A. Wommack, gm	Alvis N. Dowd, cm Norman Bale, pd & sd	James Waites, ce William Bentley, nd	Cap. UP Col.
AUSTIN							
KCTV (TV) (CP)		Capital City TV Co. Enfield Apts. Enfield Rd.		(For full information see TELECASTING Yearbook)			
KNOW 1927	1490 250	Pioneer Bcstg. Co. Capital Nat'l Bank Bldg. 26213	ABC, Texas State Pearson	Wendell Mayes, p Louis R. Cook, gm & cm	Norwood McLendon, pd J. E. Lewis, ce	Warren Beaman, pmm Jim Gober, sd	St. AP
KTBC 1939	590 5,000-D 1,000-N DA-N	Texas Bcstg. Corp. P. O. Box 717 2-2424		Claudia T. Johnson, p J. C. Kellam, gm, cm Cactus Pryor, pd	Harry Voelger, pmm Ben Hearn, ce Paul Bolton, nd	Dave Shanks, fd Art Vickland, sd	Wld. UP WH
KTBC-TV 1952		Texas Bcstg. Corp. P. O. Box 717 2-2424		(For full information see TELECASTING Yearbook)			
KTVA (TV) (CP)		Tom Potter 1032 Life of America Bldg., Dallas, Tex.		(For full information see TELECASTING Yearbook)			
KTXN 1947	1370 1,000-D	Radio KTXN, Inc. P. O. Box 1102 14476	Nat'l Time Sales, Oakes	Ed C. James, p Frank Stewart, gm Harry O'Connor, cm	Lilia Guzman, pd Paul Lindhorn, ce Larry Jones, pmm	Miguel Gonzales, nd Margarite Munoz, wd	RCA
KVET 1946	1300 1,000 DA-N	Austin Bcstg. Co. 113 W. 8th 88521	MBS Forjoe	John B. Connally, p Willard Deason, gm Charles L. Howell, cm	Dave Smith, pd & pmm Willis Morter, ce	Glenn Brown, sd Linda Lee, wd	L-W UP WE
BALLINGER							
KRUN 1947	1400 250	Runnels County Bcstrs. Zappe Bldg. 3151	KBS Best	Walter G. Russell, p R. F. McGarvey, gm, cm, nd & sd	Helen Hampton, pd & wd	W. C. Kelley, ce AP G
BAY CITY							
KIOX 1947	1270 1,000 DA-N	J. G. Long P. O. Box 1391 4642	KBS, MBS	J. G. Long, p Vernon Townsend, gm	Boyd Porter, cm Bob French, pd & sd	Van Parr, ce Si Schneider, wd	Wld. UP WE
BAYTOWN							
KRCT 1947	650 250-D	Bay Bcstg. Co. P. O. Box 629 8251	KBS	W. B. Bates, p	Neil K. Mallory, gm & ce	Bob Moody, nd AP Col.
KREL 1947	1360 1,000 DA-2	Tri-Cities Bcstg. Co. Inc. P. O. Box 419 8211		Robert A. Matherne, p W. M. Lightfoot, vp & gm Ford Robertson, cm & sd	Mary Lightfoot, pd & wd Mack Malpee, ce	Dick Eason, nd James Stalsby, fd	Wld. UP G
KREL-FM 1949	Chan. 220 (B) 92.1mc 0.82kw						GE

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OF BARBED WIRE, INCOME

and early risers



THE BARBED WIRE which sings in the wind of the Texas Panhandle is right at home. Back in 1882 one J. F. Glidden got tired of punching cattle all over the horizon. He noticed that longhorns instinctively seemed to give the thorny cactus a wide berth so he added barbs to the fence on his Panhandle ranch and barbed wire was born.

The fence which stands around Amarillo is a boon to South Texans, protecting them from the cold North Wind. It also serves the citizens of the Panhandle, helping to make possible the largest cattle auction in the world, giving dudes something to catch their Levis on, affording cowboys employment nursing a million head, wearing down the open range, reducing the need for that sacred instrument, the branding iron.

The brand KGNC—burned into the daily habits of a million or more inhabitants of 78 counties in Texas, Colorado, Oklahoma, New Mexico and Kansas by 10,000 watts of power and 30 years of regional and national programming — represents riches which dwarf even the fabulous King Ranch. Gross cash farm income for the area

amounted to \$925 million last year.

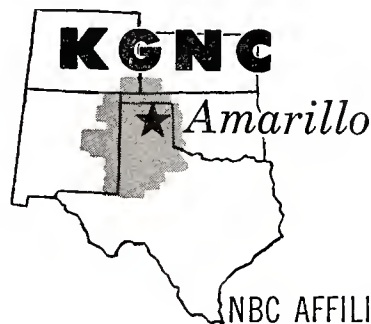
With the highest per capita retail sales in the nation, Amarillo owes much to its vast trading area, its surrounding gas and oil fields, wheatlands, ranches and farms. Transportation hub of transcontinental rail, bus, and air lines, Amarillo is close to the stuff an advertiser looks for when he wants business. And it helps to look for it early:

A couple from the Panhandle, in town for a combination vacation and shopping tour, registered at an Amarillo hotel. The clerk politely inquired if they wanted to leave a call.

“No thanks,” said the husband. “We’ll just sleep right on through till sunrise.”

KGNC signs on at 5:30 a.m.

KGNC-TV signs on early in the spring of 1953.



710 KC

• 10,000 WATTS

• REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY

TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Transc. Library, News Service Transmitter		
BEAUMONT							
KBMT (TV) (CP)		Television Bcstrs. P.O. Box 1592		(For full information see TELECASTING Yearbook)			
KFDM 1924	560 5,000-DA-N	Beaumont Bestg. Corp. 1420 Calder Ave. 2-7758	ABC Free & Peters	D. A. Cannan, p C. B. Locke, gm & cm	Dave Russell, pd & nd Harold Bartlett, ce	H. F. Caldwell, pmm	L-W UP RCA
KPBX 1947	1380 1,000-D	KPBX Bestg., 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, p Charles G. Baskerville, gm Edwin Henry, cm	W. Karl Von Leuwen, pd & nd Marvin J. Easterwood, Jr., ce D. K. Maxted, pmm	Ed Dittert, sd Joyce Cooke, wd	Wld. AP RCA
KRIC-FM 1948	Chan. 258 (B) 99.5mc 14kw						
KTRM 1947	990 1,000-DA-N	KTRM, Inc. 230 Orleans St. 2-8478	Young	Jack Neil, p, gm & nd Joe S. Trum, vp Bill R. McRae, cm	Roy Shotts, pd Ben F. Hughes, ce Chas. Schmucker, fd	Tommy O'Brien, sd Virginia Moon, wd	UP G
BEEVILLE							
KIBL 1949	1490 250	Bee Bestg. Co. P. O. Box 650 1490		John D. Rossi, ptrn. & gm V. L. Rossi, ptrn. Charles Taylor, cm	Robert Clark, Jr., pd Harry W. Wardwell, ce Louis B. Shaw, pmm	Bob Frank Nance, nd Paul Russell, fd Jerry Mueller, sd	Thes., Wld. AP Ray.
BIG SPRING							
KBST 1936	1490 250	Big Spring Bestg. Co. 702 Johnson St. 1500	ABC, Texas State Pearson	William J. Wallace, p & gm William L. Cox, cm J. M. Young, Jr., pd & pmm	Andrew M. Jones, ce John Kunsak, nd	Jack Wallace, sd Dorothy Henderson, wd	St. AP WE Wld. UP G
KTXC 1949	1400 100	Big State Bestg. Co. City Park 3300	MBS, KBS Best, Melville	V. T. Anderson, p & gm			
BONHAM							
KFYN 1948	1420 250-D	Bonham Publishing Co. 903 E. 9th 915		T. Frank Stewart, p Lee Dacus, cm	Faye Thornton, pd Tommy Tomlinson, ce	Ed Tolson, pmm & sd	Wld. UP Col.
BORGER							
KHUZ 1947	1490 250	Radio Station KHUZ, Inc. 1431 Clayton St. 1600	MBS	R. G. Hughes, p Jack Roberts, m & pd	H. W. Blymiller, cm Herman Kreiger, ce	Jake Saxton, nd & sd Janet Parker, wd	Wld., SES UP Ray
BRADY							
KNEL 1935	1490 250	G. L. Burns Brady 7777	KBS Best	G. L. Burns, p & gm J. S. Sioane, cm & nd	Gene Burns, pd Cecil Nelin, ce	J. W. Halcomb, fd Pearly Samuelson, sd	AP

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Hit Three Great Markets with One Effort

KFDM

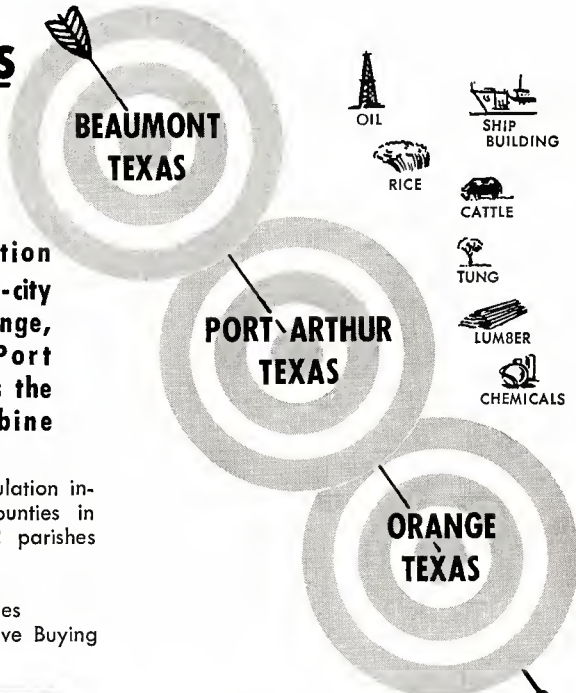
BEAUMONT, TEXAS

... ONE station delivering a 3-city market—Orange, Beaumont, Port Arthur—plus the fabulous Sabine area.

- ★ 886,900—combined population including 12 counties in Texas and 12 parishes in Louisiana.
- ★ 243,000—Radio Families
- ★ \$705,076,000—Retail Sales
- ★ 916,671,000—Net Effective Buying Income

5000 watts • 560 kilocycles

Source: 1952-53 Consumer Markets and 1952 Survey of Buying Power



AFFILIATED WITH
American Broadcasting Company

Represented by
FREE & PETERS



T-Q-N

Gives 91.3%* coverage
of Texas Radio Homes

... plus Oklahoma,
Arkansas, New Mexico
and Louisiana ...

*Bigger, Better
Buy than ever!*

TEXAS QUALITY NETWORK

NBC affiliated stations

A Market of over two million families,
with over \$7,600,000,000 in retail sales,
over \$9,700,000,000 in effective buying
income—and growing every day. In the
booming Southwest business is good!

Coverage that blankets Texas...gives
the most economical coverage possible!
Reaching over 1,500,000 families daytime
—over 2,000,000 families nighttime—TQN
delivers most listeners for fewest dollars.

WFAA ★

820 Dallas

WBAP ★

820 Ft. Worth

KPRC ★

950 Houston

WOAI

1200 San Antonio

KRGV ★

Weslaco

KGNC ★

Amarillo

KRIS

Corpus Christi

*Based on BMB for Counties with 50% - 100% evening coverage.

Contact any TQN station or their representative for availabilities.

TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. sm;	Pres. p; Prog. Dir. pd; News, Farm, Sports or Women's Dir. rd, fd, sd, wd.	Exec. vp evp; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm;	
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
BRENIHAM							
KWHI 1947	1280 1,000-D	Tom S. Whitehead, Sr. 108½ Main St. 3655	KBS	Tom S. Whitehead, Sr., p & gm	J. C. Price, cm	Roland D. Elder, ce	Wld., SES UP G
BROWNFIELD							
KTFY 1949	1300 1,000-D	Mike A. Barrett P. O. Drawer 1032 1000	KBS	Mike A. Barrett, p & gm	J. Richard Aker, pd & nd Charles R. Scott, ce & sd	Ivan D. Anderson, fd Mrs. Sam Privitt, wd	Wld., St., Cap. UP Col.
BROWNSVILLE							
KBOR 1949	1600 1,000 DA-2	Brownsville Bcstg. Co. P. O. Box 472 2-5677	KBS Best	Minor J. Wilson, p & gm Vance C. Wilson, cm Robert E. Fowler, pd & pmm	Willis A. Wilson, ce Tom Mireur, nd	George Collie, sd Connie Greene, wd	Thes., Wld. AP
XELD-TV 1951		Television de Matamoros, S. A. 1014 E. Washington 6-6953		(For full information see TELECASTING Yearbook)			
XEO 1946	970 1,000	Radio Station XEO Brownsville	Nat'l Time Sales	(Located in Matamoros, Tam., Mex.)		
XEOR 1946	1390 1,000	Radio Station XEOR P. O. Box 1708 Brownsville	Nat'l. Time Sales	(Located in Reynosa, Tam., Mex.)		
BROWNWOOD							
KBWD 1941	1380 1,000-D 500-N	Brown County Bcstg. Co. 800 Hawkins St. 2401	MBS Texas Pearson	Wendell Mayes, p & gm Joe B. Foster, cm	Wendell Mayes Jr., pd Bill Jamar, pmm	A. W. Stewart, ce AP RCA
BRYAN							
KORA 1947	1240 250	Bryan Bcstg. Co. 604 Varisco Bldg. 3-1240	MBS	David C. Jones, Jr., p, gm & ce M. Ralph Weedon, cm, pmm & fd	Mike Mistovich, pd & sd	Barbara Johnson, wd Col.
CENTER							
KDET 1949	930 1,000-D	Center Bcstg. Co. Inc. 205 Austin St. 1199	Best	Tolbert Foster, p & pd Tom E. Foster, gm & nd Jack Bell, cm & sd	Ray Die, pmm Harlan Riley, ce	John Moosberg, fd Mrs. Rex Payne, wd	Assoc. UP Col.
CHILDRESS							
KCTX 1947	1510 250-D	Golden West Bcstg. Co. Inc. 217½ Main 1085	MBS Best	R. M. Hagan, p George D. Cowan, gm	LeRoy Carter, pd & sd Nelle Carter, pmm	William V. Queen, ce AP Ray.
CLARKSVILLE							
KCAR (CP)	1350 500-D	Texo Bcstg. Co. 96					
CLEBURNE							
KCLE 1947	1120 250-D	Marti, Inc. 919 N. Main 1025	Best	George W. Marti, p, gm & cm D'Voe Lee, pd Walter C. Lacy, ce	Monroe Coston, nd C. A. Munsch, fd	Frank Hardgrove, sd Dolores Story, wd AP
KCLE-FM 1949	Chan. 232 (A) 94.3mc 0.32kw						
COLEMAN							
KSTA 1947	1000 250-D	Coleman County Bcstg. Co. P. O. Box 432 8406	KBS	H. H. Jackson, p Floyd Shelton, gm & sd Dan Guthrie, cm	Bill Fox, pd, nd & fd Jean Larson, pmm	R. B. Seals, ce Joann Harriss, wd	SES UP Col.
COLLEGE STATION							
WTAW 1922	1150 1,000-D	A & M College of Texas Radio Bcstg. Texas A & M College 66724	KBS	R. Henderson Shuffler, in chg. of sta. Richard L. Webb, sm & ce	Elsie Patranella, cm John M. Scogin, pd & sd	Dick Hickerson, fd Col.
COLORADO CITY							
KVMC 1950	1320 500-D	Colorado City Bcstg. Co. P. O. Box 990 1320	Best	Eldon Mahon, o Charles Diegel, gm	Richard Dean, cm Porter Richardson, ce	Tom Goss, nd Walter Grubbs, sd	Thes., Cap. AP RCA

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CONROE

KMCO 1951	900 500-D DA	Montgomery County Bcstg. Co. Inc. P. O. Box 1464 1190	Reagan Smith, p James C. Dorrell, sm David L. Oglesby, slm	Harold H. Coley, pd & nd James O. McCorquodale, pmm & fd	John W. Neathery, Jr., ce Beverly H. McCorquodale, wd	St., Thes. UP Col.
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CORPUS CHRISTI

KEYS 1941	1440 1,000-D 500-N DA-N	Nueces Bcstg. Co. Centre Theatre Bldg. 2-7411	CBS Taylor	Aubrey Jackson, gm Edward L. Roskelley, cm Harold Griffith, ce	Ronald E. Jansen, nd Bill Sharpe, fd	Donald L. Nicol, sd Ruth DelMar Sullivan, wd	Wld. UP Col.
KRIS 1935	1360 1,000	Gulf Coast Bcstg. Co. P. O. Box 840 4-6354	NBC, Texas Quality Free & Peters	T. Frank Smith, o, p & gm W. M. Eikner, cm Charles Nethery, pd	Don Morris, ce Dick Watkins, pmm Bill Crowdus, nd	Jack Lozier, fd Weldon Robinson, sd Marjorie Hazelwood, wd	St. AP Col.
KSIX 1947	1230 250	Corpus Christi Bcstg. Co. Show Room Bldg. 2-9242					
KUNO 1950	1400 250	KUNO, Inc. P. O. Box 4286 4-5203	MBS Everett- McKinney	L. C. Smith, p Ben F. Blackmon, Jr., gm Peggy Lindsay, cm	Hector E. Barrera, pd A. D. Hayslip, ce	Hilario Gutierrez, nd Jose Vega Valdez, sd UP Col.
KWBU 1944	1030 50,000-D	Baptist Gen. Conven- tion of Tex. White Plaza Hotel 4-5258	Branham	Carr P. Collins, gm Harry H. Hayes, m	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.
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CROCKETT

KIVY 1950	1570 250-D	Hamilton H. Callen & James H. Gibbs P. O. Box 670 222	KBS	Hamilton H. Callen, ptrn., gm, cm & ce James H. Gibbs, ptrn.	William C. Carter, pd & nd E. L. Hargrove, fd	Jimmy Land, sd Mabel Arledge, wd	L-W UP G
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Department Store Sales Up **25%** in **CORPUS CHRISTI**

Corpus Christi department store sales for the first ten months of 1952 were up 25% over the same period of 1951, says the Federal Reserve Bank of Dallas. That's a fat 11% more than the next best gain among the eight Southwestern cities in this district. If you've got something to sell, offer it where they've got the buying habit—BIG. In Corpus Christi, that is, where it's a listening habit to keep tuned to KEYS.

*Door Opener for the
Corpus Christi Market*

KEYS

Affiliate CBS

Represented Nationally by
THE O. I. TAYLOR COMPANY

TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter	
				Owner o; Sales Mgr. slm;	Pres. p; Prog. Dir. pd; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Erec. up evp; Chief Eng. ce; Prom. Mgr. pmm;		Gen. Mgr. gm; Sta. Mgr. sm; Prod. Mgr. pdm;
CUERO								
KCFH 1949	1600 500-D	A. M. Respondek Cuero 700		A. M. Respondek, p, gm & ce				
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 (CP)	1480 1,000-D 500-N DA-2	Lakewood Bcstg. Co. Inc. Cliff Towers Hotel Westbrook 7594	McGillvra	Leonard Coe, gm S. H. Bennett, cm	John Knapp, pd & nd	Henderson Rogers, ce UP G	
KIXL 1947	1040 1,000-D	Variety Bcstg. Co. Inc. 1401 S. Akard St. Riverside 4521	Forjoe	Lee Segall, p & gm Tom Massey, asst. m	Charles F. Payne, cm John Wilson, pmm	Bob E. Tripp, ce Mrs. Tim Healy, wd	Wld., St., Cap., Mac., Thes., Assoc. AP WE	
KIXL-FM 1947	Chan. 283 (B) 104.5mc 34kw							
KLIF 1947	1190 5,000-D 1,000-N DA-N	Trinity Bcstg. Corp. 2104 Jackson Randolph 7121	Pearson	B. R. McLendon, p Gordon B. McLendon, exec. d Bill Weaver, sm	Hal Bakke, pd Billie Page, pmm Milan Leggett, ce	Art Nelson, nd Al Turner, sd UP WE, Ray.	
KRLD 1926	1080 50,000 DA-N	KRLD Radio Corp. Herald Square Randolph 6811	CBS Branham	John W. Runyon, chrmn. of brd. Clyde W. Rembert, p	J. W. Crocker, asst. m William A. Roberts, cm	Ted Parrino, pd B. B. Honeycutt, ce		
KRLD-FM 1948	Chan. 223 (B) 92.5mc 40kw						SES UP GE	
KRLD-TV 1949		KRLD Radio Corp. Herald Square Randolph 6811		(For full information see TELECASTING Yearbook)				

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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.

**THE SOUTHWEST'S GREAT TWIN
SALES PRODUCING
COMBINATION!**



**DALLAS • FORT WORTH
and
KRLD • KRLD-TV**

THE SOUTHWEST'S LARGEST SALES TARGET!

More than a million mostly urban dwellers within the 50-mile zone . . . more than 2 million in the 100-mile area.

KRLD with 50,000 watts, full time power saturates the wide Southwest radio listening audience.

KRLD-TV offers advertisers the largest slice of the total sales target in the Southwest's largest metropolitan market.

This is why

**KRLD
KRLD-TV**

is your best buy

EXCLUSIVE OUTLETS FOR CBS

John W. Runyon, *Chairman of the Board*

Clyde W. Rembert, *President*

PROGRAMS IN DALLAS • FT. WORTH

The Branham Company, *Exclusive Representative*

TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter
DALLAS—(Continued)						
KSKY 1941	660 1,000-D	Sky Bestg. Service Hotel Stoneleigh Randolph 6193		A. L. Chilton, p R. G. Terrill, gm & pmm	R. L. Kanatzar, cm Leonard Holland, pd, nd, fd & sd	M. M. Ming, ce L. H. Chilton, wd UP RCA
WFAA 1922	820 50,000 570 5,000 DA-2 ST-WBAP	A. H. Belo Corp. 1122 Jackson St. Riverside 9631	ABC, NBC Texas Quality Petry	E. M. Dealey, p Martin B. Campbell, supvr. radio-TV Alex Keese, m	George Utley, cm Karl Lambertz, pd & asst. m (Mrs.) Wynona Portwood, sls prom. d	Wm. C. Ellis, ce Harry Koeningsberg, publ. Sid Pietzsch, nd L-W AP, UP RCA
(For full information see TELECASTING Yearbook)						
WFAA-TV 1949		A. H. Belo Corp. 3000 Harry Hines Blvd. Riverside 3315				
WRR 1920	1310 5,000 DA-N	City of Dallas, Tex. Municipal Bldg. Main at Harwood Tenison 6101	MBS Texas Blair	Durward J. Tucker, mngng. d & ce Pete Teddlie, sls & prog. coord.	Richard B. Workman, pd Taylor Branch, nd	Al Jones, fd Eddie Hill, sd Assoc. AP WE
WRR-FM 1949	Chan. 266 (B) 101.1mc 68kw					Col.
DEL RIO						
KDLK 1945	1230 250	Del Rio Bestg. Co. 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	B. V. Hammond Jr. & L. L. Hendrick P. O. Box 263 3400	Rambeau	B. V. Hammond Jr., co-o & gm L. L. Hendrick, co-o & cm	Allen Hundley Jr., pd Frank Bailey, ce	John Clift, sd L-W AP Ray.
DENTON						
KDNT 1938	1440 1,000-D 500-N DA-N	Harwell V. Shepard Radio Center Central 4144		Harwell V. Shepard, o & oper.		Thes. UP GE
KDNT-FM 1949	Chan. 292 (A) 106.3mc 0.76kw					
DUMAS						
KDDD 1948	800 250-D	North Plains Best. Corp. Best P. O. Box 337 2-5000	Best	Lucian W. Spencer, p Ken Duke, gm & vp Bill Lask, pd & sd	Al Tremble, pmm & nd George Pepin, ce	Jerry Duke, wd 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.)		

Note 1: Stations are assigned fulltime, but divide time between two channels; NBC rides 820kc clear channel, ABC rides 570kc regional channel. When WFAA operates on clear channel, WBAP operates on regional and vice versa. Both channels are for combined coverage of Dallas-Ft. Worth market areas. Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Stations. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

KROD has . . .

the greatest coverage of any station in El Paso regardless of power. . . .

. . . the El Paso southwest's

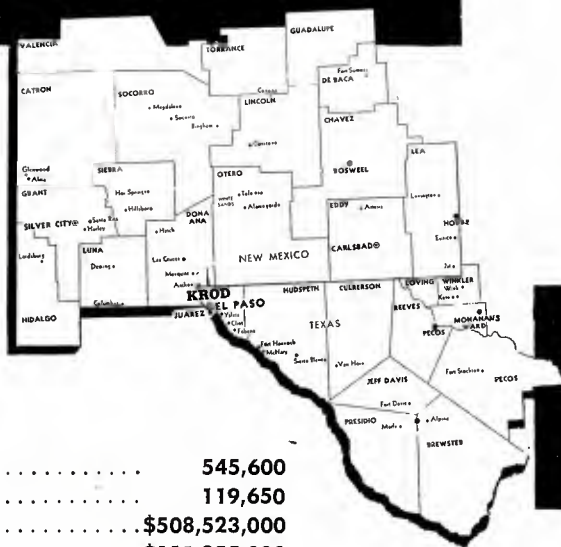
biggest radio audience

biggest radio dollar value

CBS national programs

unrivalled local programs

Not included in the population figures below are over 50,000 military personnel in KROD's .5 millivolt area, and 125,000 neighbors who live just across the Rio Grande in Mexico but buy in El Paso.



These 27 counties in West Texas and New Mexico are the El Paso-KROD area—one of the largest, soundest, most important markets in the west. Diversity of occupation, rapidly expanding economy and population, strategically isolated location combine with this station's aggressive sales and merchandising policy to make KROD one of America's best radio buys.

POPULATION	545,600
RADIO HOMES	119,650
RETAIL SALES	\$508,523,000
FOOD SALES	\$111,255,000
DRUG SALES	\$ 24,728,000
AUTOMOTIVE SALES	\$101,241,000

CBS RADIO NETWORK IN EL PASO

KROD

600 KC 5,000 WATTS

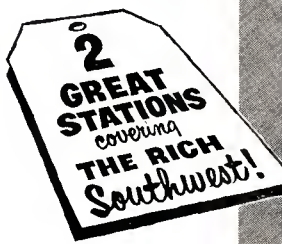
RODERICK BROADCASTING CORP.
Dorrance D. Roderick, Chairman Val Lawrence, Pres.
REPRESENTED NATIONALLY BY THE O. L. TAYLOR CO.



... tuned to your sales story!

For economical mass coverage of the richest, biggest market in the Southwest there's no substitute for WFAA! With two stations, each tailored program-wise, you can select or combine the WFAA frequency you need to reach a specific audience. WFAA-570 emphasizes news, music and special events. Big, clear channel WFAA-820 uses a programming measuring rod that has been a success for thirty years — strong mass appeal.

Here is the great Southwest . . . wide open for your sales message. You can reach it . . . you can SELL IT . . . with the *double impact* of WFAA-820 and WFAA-570!



.5 MV/M Primary Area

	WFAA-820	WFAA-570
Square Miles	116,000	95,214
Radio Homes	1,143,500	964,000
Population	4,508,906	3,829,547
Families	1,374,422	1,148,449
Retail Sales	\$4,486,037,240	\$3,817,735,610
Effective Buying Income	\$5,401,326,660	\$5,081,706,385
Buying Income per Family	\$3,930	\$4,425

SOURCE: SALES MANAGEMENT, MAY 10, 1952



Alex Keese, Station Mgr.
EDWARD PETRY & CO.
National Representatives

NBC-ABC-TQN Affiliates

50 KW
WFAA-820
D A L L A S

5 KW
WFAA-570
L A S

Radio Service of The Dallas Morning News

TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transe. Li- brary, News Service Transmitter
EDINBURG						
KURV 1947	710 250-D	James Cullen Looney P. O. Box 480 710	KBS Forjoe	James Cullen Looney, o Albert C. Ryan, gm, cm, pmm & sd Bryant Arbuckle, pd	Erwin Williams, ce Don W. Mallory, nd & fd	Elizabeth Collier, office m Mac. UP Ray.
EL CAMPO						
KULP 1948	1390 500-D	Wharton County Bestg. Co. Inc. P. O. Box 1390 1390		Culp Krueger, p Robert Hathaway, gm	Ruth Hilton, cm	Joe H. Miller, ce L-W UP Col.
EL PASO						
KELP 1947	920 1,000-D DA-1	Trinity Bestg. Co. 106-A Texas St. 3-3658		B. R. McLendon, p Joe Roddy Jr., gm	Dick Silvester, cm Ralph Webb, pd	Edward Duty, ce 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 & slm Cecil M. Sansbury, pd & pmm	E. L. Gemoets, ce Charles J. Amador, nd Arthur B. Davis, fd	Frank Bissett, sd Darlene Hunter, wd L-W, St. UP RCA
KEPO-TV (CP)		KEPO Inc. c/o W. B. Pratt 706 Capital Natl. Bank Bldg. Austin, Tex.		(For full information see TELECASTING Yearbook)		
KROD 1940	600 5,000 DA-N	Roderick Bestg. Corp. 2201 Wyoming St. 2-6551	CBS, Southwest Taylor	Dorrance D. Roderick, chrmn. of brd. Val Lawrence, p, gm & cm	Ted R. Hunt, pd, nd & sd Tom Wiseheart, pmm Edward P. Talbott, ce	Paul Stevenson, fd Lenore Dils, wd Cap. AP RCA
KROD-TV (CP)		Roderick Bestg. Corp. 2201 Wyoming St. 2-6551		(For full information see TELECASTING Yearbook)		
KSET 1949	1340 250	Rio Grande Bestg. Co. Inc. 904 Magoffin 326-93	MBS, Inter- mountain McGillivra	Fred Hervey, p George R. Thady, gm Don Brooks, cm	Juanita Wells, pd Sheldon Turner, pmm John Sheehan, ce	Fred Hays, nd Wayne Johnston, fd Ed Sullivan, sd Cap. AP RCA
KTSM 1929	1380 1,000-D 500-N	Tri-State Bestg. Co. Inc. 801 N. Oregon St. 2-5423	NBC Hollingbery	Karl O. Wyler, p & gm Roy T. Chapman, pd J. B. Chapman, pd	Karl O. Wyler Jr., pmm K. J. Walton, ce John Phelan, nd & sd	Conrey Bryson, contin. supvr. Thes., Wid. UP RCA
KTSM-TV (CP)		Tri-State Bestg. Co. 801 N. Oregon St. 2-5423		(For full information see TELECASTING Yearbook)		
XEJ 1970	970 1,000	Radio Station XEJ P. O. Box 442 El Paso	Natl. Time Sales	(Located in Ciudad Jaurez, Chih., Mex.)		
FLOYDADA						
KFLD 1951	900 250-D	West Texas Bcstrs. Inc. P. O. Box 955 11	KBS	Ed. Holmes, p Wayne Robison, gm, cm, nd & fd	Carl Minor Jr., pd & sd Jack G. Clark, ce	Alma Holmes, wd St. UP G
FT. STOCKTON						
KFST (CP)	860 250-D	Ft. Stockton Bestg. Co. Ft. Stockton 860				
FT. WORTH						
KCNC 1947	870 250-D	Blue Bonnet Bestg. Corp. 705 Main St. Fortune 7175		J. H. Speck, p & gm Herman Clark, cm	Walt Jones, pd Chester Grubbs, ce & asst. m	Don Boles, nd Naomi Harrison, wd UP Ray.
KCUL 1949	1540 5,000-D 1,000-N DA-2	East-West Bestg. Co. 3607 Camp Bowie Blvd. P. O. Box 2049 Sunset 6555	Burn-Smith	Jas. G. Ulmer, p & gm Bill Hightower, cm	Duane Ramsey, pd & nd R. L. McAlister, ce	Maydell Wallace, office m Tee Casper, sd Thes. AP
KFJZ 1936	1270 5,000 DA-1	Tarrant Bestg. Co. 1201 W. Lancaster Ave. Edison 3473	MBS, Texas Blair	Gene L. Cagle, p & gm Charles B. Jordan, vp & asst. m D. C. Hornburg, secy.- treas.	Clyde D. Pemberton, cm Hal Thompson, pd Forrest Clough, pmm	James T. Peterson, ce Hal Randall, nd Dave Naugle, sd Assoc. AP WE
KWBC 1946	970 1,000-D	Worth Bestg. Corp. P. O. Box 7116 Valley 1278	Rambeau	Judge P. W. Seward, p Lewis Love, gm & cm	Chas. Hobbie, pd & nd Chas. Lewis, pmm	Melvin Parson, ce Pat McFathers, sd UP
KXOL 1947	1360 1,000 DA-N	Fort Worth Bestg. Co. Inc. 1216 Pennsylvania Ave. Edison 1448	Pearson	Earle Fletcher, p, gm & pmm Hewel Jones, cm	Jerry Hahn, pd & nd John R. Crouse, ce	Ken Ratliff, fd & sd AP Ray.
WBAP 1922	820 50,000 570 5,000 DA-2 ST-WFAA	Carter Publications Inc. 3900 Barnett Lockwood 1981	ABC, NBC, Texas Quality Free & Peters	Amon Carter Sr., chrmn. Amon Carter Jr., p Harold Hough, dir.	George Cranston, gm Roy Bacus, cm Ed Lally, pd	Thaine Engle, pmm R. C. Stinson, ce James A. Byron, nd Assoc., Wid., Cole AP RCA
WBAP-FM 1949	Chan. 263 (B) 100.5mc 50kw					
WBAP-TV 1948		Carter Publications Inc. 3900 Barnett Lockwood 1981		(For full information see TELECASTING Yearbook)		
FREDRICKSBURG						
KNAF 1947	1340 250	Gillespie Bestg. Co. P. O. Box 347 311	MBS, KBS Best	Walter T. McKay, p & co-o Mrs. Merle Moore, vp & co-o	Norbert A. Fritz, gm, cm & ce Walter Fuhrmann, fd	Mrs. Norbert A. Fritz, wd AP G
FREERPORT						
KBRZ 1952	1460 500-D	Brazosport Bestg. Co. P. O. Box 1077 1700		Kelly Bell, p O. A. Wood, gm	Jack R. Howard, cm Betty Klein, pd	Kenneth Ferguson, ce Dick Smith, nd Wid. AP WE
GAINESVILLE						
KGAF 1947	1580 250-D	Gainesville Bestg. Co. Inc. P. O. Box 222 248	KBS	Joe M. Leonard Sr., p & gm Earl Leonard, cm & nd	Cordell Martin, ce Frank Fancher, sd & pd	John Thomas, fd Zella Allen, wd Cap. AP Ray.
GALVESTON						
TV (CP)		Rudman TV Co. 5507 Elden Drive Dallas, Tex.		(For full information see TELECASTING Yearbook)		
KGBC 1947	1540 1,000-D 250-N DA-N	The Galveston Bestg. Co. Lindale Park 3-4329	Pearson	James W. Bradner Jr., p & gm Orland O. Dodson, cm	Ken Gilmore, pd & ce Roger Beane, asst. m	Alec Gifford, nd Johnny Special, sd Francis Kay Harris, wd AP Ray.
KGUL-TV (CP)		Gulf TV Co. 801 Union Station Bldg.		(For full information see TELECASTING Yearbook)		

Note 2: Stations are assigned fulltime, but divide time between two channels; NBC rides 820kc clear channel, ABC rides 570kc regional channel. When WFAA operates on clear channel, WBAP operates on regional and vice versa. Both channels are for combined coverage of Dallas-Ft. Worth market areas. Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names, are not repeated. FM's in *italic*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Stations. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

NO HUNTING

... IT ISN'T NECESSARY!

WBAP Offers the BEST in Coverage, Market, Facilities, Programming!

There's good news for the alert radio advertiser in the coverage story of WBAP-AM and FM. Good news in the Fort Worth-Dallas metropolitan area, covered by WBAP . . . it's the Number One market in the South, leading Houston and New Orleans!

This bustling, booming market, including Tarrant and Dallas counties, is blanketed by WBAP with top-quality programs from NBC, ABC, and independent producers. More than 1,030,000 Southwestern residents are reached in this huge metropolitan area . . . and top Hooper ratings prove—it's WBAP for quick, certain sales results!

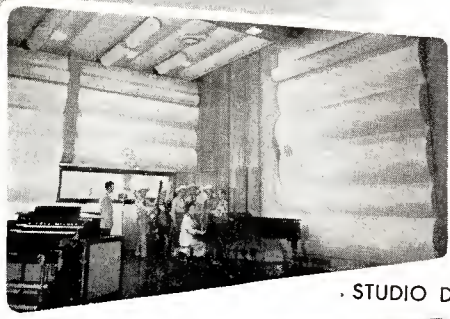
In the combined Tarrant-Dallas County market area, livestock, aircraft, grain, oil and other important industries boosted total buying income to \$1,751,959,000 during 1951. Total retail sales during the same period were \$1,356,542,000 . . . another proof that more than a million radio listeners in this wealthy area have money to spend for merchandise of every kind.

Check these top-ranking WBAP facilities, too: Finest in the South! Six studios with a control room for each, individual acoustical designs, and a master control room for studio or network switches are some of the unsurpassed features which make WBAP best in the field!

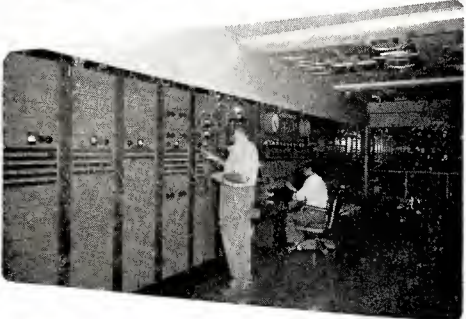
Latest BMB figures tell the big story:

WBAP-820, 50,000 watts, clear channel...
daytime BMB 976,380 families, 291 counties, 8 states; nighttime BMB 1,078,200 families, 511 counties, 16 states...

WBAP-570, 5000 watts... daytime BMB 656,850 families, 193 counties, 2 states; nighttime BMB 581,810 families, 190 counties, 2 states.



STUDIO D



MASTER CONTROL



RECORDING ROOM



Yes, for the BEST in coverage, facilities, market, and programming . . . it's WBAP-AM and FM. Write WBAP 3900 Barnett, Fort Worth, Texas for additional details, or see your Free & Peters man.

WBAP
AM-FM-TV

820 - 570 - Channel 5



STAR-TELEGRAM STATION
FORT WORTH, TEXAS

AFFILIATED with
ABC • NBC

AMON CARTER, Chairman

HAROLD HOUGH, Director

AMON CARTER JR., President

GEORGE CRANSTON, Manager

ROY BACUS, Commercial Manager

FREE & PETERS INC. Exclusive National Representatives

TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li- brary, News Service Transmitter
GALVESTON—(Continued)						
KLUF 1922	1400 250	KLUF Bcstg. Co. Inc. 300 Haden Bldg. P. O. Box 562 5-6676	Rambeau	Geo. Roy Clough, p & gm	Braden E. Clough, pd & traffic m. Lee Clough, ce & nd	Wid. UP RCA
<i>KLUF-FM</i> 1948	Chan. 295 (B) 93.7mc 8kw				 GE
GLADEWATER						
KSIJ 1949	1430 1,000-D	Gladewater Bcstg. 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 Bcstg. Co. 425 St. George St. 770	KBS Cooke, Grant	Lawrence M. Walshak, ptnr., gm & cm Frank Wilson Jr., ptnr., pd, pmm & ce	Ray Grant, nd David Walshak, fd & sd	Barbara Hausler, wd SES. AP
GRAHAM						
KSWA 1948	1330 500-D	Southwestair Inc. P. O. Box 1050 1200 & 1330		Clay E. Thompson Jr., p 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 Texas Pearson	Truett Kimzey, o Leo Hackney, m James D. Jones, pd, nd & sd	Stafford E. Davis, ce Paul D. Robinson, asst. m	Janet Bush, wd AP
HAMILTON						
KCLW 1948	900 250-D	Clyde L. Weatherby P. O. Box 592 500		Clyde L. Weatherby, p James A. Smith, cm & gm	A. Baldwin Scott, pd Carl L. Knelly, ce	Thes. UP Col.
HARLINGEN						
KGBS 1941	1240 250	Harbenito Bcstg. Co. P. O. Box 711 2200	CBS Pearson	McHenry Tichenor, p Troy McDaniel, gm	Dave Bennett, cm Ann Williams, pmm & wd Al Beck, ce	Jerry Fisher, nd Steele McCalanahn, fd Ed Krane, sd UP WE
KSOX 1951	1530 50,000-D 10,000-N DA-N	Roy Hofheinz 1519 W. Harrison 3500	MBS, Gulf Coast H-R Reps.	Roy Hofheinz, p Gould Beech, gm Jack Cronenwett, cm & pmm	John J. Knapp, pd & nd Harold Jones, ce Bart Boyd, fd	Cleve Griffin, sd Mary Lee, wd UP WE
HENDERSON						
KGRI 1947	1000 250-D	Henderson Bcst. Assn. P. O. Box 1111 4528		Roy B. Cannon, p W. C. Crawford, gm & cm	John T. Caulley, pd & sd John M. Bolin, ce	Wesley Dean, fd (Mrs.) Rachel Blackwell, wd Wid., SES. UP WE
HEREFORD						
KPAN 1948	860 250-D	Marshall Formby P. O. Box 868 860	KBS Best	Marshall Formby, o & p Clint Formby, gm & pd Joe Martin, cm	Bill Jones, pmm	Dennis Surber, ce Thes. UP RCA
HILLSBORO						
KHBR 1948	1560 250-D	Hill County Bcstg. Co. 594		Ray J. Williams, p		
HOUSTON						
KATL 1947	1590 5,000 DA-N	Texas Bcstrs. Inc. 412 Main St. Preston 3108	McGillvra	William H. Talbot, p King H. Robinson, gm, vp & cm	John Edwards, pd Ed Martin, ce	H. V. Grier, nd Mike Herskowitz, sd Patricia Fonville, wd L-W UP G
KCOH 1948	1430 1,000-D	William A. Smith 1 Main St. Charter 1888	Clarke	William A. Smith, p Robert C. Meeker, gm Robert Biggerstaff, cm	Val Springer, pd Harold Rench, ce	Phil Zimmerman, nd Bill McCaskill, sd Assoc., Wid UP G
KLBS 1948	610 5,000 DA-2	Trinity Bcstg. Corp. Milby Hotel Preston 1161		E. R. McLendon, p Ray A. Lewis, gm Glenn Douglas, asst. gm	Bill Hall, cm Webb Hunt, pd Harold Weinzal, ce	Bill Pelham, nd Hal McWilliams, sd Mary Jo Taylor, wd Wid. UP WH
KNUZ 1948	1230 250	Veteran's Bcstg. Co. P. O. Box 2135 Keystone 2581	Forjoe	Max H. Jacobs, p Dave Morris, gm	Jack Healy, cm Ken Grant, pd & sd	June Jones, pmm O. C. Crossland, ce Bill Crawford, nd L-W UP G
KPRC 1925	950 5,000 DA-N	The Houston Post Co. Lamar Hotel Fairfax 7101	NBC Texas Quality Petry	W. P. Hobby, p Jack Harris, vp & gm Jack McGrew, cm	Francis Sullivan, pd Marsh Callaway, pmm Harvey Wheeler, ce	Pat Flaherty, nd Bill McDougall, fd Bruce Layer, sd Thes. AP RCA
KPRC-FM 1946	Chan. 275 (B) 102.9mc 57kw					
KPRC-TV 1949		The Houston Post Co. Lamar Hotel Fairfax 7101			(For full information see TELECASTING Yearbook)	
KTHT 1944	790 5,000 DA-2	Roy Hofheinz P. O. Box 2161 4005 Travis Keystone 5535	MBS Texas Coast H-R Reps.	Roy Hofheinz, o & p Bill Bennett, gm & cm Tim Osborne, pd	Lauri Schutt, pmm O. B. Johnson, ce Ray Conaway, nd	Loel Passe, sd Katie Houston, wd UP G
KTRH 1930	740 50,000 DA-1	KTRH Bcstg. Co. Rice Hotel Preston 4361	CBS Texas Blair	B. F. Orr, p Ray Herndon, gm Ray Bright, slm	Tom Jacobs, pd Helen Bender, pmm Lester Mullan, co-ce	Julius Smith, co-ce Robert Hart, nd George Roesner, fd Wid. AP, UP, INS RCA
KTRH-FM 1947	Chan. 266 (B) 101.1mc 29.5kw				 GE
*KUHT (TV) (CP)		U. of Houston & Houston Independent School District Pres. W. W. Kemmerer 3801 Cullen Rd.			(For full information see TELECASTING Yearbook)	GE
KXYZ 1941	1320 5,000 DA-N	Shamrock Bcstg. Co. Gulf Bldg. Capital 6151	ABC Free & Peters	Glenn H. McCarthy, p Fred Nahas, gm Ted Hills, cm & sm	Kenneth Bagwell, pd Rita Zenzen, pmm Gerald R. Chinski, tech. supvr.	Roland Baker, nd Guy Savage, sd St., Cap. UP RCA
KXYZ-FM 1948	Chan. 243 (B) 96.5mc 14kw				 GE
HUNTSVILLE						
KSAM 1938	1490 250	Theodore E. Lott & Morris B. Cauthen P. O. Box 312 30	KBS, MBS Best	Morris B. Cauthen, co-o & p Ted Lott, co-o, nd & gm Roy Greer, cm, pd & pmm	Al Strong, ce Wesley Sherril, fd Dan Rather, sd	Mary E. Flynt, wd Cap., SES. AP G
JACKSONVILLE						
KEBE 1947	1400 250	Billy Averitte Laurie P. O. Box 1071 2211		Billy Averitte Laurie, p & gm Jerry D. Spencer, cm & pmm	Mrs. B. A. Laurie, pd & wd Eugene R. Kintz, ce	Bill Finley, nd & sd Perrin Willis, fd L-W AP

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Stations. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



in RADIO and TELEVISION

daytime audience

UP 30%

Nielsen Coverage Service, May, 1952, shows 410,570 daytime radio homes . . . 30% more than comparable 1949 BMB figures.

nighttime audience

UP 11%

Nielsen Coverage Service, May, 1952, shows 364,320 nighttime radio homes . . . 11% more than comparable 1949 BMB figures.

TV audience

UP 94%

Total TV sets in area on January 1, 1953

225,000

an increase of 94% over set count on January 1, 1952.

KPRC
HOUSTON

NBC and TQN on the Gulf Coast

JACK HARRIS
Vice President and
General Manager

Nationally Represented by
EDWARD PETRY AND CO.

KPRC-TV

NBC • CBS • ABC • DUMONT

TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Trans. Library, News Service Transmitter
JASPER						
KTXJ 1948	1240 250	Jasper Bcstg. Co. Texas Theatre Bldg. 580		Joe L. Fisher, p		
JUNCTION						
KMBL 1951	1450 100	Kimble Cty. Bcstg. Co. 70		Farrell M. Brooks, o-m		
KERMIT						
KERB 1950	600 1,000-D DA	Kermit Bcstg. Co. Inc. Highwy. 302 3481		George H. Cook, p H. J. Porter, gm	Ray Boyd Kilman, pd & sd Truitt C. Howard, ce	Eugene W. Connor, nd Thes. SES. UP Ray.
KERRVILLE						
KEVT 1948	1230 250	Kerr Bcstg. Co. Junction Highway. 900 & 999	MBS	Scott Schreiner, p William G. Field, gm Carol Woodard, cm & pd	John Steven, pmm & nd Clyde Jones, ce Al Mason, sd	Guy Powell, fd Wilma Bartholomew, wd Cap. AP Ray.
KILGORE						
KOCA 1936	1240 250	Radio Station KOCA P. O. Box 989 2001	KBS	Roy G. Terry, p H. A. Degner, gm John Cooke, cm	Paul Crawford, pd & nd Rex Lawrence, pmm Karem Soule, ce	Fred Mathews, sd Mary Pearson, wd AP Col.
KINGSVILLE						
KINE 1948	1330 1,000-D	Radio Station KINE Inc. 205 E. King St. 1317	Best	James H. Clement, p Ben A. Glusing, vp	Eston R. Pace, cm & sta. m. Jake Russell, sd	Jerry Fullerton, pd R. T. Whitaker, ce Cap. UP Ray.
LAMESA						
KMEA (CP)	1360 1,000-D	Citizens Bcstg. Co.				
KPET 1947	690 250	Lamesa Bcstg. Co. P. O. Box 30 690 & 671		R. O. Parker, o Bob Bradbury, gm Clayton Jay, cm	Frances Singer, pd Roland Ouelette, ce Paul Singer, nd	Bob Harris, sd Wid. AP G.
LAMPASAS						
KHIT 1948	1450 250	Lampasas Bcstg. Corp. P. O. Box 228 721		Lee H. Gupon, p		
LAREDO						
KVOZ 1952	1490 250	Border Bcstrs. Inc. P. O. Box 1498 3-4396	MBS, KBS Gulf Coast Continental	W. J. Harpole, p Burney Jones, gm	Bill Douthitt, cm Frank Manuel, ce	Evelyn Jones, pd UP RCA
LEVELLAND						
KLVT 1949	1230 250	Herald Bcstg. Co. P. O. Box 866 1030	Melville	Forrest Weimhold, p & o Victor King, gm Sidney McIntosh, cm	Gary Smitherman, pd & ce	Wid., Thes. AP RCA
LITTLEFIELD						
KVOW 1947	1490 250	Southwestern Bcstrs. 192	KBS	J. C. Rothwell, p J. B. McShan, gm	Othell Whitson, pd	Herbert Rains, ce SES. AP G.
LONGVIEW						
KFRO 1934	1370 1,000 DA-N	Voice of Longview Curtis Bldg. P. O. Box 792 411 - 1370	ABC, KBS Texas Cooke	James R. Curtis, o & p		L-W AP RCA
KLTI 1948	1280 1,000-D	LeTourneau Radio Corp. P. O. Box 1866 4331	Pearson	R. G. LeTourneau, p Arthur L. Greene, gm Allen E. Vinson, cm	George D. Womack, pd Kenneth D. Maxwell, ce Milton M. Evans, nd & sd	Mrs. Lester Pruett, wd St. Cap. UP Ray.
KLTI-FM 1948	Chan. 290 (B) 105.9mc 9.8kw					GE
LUBBOCK						
KCBD 1947	1590 1,000 DA-2	Caprock Bcstg. Co. P. O. Box 1507 5-6348	MBS, NBC Pearson	Joe H. Bryant, p Robert Snyder, asst. gm George Tarter, cm	Bob Sanders, pd Frank Lee, ce	Choc. Hutcheson, nd & sd Leroy Land, pmm Wid., Assoc AP WE
KCBD-TV (CP)		Bryant Radio & TV Inc. P. O. Box 1507 5-6348		(For full information see TELECASTING Yearbook)		
KDUB-TV 1952		Texas Telecasting Inc. 3601 Avenue H		(For full information see TELECASTING Yearbook)		
KFYO 1927	790 5,000-LS 1,000-N DA-2	Plains Radio Bcstg. Co. 914 Ave. J 5-5567	ABC Taylor	B. E. Walker, p Parker F. Prouty, vp Gordon Thompson, gm Leon E. Harris, cm	John Kennedy, pd W. S. Bledsoe, ce Jerry Henderson, pmm Bob Nash, nd	Jack Creel, fd Bill Edwards, sd Peggy Bell, wd Cap., St. Thes. AP, UP RCA
KSEL 1946	950 1,000-D 500-N DA-N	Lubbock Bcstg. Co. P. O. Box 1524 3-2484	Rambeau	Walter G. Russell, p David P. Pinkston, gm M. M. Rochester, cm	Wes Youngblood, pd & sd Don Edwards, ce	Corwin Riddell, nd L-W AP Col.
KVSP (CP)	1460 500-D	Hub Bcstg. Co. c/o R. E. Irvin 253 Cotton Exchange Bldg.				
LUFKIN						
KRBA 1938	1340 250	Darrell E. Yates 110 S. First P. O. Box 755 3-6661	ABC, KBS	Darrell E. Yates, o, gm, cm & pmm Thomas Lubke, pd Ambrose Maxim, ce	Lionel Rusk Jr., nd Woodrow Behannon, sd	Virginia Finley, wd L-W, Cole UP Col.
KRBA-FM 1948	Chan. 238 (B) 95.5mc 2.9kw					GE
KTRE 1947	1420 1,000 DA-N	Forest Capital Bcstg. 114½ N. First St. P. O. Box 701 3-7771	MBS Taylor	R. W. Wortham Jr., p Richard Lewin, gm & pmm Murphy Martin, cm	Royce Christenson, pd Fred C. Hill, ce Roger Sizoo, nd & sd	Hampton Keathley, fd Zaidee Brittain, wd Wid. AP Ray.
MARLIN						
*KMLW (CP)	1010 250-D	Falls County Public Service 106 Commerce St.		Charles R. Reagan, co-o Hugh M. McBeath, co-o & ce	Duane Ramsey, cm Jerry Hughes, pd & nd	AP G
MARSHALL						
KMHT 1947	1450 250	Marshall Bcstg. Corp. 109 W. Rusk 7826	MBS, KBS Texas Pearson	Earl Fletcher, p Myrl Stein, gm John Strength, cm	Marvin Hillis, pd R. L. Clay, ce Alice Rose Becker, pmm & wd	Dick Yancey, sd L-W AP Col.
McALLEN						
KRIO 1947	910 1,000 DA-1	Frontier Bcstg. Co. P. O. Box 1551 6-6213	ABC	Gene L. Cagle, p Charles B. Jordan, vp Stanley Wilson, gm	Normand Mann, pd & fd Inenam S. Roberts, cm William Meiners, ce	Chuck McKasson, nd Dick Richmond, sd AP WE
McCAMEY						
..... (CP)	1450 250	Sprayberry Bcstg. Co.		Jack W. Hawkins, p Gene Ray Hendrix, vp Barney Hubbs, secy-treas		

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McKINNEY KMAE 1947	1600 1,000-D	McKinney Air Enterprises, Inc. 218 E. Virginia St. 183 & 184		Geo. W. Smith Jr., p, gm & ce Melvin Belew, cm & pmm Denise Adkins, pd & wd	C. W. Rampy, nd A. S. Milliken, fd	H. D. Mouzon, sd	L-W, Wld. AP
MIDLAND KCRS 1935	550 5,000-D 1,000-N DA-2	Clarence & Ruth Scharbauer P. O. Box 1072 2-4393	ABC, Texas Pearson	Clarence Scharbauer, o & p Wallace R. Jackson, gm Eleanor McDonald, cm	Dean Baker, pd & pmm Tom Yates, ce	Larry King, nd & sd	Thes. UP Ray.
KJBC 1950	1150 1,000-D	Jack Cecil Lamesa Road 4-5152	KBS	Jack Cecil, o, gm & ce Maureen White, cm Claude Hainey, pd & fd	Keith Ward, pmm & sd John Brave, nd	Faith Weston, wd	Wld., St. UP Ray.
MINERAL WELLS KORC 1946	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 Olie Carriker, nd	Thelma Doss, wd AP Ray.
MONAHANS KVKM 1947	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 1948	960 1,000-D	Mt. Pleasant Bcstg. Co. P. O. Box 990 960	KBS	Winston O. Ward, p & gm Ruby Stanley, pd & wd	Cliff Taylor, ce	Lee Mars, nd & fd	L-W AP G.
NACOGDOCHES KOSF 1947	1230 250	Kelly Bell 100 Allen Bldg. Midland, Tex. Midland 2-3773	ABC	Kelly Bell, p J. C. Stallings, gm R. C. Atherton, cm & pmm	Lyn Bentley, pd Frank Murray, ce Ed Rice, nd	Ed Gaston, sd Billie Stallings, wd	Wld. UP Col.
KSFA 1947	860 1,000-D	Nacogdoches Bcstg. Co. Inc. P. O. Box 56 North Street Station 860	Humble, King	W. C. Fouts, p, gm, cm & fd Max Neel, pd L. N. Morgan, ce	Sara Jane Moon, pmm J. L. McConkey, nd & sd	(Mrs.) B. Barnett, wd	Thes. AP G.

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TEXAS—(Continued)

City	Chan. or Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, 2d, sd, wd.	Executive Abbreviations Howard L. Edwards, pd & nd Bert Faust, sd	Clarice Teinert, wd	Transc. Libr- ary, News Service Transmitter
NEW BRAUNFELS								
KGNB	1420	1,000-D	Comal Bestg. Co. 184 Castell 1612 & 1613	Shepp-Reiner	Charles W. Scruggs, p F. T. Wilson, vp, gm, cm & pmm Graves R. Coker, ce	Howard L. Edwards, pd & nd Bert Faust, sd	Clarice Teinert, wd	Thes. AP RCA
ODESSA								
KECK	920	1,000-D	Ector Cty. Bestg. Co. 120 W. Third St. 6-5791		Ben Nedow, o, g & pmm Sol Schmerman, cm	Roy Elsner, pd Glen M. Cook, ce	Tom Rollins, nd Herman Lensky, fd Dick Miller, sd Jeanne Robertson, wd	St. AP Ray.
KOSA	1230	250	Odessa Bestg. Co. 115 W. Sixth St. 6-4301	CBS Taylor	Cecil L. Trigg, p & gm Jay H. Mehaffey, cm John J. Vacca, pd	James A. Simpson, ce Ed Costello, pmm, nd & sd	Margaret McDonell, wd	Cap. AP RCA
KRIG	1410	1,000 DA-N	Oil Center Bestg. Co. Crane Hwy. 6-6871	MBS, KBS Cactus Best	R. O. Canon, p Jack W. Hawkins, vp and gm	Marguerite LaRue, sm Jack Lee, pd & nd	Jody Singleton, ce Spec Gammon, cm, pmm & sd	Wid. UP WE
ORANGE								
KOGT	1600	1,000 DA-N	Sabine Area Bestg. Co. 6-2012	KBS Best	J. Jacobs, p Ed Lovelace, evp & gm Frank Dusenbury, cm	Jerome Oppel, pd Wallace Odum, ce M. L. Jacobs, secy.-treas.	Joe Mainz, nd & sd Ellouise Crossan, wd	Assoc. UP Col.
PALESTINE								
KNET	1450	250	Palestine Bestg. Corp. P. O. Box 649 8686	KBS	Billy Averitte Laurie, p, gm, cm, pd & pmm J. W. Kriegel, ce Mrs. B. A. Laurie, secy.- treas.	Jas. K. Richardson, nd Larry Henderson, fd Ralph Thorton, sd	Dorothy Hudson, wd	SES. UP Ray.
PAMPA								
KPAT	1230	250	J. C. Daniels 1701 N. Hobart 2511	KBS Pearson	J. C. Daniels, p Jim Terrell, gm Eddie Roark, cm	Ed Murphree, ce Elbert Goodnight, pmm Harry Kelley, fd	Gale Spencer, wd	Cap., St. UP, INS G
KPDN	1340	250	Top O' Texas Bestg. Co. Hughes Bldg. 1100	MBS	Coy C. Palmer, gm Kay L. Pancher, cm, pd, nd & pmm Garth W. Osborn, ce	Jack Scott, fd Warren Hasse, sd	Billie Pulliam, wd	Wid. AP G.
PARIS								
KFTV	1250	500-D	Lamar Bestg. Co. Inc. First Natl. Bank Bldg. 166	Best	D. W. Brawner, p & cm	James F. Hendrix, gm	Travis Fodge, ce	SES. UP Col.
KPLT	1490	250	North Star Bestg. Co. P. O. Box 235 1124	ABC, Texas Pearson	Fred Kincaid, p & gm Boyd Kelley, vp Lewis Seibert, secy.-treas.	Bob Prichard, cm & sd Bill Davis, pd & nd Paul Daniels, ce	Jeff Methven, fd Ann Marshall, wd	AP RCA
PASADENA								
KLVL	1480	1,000-D DA-1	Felix H. Morales Pasadena State Bank Bldg. Grand 21-361	Oakes	Felix H. Morales, o & gm Vicente Marquez, cm	Victor Lara Ortegon, pd & nd Eugene C. McNalley, ce	Maria Del Carmen Aleman, wd	Press News Col.
PECOS								
KIUN	1400	250	Jack Hawkins & Barney Hubbs 318 S. Cedar St. 998 & 999	MBS, KBS Cactus, Southwest Best	Barney Hubbs, ptrn. Jack Hawkins, ptrn., gm & sd David Martin, cm	W. D. Martin Jr., pd Harry Boehnemann, ce Jess McIlvain, fd	Louise Hawkins, wd	UP RCA
PERRYTON								
KEYE	1400	250	Great Plains Bestg. Co. 5771	MBS	Carl Ellis, p Irvin R. Buchanan, gm, cm & fd	Zeb Williams, pd & nd Coy Thompson, ce	Jerry Drennan, sd Mrs. Irvin R. Buchanan, wd	L-W, Cap. AP G.
PLAINVIEW								
KVOP	1400	250	KVOP Inc. Veigel Bldg. 1400 & 2227	MBS, KBS	W. J. Harpole, p Kermit Ashby, gm Bill Harrell, cm & sd	Doug Sewell, pd Hugh Smith, ce Bob McGrath, pmm	Wayne Rankin, nd Harold Henegar, fd	AP RCA
PLEASANTON								
KBOP	1380	1,000-D	Atascosa Bestg. Co. P. O. Box 247 4871	KBS Best	Ben L. Parker, p, gm, pmm & fd Arthur Terrell, cm Cloyd Royal, pd & sd	Mona L. Parker, ce C. B. Richardson, nd	Elna Richardson, wd	Wid., SES. INS G
PORT ARTHUR								
KOLE	1340	250	Port Arthur Bestg. Co. P. O. Box 1126 2-9436		Soes Vratiss, ptrn, gm, ce & sd			
KPAC	1250	5,000-D	Port Arthur College 1515 Lakeshore Dr. 5-7458	MBS Pearson	Marjorie R. Vickers, gm George Crouch Jr., cm Corrine Enos, pd	Glenn Boatright, ce Mack Newberry, pmm Glenn Earle, nd	Jim Toth, sd Lethale Capland, wd	St. Press News RCA
QUANAH								
KOLJ	1150	500-D	Orville L. Jenkins P. O. Box 566 654	KBS	Orville L. Jenkins, o & gm Helen Norris, cm	Richard O. Dormier, pd & ce	Gay R. Newton, pmm	AP G.
ROSENBERG								
KFRD	980	1,000-D	Ft. Bend Bestg. Co. Inc. P. O. Box 832 980		Mart Cole Sr., p Jim Hairgrove, gm, cm, pd, nd & sd Frank Wood, ce	Beth Potter, pmm Wally Wallington, fd	Audrey Lewis, loc. slm	L-W UP G.
SAN ANGELO								
KGKL	960	5,000-D	KGKL Inc. St. Angelus Hotel 6715	ABC, Texas Pearson	H. C. Ragsdale, p Lewis O. Seibert, gm & cm	Franklin Rainey, pd	Bill Poteet, ce	AP RCA
KGKL-TV (CP)		1,000-N DA-N	KGKL Inc. St. Angelus Hotel 6715		(For full information see TELECASTING Yearbook)			
KTXL	1340	250	Westex Bestg. Co. Inc. 1901 W. Beauregard 7183	MBS Taylor	A. D. Rust, p Robt. L. McClellan, gm Walton A. Foster, cm & nd	Jean Dobbins, traffic d & wd Robert Benson, ce Jerry Blair, pmm	John Line, fd Marcus Oquin, sd	Wid. UP WE
KTXL-TV (CP)			Westex TV Co. 1901 W. Beauregard St. 7183		(For full information see TELECASTING Yearbook)			
SAN ANTONIO								
KABC	680	50,000-D	Alamo Bestg. Co. 2nd Floor, Milam Bldg. Fannin 3126	ABC, Texas State, TBS Blair	Gene L. Cagle, p Bill Michaels, sm Bill Joekel, cm	Jim Wiggins, pd & sd Joseph B. Haigh, ce Roy Clark, pmm	Ford Mitchell, nd Bill Terry, fd Monette Shaw, wd	AP WH
KCOR	1350	5,000-D	KCOR, Inc. 310 S. Flores St. Cathedral 1301	O'Connell, Oakes	R. A. Cortez, p R. A. Cortez, Jr., vp W. P. Smythe, gm	Joe Harry, sm Lalo Astol, pd K. R. Hyman, ce	Ernesto S. Cervera, nd Rogelio Frias, fd Fred Romero, sd	Mac. UP
KEYL (TV)	1950		San Antonio TV Co. Transit Tower Garfield 8151		(For full information see TELECASTING Yearbook)			
KEXX (CP)	1250	500-D	Manuel D. Leal 403 N. Flores St. Garfield 6373		Manuel D. Leal, o & gm Manuel Davila, cm S. Solis, pd	Harry Campbell, ce Fidel Cuellar, pmm Fernando Rubio, nd	E. Alarcon, fd M. Alarcon, sd Peggy Laviada, wd	Col.

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IN SAN ANTONIO RADIO, THERE'S
NO ARGUMENT

KTSA
IS YOUR
NO. 1
RADIO BUY



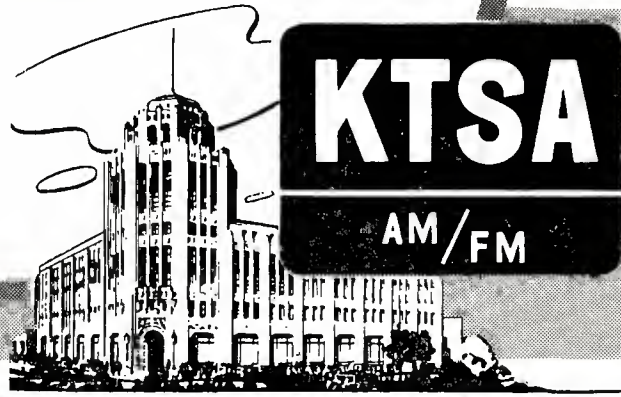
"PULSE"
PROVES*

Morning—Noon and Night KTSA delivers more listeners for your advertising dollar . . . It's easy to be rating-wise and dollar-foolish if you don't take a good look at the REAL facts about the radio picture in the booming San Antonio and South Texas market.

KTSA has been a part of San Antonio and South Texas for 25 years and has a reputation for 25 years of outstanding community service. Affiliated with CBS, the country's BEST network—owned and operated by Express Publishing Company, publishers of South Texas' finest newspapers, the San Antonio Morning Express and San Antonio Evening News—merchandising and promotion of the fine network and carefully designed local programs, all combine to assure top audience for your advertising message.

STOP . . . THINK . . . SEARCH . . .
before you buy—and your No. 1 choice
MUST be KTSA—Why pay 57% more for
less than 1% more audience? **

*San Antonio Pulse Report
**Average Class A Basic Rate



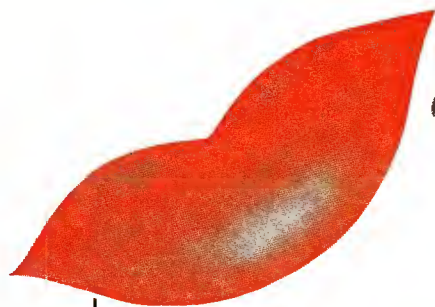
CBS IN SAN ANTONIO
FREE and PETERS National Representatives

5000 WATTS AT 550

TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter	
				Owner o; Sales Mgr. slm;	Exec. vp evp; Prog. Dir. pd;	Gen. Mgr. gm; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		
SAN ANTONIO (Cont'd)								
KITE 1947	930 1,000-D	KITE Inc. 310 Transit Tower Bldg. Fannin 0335	Pearson	Chas. W. Balthrope, o & gm Alex Coe, asst. m	Stanley Nelson, prod. m John Siercovich, ce	Coit Butler nd	L-W AP, UP Col.	
<i>KITE-FM</i> 1951	<i>Chan. 247 (B)</i> 97.3mc 8.3kw						GE	
KIWW 1948	1540 250-D	Good Neighbor Bestg. Co. 518 W. Houston St. Fannin 5254	McGillvra	Joe Olivares, p & gm Gene Johnson, cm	Jose Perez Del Rio, pd L. E. Richards, ce & sm	Jose Barrios, nd	UP Col.	
KMAC 1926	630 5,000 DA-2	Howard W. Davis KMAC Bldg. Belmont 3-6211	MBS, Texas Hollingbery	Howard W. Davis, p, gm & cm Tony Bessan, pd & pmm (KMAC, AM affiliate)	Alfred Knight, ce Ted Johnson, nd & sd	Charlie Walker, fd	WE	
<i>KISS(FM)</i> 1946	<i>Chan. 258 (A)</i> 99.5mc 12.7kw						GE	
KONO 1927	860 5,000-D 1,000-N DA-N	Mission Bestg. Co. 317 Arden Grove Fannin 5171	Forjoe	Eugene J. Roth, p Jack L. Pink, gm Bob A. Roth, cm	Robert F. Jenkins, pd George W. Ing, ce Ray Hunt, nd	Blake McCreless, fd John Wilson, sd	Cap. AP RCA	
<i>KONO-FM</i> 1948	<i>Chan. 225 (B)</i> 92.9mc 4.3kw						GE	
KTSA 1928	550 5,000 DA-N	Sunshine Bestg. Co. Ave. E at Third St. Garfield 1251	CBS Free & Peters	Frank G. Huntress Jr., p Charles D. Lutz, gm, cm & pmm	Harold H. Carr, pd W. G. Egerton, ce	John W. Scott, nd Moulton Kelsey, nd Sylvia Kelsey, wd	Assoc. Mac AP, UP GE	
<i>KTSA-FM</i> 1947	<i>Chan. 268 (B)</i> 101.5mc 15kw						RCA	
WOAI 1922	1200 50,000	Southland Industries Inc. 1031 Navarro St. Garfield 4221	NBC Petry	Hugh A. L. Half, p Arden X. Pangborn, gm Rex Preis, cm	W. Perry Dickey, prog. m Bill McReynolds, asst. prog. m Charles L. Jeffers, ce	Dallas Wyant, pmm Henry Howell, nd Bill Shomette, fd	Wld. AP, UP, INS RCA	
WOAI-TV 1949		Southland Industries Inc. 1031 Navarro St. Garfield 4221		(For full information see TELECASTING Yearbook)				
SAN MARCOS								
KCNY 1948	1470 250-D	Central Bestg. Co. P. O. Box 32 888	KBS Best	Ed C. James, p Tom C. Fleet, gm, nd & sd Charles P. Riley, Jr., cm	Princess J. Fleet, office m Britt Lamb, pmm Ernest C. Wood, ce	Henry New, fd Inez Patton, wd	L-W Col.	
SEGUIN								
KWED 1948	1580 1,000-D	Seguin Bestg. Co. 200 S. Camp St. 1580		Garfield Kiel, p & gm Stan McKenzie, cm & fd Henry Lennoff, pd	Louie Sowers, ce John Smith, nd	John Traeger, sd Faye Chessher	UP WE	

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After all . . .

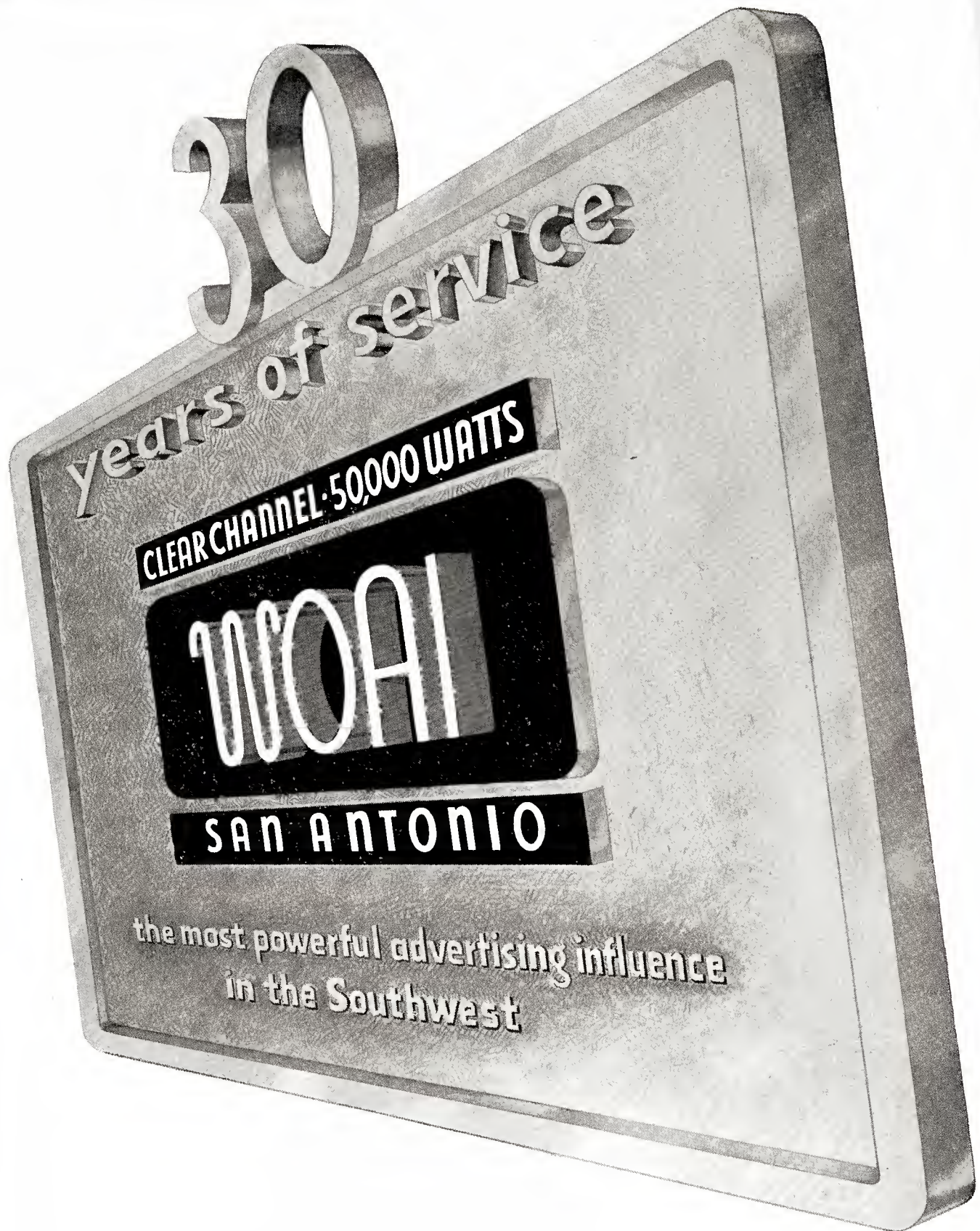
**WE SPEND MORE TIME
WITH YOUR WIFE
THAN YOU DO!**

THE EASIEST WAY TO A WOMAN'S HEART IS A SALES MESSAGE ON

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SAN ANTONIO

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NEW YORK — CHICAGO — LOS ANGELES — ST. LOUIS
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TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pmg; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Trans. Library, News Service Transmitter
SEYMOUR						
KSEY 1950	1230 100	W. C. Moss, Jr. P. O. Box 295 60	KBS Best	W. C. Moss, p, gm, cm & pmm Hugn E. Neeld, pd	Luke M. Stripling, ce & sd Ken Skillern, nd & fd	Elizabeth Moss, wd L-W AP G
SHAMROCK						
KEVA 1949	1580 250-D	Shamrock Texas Bestg. Co. P. O. Box 21 620	KBS	James D. Abbott, p & gm	Joyce Abbott, pd	Robert J. Beller, cm & ce WE
SHERMAN (DENISON)						
KRRV 1936	910 1,000 DA-1	Red River Valley Bestg. Corp. Denison, P. O. Box 94 Sherman 201 Denison 423	MBS, Texas State Pearson	G. H. Wilcox, p Tom E. Spellman, gm (Sherman) W. E. Wilcox, gm (Denison)	George Myers, cm Earl Ellington, sta. d & nd Tom John, ce	Dick Burnam, sd Dorothy Cox, wd Assoc. UP WE
KTAN 1947	1500 250-D	Sherman Bestg. Corp. P. O. Box 661 2910	KBS Best	Charles L. Cain, p, pmm & ce William A. Jaco, gm & cm Otis E. Smith, vp	Jesse Mae Cain, secy-treas. Jim Shelton, pd, nd & fd	Walter Vaughn, sd Jo-Dean Howerton, wd AP Ray.
SNYDER						
KSNY 1949	1280 500-D CP: 1450 250	Snyder Bestg. Co. Route 1 35451		J. T. Hughes, p & gm Mrs. Nat Chapman, cm & wd	Charlie Stokley, pd & nd Fay Womble, pmm	Bob Howell, ce L-W UP RCA
STAMFORD						
KDWT 1947	1400 250	David W. Ratliff 1400	MBS, KBS	David W. Ratliff, p, gm & pmm George E. Morey, cm, nd & sd	Doug Thompson, pd & fd S. J. Woodworth, ce	Priscilla Ratliff, wd AP WE
STEPHENVILLE						
KSTV 1947	1510 250-D	Galen O. Gilbert & J. R. Kincaid P. O. Box 102 950	KBS Best	Galen O. Gilbert, m & fd Jack Reeves, pd & nd	John Dyer, pmm & sd	Floyd Jeter, ce St. UP
SULPHUR SPRINGS						
KSST 1947	1230 250	Hopkins Cty. Bestg. Co. Radio Rd. 1230	MBS, KBS	W. E. Bradford, p, gm & ce Clovis Pinion, cm	Lona Ruth Long, pd & wd Tom Brubaker, pmm, fd & sd	Margaret Thomas, nd 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	Dale Wood, pd J. T. Allen, ce Ed Alexander, nd	M. B. Templeton, fd Bob Rogers, sd Sally Test, wd UP RCA
TAYLOR						
KTAE 1948	1260 1,000-D	KTAE, Inc. 2nd & Porter Sts. 1260	Best	Gillis Conoley, p & gm John Wenby, cm	Robert S. Heller, nd & nd Robert G. Mitchell, pmm	Gordon W. Rainey, ce Fred Switzer, sd Wld. UP Ray.
TEMPLE						
KTEM 1936	1400 250	Bell Bestg. Co. 17 S. 3rd St. 3-5252	MBS	Frank W. Mayborn, p	Burton Bishop, gm	Curtis Casey, ce Thes. UP RCA
KTEM-FM 1948	Chan. 298 (B) 107.5mc 1.9kw					
TERRELL						
KTER 1950	1570 250-D	Terrell Bestg. Corp. High Walnut St. 1710		Paul A. Wnorowski, p & gm Bill Collins, pd Dale Berry, pmm	Martin L. Pitts, ce & fd Fred Wnorowski, nd	R. J. Smith, sd Ruby Johnson, wd Thes., SES UP G
TEXARKANA						
KCMC 1932	1230 250	KCMC, Inc. 317 Pine St. 3-6151	ABC, Texas State Taylor	Frank O. Myers, gm	Don H. Myers, pd	Harvey Robertson, ce L-W, Assoc. AP WE
KCMC-FM 1947	Chan. 251 (B) 98.1mc 40kw					
KTFS 1946	1400 250	Radio Station KTFS, Inc. 4325 State Line Ave. 35-123	Cotton Belt Devney	David M. Segal, gm T. F. Alford, cm Les Eugene, pd	Fred Parks, ce Bob Hewett, nd	Ernest Hackworth, fd George Dobson, sd Wld. UP Col.
TEXAS CITY						
KTLW 1948	920 1,000-D	Texas City Bestg. Service P. O. Box 631 5-4418	KBS	J. G. Long, p Joe Brown, gm & sd	Edson L. Foster, cm & pmm Guy Popham, Jr., pd & nd	Burl Campbell, ce Virginia Popham, wd Thes. UP G
TYLER						
KGKB 1930	1490 250	Mrs. Lucille Lansing 115 S. College 2-3875	MBS, KBS Pearson	Mrs. Lucille Lansing, p Marshall H. Pengra, gm Gerry Lansing, pd & nd	Hudson Collins, ce Ben Browning, fd	John Lenox, sd Betty Chancellor, wd Wld. AP RCA
KTBB 1947	600 500-D 1,000-N DA-N	Blackstone Bestg. Co. Blackstone Hotel 4-7278	ABC, Texas State Taylor	S. H. Bothwell, d M. E. Danbom, gm Herbert Golombeck, cm	Don Jackson Tausch, pd R. A. Wileman, ce David Bothwell, asst. m	Dick Wheeler, nd & sd Bob Murdock, fd L-W UP WE
UVALDE						
KVOU 1947	1450 250	E. J. Harpole & W. J. Harpole P. O. Box 758 717	MBS, KBS Continental	Edward J. Harpole, gm Joe Watson, Jr., cm, pmm, fd & sd	Bob Hicks, pd & nd Les Miller, ce	Mary E. Harpole, wd UP G
VERNON						
KVWC 1939	1490 250	Northwestern Bestg. Co. 1813 Wilbager St.		W. R. Hixon, gm		
VICTORIA						
KNAL 1950	1410 500 DA-N	Victoria Bestg. Co. Inc. P. O. Box 642 1410	Best	A. B. Alkerk, p Bob Tharp, gm Jim Traber, cm, nd & sd	Sam Sitterle, pd & pmm Douglas Smith, ce	Arvle Elliott, fd Dottie Dotson, wd Thes., Cap., SES UP Col.
KVIC 1939	1340 250	KVIC Bestg. Co. P. O. Box 725 1106	MBS, KBS	J. G. Long, p Wm. C. Burks, gm Wilburn Jackson, pd	Ed Lamprecht, ce Baron Hans Felix, pmm Bill Jackson, nd & sd	Cliff Berkman, fd Sue Stone, wd Wld. UP

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WACO				(For full information see TELECASTING Yearbook)			
----(TV) (CP)		Central Texas Television Co. c/o Ross K. Prescott Life of America Bldg. Dallas, Tex.					
KWTX 1946	1230 250	KWTX Bcstg. Co. P. O. Box 3128 37331	MBS Everett- McKinney	M. N. Bostick, gm Mack Brinegar, cm Bob Walker, pd	Lester Grubbs, ce Rex Eddoin, pmm Bob Martin, nd	Johnny Watkins, fd Jack Voorhies, sd	Wld. AP AP
WACO 1922	1460 1,000 DA-N	Frontier Bcstg. Co. 3620 Franklin 2-6571	ABC Weed	R. L. Glasgow, gm Doug Rains, pd & sd	Jesse Dave, ce Clark Bolt, fd	Mary Holiday, wd AP
WAXAHACHIE							
KWHA (CP)	1390 500-D-DA	Cen-Tex Bcstg. Co. Pierce P. Brooks					
WEATHERFORD							
----- (CP)	1220 250-D	Sports Kingdom	James C. Wright Jr., co-o Gilbert Webb, co-o				
WESLACO							
KRGV 1927	1290 5,000 DA-N	Taylor Radio & Television Corp. 201 Border 375	NBC Taylor	O. L. Taylor, p Byron W. Ogle, gm James D. Cook, pd	O. Lewis Hartwig, ce Ted Cressner, pmm Bob McDonald, nd & sd	Johnny Boarle, fd Sallye Jones, wd	Wld., SES AP, UP RCA
WICHITA FALLS				(For full information see TELECASTING Yearbook)			
----(TV) (CP)		White Television Co. 1507 Lamar					
KFDX 1947	990 10,000-D 1,000-N DA-2	Wichita Radio & Television Co. City Nat'l Bank Bldg. 2-8668	ABC Taylor	D. A. Cannan, p Howard H. Fry, gm Mott. Johnson, cm & pmm	Warren Silver, pd John Adams, ce Mike Henry, nd	Bill Angel, sd Dorothy Dooley, wd	Wld., SES UP RCA
KFDX-TV (CP)		Wichita Radio & Television Co. City National Bank Bldg. 2-8668					
KTRN 1949	1290 5,000-D 1,000-N DA-N	Texoma Bcstg. Co. 917½ Scott St. 2-5214	MBS Pearson	Boyd Kelley, p & gm Sid Grayson, cm	Bill Edgar, pd Robert A. Harmon, ce	Mike Carpenter, nd Glenn Shelton, fd AP Col. L-W UP RCA
KWFT 1939	820 5,000 DA-N	Rowley-Brown Bcstg. Co. P. O. Box 420 3-4181	CBS Blair	Kenyon Brown, p Charles E. Clough, gm Blaine Cornwell, pd	A. L. Pierce, pmm Herbert T. Wiley, ce Pat Halverson, nd	Walt Lochman, sd Gerry Wright, wd L-W UP RCA
KWFT-FM 1943	Chan. 260 (B) 99.9mc 9.7kw						
UTAH							
BRIGHAM							
KBUH 1947	800 250-D	Revella M. Bone 948 W. Forrest St.	Continental	Revella M. Bone, p			
CEDAR CITY							
KSUB 1937	590 1,000 DA-N	Southern Utah Bcstg. Co. 189 N. Main St. 398	CBS, Beehive	Ivor Sharp, p Arthur L. Higbee, gm & pmm Walter V. Lowe, slm	Robert L. Heyborne, pd Richard N. Gunn, ce	L. M. Whittaker, sd Beth Talbot, wd	Wld. UP GE
LOGAN							
KVNU 1938	610 1,000 DA-N	Cache Valley Bcstg. Co 1393 N. Main St. 1400 & 1401	MBS, KBS, Intermountain Don Lee	Herschel Bullen, p Reed Bullen, gm	W. W. Kirkland, cm, pmm & fd Morgan White, pd & nd Wm. L. Jones, ce	Phil Sorensen, sd Leah Merrill, wd	Wld. UP Col.
MURRAY							
KMUR 1948	1230 250	Oral J. Wilkinson 4646 S. State 1360 Biddick, Continental	Oral J. Wilkenson, o Howard W. Pingree, m & cm	Mitzi Patterson, pd, asst. m & wd Fred Weibell, ce	Ted Rogers, nd & sd	L-W UP G
OGDEN							
KLO 1925	1430 5,000 DA-1	Interstate Bcstg. Corp. Ben Lomond Hotel 5721	MBS, Inter- mountain Avery- Knodel	(Mrs.) Edris A. Glasmann, p George C. Hatch, gm Collin W. Lowder, sm	W. Kimball Ward, cm Douglas R. String- fellow, pd	Robert 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 Steppe, pd	Wayne A. Moss, ce Walter A. Phillips, pmm	Warren Angwin, fd Verlene Steppe, wd	L-W
KVOG 1948	1490 250	United Bcstg. Co. P. O. Box 325 27535	Rocky Mt. Webb. Biddick	Arch G. Webb, p David Affleck, gm Bill Thiek, cm	Joy Rae Cawson, pd & wd J. M. Condrey, ce	Sam Stephens, pmm Dean Thueson, pdm Jay Livingood, nd & sd	Cap. AP WE
PRICE							
KOAL 1936	1230 250	Eastern Utah Bcstg. Co 200	MBS, Inter- mountain Avery- Knodel	Jack Richards, p, gm & cm	Carl P. Wolfrom, pd & pmm	Leo E. Reid, ce UP
PROVO							
KCSU 1937	1400 250	Central Utah Bcstg. Co. 12th S. University Ave. 2802 & 2803	ABC, Rocky Mtn. Webb, Hol- lingbery	Frank A. Van Wagenen, co-o, p & cm Harold E. Van Wagenen, co-o, gm, pd & pmm	Dallin H. Oaks, ce, fd & sd Russell Mendenhall, nd	Arlena Atwood, wd UP
KEYY 1949	1450 250	Mid-Utah Bcstg. Co. 307 S. 17th West 4060	Spencer D. Grow, p George R. Turpin, vp & gm S. Garn Carter g, cm James Sauls, pd	Edwin Ellis, pmm Francis Boyer, ce	Roger Brown, sd Phyllis Mendenhall, wd	Thes.
KOVO 1939	960 1,000 DA-N CP: 5,000 D 1,000-NDA-N	KOVO Bcstg. Co. 108 W. Center St. 1680	MBS, Inter- mountain Avery- Knodel	Clifton A. Tolboe, p Arch L. Madsen, gm L. H. Curtis, cm	James H. Lawrence, pd Lovell A. Killpack, Jr., ce	William H. Barth, Jr., pmm	Wld. UP RCA
RICHFIELD							
KSEN (CP)	900 1,000-D	Scenic Bcstg. Co.	Lester R. Taylor, p				
KSVC 1948	690 1,000-D	Sevier Valley Bcstg. Co. 690 Tower Lane 620	Inter- mountain Avery- Knodel	Homer Bandle, p Frank Peacock, gm Art Tucker, cm	Hal Edwards, pd Ralph Ross, ce Bill King, pmm	R. Harvey Dastrup, fd Sylvia Stewart, wd	Wld. UP

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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 Stations. LS—Local Sunset. N—Night.
 SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

UTAH—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter
SALT LAKE CITY						
KALL 1945	910 1,000 DA-1	Salt Lake City Bcstg. Co. 146 S. Main St. 43561	MBS, Inter-mountain Avery-Knodel	George C. Hatch, p Thomas H. Anderson, gm & cm Kay W. Richins, pd	W. D'Orr Cozzens, ce Mel Standage, pmm Lynn L. Meyer, ntl. slm	Jim Peterson, nd Stan Farnsworth, fd Mal Wyman, sd Gordon Owen, wd
KDYL 1922	1320 5,000 DA-1	Intermountain Bcstg. & TV Corp. 143 S. Main 52991	NBC Blair	S. S. Fox, p & gm Easton C. Woolley, evp Holly Moyer, cm	Mildred Baker, pd John M. Baldwin, ce	Del Leeson, pmm
KDYL-FM 1947	Chan. 254 (B) 98.7mc 0.9kw					
KDYL-TV 1948		Intermountain Bcstg. & Television Corp. 143 S. Main St.				(For full information see TELECASTING Yearbook)
KNAK 1945	1280 1,000-LS 500-NDA-N	Granite District Radio Bcstg. Co. 1042 S. 6th West 4-3685		Howard D. Johnson, p		
KSL 1922	1160 50,000	Radio Service Corp. of Utah 10 S. Main St. 54641	CBS CBS Radio Spot Sales	J. Reuben Clark, Jr., p Ivor Sharp, evp Eugene M. Halliday, m Frank B. McLatchy, gen. slm	Paul S. Dixon, ntl. slm Alfred I. Biorge, local slm Melvin B. Wright, merch. d Joseph A. Kjar, pd Curtis C. Neilson, ce	A. Wayne Baker, pmm Eulon L. Bradley, nd Elvon W. Orme, fd EIdean Bennett, sd Margaret Masters, wd
KSL-FM 1946	262(B) 100.3mc 5.9kw					
KSL-TV 1949		Radio Service Corp. of Utah 145 Motor Ave. 5-4641				(For full information see TELECASTING Yearbook)
KUTA 1938	570 5,000 DA-1	Utah Bcstg. & TV Co. 29 S. State 32737	ABC, Rocky Mtn. Hollingbery	Frank C. Carman, p & gm Ray Fadel, sm & pd S. John Schile, cm	C. Wendell Bell, ce Allan Thomas, pmm Hal Zogg, nd	Ray Breim, fd Ted Elders, sd Virginia Barlow, wd
KUTV(FM) (CP)	Chan. 246 97.1mc 23.5kw	(KUTA, AM Affiliate)				
VERNAL						
KJAM 1947	1340 250	Uintah Bcstg. 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

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TAKE A GANDER AT THIS:

The Goose that
lays golden
eggs



Once upon a time, waving a wand worked magic. Today, KSL Radio works magic without a wand in the Salt Lake metropolitan area and all the rest of the mountain-west. Neither witches' brew nor sleight of hand are used to produce KSL Radio's phenomenal results. When used on KSL Radio, words have magic.

KSL Radio dwarfs other media. Approximately 250,570 radio homes listen to 513,861 radio sets in KSL Radio's primary daytime area (322,390 homes listen to 661,221 radio sets in KSL Radio's primary nighttime area). And more people listen to KSL Radio than to any other three stations in Salt Lake City.

Salt Lake metropolitan area is a goose that lays golden eggs. As heart of the billion-dollar mountain-west empire, it has such a well balanced economy that in 19 out of 20 categories, its retail sales rank equals or exceeds its population rank. On the fingers of one hand, you can count the other areas of the nation which have this 'superior' rating.

You, too, can work magic. Call your nearest CBS Radio Spot Salesman and he will give you the magic words that will permit you to work sales miracles in this golden market.

SOURCES: radio homes—1952 Sales Management
more listeners—Hooperating, Feb. '52
extra sets—BAB digest 'Extra Sets'
retail sales—Sales Management, Nov. 10, '52

VERMONT

BENNINGTON

WBTV (CP)	1370 500-D	Catamount Broadcasters Inc. P.O. Box 428	J. Gordon Keyworth, o Benjamin A. Hubley, sm		 UP
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BRATTLEBORO

WVSA 1949	1450 250	Granite State Bcstg. Co. ABC P. O. Box 819 1700	Theodore Feinstein, p Phillips G. Terhune, gm & pmm Harold Shaw, pd	Edward Somes, ce & fd Loren C. Smith, nd & sd	Clara Antonetti, wd Col. Col.
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BURLINGTON

WCAX 1931	620 5,000 DA-2	WCAX Bcstg. Corp. 135 Main St. 3-3437	CBS Weed	C. P. Hasbrook, p & gm T. B. Brainne, cm John D. Swan, sm & pmm	Charles Flynn, pd James W. Tierney, ce Theodore Chandler, nd	Louis Rocke, fd Tony Adams, sd Carol King, wd	Wld. UP G
WJOY 1946	1230 250	Vermont Bcstg. Corp. 633 Main St. 4-5774	ABC Rambeau	David W. Howe, p A. E. Spokes, m Richard H. Burt, pd	John C. Quill, ce Joel Chandler, nd Howard Lancour, fd	Frank Balch, sd Wynne Casey, wd	Thes. AP RCA

MONTPELIER

WSKI 1947	1240 250	Montpelier-Barre Bcstg. Co. Union Mutual Bldg. 1740	ABC Grant, Borgatti	Charles W. Grinnell, p, gm & nd Robert J. Bannon, pd & fd	Gerald Marcott, ce Eliot Page, sd	Olga S. Wackerman, wd AP Col.
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NEWPORT

WIKE 1952	1490 250	Memphremagog Bcstg. Co. 832 & 833	North Country Stations McGillvra, Kettel- Carter	E. Dean Finney, p & gm Donald A. Thurston, m, pd & ce	Donald J. Barry, nd & sd Morgan M. Brown, fd	Marjorie E. Nichols, wd	Wld. UP G
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RUTLAND

WHWB 1949	1000 1,000-D	Central Vermont Bcstg. Corp. 24 1/2 Center St. 3200	Kettell- Carter	Charles I. Bates, o (Mrs.) Vena M. Bates, p, gm, cm & pmm	Martin J. Delliveneri, vp Shirley Neilson, pd & wd Kenneth Pockett, ce	Thomas Kibbe, nd & fd Don Batting, sd	Cap. AP Ray.
WSYB 1930	1380 1,000 DA-N	Philip Weiss Music Co. 35 Washington St. 1247					

ST. ALBANS

WWSR 1941	1420 1,000-D	Vermont Radio Corp. 75 No. Main St. 1390	Walker	Lloyd E. Squier, p & gm Richard W. Hill, cm Raymond Turner, pd & pmm	Theodore Boisvert, ce C. Stuart Perry, nd Robert Leavitt, sd	Cecile Fahl, wd & traffic m	Wld UP C
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ST. JOHNSBURY

WTWN 1949	1340 250	Twin State Bcstrs. Concord Ave. 2344	North Country Stations McGillvra, Kettel- Carter	E. Dean Finney, p, o & gm Guy O. Austin, pd & fd	Gerald D. Johnson, ce George Peterson, nd & sd	Marjorie Dow, wd	Wld., Thes. UP Ray.
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WATERBURY

WDEV 1932	550 1,000 DA-2	Lloyd E. Squier 8 Stowe St. 400	MBS, Yankee Walker	Lloyd E. Squier, p & gm Craig S. Parker, pd Warren C. Chase, ce	Thomas L. Dodd, nd Harold M. Grout, fd	Ted Powers, sd Mary Zoller, wd UP G
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VIRGINIA

ALEXANDRIA

WPIK 1945	730 1,000-D	Potomac Bcstg. Corp. Virginia Theater Bldg. Overlook 3-3000	Metropolitan	Carl L. Lindberg, p & gm	Phil Long, pd	 AP G
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ARLINGTON

WARL 1946	780 1,000-D	Northern Va. Bcstrs., Inc. 5232 Lee Highway Jackson 7-7800	National Time Sales	Lou Peller, p Cy Blumenthal, gm Bill Jefferays, cm	Ray Armand, pd Stephen J. Hart, ce Don Tucker, pmm	George Crump, nd Connie B. Gay, fd Sam Brown, sd UP G
WARL-FM	Ch. 286 (B) 105.1mc 2.9kw						
WEAM 1947	1390 5,000 DA-1	WEAM Inc. Radio Bldg. 2030 N. 16th St. Jackson 7-7100	Cooke	Harold H. Thoms, p Howard Stanley, gm, cm & pmm	John Cooley, pd Clifford Inman, ce John Mills, nd	Don Owens, fd Nat Allbright, sd LaVe Condrey, wd AP Col.

BEDFORD

WBLT 1950	1490 250	Bedford Bcstg. Corp. P. O. Box 406 8245	MBS Indie Sales	A. P. Marsh Jr., p, gm & ce R. A. Owen, vp, treas. & pmm	J. E. Synan, vp, secy & bus. m	R. A. Scott Jr., pd	Thes. AP G
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BIG STONE GAP

..... (CP)	1220 1000-D	Gap Bcstg. Co.		W. H. Wren Sr., co-o W. H. Wren Jr., co-o Jean Wren, co-o			
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BLACKSTONE

WKLTV 1947	1490 250	Blackstone Bcstg. Corp. P. O. Box 192 478	MBS, KBS	Harris L. Umstead, cm, p & gm Dennie Perkinson, pd	Elton Short, ce Noel B. Draper, pmm & wd	Johnnie O'Neil, sd Frank Elliott, nd	L-W AP G
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VIRGINIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li- brary, News Service Transmitter
BRISTOL						
WCYB 1946	690 10,000-D	Appalachian Bcstg. Hotel General Shelby North 3560	Gill-Keefe & Perna	Robt. H. Smith, p & gm J. Fey Rogers, vp & slm James D. Thomas, pd	Russell V. Robinson, ce Walter Crockett, nd	Wld., Assoc. Cole AP, UP Ray.
WFHG 1947	980 1,000 DA-N	Bristol Bcstg. Co. Valley Dr. 3620	MBS Walker, Dora- Clayton	W. L. Nininger, gm Jack Martin, cm & sd	O. L. Gee, pd & nd John Hughlett Jr., ce	Verlin Mays, fd Thes. UP G
CHARLOTTESVILLE						
WCHV 1933	1240 250	Barham & Barham Rosehill Dr. 2-5121	ABC Walker	Charles Barham Jr., p Bob Walker, gm & cm Bud Sketchley, pd	Walter Gray, ce Charlie Smith, pmm Norman Kelsey, nd & fd	Chris Cramer, sd (Mrs.) Nancy Knight, wd AP Ray.
WINA 1949	1280 1,000-D	Charlottesville Bcstg. 4th & Main Sts. N. E. 2-6177	MBS, KBS Devney	T. M. Carruthers, p, gm, cm & pmm Charles W. Freeman, pd	Lawrence Kennedy, ce Edward Desmond, nd	Don LeFebre, sd St. UP Ray.
CLIFTON FORGE						
WCFV 1950	1230 250	Clifton Forge Bcstg. Co. Fairview Heights 2147	MBS	W. G. Mathews Jr., p Sidney H. Tear, gm, pmm & nd	John Echols, cm Keith James, pd & sd	Grover Fulk, ce Ed Slank, fd St. AP WE
COVINGTON						
WKEY 1941	1340 250	Earl M. Key 204½ Main St. 8351	ABC Devney	Earl M. Key, p & gm Kenneth Bryant, cm & pmm	Johnie Davis, pd & nd Clinton L. Lewis, ce	Carroll Harrison, sd Jo Span, wd Thes. UP WE
CREWE						
WSVS 1947	800 1,000-D	Southern Va. Bcstg. Corp. 117 Carter St. 5000		C. S. Willis, p John E. Sadler, gm Freeman H. Stewart, asst. m	W. Brown Hofler, cm Frank Watkins, pd & fd C. E. Wilson, ce	Don Greene, sd & nd Wld. AP Ray.
WSVS-FM 1949	Ch. 284 (B) 104.7mc 14kw					
CULPEPER						
WCVA 1949	1490 250	Culpeper Bcstg. Corp. Hendricks Ave. 8338	MBS, KBS Indie Sales	Ira C. Hopkins, p John T. Rogers, cm & gm	Woody Powell, asst. m, pd, nd & fd Jack Simmons, sd & ce	Jean Deans, wd St. UP G
DANVILLE						
WBTM 1930	1330 5,000-D 1,000-N DA-N	Piedmont Bcstg. Corp. Hotel Danville Bldg. 2350	ABC Hollingbery	L. N. Dibrell Jr., p Edward G. Gardner, vp & gm E. M. Hurd, cm	Milton N. Adams, pd & pmm Lyle C. Motley, ce William Sandefur, nd & prod. d.	Charlie Slate, fd Ray Childers, sd Loraine Williams, wd Wld. AP RCA
WBTM-FM 1947	Chan. 250 (B) 97.9mc 32kw					
WBTM-TV (CP)		Piedmont Bcstg. Corp. Hotel Danville Bldg. 2350		(For full information see TELECASTING Yearbook)		
WDVA 1947	1250 5,000-D 1,000-N DA-N	Virginia-Carolina Bcstg. Corp. American Natl. Bank Bldg. 5300	MBS Burn-Smith, Dora- Clayton	John Pruitt, p Emerson J. Pryor, vp & gm Stover J. Morris Jr., cm & pmm	Dick Campbell, pd Howard Clendenen, ce Charles Craig, nd	Frank Raymond, fd Earl Stogner, sd Milli Willeford, wd Assoc. UP Col.
EMPORIA						
WEVA 1952	1400 250	Stone Bcstg. Co. Washington St. & Delaware Ave. 2133		Maxey E. Stone, p & gm Harris L. Umstead, cm	Elton A. Short Jr., ce John O'Neil, sd	Julia Starkey, wd Thes. AP G
WEVA-FM 1952	Ch. 261(A) 100.1mc 0.79kw	Stone Bcstg. Corp. P. O. Box 588 2133				
FALLS CHURCH						
WEAX 1948	1220 500-D	Lamar A. Newcomb P. O. Box L Jefferson 2-0900	KBS Metropolitan	Lamar A. Newcomb, p, gm & cm Genevieve Main, pd Richard Fanning, ce	Warren Orr, pmm & nd Lee Barbash, sd	Dorine Barbash, wd UP G.

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BRISTOL VA. - TENN.

10,000 watts W C Y B 690 kilocycles

POWER Gets Results
Gill-Keefe & Perna, National Representatives

... a nationally known flour manufacturer

"You fellows have done an excellent job advertising our product and it is for that good reason we again renewed our contract."

... a prominent ice cream manufacturer

"I want you to know that we at the agency and our client . . . are very appreciative of the cooperation you and your organization have given us."

... a large biscuit company

"We want you to know that sales in your area are coming along nicely and we feel sure your organization has helped a great deal in making this possible."

... a large baby chick sales company

"We wish to thank you for the splendid job you have done in selling our baby chicks."

(names of advertisers and products on request)

FARMVILLE

WFLO 1947	870 1,000-D	Colonial Bcstg. Co. 118 W. Third St. 870	MBS Clark	Mrs. Carla B. Keys, p Charles R. Maillet, gm Raymond Ryan, cm	John Calhoun, pd & sd Charles K. Chrismon, ce John Wilson, nd	Bill Reid, fd Mary Cheatham, wd	Cap., Thes. UP Ray.
FREDERICKSBURG							
WFVA 1939	1230 250	Fredericksburg Bcstg. Corp. P. O. Box 269 1261	ABC, KBS	Richard F. Lewis Jr., evp Walter F. Harris Jr., m	John Burrets, ce	Charles Jolliffe, pd WE
FRONT ROYAL							
WFTR 1948	1450 250	Sky-Park Bcstg. Corp. P. O. Box 192 750	MBS	Edward H. Stokes, p Kenneth Gordon, gm, cm & sd Tom Gibson, pd & nd	Claude F. Jones, ce Harry Hutton, Jr., pmm & fd	Drayton H. Gordon, wd UP WE
GALAX							
WBOB 1947	1400 250	Carroll-Grayson Bcstg. Corp. Poplar Knob Rd. 2921	MBS, KBS Indie Sales	Robert V. Morris, p Joe P. Crockett, gm Brice J. Parks, cm	Muriel N. Bell, pd & wd Edward W. Boyer, ce & asst. m Jewell Cullop, pmm	Herman Reavis, nd Dick Perry, fd & sd AP Ray.
HAMPTON							
WVEC 1948	1490 250	Peninsula Bcstg. Corp. P. O. Box 481 6332	Rambeau	Thomas P. Chisman, p Harrol A. Brauer, Jr., vp & gm J. W. W. Chisman, secy.-treas.	Bob Drill, pd L. W. Kliever, asst. m & sd James E. Swafford, ce	Lewis T. Jester, nd	Assoc. AP Ray.
HARRISONBURG							
WSVA 1935	550 1,000 DA-N	Shenandoah Valley Bcstg. Corp. Rawley Pike 550	NBC Devney	Frederick L. Allman, p Robert B. Harrington, cm & pmm Richard H. Johnson, pd	Warren L. Braun, ce Harold A. Wright, bus. m Charles McGinley, nd & sd	Homer Quann, fd Virginia C. Lindamood, wd	Wid. UP RCA
WSVA-FM 1946	Ch. 264 (B) 100.7mc 7.16kw						
HOPEWELL							
WHAP 1949	1340 250	Hopewell Bcstg. Co. P. O. Box 621 801	Cooke	Augustus Robbins Jr., p Charles M. Mark, gm & fd Nancy Johnson, cm & pmm	Larry Kay, pd & ce Raymond Frazier, nd Steve Wulchin, sd	Tiny Warner, wd	Thes. UP G
LEXINGTON							
WREL 1948	1450 250	Rockbridge Bcstg. Corp. 1st Nat'l Bank Bldg. 6000	NBC Cooke	Marshall L. Wilmer, p Milton B. Henson, gm & cm Andrew P. Petersen, pd, nd & sd	James I. Bray, ce	Jane P. Snider, pmm & wd	Thes. AP GE
LYNCHBURG							
WLVA 1930	590 1,000 DA-2	Lynchburg Bcstg. Corp. 925 Church St. 2-1242	ABC Hollingbery	Edward A. Allen, p Phillip P. Allen, vp & gm John P. Read, secy.-treas.	Joseph F. Wright Jr., cm Warren Uttal, pd, pmm & nd John T. Orth, ce	Eric Lund, fd Wayne Tyler, sd	L-W AP RCA
WLVA-FM 1946	Ch. 243 (B) 97.5mc 3.7kw						
WLVA-TV (CP)		Lynchburg Bcstg. Corp 925 Church St. 2-1242		(For full information see TELECASTING Yearbook)			
WWOD 1947	1390 1,000 DA-1 CP: 5,000-D 1,000-N-DA-N	Old Dominion Bcstg. Corp. Boonsboro Rd., Rt. 4 2-3441	MBS Walker	D. H. Dillard, p William T. Howard Jr., gm Richard E. Gooch, cm	Graydon V. Olive Jr., pd Forest J. Pinkerton, ce Jean Gannaway, pmm, wd & traffic m	Charles Gourlie, nd	Wid., Thes. AP, UP Ray.
WWOD-FM 1948	Ch. 261 100.1mc 0.94kw						
WWOD-TV (CP)		Old Dominion Bcstg. Corp. Boonsboro Rd., Rt. 4 2-3441		(For full information see TELECASTING Yearbook)			
MARION							
WMEV 1948	1010 1,000-D	Mountain Empire Bcstg. Corp. Park Blvd. 3-9001	ABC, KBS Cooke	Robert C. Wolfenden, evp, gm, cm, fd & pmm Mrs. Robert C. Wolfenden, pd & wd	Edward Surface, ce	Tom Browne, nd & sd	Wid. AP WE
MARTINSVILLE							
WMVA 1941	1450 250	Martinsville Bcstg. Co. Chatham Heights 2152	NBC, KBS	S. S. Walker, p John W. Shultz, gm Charles F. Adams, cm & pmm	Barbara Zimmerman, pd & wd B. Edward Boyer, ce Maynard Dillaber, nd	Paul E. Zimmerman, sd AP
WMVA-FM 1950	Ch. 242 (B) 96.3mc 2.7kw						
NARROWS							
WNRV (CP)	990 1,000-D	Giles Bcstg. Co. 2365		H. J. Romanus, o			
NEWPORT NEWS							
WGH 1928	1310 5,000 DA-1	Hampton Roads Bcstg. Corp. 500 Portlock Bldg. Norfolk 2-7031	ABC Free & Peters	Raymond B. Bottom, p Edward E. Bishop, vp & gm Wm. R. Van Buren Sr., secy.-treas.	Edward E. Edgar, cm Robert J. McBride Jr., pd ce Chas. A. Runyon, ce William A. Rhyne, pmm	Edward Travis, nd William J. Diehl, sd Mildred Alexander, wd	Assoc. AP RCA
WGH-FM 1947	Ch. 243 (B) 96.5mc 38kw						
WHYU 1947	1270 1,000-D	Eastern Bcstg. Corp. 114 24th St. 3-1631		John Doley, p Frederic F. Clair, sm	Etoyse Patterson, cm Tom Bradshaw, pd Percy Magoun, ce	Trudy Hockaday, office m	Cap. UP G
NORFOLK							
WCAV 1947	850 1,000 DA-2	Cavalier Bcstg. Co. Helena Bldg. Plume & Granby Sts. 2-3266	Indie Sales	William M. Manrov, gm & ce	Jack Lynn, pd	Eric Paige, sd	Cap. UP WE
WLOW (Ports- mouth) 1947	1400 250	Commonwealth Bcstg. Corp. 21st & Manteo 4-5678	Forjoe	E. L. Scott, p Robert Wasdon, vp W. M. Carpenter, gm	Robert Drepperd, pd Jack Siegel, secy.-treas. & ce Lee Lively, pmm & nd	Ralph Wasdon, fd William Davis, sd Chichi Lively, wd UP Col.
WNOR 1949	1230 250	Norfolk Bcstg. Corp. 1019 Boissevain Ave. 2-7071	Walker	Louis H. Peterson, p Earl R. Harper, gm & cm John A. Black, pd	Howard O. Sheets, ce Thomas Matthews, pmm	Joshua Barry, sd	L-W AP G
WRAP 1952	1050 500-D	Rollins Bcstg. Inc. 300 Portlock Bldg. 4-8307	Pearson	John W. Rollins, p O. Wayne Rollins, vp	Glen A. Harmon, gm	William L. Herndon, pd AP
WRVC-FM 1948	Ch. 273 (B) 102.5mc 8.7kw	Larus & Bros. 2712 Colley Ave. 4-1100 (WRVA, Richmond, AM Affiliate)	CBS Radio Sales	John B. Tansey, pd	S. T. Terry Jr., ce	

VIRGINIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transe. Li- brary, News Service Transmitter
NORFOLK—(Continued)						
WTAR 1923	790 5,000 DA-N	WTAR Radio Corp. 720 Boush St. 5-6711	NBC Petry	Campbell Arnoux, p & gm Robert Lambe, slm William Johnson, pd	Richard L. Lindell, ce Fred N. Lowe, pmm Gilbert McLeod, nd	Blair Eubanks, sd Alice B. White, wd St. AP RCA
WTAR-FM 1947	Ch. 247 (B) 97.3mc 50kw					
WTAR-TV 1950		WTAR Radio Corp. 720 Boush St. 5-6711		(For full information see TELECASTING Yearbook)		
NORTON						
WNVA 1946	1450 250	Blan-Fox Progress Bldg. 700	MBS, KBS	R. B. Helms, p J. T. Helms, gm & pmm	Wally Douglas, cm & pd Gene Tommerdahl, ce	Jack Darnell, nd Warren Jarvis, fd Wid. AP Tem.
ORANGE						
WJMA 1949	1340 250	James Madison Bcstg. Corp. Route 15 7263	MBS	Welford A. Sherman Jr., p Alfred W. Walthall, gm, cm & fd	Jim Simmons, pd, pmm, nd & sd Walter F. Wilkerson, ce	Ann Butler, wd SES. UP G
PETERSBURG						
WSSV 1945	1240 250	Southside Virginia Bcstg. Corp. 112 W. Tabb St. 3881	MBS	Louis H. Peterson, p Ray L. Moss, m Patrick W. Larkin, cm	N. W. Andrews, pd William C. King Jr., ce Fred Herman, fd	Edward Vaughn, nd Lyle C. Bradley, pdm Wynn Alby, sd Cap. AP
PORTSMOUTH						
WSAP 1943	1350 5,000 DA-2	Portsmouth Bcstg. Corp. 205 Professional Bldg. 7-3488		(See Norfolk, Va., listing)		
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 Shuffelbrager, bus. m Wid AP Col.
RADFORD						
WRAD 1950	1340 250	Rollins Bcstg. Inc. P. O. Box 1007 2461 & 2462	KBS	John W. Rollins, p O. Wayne Rollins, vp	Wendell H. Siler, gm & cm A. L. Mills, pd & nd	Fitzgerald McDaniel, ce Leslie Esgate, wd Thes. AP GE
RICHLANDS						
WRIC 1951	1050 1,000-D	Clinch Valley Bcstg. Corp. Richlands, Va. 450	KBS	Max M. Blakemore, gm, ce & fd Joe J. Webb, cm, pmm & sd	Lindy Seaman, pd & nd	Alverta Largen, wd Thes., SES. AP G
RICHMOND						
WANT 1951	990 1,000-D	The United Bcstg. Co. 513 E. Main St. 3-8368		Richard Eaton, o & p Richard Scheele, g & cm William A. Gibbon, fd	Silas H. Bell, ce Tom Mitchel, sd	Wilbure Lewis, nd Michael Novello, pd G
*WBBL 1924	1480 5,000 DA-2 SH	Grace Covenant Pres- byterian 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					
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 Jack D. Lewis, pd, nd & fd	James W. Kyle, ce Robert Montgomery, pmm Jack Tucker, sd	Fan Cox, wd UP RCA
WCOD(FM) 1946	Ch. 251 (B) 95.1mc 34kw	(WMBG, AM Affiliate)				
WRNL 1937	910 5,000 DA-N	Richmond Newspapers Inc. 111 N. 4th St. 3-3436	ABC Petry	D. Tennant Bryan, p E. S. Whitlock, m Joseph H. Sierer, slm	Don Martin, pd E. V. Wolstenholme Jr., ce Morris Kenig, pmm	Ira Hull, fd Howard Hamrick, sd Polly Daffron, wd St., Thes. AP WE
WRNL-FM 1949	Ch. 271 (B) 102.1mc 50kw					

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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.

More new advertisers in 1952 than other Richmond station.

WANT WANT!

1000 pairs of nylons sold for a leading Richmond Department store with FIVE spots on WANT

Ask: HFC, BC Remedy, Stanback, Royal Crown, Gunther's, Old Georgetown, Richbrau, Pertussin, Rem, Pinex, Sulfur 8, Manishewitz, Scotts Emulsion.

WANT MORE CALL WANT COLLECT 38368 Richmond, Va.

**CALLING
ALL
CUSTOMERS
IN RICHMOND?**



Of course, a three-quarter billion dollar market has lots of customers worth calling. WMBG, WTVR and WCOD talk to most of them daily . . . are closer to them than their telephones. First stations of Virginia, in radio and television both, the pioneer Havens and Martin stations deliver a loyal, time-tested audience in this expanding area of consistently strong buying power. Dial 5-8611 and we will gladly provide details.

Havens & Martin Stations are the only complete broadcasting institution in Richmond.

WMBG AM
WTVR TV
WCOD FM

FIRST STATIONS OF VIRGINIA

Pioneer NBC outlets for Virginia's first market.
WTVR represented nationally by Blair TV, Inc.
WMBG represented nationally by the Bolling Company

VIRGINIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter
RICHMOND (Continued)						
WRVA 1925	1140 50,000 DA-1	Larus & Brother Co. Hotel Richmond 3-6633	CBS CBSSpot Sales	W. T. Reed Jr., p C. T. Lucy, gm D. C. Woods, ce	John L. Stone Jr., pmm James D. Clark Jr., sm Barron Howard, bus. m (For full information see TELECASTING Yearbook)	George Passage, nd & sd L-W, Wid. UP WE
WTVR(TV) 1948		Havens & Martin Inc. 3301 W. Broad St. 5-8611				
WXG1 1947	950 1,000-D	Radio Virginia, Inc. 100 W. Franklin St. 8-4684	Indie Sales	D. H. Robertson, p David Wilburn, gm & cm Dee Deering, pd & wd	Clark Leaghty, ce Jack Todd, pmm	Joe Schwartz, sd 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 J. Edward Newman, ce Benton B. Boggs, publ. d	John W. Eure, nd D. F. Murray, sd Charles A. Ballou, asst. pd Wid. AP, UP RQA
WDBJ-FM 1948	Ch. 235 (B) 94.9mc 41kw					
WR1S (CP) 1946	1410 5,000-D	Cy N. Bahakel 3 W. Franklin Rd. Radio Roanoke, Inc. P. O. Box 1110 3-4444	ABC, MBS Burn-Smith	Cy N. Bahakel, gm Frank Tirico, asst. m Leo F. Henebry, p Frank E. Koehler, gm & cm	Dwight Larick, pd & nd John Strong, ce Gordon R. Phillips, pd & pmm	James W. Robertson, ce L-W UP WE
WROV-FM 1948	Ch. 279 (B) 103.7mc 2.3kw					
WROV-TV 1953		Radio Roanoke, Inc. 600 Mountain Trust Bldg. 3-4444			(For full information see TELECASTING Yearbook)	
WSLS 1940	610 1,000 DA-2	Roanoke Bcstg. Corp. Shenandoah Bldg. 9227	NBC Avery-Knodel	Paul C. Buford, p James H. Moore, evp Horace Fitzpatrick, cm	George W. Chernault Jr., pd J. P. Briggs, ce	Glenwood Howell, fd L-W, Thes. Assoc. AP RCA
WSLS-FM 1947	Ch. 256 (B) 99.1mc 4.7kw					
WSLS-TV 1952		Roanoke Bcstg. Corp. Shenandoah Bldg. 9227			(For full information see TELECASTING Yearbook)	
SOUTH BOSTON						
WHLF 1947	1400 250	Halifax Bcstg. Co. Webster St. 2-9988	ABC, KBS	John L. Cole Jr., p, gm & cm Ella L. Poindexter, pd, pmm & wd	Arthur A. Moran, ce	Roy Marsh, sd Wid. AP G
SOUTH HILL						
WJWS (CP) 1947	1370 1,000-D	Mecklenburg Bcstg. Corp.				
STAUNTON						
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 Assoc. Thes. AP WE
SUFFOLK						
WLPM 1940	1450 250	Suffolk Bcstg. Corp. Radio Bldg.-Richmond Highway 2394	ABC Sears & Ayer	Fred L. Hart, p & gm L. Earl Hundley, cm & sd	Veryl W. Rupp, ce Lee Williams, pmm	L. E. Pettyjohn, fd Helen Buffkin, wd Thes. AP Col.
WARSAW						
WNNT 1949	690 250-D	Northern Neck & Tidewater Bcstg. Co. Warsaw, Va. 690	KBS	Grayson Headley, p & gm Mrs. Charles N. Deshazo, asst. m & wd	Ed Springer, pd & nd (Mrs.) Georgia Ferlazzo, adm. asst.	James L. Bitner, ce UP G
WAYNESBORO						
WAYB 1947	1490 250	Waynesboro Bcstg. Corp. 526 W. Main St. P. O. Box 938 6066	MBS Cooke	Judson T. Phillips, p N. Wilbur Kidd, gm	Richard A. Rhodes, pd Donald D. Curtis, ce	Albert C. Schmick, sd Helen M. Huffman, wd L-W AP

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WROV LEADS IN RETAIL ADVERTISING IN ROANOKE

Because. . .

<p>LOWEST RATES!</p> <p>260-TIME RATE</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>SPOTS</th> <th>STA. "A"</th> <th>WROV</th> <th>STA. "B"</th> </tr> </thead> <tbody> <tr> <td>20-sec. Class A</td> <td>9.75</td> <td>4.65</td> <td>7.50</td> </tr> <tr> <td>20-sec. Class B</td> <td>6.75</td> <td>3.04</td> <td>5.06</td> </tr> <tr> <td>20-sec. Class C</td> <td>5.75</td> <td>2.86</td> <td>3.75</td> </tr> <tr> <td>1-min. Class A</td> <td>12.00</td> <td>5.72</td> <td>9.00</td> </tr> <tr> <td>1-min. Class B</td> <td>8.75</td> <td>3.76</td> <td>6.37</td> </tr> <tr> <td>1-min. Class C</td> <td>6.75</td> <td>3.58</td> <td>4.50</td> </tr> </tbody> </table>	SPOTS	STA. "A"	WROV	STA. "B"	20-sec. Class A	9.75	4.65	7.50	20-sec. Class B	6.75	3.04	5.06	20-sec. Class C	5.75	2.86	3.75	1-min. Class A	12.00	5.72	9.00	1-min. Class B	8.75	3.76	6.37	1-min. Class C	6.75	3.58	4.50	<p>A B C</p> <p>RADIO NETWORK</p>	<p>HIGHEST RATINGS!</p> <p>HOOPER, DEC. 1951-FEB. 1952</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>TIME</th> <th>STA. "A"</th> <th>WROV</th> <th>STA. "B"</th> </tr> </thead> <tbody> <tr> <td>Mon. thru Fri. 8 a.m.-12 noon</td> <td>57.6</td> <td>26.7</td> <td>15.5</td> </tr> <tr> <td>Mon. thru Fri. 12 noon-6 p.m.</td> <td>69.3</td> <td>20.3</td> <td>10.4</td> </tr> <tr> <td>Mon. thru Fri. 6 p.m.-8 p.m.</td> <td>71.3</td> <td>11.8</td> <td>16.2</td> </tr> <tr> <td>Sun. thru Sat. 8 p.m.-10 p.m.</td> <td>63.5</td> <td>14.7</td> <td>18.5</td> </tr> </tbody> </table>	TIME	STA. "A"	WROV	STA. "B"	Mon. thru Fri. 8 a.m.-12 noon	57.6	26.7	15.5	Mon. thru Fri. 12 noon-6 p.m.	69.3	20.3	10.4	Mon. thru Fri. 6 p.m.-8 p.m.	71.3	11.8	16.2	Sun. thru Sat. 8 p.m.-10 p.m.	63.5	14.7	18.5
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WROV-Roanoke, Va.

MBS

RADIO NETWORK

CONSISTENT RESULTS!

Local business has increased each year for the past five years. 1952 is at an all-time high. (Still rates are the same as in 1946).

FOR AVAILABILITIES CALL
BURN-SMITH COMPANY, INC., or
FRANK KOEHLER, GEN. MGR., WROV, ROANOKE

WILLIAMSBURG

WILB 740 Williamsburg Radio Co.
(CP) 500-D 3805 Dover Rd.
Richmond, Va.

WINCHESTER

WINC 1400 1941 250	Richard Field Lewis Jr. ABC,KBS Drawer 605 4855 (WINC, AM affiliate)	Richard F. Lewis Jr. o, gm & cm John C. Morgan, pd	Philip B. Whitney, ce James Holder, pmm	Assoc. UP WE
WRFL(FM) Ch. 223 (B) 1946 92.5mc 14kw				

WOODSTOCK

WSTK 1230 (CP) 250	Frank Fletcher 407 Munsey Bldg. Washington, D. C.	Frank Fletcher, o		
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WYTHEVILLE

WYVE 1280 1949 1,000-D	Wythe County Bcstg. Co. P. O. Box 534 840 & 841	MBS, KBS Devney	A. M. Gates, M. D., p. Arthur M. Gates Jr., gm Joseph Smith, office m	Jack Fleming, ce	Frances Poe, traffic m	UP L-W, Cap. G
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WASHINGTON

ABERDEEN

KBKW 1450 1948 250	KBKW Inc. 701 E. Heron 1015	ABC Forjoe	Archie Taft Jr., p Don G. Bennett, gm Ralph Peyton, cm	Mary Loomis, pd Robert Fay, ce Clyde Olson, pmm	Charles Hoonan, nd R. E. Fay, fd Bob Hoonan, sd Verona Keaton, wd George Wyrich, fd Harriet Forbes, wd	Assoc., Wld. AP Col. UP Ray.
KXRO 1320 1927 1,000 DA-N	KXRO Inc. 207½ E. Market St. 4098	MBS, KBS, Don Lee Grant	Harry R. Spence, p Fred G. Goddard, gm & cm Stanley Craft, pd & sd	Philip S. True, ce John B. Waitkus, pmm William P. Koski, nd		

BELLINGHAM

KPUG 1170 1948 1,000 DA-1	KPUG, Inc. P. O. Box 655 6200	MBS, KBS Cooke	Jessica L. Longston, p C. V. Zaser, evp Robert E. Pollock, gm	James L. Hamstreet, cm Donald R. Pinney, ce John R. DiMeo, nd	Ken Jackson, fd Norris E. Adams, sd Jeanne G. Smith, wd	L-W UP WE Wld, Mac UP WE
KVOS 790 1927 1,000 DA-1	KVOS Inc. 1321 Commercial Ave. 790	ABC Meecker	Rogan Jones, p Jack Clarke, gm & cm Dave Mintz, pd & pmm	Ernest Harper, ce Bert Jackson, nd Hal Reeves, fd	Haines Fay, so Elaine Wise, wd	

BREMERTON

KBRO 1490 1947 250	Bremerton Bcstg. Co. Station A., Box 1803 73995		Bruce Bartley, p Loren B. Stone, gm Gil Jacobsen, cm	Bob Gleason, pd Al Stewart, ce Jack Rogers, nd	Bud Bond, fd Linc Perry, sd	St. AP WE
KGIB 1540 1950 1,000-D	Kitsap G. I. Bcstrs. Inc. 124 N. Callow St. 7-3757					

CENTRALIA-CHEHALIS

KELA 1470 1937 1,000	Central Bcstg. Corp. P. O. Box 720 Centralia 6-3321	MBS, KBS, Don Lee Clarke, Western Radio, O'Connell Keating	J. Elroy McCaw, p Joe Chytil, gm & cm Mabel A. Gwinn, secy.- treas.	Del Spencer, pd Lloyd Hannah, ce Don Berry, pmm	Robert Cleland, nd, fd & sd Jean Ann Semling, wd	Wld, UP RCA
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COLFAX

KCLX 1450 1950 250	Whitman County Bcstrs. P. O. Box 710 780	KBS Biddick	E. Pournelle, gm	Ruth Pournelle, pd		SES. AP RCA
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ELLENSBURG

KXLE 1240 1946 250	Central Washington Bcstg. Co. P. O. Box 600 21488	McGillvra, Moore	Goodwin Chase Jr., p Joe Kendall, gm & pd	Darrell Burns, cm, ce & fd	Ron Forsell, nd & sd	UP RCA
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EPHRATA

KULE 730 1950 250-D	Columbia Bcstg. Co. P. O. Box 548 43730		Kirby Billingsley, co-o Robert E. Billingsley, co-o	Wilfred R. Woods, co-o Bob Moore, gm		RCA
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EVERETT

KRKO 1380 1920 1,000 DA-N	The Everett Bcstg. Co. Everett Cedar 1144	MBS, Don Lee McGillvra	William R. Taft, p & gm Warren Johnson, sm Dave Foley, ce	Shirley Bartholomew, nd	Lloyd Rodstrom, sd	UP GE
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GRAND COULEE

KFDR 1400 1950 250	Columbia River Bcstrs. P. O. Box 395 140	KBS Moore	J. W. England, p & gm	Robert Anderson, pd	Ray Groff, ce	UP
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KELSO

KELS 1490 1949 250	Northwest Public Service Inc. P. O. Box 90 4900		Roscoe Day Jr., p Claire O. Banks, gm Paul H. Shoaf, cm	Lowell Gibson, pd & fd Fred Fowler, ce	Warren Kemper, sd	UP Ray.
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KENNEWICK

KWIE 610 1949 1,000 DA-N	KWIE Inc. 11 S. Cascade St. 6961	CBS Meecker	Harold A. Clark, p & gm	C. J. McCredie, cm & ce	Marvin E. Johnston, pd	Assoc. AP Col.
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KIRKLAND

KRKL 1050 1948 250-D	Eastside Bcstg. Co. P. O. Box 338 22-1201	Continental	L. N. Ostrander, ptrn. W. A. Chamness, ptrn.	George A. Wilson, gm R. H. Waldron, ce	Marguerite Warburton, wd	Cap. UP Ray.
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LONGVIEW

KWLK 1400 1938 250	Twin City Bcstg. Corp. Nat'l. Bank of Commerce Bldg. 1500	MBS, Don Lee, KBS Grant	C. O. Chatterton, p Bob L. Moran, gm & fd John F. Carlson, cm	Ellen P. Hammond, pd Ralph I. Brown, ce Will Carlson, nd	Gilbert Holbrook, sd Frantzel Corman, wd	Wld. UP RCA
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MOSES LAKE

KSEM 1450 1947 250	KSEM Inc. P. O. Box 276 234	KBS Cooke, Moore	Jessica L. Longston, p Robert Pollock, gm Hanford Choate, cm & fd	Margaret Lordan, pd & nd Roland Kissler, ce Alan Miller, sm & sd	Dorothy Yale, wd	Wld, UP WE
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MOUNT VERNON

KBRC 1430 1946 500 DA-N	Beckley Radio Co. P. O. Box 240 8955	Moore	Leo H. Beckley, p, gm & pmm Ken Corey, cm Tom Haveman, pd & sd	Walter Bjerke, ce Dick Dale, nd Frank Synder, fd	Margaret Poynter, wd	Wld. UP WE
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OLYMPIA

KGY 1240 1922 250	Tom Olsen Rockaway-Leland Bldg. 6636	MBS Moore	Tom Olsen, p & gm Elmer Holmberg, cm Don Jones, pd, pmm & fd	C. A. Roarf, ce William Fox, nd William Brenner, sd	Donna Murdock, wd	Wld., SES. UP WE
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WASHINGTON—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Tran. Li- brary, News Service Transmitter	
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.				
OMAK KOMW 1947	680 1,000-D	KOMW Inc. P. O. Box 151 00		R. L. McNett, p Dean C. Nichols, gm Grover D. Allen, cm	Mary Jane Armstrong, pd Leonard H. Fleisher, ce Richard Hoover, nd	Burt A. Cast, sd Anne L. Petersen, wd	L-W AP WE	
PASCO KPKW 1945	1340 250	Western Radio Corp. Chase & "A" Sts. 3337	ABC Keating	V. B. Kenworthy, p W. J. Hunt, gm Dick White, cm	Walter Mott, pd & ce James Fitzgerald, pmm	Harry Massingale, fd	Cap. UP	
PORT ANGELES KONP 1945	1450 250	Radio Pacific Inc. 313 W. First St. 4200	KBS Keating	C. N. Webster, p Keith E. Patterson, m & nd James Frits, cm	Frederick Fields, ce	Jean Earl, wd	Wid. UP WE	
PULLMAN KBKH 1950	1150 1,000-D	Bayton & Hicks P. O. Box 356 15251		J. Ronald Bayton, gm & pd John R. Puckett, cm	Mrs. B. J. Bayton, ce, pmm & wd	Don Heinen, sd	L-W UP G	
*KWSC 1922	1250 5,000 ST-KTW	State College of Washington Arts Hall 9021		C. Clement French (State College), p Allen Miller, gm Burt Harrison, pd & nd	Robert E. Baird, ce R. C. Norris, pdm Al Bond, fd	Cal Watson, sd	Assoc., St. & Wid. AP, UP GE	
PUYALLUP KPUY 1951	1450 250	C. E. Wilson & P. D. Jackson P. O. Box 271 57711		C. E. Wilson, co-o, gm, cm, pmm & nd P. D. Jackson, co-o Beverly Heckel, pd	Art Elliott, ce Pete Hanson, fd & sd	Bonnie Mae Wilson, wd	Assoc. UP G	
RAYMOND KAPA 1950	1340 250	Pacific Bcstg. Corp. P. O. Box 288 1010	Evergreen Clark, Keating, Western Radio Sales O'Connell	Joe Chytil, p Hugh MacPherson, gm & cm Fred Hepner, pd, nd & sd	Bob McNamara, ce Dwight Smart, pmm James Ward, fd	Vera Smart, wd AP RCA	
RENTON KLAN 1927	1230 250	Interlake Bcstg. Co. N. 7th & Park Ave. Mohawk 2351		Harold E. Ridalls, p & gm Bill Simpson, cm & pmm	George Edgar, pd, nd & sd	Frank Charles Cook, ce	Wid. UP RCA	
RICHLAND KALE 1950	960 1,000 DA-N	KALE Inc. P. O. Box 367 43180	O'Connell, Clark	R. S. McCaw, p Laurence G. Dix, gm Ralph Nachtmann, cm	Bob Concie, pd Joe Muench, ce Bob Parnell, nd	Bob McDaniels, fd Jerry Colkitt, sd June Edgar, wd UP GE	
KALE-FM 1950	Chan. 280 (A) 103.9mc 1kw					 Ray	
SEATTLE KING 1927	1090 50,000 DA-1	King Bcstg. Co. 2111 Smith Tower Mutual 1090	Blair	Mrs. A. Scott Bullitt, p Henry B. Owen, evp Otto P. Brandt, gm	Robt. E. Priebe, asst. gm John Eichhorn, cm Harold Moan, pd Bill O'Mara, sd	Melvin A. Anderson, pmm James Middlebrooks, engng. d Harry Jordan, nd UP GE	
KING-FM 1947	Chan. 251 (B) 93.1mc 15kw						
KING-TV 1948		King Bcstg. Co. 2111 Smith Tower Mutual 1090		(For full information see TELECASTING Yearbook)				
KIRO 1929	710 50,000 DA-N	Queen City Bcstg. Co. 1530 Queen Anne Ave. Alder 9800	CBS Free & Peters	Saul Haas, p & gm W. F. Tucker, vp Harold Graves, secy.- treas.	Kenneth Yeend, pd, James Hatfield, ce Peter Mertens, pmm	Maury Rider, nd Pat Hays, sd Judith Lane, wd	Thes. UP	
KIRO-FM 1950	Chan. 264 (B) 100.7mc 4.5kw						
KISW (FM) 1950	Chan. 260 (B) 99.9mc 2.1kw	Ellwood W. Lippincott 9201 Roosevelt Way Plaza 6255		Ellwood W. Lippincott, p, gm & ce	Sidney A. Abrams, cm	Erick Koker, pd Ray.	
KJR 1922	950 5,000 DA-N	Mount Rainier Radio & TV Bcstg. Corp. Skinner Bldg. Elliott 5890	ABC Avery- Knodel	C. Howard Lane, p J. Archie Morton, gm & vp Paul E. Moore, cm	Homer Pope, pd Donald M. Anderson, ce Arthur Gerber Jr., asst. gm Ann Sterling, wd	Maitland L. Jordan, slm L. S. Bookwalter, d of engng. Bill Moshier, fd	Wid. UP RCA	

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KIRO

the friendly station

KIRO

listened to more often—in more places—by more people
than any other Pacific Northwest radio station

CBS — 710 kc
50,000 watts

KIRO

Represented nationally by
FREE & PETERS, Inc.

KIRO

KOL	1300 1922	5,000 DA-1	Seattle Bcstg. Co. 1100 W. Florida St. Main 2312	Bolling	Archie Taft Sr., p Archie Taft Jr., gm & cm R. W. Harris, pd, pmm & nd	Perry C. Lind, ce	Rod Belcher, sd	Wld. UP RCA	
KOMO	1000 1926	50,000 DA-N	Fisher's Blend Station Inc. 100 Fourth Ave. N. Seneca 8000	NBC Petry	O. W. Fisher, p W. W. Warren, gm Ray Baker, cm	F. J. Patterson, prog. m Bill Hubbach, slm F. J. Brott, d of engrg.	Katherine Wise, wd George Dean, pub. rel. d. Clarence Dirks, fd	L-W, Assoc UP RCA	
KOMO-FM	Chan. 225 (B) 1948	98.9mc 14.4ktw							
KRSC	1150 1928	1,000	J. Elroy McCaw 2939 4th Ave. S. Elliot 2480	Clark, O'Connell, Western Radio Sales	J. Elroy McCaw, p Harold Ridalls, gm Wm. L. Simpson, cm	Theo. Bell, pd, nd & sd	Les Cabe, ce	L-W AP RCA	
KTW	1250 1920	1,000 ST-KWSC	First Presbyterian Church 7th Ave. & Spring St. Mutual 1250		James S. Ross, gm & ce	Don Bevilacqua, cm	A. G. Atworth Jr., pd, pmm & nd	
KVI	570 1928	5,000	Puget Sound Bcstg. Co. Camlin Hotel 1619 9th Ave. Seneca 4848	MBS Hollingbery	Vernice Irwin, p & gm Laura M. Doernbecher, o Earl T. Irwin, cm	Harry Long, pd & nd	D. M. McDonough, ce	AP WE	
KXA	770 1926	1,000-D L-WJZ	KXA Inc. 320 2nd Ave. W. Alder 8600	Rambeau	Wesley I. Dumm, p Hugh A. Smith, gm Rodney G. McArdle, cm	John H. Dubuque, ce	Robert J. Ackerley, nd	AP	
SPOKANE									
KGA	1510 1926	50,000 DA-N	Gonzaga University Radio Central Bldg. Madison 5383	ABC Petry	Francis E. Corkery, S.J., p Harvey Wixson, gm Earl Trumble, cm	Hub Warner, pd & pmm Bernard B. Boardman, ce John Fahey, nd	Edna Storms, wd	UP RCA	
KHQ	590 1922	5,000	KHQ Inc. Radio Central Bldg. Madison 5131	NBC Katz	Richard O. Dunning, p, gm & cm Charles E. Lohnes, opr, m John Walker, ce	Milton O. Fritsch, treas. William C. Rhodes, cm Richard H. Gordon, pd	Evalyn Vaughn, wd Talbot Tripp, nd Glenn Lorang, fd	Wld. AP Col.	
KHQ-TV	1952		KHQ, Inc. Radio Central Bldg. Madison 5131		(For full information see TELECASTING Yearbook)				
KNEW	790 1947	5,000 DA-2	Inland Empire Bcstg. Co. Sprague & Wall Riverside 8035	Weed	Burl C. Hagadone, p & gm C. E. Rodell, sm & cm Paul Crain, pd & pmm	Vincent Hoffart, ce Marie A. McLaughlin, office m Robert Briley, nd E. A. Moseley, pd	Kenneth Hutcheson, fd James McAdam, sd Lucille Petretce, wd	Wld. AP	
KREM	970 1947	1,000 DA-N	Louis Wasmer Radio Central Bldg. Madison 3333	Bolling	Louis Wasmer, o Robert H. Temple, m		W. A. Patterson, ce	Assoc. AP RCA	
KSPO	1340 1922	250 CP 1340	D. Gene Williams and Delbert Bertholf Realty Bldg. Riverside 8033	Clarke O'Connell	D. Gene Williams, co-o, gm, cm Delbert Bertholf (Del Cody), co-o, pd, fd	Edward Antosyn, ce Robert Plummer, nd	William Campbell, sd Irmgard Buerger, wd	UP	
KXLY	920 1922	5,000	Symons Bcstg. Co. 315 W. Sprague	CBS, Pacific Northwest Walker	E. B. Craney, p Clay Osborne, m Bryan Woolston, cm	Aderin DeVries, pd, slm Geo. Langford, ce Jim Manning, pmm	Ernie Jorgenson, fd Martin Koschman, sd Bill Scott, wd	Mac., St. AP, UP	
KXLY-TV	1952		KXLY-TV 315 W. Sprague		(For full information see TELECASTING Yearbook)				
SUNNYSIDE									
KREW	1230 1950	250	Cole E. Wylie Sunnyside, Wash.	Forjoe	Cole E. Wylie, p & gm	Nat Harris, cm		AP RCA	
TACOMA									
KMO	1360 1922	5,000	KMO Inc. 914½ Broadway P. O. Box 1651 Market 4144	Branham	Carl E. Haymond, p Jerry Geehan, vp & gm R. T. McKenzie, cm & pmm	Dick Weeks, pd & wd John Boor, ce Paul E. Benton, secy- treas.	Dan Seymour, nd Morrell Delano, fd Bob Robertson, sd	St., Thes. UP G	
KMO-TV	(CP)		KMO Inc. 914½ Broadway Market 4144		(For full information see TELECASTING Yearbook)				
KTAC	850 1942	1,000 DA-N	Tacoma Bcstrs. Inc. P. O. Box 1522 Broadway 2241	Evergreen McGilvra, Moore	H. J. Quilliam, p Ted R. Knightlinger, gm & pd Don Hopkins, cm	Dick Velo, ce Jim Faber, co-nd Murray Morgan, co-nd	Clay Huntington, sd Lovee Mills, wd	Wld. UP WE	
KTNT	1400 1952	250	Tribune Publishing Co. 1701 S. 11th St. Market 7181	Weed	Lan Higgins, m Larry Carino, cm	Robert G. Boardway, pd & wd Max H. Bice, ce Burke Ormsby, asst. pd, nd & sd	Reed Dawson, fd	Assoc., L-W AP Col.	
KTNT-FM	Chan. 247 (B) 1948	97.3mc 10ktw							
KTNT-TV	(CP)		Tribune Publishing Co. 1701 S. 11th St. Market 7181		(For full information see TELECASTING Yearbook)				
VANCOUVER									
KVAN	910 1939	1,000 DA-1	Vancouver Corp. 707½ Main St. 34717 & 34718	Evergreen Keating, O'Connell	Sheldon F. Sackett, p Fred F. Chitty, gm Walter Rossman, cm & pmm	George W. Conner, pd & nd Edgar R. Means, ce Fern R. Hayes, office m	Clarence Hecox, fd Doug LeMear, sd Fern Hayes, wd	UP, AP Ray.	
WALLA WALLA									
KTEL	1490 1946	250	Walla Walla Bcstg. Co. Book Nook Bldg. 4103	ABC Keating, Grant	Jack Keating, p, gm & nd Don Harris, cm Wayne E. Murphy, pd, pmm & sd	Bevin Roth, ce	Mrs. L. H. Bussard, fd & wd	Wld. AP WE	
KUJ	1420 1928	5,000 DA-N	KUJ Inc. 55 E. Main St. 1230	MBS, Don Lee Weed, Moore	H. E. Studebaker, p & gm Donald A. Wike, cm	Martin Tobin, pd, nd & sd	M. L. MacLafferty, ce	Thes., Assoc. UP RCA	
WENATCHEE									
KPQ	560 1930	5,000 DA-N	Westcoast Bcstg. Co. 2nd & Columbia 2757	ABC Meeker	Rogan Jones, p James W. Wallace, vp & gm Pat O'Halloran, slm & pmm	Emerson Elder, pd George M. Frese, ce Dorothy Lee, traffic m & wd	Joe Jaeger, nd Tom Templeton, fd Bill Denton, sd	Wld., Assoc UP WE	
KWNW	1340 1948	250	Wenatchee Bcstrs. 1119 N. Wenatchee Ave. 2468						
YAKIMA									
KIMA	1460 1944	1,000-D 500-N	Cascade Bcstg. Co. Inc. Chinook Hotel 6197	CBS Columbia Pacific Weed	A. W. Talbot, p R. Lee Black, gm Thomas C. Bostic, d of sta. ops. & sd	T. R. Murrow, cm Virginia Schaeffer, pmm M. Dow Lambert, ce	John Knievel, n & fd Beverly Brown, wd	Assoc. AP WE	
KIMA-TV	(CP)		Cascade Bcstg. Co. Terrace Heights Rd.		(For full information see TELECASTING Yearbook)				
KIT	1280 1929	5,000-D 1,000-N	KIT Inc. 414½ E. Yakima Ave. 8115	ABC, NBC Branham, Keating	Carl E. Haymond, p James A. Murphy, vp & gm Jack H. Goetz, cm & pmm	Jas. W. Nolan, Jr. pd H. B. Murphy, ce Peder N. Wick, nd & fd	Ray Litzinger, sd Catherine May, wd	Cap. UP G	
KIT-TV	(CP)		KIT Inc. 914½ Broadway P. O. Box 1651		(For full information see TELECASTING Yearbook)				
KYAK	1400 1947	250	Yakima Bcstg. Corp. P. O. Box 172 27143	MBS, Don Lee Clark, O'Connell Western Radio Sales	Robert McCaw, p W. W. Boone, gm Irvin N. Prell, cm & pmm	Gerald Webb, pd & nd Donald Gardner, ce Dick Passage, fd	Leroy Desilet, sd Helen Ruth Hoffman, wd	Wld. UP RCA	

WEST VIRGINIA

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				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.			
BECKLEY							
WJLS 1939	560 1,000-D 500-N DA-N	Joe L. Smith Jr., Inc. WJLS Bldg. 7311	CBS Weed	Joe L. Smith Jr., p Virginia N. Cooper, gm	Willard S. Jackson, cm & pd William R. Barrett, pmm, nd, fd & sd	Al J. Ginkel, ce Hildred Mahoney, wd UP WE
WJLS-FM 1946	Chan. 258 (B) 99.5mc 34kw					 Fed.
WWNR 1946	620 1,000-D 500-N DA-N	Rahall Bcstg. Co. 1565 Harper Rd. 9309	MBS Walker	N. Joe Rahall, p Richard H. Booth, gm	Bill Phieffer, pd Margaret Preiser, pmm & wd	Gene Moorehouse, sd AP WE
BLUEFIELD							
WHIS 1928	1440 5,000 DA-N	Daily Telegraph Print- ing Co. 623 Commerce St. 7114	NBC Katz	P. T. Flanagan, gm, cm & ce Bill Hostetter, pd, pmm & nd	Charles Erhard, sd	Evelyn H. Ringler, wd	WIG., Cole AP Fed.
WKOY 1948	1240 250	WKOY, Inc. West Virginian Hotel 7405	MBS Devney, Holman	J. Lindsey Alley, p, o, gm & nd J. Robert Alston, cm Emma Sue Phelps, pd & wd	Jeanne Foster, traffic d Roy Hill Yost, ce	Dick Torquato, sd	Assoc. UP Col.
CHARLESTON							
WCAW 1947	1400 250	Capitol Bcstg. Corp. P. O. Box 2791 3-7503	McGillvra	Garland F. Wilkinson, p Selma D. Pierson, gm James H. Tomblin, cm	Al Walker, pd & pmm W. D. Stone, ce Dave Bailey, nd	Jack Zeillmann, sd Norma Kenworthy, wd	L-W, St. UP Col.
WCHS 1927	580 5,000 DA-N	The Tierney Co. 1111 Virginia St., E. 28-131	CBS Branham	Lewis C. Tierney, p John T. Gelder Jr., vp & gm John L. Sinclair, Jr., cm	Morton S. Cohn, pd Frank Annand, prod. m William Dixon, ce Frank E. Shaffer, pmm	Ross Edwards, nd Frank Welling, fd Jane Ruoss, wd Ernie Saunders, sd	AP, UP G
WGKV 1939	1490 250	Kanawha Valley Bcstg. Co. P. O. Box 953 Capitol 3-7541	NBC Meeker	R. M. Venable, p Col. E. W. Venable, vp & gm Charles H. High, cm	C. P. Vogel Jr., pd Joe Farris, pmm & sd Harry Bowen, ce	Bill Richards, nd Buddy Wilson, fd Judy Edworthy, wd	Assoc. AP Col.
WGKV-FM 1949	Chan. 253(B) 98.5mc 5.1kw					 REL.
WKNA 1946	950 5,000-LS 1,000-N DA-2	Joe L. Smith Jr., Inc. 804½ Kanawha Blvd. 39-971	Personality Weed	Joe L. Smith, p George J. Gray, gm & cm Don O. Hays	Ted McKay, pmm A. J. Ginkel, ce Gil Brooks, nd	Ed Miller, fd & sd Jo Lockwood, wd UP
WKNA-FM 1949	Chan. 248(B) 97.5mc 9kw					 UP
WTIP 1946	1240 250	Chemical City Bcstg. Co. Capitol at Fife Sts. Capitol 23-136	MBS Forjoe	Gus Zaharis, p Berton Sonis, gm Mel S. Burka, cm	Joseph J. Herget, pd & nd Bob Bower, pmm & sd	Paul Sullivan, ce Shirley S. Wolfe, wd	Thes. UP RCA
CLARKSBURG							
WBLK 1937	1400 250	Ohio Valley Bcstg. Corp. 444½ W. Pike St. 4-7571	NBC Branham	Austin V. Wood, p George H. Clinton, vp Fred Zimmerman, sm & cm	Carl L. Loose, pd, pmm & fd Harry S. Brown, ce	Edward Healy, nd & sd Zuline Reager, wd	L-W UP Col.
WHAR 1947	1340 250	Mountain State Bcstg. Co., Inc. 1200 E. Pike St. 4-5525	ABC, MBS, KBS McGillvra	Glacus G. Merrill, p & gm F. T. Gregg, cm	James Harper, pd & sd Bob Toothman, nd	Beryl Snyder, ce Irene Starkey, wd UP G
WPDX 1947	750 1,000-D	Clarksburg Bcstg. Corp. 339 W. Main St. 4-6425		O. L. Billingsley, p R. C. Warden, gm Joseph M. Larosa, cm & pmm	Dewitt H. Wyatt, pd, nd & fd R. D. Hough, ce.	Frank Thompson, sd Eleanor Negri, wd	Wld. AP Ray.
WPDX-FM 1948	Chan. 236(B) 95.1mc 2kw					 WE
ELKINS							
WDNE 1948	1240 250	West Virginia Radio Corp. P. O. Box 967 1300	MBS, KBS	Mrs. H. C. Greer, p Thos. B. Greenhaw, gm & ce Albert A. Calisti, cm & nd	Don L. Bartley, pd Audred S. Leake, pmm & sd	Ed Doyle, fd Ann Steever, wd	Wld. UP G
FAIRMONT							
WMMN 1928	920 5,000 DA-N	Storer Bcstg. Co. 208 Adams St. 3100	CBS Katz	George B. Storer, p A. Garen Ferrise, mgng. d	Frank J. Lee, asst. mgng. d, pd & sd Bill Powell, pmm & nd	Joseph Strelauski, ce Fran Lauzau, fd	St. UP
WVWV 1948	1490 250	Fairmont Bcstg. Co. Radio Center, Gaston Ave. 5000	MBS	J. Patrick Beacom, p Numa Fabre Jr., gm Robert M. Drummond, cm	Phil Braken, pd & nd Ray Stanford, ce Joe McQuay, fd	Nick Fantasia, sd Elaine Hutchinson, wd	Wld. AP G
WJPB(FM) 1950	Chan. 222 (B) 92.3mc 4.8kw	Fairmont Bcstg. Co. Radio Center, Gaston Ave. 5000				 WE

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				Owner o; Sales Mgr. sm;	Pres. p; Prog. Dir. pd; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Exec. vp evp; Chief Eng. ce; Prom. Mgr. pmm;	
MONTGOMERY							
WMON 1946	1340 250	Fayette Associates Inc. 1028 1st Ave. 620	MBS	Arnold M. Vickers, p Andrew W. Vickers, gm, pd & pmm	J. Campbell Craver, ce John Evans, nd	Jim Franklin, sd Ann Elliott, wd	Wld. AP Col.
MORGANTOWN							
WAJR 1940	1230 250	West Virginia Radio Corp. 446 Spruce St. 9488	MBS	Agnes J. Reeves Greer, p John W. Johns, gm George J. Shean, cm & pmm	Jack Flemming, pd & sd Al Novak, ce Byron Williams, nd	Bob Conley, fd Catherine Strimbeck, wd	Wld. UP RCA
WAJR-FM 1948	Chan. 257(A) 99.3mc 1kw						
MOUNDSVILLE							
WMOD 1950	1370 1,000-D	James D. Sinyard P. O. Box 308 1730	KBS, W. Va. Rambeau	James D. Sinyard, p & cm John T. Taylor, gm & nd George W. Wright, pd & fd	Robert Munn, pmm Jerry J. Boles, ce	Patrick J. Gaughan, sd Carolyn Yoho, wd UP
NEW MARTINSVILLE							
WETZ 1953 (CP)	1330 1,000-D	Magnolia Bcstg. Co. c/o 403 Second St. 1000	W. Va.	J. Patrick Beacom, co Owen Deits, gm	Robert Drummond, cm., pmm Joseph McQuay, pd, fd	Robert Clayton, ce Larry Dietz, nd Jay McQuay, sd Connie Osborne, wd	Assoc., St. AP WE
OAK HILL							
WOAY 1947	860 5,000-D	Robert R. Thomas Jr. Oak Hill 651		Robert R. Thomas Jr., p	James Bucy, ce	Chuck Balding, fd & sd	Cap., Thes. AP Col. Col.
WOAY-FM 1948	Chan. 231(B) 94.1mc 20kw						
PARKERSBURG							
WCOM 1947	1230 250	Parkersburg Bcstg. Co. 317 Ninth St. 7-4491	ABC McGillvra	Joseph M. Handlan, p Aud N. Archer, gm & cm	Jack See, pd William E. Collins, ce	H. B. Kennedy, nd Mercedes Kesterson, wd	Wld. AP WE
WPAR 1935	1450 250	Ohio Valley Bcstg. Co. 211½ Fifth St. 75475	CBS Branham	Austin V. Wood, p George H. Clinton, evp, gm & cm Sherman Grimm, pd	Lawrence V. Murphy, sm & pmm Vilah G. Brooks, ce	Marsh McCarty, sd Ruth McGeary, wd	Thes. UP Col. WH
WPAR-FM 1948	Chan. 293(B) 106.5mc 8.9kw						
PINEVILLE							
WWYO 1949	970 1,000-D	Wyoming Bcstg. Co. Pineville 2711		R. D. Bailey, p Jack K. Shipman, evp & treas. Edward D. Hawley, sm & cm	Don W. Reed, pd, pmm & nd William T. Lively, secy.	William D. Stone, ce Evelyn H. Martin, wd	L-W UP Col.
PRINCETON							
WLOH 1947	1490 250	Mountain Bcstg. Co. Lilly Grove 2151	ABC, KBS	H. P. Hunnicutt, ptrn. & p Dewey Bailey, ptrn. & treas. Melvin F. Barnett, gm & nd	Jas. M. Angel, cm Al Rich, pd, pmm & sd	Earl H. Graham, ce	L-W UP WE
RONCEVERTE							
WRON 1947	1400 250	Blake Bcstg. Co. Shanklin Bldg. 300	NBC, KBS, West Va. McGillvra	William E. Blake, p, gm & cm Clyde M. Hopper, pd, nd & sd	Hugh I. Shott, III, ce Dick Braun, fd	Gladys Livesay, wd	L-W AP
WEIRTON							
WEIR 1952	1430 1,000 DA-2	Tri-State Bcstg. Co. 243 N. Fourth St. Steubenville, Ohio 2-9721	KBS Rambeau	Thomas E. Millsop, p Edward J. Hirschberg, gm Robert Banfield, sm W. H. McCroba, cm	Marshall Fatkin, pd Van Lane, pmm & sd Frank Schaefer, ce	Harry Cochran, nd Frank Taylor, fd Margaret Cattell, wd	Thes., Assoc. AP WE
WELCH							
WBRW 1940	1340 250	McDowell Service Co. 10 Riverside Drive 818	MBS, KBS	J. G. Hunt, p	Ellis Landreth, gm, cm, pmm	John J. Villani, pd, nd, sd	Thes. AP G.
WELC 1950	1150 1,000-D	Pocahontas Bcstg. Co. Premier Mountain 1150	McGillvra	Sam Sidote, p Tom Hicks, gm & nd D. C. Bradberry, secy- treas.	Van Darby, cm Jim Runyon, pd Howard R. King, ce	Jack Schammel, sd Louise Davis, wd	Cap. UP G
WESTON							
WHAW 1948	1450 250	Lewis Service Corp. Harrison Ave. 1555	MBS, KBS, West Va. Cooke	Harold McWhorter, p & gm Glenn Short, cm Don McWhorter, pd & fd	Roscoe J. Bailey, ce Bob Conley, nd	Charles Ballard, sd Jo Durham, wd	Assoc. UP G

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***for mail
pull . . .***

from 40 West Virginia Counties

from 30 Virginia Counties

from 10 Kentucky Counties

from 8 Ohio Counties

WOAY

OAK HILL WEST VIRGINIA
5000 Watts (Day) 860 KC
FM 20,000 - 94.1 mc

***for sales
pull . . .***

That
friendly
station
in
Oak Hill West Virginia

WOAY

ROBERT R. THOMAS JR., Pres. & Gen. Mgr.

OAK HILL, WEST VIRGINIA

WEST VIRGINIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. slm;	Exec. up evp; Prog. Dir. pd; News, Farm, Sports or Women's Dir. nd, id, sd, wd.	Gen. Mgr. gm; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm;	
WHEELING							
WHLL 1949	1600 5,000-D	Wheeling Bcstg. Co. P. O. Box 989 6700	Gill, Keefe, Perna	Kenneth H. Forney, p, gm & ce	Paul Miles, cm	James Smith, pd	Cap. UP G
WKWK 1941	1400 250	Community Bcstg. Inc. 16th & Market Sts. 5320	ABC Weed	John B. Reynolds, p & gm Alfred C. Ihlenfeld, asst. m Nancy H. Vieweg, pd	Paul O. Meintel, pmm Fred A. Baker, ce	Dale M. Schussler, nd Evelyn Haden, wd	UP RCA
WKWK-FM 1948	Chan. 247(B) 97.3mc 16kw					 Fed.
WWVA 1926	1170 50,000 DA-N	Storer Bcstg. Co. Hawley Bldg. 5383	CBS Blair	George B. Storer, p William E. Rine, vp & mgng. d Paul J. Miller, asst. mgng. d	Paul A. Myers, pd Howard W. Meagle, pmm Edwin L. Keim, ce	Jim Whitaker, nd & fd Jack Welch, sd Gloria Rogerson, wd UP RCA
WWVA-FM 1947 (CP)	Chan. 254 98.7mc 7.4kw						
WILLIAMSON							
WBTH 1939	1400 250	Williamson Bcstg. Corp. 1241	MBS	Clarence Lovitch, co-o Alice Shein, co-o, g & cm	John T. Blair Jr., pd Robert W. Bullio, ce	Chuck Daugherty, sd	Thes. UP Col.

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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 Stations. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

FINGER-TIP FACTS from **WWVA**

TO HELP YOU SELL THE INDUSTRIAL HEART OF AMERICA

One of America's richest markets is compressed in the 100 adjoining counties of Eastern Ohio, Western Pennsylvania and West Virginia served by WWVA. It's the rich, thriving Industrial Heart of America, with opportunity unlimited for alert advertisers.

• POPULATION	5,115,800	• GENERAL MDSE. SALES	\$ 528,248,000
• FAMILIES	1,408,800	• FURN., HOUSEHOLD, etc., SALES	\$ 258,578,000
• RETAIL SALES	\$3,944,723,000	• DRUG SALES	\$ 88,594,000
• FOOD SALES	\$1,057,119,000	• EFFECTIVE BUYING INCOME	\$5,930,497,000

WWVA

**A STORER STATION
50,000 WATTS • CBS
WHEELING, WEST VIRGINIA**

Nationally Represented by JOHN BLAIR & CO.

WISCONSIN

ANTIGO									
WATK 1948	900 250-D	Antigo Bcstg. Co.		Artemas F. Berner, p			Robert Fowler, ce	Thes. UP G	
APPLETON									
WAPL 1952	1570 500-D	Bartell Bcstrs. Inc. Balliet Hotel		Gerald A. Bartell, p Fred Sample, gm				
WHBY 1925	1230 250	WHBY, Inc. 600 S. Lawe St. 3-6639	MBS, Upper Midwest, Wisconsin Meeker	Earl H. Huth, g, c & pmm Gregg McElrone, pd George Merkl, ce	John Flynn, nd Les Sturmer, fd		Bob Lloyd, sd Dorothy Brower, wd	Wid. AP RCA	
ASHLAND									
WATW 1940	1400 250	Upper Mich.-Wis. Bcstg. Co. 321 2nd St. W 1680	MBS, Wisc. Walker	William Johnson, p Donald Hoover, gm	Todd Hogan, cm & sd Mary Jean Anno, pd & wd		Arnold Peterson, pmm & nd Otto Link, ce	Thes. G	
AUBURNDALE									
*WBLB 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		
BEAVER DAM									
WBEV 1951	1430 1,000-D	Beaver Dam Bcstg. Co. Radio Park 4444	Clark	William E. Walker, p Charles R. Dickoff, vp & gm William R. Walker, vp & cm	Joseph D. Mackin, secy.- treas. John R. Saxe, pd & nd Eugene A. Halker, pmm		Alister Alexander, ce Lloyd Nowak, sd Beverly Saxe, wd	Thes. UP WE	
BELOIT									
WBEL 1948	1380 1,000-D D-DA CP 5,000	Beloit Bcstrs. Inc. 335 E. Grand Ave. College 1380		Lloyd Burlingham, p L. O. Fitzgibbons, gm Joe Moen, cm	Roland Spongberg, pmm Leo Wilson, ce		Bob Scholz, fd Christie Thomsen, wd	Thes. AP G	
WGEZ 1948	1490 250	Beloit Bcstg. Co. Hilton Hotel College 6024	MBS, Wisc. Clark	Sidney H. Bliss, p John H. Rhodes, gm & nd	Gent Steinhorst, cm Bob Rathe, pd & pmm		Stanley Holmes, ce Sally Johnson, wd	Wid. AP WE	
EAU CLAIRE									
WBIZ 1947	1400 250	WBIZ, Inc. 609 Cameron St. 5111	MBS, Lawson McGillvra	James Conroy, p Stan Torgerson, gm, cm & sd	Paul Albrecht, pd Lee Anderson, ce		Bob Benson, nd Pat Hartel, wd UP RCA	
WEAU 1937	790 5,000 DA-N	Central Bcstg. Co. 203 S. Barstow St. 6149	NBC, Arrow- head Hollingbery	W. C. Bridges, p H. S. Hyett, gm & cm Robert E. Nelson, pd & pmm	T. O. Jorgensen, ce Al Henry, nd Carl Johnson, fd		Morrie Gordon, sd Jean Kooreman, wd	L-W, Wid. UP	
WEAU-FM 1948	Chan. 231 (A) 94.1mc 60kw								
WRFW 1948	1050 1,000-D	Chippewa Valley Radio & TV Corp. Rudolph Rd. 2-1629	Forjoe	Thomas K. Werner, p Jack Kelly, gm, n & fd Richard K. Werner, cm	Robert Froemming, pd Lowell Riley, ce		Ralph Gooding, sd Elly Kelly, wd	Cap. AP G	

THE LITTLE STATION WITH THE **BIG WALLOP!**

MICHIGAN
IRON MOUNTAIN
RHINELANDER
MENOMINEE
MARINETTE
OCONTO
GREEN BAY
STURGEON BAY
ESCANABA

WISCONSIN

570

WIS. POP. 2,462,230

MICH. POP. 1,895,524

TOTAL POP. 4,288,668

WMAM MARKET FACTS

TOTAL RADIO HOMES 112,590

ANNUAL RETAIL SALES \$132,304,000

NBC AFFILIATE

WMAM

MENOMINEE MICHIGAN

J. D. Mackin, General Manager

Represented Nationally by George W. Clark*, Inc.

WISCONSIN—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter
FOND DU LAC						
KFIZ 1922	1450 250	KFIZ Bcstg. Co. 18 W. 1st St. 356	MBS, Wisc. Holman	Emery W. Martin, evp Lynn N. Fairbanks, gm	Lucille A. Fairbanks, pd Wendell W. Meyers, ce	Joe Goeser, sd Wld. UP RCA
GREEN BAY						
WBAY 1925	1360 5,000 DA-N	Norbertine Fathers Bellin Bldg. Adams 1	CBS Weed	Rev. M. J. Beemster, mngng. d Haydn R. Evans, gm Lee Stinson, cm	Rog Mueller, pd Wally Stangel, ce Hal O'Halloran, pmm	Michael Griffin, nd Eddy Jason, fd Clair Stone, sd AP RCA
(For full information see TELECASTING Yearbook)						
WBAY-TV (CP)		Norbertine Fathers P. O. Box 633 Adams 1				
WDUZ 1947	1400 250	Green Bay Bcstg. Co. 225 N. Adams St. Howard 6300	Pearson	Ben A. Laird, p & gm Robert C. Nelson, sm	Don Arthur, pd & pmm Robert Vandersteen, slm	Robert Houle, nd Bud Witte, sd L-W, Wld. UP G
WJPG 1947	1440 1,000-D DA-2 500-N	Green Bay Newspaper Co. P. O. Box 620 Howard 6400	MBS, Wisc. McGilvra	A. B. Turnbull, p John M. Walter, gm Glen R. Holznecht, cm	Jack Stelling, pd Elmo Reed, ce James Bartelt, nd	Bill Howard, fd Tony Flynn, sd Jackie Vainisi, wd St., Thes. AP RCA
WJPG-FM 1947	Chan. 266 (B) 101.1mc 14.4kw					
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
JANESVILLE						
WCLO 1930	1230 250	Southern Wisc. Radio 200 E. Milwaukee St. 3316	MBS, Wisc. Clark	Sidney H. Bliss, p Vern W. Williams, gm & nd	Bill Bessire, cm Ralph Schroeder, pd & pmm	Wayne Clay, ce Don Boyd, sd Wld. AP RCA
WCLO-FM 1947	Chan. 260 (B) 99.9mc 15.5kw					
KENOSHA						
WLIP 1947	1050 250-D	William L. Lipman 625 57th St. 6162	Everett- McKinney	William L. Lipman, o & gm Hugh L. Gately, sm Jerry Golden, pd	Steve Kelly, prog. sup. Casimir Lubinski, ce Virginia Taylor, nd	Arman Ranyin, sd Irene Buri Nelson, wd Wld. AP Ray.

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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

254 Area advertisers on long term contracts.
68 national spot and network clients.

Radio listings and consistent newspaper advertising promotion in the
Janesville Daily Gazette ABC circulation 21,700 and the Beloit Daily News
ABC circulation 18,799.

Write for Market Data and Combination rates
Vern Williams Executive Office Janesville, Wis.

MUTUAL BROADCASTING SYSTEM WISCONSIN NETWORK

GEORGE W. CLARK, INC., NATIONAL REPRESENTATIVE

LA CROSSE

WKBH 1923	1410 5,000 DA-N	WKBH, Inc. Radio Bldg. 2-4678	NBC Taylor	Howard Dahl, p & gm Berneice Callaway, pd	Leonard Anderson, pdm Al Leeman, ce	Paul Ziemer, nd	Wld. AP RCA
WKTY 1947	580 1,000 DA-1	LaCrosse Bcstg. Co. 112 N. 4th 2-6042	ABC Weed	Verl Bratton, evp, gm & cm John Bondeson, pd & pmm	George W. Egli, ce Richard L. Hansen, nd	Charles Kearns, sd	Thes. UP
WLCX 1947	1490 250	Bermac Radio Inc. State Bank Bldg. 4-4521	MBS, Upper Midwest McGillvra, Lawson	James J. Conroy, p Milo G. Knutson, gm Roy Nicholson, cm	Rosemary Castor, pd & wd Catherine Guillaume, pmm Phil Uehling, ce	Lou Kassera, nd Clifford Lue, fd Bob Mikkalson, sd UP Col.

LADYSMITH

WLDY 1948	1340 250	Flambeau Bcstg. Co. Ladysmith 584	KBS, Upper Midwest Clark, Lawson	O. J. Falge, p A. T. Shields, g & cm Joseph I. Dahlvig, pd	Jeffrey E. Evans, ce, n & sd Corrinne Kopp, pmm	Edward Sirek, fd Lillian Klake, wd UP GE
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MADISON

WHA 1922	970 5,000-D	University of Wisc. Radio Hall 5-2988	NAEB	H. B. McCarty, d William Harley, pd Harold A. Engel, pub. rel.	John H. Stiehl, ce Raymond J. Stanley, prod. d	Roy Vogelman, nd Maurice White, fd (Mrs.) Aline Hazard, wd UP West.
WIBA 1926	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 Johnson, cm	Robert N. Dick, pd Norman Hahn, ce	Jack Newman, nd Al Gilbert, fd	Thes. AP WE
WIBA-FM 1948	Chan. 268 (B) 101.5mc 45kw						
WISC 1948	1480 1,000 DA-1	Radio Wisconsin, Inc. Commercial State Bank Bldg. 7-2588	ABC, MBS, Arrowhead Hollingbery	Morgan Murphy, p W. C. Bridges, exec. d Ralph O'Connor, gm	Richard S. Nickeson, cm Morton J. Wagner, pd Lee Wesner, pdm	W. M. Greely, ce Beverly White, pmm Clifford Conohan, nd	Wld. UP
WISC-FM 1948	Chan. 251 (B) 98.1mc 1kw						

WIBA *delivers the Madison market*

NBC in MADISON

WIBA dominates listening! It's true!
WIBA delivers the largest share of the daily audi-
ence, mornings, afternoons, and evenings among all
Madison commercial stations! (Ratings furnished on
request.)

Write for SAMS Coverage Data
County-by-county—Day and night

AM **WIBA** FM
27 YEARS IN RADIO

The Badger Broadcasting Co., Radio Park, Madison 5, Wis.
NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.



**A RICH
RADIO AUDIENCE
IN WIBA'S 20-COUNTY
DAYTIME COVERAGE
AREA:**

Population	714,935*
Radio Homes ..	196,873*
Number of Farms	52,385**
Total Retail Sales	\$651,013,000***
Food Sales	\$136,919,000***
Drug Sales	\$ 17,117,000***

* U. S. Census 1950
** Census of Agriculture 1950
*** U. S. Census of Business 1948

WISCONSIN—(Continued)

Executive Abbreviations

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

Transc. Li-
brary, News
Service
Transmitter

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representa- tive	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li- brary, News Service Transmitter	
MADISON (Continued)							
WKOW 1948	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, g & cm Paul M. Enright, asst. m	Audrey Johnson, pd V. A. Vanderheiden, ce Jack Davis, nd	Roy Guntow, fd Pat Hernon, sd Luella Mortenson, wd	Cap. UP RCA
WMFM (FM) 1948	Chan. 281 (B) 104.1mc 7.5kw	Earl W. Fessler 2047 Winnebago St. 4-2847	Continental	Earl W. Fessler, o & gm Wilburt Leppien, cm	Audrey Powers, pd	Elmer Weisenseil, ce	London UP Col.
MANITOWOC							
WOMT 1926	1240 250	Francis M. Kadow Radio Bldg. 5015	MBS, Wisc. Indie Sales	Francis M. Kadow, o & gm John Kadow, Jr., cm Geo. H. Erdman, pd & nd	W. F. Duben, ce L. J. Splitt, pmm Mordecai Morgan, fd	L. J. Mangin, sd Donna Wodak, wd	Wld. UP
WWOC 1952	980 1,000-D	Manitowoc Bcstg. Co. P. O. Box 101 7763	McGilvra	Edward Allen, Jr. ptrn. & gm	Edward W. Jacker, ptrn. & ce	Fritz Van Duyse, sd	Thes. AP RCA
MARINETTE							
WMAM 1939	570 250-D 100-N	M & M Bcstg. Co. Inc. 400 Wells St. 2-6631	NBC Clark	William E. Walker, p Joseph D. Mackin, gm Howard L. Emich, cm	Pat Kehoe, pd Alister Alexander, ce Ed Maxwell, pmm	Ruthe Meusing, n & wd John Bell, fd James Preston, nd	UP RCA
MARSHFIELD							
WDLB 1947	1450 250	Dairyland's Bcstg. Service, Inc. 1710 N. Central Ave. 1450	KBS	Lloyd L. Felker, p Robert W. Behling, gm Roger Thomsen, cm Lowell Christison, pd	Gerald J. Boos, ce Ronald Smith, pmm Chuck Lillgren, nd	Irv Kult, fd Dean Lybeck, sd Ardith Allen, wd	SES, Cap., Thes. UP Ray.
WDLB-FM 1948	Chan. 280 (A) 103.9mc 0.25kw						
MEDFORD							
WIGM 1941	1490 250	WIGM, Inc. Medford 5147	MBS, KBS Continental	Charles H. Nelson, p & gm Paul Allman, cm Richard Johnson, pd & fd	Raymond Bohnart, ce Don Elwood, pmm	Carrol Krueger, nd Marlene Burgert, wd	SES. UP RCA
MEMONIE							
WMNE 1951	1360 500-D	Capitol City Bcstg. Co. 603½ Broadway 1156	KBS	Wm. F. Johns, Jr., p Wendell Hansen, gm James D. Bailey, c & pmm	Douglas Weikle, pd & nd Glen Reed, ce	Howard Kuhn, fd Margaret Brandenburg, wd	L-W UP
MERRILL							
WLIN (FM) 1947	Chan. 264 (B) 100.7mc 9.35kw	(WOSA, AM affiliate Wausau, Wis.)					
MILWAUKEE							
WCAN 1948	1250 5,000 DA-2	Midwest Bcstg. Co. 723 N. Third St. Daly 8-2154	ABC Taylor	Lou Paller, p Alex Rosenman, gm	Les Sturmer, pd Herbert H. Eckstein, ce	Hal Walker, sd	UP Col.

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WKOW-CBS

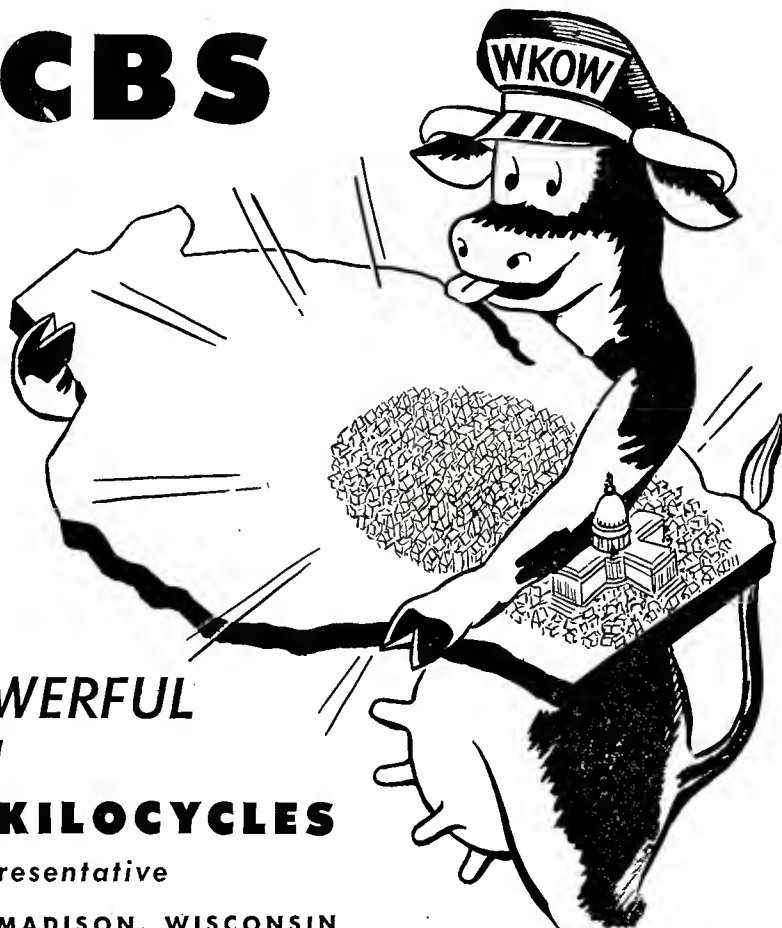
***Delivers More Homes
Per Dollar In
The Rich Wisconsin
"MOO-LA" MARKET***

WKOW — with its 10,000 watts — is the one radio station that blankets the 665,000 radio homes in Madison and the 50 prosperous counties in central and southern Wisconsin. More and more national advertisers are learning that WKOW delivers more homes per dollar in America's richest dairyland.

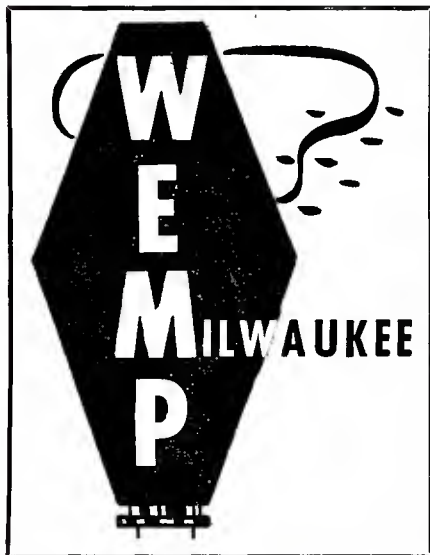
**WISCONSIN'S MOST POWERFUL
RADIO STATION
10,000 WATTS • 1070 KILOCYCLES**

Ask Your Headley-Reed Representative

MONONA BROADCASTING COMPANY • MADISON, WISCONSIN



WEMP 1935	1340 250	Milwaukee Bcstg. Co. 710 N. Plankinton Broadway 1-7722	Wisconsin Headley- Reed	Glenn D. Roberts, p Hugh Boice, Jr., gm John Gagliano, cm	Thomas Shanahan, pd Lou Rippenhoff, pub. rel. d Roland Paske, ce	Donald O'Conner, nd Earl Gillespie, sd Mary Alice Anderson, wd	UP RCA
WEMP-FM 1948	Chan. 227 (B) 93.3kc, 35kw						
WFOX 1936	860 250-D	Wis. Bcstg. System, Inc. 203 E. Wisconsin Ave. Broadway 2-1272	Clark	Charles J. Lanphier, p, g & cm George A. DeGrace, sm John Van Osch, pd	Charles LaForce, pmm George Dodge, ce	Arthur Jones, nd Neil K. Searles, sd	AP WE
WISN 1922	1150 5,000 DA-1	Hearst Corp. 540 N. Plankinton Ave. Division 2-3000	CBS Katz	D. L. Provost, up & gm G. W. Grignon, res. m Harry D. Peck, sm Richard E. Shireman, cm	Jack T. Raymond, pd & sd Donald A. Weller, ce Gerald S. Cohen, pmm	James McGovern, nd Mary Ann Lemay, wd	Wid. UP, INS RCA
WISN-FM 1948	Chan. 275 (A) 102.9mc 55kw						
WMIL 1947	1290 1,000-D	Cream City Bcstg. Co. 2625 W. Wisconsin Ave. West 3-1290	Forjoe	Gene Posner, p Jerome Sill, gm	Franklin H. Small, cm A. M. Vogel, pd	Gino Monaco, ce	SES, Cole UP Col.
WOKY 1950	920 1,000 DA-1	Bartell Bcstrs. Inc. Empire Bldg.					
WTMJ 1927	620 5,000 DA-N	The Journal Co. 720 E. Capital Drive Marquette 8-6000	NBC Christal	Walter J. Damm, vp & gm R. G. Winnie, asst. gm George Comte, sm George Nicoud, asst. m	Neale V. Bakke, slm Phillip B. Laeser, radio & TV engrg. m Bruce Wallace, pub. serv. bcsts. & pmm	Jack E. Krueger, nd Hugo Murray, fd Bob Heiss, sd Esther Hotton, wd	SES AP WE
WTMJ-TV 1947		The Journal Co. 720 E. Capitol Dr. Marquette 8-6000		(For full information see TELECASTING Yearbook)			
MONROE WEKZ 1951	1260 500-D	Green County Bcstg. Box 460 1260		Kenneth W. Stuart, p Grant A. Ritter, gm Joe Urban, asst. m	Stanley J. Neuberger, pd Rexford N. Eyles, ce Charles A. Booth, nd	George McKeown, sd Dorothy Kundert, wd	Cap. AP
NEENAH-MENASHA WNAM 1947	1280 1,000 DA-N	Neenah Menasha Bcstg. Co. 101 E. Wisconsin Ave. 2-2871	Clark	Don C. Wirth, vp & gm	Greg Dunn, studio m	E. W. Fliegel, ce	UP
WNAM-FM 1947	Chan. 253 (B) 98.5mc 3.1kw						
WNAM-TV (CP)		Neenah Menasha Bcstg. Co. 101 E. Wisconsin Ave. 2-2871		(For full information see TELECASTING Yearbook)			
OSHKOSH WOSH 1941	1490 250	Oshkosh Bcstg. Co. 1258 Bowen St. Stanley 4580	ABC, KBS Pearson	Wm. F. Johns, Jr., o & m Bill Jones, gm & nd	Bob Thayer, cm Don Zuehlke, ce	Bill McDonald, sd Jessie Miller, wd	Cap. UP RCA
WOSH-TV (CP)		Oshkosh Bcstg. Co. 1258 Bowen St. Stanley 4580		(For full information see TELECASTING Yearbook)			
PORTAGE WPDR 1952	1350 1,000-D	Portage Bcstg. Co. Box 53 1200	Midwest, Wisconsin	Wm. T. Comstock, p Warren A. Anderson, gm & nd Edwin P. Phelps, cm	Keith Pettack, pd Walter Wisnicky, ce Duana Allegar, pmm & wd	Jack Straw, fd Harry Maier, sd	Cap. UP Col.
POYNETTE WIBU 1925	1240 250	Wm. C. Forrest Poynette 98	KBS, Wisc.	Wm. C. Forrest, p, g & cm	Sarah Forrest, pd	L. Stanley Sadler, ce	St., SES UP Col.
WWCF (FM) 1947	Chan. 235 (B) 94.9mc 37kw						
PRAIRIE DU CHIEN WPRE 1952	1280 500-D	Prairie Bcstg. Co. P. O. Box 36 637		Edwin Erdman, p Walter C. Schlaugat Jr., gm. cm & ce	Jack W. Hassebrook, pd & nd Tom Multerer, sd	Mary Ellen, wd	UP G.



one of America's Greatest independent radio stations

IN CITIES OF 500,000 OR MORE*

Big coverage in a Big city where a Big population spends Big money. That's what you buy when your radio budget includes WEMP.

Month in, month out, any hour of the day, WEMP gives you a Hooper that can't be matched for consistency on a cost-per-thousand basis by any other Milwaukee station.**

Ask Headley-Reed for the details.

*Hooper Radio Audience Indexes—Unaffiliated Radio Stations, May-June, 1952.



**Apr.-May, 1952, Comprehensive Hooperatings, highest individual 15-min. strip rating, 8:00 a.m.—6:00 p.m.

WEMP

1340 ON YOUR DIAL
24 HOURS OF MUSIC, NEWS, SPORTS

WISCONSIN—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter	
				Owner o; Sales Mgr. slm;	Pres. p; Prog. Dir. pd;	Exec. vp evp; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.		Gen. Mgr. gm;
RACINE								
WRAC 1950	1460 500-D	WRAC, Inc. Arcade Bldg. 2-1627	KBS Sears & Ayer	C. M. Martin, p Bob Martin, sm, pd & sd Marty Geertz, cm		Ray Doane, ce Dick Fitzgerald, pmm	Jake Erdmann, nd Betty Quintal UP GE
WRJN 1926	1400 250	Racine Bcstg. Corp. American Bank Bldg. 4-3311	ABC, Wisc. Walker	Harry R. LePoidevin, gm Harold J. Newcomb, sm		Gerald Nelson, cm Lyman Merens, pd	F. Lee Dechant, ce AP RCA
WRJN-FM 1948	Chan. 264 (B) 100.7mc 15kw							
REEDSBURG								
WRDB 1952	1400 250	Wm. C. Forrest Reedsburg 1037L		C. W. Peck, gm			 RCA
RHINELANDER								
WOBT 1947	1240 250	Oneida Bcstg. Co. Highway 8-East 1240	MBS, Wisc., Upper Midwest McGillvra	James Cleary, p Bruce G. Beichl, g & pmm Robert Frye, cm		John Wadd, pd & nd Charles Marvin, ce Clyde Downing, fd	Howie Cox, sd Madeline Jewell, wd	Wid. UP G
RICE LAKE								
WJMC 1938	1240 250	WJMC Inc. 1615 S. Main St. 550	MBS, Arrow- head, North- west Hollingbery	Walter C. Bridges, p Russell J. Brown, cm Robert H. Topinka, pd, nd & sd		Robert F. Kolsky, ce Richard Johnson, fd	Doris Van Lone, wd	SES, Wid UP RCA
WJMC-FM 1938	Chan. 242 (A) 96.3mc 4.4kw							
RICHLAND CENTER								
WRCO 1949	1450 250	Richland Bcstg. Corp. P. O. Box 192 20		Arthur Overgaard, p Thomas R. Kelley, gm & pd Ray Baker, cm		Peter Athanas, ce Joseph Koelsch, nd John Reuter, fd	Bob Kane, sd Edna Stoffel, wd	Thes., L-W, SES UP RCA
SHAWANO								
WTCH 1948	960 1,000 DA-N	Shawano Co. Leader Pub. Co. 107 E. Green Bay St. 666	Lawson	J. P. Donald, gm		D. W. Hodgins, sm		Cap. UP
SHEBOYGAN								
WHBL 1924	1330 1,000-D 250-N	WHBL, Inc. P. O. Box 27 4844	ABC, Wisc.	Charles E. Broughton, evp Ben F. Hovel, gm John Harvey, cm		Glen James, pd & nd Doris Domine, traffic	Herbert J. Mayer, ce Terry Foster, sd	Assoc. AP RCA
WHBL-FM 1948	Chan. 262 (B) 100.3mc 15kw							
SPARTA								
WKLJ 1951	990 250-D	Sparta-Tomah Bcstg. Co. Inc. 124 S. Water St. 3307		Jon F. Lohmer, p, gm & sd Andy Karsen, pd & nd		Marvin Moberly, ce Howard Nordin, pmm	Orion Samuelson, fd Mary Hoogenhou, wd	SES, Assoc. UP G
STEVENS POINT								
WSPT 1948	1010 250-D	Stevens Point Bcstg. Co. 414½ Main St. 2744	Holman	Wm. F. Johns, Sr., p A. L. Mayer, gm Robert Flynn, cm		Mary Ellen Peters, pd & wd William Hess, ce	Jerry Bartosz, n & sd Joe Cotter, fd	SES UP G
STURGEON BAY								
WDOR 1951	910 500-D	Door County Bcstg. Co. Inc. 15th and Utah, Box 88 593	McGillvra	Edward Allen, Jr., p & gm Jack Baker, cm		Dolores Allen, pd, pmm & wd Joseph Genovese, ce	Charles F. Swingle, fd	Thes. AP Ray.
WOKW 1951	1050 250-D	Door County Radio Co 11 N. 3rd Ave. 1050		Sumner J. Harris, p Herbert H. Graefe, g & cm		Jack W. Shaefer, ce, n, f & sd	Marjorie Zahn, wd UP G
SUPERIOR								
WDSM 1939	710 5,000 DA-N	Ridson, Inc. 921 Tower Ave. 4451	ABC Free & Peters	Robert B. Ridder, p Rodney A. Quick, gm		William Kirby, cm & sd Lewis D. Martin, pd	J. Melvin Laskey, ce James T. Payton, nd	St. UP RCA
TWO RIVERS								
WTRW 1951	1590 500-D	Two Rivers Bcstg. Co. 1817 Washington St. 324	KBS, Mid- west	Wendell Hansen, p Norman C. Haagenson, gm		Howard Lueke, cm	Elmer Johnson, ce	Cap. UP G
WATERTOWN								
WTTN 1950	1580 250-D	Watertown Radio Inc. 104 W. Main St. 2215-2216	KBS Schepp- Reiner	Carl V. Kolata, p & gm Harold Brynd, slm		Arnold Kane, pd Leonard Benson, ce	Bill James, nd	Thes. UP G
WAUKESHA								
WAUX 1947	1510 250-D	Waukesha Bcstg. Co. 319 W. Main St. 6636	KBS Hofman	Norman E. Schley, p Mig Figli, vp. & treas.		Charles E. Williams, vp. & secy. Don Froehlich, pd & fd	Adin Randall, ce Bill Roberts, nd	Thes. AP G
WAUSAU								
WHVF (CP)	1230 250	Lakeland Bcstg. Corp. 1021 Broadway 7-7155		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.
WOSA 1948	550 5,000 DA-N	Alvin E. O'Konski Wausau 1444-5	MBS Rambeau					
WSAU 1937	1400 250	WSAU, Inc. 714 Fifth St. 6521	NBC Meecker	John R. Tomek, p Charles Lemke, vp Richard D. Dudley, g & cm		Roland W. Richardts, ce Donald Debyle, nd George Bundner, pd	Howard Gernetzky, sd Louise Gohdes, wd Marvin Nellis, fd	Thes. AP GE
WEST BEND								
WBKV 1950	1470 500-D	West Bend Bcstg. Co. P. O. Box 59 1640	Regional Radio	Carl Rohde, p August C. Berkholtz, ptrn. & gm		Paul Mueller, cm Harold Berkholtz, pd	Jack Skidmore, pmm Paul Ripple, ce	Thes. UP G
WISCONSIN RAPIDS								
WFHR 1940	1340 250	Wm. F. Huffman Radio, Inc. 143 Grand Ave. 1340	MBS, Wisc. Devney	Louise F. Huffman, p Geo. T. Frechette, g & pmm Larry Zurawski, cm		Jim Tighe, pd & nd Gordon Miller, ce Arnie Strophe, fd	Ed Hanson, sd Bernardine Speltz, wd	Wid. AP Col.
WFHR-FM 1948	Chan. 277 (B) 103.3mc 2.1kw							

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WYOMING

CASPER

KSPR 1930	1470 1,000	Donald Lewis Hathaway 1st & Lennox Sts. 3-5777	MBS, KBS Intermt. Sears & Ayer	Donald L. Hathaway, p & gm Frederic W. Hufsmith, cm	Marcus R. Nichols, pd J. A. Dunn, nd	James Wade, sd	Wld. UP RCA
KVOC 1946	1230 250	KVOC Bcstg. Co. Box 2090 130	ABC Wyo. Cowboy	William F. Shutts, co-o & gm & sd. I. E. Shahan, co-o & cm Duane Simons, co-o	Gene Larrieux, pd Ray Calvert, pmm John Mursu, ce	Jim Baker, nd Merlin Edmonds, fd Ethel Buckley, wd	Thes. AP G.

CHEYENNE

KCHY (CP)	1240 250	Philip D. Jackson P. O. Box 770 Chickasha, Okla. 2899		Philip D. Jackson, o & p		
KFBC 1940	1240 250 CP: 710 10,000-D 1,000-N DA-2	Frontier Bcstg. Co. Plains Hotel 4-4461	ABC Wyo. Cowboy McGillvra	Robt. S. McCracken, p Wm. C. Grove, gm Frank Flynn, cm (Natl.) Charles Cahill, cm (Local)	Mae Sunada, pd Ed Mueller, pmm Robt. Pfannenschmid, ce	Ray Overton, nd Larry Birleffi, sd Margie O'Brien, wd	St. UP RCA
KVWO 1952	1370 1,000-D	Great West Co. P. O. Box 926 2-6433	MBS, Intermt. Avery- Knodel	Wm. T. Kemp, p Frank Toomey, gm & ce Al Mann, sm & sd.	Ruth Dorr, slm Wm. Osborne, pd & nd Delores Gonzales, Span. pd	Wilbur Bretell, fd Susan Seymour, wd	L-W AP G.

CODY

KODI 1947	1400 250	Abaoraka Bcstg. Co. Times Bldg. 444	ABC, Wyo. Cow- boy McGillvra	Paul Stock, p Chuck Wilson, gm & pm Bill Ross, sm & cm	C. O. Allen, pd, sd & nd	Gene Leslie, wd	Wld. AP RCA
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LANDER

KOVE 1948	1230 250	Edward J. Breece P. O. Box 436 488	MBS, KBS Intermt. Continental	Edward J. Breece, o & p Jack L. Breece, gm Robt. W. Allen, pd, nd & sd	Gary Fehlauer, ce & fd Dorothy Reed, pmm Elva Rogers, wd	 UP Col.
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LARAMIE

KOWB 1948	1340 250	Snowy Range Bcstg. Co. Inc. Box 972 4688	ABC, Wyo. Cowboy	F. O. Rice, p C. S. Mohr, gm, cm Lynn O. Smith, pd & ce	John Steele, pmm & sd Joyce Nicholas, nd Ed Lenaway, fd	Kay Shelton, wd AP Col.
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KVVW

Cheyenne Wyoming

1370 KC

MUTUAL INTERMOUNTAIN

Covering Wyoming's Capitol and the Tri-State Area
with the Greatest Power 1,000 Watts

Represented Nationally by Avery-Knodel, Inc.
San Francisco, New York, Chicago, Los Angeles,
Dallas, Atlanta

Intermountain Network
Lynn Meyer
National Sales Manager
146 South Main
Salt Lake City, Utah

WILLIAM T. KEMP, President

WYOMING—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Library, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pmd; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
POWELL							
KPOW 1941	1230 5,000-D 1,000-N DA-N	A. J. Meyer Elder Bldg. 222	MBS, KBS, Intermt. Avery- Knodel	A. J. Meyer, p, gm & sd	Kenneth Doty, cm	Agnes Fields, pd Justin Kilness, ce	Assoc., Cole UP G.
RAWLINS							
KRAL 1947	1240 250	Rawlins Bcstg. Co. 1003	ABC, Wyo. Cow- boy McGillvra	W. C. Grove, p Jack C. Vagner, gm & cm	Anita Phisterer, pd & wd Gordon Clark, ce	Gene McMillen, nd Jack Campbell, fd	AP RCA
RIVERTON							
KWRL 1948	1450 250	Joseph P. Ernst 789	ABC, Wyo. Cow- boy McGillvra	Joseph P. Ernst, p	Dale Knisely, m, sm & ce	Mary Knisely, pd	AP Col.
ROCK SPRINGS							
KVRS 1938	1360 1,000-D 500-DA-N	Wyoming Bcstg. Co. P. O. Box 1067 93	MBS, Intermt. Avery- Knodel	D. G. Richardson, p D. A. Fisher, gm & sd	Laurel Mosbey, cm & fd Imogene Parr, pd, pmm, nd & wd Dave Wood, ce	Alma Mills, music. d	St. AP Col.
SHERIDAN							
KWYO 1934	1410 1,000-D 500-N	Bighorn Bcstg. Co. 21 N. Main 601	MBS, Intermt. Avery- Knodel	Jim Carroll, p & gm Don Tannehill, cm	Bob Crosthwaite, ce Bob Wilson, pd & nd	Lew Shank, sd Helen Erickson, wd	L-W UP RCA
TORRINGTON							
KGOS 1950	1490 250	Joseph P. Ernst 567	ABC, Wyo. Cow- boy	Joseph P. Ernst, p & o Richard (Dale) Wood, gm & nd	Alice Grange, cm & wd Leo Allen, pd & sd Leon Olson, ce	Evelyn Foster, pmm Bernie Trierwieler, fd	UP Col.
WORLAND							
KWOR 1946	1490 250	Joseph P. Ernst 733	ABC, Wyo. Cowboy McGillvra	Joseph P. Ernst, o & gm	Mildred V. Ernst, m	Joseph P. Ernst Jr., ce	AP Col.

Directory of BROADCASTING STATIONS OF U. S. POSSESSIONS AND TERRITORIES

(Data corrected to December 6, 1952)

ALASKA

ANCHORAGE							
KBYR 1948	1240 250	Aleutian Bcstrs. P. O. Box 1960 3-4433					
KENI 1948	550 5,000	Midnight Sun Bcstg. Co. P. O. Box 879 20301	ABC, MBS, NBC, Don Lee, Wellington, Fletcher	(Miss) Miriam Dickey, p A. G. Hiebert, gm William Stewart, cm	H. B. Knutson, pd Peg Quilleash, pmm Jack M. Walden, ce	Walt Welch, nd Ed Baldwin, fd Red Murray, sd	Assoc. AP, UP RCA
KFQD 1924	600 5,000	Wm. J. Wagner 830 Securities Bldg. Seattle, Wash. Seneca 6333	CBS, Alaska Alaska Radio Sales, Scott	Wm. J. Wagner, p & gm John Phillips, cm Gerald Mathis, pd	George Ernst, pmm Chas. Mohler, ce	Sidney Druckman, sd Louise Gathe, wd	L-W AP RCA
FAIRBANKS							
KFAR 1939	660 10,000	Midnight Sun Bcstg. Co. 2125	ABC, MBS, NBC Don Lee Young	Miriam L. Dickey, p Alvin O. Bramstedt, gm Arvid Erickson, cm	Richard Greuel, pd Val Forth, pmm Jorgen Tveiten, ce	Del Day, s & nd Frances Aley, wd	AP, UP RCA
KFRB 1948	790 5,000	Wm. J. Wagner 830 Securities Bldg. Seattle, Wash. Seneca 6333	CBS, Alaska Alaska Radio Sales, Scott	Wm. J. Wagner, p & gm Juanita Underwood, cm	Dale Haviland, pd W. R. Nichols, ce	Joel Buffington, sd Kit Singleton, wd	L-W AP RCA
JUNEAU							
KINY 1935	1290 5,000	Wm. J. Wagner 830 Securities Bldg. Seattle, Wash. Seneca 6333	CBS, Alaska Alaska Radio Sales, Scott	Wm. J. Wagner, o Richard Pefer, gm & pd	Wm. Vernon, cm Charles Gray, ce	Stanley Asplund, sd Constance Parsons, wd	L-W AP RCA
KJNO 1952	630 1,000-D 500-N	Aurora Bcstrs., Inc. 123 Third St. 508	ABC, MBS, NBC Wellington, Fletcher	Austin Cooley, p Del Day, gm	Lee Meyer, cm Lou Russell, pd	Norma Weeks, pmm & wd Matt Gormley, ce	Assoc. AP RCA
KETCHIKAN							
KABI 1952	580 1,000-D 500-N	Aurora Bcstrs. Inc. 211 Heckman Bldg. 0610	ABC, MBS, NBC Wellington, Fletcher	Austin G. Cooley, p Roall Erickson, gm	John Funk, cm Matt Gormley, ce	Marlene Miller, wd	Assoc. AP RCA
KTKN 1942	930 1,000	Wm. J. Wagner 830 Securities Bldg. Seattle, Wash. Seneca 6333	CBS, Alaska Alaska Radio Sales, Scott	Wm. J. Wagner, o & p Dorothy Bussanich, gm & wd	Edward Hammond, pd Richard Nicholas, ce	George Placentia, sd	L-W AP Col.
SEWARD							
KIBH 1948	1340 250	Wm. J. Wagner 830 Securities Bldg. Seattle, Wash. Seneca 6333	CBS, Alaska Alaska Radio Sales, Scott	Wm. J. Wagner, o & p Jim Lawson, gm	Allen Hendricks, pd	David Hassinger, ce	L-W AP RCA
SITKA							
KIFW 1949	1230 250	Wm. J. Wagner 830 Securities Bldg. Seattle, Wash. Seneca 6333	CBS, Alaska Alaska Radio Sales, Scott	Wm. J. Wagner, o & p	Wm. Maynard, gm & pd	Lawrence Brady, ce	L-W AP RCA

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Put your brand on Wyoming,
Northern Colorado and
Western Nebraska

BY USING



WYOMING COWBOY NETWORK

KFBC
KEY STATION CHEYENNE

KOWB
LARAMIE

KRAL
RAWLINS

KWRL
RIVERTON

KWOR
WORLAND

KODI
CODY

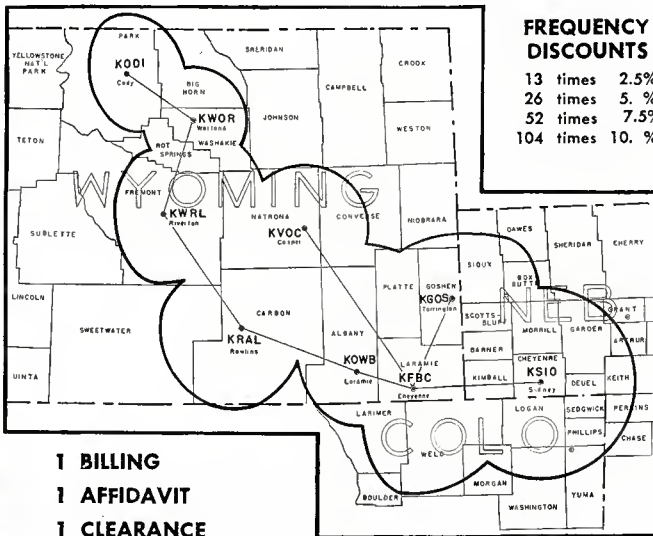
KGOS
TORRINGTON

KSID
SIDNEY, NEBRASKA

KVOC
CASPER

ALL STATIONS ABC AFFILIATED

This is a genuine full-time line-connected network, keyed and fed out of Cheyenne.



FREQUENCY DISCOUNTS

13 times	2.5%
26 times	5%
52 times	7.5%
104 times	10%

SPOT ANNOUNCEMENT RATES:

9 stations—\$22.50 day \$33.00 night

COVERAGE AND MARKET DATA:

Population (1950 census)	440,246
Radio Homes (Broadcasting)	109,954
Retail Sales (Sales Management)	\$669,274,000

FOR FURTHER DETAILS . . .

see any Joseph Hershey McGillvra man, or phone Frank Flynn, Commercial Manager, or Wm. C. Grove, General Manager, WYOMING COWBOY NETWORK, 4-4461, Cheyenne, Wyoming.

- 1 BILLING
- 1 AFFIDAVIT
- 1 CLEARANCE

HAWAII

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Library, News Service Transmitter
				Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
HILO							
KHBC 1936	970 1,000	Hawaiian Bcstg. System, Ltd. P. O. Box 1476 4616					
KILA 1951	850 1,000	Island Bcstg. Co. P. O. Box 1595 5313	MBS, Inter-Island Hollingbery	J. D. Keating, co-o J. E. McCaw, co-o	J. E. Jaeger, gm & ce	Fin Hollinger, network m	UP Col.
KIPA 1947	1110 1,000	Big Island Bcstg. Co., Ltd. 140 Ialii St. 2177		A. H. Green, p & m			
HONOLULU							
KAHU 1950	920 1,000	KAHU-Rural Bcstg. Co. Waipahu Honolulu 41-2835	Devney	Dr. Timothy Wee, p Harry En Chu, gm	Curtis Butler, pd Frank W. Fitch, ce	Mason Holliday, nd William Ystad, sd	AP RCA
KGMB 1930	590 5,000	Hawaiian Bcstg. System, Ltd. 1534 Kapiolani Blvd. 90914	CBS, Hawaiian Free & Peters	J. Howard Worrall, p C. Richard Evans, vp & gm Wayne Kearl, cm & pmm	Ernest Lindemann, ce Arthur Hansen, pd	Joseph Anzivino, sd Betty Smyser, wd	St. UP RCA
KGMB-TV 1952		Hawaiian Bcstg. System 1534 Kapiolani Blvd. 9-0914		(For full information see TELECASTING Yearbook)			
KGU 1922	760 2,500 L-WJR	Advertiser Publishing Co. Ltd. P. O. Box 3110 52977	NBC Katz	Lorin P. Thurston, p William O. Paine, gm George C. Mansfield, cm	Owen Cunningham, pd Lee D. Hirschland, pmm	M. A. Mulrony, ce Wm. Whedbee, nd	Thes. UP
KHON 1946	1380 5,000	Aloha Bcstg. Co. Ltd. P. O. Box 1380 95295	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)	Chan. 222 92.3mc 6kw	Henry T. Lee 2993 Pacific Hgts.					
KIKI 1951	860 250 CP: 810 1,000	KIKI, Ltd. 320 Ward St. 63456	Western Radio Sales	Royal V. Howard, p Wm. B. Meyers, vp Clair Weidenaar, gm & pd	Sam Styles, cm Elaine Howard, secy.- treas.	Stan Abrahamson, ce Pete Simmons, sd	L-W AP GE
KONA(TV) 1952		Radio Honolulu Ltd.		(For full information see TELECASTING Yearbook)			
KPOA 1946	630 5,000	Island Bcstg. Co. 575 Kamoku St. 9-5326	MBS, Inter-Island Hollingbery	John D. Keating, co-o Elroy McCaw, co-o Fin Hollinger, gm & cm	Carlos Rivas, sd Bun Clapperton, pmm	John Sanders, ce Gene Forssell, nd	UP WE
KULA 1947	690 10,000	Pacific Frontier Bcstg. Co. Ltd. P. O. Box 1479 71933	ABC Young	Charles Mayo, p Jack A. Burnett, gm & cm Ted R. Scott, operations d.	Nancy K. Aea, pmm C. W. Evans, ce Gordon Burke, nd	Vern Bruggeman, sd Carra Moore, wd	UP RCA

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CBS in Hawaii

KGMB, Honolulu—5,000 watts, 590 KC

KHBC, Hilo—1,000 watts, 970 KC

COMPLETE COVERAGE OF THE HAWAIIAN MARKET

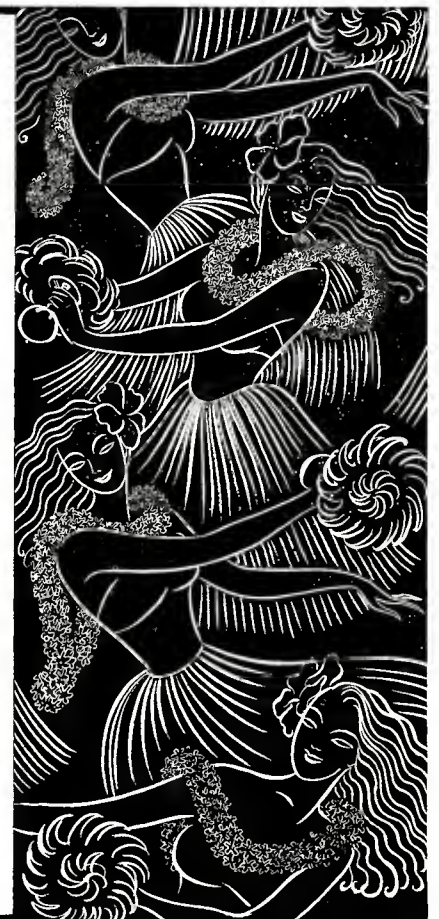
MARKET FACTS*

Population: 460,400
excluding military
Retail Sales: \$434,931,000
Effective Buying Income: \$633,165,000
Family Income, Cities of Hawaii: \$6,504
Quality Index, Cities of Hawaii: 120

* Sales Management, 1952

NATIONAL REPRESENTATIVE: Free & Peters

J. Howard Worrall, President
C. Richard Evans, Vice President, General Manager
Wayne Kearl, General Sales Manager



KANEOHE, OAHU

KANI 1150
(CP) 1,000-D

Windward Bcstg. Co.
210 Hawaii Trust Bldg.

LIHUE, KAUAI

1940 1490
KTOH 250

Garden Island Pub. Co.
P. O. Box 1748
361

WAILUKU, MAUI

KMVI 550
1947 1,000

Maui Pub. Co. Ltd.
P. O. Box 374
981

Aloha
Grant

J. Walter Cameron, p
Ezra J. Crane, gm
Richard E. Mawson, sm

Frank R. Kovacic, cm
Neil Arveshoug, ce

W. J. Belknap, nd
Emi Brandle, wd

St.
Press News
RCA

PUERTO RICO

AQUADILLA

WABA 1240
1951 250

Ledo Hector Reichard
P. O. Box 188
242

Ledo Hector Reichard, p

Felix Bonnet Veitez, gm

.....
.....
.....

ARECIBO

WCMN 1280
1947 1,000

Caribbean Bcstg. Corp.
Antonio R. Barcelo St.
589

Aristides S. Ledesma, p
Nabal Barreto, gm & cm

Mrs. Digna Olivero Pabon, Juan Lopez Montano, nd
pd
Jose Soler, ce

Ray.

BAYAMON

WENA 1560
1947 250

Bayamon Bcst. Corp.
Bayamon
161

CAGUAS

WJFR 1240
(CP) 250
WRIA 1450
1947 250

Jorama-Fer Radio
Corp.
Inter American Radio
Corp.
Caguas
678

WVJP 1110
1947 250
1590

Borinquen Bcst. Co.
P. O. Box 207
789

FAJARDO

WMDD 1490
1947 250

Madrado & Diaz
P. O. Box 187
132

GUAYAMA

WXRF 1590
1948 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 1400
1948 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 710
1946 1,000-D
500-N

Jose A. Bechara, Jr.
Minerva St. 54
983

WORA 1150
1947 1,000

Radio Americas Corp.
P. O. Box 43
1150

PRN
Guzman

Alfredo R. De Arellano,
Jr., p
Reinaldo M. Dupont, asst.
m
Adolfo Perez, cm

Angel Rivera Graciani,
pd & nd
German Velez, pmm
Marcos A. Vega, ce

Francisco Ortiz, sd
Blanca Luna DeMartinez,
wd

.....
GE

WPRA 990
1937 10,000-DA-1

Puerto Rico
Advertising Co., Inc.
P. O. Box 869

WTL 1300
1950 1,000

Mayaguez Radio Corp.
Post & Palmer Sts.
1290

Alberto Sanabria, p
Patricio R. Fermainnt,
gm
Gilbert Mamary, cm

Francis Feliu, pd
Gabriel Castro, pmm
& sd

Rafael R. Santiago, ce
Yayi Mamary, wd

.....
.....
G

PONCE

WPAB 550
1940 5,000-D
1,000

Portorican American
Bcstg. Co. Inc.
164 Villa St.
783

Inter-
American

A. Gimenez-Aguayo, p &
gm
Radames Mayoral, cm

Eliseo Borrero, pd
Pedro A. Conesa, Jr., ce

Juan B. Roman, sd

.....
AP
RCA

WPRP 910
1936 5,000 DA-N

Voice of Porto Rico,
Inc.
P. O. Box 430
1015

PRN
Guzman

Arturo Valldejuly, p
Francisco Susoni, Jr., gm
Antonio Miro, cm

Luis Alfonso Diaz, pd
Julio M. Conesa, ce

Luis R. Rodriguez, nd
Carols R. Ortiz, sd

.....
UP
G.

WISO 1260
(CP) 1,000

South P. R. Bcstg.
Corp.
Leon St. No. 17

Jose R. Freyre, p

Luis E. Freyre, gm & ce

.....
.....
Col.

RIO PIEDRAS

WRIO 1320
1949 1,000

Master Bcstg. Corp.
P. O. Box 335, Hato Rey
1096

WWW 1520
1949 250

Frank A. Ganda
P. O. Box 935
1098

Frank A. Ganda, o

PUERTO RICO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. sm;	Pres. p; Prog. Dir. pd;	Exec. up evp; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	
SAN JUAN							
WAPA 1947	680 10,000	Jose Ramon Quinones 357 Ponce de Leon Ave. 3-0100	ABC, MBS, PRN Guzman	Jose Ramon Quinones, p Harwood Hull, Jr., gm Segismundo Quinones, cm	Emilio Medrano, pd J. E. Franco, pmm Jose Arzuaga, ce	J. Arnaldo Meyners, nd G. Atiles, fd Pedro Vazquez, sd Jose Seda, sd Catin Ballesteros, wd	Thes. UP RCA Wld. WH
*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		
WITA 1947	1400 250	Electronic Enterprises Inc. P. O. Box 3726		Farmin H. Bonni, studio dir.			
WKAQ 1922	580 5,000	El Mundo Bcstg. Corp. P. O. Box 9007 2-2023		Angel Ramos, p R. A. Fornier, gm	V. Lamas Jr., cm Esther Pales, pd	Rafael Acosta, ce Santiago Garcia, pdm	Assoc. UP RCA
WKAQ-TV (CP)		El Mundo Bcstg. Corp. P. O. Box 9007 2-2023		(For full information see TELECASTING Yearbook)			
WKVM 1951	810 25,000 DA-1	American Colonial Bcstg. Corp. 1000 Ponce de Leon Ave. 3-0840	Young	Ralph Perez Perry, p & gm Felix Santiago, cm	Juan Serrano, pd Gloria Bravo, pmm	Rafael Rodriguez, ce Eugenio Guerra, sd	
WNEL 1934	860 5,000 DA-1	WNEL, Inc. 960 Ponce de Leon Ave.					
SANTURCE							
WIAC 1947	740 10,000 DA-1	WIAC, Inc. P. O. Box 4809 2-1558					
WIPR 1949	940 10,000 DA-1	Department of Educa- tion Ponce de Leon 1314 2-3218		Mariano Villaronga, comr. of education Jose A. Buitrago, sta. d	Olga Gomez, adm. asst. Francisco Arrivi, pd Pedro Luis Jimenez, ce	Wilfredo Braschi, nd Ismael Gonzalez, fd Jose Seda, sd	Wld. WH

VIRGIN ISLANDS

CHARLOTTE AMALIE (St. Thomas)

WIVI (CP)	1230 250	Radio American West Indies					
WSTA (CP)	1340 250	William N. Greer P. O. Box 538 489	Young	William N. Greer, p (Mrs.) Nellie Greer, cm Ron DeLugo, pd	Seth Larrabee, pmm Arnold Cunningham, ce Walter S. Priest, nd	(Mrs.) Marian Kennelly, wd	L-W
WSTB (CP)	1090 250	John W. Boler					

Directory of
BROADCASTING STATIONS IN CANADA

(Data corrected to December 6, 1952)

ALBERTA

CALGARY

CFAC 1922	960 5,000 DA-N	Calgary Bcstg. Co. 1000 Greyhound Bldg. 6-1036	CBC All-Canada Weed	John D. Southam, p A. M. Cairns, m Don Hartford, cm	George Brown, pd R. J. Fregillus, pmm Earl Connor, ce	Joe Marks, sd Shirley Shea, wd Larry Heywood, nd	Wld., Thes., Assoc. PN, BUP CP
CFCN 1922	1060 10,000 DA-N	The Voice of the Prairies Ltd. Toronto General Trust Bldg. 2-1161	CBC Radio Reps. Young	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, wd	St., L-W, Cap. PN, BUP RCA
CKXL 1950	1140 1,000 DA-N	The Albertan Bcstg. Co. 210 9th Ave. W. 6-3026	Stovin	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 CP, BUP RCA

EDMONTON

CBX 1948	1010 50,000	CBC Macdonald Hotel	CBC	J. A. Ouimet (CBC), gm W. E. Powell (CBC), cm Dane E. Cameron, m	Ron C. Fraser (CBC), press info serv. d D. C. McArthur (CBC), nd Gordon W. Olive (CBC), engrg. d	A. K. Morrow (CBC), fd	BUP, CP, R
CFRN 1934	1260 5,000	Sunwapta Bcstg. Co. Ltd. 109 CPR Bldg. 2-2101	Dominion Radio Reps. Young, Oakes	G. R. A. Rice, p & gm A. J. Hopps, cm G. A. Duffield, pd D. Atkinson, secy.-treas.	Isobel McDonald, pmm Frank Makepeace, ce Gordon Williamson, nd Eve Henderson, wd	MacDonald Holmes, fd Al Shaver, sd	L-W BUP RCA
CHFA 1949	680 5,000 DA-1	Radio Edmonton Limitee 10012-109 Street 4-2157	Renaud	Dr. Mousseau, p J. A. Gallant, gm M. Guertin, cm & sd	Leo Remillard, pd & pmm Bob Guy, ce Tharcis Forestier, nd	Paul Gadoury, fd Mdme. Paul Chatain, wd UP RCA
CJCA 1922	930 5,000	Edmonton Bcstg. Co. Birks Bldg. 4-4131	Trans- Canada Weed	W. A. MacDonald, p Gerry Gaetz, gm Joe McKenzie, cm	Dalt Elton, pd (Miss) Win Sutton, pmm Frank Hollingworth, ce	Russ Sheppard, nd Don Clayton, fd Joe Carbury, sd	Thes., St. PN, BUP Marc.
CJCA-FM 1949	Chan. 258 (A) 99.5mc 0.2kw						
*CKUA 1927	590 1,000	Univ. of Alberta Provincial Bldg. 2-5161		John Langdon, gm D. I. Roberts, pd	Bill Pinko, ce R. G. Nightingale, nd	Rex Allison, fd Art Ward, sd	Assoc. PN, BUP RCA GE
*CKUA-FM 1948	Ch. 251 (A) 98.1mc 0.35						

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM, affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Stations. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

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| Camel Cigarettes | Lucky Strike Cigarettes |
| Caprice Shoes | McCoy's Tablets |
| Chesterfield Cigarettes | Mum |
| Chevrolet Cars, Trucks | Pal Blades |
| Corona Beer | Palmolive Soap—CPP |
| Dole Pineapple | Parkay—KRAFT Products |
| Duz—P. & G. | Puerto Rico Cement |
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| Esso-Standard Oil | Red Seal Rice |
| Fleer's Double Bubble Gum | Rio Soap |
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